



HOLDUN

# FALCON 5

DATA-DRIVEN SPORTS BETTING PLATFORM

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# HOLDUN AT A GLANCE

## Diversify your portfolio with our innovative investment solutions

Holdun is an award winning, experienced and independent, 5<sup>th</sup> Generation Family Office with over 30 years experience. Our innovative solutions, help families and businesses overcome the shortcomings of traditional assets by providing Alternative Investment opportunities that build wealth and security for generations.



**30+**

Years of  
Experience



**\$500m+**

Assets Under  
Management



**3**

Global  
Locations



**6**

Unique and Alternative  
Investment Funds

At Holdun, we ensure that our goals are aligned with yours. We manage our family's money alongside that of our clients and we invest our clients' money as we do our own.

*As a family, we recognised some years ago that traditional fixed income and equity strategies alone were unlikely to deliver acceptable returns in a period of sustained low interest rates and muted economic growth.*

As a result, we created new and innovative Funds that offer a broader range of exposure across the risk and illiquidity spectrum. These new asset classes including private equity, venture capital and real estate, have provided us greater portfolio diversification, reduced portfolio volatility and higher returns.

## HOLDUN WEALTH MANAGEMENT

### HOLDUN FUNDS

Holdun  
Income Fund

Holdun  
Opportunity Fund

Holdun  
Funds Real Estate

Holdun  
Falcon 5

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### GINNIE MAE DIRECT

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DISCRETIONARY  
WEALTH  
MANAGEMENT

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PORTFOLIO ANALYSIS

## HOLT FINTECH ACCELERATOR

### HOLT FUND

Providing more  
capital to the best  
performing startups  
In our ecosystem

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### HOLT PLATFORM

Positioning the world's best  
Early-stage startups  
Into our ecosystem

## HOLDUN TRUST & CORPORATE SERVICES (CAYMAN)

CAYMAN TRUSTEE SERVICES

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CAYMAN REGISTERED OFFICE &  
CORPORATE SERVICES

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## HOLDUN CORPORATE SERVICES (BAHAMAS)

BAHAMAS REGISTERED OFFICE &  
CORPORATE SERVICES

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BAHAMAS PRIVATE TRUST  
COMPANY FORMATION  
& MANAGEMENT

## HOLDUN CONCIERGE SERVICES (BAHAMAS)

IMIGRATION  
SERVICES

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BAHAMAS  
GOVERNMENT SERVICES

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PROPERTY  
MANAGEMENT

# THE GROWTH

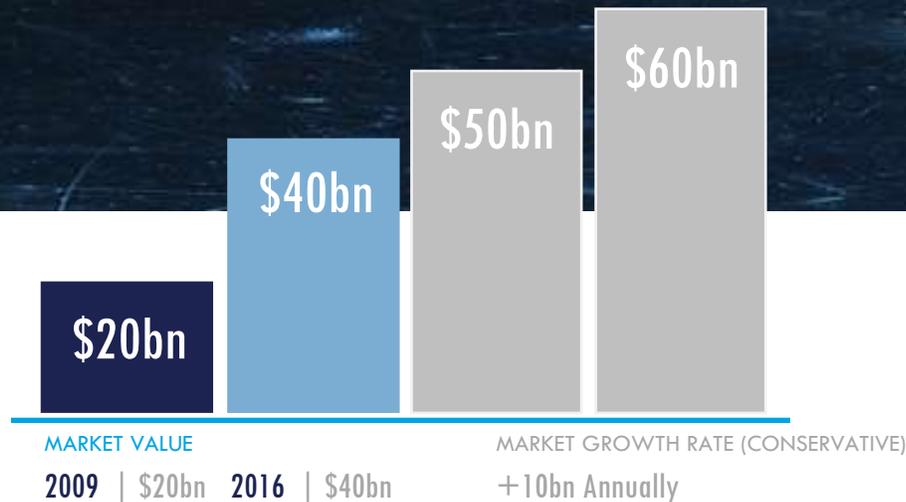
The global sports betting market continues to surge in popularity. In fact, it's one of the fastest growing sectors in the world.

With the digital revolution in full swing, the sports betting industry continues to undergo dynamic changes, expanding in established markets and forging its way into new ones.

The internet is primarily responsible for the sports betting industry's explosive growth.

The international sports betting market is estimated to have a market capitalisation of over **\$250 billion**

In 2009, the U.S. sports betting market alone was valued at \$20 billion. By 2016, it was valued at \$40 billion. With a market capitalization of between \$60-73 billion in 2018, the market has grown at a rate of \$10 billion per year and is expected to grow at a rate of 11.5% a year from 2020 to 2027.



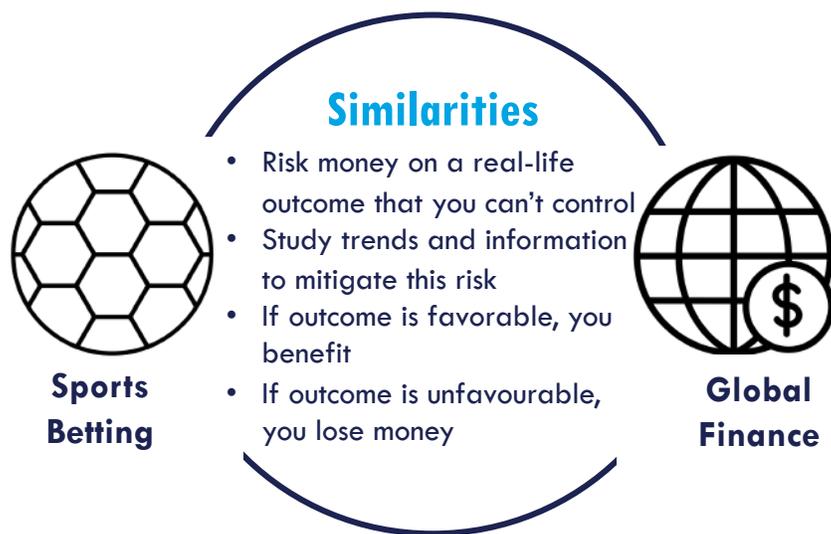
## The Biggest Growth

In May 2018, the US Supreme Court removed the federal ban on sports betting which allowed the individual states to legalize it on their own. So far, over 20 states have legalized some sort of sports betting and many more are venturing into this industry. The stigma surrounding sports betting is rapidly declining in the US and the market is only expected to grow in the future, providing the opportunity for exponential growth within a previously untapped market.

The recent introduction of multi-billion-dollar companies such as Draft Kings and FanDuel to the NASDAQ stock exchange, exemplifies the increased sophistication of the industry and its growing relevance within the wider investment space.

# THE SIMILARITIES

There are more than a few glaring similarities between the world of sports betting and the global finance machine.



As the liquidity and sophistication of the sports betting market grows, you are no longer just simply betting against the bookie. You're participating in a global marketplace with billions of dollars flowing through various books each day.

At a fundamental level, this is the same concept you see on Wall Street. You're not playing against the house when picking a stock that you perceive to be undervalued. You're taking your valuation of it based on information you have gathered and betting against the market participant on the other side.



**DATA-DRIVEN**

## The Information

In both, Information is key, the better-informed person will raise his/her chances to gain more profits. In finance, this aspect is clear to everybody. In sports betting, this aspect might seem more abstract, but actually, data in the sports betting field is becoming more and more detailed and once you can process this data in the right way, you will gain an advantage against traditional bettors.

*" While publicly available sports statistics are very deep, in financial markets there is more hidden, idiosyncratic information that investors have to gather."*  
- David Rothschild (Microsoft economist)



**WALL STREET**

## The History

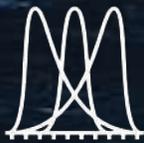
Not convinced? Look at the financial world, where machine learning and algorithms started out as a niche specialty during the 1980s. Now, every financial institution and fund worth its salt employs algorithms to process information and solve problems. Now the same data driven movement is being implemented in the sports betting market to take full advantage of market inefficiencies.

# THE ADVANTAGE

Who do you think is easier to outsmart — Warren Buffett and the stock market traders, or the average sports fan?

“Most casual gamblers, who are the majority of the money spent, go to Vegas expecting to lose money. It’s part of the entertainment experience,” Mark Cuban

## THE MAJORITY OF SPORTS BETS ARE PLACED IRRATIONALLY.



Against the balance of probabilities



In light of contradictory information



Simple spontaneity



Use their hearts and not their heads

Betting on sports-based algorithms has a ton of utility for investors.



Sports are an uncorrelated asset

For bettors willing to take a calculated approach, there are tremendous opportunities to exploit these marketplace inefficiencies. The same amount of opportunities are not found as readily in the stock market.



Sports are recession-proof

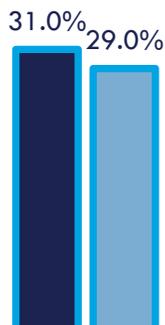


Sports provide massive potential returns

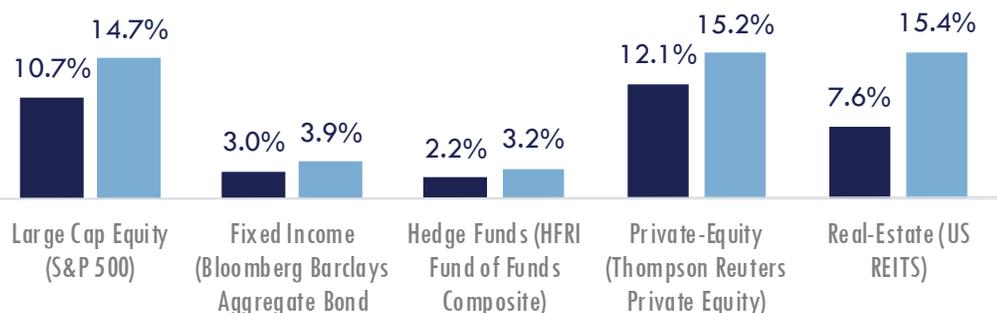
Sports betting is only getting bigger, with more liquidity, and decreased transaction costs. There’s never been a more enticing time to get involved in this ever-growing industry.

Even during the longest bull market in history, the **Holdun Falcon 5 Fund** has significantly outperformed the broader market.

## 5- AND 10-YEAR MARKET RETURN



Falcon 5



■ 5 Year ■ 10 Year

Information as at 30th June 2019

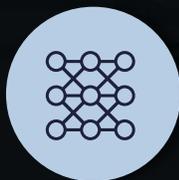
# ABOUT

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## What is Falcon 5?

Falcon 5 is a Sports Betting Platform that has been developed to bet on the results of the Top 50 Football Leagues across the globe.



## The Algorithm

This 100% mathematical tool, algorithm-based platform is programmed to analyze historical data trends together with the latest performance research on teams and individual players before placing bets on the Asian handicap betting market.



## The Team

Holdun are the exclusive capital raiser for the fund. The management team is comprised of 3 PhD scientists and an experienced board who have managed large sports management and marketing companies and their own online betting exchange.

## UNCORRELATED TO THE STOCK MARKET

Far too often investors are over-exposed to the uncertainty of future traditional asset prices. Falcon 5 offers the solution as it is completely uncorrelated to traditional stocks and bonds adding a layer of protection to your portfolio through diversification.



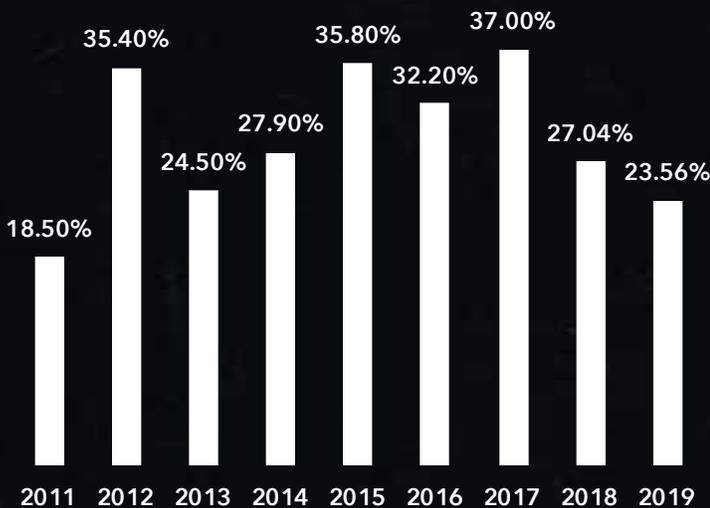
# HISTORY

## THE HISTORICAL PERFORMANCE OF THE FUND IS 29.0% PER ANNUM

Since inception in 2010 and is 16.05% as at March 31<sup>st</sup> for the 2019/2020 season.

### Season Returns 2010-2019 \*

(Net of Fees)



\* End of Season

### Return on \$1 million invested

Since Inception 2010-2019 (Net of Fees)



HOLDUN

## 2010

### CREATION

Sports betting algorithm created



## 2016

### INVESTMENT

Holdun Invests in Falcon 5 via the Holdun Opportunity Fund



## 2017

\$7m

### HOLDUN FALCON 5 FUNDS LTD.

Holdun creates the Holdun Falcon 5 Fund Ltd., a Bahamas SMART Fund 001, becoming the exclusive capital raisers for Falcon 5.

## 2018

\$30m

### THE FUND

\$30m in the fund

## 2019

\$53m

### THE FUND

\$53 Million in funds. New In-Running betting strategy introduced, increasing the number of bets whilst providing more diversification and reducing risk.

## 2020

### THE RAISE

Raising up to \$25-30 Million in additional capital for the upcoming 2020/2021 seasons



# TEAM & MODEL

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## The Falcon 5 Team

The Falcon 5 team includes founders and members of the management board, Heinz Haunschild and Giancarlo Tottoli. They both have expertise in analyzing sports data and sports betting in Europe and Asia along with many years of experience in international sports marketing.

Together with the Falcon 5 scientists, three additional analysts conduct research on team and player performance which provides data analysis for the algorithm. The analysts work directly with brokers in Hong Kong to place the bets.

The scientists at Falcon 5 work for a non-profit organization, which provides research on the European football labour market. More information can be found at [www.football-observatory.com](http://www.football-observatory.com).

## The Algorithm

As a 100% mathematical tool, the algorithm is unaffected by emotional and irrational factors. This characteristic is exactly what makes the system so reliable as it is unaffected by economic, political or monetary factors.

This proprietary software has over 20 influencing factors being constantly collected, evaluated and integrated into the algorithm.

The Falcon 5 model is based primarily on the strength of the players and thus of the teams.

The model compares the offered odds and handicaps and then automatically generates and sends the betting order to the broker in Asia. The broker then finds an agent who is willing to accept the bet for the indicated prices. If these terms are not met, the bet is voided.

# THE BETTING PROCESS

## What is Asian Handicap Betting?

- Asian handicap betting is a specific sports betting option where one team has a virtual lead over the other team.
- The use of the virtual lead allows for the odds and potential returns to be evened out so that each team has a similar probability of winning.
- Asian handicap betting **reduces the possible number of outcomes** from the traditional three outcomes of win/loss/draw to two by eliminating the draw outcome. This simplification delivers two betting options, each having a near 50% chance of success.

## Who is on the other side?

The fund does not play against the bookmakers, but rather against the masses. Bets are placed roughly 30 minutes before kick-off at which point the market has influenced the odds.

## Fixed Bet Strategy

- EUR 200K across the top 5 European leagues
- EUR 50-100k across other leagues (Liquidity dependent)

## REAL LIFE EXAMPLE OF HOW ASIAN HANDICAPPING WORKS



### LIVERPOOL VS BRIGHTON



Take for instance if Liverpool were playing Brighton. Given the gulf in class between the teams, your potential return if you backed an outright Liverpool win would be very small.

With the introduction of a virtual lead through Asian Handicap betting you can even out the odds of each team winning and increase the potential returns by giving Brighton a virtual 2 goal lead.

## THE BET - LIVERPOOL TO WIN WITH THE HANDICAP

(Liverpool starting game with a virtual 2-0 deficit)

### WIN THE BET

Liverpool win by a margin of 3 or more goals

### VOID THE BET

Liverpool win by 2 goals, this will be seen as a draw and the bet will be refunded

### LOSE THE BET

Liverpool win by less than 2 goals

# THE BETTING PROCESS

## Multiple options

Handicaps typically range from one-quarter goal to several goals, in increments of half – or even quarter-goals.

- Any virtual lead in 0.5 increments will result in a simple straight win or lose scenario
- Any virtual lead of .25 or .75 will see the introduction of Half win/half lose scenarios

HANDICAP	TEAM RESULT	BET RESULT	HANDICAP	TEAM RESULT	BET RESULT
0.00	Win	Win	0	Win	Win
	Draw	Stake Refund		Draw	Stake Refund
	Lose	Lose		Lose	Lose
-0.25	Win	Win	0.25	Win	Win
	Draw	Half Lose		Draw	Half Lose
	Lose	Lose		Lose	Lose
-0.50	Win	Win	0.50	Win	Win
	Draw	Lose		Draw	Win
	Lose	Lose		Lose	Lose
-0.75	Win by 2+	Win	0.75	Win	Win
	Win by 1	Half Win		Draw	Win
	Draw	Lose		Lose by 1	Half Lose
	Lose	Lose		Lose by 2+	Lose
-1.00	Win by 2+	Win	1.00	Win	Win
	Win by 1	Stake Refund		Draw	Win
	Draw	Lose		Lose by 1	Stake Refund
	Lose	Lose		Lose by 2+	Lose

# THE BETTING PROCESS

MATCH	SELECTION	HDC	ODD	RESULT	BET WON/LOST	TOTAL RETURN (EURO)
Leicester City VS Aston Villa	Aston Villa	+1	0.98	4:0	Lost	-200,000
Juventus VS Inter Milan	Juventus	-0.25	0.85	2:0	Won	+370,000
Manchester United VS Manchester City	Manchester United	+0.75	0.89	2:0	Won	+378,000
Barcelona VS Real Sociedad	Barcelona	-1.5	0.99	1:0	Lost	-200,000
Liverpool VS Bournemouth AFC	Bournemouth AFC	+1.75	1.06	2-1	Won	+412,000
Watford VS Liverpool	Watford	+1	1.08	3-0	Won	+416,000

DURING THE FIRST WEEK OF MARCH 2020  
THESE BETS RESULTED IN

4 WINS AND 2 LOSSES

TOTAL NET RETURN  
**+376,000 Euro**  
FOR THE FUND

# THE LEAGUES



**2017**

## 21 EUROPEAN LEAGUES

Expanded to 21 Leagues  
Across Europe



**2020**

## 50 WORLDWIDE LEAGUES

Currently the team research bets from 50 leagues around the world providing greater liquidity and expanding the opportunity set of the algorithm.



Austria 1  
Belgium 1  
Denmark 1  
England 2  
France 2  
Germany 2

Italy 2  
Netherlands 1  
Norway 1  
Poland 1  
Portugal 1

Russia 1  
Scotland 1  
Switzerland 1  
Sweden 1  
Turkey 1

**2010**

## TOP 5 LEAGUES

The original 5 leagues  
between 2010 and 2017

The Premier League  
Ligue 1  
Serie A  
The Bundesliga  
La Liga

# FUTURE STRATEGY

## TWO NEW STRATEGIES ARE TO BE INTRODUCED FOR THE UPCOMING 20/21 SEASON.

These algorithm-based strategies have been tested over the last 3 years and boast impressive Since Inception returns

### X-RAY OVERVIEW

Bets are placed on games where odds for the underdog home team have been overstated due to heavy directional money flow for the favourite



Always backs the underdog



Always backs the home team



Min Odds of 2.5  
(put down 10,000 to win 25,000)

SEASON-TO-DATE RETURNS: 64.4%  
SINCE INCEPTION (3-YEAR) ANNUALISED RETURNS: 52.1%

### SPORTER A.I. OVERVIEW

This approach monitors live in game data and places bets throughout the game as the algorithm processes and adjust to the updated information.



Live In game betting



8 -10 bets per game

SEASON-TO-DATE RETURNS: 14.9%  
SINCE INCEPTION (3-YEAR) ANNUALISED RETURNS: 48.7%

Both X-Ray and Sporter A.I. will represent a minor portion of the overall Fund. The addition of these new strategies will further diversify the Fund while offering enhanced liquidity and return opportunity

# FUND TERMS

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## Summary of Fund Terms

2020/21 TARGET FUND SIZE	\$80,000,000 USD
TERM	Open-Ended
FUND CLASSES	USD & GBP
MINIMUM INVESTMENT	\$500,000 or GBP Equivalent
LIQUIDITY	Annually
NAV FREQUENCY	Annually
FUND STRUCTURE	Cayman Islands Feeder Fund SPC
MANAGEMENT FEE	2% per annum
PERFORMANCE FEE	0%
CLOSING DATE	On or before July 31, 2020
AUDITORS FOR FALCON 5	KPMG
FUND ADMINISTRATORS	Winterbotham Corporate Administrators , Bahamas

# FULL LIST OF LEAGUES

- |    |                                 |    |                              |
|----|---------------------------------|----|------------------------------|
| 1  | Argentina Superliga             | 26 | Italian Serie B              |
| 2  | Australia A-League              | 27 | Japanese J1 League           |
| 3  | Austria Bundesliga              | 28 | Japanese J2 League           |
| 4  | Belgium Pro League              | 29 | Korean K League 1            |
| 5  | Belarusian Premier League       | 30 | Pro League (Saudi Arabia)    |
| 6  | Brazilian Serie A               | 31 | Mexico Liga MX               |
| 7  | Chilean Primera División        | 32 | Netherlands Eredivisie       |
| 8  | Chinese Super League            | 33 | Netherlands Eerste Division  |
| 9  | Czech Republic Czech Liga       | 34 | Norway Eliteserien           |
| 10 | Denmark Superliga               | 35 | Poland Ekstraklasa           |
| 11 | English Barclays Premier League | 36 | I Liga (Poland)              |
| 12 | English Npower Championship     | 37 | Portugal Primeira Liga       |
| 13 | English League One              | 38 | Segunda Liga (Portugal)      |
| 14 | English League Two              | 39 | Stars League (Qatar)         |
| 15 | Spanish La Liga                 | 40 | Romania Liga I               |
| 16 | Spanish Segunda Division        | 41 | Russia Premier League        |
| 17 | Finland Veikkausliiga           | 42 | Scotland Premiership         |
| 18 | French Ligue 1                  | 43 | Scottish First Division      |
| 19 | French Ligue 2                  | 44 | Switzerland Super League     |
| 20 | German Bundesliga               | 45 | Switzerland Challenge League |
| 21 | German Bundesliga Zwei          | 46 | Sweden Allsvenskan           |
| 22 | Germany 3. Liga                 | 47 | Sweden Superettan            |
| 23 | Greece Super League             | 48 | Turkey Süper Lig             |
| 24 | Irish Premier Division          | 49 | Turkey T. Lig                |
| 25 | Italian Serie A                 | 50 | USA MLS                      |

# FALCON 5 TEAM

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## **Heinz Haunschild**

Heinz is the Founder, owner and managing director of the entire GPG enterprise. In 1998 he finished his masters degree in Business Economics. From there he went on to work as a senior sales accounts manager in the international sports data industry before co-founding sports Media GmbH in 2003, supplying sport data to multiple tv stations and online platforms. Following the sale of sports Media GmbH, Heinz founded GPG Holdings AG and its subsidiary GPG General Power Group in 2011. The General Power Group is an internationally active marketer for major sporting events such as the Omega European masters golf tournament, the Spengler Cup in Davos and the Tour de Suisse cycling race. The holding company GPG Holdings AG launched the online betting platform 'sports-millions.com' in 2012, generating an annual turnover of 280 million euros in 2018/19 .



## **Giancarlo Tottoli**

Giancarlo, is chairman of GPG holdings. He holds a bachelor and two master's degrees and has a wealth of experience within the Sports data industry. In 1984 Giancarlo founded an IT consultancy company in Switzerland. In 1998, he co-founded Infostradasports an internationally operating sports data company with headquarters in the Netherlands. In 2004, he joined the board of Opta Sports London as CMO until 2010. From 2010 until May 2012 he was the Group-CEO of RunningBall, the leading company for fast path sports data. After the successful sale of RunningBall he accepted several board positions and acts since as a consultant in the sports data and sports betting industry.

# CoVID-19 UPDATE

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- Following widespread football league suspensions to comply with CoVID-19 social distancing protocols, Fund activity was suspended in April due to the lack of liquidity in the betting market. During this time, all funds were held in cash.
- Despite the suspension of major leagues across the world in March, The Fund returned an impressive 1.25% net of fees over the month.
- Bet liquidity has re-emerging in May with 10 leagues now up and running again. This will increase over the following weeks as leagues look to close out their respective seasons.

## Leagues Resuming In May

- Belarus
- Japan 1 and 2
- German Bundesliga 1 and 2
- Poland
- Austria 1 and 2
- Switzerland 1 and 2
- China

## Leagues Resuming In June(at The Latest)

- Russia
- Ukraine
- Denmark
- Finland
- Norway
- Turkey

## Future Liquidity

- Given the broad selection of leagues across the globe that Falcon 5 has to chose from, the Fund will be reasonably unaffected by any future changes to lock-down protocols in any specific region.
- Much of the logistical issues that slowed down the re-emergence of these football leagues have now been finalised with empty stadium, small group training and essential staff only protocols in place. If a second wave does threaten specific regions, clubs and leagues will be better prepared to continue given the extensive measures in place

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# CONTACT US

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## BAHAMAS OFFICE

**Holdun Family Office (Bahamas) Limited**  
Albany Financial Centre, Suite 303  
South Ocean Boulevard  
New Providence, Bahamas, SP-63158

## CAYMAN ISLANDS OFFICE

**Holdun Family Office(Cayman) Limited**  
3rd Floor, Kensington House  
69 Dr. Roy's Drive, George Town  
PO Box 1092, Grand Cayman KY1-1102  
Cayman Islands

## CONTACT

**Philip Stewart**  
Chief Development Officer  
T. +1.345.623.7200  
M. + 1.345.926.6710  
E. [info@holdun.com](mailto:info@holdun.com)