

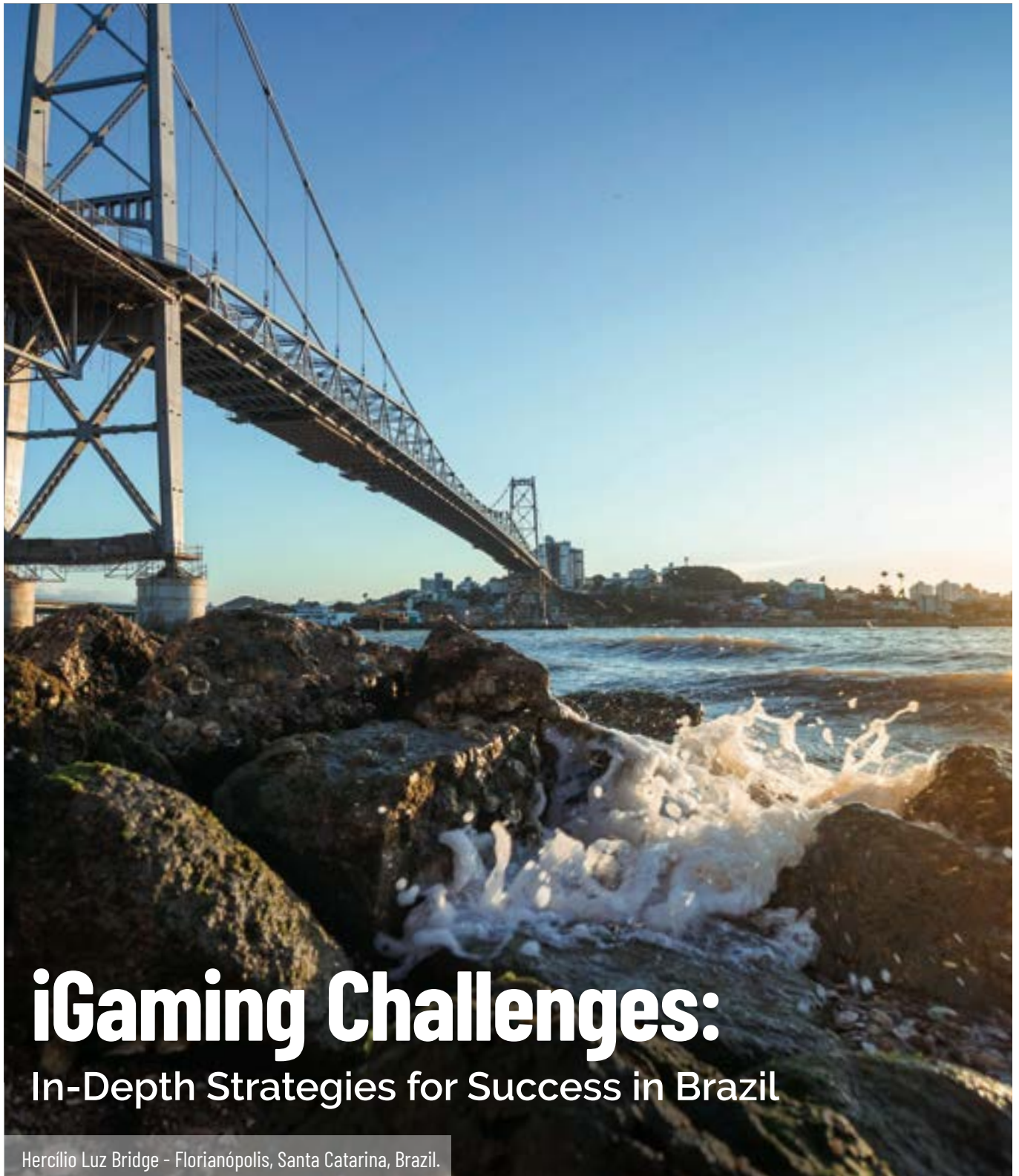


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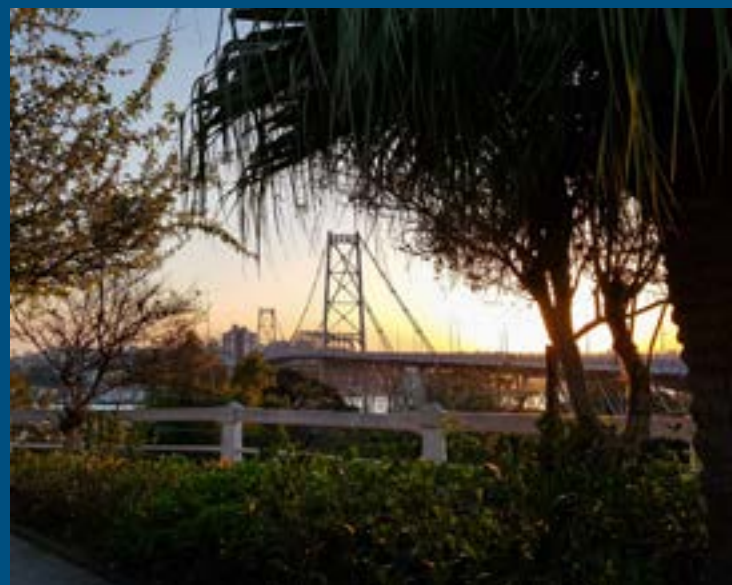
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WELCOME FROM THE EDITOR

Welcome to the 5th edition of Brazilian Lounge Magazine! It's an honor to have you on this journey through Brazil's thriving iGaming industry.

In this issue, we explore topics that define our sector, from the Hall of Fame featuring Magnho José to the great perspectives for the iGaming Scene. We delve into the path for affiliates in 2024, the uniqueness of events in Brazil, and the blend of fun and business within the Boxes. Poker enthusiasts will find inspiration, and we explore the crypto market's growth and its connection to bettors. Additionally, we address talent acquisition in Brazil and celebrate a year of strengthening Brazilian iGaming.

Our gratitude goes to our readers, contributors, and advertisers. Your support fuels our commitment to delivering insightful content.

Flávio Figueiredo
flavio@igamingbrazil.com





Hall of Fame with Magnho José

In the Hall of Fame, we opened a space to honor those Brazilians who in some way contributed (and continue to contribute) to the igaming industry growing and improving day by day, for the benefit of a better country.

They are illustrious people who, with their conviction, do everything to improve the current situation in Brazil.

Our honoree today is Magno José Santos de Sousa, better known as Magnho José.

Born in Valença (RJ), just turned 64 in January, journalist by profession and specialist in games, betting and lotteries, Magnho José has been in this market since 1996 and considers himself a literal “dinosaur” in the gaming sector (which he explains further up).

Brazilian Lounge, in its fifth edition, brings a little of the trajectory of this tireless fighter for the regulation of gaming and betting in Brazil.

Magnho began his career by joining SOBEU, in Barra Mansa, 70 km from Valença, and at that time he worked at Rádio Clube FM, I was a DJ at Clube dos Coroados. When he was on the radio, he discovered that he wanted to be a journalist. In the years 1979 to 83 he then went to college.

During this period, in addition to working on the radio, he also had a community newspaper and was always involved in communications.

In 1985 he moved to Rio de Janeiro, working at Jornal do Brasil, but soon after, in an interview with the director of Parks and Gardens, he hired him to be a social communications advisor at Jardim Zoológico (Magnho stayed there from 1985 to 1995).

During these 10 years, he discovered old documents that told the story of the origins of the Zoo in Vila Isabel, and consequently came across some stories about the creation of Jogo do Bicho in Brazil.

He discovered that the Baron of Drummond did not actually invent the very Brazilian Jogo do Bicho, but rather a Mexican called Manuel Ismael Zevada, who would have created a game on Rua do Ouvidor similar to Chicago's Number Games, which was called Jogo das Flores.

As the Zoo was subsidized by D. Pedro, ending with the Proclamation of the Republic, the organization began to be in need. So Zevada presented the game to Barão de Drummond as a way to alleviate the situation. From this research into old documents at the Zoo, his curiosity about the game in general arose, and Magnho began to study the topic.

Talking about the beginnings of BNLDData, Magnho tells us that when he left the job at Jardim Zoológico, he worked for several companies and agencies as a press officer, until one day, working in an advertising agency, in an elevator (1997), by chance, he met a group of businesspeople who were looking for an advertiser specializing in gaming and betting.

At that moment, his partner introduced him as the greatest gaming expert, due to his work at RioZoo, and they were then invited to a meeting.

The businessman in question was Marcus Fortunato, from the then Sodak Gaming, now owner of TicTabs in Las Vegas and representative of AGS do Brasil. Both had the opportunity to develop interesting work at Bingo Arpoador, but in 1999, lawyer Daniel Homem de Carvalho took over Loterj and invited Magnho to work with him, remaining there for two and a half years.

At that time, the game had a huge amount of prejudice. Talking about Jogo do Bicho was as if he were swearing or as if he were a criminal. Through the suggestion of a businessman, Magnho started doing a daily clipping on the subject, which at first was for six people and suddenly they realized that the mailing list already had two thousand signatures.

The newsletter was distributed every day and, in 2006, with the help of his son Caio Sousa, he and Elaine Silva launched the first version of the website, which is today BNLDData.

When we talk about the biggest challenges faced when the company BNLDData was created, Magnho takes into account the national context of the time and compares it with today.

“

WE ARE PIONEERS, THE BNLDATA WEBSITE WAS THE FIRST DIGITAL COMMUNICATION VEHICLE IN LATIN (SOUTH) AMERICA,” SAYS THE JOURNALIST.



Here he is not referring to printed magazines, but to web, digital magazines. BNLDData evolved as a newsletter, which for 23 years was distributed uninterrupted via email, being migrated last year to the Whatsapp platform to provide greater agility in information.

A specific audience was created. In 2003, Clarion held the first seminar in Brazil on Lotteries. And here he tells an extremely curious story: the Ministry of Finance did not want the seminar to address the issue of gambling. Magnho was invited to give a talk about the gaming market in Brazil at Congress.

As the focus of the Brazilian Gaming Congress (BgC) was entirely focused on the lottery, Magnho and his society car-

ried out a survey of perceptions that year. This congress took place in November 2003 and he would give his talk on the third day, the last one ever. But by a twist of fate, the speaker who would open the BgC was unable to participate and Liliansa Costa told him at breakfast if he could give the opening talk.

Magnho says that when he presented the data and the public saw the size of the market, Congress' focus changed. At that time, a group of businessmen interested in legalizing gambling in Brazil invited Magnho to found an entity to act institutionally in Brasília, with the National Congress, with the Executive and Judiciary, to reduce prejudice about the sector and clarify the issue of legal gambling around the world.

This is how IJL was born. In 2004, the Brazilian Legal Gaming Institute was created, Magnho was elected president and now in January the entity completed 10 years. In these ten years, a lot has happened, always with the partnership of Dr. Regis de Oliveira and Luiz Armando Ferrari. Currently, the National Congress and the mainstream media discuss very clearly the issue of legalizing gaming and regulating sports betting.

Magnho says that in February 2022 there was a victory for the entire sector with the approval by the Chamber of Deputies of PL 442/91, which legalizes casino, bingo, Jogo do Bicho and online gambling. Currently, the proposal is in the Senate under number 2234/22 and is about to be voted on by

the Constitution, Justice and Citizenship Commission – CCJ.

“The biggest victory of the group we represent, of the people who are involved, even of my wife, who wore the shirt, and bought into this dream, was exactly changing the view that society has today about the gaming, betting and lottery sector”, says Magnho.

“We believe that this contribution of reducing the image deficit that the game has, of showing society that the game is not a matter of customs, but an economic activity. That the game is not in the same basket as drugs, abortion, same-sex unions, it will be the great contribution and legacy that the IJL will leave for generations that will continue this work that the game becomes increasingly healthier for the State and society, ” he concludes.

Regarding his expectations for the sports betting market in Brazil today, the journalist who currently lives in Niterói, RJ, considers that over the last 82 years Brazil has been discussing the legalization and regulation of betting and gambling on various aspects.

“Doctors will talk about the possible damage it could cause, economists will present facts and figures about the benefits, politicians will argue in defending possible investments in their jurisdictions and players will ar-

gue about the hypocrisy of the State controlling the free will of how to spend their own money.” says Magnho.

He believes it’s a hot-button and polarizing issue, but it really doesn’t need to be. “In any country, regardless of its culture, religious beliefs, political structure or economic status, the vast majority of the population will gamble and will continue to do so, whether legally or not.” it states, and goes on: “Illegal gambling is clearly , a more harmful pastime than legal gambling. Brazil will certainly have a robust gaming, betting and lottery operation that will mature over time.”

Despite everything, Magnho José believes that there will be total freedom in the use of online and physical betting. He is convinced that the Senate is conservative, reli-

gious and hypocritical to the point of treating gambling in a wrong way and ending up favoring the lobby of those who want to keep gambling illegal.

Magnho says that parliamentarians should think carefully before transforming the good intentions of honorable citizens into new businesses for organized crime: “Anyone who wants to play and bet, and cannot do so in accordance with the law, will look for it in the informal market.”

Therefore, the journalist by training and passion says that until the last day of his life he will defend legal gambling and preferably for Brazilian businesspeople, who worked to change society’s view of the sector.

**FINALLY, HE LEAVES HIS MESSAGE:
“CONGRATULATIONS TO EVERYONE WHO
CONTRIBUTED TO THIS HISTORIC DAY
OF APPROVAL OF THE ONLINE BETTING
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Betting on the Unconventional: How Brazil's i-Gaming Industry is Winning Big with Alternative Media

In the kaleidoscopic world of Brazilian i-gaming, where the thrill of the bet meets the samba of innovation, there's a new player in town: Alternative Media. Now, if you're picturing a rebel media wearing a beret and quoting Sartre, hold your horses! We're talking about a marketing maverick that's rewriting the rules faster than a Carioca changes carnival costumes.



CLASSIC MEDIA: THE TRUSTY OLD DECK

Classic Media, our reliable old friend, has been the backbone of marketing for ages. TV ads that interrupt your favorite "novela" (soap opera), radio jingles that stick in your head like bubblegum to a shoe, and club sponsorships that make football jerseys look like walking billboards. They're like the bread and butter of marketing tactics for betting operators in Brazil - familiar, predictable, and, let's be honest, not very exciting. More like a ballroom dance than a samba festival.



ALTERNATIVE MEDIA: THE WILD CARD

Enter Alternative Media, the daring and dynamic contender that's shaking things up. Think of it as the Carnival compared to Classic Media's formal Ball. It's unconventional, engaging, and perfectly tailored for our tech-savvy, TikTok-loving, meme-sharing audience.



OUT-OF-HOME: NOT SO OUT-OF-TOUCH

Out-of-Home (OOH) advertising is like the sly wink from across the room. It's subtle, yet impactful. Think digital billboards with real-time betting odds at bus stops or interactive screens at metro stations where commuters can place bets while waiting. It's about being in the right place at the right time, much like finding the perfect spot at the Copacabana beach in a crowded sunny day. Technology is enabling the real experts in this marketing segment to evolve from mere physical presence to a savvy 'phygital' (physical+digital) strategy. Consider the innovative campaigns of Brazilian agency ACESOOH with brands like TIM and UBER. They've mastered the art of tailoring experiences from the moment an individual steps out of their home, tracking their journey to their destination with engaging, interactive ads. Betting operators can take a leaf from this playbook, using these assets in public spaces to showcase their best features or flash promotions, engaging potential bettors in a dynamic, personalized manner.



STREAMING PROGRAMS: THE NEW "NOVELAS" (SOAP OPERAS)

Streaming programs are the trendy nightclubs of the media world. Here, betting operators can sponsor content that's binge-worthy.

In 2024, streaming platforms will become pivotal battlefields for viewer attention, with colossal events like the Olympic Games, UEFA Euro Cup, and Conmebol Copa America. Imagine the possibilities beyond just broadcasting the games. Take the collaboration of NSports with the Brazilian Olympic Committee (COB), offering a richer experience with behind-the-scenes access and post-game analysis, including interviews with medalists. This immersive approach is a goldmine for betting operators, allowing them to integrate betting odds into a popular game and play with interactive features at the same time as a new telenovela plot twist, making every goal, point or play more thrilling.

It's engaging, interactive, and, most importantly, doesn't feel like an ad.



DIGITAL WORLD: THE INFINITE PLAYGROUND

The digital realm is where Alternative Media truly comes into its own. It's a playground as vast as the Amazon and as diverse as Brazil's ecosystem. Here, we have influencers making bets on Instagram, Twitter wars between rival teams sponsored by different betting companies, and YouTube channels dedicated to the art of the bet. With the upcoming regulation, it will be possible to not only explore all this with better content, but also to improve the quality of the message for the whole industry. It is a rainforest of opportunities for the trail blazers. It's fresh, it's fun, and it speaks the language of the digital generation.

WHY BET ON ALTERNATIVE MEDIA?

So, why are betting operators in Brazil flirting with Alternative Media? For starters, it's where the audience is. A generation of digital natives for whom a radio jingle is as odd as a snowstorm in Salvador. It's also about engagement. Alternative Media creates a dialogue, a two-way street, unlike the monologue of Classic Media.

THE WINNING HAND

In the end, it's not about ditching the old for the new. It's about playing the right hand. A mix of Classic and Alternative Media can be the royal flush for betting operators in Brazil. Classic Media brings trust and reach; Alternative Media brings engagement and innovation.

CONCLUSION: STREAMING THE FUTURE!

The future of marketing in the Brazilian i-gaming industry isn't just about choosing between Classic and Alternative Media. It's about understanding the rhythm of the market, knowing when to stick to the classics and when to samba with the unconventional. As the industry evolves, so does the game of marketing. And in this game, the only bet worth making is on creativity, adaptability, and a bit of Brazilian flair.

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Challenges and Expectations for working in a giant market

The betting regulation in Brazil is extremely recent and tends to change the way in which all players involved in the national market operate. With this in mind, we spoke exclusively with Dario Leiman, SOFTSWISS Regional Manager for Latin America.

The company is a leading provider of iGaming software and, according to Leiman, is committed to aligning operations with the legal requirements defined by Brazilian authorities.

The executive talks about how regulation should impact both the operations of operators and players, as well as the positioning and challenges for SOFTSWISS from now on.

Furthermore, Dario Leiman also reveals his interest in increasing involvement with events and special actions aimed at expanding SOFTSWISS' visibility and presence in Brazil in 2024.

DARIO, TAKING INTO ACCOUNT THE CIRCUMSTANCES OF THE REGULATION OF SPORTS BETTING, WHAT DO YOU THINK OF THE REGULATION?

Dario Leiman : First of all, the Brazilian market is incredible, and the costs for operators are still high. Politicians could consider a lower figure. Also, a number of stakeholders shared with me that there is talk about how dissatisfying the law itself is. The main concern is that the paper is not clear in many aspects. Yeah, it's approved, which is the first vital step, but there is a vast possibility of a big grey market appearance. I think the industry needs more time to calculate all the scenarios.



WHAT WILL IT BE LIKE FOR SOFTSWISS TO WORK IN THIS NEW MARKET?

Dario Leiman : Currently, SOFTSWISS is actively engaged in expanding its presence in Brazil, with ongoing projects and negotiations underway. We are in the process of setting up new projects.

We have initiated the necessary preparation processes to adapt to the emerging legal framework. This includes a comprehensive review of the regulatory requirements and meticulous planning to align our operations with the stipulated guidelines.

TRANSFER FEE, PERCENTAGE THAT THE PLAYER WILL HAVE TO PAY AND A LEANER MARKET?

Dario Leiman : When it comes to bettors, there is a big challenge due to players' taxation. I see two potential scenarios. They will be discontinuing their betting activities, an improbable choice in my estimation, or embarking on a journey into the uncharted territory of unregulated platforms abroad, exploiting the nebulous regulatory landscape. Bettors, integral cogs in the sector's machinery, stand as vital contributors. In their absence, operators vanish, and the coffers for tax collection run dry. Yet, I perceive this as a transformative step in the evolution, a positive shift in the process. My confidence rests in the belief that the National Congress will reverse the veto and deliberate on incorporating these practices into formulating comprehensive betting policies.

WHAT IS THE INTERNAL CHALLENGE FOR A MULTINATIONAL COMPANY LIKE YOURS TO OPERATE IN THIS WAY?

Dario Leiman : Operating in a regulatory environment poses internal challenges for multinational companies, and establishing operations in a legalised economic space is generally more straightforward. One of the primary hurdles faced is the added financial burden on operators due to the additional costs associated with compliance. For each multinational company, navigating these complexities demands meticulous plan-



ning and strategic execution to ensure seamless compliance with the diverse regulatory landscapes.

Moreover, a poorly constructed business model could expose operators to significant risks, including the possibility of a business shutdown or the temptation to operate outside legal frameworks. This underscores the importance of not only understanding and adhering to the regulations but also building a sustainable and adaptable business model that can thrive within the evolving legal frameworks. Striking a balance between compliance and operational efficiency becomes a critical internal challenge, requiring a nuanced approach to successfully navigate the intricacies of regulatory environments across different regions.

WITH THESE REGULATIONS, WILL SOFTSWISS CHANGE THE WAY OF WORKING IN THE COUNTRY?

Dario Leiman : Certainly, in response to the new regulations, SOFTSWISS is committed to aligning our operations with the legal requirements set forth by the authorities. As a responsible and law-abiding company, we will undertake all necessary steps to ensure

full compliance with the regulatory framework in the country. This includes adapting our practices and procedures to meet the specified standards and obligations mandated by the law.

SOFTSWISS IS VERY ACTIVE IN MEDIA SPONSORSHIP IN BRAZIL AND LATIN AMERICA (BANNERS AND PARTICIPATION IN EVENTS). IS THE IDEA TO INCREASE PARTICIPATION AFTER THESE REGULATIONS?

Dario Leiman : Absolutely, SOFTSWISS is indeed very active in sponsorships within the media landscape in Brazil and across Latin America, including banners and participation in events. Our engagement in marketing initiatives reflects our optimism about the future of the market. As regulations evolve and provide a more stable framework, we anticipate an increased interest in further enhancing our visibility and presence.

Looking ahead, we have exciting plans in the pipeline. We are gearing up for some surprises in the coming year. I encourage everyone to stay tuned for our announcements, as we continue to strengthen our brand presence and actively contribute to the thriving gaming ecosystem in Brazil and the broader Latin American region.



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Sports betting platforms are essential in strategic marketing and commercial planning for 2024

Companies in the segment are increasingly conquering prominent spaces; on the other hand, there is fear about the text of the regulation.

Currently, 19 of the 20 teams in the Brazilian Championship Series A are sponsored by companies focused on the sports betting industry. This is a broad dominance of companies in this segment in the sports scene. Because of this, adequate planning from a marketing and commercial point of view directly involves establishing partnerships with platforms.

However, from the point of view of sports betting companies, even though there is a strong rise in the sector, the companies show some apprehension with the text of the segment's regulations. Already approved by the Chamber of Deputies, the content, which is still being

debated in Brasília, generates fear on industry platforms, since the value of taxes and the grant price are assessed as high by representatives of the entities.

Next year will be very special for the sporting environment, as the biggest event in the field - the Olympic Games -, the European Championship, is taking place, in addition to all the competitions that have attracted large audiences and attracted millions of fans, such as the Champions League, the World Cup Libertadores and several national championships. In this context, it is essential that marketing leaders are aware of opportunities arising from the sports betting ecosystem.

The Brasileirão and the Copa do Brasil, the two main competitions in Brazilian football, have commercial agreements with companies in the

segment. The strength of sports betting companies in the sports environment, whether in sponsoring teams, championships, players and several other players involved, must be taken into account so that the strategic planning designed for 2024 includes partnerships and actions with these platforms that have dominated the Marketplace.

In addition, it is also possible to notice the growth in sponsorships from companies in the segment in the teams in Series B and C of the Brazilian Championship. Currently, all Series B teams have commercial agreements with companies focused on the sector. When observing that 39 of the 40 clubs that form divisions A and B of the main national sport have partnerships with sports betting companies, it is necessary to understand the strength of the betting industry and take advantage of the scenario to draw up adequate planning for the new cycle that will begin in brief.

The sports betting market is on the rise in Brazil. A survey published by Datahub showed a 360% growth in the sector between 2020 and 2022 in the country. With information from the company specialized in data and statistics, Aposta Legal Brasil also states that the segment evolved by another 135% between 2022 and 2023. In the first eight months of this year alone, more than 200 companies in the sector were opened in the largest nation in South America.

Even though the sports betting market faces a period of doubts regarding the future, due to what can be put into practice with the sector's regulations, it is important that companies implement partnerships and seek to sign contracts with platforms in the segment, as it is an industry with many resources and which has consolidated the expansion of its brands. I believe that efficient strategic marketing and commercial planning for 2024 involves including actions with this segment.



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Brazilian iGaming: the path for affiliates in 2024

As Brazil's iGaming sector prepares for regulatory changes in 2024 with a new law, affiliates find themselves at a crossroads of opportunities and restrictions.

The work of affiliates in the regulatory model is undergoing a significant transformation, driven by the growing need for transparency and compliance in the digital environment. As regulatory bodies begin to become more actively involved in the affiliate marketing space, new perspectives are emerging that will shape the future of this industry.

Impending regulations being discussed could restrict promotional venues, such as stadium campaigns, shifting the spotlight to digital channels.





Regulation brings with it the promise of establishing ethical standards and transparent practices in affiliate marketing. This benefits not only publishers, but also consumers and advertisers, creating a safer and more trustworthy environment. By implementing clear policies, affiliates can operate with greater security, avoiding dubious practices that undermine the protection of the sector.

Furthermore, the regulation offers the opportunity to professionalize the affiliate's work. With clear guidelines and specific requirements, affiliates can improve and stand out in an increasingly competitive market. Compliance with regulations can also attract more advertisers, who are looking for reliable partnerships that are certified with their policies and values.

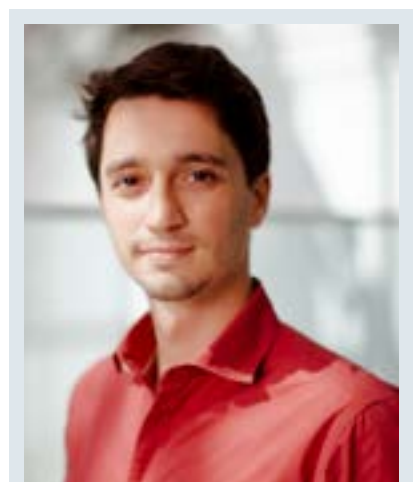
As digitally-focused, Super Afiliados prepares to navigate these new regulations. With a primary focus on digital promotion, these affiliates will be able to bypass regulatory limitations and maintain promotional momentum amid evolving restrictions.

The recent influx of new operators in late 2023 has brought its fair share of challenges. Cases of late payments and fraudulent activities between operators and affiliates have occurred with some frequency in the industry.

However, Super Afiliados presents a beacon of reliability. These digital influencers and affiliates act as mediators, ensuring fair play, and Super Afiliados guarantees timely remuneration to affiliates, promoting a safer partnership scenario.

In other words, the prospects for the affiliate's work in the regulatory model are promising, offering a more ethical, transparent and professional environment. With collaboration between regulators, publishers and advertisers, it is possible to establish a scenario in which all parties involved can prosper sustainably.

In summary, although 2024 presents a scenario of regulatory adjustments, the resilience of affiliates, with their strategic Super Afiliados approach, suggests a promising trajectory for Brazil's iGaming affiliates and beyond. Their ability to adapt to digital nuances and maintain ethical business practices amid evolving regulations positions them as vital players in Brazil and Latin America's ever-evolving iGaming narrative.



Manuel Matos
Super Afiliados

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Peculiarities of events in Brazil

In my professional journey as an event manager at two of the largest global trade fair organizers and now leading an iGaming and Sports Betting event in Brazil, I have witnessed the evolution and extraordinary power of marketing and events in capturing the essence of enchantment and customer experience. This trajectory allows me to share valuable insights about the sector and its promising perspectives, especially in the Brazilian scenario.

ENCHANTMENT AND EXPERIENCE: THE HEART OF MARKETING AND EVENTS

Marketing and events, although comprehensive and varied in their forms, share two fundamental and common objectives: the enchantment and immersive experience of the customer or visitor. This is the soul of our work, regardless of the sector. But in iGaming and Sports Betting events, this premise rises to a new level. Here, we create not just events, but integrated experiences that remain in the memory of participants, establishing a lasting bond with the brand and the industry.



EVENTS, FAIRS AND CONFERENCES: BUSINESS PLATFORMS, CONVERGENCE AND OPPORTUNITIES

Trade fairs represent a crucial moment for any industry. They serve as convergent platforms where ideas are shared, innovation springs up, partnerships are formed, and the value chain is enriched. In the context of the Sports Betting and iGaming sector, these fairs go beyond being a mere exhibition stage for the market. They are catalysts for the promotion and expansion of the sector, promoting significant interactions and a strategic ROI (return of investment) between exhibitors and visitors.

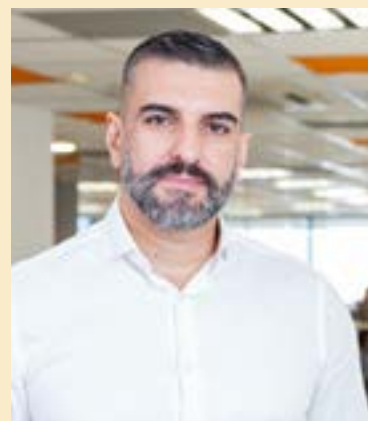
DIFFERENTIATION OF IGAMING EVENTS AND SPORTS BETTING

The iGaming and Sports Betting sector stands out for going beyond the standards established at conventional trade fairs. Side events such as networking meetings, sponsored gala dinners and awards ceremonies are just a few examples of how we enrich the attendee experience. These elements are not just complementary; they are differentiators, transforming the event from mere trade fairs to a celebration of the industry and its achievements in the annual cycle.

THE BRAZILIAN MARKET: A HORIZON OF OPPORTUNITIES

The iGaming and Sports Betting market in Brazil is at a moment of effervescence and potential. With the recent regulation of the sector, the doors are open for exponential growth. The success of the BiS SiGMA Americas event in 2023 is a living testament to this emerging reality. Regulation is not just a formality; it represents a new chapter of opportunities, innovation and sustainable growth for everyone involved in the iGaming and Sports Betting ecosystem

As we prepare for the next edition of the Brazilian iGaming Summit / BiS SiGMA Americas, we anticipate an even more impactful and innovative event, reflecting emerging trends and growing opportunities in the Brazilian market. This is an important moment for everyone involved in the sector in Brazil, and I look forward to presenting the next edition.



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Fun and business go hand in hand inside the Boxes



Imagine the scenario: the day of the derby between Palmeiras x Corinthians, in São Paulo, at Allianz Parque, and you have tickets to watch the Derby in a Box, which will offer you all the comfort for the match. Furthermore, in the space, major market players will be at your side with the same objective as yours: to have a unique experience, follow the duel and take advantage of all the comfort offered.

In a relaxed environment, far from the pressure of everyday business meetings, a unique opportunity was created to reach potential clients and improve networking. The scene, it is true, is not unusual. Boxes, for a long time now, have been an important strategic point to expand your professional relationship.

The scenario has even been covered in the film 'The Pursuit of Happiness'. Inspired by a true story, one of the scenes in the feature film shows the protagonist Chris Gardner, played by Will Smith, using all the power of his wit to place himself in the box at an American football game and from there create bonds with executives. Gardner's power of persuasion is not far from what happens within these environments anywhere in the world.

Using the space for business is a smart move. Soccer Hospitality operates in the Box market and is present in the main locations in the country. In São Paulo, for example, it has Camarote dos Ídolos (Morumbi), Fanzone (Allianz Parque), FielZone (Neo Química Arena), Boteco Santista (Vila Belmiro) and Camarote 011, space for more than a thousand people in the Anhembi Sambadrome. The company has around 200 permanent employees, in addition to outsourced employees who work on event days, all to offer comfort and a unique experience.

In 2022, in a decisive duel between Corinthians and Flamengo, FielZone offered those present a barbershop service, a pool table, a pagoda show and even a tattoo studio. The all inclusive system offered everything from hot dogs to pella that night. Alcoholic drinks were served up to two hours before the start of the game and were offered again as soon as the match ended.

The facilities and services take customers to an atmosphere that combines attractions, design, gastronomy, football and entertainment in one place. Any headaches associated with the event, such as queues and crowded bathrooms, are mitigated.

It is necessary to take into account the friendly, spontaneous and welcoming atmosphere of the place. Therefore, during events,

WHETHER THEY ARE FOOTBALL MATCHES OR CONCERTS BY RENOWNED ARTISTS, PEOPLE HAVE ENOUGH TIME TO TALK, GET TO KNOW EACH OTHER, CREATE AFFINITIES AND EXCHANGE CORPORATE INFORMATION THAT WILL BE THE FIRST STEP TOWARDS BUILDING A GREAT PROFESSIONAL RELATIONSHIP OR THE BEGINNING OF A NEW PLAYER THAT WILL BE OFFERED ON THE MARKET.

Furthermore, the Boxes are not just for meeting professionals who will start a dialogue about a new business. It is not uncommon for large companies to use the sector as a way to please their suppliers/customers, thus showing all their admiration and respect for the relationship they have established between their companies.

The fact is that inside the Boxes there is a rich universe of possibilities that go far beyond entertainment and having fun can also be a great chance to do business.



Léo Rizzo

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Poker, bet with your mind!

Poker is seen as a mental sport and one of the sports that gains the most fans day after day in Brazil. However, Alberoni Castro believes that there is a good margin for growth in the category in the national territory.

He was one of the pioneers of poker in Brazil and took stock of the first events held until the current situation in an exclusive interview. Furthermore, Castro cited characteristics of the Brazilian player, the insertion of the female audience in the sport and the main events on the poker calendar for 2024 nationally and worldwide.

Check out the full interview with Alberoni Castro:

POKER ENTERED A FAMOUS LIST OF THE FASTEST GROWING SPORTS IN BRAZIL. DO YOU BELIEVE THAT THERE IS STILL A GOOD MARGIN OF GROWTH FOR THE GAME IN THE COUNTRY?



Alberoni Castro: Yes, I believe we still have great room for growth in the sport. Poker has shown an exceptional rate of growth, acceptance, and validation in recent years, and thanks to all the captivating characteristics that mix between the intellectual, democratic, inclusive, competitive, social part that the activity carries.

We, both at the Brazilian Confederation – CBTH, and at the World Poker Federation – WPF, can clearly observe the advancement of initiatives, companies, events, practitioners, mainly in Brazil.

From a business perspective, also validating this evolution, I was personally able to observe and participate in the evolution of the Brazilian Poker Championship – BSOP, with records being broken year after year to date, I have the privilege of being part of the largest business group in the sport in the country, the H2 Group, which went from being a poker club with a few employees and a few dozen customers to becoming a huge specialist in entertainment through games and betting, with hundreds of employees and a few million customers across all its operating platforms.

AS ONE OF THE GREAT PRECURSORS OF POKER IN BRAZIL, WOULD YOU SAY THAT THE BOOM IN ONLINE POKER AND THE ENTRY OF PERSONALITIES INTO THE FIELD, SUCH AS NEYMAR AND OTHER FAMOUS PEOPLE, CONTRIBUTED TO IT REACHING A MILESTONE AS SIGNIFICANT AS 10 MILLION PLAYERS?

Alberoni Castro: Certainly, all these aspects you mentioned were fundamental to the current scenario we see. This year marks 18 years since my first official involvement with this sport. I clearly remember participating in the organization of one of the first sporting events open to the public in Brazil, and along this journey, I witnessed several events that drove this advancement.

Online poker played a leading role in the dissemination and democratization of poker, reducing barriers and enabling enthusiasts to connect with the sport, even in places where there were no physical practice points. As for celebrities, the increase in their presence coincided with the growth of players, but also acted as a catalyst, providing even more exposure and notoriety to poker.

THE DEMYSTIFICATION OF POKER AMONG THE PUBLIC LARGELY INVOLVED UNDERSTANDING IT AS A GAME OF INTELLIGENCE AND/OR STRATEGY. BASED ON YOUR HISTORY IN THE FIELD, DO YOU BELIEVE IT IS POSSIBLE TO DRAW A COMPARISON OF THIS APPROACH TO SPORTS BETTING?

Alberoni Castro: Certainly, both have a very striking entertainment characteristic, but they fall into different activities. Poker is a game of skill, a clash between competitors, where the skill of one player prevails over that of the other. On the other hand, sports betting is a dynamic in which you play against the house, using modalities such as poker, football, basketball, as a basis for your actions.

From my point of view, the demystification of betting is directly related to greater understanding and acceptance in society after its legalization. With this permission, we saw an increase in the presence of operators, a boost in marketing and greater exposure in major media, which contributed significantly to a greater understanding and acceptance of this activity.

COULD YOU NAME SOME OF THE MAIN CHARACTERISTICS OF THE BRAZILIAN POKER PLAYER? IS IT A MOSTLY MALE AUDIENCE? IS THERE A GOOD INSERTION OF FEMALE PLAYERS IN THE MIDDLE?

Alberoni Castro: Regarding the characteristics of the Brazilian poker player, I like to separate them into two essential points:

Genetic and Cultural Aspects

The diversity of the Brazilian people is incredible and has proven to be a great asset for the sport. Our ability to adapt, creativity and the famous 'Brazilian way' have proven to be significant differences, reflected in the various world titles won recently.

Historical context

The history of gaming in Brazil has shaped a unique player profile, distinct from the rest of the world. Due to the decades-long restriction of any other game in the country, practitioners of different games focused on the only option allowed at the time. This resulted in a direct connection between different modalities, such as sports betting, casino, bingo, among others, also generating a wonderful commercial context.

Regarding the issue of gender, poker players are still predominantly male, a trend that follows the global pattern. However, the exponential growth in female demand and participation in the sport is notable. We are witnessing very positive changes in this regard and we can expect more developments in the future.

TAKING STOCK FROM THE PROMOTION OF THE FIRST EVENTS TO THE CURRENT PANORAMA OF CONSOLIDATED AND ACCEPTED POKER AMONG BRAZILIANS, WHAT COULD YOU HIGHLIGHT? CAN THE REGULATION OF ONLINE BETTING ALSO HAVE A POSITIVE IMPACT ON POKER?

Alberoni Castro: Looking back over the past few years, it is incredible to see the immense progress we have achieved. We have gone from a misunderstood and often stigmatized sport to an activity widely recognized as a game of skill, intellectually challenging and wonderful entertainment. Poker has become a tool not only for fun, but also for relationships, business, personal development, decision making, etc., the game of the moment.

At this point, both are inserted in different areas. In Brazil, for a few decades, gambling is not allowed, as poker is a game of skill and ends up falling into different formats and paths than sports betting that is part of gambling.

For this reason I don't see a direct effect of relevance for Poker, but it will be a great advance for Brazilian society which follows, according to old and in my opinion outdated rules, being one of the only nations that does not have legalized and regulated gambling, in general.



WHAT ARE THE MAIN TOURNAMENTS THAT STAND OUT ON THE AGENDA FOR 2024?

Alberoni Castro: In regional terms (State, National and World), below is a brief list of the main events of 2024:

- Paulista Poker Championship - CPH (Largest State Circuit in Brazil)
- Brazilian Series of Poker - BSOP (Largest national circuit in the world)
- Latin American Poker Tour - LAPT
- European Poker Tour - EPT
- World Series of Poker - WSOP (Las Vegas)
- WPT World Championship (Las Vegas)
- Triton Poker Series

These events represent some of the biggest and most prestigious poker competitions at different levels, from the state level to the international stage, offering players unique opportunities to compete in different contexts and special environments.



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Growth of the crypto market and the correlation with bettors

Brazil is already among the 10 countries that have adopted crypto the most. Today, around 4 million Brazilians already invest in this medium and the sports betting market ended up being greatly impacted by this popularization.

To present an overview of the relationship between the crypto market and Brazilian gamblers, we exclusively interviewed Thales Freitas, the CEO of Bitso Brasil.

Interview with Thales Freitas, CEO of Bitso.

DO YOU BELIEVE THAT BRAZILIANS HAVE A SATISFACTORY LEVEL OF EDUCATION ABOUT THE CRYPTO MARKET? IS THE POPULATION ALREADY USED TO USING CRYPTO IN THEIR DAILY LIVES, OR IS THERE STILL ROOM FOR GROWTH FOR THE SECTOR?

Thales Freitas: There is certainly still a large margin of growth for the sector, both on the bettor's side and also on the merchant side. We are talking about a new, very dynamic market that has been

growing rapidly. Many people are having their first contact with crypto on platforms that don't even allow the withdrawal or transfer of assets.

However, Brazil is doing very well: according to a study published in 2023, Brazil is among the Top 10 countries in crypto adoption. In total numbers, we are already talking about more than 4 million people in Brazil who invest in crypto.

HOW HAS THE GROWTH OF EDUCATION IN THE CRYPTO MARKET HELPED CRYPTO-BASED BOOKMAKERS?

Thales Freitas: In addition to greater education helping to encourage mass use, it also helps to increase security in the market. Really blockchain-based bookmakers - and here it is worth mentioning that it is not just accepting deposits in crypto to qualify, the gambling need to take place on the blockchain - have a significant advantage over traditional platforms: the randomness of the results is verifiable by the bettor. With time and the growth of education this will become a requirement for bettors.

DO YOU BELIEVE THAT THIS CORRELATION WITH BOOKMAKERS THAT ACCEPT CRYPTO BENEFITS COMPANIES IN THE SECTOR?

Thales Freitas: Everyone in the ecosystem benefits from greater acceptance and adoption of technology. Many companies in the gaming and gambling sector are already using cryptocurrencies to simplify international transactions and operations.

The gaming and sports betting market is highly dynamic and the flow of transactions on these sites is very fast.



Therefore, Bitso developed an eFX product with Crypto that enables companies to make funds available to their customers immediately and reduces remittance times by up to 75%.

This is an agile and innovative solution that provides the speed that betting companies need, at an affordable cost and with impeccable service. And this reflects 100% in customer satisfaction (PSPs, merchants).

IS THE FINANCIAL RETURN WHEN THE BETTOR MAKES HIS INVESTMENT THROUGH CRYPTOCURRENCY CARRIED OUT IN AN UNBUREAUCRATIC AND AGILE WAY? OR DOES IT REQUIRE SOME ADDITIONAL PROCESS?

Thales Freitas: Cryptocurrencies, as they are a decentralized technology without intermediaries, promote more inclusion and expand the ability of bookmakers to serve a global audience without geographic restrictions. This encourages greater competition and improved service for bettors.

Furthermore, bookmakers that are based on blockchain guarantee that the bettor can verify the randomness of the results and prevent him from being deceived. If they are decentralized on web3 and allow access to web3 wallets, they will also have the advantage of agile and unbureaucratic betting.



CRYPTOCURRENCIES ARE ALREADY ONE OF THE MOST POPULAR FORMS OF PAYMENT AMONG BETTORS. DO YOU THINK REGULATION COULD IMPACT THE POPULATION OF THIS METHOD?

Thales Freitas: The impact tends to be very positive, bringing greater security to the user and encouraging mass use. The regulation of the Brazilian crypto market has been seen as a reference in the world due to the potential to increase user protection, without limiting the innovative and flexible capacity of the cryptoeconomy.

HOW TO DEMYSTIFY SOME POINTS ABOUT CRYPTO FOR THE LAY POPULATION?

Thales Freitas: With safety, regulation and education. Historically, technologies developed with the purpose of promoting inclusion and accessibility generate broad benefits and transformations for society, but they also end up attracting actors with bad intentions.

Cryptocurrencies, with their high capacity for financial inclusion, are no exception. On the other hand, they have the advantage of being based on Blockchain, which is a traceable and secure technology, making this sector even less exposed than other traditional markets.

Regulation is also an important step towards increasing the security of new markets, generating greater user protection and ensuring that only companies that follow high standards of security and transparency operate in the sector.

And it is essential that companies dedicate themselves to increasing user education. At Bitso, we are obsessed with our customers' security and are committed to maintaining constant communication and assisting customers as they transact to help them avoid falling for scams.

It is important that people research the companies they are trusting with their investments, do not believe in promises of easy and guaranteed returns and, when in doubt, always get in touch through official channels to resolve any queries.



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How to hire good workers in Brazil

Hiring good workers in Brazil involves a careful and strategic process to attract, evaluate and select the most qualified candidates for your company.

And when we are talking about a market that is not yet regulated in the country, but that has thousands (millions would not be an exaggeration) of customers interested in being part of it?

A first challenge that I identify is the lack of specialized and qualified labor. For the simple reason that the market is new! It is necessary to hire and in-

doctrinate the talents that arrive from other markets that are still raw. This is a precaution that companies need to take to welcome professionals who enter this world of gaming.

Our market is huge! But it is important to be aware of the challenges and regulations associated with the sector.

With regulations approaching and the need for companies that work with betting to have an office in the country, the volume of candidates tends to grow substantially and it is important to have a company focused on the subject.

Hiring employees is something that requires effort, as it is necessary to think about a series of things, such as activities that will be carried out, remuneration, profile of the professional needed to fill the position and type of hiring.

In Brazil we have an effective contract with the worker governed by the CLT (Consolidation of Labor Laws), which is a common employment regime regulated by Brazilian labor legislation.

In this regime, we have some peculiarities such as the worker's right to receive the 13th salary and paid vacations

(one third more than the normal salary during the vacation period). I'm not even going to mention here the issues of "payroll" deductions and an amount equivalent to 8% of the employee's salary in an account linked to the FGTS.

The employment contract outside Brazil is a document in which the conditions agreed between the employer and employee are formalized. This includes the duties, salary, working hours, break, working days, flexible benefits, start and end of the trial period, etc.

That said, how do we make a national team with excellence in Brazil? What should we take into consideration to minimize the chances of errors as much as possible?

THERE ARE SEVERAL POINTS, BUT I CAN LIST A FEW:

- 01. Clear Requirements Definition:** a clear understanding of the skills, experiences and characteristics needed for the role. A well-defined job description helps attract more suitable candidates.
- 02. Structured Interview Process:** Conduct structured interviews with consistent questions for all candidates. This helps to more fairly and objectively assess the necessary skills and competencies.
- 03. Assessment of Behavioral Skills:** In addition to technical skills, assess the behavioral skills that are important for success in the role and for integration into the company culture. In Brazil, this varies greatly depending on the candidate's region.
- 04. Practical Tests and Assessments:** Use practical tests or specific assessments to verify candidates' technical skills, especially in areas critical to performing the role. This is essential to "shape" the candidate for that particular vacancy.
- 05. Professional References:** Check professional references to obtain information about the candidate's past performance and trustworthiness.
- 06. Structured Onboarding:** Have a well-structured onboarding process to ensure new employees receive the information, training, and tools they need to get started successfully.
- 07. Post-Hire Feedback:** After hiring, get feedback from employees about the hiring process. This can provide valuable insights to improve future recruitment processes.

08.

Post-Resignation Feedback: Very few companies do this, which is to ask the former employee what could be changed in the company and what difficulties he experienced while working. As he will no longer be an employee of the company, he will touch on points that before, while hired, he would not talk about.

09.

Continuous Performance Appraisal: Establish an ongoing performance appraisal system to identify areas for improvement and provide regular feedback to employees.

10.

Clear Policies and Procedures: Have clear policies and procedures regarding issues such as code of conduct, harassment policy, and other ethical standards. This helps avoid misunderstandings and future problems.

One thing that needs to be clear is: even with all these precautions, it is impossible to completely eliminate errors. However, a systematic approach and continuous learning can significantly contribute to minimizing risks in the people management process.

Remember that hiring is an ongoing process, and learning from each hire can improve the effectiveness of your process over time. Adapting these strategies to your company's specific needs is critical to successful talent acquisition.





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Brazilian Lounge: A Year of Strengthening Brazilian iGaming

A year ago, during ICE LONDON 2023, we celebrated the launch of the Brazilian Lounge. In this short period, this initiative has already stood out as an important driver in the iGaming scene in Brazil. With the aim of stimulating the growth and development of the sector in the country, the Brazilian Lounge also opened avenues for foreign companies eager to explore the vast potential of the Brazilian market.



FOUR PILLARS OF SUCCESS

Brazilian Lounge is built on four fundamental pillars, each contributing significantly to our mission and success. These pillars are Events, Magazine, Podcast and Co-working.

MAGAZINE: A WINDOW INTO BRAZILIAN IGAMING

The Brazilian Lounge encompasses a range of opportunities for the iGaming industry, and the Brazilian Lounge Magazine is a prominent example. It is the only print magazine dedicated entirely to Brazil and Latin America, offering articles, interviews and editorials that deeply explore this incredible industry.



EVENTS: MAXIMIZING ATTENDANCE AT INTERNATIONAL EVENTS

The Brazilian Lounge offers exhibitors a unique and valuable opportunity to maximize their presence at networking events and trade shows. By utilizing our visually captivating booths, cultural attractions, shared resources and expert event management support, exhibitors can overcome numerous challenges while achieving their business objectives and establishing meaningful connections in a diverse and dynamic environment.

PODCAST: MORE THAN JUST TALK

The Brazilian Lounge Podcast is more than just a podcast; it is an open space for discussion and knowledge sharing about the visions and journeys of prominent figures in the iGaming, casino and sports betting sectors in Brazil.

With in-depth analysis, strategic connections and a vision for the future, we provide high-quality and relevant content for those who want to learn more about the market. Sponsoring the Brazilian Lounge Podcast offers brands a unique opportunity to reach a highly qualified audience within the iGaming, casino and sports betting industry in Brazil.



CO-WORKING: WHERE INNOVATION AND BUSINESS MEET

Brazilian Lounge Co-working is more than just a shared workspace in São Paulo; is the epicenter of industry convergence, located in the heart of the city. Our workspaces and meeting rooms are designed to provide not only a productive environment, but also a premium networking space.

Here, we bring together talent, creative and visionary minds in a thriving environment for the industry. We believe it is strategic to have at

least one C-Level executive present to stay up to date with the latest news and opportunities that Brazil has to offer.

At Brazilian Lounge Co-Working, we not only share work space, but also ideas, experiences and visions of the future. If you are looking for a place where innovation and business meet in one of the most prestigious places in São Paulo, you are in the right place. Join us and be part of this community that drives the industry's success in Brazil and beyond.

PLANS FOR 2024

As we move into 2024, Brazilian Lounge is poised for even greater growth across all four pillars of our initiative. We will expand our presence at key events such as ICE London, SBC SUMMIT Lisbon and SIGMA Malta. With an even more comprehensive offering, we will continue to support our partners in their goals. Also expect greater distribution of our magazine, ensuring a wider reach and impact.

Our podcast will feature even higher quality content with a deeper focus on regulatory contexts. It will continue to be the main source of information and education for Brazilian companies in the sector.

Certainly, the Brazilian Lounge Co-Working will be a

great addition, especially in a year when companies need to establish themselves in Brazil like never before. With the best ecosystem in place, companies can maximize their performance.

For all those who truly want to achieve growth and prosper in the dynamic Brazilian iGaming market, the Brazilian Lounge is the definitive solution. It's the guarantee of being at the epicenter of opportunities, surrounded by visionary leaders and at the forefront of the industry. Join us and be ready to lead the way to a bright future in the world of iGaming in Brazil and beyond. To stay up to date with all our exclusive initiatives and opportunities, follow the Brazilian Lounge pages on LinkedIn and Instagram.

CONCLUSION

As we celebrate our first anniversary, it is clear that Brazilian Lounge has already made a significant mark on the iGaming scene in Brazil. With our four pillars - Stands, Magazine, Podcast and Co-working - we train local companies, promote connections and open doors for foreign companies interested in entering the Brazilian market.

As we enter 2024, Brazilian Lounge is ready to achieve even greater achievements. With an expanded offering and a commitment to providing high-quality content and services, we continue to be a driving force in shaping the future of iGaming in Brazil and around the world. Stay connected with us as we embark on this exciting journey.





FINAL WORDS

As we conclude our 5th edition, we find ourselves both humbled and inspired. It's been a tremendous year for Brazilian Lounge Magazine, marked by growth, innovation, and an unwavering commitment to the Brazilian iGaming industry.

We extend our heartfelt gratitude to every reader who turned these pages, to our dedicated contributors who shared their expertise, and to our loyal advertisers who supported this initiative. Your engagement fuels our mission to empower and unite the iGaming community in Brazil.

In this edition, we explored various facets of our dynamic industry. We had a more than well-deserved tribute to the history of Magnho José. We navigated the uncharted waters of Brazil's iGaming market and charted the course for affiliate marketing in 2024. We dived into the crypto-betting correlation, addressed the challenges of talent acquisition, and celebrated the fusion of fun and business within the industry's Boxes.

We are excited about the journey that lies ahead, and we invite you all to continue this incredible adventure with us. Thank you for being a part of Brazilian Lounge Magazine's success story. Your support drives us forward, and together, we will shape the future of iGaming in Brazil.

**Alessandro
Valente**

Brazilian Lounge
co-founder



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