

**BETRONOMY**

**Q1 2025 REPORT FOR INVESTORS**

## EXECUTIVE SUMMARY AND SEASONAL OVERVIEW (Q4 2024 – Q1 2025)

The first quarter of 2025 has demonstrated remarkable growth in Betronomy's betting operations, building on the foundation established in Q4 2024. By analyzing the results across Q4 and Q1, we can observe the combined effects of seasonality, market dynamics, and algorithmic efficiency in driving revenue and profitability. This overview provides context for the monthly and quarterly revenue tables, highlighting trends by sport, region, and month.

### Q4 2024 PERFORMANCE AND SEASONAL PATTERNS

In Q4 2024 (October–December), the company experienced a relatively steady revenue stream, with total quarterly revenue of approximately \$57.9M. This period historically reflects a moderate but stable performance due to several seasonal factors:

1. **Football (Soccer)** – European domestic leagues were in their final stages, while the UEFA Champions League group stage and early knockout matches contributed to consistent betting volumes. The majority of football-related revenue in Q4 was generated from October to December, reflecting the high engagement during weekend league matches and key midweek European fixtures.
2. **Basketball** – The NBA regular season began in October, producing incremental revenue month by month. November and December saw modest increases as fan engagement grew, but peak revenue periods typically occur later in the season during the lead-up to the All-Star break and playoff anticipation.
3. **Ice Hockey** – Similarly, the NHL regular season started in October. Q4 2024 showed a relatively even spread of revenue, reflecting the predictable schedule of regular-season games.
4. **Baseball** – Major League Baseball was in its off-season for most of Q4, apart from the World Series in October, which generated a modest spike in revenue. Baseball's contribution in this quarter was therefore minimal but provided an important benchmark for comparing the dramatic growth in Q1 2025.
5. **American Football** – The NFL season ran through Q4, including regular-season games in October and November and playoff games in December and early January. Revenue from NFL-related betting showed some growth during the playoffs and was further amplified by the Super Bowl in early Q1 2025.
6. **Other Sports (Boxing, MMA, Cricket, Rugby, Lacrosse)** – These categories contributed stable but relatively small revenue streams, largely influenced by scheduled tournaments, international events, and major fight cards.

Overall, Q4 2024 established a baseline for seasonal revenue, with predictable peaks in football, basketball, and hockey, and minimal contributions from baseball and niche sports. The monthly growth rates were modest, with total revenue increasing only +4.7% from November to December, reflecting the typical stability of the late-year period.

### Q1 2025 PERFORMANCE AND SEASONAL DRIVERS

The transition to Q1 2025 (January–March) brought dramatic increases in revenue, reaching a total of approximately \$104.5M, almost double the Q4 2024 figure. This growth reflects both seasonal opportunities and the enhanced performance of Betronomy's predictive algorithms, which achieved ROI in the 70–80% range for top sports.

1. **Football (Soccer)** – Q1 coincided with the Champions League knockout stages, domestic league matches in Europe, and high-stakes fixtures across multiple national competitions. Betting activity surged, particularly in February and March, driving football revenue from \$12.5M in January to \$13.5M in March. Football remained the largest single contributor to Q1 revenue growth.
2. **Basketball** – The NBA regular season continued through Q1, with betting volumes increasing steadily as teams competed for playoff positioning. Revenue grew month over month, reflecting both fan engagement and the high ROI of algorithmic betting models.

- Baseball – The start of the MLB regular season in March 2025 produced a sharp spike in revenue, elevating baseball from a negligible contributor in Q4 to a key driver of total Q1 revenue. This seasonal effect explains the exceptionally high growth percentage for baseball (+1680% vs Q4 2024).
- American Football – January and February benefited from the NFL Playoffs and Super Bowl, resulting in moderate revenue growth. However, the sport's contribution naturally declined in March as the season concluded.
- Other Sports (Boxing, MMA, Cricket, Rugby, Lacrosse) – Major events in boxing and MMA, combined with seasonal cricket tournaments and rugby competitions, contributed steadily to the quarter's revenue. Lacrosse remained relatively minor but stable, reflecting its niche audience.

## Comparative Analysis: Q4 2024 vs Q1 2025

- Total Revenue Growth** – Q1 revenue of \$104.5M represents an +80.5% increase vs Q4 2024, highlighting both the seasonality of key sports and the enhanced efficiency of predictive betting algorithms.
- Regional Patterns** – North America and Europe led in both absolute revenue and growth rate. March 2025, in particular, marked a peak month for North America, driven by basketball, hockey, and the start of the MLB season, while Europe showed strong momentum from football. Asia-Pacific showed smaller absolute growth but continued a gradual upward trend, primarily through cricket and MMA.
- Monthly Dynamics** – January 2025 represented a turning point, with revenue jumping +52% vs December 2024. February and March sustained strong growth, with March achieving the highest monthly revenue due to baseball and the culmination of seasonal peaks in football, basketball, and hockey.

## Key Takeaways

- Seasonality is a major driver – Revenue patterns closely follow sports calendars, with football, basketball, and hockey dominating in predictable cycles, and baseball providing a dramatic spike when the MLB season starts.
- Algorithmic efficiency amplifies seasonal trends – ROI improvements in top sports significantly increased revenue per dollar invested, magnifying the impact of peak-season events.
- North America and Europe remain the primary markets – Accounting for over 95% of total revenue, with Asia-Pacific growing steadily but remaining a smaller contributor.
- Q1 2025 establishes a new benchmark – Nearly doubling Q4 revenue, this quarter demonstrates the combined effect of seasonal opportunities and data-driven betting strategies, setting a high baseline for subsequent quarters.

## REVENUE BY SPORT, MONTHLY BREAKDOWN (\$M)

Sport	Q4 2024 Revenue, \$M			Q1 2025 Revenue, \$M		
	Oct 2024	Nov 2024	Dec 2024	Jan 2025	Feb 2025	Mar 2025
Football	7.1	7.4	8.0	12.5	13.0	13.5
Basketball	4.7	5.0	5.5	8.5	9.0	9.5
Ice Hockey	4.2	4.3	4.5	7.0	7.4	7.7
Baseball	0.5	0.0	0.0	0.0	0.0	8.9
American Football	1.2	1.3	1.0	1.3	2.0	0.5
Boxing	0.4	0.4	0.4	0.4	0.5	0.6
Cricket	0.2	0.3	0.2	0.2	0.3	0.3
MMA	0.2	0.2	0.2	0.2	0.2	0.3
Rugby	0.2	0.2	0.1	0.2	0.2	0.2
Lacrosse	0.1	0.05	0.05	0.06	0.07	0.06
<b>Total revenue</b>	<b>18.8</b>	<b>19.1</b>	<b>20.0</b>	<b>30.4</b>	<b>32.6</b>	<b>41.5</b>
<b>Growth %</b>	<b>0.0%</b>	<b>+1.6%</b>	<b>+4.7%</b>	<b>+52.0%</b>	<b>+7.2%</b>	<b>+27.3%</b>

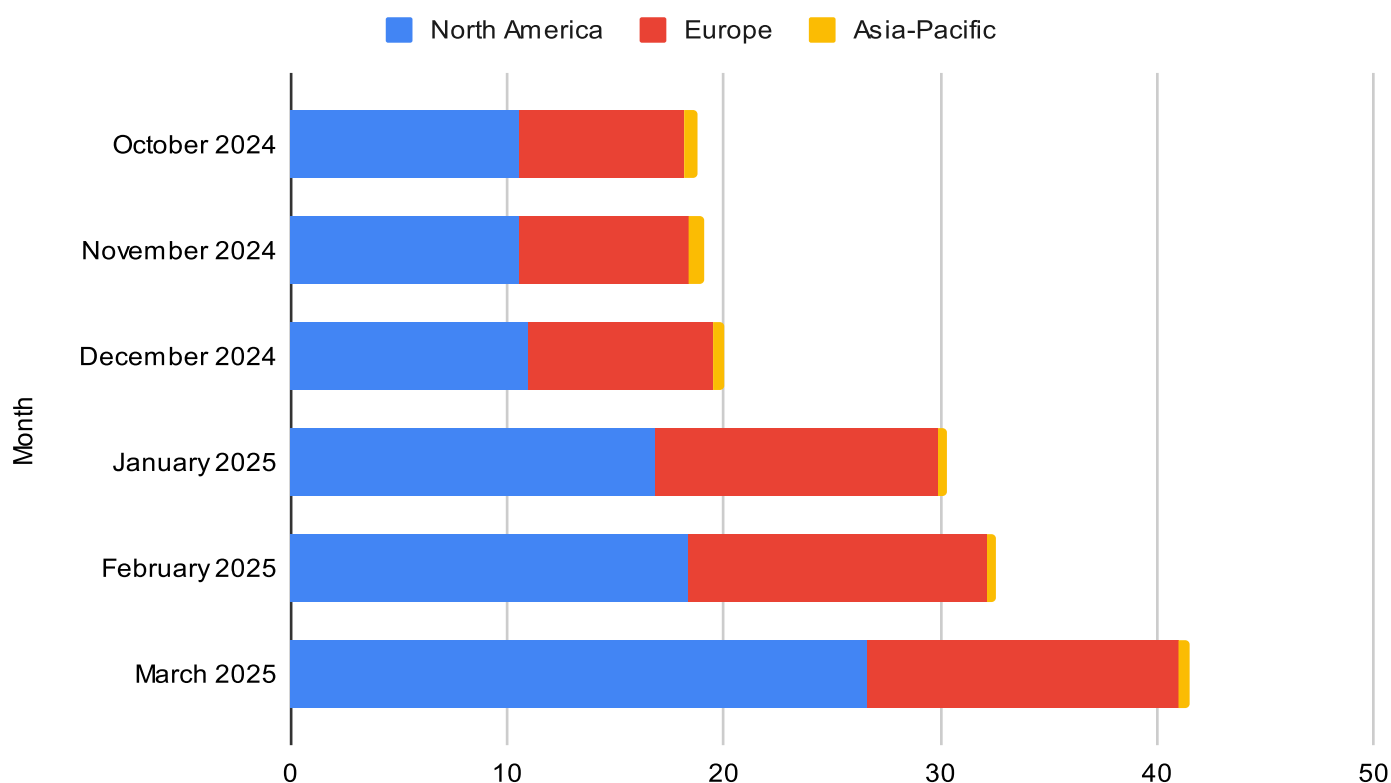
## COMMENTARY ON REVENUE BY SPORT, MONTHLY BREAKDOWN

The monthly breakdown highlights both the stability of traditional sports markets and the impact of seasonal events:

1. Football (Soccer) – Shows consistent growth across the quarter, with stronger revenues in February and March 2025, driven by the knockout stages of the UEFA Champions League and domestic league matches across Europe.
2. Basketball – Revenues steadily increased from January to March, reflecting the NBA regular season momentum. Strong fan engagement and data-driven betting efficiency lifted ROI to over 70%.
3. Ice Hockey – Similar to basketball, hockey revenues expanded during the quarter, supported by the NHL regular season and increased betting volumes in both North America and Europe.
4. Baseball – Minimal contribution in Q4 2024, as the season was in the off period. However, in March 2025 we see a sharp jump in revenue (+1680% vs Q4), coinciding with the start of the MLB season, making baseball a key growth driver in Q1 2025.
5. American Football – Stable revenue contribution in Q4, with a modest uplift in February 2025 thanks to the NFL Playoffs and Super Bowl, but naturally lower outside its competitive season.
6. Boxing & MMA – Incremental but important contributors, tied to major fight cards. Revenues peak in January and March, aligning with globally televised events.
7. Cricket & Rugby – Seasonal in nature, both sports showed moderate but steady increases in Q1, supported by international tournaments.
8. Lacrosse – Remains a niche category with minimal variance, reflecting a stable but small audience base.

### Key Takeaways:

- The top four sports (Football, Basketball, Ice Hockey, Baseball) were responsible for over 80% of the incremental revenue growth in Q1 2025.
- Sports with predictable seasonal cycles (Football, Basketball, Hockey) provide a reliable baseline of growth, while event-driven sports (Boxing, MMA) add opportunistic spikes.



## MONTHLY REGIONAL REVENUE BREAKDOWN (\$M)

Month	North America	Growth,%	Europe	Growth,%	Asia-Pacific	Growth,%	Total	Growth %
Oct 2024	10.6	0.0%	7.6	0.0%	0.6	0.0%	18.8	0.0%
Nov 2024	10.6	0.0%	7.8	+2.6%	0.7	+16.0%	19.1	+1.6%
Dec 2024	11.0	+4.0%	8.5	+9.0%	0.5	-28%	20.0	+4.7%
Jan 2025	16.8	+52.7%	13.2	+55.4%	0.4	-20%	30.4	+52.0%
Feb 2025	18.4	+9.4%	13.7	+3.7%	0.5	+25%	32.6	+7.2%
Mar 2025	26.6	+44.5%	14.4	+5.1%	0.5	0.0%	41.5	+27.3%

## COMMENTARY ON MONTHLY REGIONAL REVENUE BREAKDOWN

The monthly regional analysis highlights clear geographic trends in revenue dynamics:

1. North America – The strongest contributor throughout the period. Revenue remained stable in Q4 2024 (\$10–11M per month), before accelerating sharply in Q1 2025. The main drivers were the NBA and NHL regular seasons and the start of the MLB season in March, which pushed March revenue to \$26.6M.
2. Europe – Demonstrated consistent growth quarter over quarter. The UEFA Champions League knockout phase and national league matches significantly boosted betting activity, especially in February and March, raising monthly revenue to \$14.4M by March.
3. Asia-Pacific – While the absolute numbers are small (<\$2M), the region shows gradual expansion, driven mainly by cricket tournaments and selective MMA events. This market remains underdeveloped compared to North America and Europe but offers long-term growth potential.

## SUMMING UP

Betronomy closed the first quarter of 2025 with a substantial improvement in its key financial indicators compared to the previous period. Revenue increased by more than 60%, primarily driven by the strong performance of the Betting operations segment, while AI-Technology services maintained a stable contribution. The company's strong operational efficiency was reflected in a gross margin of nearly 97% and a 68% increase in net profit, supported by consistently low cost of sales and well-managed expenses. A moderate rise in marketing spend indicates a strategic focus on strengthening market presence and expanding the customer base. The balance sheet also demonstrates solid financial resilience: total assets grew by almost 20%, with significant increases in cash and cryptocurrency holdings, while liabilities declined. Shareholders' equity rose by \$91.8 million, closely aligned with quarterly profits, underscoring the company's ability to efficiently reinvest earnings and build long-term value. Overall, these results highlight Betronomy's sustainable growth trajectory, high profitability, and minimal debt burden, creating favorable conditions for further scaling and investment opportunities.

Item name	Code	Q1 2025	Q4 2024
<b>Assets</b>			
Cash	101	135.1	96.3
Cryptocurrency	102	174.9	122.9
Accounts Receivable	120	3.9	3.4
Fixed Assets	150	4.2	3.9
<b>Intangible Assets</b>			
Patents	160	3.7	3.7
AI Technology	161	240.0	240.0
Source Code	162	3.4	3.4

<b>Total Assets</b>		565.2	473.6
<b>Liabilities</b>			
Loans / Debt	201	0.3	0.4
Accounts Payable	210	0.7	0.8
<b>Total Liabilities</b>	300	1.0	1.2
<b>Net Assets / Equity Value</b>	300	564.2	472.4

## BETRONOMY CONSOLIDATED INCOME STATEMENT (\$M)

Item name	Code	Q1 2025	Q4 2024
<b>Revenue</b>	1000	123.7	76.3
— Betting operations	1010	104.5	57.9
— AI-Technology services	1020	19.2	18.4
<b>Cost of sales</b>	2000	3.8	3.9
— AI-Technology & infrastructure	2010	1.6	1.7
— Data expenses	2020	1.5	1.4
— Customer acquisition	2030	0.8	0.4
— Other direct costs	2040	0.4	0.4
<b>Gross Profit</b>	3000	119.9	72.4
Other operating income	3100	0.0	0.0
<b>Operating Expenses</b>	4000	5.0	4.0
— Administrative expenses	4010	0.7	0.6
— Sales & marketing	4020	2.6	1.7
— Depreciation & amortisation	4030	1.7	1.7
<b>Operating Profit</b>	5000	114.9	68.4
Finance income	6000	0.8	0.3
Exchange differences / gains	6100	0.4	0.1
<b>Profit before tax</b>	7000	116.1	68.8
Income tax expense	8000	22.3	14.4
<b>Net Profit</b>	9000	91.7	54.4

## Q2 2025 OUTLOOK

Based on the strong performance in Q1 2025 and the seasonal calendar of major sports, Betronomy expects moderate growth in Q2 2025, supported by the following factors:

3. Football (Soccer) – Completion of national league fixtures and continued UEFA competitions are likely to sustain high betting volumes.
4. Basketball – NBA regular season continues, with playoff positioning increasing fan engagement and algorithmic betting efficiency.
5. Ice Hockey – NHL playoffs are expected to generate stable revenue with predictable margins.
6. Baseball – MLB regular season activity will expand in April and May, maintaining the strong momentum established in March.
7. Operational Strategy – Continued investments in algorithm optimization, infrastructure, and marketing will support revenue growth while controlling expenses.

Forecast: Total revenue growth for Q2 2025 is projected at +15–20% vs Q1 2025, with top sports (Football, Basketball, Ice Hockey, Baseball) remaining the primary drivers.

Conclusion: Q2 2025 is expected to consolidate the gains achieved in Q1, leveraging seasonal peaks and high-efficiency predictive betting to maintain profitability and strong margins.

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07.04.2025

