

Business Plan

Portebet

DOUBLED B.V.

The logo for Portebet, featuring the word "PORTEBET" in a bold, italicized, sans-serif font. The letters "PORTE" are orange and "BET" are white, all set against a dark grey rectangular background.

PORTEBET

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1. EXECUTIVE SUMMARY

1.1. PROJECT SUMMARY

The website, Portebet.com, is currently in the process of being developed. The project entails establishing a company that provides enhanced online gaming experiences, incorporating technologies designed to engage players. This initiative draws on the expertise gained from the successful creation of seven casinos involving the founders of the new gaming platform.

In the event of the online casino's closure due to internal or other objective reasons, the security payment is refunded to the casino owners. However, it must remain untouched during the casino's operational phase, serving as a deposit in case of jackpot wins, thereby ensuring minimal losses.

The domain is portebet.com, held and operated by a Curacao company Doubled B.V.

The screenshot displays the Safenames International Domain Portal interface. The top navigation bar includes links for Home, WHOIS, Help, and Logout. The main header shows the account name 'DOUBLED N.V.' and a security level of 1. The 'My Domain Names' section indicates that 1 domain name was found matching 'Portebet.com'. Below this, a table lists the domain details:

Domain Name	TLD	Account / Sub Account	Registration Term	Registered Date	Renewal Date	Invoice Info
portebet.com	.com	DOUBLED N.V.	1 yr	04.10.2023	04.10.2024	View (1) Invoices

The bottom section of the portal is divided into three columns: Site Map, More Resources, and Global Domain Search. The Site Map column lists various account and domain management options. The More Resources column provides links to support, direct contact, and resources. The Global Domain Search column features a search bar and a 'Find' button.

Gaming Control Board - We are presently in the stages of seeking the governmental license necessary for legal operation under this jurisdiction.



Company Description:

Step into the world of Portebet, an online gambling company that transcends boundaries to provide an immersive and responsible gaming experience. We stand as a beacon of innovation, integrity, and excitement in the dynamic landscape of digital gaming.

Vision:

Portebet envisions a global gaming community where every player feels empowered, entertained, and secure. Our vision is to redefine the gaming industry by fostering innovation, embracing responsibility, and creating an inclusive space for players from all walks of life.

Mission:

Our mission at Portebet is guided by the following principles:

- **Innovation Hub:** Driving technological advancements and pushing creative boundaries to deliver an unparalleled gaming experience through a diverse range of cutting-edge games.
- **Responsible Gaming Advocacy:** Taking a proactive approach to responsible gaming by implementing robust player protection measures, investing in educational resources, and collaborating with organizations dedicated to promoting healthy gaming habits.
- **Player-Centric Focus:** Placing our players at the heart of everything we do, offering personalized experiences, responsive customer support, and a commitment to continuously enhance our offerings based on player feedback.
- **Global Connectivity:** Breaking down geographical barriers and creating a global gaming network that welcomes players from diverse cultures, backgrounds, and regions.

Goals:

- **Excellence in Entertainment:** Striving for excellence in every aspect of entertainment, ensuring our games are not just a source of excitement but also a platform for social interaction, skill development, and memorable experiences.

- Innovation Leadership: Aspiring to be at the forefront of industry innovation, setting new standards for gaming excellence, and continuously surprising our players with novel and engaging gaming experiences.
- Community Impact: Making a positive impact on the community by contributing to charitable causes, supporting local initiatives, and promoting responsible gaming as a cornerstone of our corporate social responsibility.
- Sustainable Growth: Achieving sustainable growth by balancing financial success with ethical business practices, environmental responsibility, and a commitment to the well-being of our players.

1.2. UBO BACKGROUND

Olegs Lickovskis, founder of Portebet, brings a wealth of experience in the gambling industry, spearheading strategic initiatives to propel business growth. His tenure as CFO at Klondaika honed his financial acumen, optimizing revenue streams and fostering financial stability. With prior roles in financial management and accounting, including at Codnity and Idea Port Riga, Olegs has demonstrated proficiency in budgeting, cost control, and financial analysis. His extensive background ensures robust leadership in navigating Portebet's operations and strategic direction.

Olegs' extensive experience as the Founder of Portebet equips him with a deep understanding of every aspect of the project, giving him a clear advantage in steering the company towards success in his current role.

OLEGS LICKOVSKIS

IGAMING

Experienced finance specialist skilled in financial planning, analysis, and strategic decision-making. Proven track record in optimizing processes, collaborating cross-functionally, and ensuring regulatory compliance. Strong analytical skills, attention to detail, and adaptability to industry trends. Seeking to leverage expertise for organizational growth.

CONTACT

llickovskisolegs16@gmail.com
Riga, Latvia

SKILLS

- Proactive
 - Finance
 - Self-starter
 - Leadership
-

EDUCATION

MASTER OF FINANCE

Higher School of Social Technologies Socialo
Tehnologiju Augstskola|
1996 - 2002

EXPERIENCE

FOUNDER

Portebet (Betting company), Oct 2023 - Present

- Develop a comprehensive business plan outlining the casino's goals, target market, and growth strategies on mobile devices.
- Identify and analyze market trends, competition, and opportunities for innovation.
- Maximize revenue by strategic upselling of higher margin items.
- Oversee the development and maintenance of the online casino

CFO

Klondaika (Betting company) Riga, Latvia Mar 2020 - Oct 2023

- Collaborate with other departments to provide financial guidance and support strategic decision-making.
 - Develop and enforce financial policies and procedures to ensure consistency and compliance.
 - Monitor and control costs, identifying opportunities for efficiency improvements.
 - Organization of banking service
 - Taxes and budget control
-

1.3. GAMES LIST

Main types of casino games:

Type 1 – Games of Chance (RNG-based games such as slots and casino table games)

Type 2 – Betting (including live betting and virtual-sports betting)

Type 3 – Live Dealer Games

Type 4 – Pooled-prize games (such as lotteries and parimutuel)

Type 5: Promoting peer-to-peer games (such as sport-exchange, bingo and poker)

1.4. INDICATORS OF THE PROJECT

The economic viability of the project has been substantiated through the calculation of conventional financial indicators commonly employed in project analysis.

Table 1. Indicators of the project

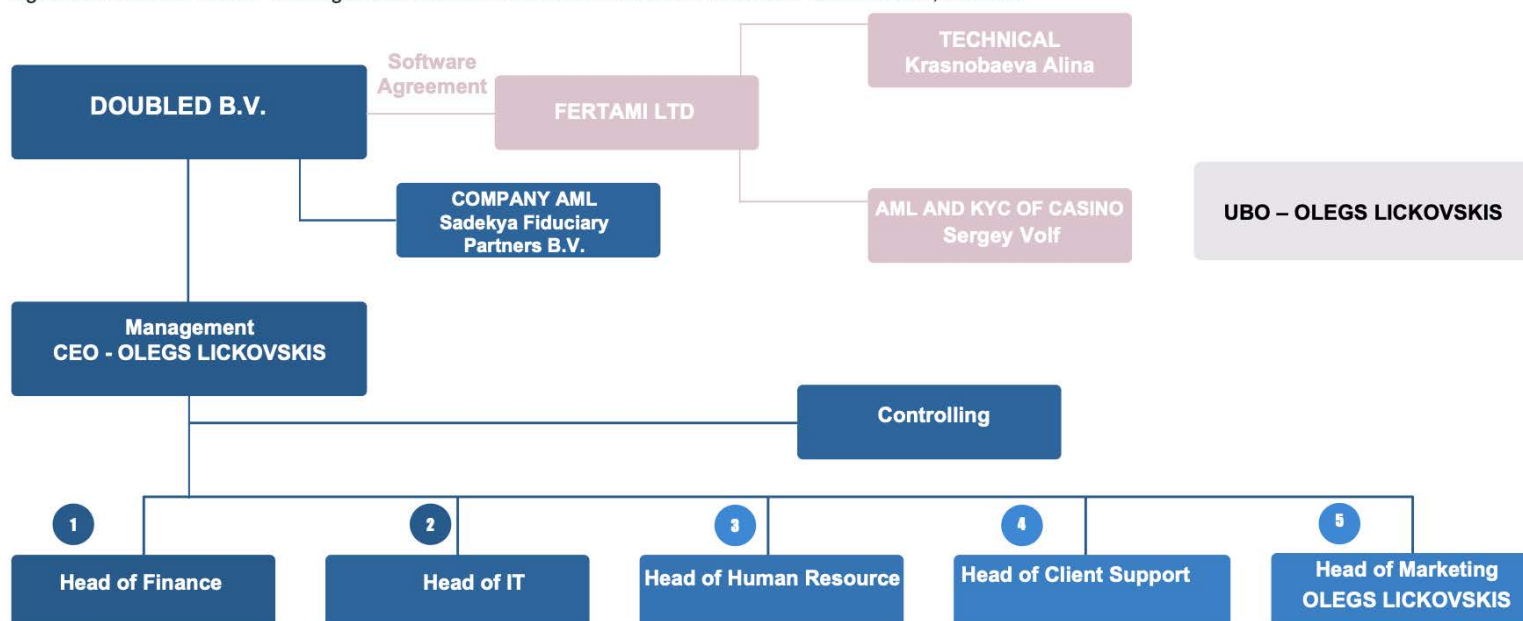
Name of the index	Value of the index
Calculation period of the project, year	3
Laid-down capital (LDC), EUR	235 941
Sum of proceeds (SP), EUR	5 482 405
Net average operational receipts per month (NAOR), EUR	46 344
Net profit for the project period, EUR	1 575 379
Average profitability for the project period (net profit to proceeds	28,74%
Discounting rate (DR), %	19,00%
Net present value (NPV), EUR	894 163
Average Rate of Return of investments (ARR)	236%
Return on investment (ROI)	568%
Profitability index (PI)	3,8
Internal rate of return (IRR)	149,33%
Pay back period of the project in whole (PBP), incl. financing scheme	15 months
	1,25 years

2. COMPANY MANAGEMENT STRUCTURE

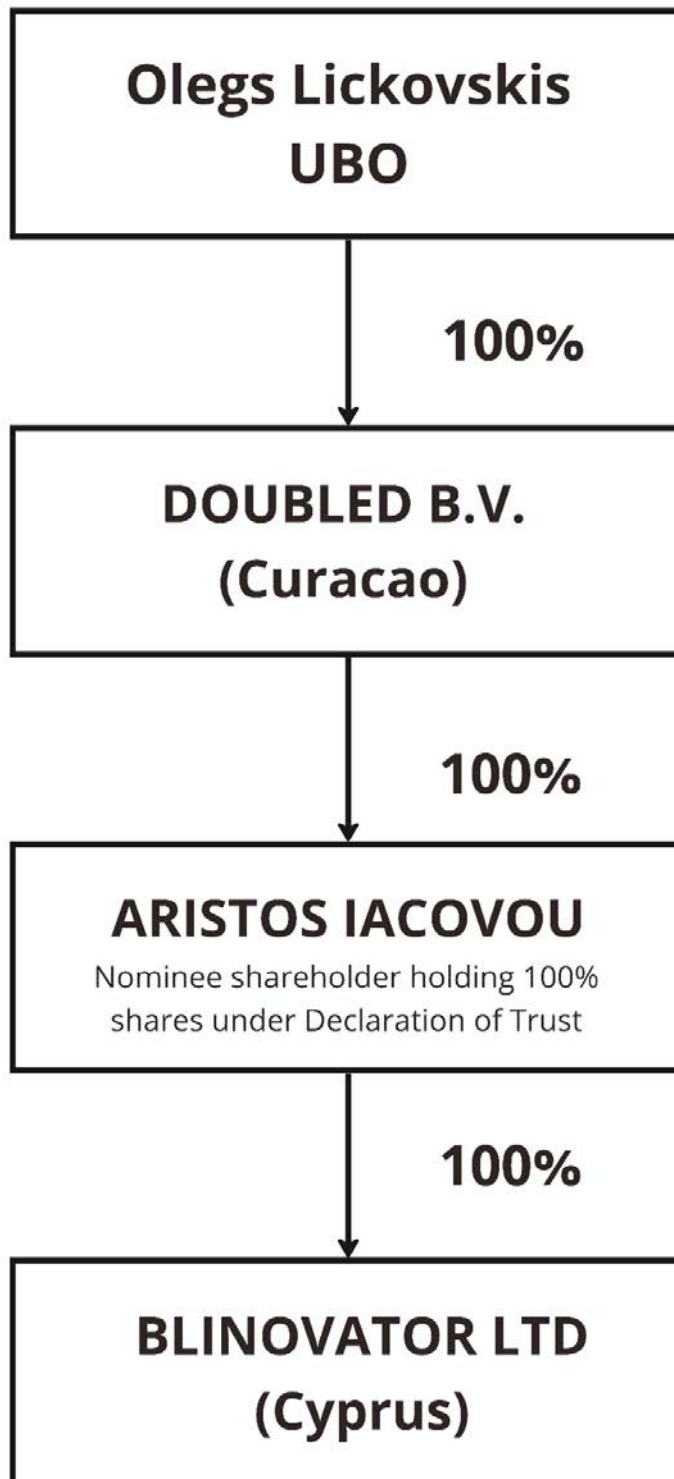
In the capacity of both CEO and sole shareholder, the Ultimate Beneficial Owner (UBO) actively manages the day-to-day operations of the business. Responsibilities encompass overseeing marketing initiatives, devising growth strategies across various sectors, integrating payment solutions, and extending the brand into new markets. Board meetings may include key personnel alongside the director. Decision-making is decentralized, with strategies and decisions delegated directly to departments and functions, promoting flexibility and preventing deadlock. Legal support is internally managed by specialized departments and officers, with department heads primarily accountable for final decisions under the CEO's supervision.

Company control structure

DOUBLED B.V., a company incorporated under the laws of Curaçao with registration number 166107 and registered address at Abraham Mendez Chumaceiro Boulevard 03, Curacao



COMPANY STRUCTURE



3. FINANCIAL SUMMARY

3.1. FINANCIAL ESTIMATION FOR THE FIRST, SECOND AND THIRD YEAR

Table 2. Cash flow for the first year, euro

	Total for 3 years	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25
Month of the project		1	2	3	4	5	6	7	8	9	10	11	12
Number of days in the period		30	31	30	31	31	30	31	30	31	31	28	31
Cash flow - INVESTING	- 174 400	- 159 000	-	-	- 15 400	-	-	-	-	-	-	-	-
Acquisition of a license and security payment	- 159 000	- 159 000	-	-	-	-	-	-	-	-	-	-	-
Payment for the Amazon server	- 13 000	-	-	-	- 13 000	-	-	-	-	-	-	-	-
Office equipment and stationery	- 2 400	-	-	-	- 2 400	-	-	-	-	-	-	-	-
Cash flow - OPERATING	1 668 393	- 5 350	-	-	-	- 42 504	2 218	5 778	6 437	10 222	19 055	- 13 687	28 773
Proceeds	5 482 405	-	-	-	-	34 300	42 189	48 253	50 961	57 863	71 442	83 626	96 110
Income from clients	5 482 405	-	-	-	-	34 300	42 189	48 253	50 961	57 863	71 442	83 626	96 110
Expenses total	- 3 814 012	- 5 350	-	-	-	- 76 804	- 39 971	- 42 475	- 44 524	- 47 641	- 52 387	- 97 313	- 67 337
Direct costs	- 2 878 483	- 5 350	-	-	-	- 65 804	- 28 971	- 30 665	- 32 528	- 34 578	- 36 833	- 46 313	- 49 041
Advertising costs	- 1 477 022	-	-	-	-	- 29 400	- 16 940	- 18 634	- 20 497	- 22 547	- 24 802	- 27 282	- 30 010
Additional staff costs	- 938 000	-	-	-	-	-	-	-	-	-	-	- 7 000	- 7 000
License fees	- 143 461	- 5 350	-	-	-	- 26 404	- 2 031	- 2 031	- 2 031	- 2 031	- 2 031	- 2 031	- 2 031
Salary	- 320 000	-	-	-	-	- 10 000	- 10 000	- 10 000	- 10 000	- 10 000	- 10 000	- 10 000	- 10 000
Indirect costs	- 472 000	-	-	-	-	- 11 000	- 11 000	- 11 000	- 11 000	- 11 000	- 11 000	- 51 000	- 11 000
Accounting	- 128 000	-	-	-	-	- 4 000	- 4 000	- 4 000	- 4 000	- 4 000	- 4 000	- 4 000	- 4 000
Office equipment maintenance	- 80 000	-	-	-	-	- 2 500	- 2 500	- 2 500	- 2 500	- 2 500	- 2 500	- 2 500	- 2 500

Table 3. Cash flow for the second year, euro

	Total for 3 years	Apr-25	May-25	Jun-25	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25	Jan-26	Feb-26	Mar-26
Month of the project		13	14	15	16	17	18	19	20	21	22	23	24
Number of days in the period		30	31	30	31	31	30	31	30	31	31	28	31
Cash flow - INVESTING	- 174 400	-	-	-	-	-	-	-	-	-	-	-	-
Acquisition of a license and security payment	- 159 000	-	-	-	-	-	-	-	-	-	-	-	-
Payment for the Amazon server	- 13 000	-	-	-	-	-	-	-	-	-	-	-	-
Office equipment and stationery	- 2 400	-	-	-	-	-	-	-	-	-	-	-	-
Cash flow - OPERATING	1 668 393	35 054	41 232	43 235	52 946	37 962	56 991	58 299	64 376	63 119	69 456	37 362	72 481
Proceeds	5 482 405	107 164	118 385	131 584	145 232	151 629	159 924	162 910	172 050	178 828	188 383	195 711	202 253
Income from clients	5 482 405	107 164	118 385	131 584	145 232	151 629	159 924	162 910	172 050	178 828	188 383	195 711	202 253
Expenses total	- 3 814 012	- 72 110	- 77 153	- 88 349	- 92 286	- 113 667	- 102 933	- 104 611	- 107 674	- 115 709	- 118 927	- 158 349	- 129 772
Direct costs	- 2 878 483	- 52 042	- 55 343	- 65 975	- 67 173	- 92 780	- 76 678	- 77 988	- 79 337	- 87 726	- 89 157	- 97 630	- 99 148
Advertising costs	- 1 477 022	- 33 011	- 36 312	- 39 944	- 41 142	- 42 376	- 43 647	- 44 957	- 46 306	- 47 695	- 49 126	- 50 599	- 52 117
Additional staff costs	- 938 000	- 7 000	- 7 000	- 14 000	- 14 000	- 14 000	- 21 000	- 21 000	- 21 000	- 28 000	- 28 000	- 35 000	- 35 000
License fees	- 143 461	- 2 031	- 2 031	- 2 031	- 2 031	- 26 404	- 2 031	- 2 031	- 2 031	- 2 031	- 2 031	- 2 031	- 2 031
Salary	- 320 000	- 10 000	- 10 000	- 10 000	- 10 000	- 10 000	- 10 000	- 10 000	- 10 000	- 10 000	- 10 000	- 10 000	- 10 000
Indirect costs	- 472 000	- 11 000	- 11 000	- 11 000	- 11 000	- 11 000	- 11 000	- 11 000	- 11 000	- 11 000	- 11 000	- 51 000	- 11 000
Accounting	- 128 000	- 4 000	- 4 000	- 4 000	- 4 000	- 4 000	- 4 000	- 4 000	- 4 000	- 4 000	- 4 000	- 4 000	- 4 000
Office equipment maintenance	- 80 000	- 2 500	- 2 500	- 2 500	- 2 500	- 2 500	- 2 500	- 2 500	- 2 500	- 2 500	- 2 500	- 2 500	- 2 500
Hosting	- 120 000	-	-	-	-	-	-	-	-	-	-	- 40 000	-
Office rent	- 48 000	- 1 500	- 1 500	- 1 500	- 1 500	- 1 500	- 1 500	- 1 500	- 1 500	- 1 500	- 1 500	- 1 500	- 1 500

Legal support	- 96 000	- 3 000	- 3 000	- 3 000	- 3 000	- 3 000	- 3 000	- 3 000	- 3 000	- 3 000	- 3 000	- 3 000	- 3 000
Taxes	- 463 529	- 9 067	- 10 810	- 11 375	- 14 114	- 9 887	- 15 255	- 15 623	- 17 338	- 16 983	- 18 770	- 9 718	- 19 624
Profit tax	- 463 529	- 9 067	- 10 810	- 11 375	- 14 114	- 9 887	- 15 255	- 15 623	- 17 338	- 16 983	- 18 770	- 9 718	- 19 624
Cash flow - FINANCING	- 319 751	- 11 252	- 13 414	- 14 115	- 17 514	- 12 269	- 18 930	- 19 387	- 21 514	- 21 074	- 23 292	- 12 060	- 24 351
Co-investor's investment	235 941	-	-	-	-	-	-	-	-	-	-	-	-
Refunds to co-investor	- 555 692	- 11 252	- 13 414	- 14 115	- 17 514	- 12 269	- 18 930	- 19 387	- 21 514	- 21 074	- 23 292	- 12 060	- 24 351

CASH FLOW OF THE PROJECT	1 174 242	23 803	27 818	29 120	35 432	25 692	38 062	38 911	42 862	42 045	46 164	25 303	48 130
progressive total (cash balance)	1 174 242	96 285	124 103	153 223	188 655	214 347	252 409	291 321	334 182	376 227	422 391	447 694	495 824

Table 4. Cash flow for the third year, euro

	Total for 3 years	Apr-26	May-26	Jun-26	Jul-26	Aug-26	Sep-26	Oct-26	Nov-26	Dec-26	Jan-27	Feb-27	Mar-27
Month of the project		25	26	27	28	29	30	31	32	33	34	35	36
Number of days in the period		30	31	30	31	31	30	31	30	31	31	28	31
Cash flow - INVESTING	- 174 400	-	-	-	-	-	-	-	-	-	-	-	-
Acquisition of a license and security payment	- 159 000	-	-	-	-	-	-	-	-	-	-	-	-
Payment for the Amazon server	- 13 000	-	-	-	-	-	-	-	-	-	-	-	-
Office equipment and stationery	- 2 400	-	-	-	-	-	-	-	-	-	-	-	-
Cash flow - OPERATING	1 668 393	79 359	79 031	83 498	82 295	67 524	87 273	92 554	92 059	96 968	96 477	70 358	97 543
Proceeds	5 482 405	212 634	220 824	228 210	235 376	242 571	252 331	260 968	269 256	277 531	285 942	294 556	303 409
Income from clients	5 482 405	212 634	220 824	228 210	235 376	242 571	252 331	260 968	269 256	277 531	285 942	294 556	303 409
Expenses total	- 3 814 012	- 133 275	- 141 793	- 144 712	- 153 081	- 175 048	- 165 058	- 168 414	- 177 197	- 180 563	- 189 464	- 224 198	- 205 866
Direct costs	- 2 878 483	- 100 712	- 109 322	- 110 981	- 119 690	- 145 822	- 130 262	- 132 129	- 141 052	- 143 032	- 152 072	- 154 174	- 168 174
Advertising costs	- 1 477 022	- 53 681	- 55 291	- 56 950	- 58 659	- 60 418	- 62 231	- 64 098	- 66 021	- 68 001	- 70 041	- 72 143	- 72 143
Additional staff costs	- 938 000	- 35 000	- 42 000	- 42 000	- 49 000	- 49 000	- 56 000	- 56 000	- 63 000	- 63 000	- 70 000	- 70 000	- 84 000
License fees	- 143 461	- 2 031	- 2 031	- 2 031	- 2 031	- 26 404	- 2 031	- 2 031	- 2 031	- 2 031	- 2 031	- 2 031	- 2 031
Salary	- 320 000	- 10 000	- 10 000	- 10 000	- 10 000	- 10 000	- 10 000	- 10 000	- 10 000	- 10 000	- 10 000	- 10 000	- 10 000
Indirect costs	- 472 000	- 11 000	- 11 000	- 11 000	- 11 000	- 11 000	- 11 000	- 11 000	- 11 000	- 11 000	- 11 000	- 51 000	- 11 000
Accounting	- 128 000	- 4 000	- 4 000	- 4 000	- 4 000	- 4 000	- 4 000	- 4 000	- 4 000	- 4 000	- 4 000	- 4 000	- 4 000
Office equipment maintenance	- 80 000	- 2 500	- 2 500	- 2 500	- 2 500	- 2 500	- 2 500	- 2 500	- 2 500	- 2 500	- 2 500	- 2 500	- 2 500

Hosting	- 120 000	-	-	-	-	-	-	-	-	-	-	- 40 000	-
Office rent	- 48 000	- 1 500	- 1 500	- 1 500	- 1 500	- 1 500	- 1 500	- 1 500	- 1 500	- 1 500	- 1 500	- 1 500	- 1 500
Legal support	- 96 000	- 3 000	- 3 000	- 3 000	- 3 000	- 3 000	- 3 000	- 3 000	- 3 000	- 3 000	- 3 000	- 3 000	- 3 000
Taxes	- 463 529	- 21 563	- 21 471	- 22 731	- 22 392	- 18 225	- 23 796	- 25 285	- 25 145	- 26 530	- 26 392	- 19 025	- 26 692
Profit tax	- 463 529	- 21 563	- 21 471	- 22 731	- 22 392	- 18 225	- 23 796	- 25 285	- 25 145	- 26 530	- 26 392	- 19 025	- 26 692
Cash flow - FINANCING	- 319 751	- 26 758	- 26 644	- 28 207	- 27 786	- 22 616	- 29 528	- 31 377	- 31 203	- 32 922	- 32 750	- 23 608	- 33 123
Co-investor's investment	235 941	-	-	-	-	-	-	-	-	-	-	-	-
Refunds to co-investor	- 555 692	- 26 758	- 26 644	- 28 207	- 27 786	- 22 616	- 29 528	- 31 377	- 31 203	- 32 922	- 32 750	- 23 608	- 33 123

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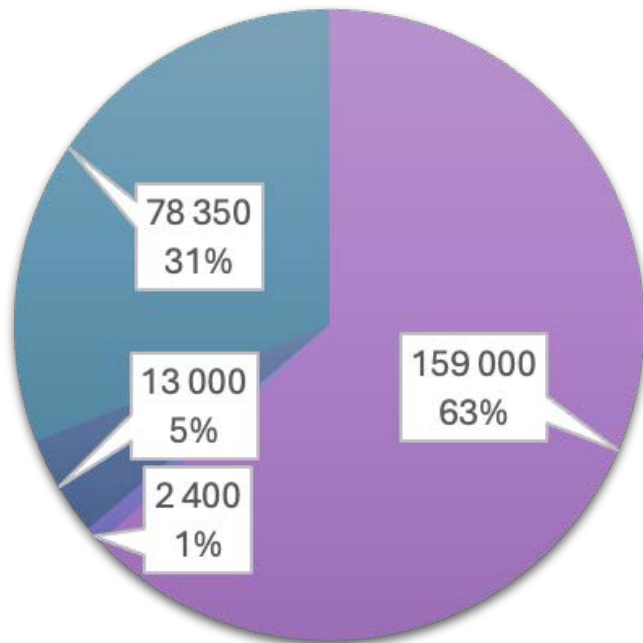
CASH FLOW OF THE PROJECT	1 174 242	52 600	52 388	55 291	54 509	44 908	57 745	61 177	60 855	64 047	63 728	46 750	64 420
progressive total (cash balance)	1 174 242	548 424	600 812	656 103	710 612	755 520	813 264	874 442	935 297	999 344	1 063 072	1 109 822	1 174 242

3.2. INVESTMENT SCHEME, OUTLINING INVESTMENT TYPES, PROJECTED COSTS, AND SOURCE OF WEALTH EXPLANATION

The financial requirement for the project amounts to 235.9 thousand euros (EUR).

Diagram 1. Investments structure

- Acquisition of a license and security payment
- Office equipment and stationery
- Payment for the Amazon server
- Floating capital financing



The project's funding is anticipated to be sourced from the investor. A plan is in place to allocate 35% of the net profit towards repaying the investor's funds within the initial three years from the project's launch. This repayment mechanism will be activated once the accumulated profit for the current month exceeds zero, commencing from the 13th month of the project. The total amount of payments to the investor over the project's duration is projected to be 556 thousand euros (EUR).

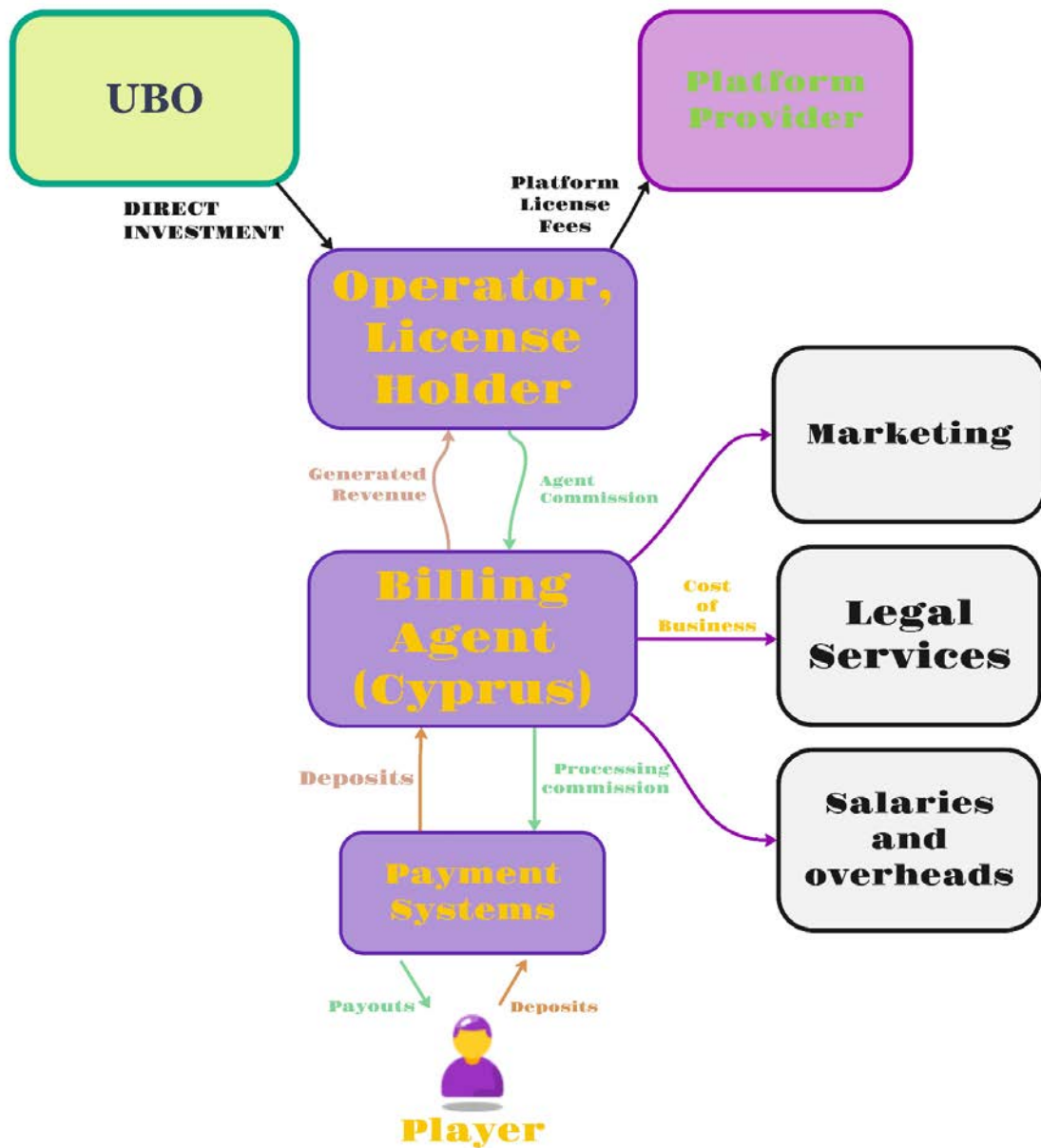
Type of initial investments - funds provided directly by the Ultimate Beneficial Owner.

Upon launch - profits generated directly from operations.

3.3. FLOW OF FUNDS SCHEMATIC

The cost of business for the project includes license fees to the Platform provider, Web-marketing, Service fees to employees and legal fees to fiduciary service providers.

Flow of Funds



4. PRODUCTS & SERVICES

4.1. REGISTRATIONS AND OPENING OF AN ACCOUNT

The screenshot displays the Portebet website interface. At the top, there's a navigation bar with categories like SPORTS, LIVE, PORTEGAMES, CASINO, LIVE CASINO, and MORE. A 'Scratch card' feature is also visible. The main header shows the user's account status (Main account (USD) 0) and a 'MAKE A DEPOSIT' button. Below the navigation bar, there's a large promotional banner for 'WINFINITY' with the text 'CLASSIC OR BONUS?' and 'SAME TABLE, YOU CHOOSE!'. The banner includes a 'BONUS BUY' section with options for 150X, 300X, 500X, and a 'MYSTERY' bonus, each with a fee percentage. To the left of the banner, there's a sidebar with 'Recommended' and 'Top Games' sections. The 'Top Games' section lists Australia A League, Brisbane Roar, and Western Sydney Wanderers. Below this, there's a 'LIVE' section with a list of sports and their respective match counts. The main content area shows a list of matches with columns for the match name, score, and various betting odds. The matches are categorized by sport (Football, Basketball, etc.) and league (Australia A League, NBL, PBA Philippine Cup). On the right side of the interface, there's a 'BET SLIP' section with a 'YOUR BETS' area and a 'BET SLIP SALE' section. The 'BET SLIP SALE' section includes a 'BONUS ACCOUNT' activation button and a 'Free download' button for the Portebet mobile application.

Recommended

- Australia A League
- 1 Half, 21 minutes / Round 6
- Brisbane Roar 2
- Western Sydney Wanderers 0
- Detailed score

W1 1.136 X 8.49 W2 18.3

LIVE

ALL 833 337

TOP

- Football (60)
- Tennis (39)
- Basketball (41)
- Ice Hockey (13)
- Volleyball (16)
- Table Tennis (46)
- Cricket (24)
- Esports (17)

CATEGORIES FROM A TO Z

- Badminton (4)
- Baseball (2)

Matches

With live streams

Football Tennis Basketball Ice Hockey Volleyball Table Tennis Cricket Esports Badminton

Search by match

Australia A League		1	X	2	1X	12	2X	0	Total	U	+4
Brisbane Roar	2 2	1.136	8.49	18.3	1.009	1.07	5.67	1.925	4.5	1.936	+532
Western Sydney Wanderers	0 0										
21:06 / 1 Half											
Australia NBL		1	Team Wins	2	1	X	2	0	Total	U	+4
Cairns Taipans	54 21 21 12										
Brisbane Bullets	66 17 26 23	5.91	-	1.13	6.23	13	1.14	1.92	171	1.88	+276
28:49 / 3 Quarter / Including Overtime											
PBA Philippine Cup		1	Team Wins	2	1	X	2	0	Total	U	+4
NorthPort Batang Pier	96 37 24 29 6										
TNT Tropang Giga	97 33 29 27 8	2.71	-	1.464	3.096	13	1.464	1.9	232.5	1.9	+265
20:24 / 4 Quarter / Including Overtime											

BET SLIP

MY BETS

YOUR BETS

Add events to the bet slip or enter a code to load events

Save/load events

BET SLIP SALE

BONUS ACCOUNT

Activate your bonus in My Account.

Find out more

ACTIVATE

Android

Portebet MOBILE APPLICATION

Free download

Bonus for sports betting
Welcome bonus on your 1st deposit up to 145600 NGN

Casino + PorteGames
Welcome package up to 1890537 NGN + 150 FS

Reject bonuses
Make your selection later

REGISTRATION

BY PHONE

BY E-MAIL

Select country
 Nigeria

Select region

Select city

Select currency
US dollar (USD)

Email
xxxxxxx@gmail.com

Phone number

First name
test

Surname
test

Password

Re-enter your password

Promo code (if you have one)

REGISTER

This site is protected by reCAPTCHA and the Google [Privacy Policy](#) and [Terms of Service](#) apply.

By clicking this button you confirm that you have read and agree to the [Terms and Conditions](#) and [Privacy Policy](#) of the company and confirm that you are of legal age

Bonus for sports betting
Welcome bonus on your 1st deposit up to 145600 NGN

Casino + PorteGames
Welcome package up to 1890537 NGN + 150 FS

Reject bonuses
Make your selection later

REGISTRATION

BY PHONE

BY E-MAIL

Select country
 Nigeria

Select a region

Select city

Select currency
US dollar (USD)

Email
xxxxxxx@gmail.com

Phone number

First name
test

Surname
test

Password

Re-enter your password

Promo code (if you have one)

REGISTER

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PORTeBET

SPORTS ▾LIVE ▾PORTEGAMES ▾CASINO ▾LIVE CASINO ▾MORE ▾Scratch card

↻ Main account (USD) 0

MAKE A DEPOSIT

 1





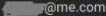




11:03 ▾

EN ▾

test

@me.com

1/5

Main account (USD) 0

ACCOUNT

Deposit ⓘ

Withdraw funds

Bet history

Transaction history

EXTRA

VIP Cashback

Bonuses and gifts

Promotions

Customer Support

PROFILE

Personal profile ⓘ

Security ⓘ

Account settings

Responsible Gambling

Log out

Personal profile

Fill in the empty fields to take advantage of the enhanced features of the website.

Fill in profile 50%

Account

Account number 73  

Password ***** 

Registration date 01/12/2023 

Contacts

Phone 

Email @me.com 

Personal info ⓘ

Surname test 

First name test 

Date of birth 

Place of birth

Type of document National identity card 

Document number

Document issue date 

Country Nigeria 

Region ▾

City ▾

Permanent registered address

SAVE

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4.2. LOG IN AND LOGOUT

PORTBET SPORTS ▾ LIVE ▾ PORTEGAMES ▾ CASINO ▾ LIVE CASINO ▾ ESPORTS ▾ PROMO ▾ BINGO ▾ MORE ▾ Scratch card

REGISTRATION LOG IN 15:27 EN ▾

« Collapse block »

Recommended ▾

Top Games < 1/5 >

UEFA Nations League. Women
1 Half, 25 minutes / Group Stage. League
C. Group 1. Round 5

Moldova (Women) 0
Malta (Women) 0

Detailed score ▾

W1 7.21 X 3.86 W2 1.49

WINFINITY

CLASSIC OR BONUS?

SAME TABLE, YOU CHOOSE!

BONUS BUY

150X UP TO 5 NUMBERS FEE 30%

300X UP TO 10 NUMBERS FEE 50%

500X UP TO 20 NUMBERS FEE 100%

MYSTERY FEE 50%

Auto-Repeat

E-mail or ID

Password

☐ Remember [Forgot your password?](#)

LOG IN

SMS LOGIN

REGISTRATION

By phone

4 802 123 4567

(USD)

Confirmation code

Promo code (if you have one)

REGISTER

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300% BONUS ON YOUR 1ST DEPOSIT

BET SLIP MY BETS

YOUR BETS

Add events to the bet slip or enter a code to load events

REGISTRATION

LIVE SPORTS

ALL 926 341

TOP

Football (83) ▾

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Table Tennis (44) ▾

Cricket (21) ▾

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Matches Recommended Upcoming events 1st period 2nd period

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Search by match

Egypt. Premier League

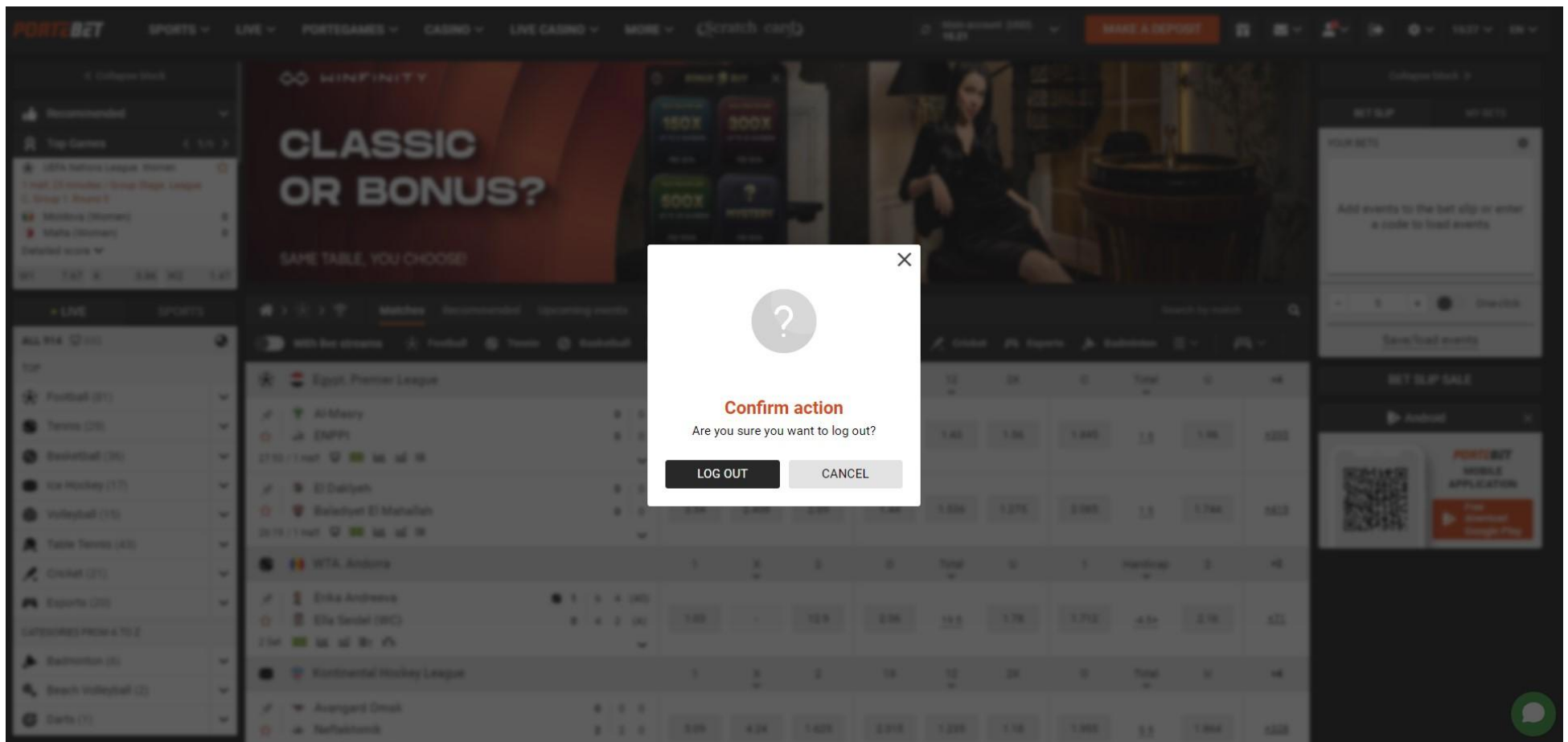
	1	X	2	1X	12	2X	O	Total	U	
Al-Masry	0	0								
ENPPI	0	0								
27:12 / 1 Half	2.35	2.72	3.62	1.265	1.43	1.56	1.845	1.5	1.96	+401
25:39 / 1 Half	3.71	2.41	2.595	1.47	1.536	1.256	2.085	1.5	1.744	+436

WT. Andorra

	1	X	2	O	Total	U	1	Handicap	2	
Erika Andreeva	1	6	4 (40)							
Ella Seidel (WC)	0	4	2 (40)							
2 Set	1.016	-	15.5	1.845	19	1.98	1.93	-5+	1.89	+63

Kontinental Hockey League

	1	X	2	1X	12	2X	O	Total	U	
Avangard Omsk	0	0	0							
Neftekhimik	2	2	0							
	5	4.14	1.65	2.27	1.245	1.184	1.92	5.5	1.9	+329



4.3. TERMS AND CONDITIONS/ RULES AND PROCEDURES

1. GENERAL TERMS AND DEFINITIONS

Introduction: 1.1. These terms and conditions and the documents referred to below (the "Terms") apply to the use of the current website (the "Website") and its related or connected services (collectively, the "Service"). You should carefully review these Terms as they contain important information concerning your rights and obligations concerning the use of the Website and form a binding legal agreement between you - our customer (the "Customer"), and us. By using this Website and/or accessing the Service, you, whether you are a guest or a registered user with an account ("Account"), agree to be bound by these Terms, together with any amendments, which may be published from time to time. If you do not accept these Terms, you should refrain from accessing the Service and using the Website.

The following Betting Rules pertaining to the bookmaker Portebet (hereinafter referred to as the Rules) stipulate the manner of accepting bets, paying winnings and resolving disputes, as well as the specific features of certain bets on certain sports. These Rules shall govern any other relations between the bookmaker Portebet and the customer.

These Rules shall apply to betting on the website and at Portebet betting facilities.

Bet	- is a risk-driven agreement for potential winnings entered into between the customer and the bookmaker under the established Rules, where the fulfillment of such agreement is conditioned by an event whose outcome is yet to be determined. Bets are accepted on the conditions offered by the bookmaker.
Outcome	- is the result of the event (events) on which the bet was placed.
Customer	- is an individual placing a bet with the bookmaker on an outcome.
Bet Cancellation	- is an outcome on which the bet is not settled and winnings are not paid. As per the Rules, in the event of "bet cancellation", an arrangement between the bookmaker and the customer shall be deemed unconcluded and the stake shall be refunded.
Regular Time	- is the duration of the match subject to the regulations of the relevant sport, including time added by the referee. Regular time does not include extra time, overtime(s), penalty shootouts, etc.

4.4. OBLIGATIONS AS A PLAYER

4. The right to access and/or use the Website (including any or all of the products offered through the Website) may be considered illegal in certain countries (including, for example, the USA, the United Kingdom, Cyprus, the Netherlands, etc.). We do not intend for our Website to be used for sports betting, gambling or other purposes by people who reside in countries or jurisdictions in which such types of activity are illegal. The list of explicitly forbidden territories is: Aruba, Australia, Bonaire, Curacao, France, Iran, Iraq, Netherlands, Saba, Spain, St Maarten, Statia, U.S.A or the U.S.A dependencies, United Kingdom.
5. The fact that our Website is available in such a country and/or jurisdiction or that it can be displayed in the official language of any of those countries cannot be considered official authorization or legal grounds for using our Website and depositing funds into your account or withdrawing your winnings. The availability of the Website does not mean that it contains any proposals, incitement or invitation to use or subscribe to betting, gambling or any of the other services in any jurisdiction where such activity is illegal.
6. You are responsible for determining whether your accessing and/or use of the Website is compliant with applicable laws in your jurisdiction and you warrant to us that gambling is legal in the territory where you reside. When opening an account and/or using our Website you must make sure that your actions are legal in the territory in which you reside. You also guarantee and agree that you have received legal advice before registering on our Website. If we become aware that you are a resident in a country where the use of our Website is considered illegal, we will have the right to close your account and refund any remaining balance on your account at the moment of its closure (after the deduction of any winnings credited after your most recent deposit was made).
7. The bookmaker shall be entitled to refuse bets from customers who fail to abide by these Rules. The bookmaker reserves the right to refuse to accept a bet of any type from any customer should they violate social standards of conduct and public order.
8. The bookmaker reserves the right to refuse to accept a bet from any individual without giving a reason.
All bets shall be settled based on the data provided by the processing center.
9. Winnings shall be paid to the bettor within 30 (thirty) calendar days from the date of official publication of the results of the latest event on the bet slip.

4.5. PAYOUTS

7.2. DEPOSITS AND PAYOUTS

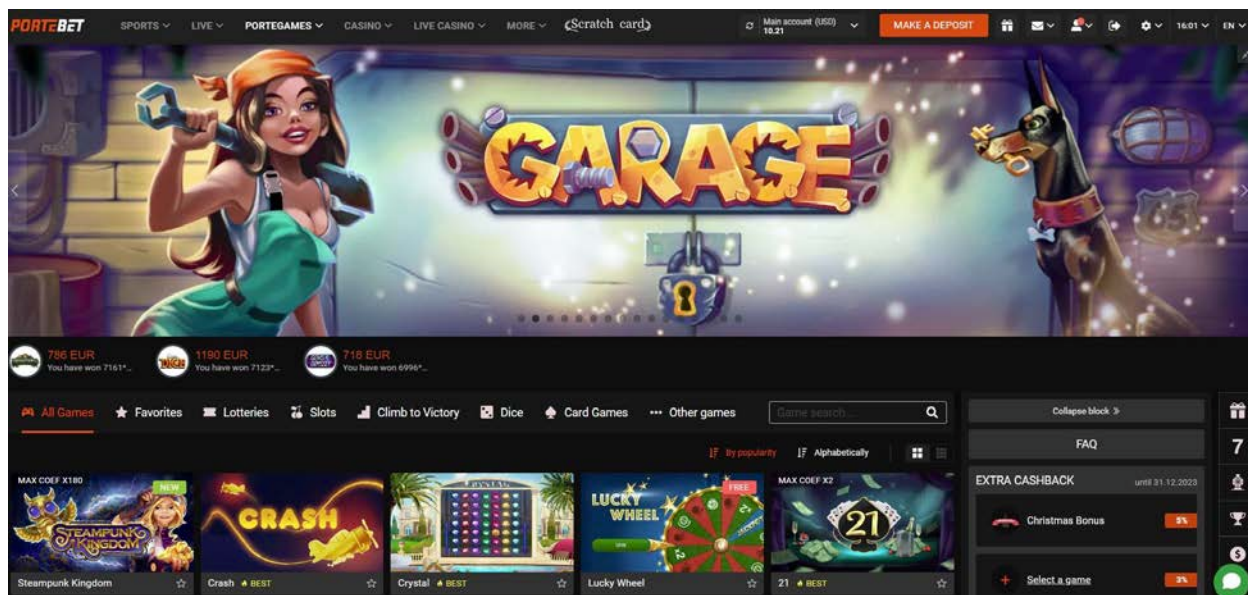
1. There are various ways of depositing and withdrawing funds from the Customer's account. All deposit and withdrawal methods can be found in the "Payments" section.
2. All withdrawal requests are processed 24/7.
3. The Portebet Security Service is entitled to:
 - decline cash withdrawal requests if deposits were made through e-payment systems.
 - refuse any withdrawal should the deposit or withdrawal amounts be inconsistent with bets placed (the Customer must place bets with stakes which add up to the sum of all deposits and the bets must have odds of at least 1.1; placing a high volume of bets that have a minimal impact on your balance shall not be taken into account, i.e. bets placed on opposite outcomes in games such as Roulette, Baccarat, Craps and Dice). Permitted withdrawal amounts shall be calculated based on the amount of the bets placed from any given deposit.
 - refuse any withdrawal if the betting account is misused. In this case your account must be verified before withdrawal can take place.
4. The Portebet Security Service does not recommend Customers:
 - transfer funds from one payment system to another;
 - deposit and withdraw funds without placing bets;In the foregoing events, funds will be returned to your account.
5. You can only withdraw funds using the same payment details that were used for depositing funds into your account. If you use different methods to make a deposit, withdrawals should be proportionate to the deposits made using any particular method.
6. Portebet may refuse withdrawals via payment systems or in cash and offer a bank transfer as a substitute. The company may, at its discretion, restrict one or more of the payment methods you use to make deposits and/or withdrawals.
7. ATTENTION! Our administration does not recommend making deposits and withdrawing funds using someone else's electronic wallet.
 - Our Security Team reserves the right to deem such deposits to be fraudulent and block users' transactions without prior notification.
 - Our administration is entitled to deny withdrawals of funds using payment details which do not belong to the account holder.
8. In certain circumstances and in respect to certain customers Portebet may decide not to reimburse service charges imposed by payment systems on deposits or withdrawals, which Portebet usually reimburses.
9. In certain cases, the company has the right to unilaterally initiate the verification procedure of a customer's payments and request additional information from the payment system.

The customer's account may be blocked for financial procedure purposes during the

4.6. WITHDRAWING

Withdrawals can be made using the payment methods specified below, as follows: FIAT - provided that the deposit was made in FIAT and CRYPTO - provided that the deposit was made in cryptocurrency.

4.7. A LIST OF THE GAMES THAT WILL BE PROVIDED



5. KEY SUPPLIERS, MATERIAL DEPENDENCIES

5.1. PLATFORM DESCRIPTION

Fertami Ltd, a company registered under the laws of the Republic of Cyprus under registration number HE 413010 (“Fertami”) has developed **the Unionsoft Platform** (“**Platform**”) - a software solution for betting companies with 24/7 stream of data and technical support. The Platform provides betting website operators with a reliable software solution designed to deliver high performance and security. Built on advanced technologies, it offers a diverse range of features, including real-time data updates, support for multiple types of bets, huge selection of sports and flexible customization options.

1. Platform specifications

1.1. General specifications

1.1.1. The Platform’s structure

The functional structure of the Platform includes the following modules:

- a)* the option to register as a customer
- b)* the option to log in and reset the password
- c)* the option to make deposits and withdrawals
- d)* the option to place bets
- e)* the option to view betting history
- f)* the option to view deposit history
- g)* the option to receive bonuses
- h)* the option to view bonus history
- i)* the option to contact the customer support team
- j)* the option to self-exclude
- k)* the option to place limits on deposits
- l)* deployment of two-factor authentication
- m)* deployment of secret phrase authentication
- n)* databases and tables of real events containing established statistics or dynamic odds
- o)* service for obtaining odds on events through an API
- p)* service for tracking customer money – records of deposits, bets, and withdrawals
- q)* service for integrating the Platform with the payment services of other third-party providers through an API

- r) service for notifying customers about a future event, changes, adverts, and marketing for promotions by email, text message and pop-up message on mobile devices
- s) tool for protecting and restricting access and assigning competences to Fertami's employees (BackOffice) and displaying an employee's level of access in their profile
- t) profiles for the technical service departments of remote operating units (B2C) including the department structure, information about the SLA and the serviced business units of the operator or affiliates
- u) technical support service including the systems for logging in, registration, and recording and resolving questions and problems from service contractors when using email services or live communication
- v) display of short messages to customers (primarily the status of their account and customer legal compliance)
- w) the option for customers to put forward and discuss customer ideas to improve the platform's services and install new services, and the option to introduce ratings
- x) document management – files received from customers – loading files and exchanging them with colleagues securely, tagging, the option to add comments and information about users that downloaded files, version control
- y) cookie service – storage and sharing of useful links to various online resources, customer recommendations and content on the basis of information accumulated about a customer, improvement and suggestions for customers to make using the platform easier and more efficient
- z) responsible gaming service – a service for customers to set up their own limits and self-exclude with the option to customize these to suit the different requirements of the various jurisdictions
- aa) Anti-fraud and AML service – the option to connect third-party resources through an API from government bodies in different jurisdictions to verify customers when they register and if they engage in suspicious activity
- bb) service for monitoring suspicious customer activity, such as using different payment methods and a large number of small deposits, bets, and withdrawals
- cc) voting service – the opportunity for customers to vote for the operator's various marketing or informational promotions posted and sent to customers through the Platform's services
- dd) service for issuing ratings – mechanisms for determining the activity and popularity of Platform users and creation of reports on VIP customers

2. Compatibility with related platforms

The Platform is compatible with third-party betting platforms and individual slots, casino, corporate back-office portal sufficient for general navigation and information research, a payment system aggregator, and a customer support module.

The Platform also supports:

- a) marketing modules from third parties
- b) integration with the business solutions including CMS, CRM, and BackOffice
- c) integration with external platforms such as Microsoft Office, business email, tasks and calendars, and a platform for sending mass messages by email and SMS
- d) integration with additional structures providing prior verification services on customers, KYC, AML, fraud prevention, and PEP lists to help the operator decide whether to accept certain users
- e) provision of API for several modules
- f) integration with system managing access to information resources for providing the betting odds.
- g) integration with AWS and other data storage services that have security certificates and are located within the EU.

3. Ergonomic features

It is possible to modify the Platform's interface according to the developed and agreed designs.

The Platform supports access from the following mobile platforms:

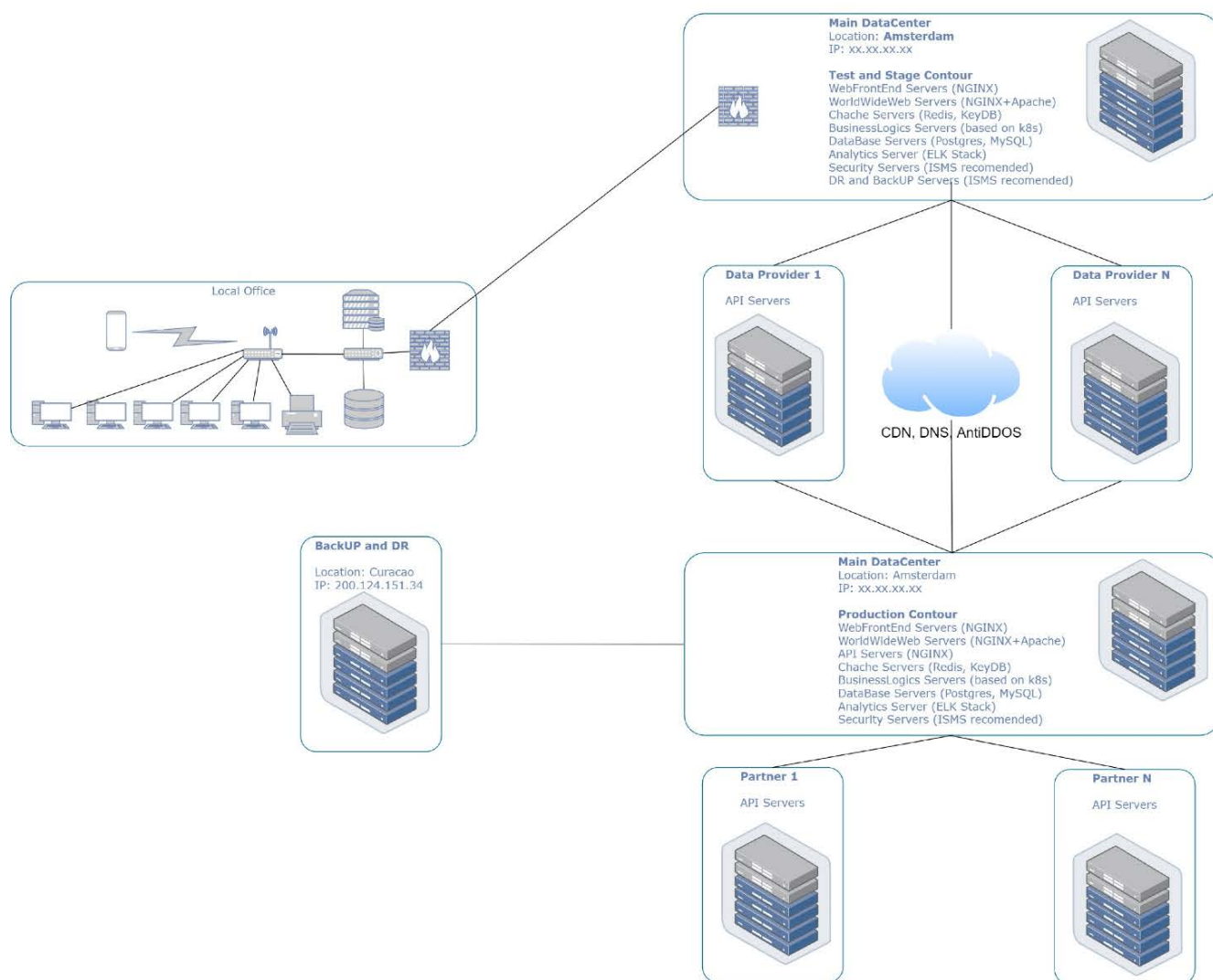
- a) iOS
- b) Android
- c) Windows

The Platform supports adaptive web design (or an adaptive user interface) capable of carrying out W3C CSS3 requests with a changing proportion grid and also support flexible changes to image proportions.

Platform Risk Management

By prioritizing proactive disaster preparedness and bolstering our infrastructure, we significantly mitigate the inherent risks of platform implementation. We implement stringent protocols for data backup and restoration, as well as deploy redundant server systems, minimizing service disruptions and data loss. Continuously testing and refining our disaster plan is essential for staying ahead of evolving threats and technological advancements,

ensuring its efficacy. Collaboration with cybersecurity experts and regulatory bodies provides invaluable insights, fortifying the resilience of our platform and solidifying its position as a leader in disaster preparedness for online casino platforms. This not only safeguards our operations but also enhances customer confidence.



5.2. PAYMENT SERVICE PROVIDERS

A vital network of key suppliers includes payment service providers (PSPs). We partner with reputable PSPs operating within pertinent jurisdictions to guarantee smooth payment processing. Payment service provider (at the connection/planning stage): euPago, eZeewallet, Colibrix, PayOp, Mifinity, GateExpress, EasyPaygame.



Likewise, rigorous compliance protocols within banking services help mitigate the risk of service interruptions. Engaging with 2 to 3 banks acts as a safeguard against inherent banking risks. Broadening our banking relationships not only improves our negotiation leverage for favorable terms but also fortifies the resilience of our financial framework. This proactive stance shields us from potential disruptions and bolsters the solidity of our financial infrastructure. By strategically diversifying our banking affiliations, we optimize our risk management strategy, promoting stability and longevity in our financial endeavors.

5.3. **LEGAL AND CORPORATE PROVIDERS**

In the field of legal and corporate services, numerous seasoned professionals boast profound expertise in the gambling industry. These specialists are instrumental in assisting us in fulfilling regulatory, payment, and banking requisites, guaranteeing thorough compliance.

6. RISK EVALUATION AND MANAGEMENT

Every department conscientiously addresses its unique array of risks on a daily basis.

6.1. RISK AUDITING

Internal audits, overseen by the Audit Committee comprising the Heads of IT, Legal, and Finance, are conducted annually, encompassing all risk categories. Triennial external audits provide an unbiased assessment of business and financial affairs. Regular audits are also carried out on the platform, software providers, infrastructure, and financial standing. A thorough risk register is meticulously maintained and reviewed quarterly by the Audit Committee, complementing daily interdepartmental communication. Additionally, mandatory financial audits are conducted annually for all entities within the organizational framework.

6.2. RISK OVERVIEW

- **Legal Oversight (Headed by the Head of Legal):** Diligent monitoring of legal regulations in the online gambling sector is paramount due to their dynamic nature. Regular updates on legal revisions are disseminated across departments to ensure all staff remain informed of evolving laws. The legal team collaborates closely with other departments, including compliance and operations, to ensure a comprehensive understanding of legal obligations and streamline implementation processes. By maintaining transparent communication channels with regulatory bodies and industry associations, we demonstrate transparency and underscore our commitment to upholding legal standards in online gambling.
 - **Legality and Licensing:** Obtaining and maintaining licenses from relevant regulatory bodies across diverse jurisdictions is crucial for establishing and operating an online casino. Regulations vary significantly between jurisdictions, and non-compliance with licensing requirements can result in severe penalties, legal consequences, or cessation of operations.
Mitigation: Currently, the Operator holds Gaming Curacao license No. 365/JAZ and is actively pursuing a new GCB license.
 - **Data Protection and Privacy Laws:** Compliance with data protection regulations such as the EU's General Data Protection Regulation (GDPR) is imperative for online casinos handling extensive volumes of sensitive customer data to evade fines and maintain customer trust.
Mitigation: To address this, only collect and process the minimal amount of personal data necessary for providing gambling services, ensuring data isn't retained longer than necessary. Establish and enact a data breach response plan

to effectively manage and mitigate the consequences of data breaches, including protocols for notifying affected individuals and relevant regulatory authorities within mandated timeframes. Embed privacy by design and default principles into the development of new products, features, or services, integrating privacy considerations from project inception.

- **Advertising and Marketing Restrictions:** Strict regulations govern the advertising and marketing of online gambling services in numerous jurisdictions to safeguard vulnerable populations, such as minors and individuals with gambling addictions. Non-compliance with advertising standards can lead to regulatory penalties and public condemnation.

Mitigation: To address this, consistently monitor advertising and marketing endeavors to ensure adherence to relevant laws, regulations, and industry standards concerning gambling advertising. Transparently disclose all terms, conditions, restrictions, or limitations associated with promotions, bonuses, or other marketing offers to prevent consumer deception and potential regulatory repercussions. Thoroughly vet third-party advertising partners, agencies, or affiliates to verify their compliance with advertising and marketing regulations and commitment to responsible advertising practices.

- **Cross-Border Regulatory Challenges:** Operating across diverse jurisdictions exposes online casinos to intricate regulatory landscapes and legal ambiguities. Discrepancies in gambling laws and enforcement methods across borders can create hurdles in maintaining compliance, often necessitating substantial legal support.

Mitigation: Forge strategic alliances with local entities, legal experts, or industry groups in targeted jurisdictions to gain knowledge of local regulations, navigate regulatory procedures, and establish connections with regulatory bodies. Conduct thorough due diligence on potential business partners, affiliates, suppliers, and other external entities to ensure compliance with regulatory standards and mitigate compliance risks in cross-border operations. Stay vigilant about changes in gaming regulations and enforcement strategies in targeted jurisdictions by continuously monitoring regulatory updates, industry resources, and seeking legal counsel.

- **Regulatory Changes:** The evolving regulatory landscape governing online casinos necessitates constant adaptation to minimize compliance risks. Operators must remain vigilant about regulatory shifts and adjust their operations accordingly.

Mitigation: Conduct comprehensive assessments of how new regulations may impact operations, financial status, and risk exposure. Identify vulnerabilities

and develop proactive strategies to address them. Implement agile compliance approaches enabling swift adaptation to evolving regulatory requirements. Provide regular training and educational initiatives for employees on emerging regulations, compliance obligations, and best practices. Empower staff to recognize and respond effectively to regulatory changes within their roles.

- **Enforcement Actions:** Regulatory investigations or audits can result in significant consequences for iGaming operators found in violation of regulatory standards.

Mitigation: Conduct regular internal audits and reviews of compliance practices to identify areas of non-compliance and implement corrective actions. Foster transparent communication channels with regulatory bodies, seek guidance on compliance matters, and address concerns promptly. Maintain comprehensive documentation of compliance activities to support regulatory inquiries.

- **Political and Public Perception:** Public sentiment towards gambling can sway regulatory decisions and policy measures. Negative publicity or public backlash against iGaming operators may lead to increased regulatory scrutiny and calls for stricter regulations.

Mitigation: Promote transparency in business operations, regulatory compliance, and corporate governance to build trust with regulators, customers, and the public. Provide educational resources to inform the public about the online casino industry, responsible gambling practices, and potential risks associated with gambling. Increase awareness of problem gambling support services and helplines for individuals in need. Monitor online and offline platforms for discussions, reviews, and mentions of the online casino brand, and address any negative feedback or misconceptions through targeted communication and engagement strategies proactively.

- **Regulatory Risks (Headed by Compliance Officer):** Supervising regulatory risks, particularly in Anti-Money Laundering (AML) and Know Your Customer (KYC) compliance, is crucial across various sectors, notably finance and gambling. The AML&KYC department ensures adherence to relevant laws and regulations aimed at preventing money laundering and terrorist financing. This involves establishing robust protocols for verifying customer identities, monitoring transactions for suspicious activities, and promptly reporting irregularities to authorities. Non-compliance can result in significant fines, reputational damage, and legal ramifications, highlighting the importance of strict adherence to these standards. The AML&KYC department oversees compliance efforts, conducts thorough risk assessments, and implements necessary controls to mitigate regulatory risks. Continuous training initiatives are essential to keep employees abreast of evolving AML&KYC requirements and industry

best practices. Ultimately, proactive management of regulatory risks is crucial, with the AML&KYC department serving as a cornerstone in the organization's compliance framework.

- **Compliance and Anti-Money Laundering (AML) Regulations:** Online casinos must rigorously adhere to compliance standards to deter money laundering, terrorist financing, and other illicit activities. Inadequate implementation of AML controls can result in regulatory penalties, reputational damage, and legal repercussions.

Mitigation: Develop a comprehensive AML policy outlining procedures for customer due diligence, transaction monitoring, and reporting suspicious activities. Ensure alignment with regulatory requirements and industry best practices. Conduct regular training and awareness programs for casino staff to educate them on AML regulations, identify indicators of suspicious behavior, and understand their role in preventing money laundering and terrorist financing activities.

- **Technical Risks (Headed by Technical Department):** Infrastructure maintenance, platform integration, cybersecurity, and data security are paramount areas of concern. The technical department oversees routine infrastructure maintenance to minimize downtime and address potential risks arising from hardware or software malfunctions. Prioritizing the implementation and updating of cybersecurity protocols and technologies is essential to combat cyber threats such as hacking, data breaches, and malware attacks. Vigilant monitoring for potential security breaches and swift response to incidents are vital responsibilities of the technical department to mitigate risks and minimize the impact of cybersecurity breaches. Conducting regular audits and security assessments helps identify vulnerabilities and weaknesses in the infrastructure, enabling proactive risk mitigation by the technical team.

- **Data Security:** Unauthorized access to customer information, including personal and financial data, poses risks of identity theft, fraud, and legal consequences.

Mitigation: Implementing multi-layered cybersecurity protocols, including firewalls, intrusion detection systems, and encryption mechanisms, is crucial. Regularly updating software and security patches addresses vulnerabilities and strengthens defenses against emerging threats.

- **Financial Risks (Headed by Head of Finance):** Financial risks are inherent in all business operations, requiring vigilant management for sustained viability and prosperity. As the overseer of financial matters, the Head of Finance plays a pivotal role in identifying, assessing, and mitigating these risks. Key responsibilities include establishing robust

financial controls, monitoring cash flow, and optimizing capital allocation to minimize exposure to financial risks. Additionally, close collaboration with other departments is essential to develop and execute financial strategies aligned with organizational objectives. Through proactive risk management and strategic planning, the Head of Finance aims to safeguard the company's financial well-being and enhance shareholder value. Regular financial analysis and reporting are crucial for identifying emerging risks and opportunities, enabling timely adjustments to financial strategies.

- **Taxation:** Taxation policies related to online gambling vary significantly across jurisdictions, significantly impacting the profitability of iGaming operators. Fluctuations in tax laws or unforeseen tax obligations can pose financial risks to casino operators.

Mitigation: Consult tax professionals, accountants, and legal experts with expertise in international taxation to ensure compliance with local tax laws and regulations. Utilize tax treaties and agreements between countries to mitigate double taxation and optimize tax planning strategies. Such treaties may provide provisions for tax credits, exemptions, or reduced tax rates for cross-border transactions. Maintain accurate financial records, robust accounting systems, and diligent tax filings to adhere to local tax laws and regulations in each jurisdiction where the casino operates. This includes timely submission of tax returns, tax payments, and compliance with reporting obligations.

- **Litigation Risks (Headed by Customer Service):** Effectively mitigating potential litigation resulting from regulatory breaches requires strict adherence to relevant laws and regulations. Customer Service establishes clear communication protocols to efficiently manage customer expectations, minimizing misunderstandings and potential legal disputes. Thorough documentation of customer interactions and resolutions serves as vital evidence of adherence to service standards, facilitating the amicable resolution of disputes and mitigating litigation risks. Regular reviews and refinement of customer service processes address recurring issues, reducing the risk of customer dissatisfaction leading to litigation. Cultivating transparency and accountability within the customer service team fosters trust with customers, thereby reducing disputes arising from perceived unfairness. Clear escalation procedures ensure prompt resolution of unresolved customer concerns, preventing the escalation of grievances into litigation.

- **Responsible Gaming Practices:** Upholding regulatory mandates and preventing problem gambling behaviors are critical obligations for casino operators to avoid regulatory penalties and reputational damage.

Mitigation: Deploying self-exclusion tools that allow players to voluntarily

abstain from gambling for specified periods. Ensuring easy access to these tools and enabling players to set deposit limits and timeouts empower them to manage their gambling activities responsibly. Customizing and enforcing these limits helps ensure compliance, while leveraging data analytics to identify at-risk players enables proactive support and interventions.

6.3. RISK OF POTENTIAL CAPITAL LOSS

During the initial phase, potential losses are anticipated, encompassing funds allocated for registration, rent, and office equipment. Should the online casino cease operations due to internal or external factors, the security deposit would be refunded to the casino owners. However, it's imperative to refrain from utilizing this amount during casino operations, reserving it exclusively for potential jackpot wins to minimize losses.

Mitigation:

Leveraging a collective 25 years of experience in the online casino industry among the founders and co-owners, coupled with the seasoned managerial expertise of the project mentor, the project is strategically positioned to mitigate risks associated with market entry to the fullest extent possible.

7. POLICIES AND PROCEDURES

7.1. KNOW YOUR CUSTOMER

The KYC policy establishes procedures and guidelines to authenticate and verify client identities, aiming to prevent financial crimes like money laundering, terrorist financing, and fraud. Compliance with KYC protocols fosters trust, ensures regulatory compliance, and mitigates risks associated with illicit financial activities.

7.2. ANTI-MONEY LAUNDERING

The AML policy aims to prevent the covert concealment of funds acquired through criminal activities. Implemented to detect and deter money laundering and terrorist financing, these policies are essential in financial institutions.

7.3. DATA PRIVACY

The Data Privacy Policy outlines procedures for collecting, using, retaining, and safeguarding personal data within the organization. Its goal is to ensure compliance with data protection regulations, protect customer and employee privacy, and build trust with stakeholders.

7.4. RESPONSIBLE GAMING

The Responsible Gaming Policy promotes safe and responsible gambling practices while addressing the risks of gambling addiction. Through measures like self-exclusion tools and limits on gambling activity, it aims to create a sustainable gambling environment prioritizing player well-being.

7.5. TERMS OF USE

The Terms of Use policy outlines user obligations, account management procedures, payment processes, and conflict resolution methods. By agreeing to these terms, users acknowledge the rules governing their interaction with the casino, ensuring transparency, fairness, and compliance with legal standards.

7.6. SELF-EXCLUSION

Describes the process for individuals to voluntarily refrain from participating in gambling activities on the platform for a designated period, often to manage their gambling habits or address addiction concerns.

7.7. DISPUTE RESOLUTION

Explains the procedures and mechanisms available for resolving conflicts or disputes between the casino and its users, typically detailing steps for escalation and resolution.

7.8. FAIRNESS & RNG TESTING METHODS

Ensures the fairness of the casino's games by confirming their randomness and impartiality, often highlighting the use of Random Number Generators (RNGs) and the methodologies employed to assess and validate their fairness.

7.9. ACCOUNTS, PAYOUTS & BONUSES

Provides information on account management procedures, payout methods, and the terms associated with bonuses, including wagering requirements and limitations.

7.10. BETTING RULES

Outlines specific rules and regulations governing betting activities on the platform, including game-specific guidelines, maximum and minimum betting limits, and any additional terms applicable to various types of bets.

7.11. INTERNAL POLICIES

Human Resources Policy: Encompassing guidelines for recruitment, onboarding, performance assessment, staff development, diversity initiatives, disciplinary procedures, and termination protocols.

Financial Policy: Outlines procedures for budget allocation, expenditure oversight, financial statement preparation, auditing, procurement practices, and compliance with accounting standards.

Communication and Social Media Policy: Delineates protocols for internal and external communication channels, including email guidelines, directives for social media use, media engagement protocols, and brand representation guidelines.

Information Security Policy: Addresses the protection of sensitive data, including protocols for data handling, cybersecurity measures, password management practices, and strategies for preventing data breaches.

Internal Policies: Primarily serve to uphold external policies, with the latter undergoing periodic review and updates, while the former adapt, modify, and discontinue as necessary.

7.12. Establishing and following these policies is imperative as we are dedicated to ensuring sustained, long-term operations, especially given the significant initial investment required. Our objective is to guarantee operational continuity for at least three years under the GCB license, with renewal dependent on achieving

investment returns and meeting key performance indicators as outlined in our financial projections.

7.13.

In ensuring adherence to established policies and procedures, our project harnesses a diverse range of resources, both internally and externally. The Ultimate Beneficial Owner (UBO) contributes invaluable expertise in both gambling and IT, making him an ideal overseer. Key departments such as Legal, IT, Human Resources, and Finance demonstrate significant proficiency in effectively managing large-scale gambling operations. Furthermore, jurisdictions like Curacao, Cyprus, and others offer ample opportunities for engagement with advisors, experts, and independent auditors.

The Gaming Control Board (GCB) plays a pivotal role in supporting operators by providing guidance and assistance in policy development. This collaborative effort ensures that operators can tailor their policies to effectively meet regulatory requirements and industry standards. Leveraging the GCB's expertise and resources, operators can establish robust policies that promote compliance and integrity within the gambling sector. Additionally, the GCB offers ongoing support and updates to assist operators in adapting their policies to evolving regulations and emerging challenges. Ultimately, the assistance provided by the GCB empowers operators to establish and maintain a solid framework for responsible gambling practices.

8. MARKET ANALYSIS

8.1. INCOME AND TURNOVER

The year 2020 emerged as a prosperous period for online casinos worldwide, propelled by the onset of the pandemic and widespread self-isolation measures. In numerous countries, the overall revenue of the gambling market experienced a remarkable one-third increase compared to the preceding year, 2019. This surge underscores the resilience and potential of the online casino business model.

Over the past few years, the global landscape has witnessed the legalization of online gambling in 85 countries. Online betting, slot machines, and various other gambling games collectively contribute to 70% of the total income generated in the realm of Internet gambling.

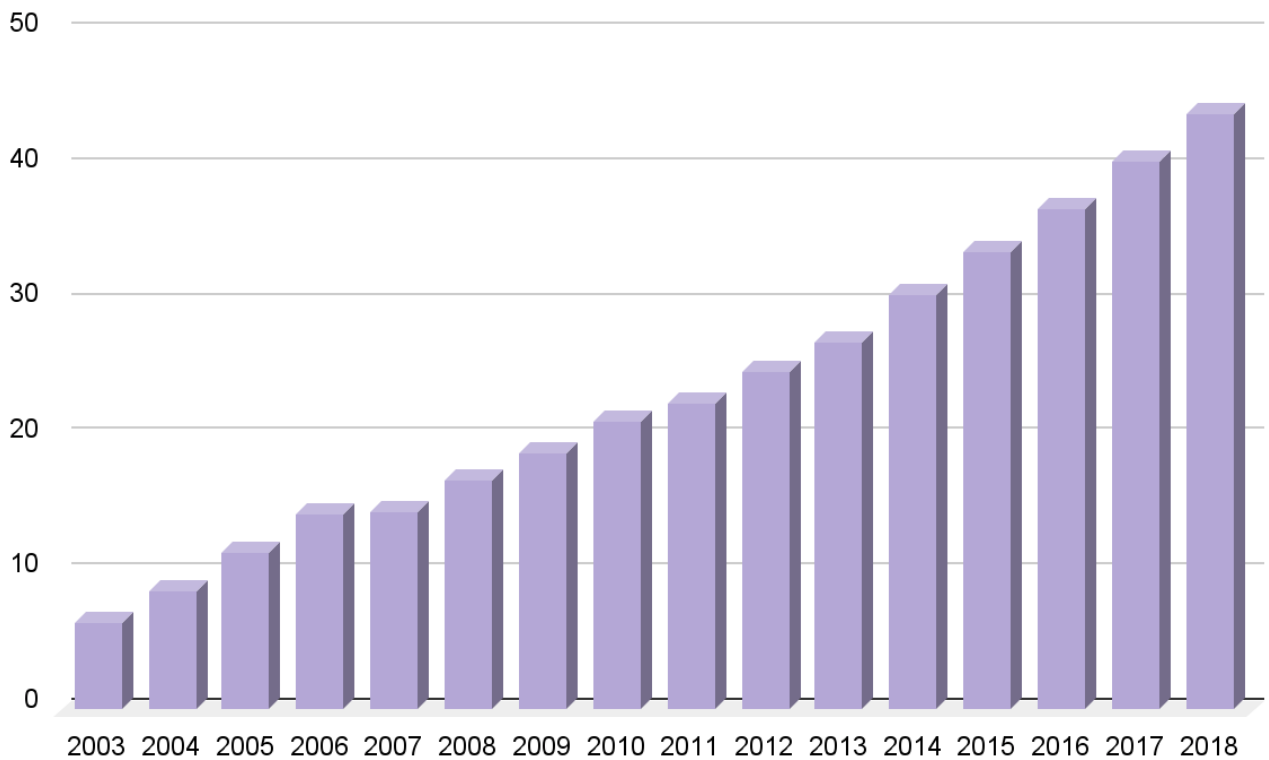
The popularity of online gambling on a global scale can be attributed to the extensive range of offerings and a seamless gaming experience devoid of restrictions. Notably, the highest income from online slot machines is reported in the United Kingdom, China, Austria, Germany, and Italy.

According to research conducted by Juniper, the turnover from online gambling betting is projected to reach \$950 billion by 2024, with a continuing upward trajectory, as reported by Yogonet. Juniper's findings indicate a significant shift of gambling activities to the online sphere, with mobile applications leading the way. The share of bets placed through mobile phones is consistently on the rise.

Despite the prevailing trend towards the regulation of national gambling markets, a handful of countries are moving in the opposite direction by contemplating the prohibition of online gambling and mobile applications.

As of now, the global online gambling market constitutes 13% of the total global legal gambling market, and this percentage continues to ascend. According to a study by the American Gaming Association, approximately 85 countries have embraced the legalization of online gambling.

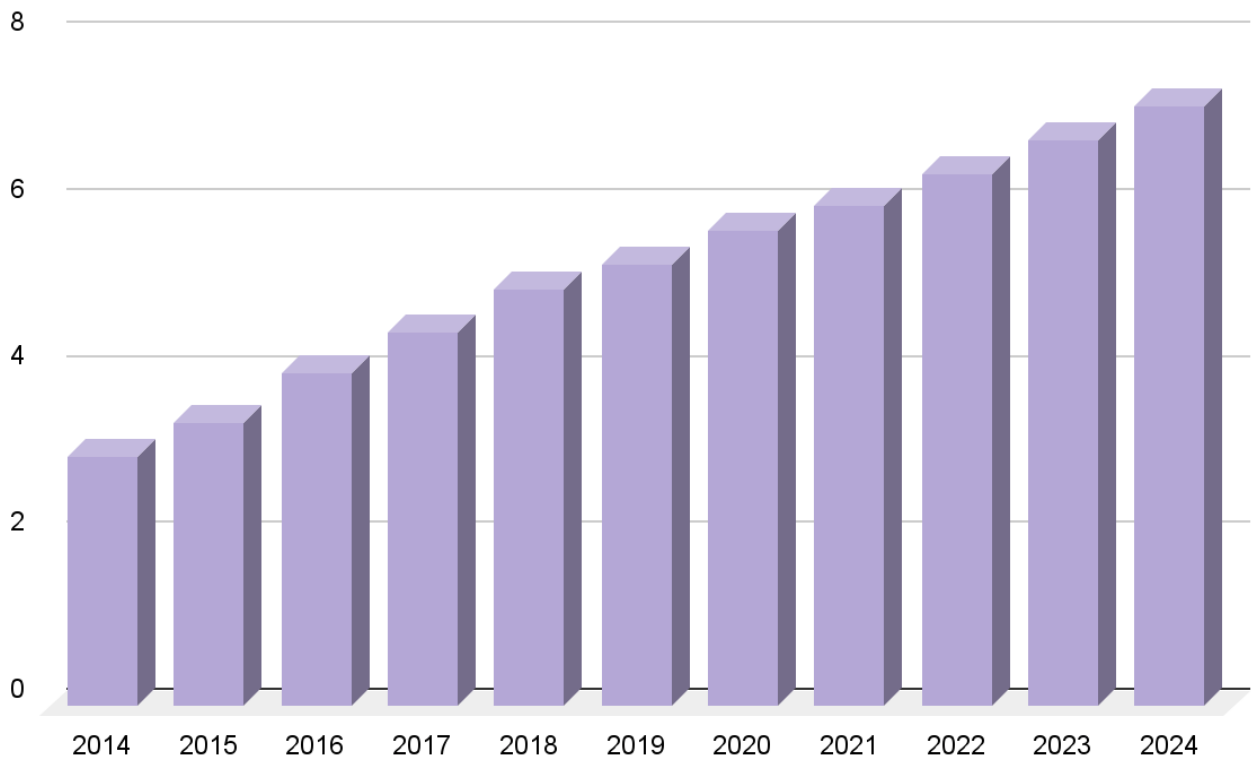
Diagram 2. Revenue from online gambling worldwide, billion euros



Gross Gaming Revenue (GGR) serves as a pivotal financial metric in gauging the total revenues generated by a gambling establishment. This parameter provides valuable insights into the global behavior trends of gambling players.

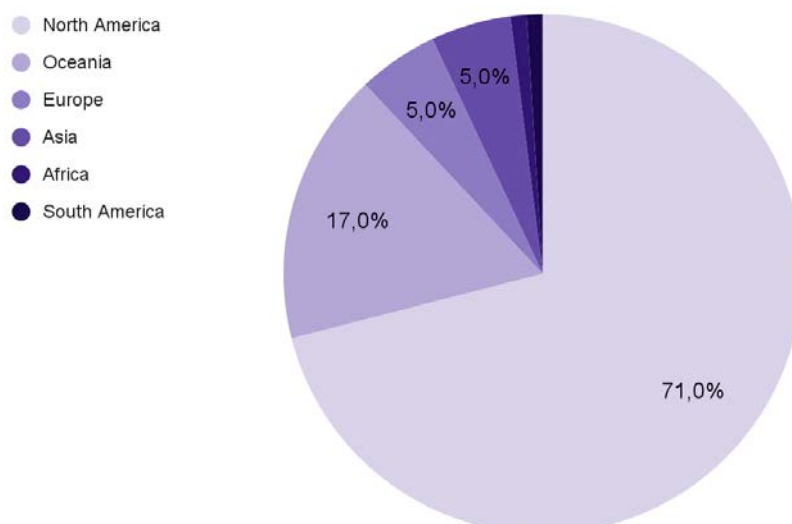
In 2019, BV1sion presented a comprehensive overview of the online casino market, encompassing predictions for Gross Gaming Revenue. The GGR for 2019 amounted to \$5.3 billion, reflecting an increase from \$5 billion in the previous year, 2018. Projections indicate a continued growth trajectory, with GGR anticipated to reach \$5.7 billion in the current year, 2020, and further escalate to \$7.2 billion by the year 2024. These forecasts underscore the dynamic and expanding nature of the online casino market.

Diagram 3. Forecast of Gross Gaming Revenue, \$ billion



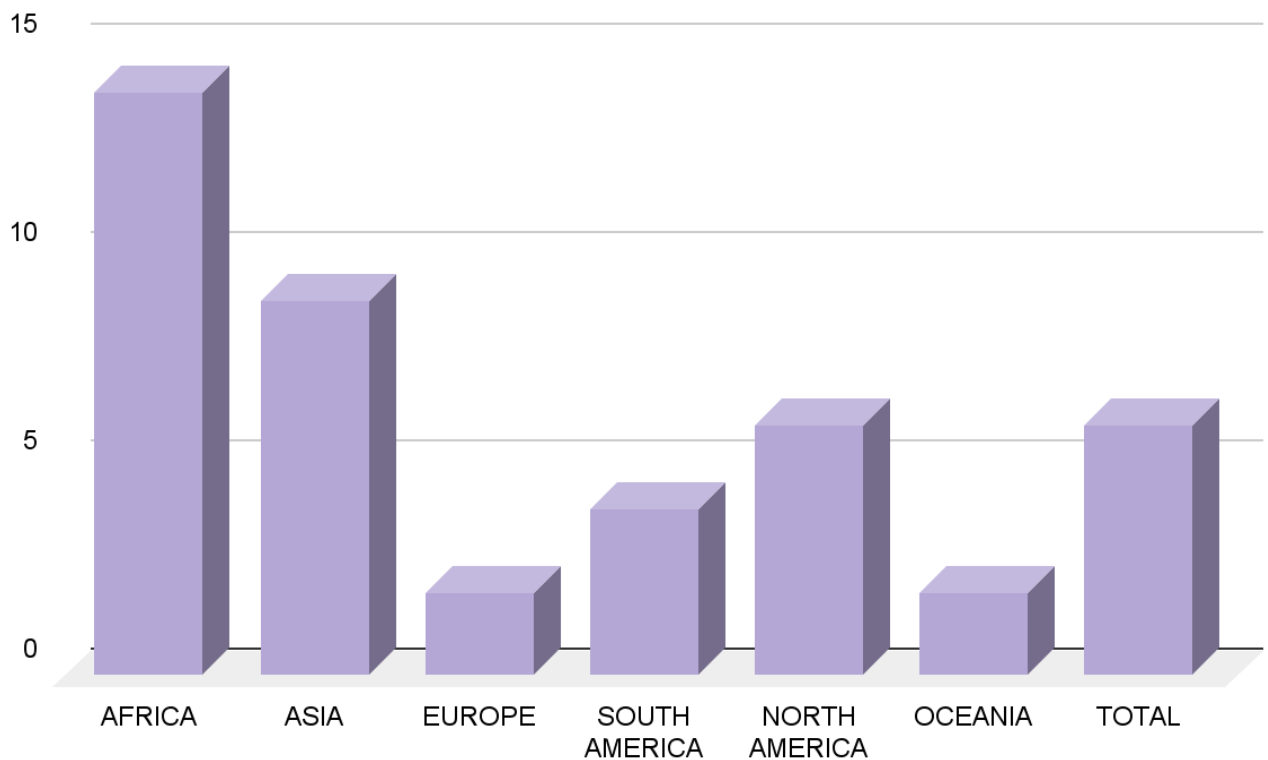
Simultaneously, Oceania, encompassing regions such as Fiji, New Zealand, Polynesia, New Guinea, and others, exerted a robust influence, contributing 17% to the global Gross Gaming Revenue (GGR) in 2019. This marked a substantial lead over Asia and Europe, each accounting for 5% of the global GGR during the same period. The notable presence of Oceania in the global GGR landscape underscores its significant role in the overall dynamics of the gambling industry.

Diagram 4. Regional structure of gross income of the gambling business in 2019



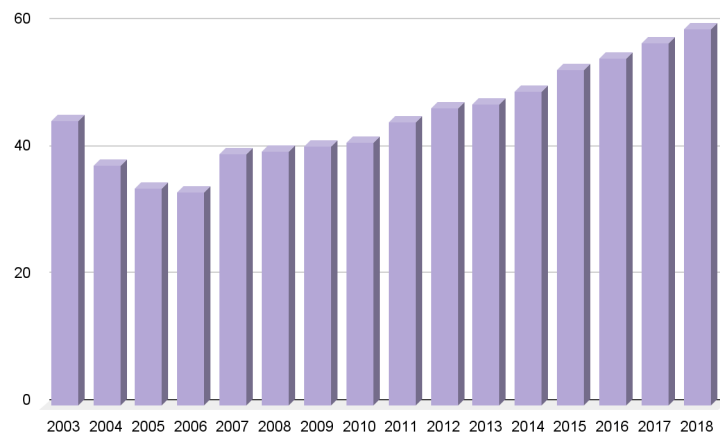
In 2019, Africa demonstrated the highest growth rate, registering an impressive 14% year-over-year increase, while Europe underwent a comparatively modest growth trajectory.

Diagram 5. Growth in gross income by region in 2019



Discussions have also revolved around streamlining regulations. Online gambling operators within the European Union currently face the obligation of obtaining licenses in multiple countries, each with its own licensing requirements. However, a more universal approach would be more favorable for them. The proliferation of compliance requirements leads to redundant infrastructure and additional costs, imposing unnecessary administrative burdens on regulators.

Diagram 6. The share of the "white market" in online gambling revenue worldwide



Since 2003, the market has experienced a consistent annual growth rate averaging 23%. Key components influencing this growth include betting, casino, and poker. The increasing popularity of online gaming is propelled by factors such as the widespread availability of the Internet, the emergence of new markets, and the inclusion of diverse player demographics.

8.2. IDENTIFYING NEW PLAYER SEGMENTS

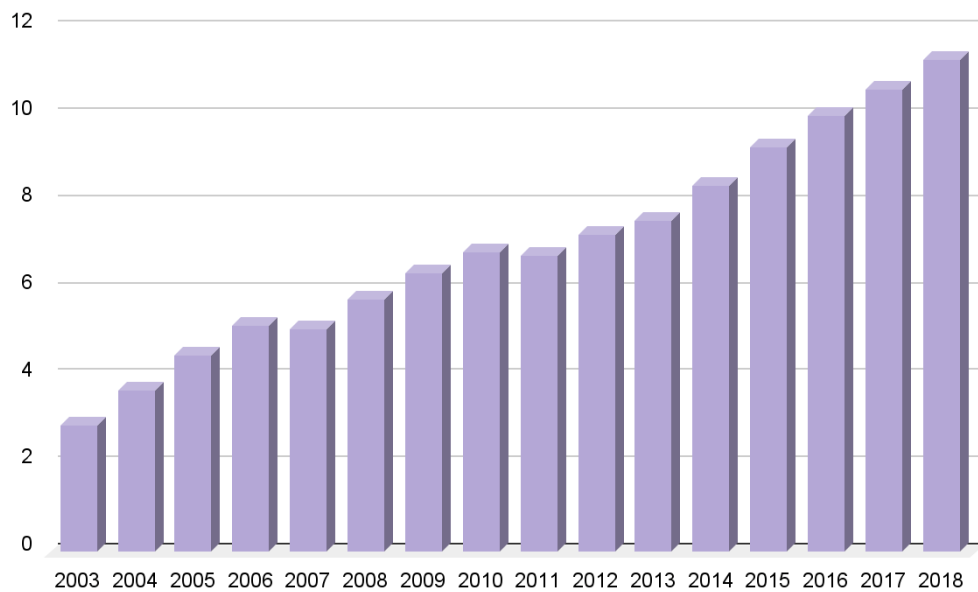
Since 2004, the number of female internet users aged 18 to 74 has surged by over 80%, surpassing the 60% increase observed in men. While online gambling initially appealed primarily to young men, there has been a notable shift, with increasing popularity among women and older demographics.

Diverse player preferences and motivations underscore the need for operators and developers to stay attuned to evolving trends. Whether pursued for entertainment, monetary gain, or relaxation, understanding player preferences is paramount. As the internet becomes more pervasive in society, age differences among players are widening, challenging the stereotypical image of the average male player aged 25 to 35.

According to a study by GP Bullhound in 2009, 43% of all online gamblers were women, with bingo emerging as their preferred segment. Notably, women exhibit distinct playing behaviors, often engaging in longer sessions with lower bets, while men tend to play more frequently, with higher wagers, albeit in shorter game durations.

Bingo's rising popularity can be attributed to its capacity to provide a social and communal gaming experience, allowing players the opportunity to relax and connect in a sociable setting.

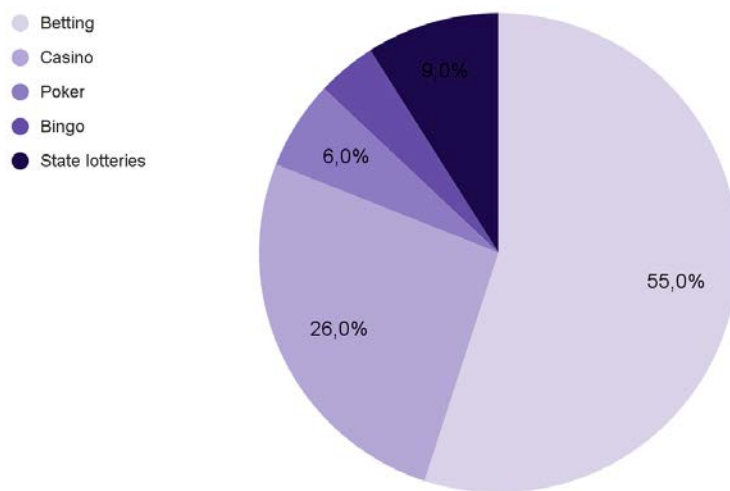
Diagram 7. Proportion of global gambling revenue contributed by online gambling



It's crucial to highlight that the predominant forms of remote gambling today include traditional casino games, various betting activities, and poker variations. The preference for different types of online gambling is influenced by gender, with the bingo sector anticipated to witness the highest growth rates, driven by increased female interest in the iGaming industry.

Despite this growth, online gambling remains more popular among men, particularly young men who are particularly prone to engaging in gambling activities. Women also enjoy playing, but their preferences often lean towards simpler games such as lotteries and slots. This divergence can be attributed to societal norms and roles, where activities like betting, casino games, and skill games are traditionally associated with male audiences, while women are more inclined towards recreational play rather than seeking an adrenaline rush.

Diagram 8. Online gaming revenue by type, 2019



8.3. CURRENT TRENDS IN ONLINE CASINOS

Due to the pandemic and self-isolation in many countries, 2020 has become a very successful year for online casinos around the world: there is an increase in the revenue of the entire online gambling market in the world by a third compared to the 2022. And during the crisis of 2008, it practically had no effect on the wallet of online casino customers. This indicates the robustness of this business model.

New technologies are having a profound impact on the gaming market. Active development is predicted for mobile gambling, and only the best new products will withstand competition, which means that users will notice an improvement in the quality of mobile gambling.

All technical changes, including those related to the speed of mobile data transmission, will not be particularly noticeable to end users, they will take place, so to speak, in the background. But the qualitative and specific changes will be on the face.

The main surprise will be virtual reality in online gambling. Thanks to the development of Microsoft HoloLens, HTC Vive and Playstation VR, video slots and other online games will become more spectacular and amazing than ever before soon.

Integration of Virtual Reality Technology

New advances in VR technology make it possible to faithfully reproduce the emotions and physiological sensations experienced by a person in a real casino. With the help of virtual reality glasses, anyone who wishes today can walk through the hall of a masterfully recreated gambling establishment, talk to the dealer and place bets at any gaming table.

Such giants of the gaming market as Microgaming, Novomatic, NetEnt, Lucky VR, Topgame

Technology and others are working in the direction of the development of virtual reality games.

Back in the winter of 2022, at the international conference ICE Totally Gaming, Microgaming presented an impressive stand, where the virtual roulette game was demonstrated. The software used has clearly shown that virtual reality is achievable, and a great future awaits it in the gambling industry.

The company NetEnt is actively studying VR technologies. Visitors to exhibitions dedicated to online gambling have already repeatedly experienced the Jack and the Bean Tree slot machine. The amazingly realistic journey was appreciated by both players and competitors.

Talking about their achievements in the field of virtual reality, Novomatic representatives note the main advantages of realistic online games: full immersion in the gameplay; incredible emotions, even brighter than in real life; the ability to use the resource in any convenient place where there is an Internet connection; exciting and varied plots.

Novomatic is one of the pioneers in the implementation of VR technology in online gambling, which has many new developments.

Recently, the idea of the possibility of integrating virtual gameplay into social networks has been repeatedly expressed. Most likely, such an idea will soon be implemented.

Fusion of Social Games with Slot Machines

Online gambling in a social format is gaining popularity. We recently reviewed the new Castle Builder 2 slot from Microgaming, which evolves gameplay through advances in spinning reels and placing bets.

The advantage of social gambling is that it is much more dynamic and addictive than a traditional slot machine. Such games allow you to choose a playable character and follow different paths depending on the character of the hero. In addition, the characters are invited to develop: to accumulate experience, skills and achievements, and due to this, get more favorable conditions for the game. The role of the reel slot machine is that the winning combinations not only bring money, but also the resources necessary to continue in the game.

Currently, slot machines with social game capabilities are in great demand, so many developers are working on their creation. In the second half of 2019, several fresh new products were released.

Progressive Poker Jackpot with Live Dealer Interaction

Slot machines with a progressive jackpot are chosen by many gamblers, as this is a chance to win a large cash prize. Now this technology is smoothly spreading to poker. Evolution Gaming has already introduced the world's first Jumbo 7 Progressive Jackpot in Live Casino Hold'em! The initial size of the jackpot is 1,000,000 euros, but since it is cumulative, the amount increases in proportion to the activity of the players. Evolution Gaming Product Director Todd Haushalter noted that the jackpot could grow to an incredible € 30,000,000! Agree, playing poker with such a prize at stake is much more fun. The game also has a second level jackpot with lower fixed payments.

Other developers of live online casino games are also considering introducing an attractive progressive jackpot for players.

Live Games Experience

Live dealer games have become very popular in the past year. And this is just the beginning of their successful development. In 2023, it is expected to further popularize live games in conjunction with VR technology. The developers plan to create even more realistic games with improved functionality and open new studios for broadcasting games in real time.

Skill-Based Games

Most modern players rely not only on luck, but also on their own skills. This inspired many providers to develop platforms containing strategy games. They need to apply certain skills, which is very attractive for players. This promises immense popularity for skill games soon.

Gamification Trends

This concept implies the use of game dynamics and game thinking to attract an audience to the process and solutions to marketing problems. Gamification will no doubt become a new trend in gambling and promises new missions, competitions, bonus programs and rewards to attract gamblers.

Rich Entertainment Content

Online casino operators strive to keep users on their resource in every possible way. Now, in addition to chats, special sections with useful non-game content will be used for this: movies, TV series, music videos and TV shows. In addition, plot details of many slots will appear in online casinos.

Utilization of Big Data

Another trend of the current year will be Big Data technology. It provides the collection and storage of a huge amount of information and is indispensable for the progressive online gambling industry. Thanks to the ability to analyze and sort a large amount of data, games will effectively adapt to the interests and needs of the target audience.

Trends in Mergers and Acquisitions

According to experts' forecasts, the development of the gambling market is so rapid that by 2023 its volume will exceed \$ 60 billion. So, in 2023, gambling companies will expand and increase their capital.

Integration of Messengers

The new possibilities of the mobile Internet are constantly attracting players. If earlier social networks and telephone means of communication were in trend, now the position of the leader is taken by convenient instant messengers.

Slotegrator is seriously interested in this trend and has created its own Telegram casino. Integration of the gaming platform into the messenger allows users to enjoy gambling on their smartphone at any time.

Unique Individual Slot Experiences

Creation of slots for individual orders will also be included in the top online casino services. The development of unique slots will allow operators to gain a competitive advantage in the market and maximize brand awareness.

Cryptocurrencies in Gaming

Cryptocurrencies are famous for such significant advantages as anonymity, convenience, minimum fees and the absence of prohibitions from legislation. Thanks to this, they will become one of the most popular means of payment in the field of Internet gambling. In addition to bitcoin, the following currencies will gain popularity: litecoin, dogecoin, ethereum, ripple, monero, zcash and others.

Currently, the use of cryptocurrencies by customers is alarming, since they are associated with illegal, i.e. gray financial market. At the first stage, it is not recommended to use settlements with clients in cryptocurrency.

Addressing Security Challenges in Online Gaming

New technologies imply the search for new ways to solve security issues. Moreover, DDoS attacks have become more frequent lately. In the past year, they have done a lot of damage to online bookmaker sites. As it turned out, even large operators with close attention to security issues, such as Britain's William Hill, are not immune from hacker provocations. Last fall, the services of this operator were unstable, and with 5 million revenue a day, the losses will be rightly called significant.

In 2019, a significant proportion of gambling operators' investments were directed towards security.

Increasing Female Engagement in Online Gaming

The trend of an increase in the number of female gamblers in online casinos was outlined back in 2015. And now it is only getting stronger. According to the research conducted, the fair sex prefers to gamble on personal gadgets and in private. This allows for more leeway and avoids ridicule from male players.

The most active gamblers are women under the age of 35, but older ladies are also not averse to occasionally spinning the reels of slot machines, starting a roulette wheel or throwing cards.

Online casinos made especially for women have already begun to appear, and some operators are conducting advertising campaigns aimed specifically at women.

8.4. PROMINENT GAMING MARKETS IN ASIA

More than half of the world's population resides in Asia, which is also the home of many avid gamblers. However, unfortunately for these individuals, the majority of Asian countries prohibit gambling. Today, some of the biggest casino operators in the world view Asia as one of the most untapped markets. With favorable deals offered by the likes of MGM, Wynn, and Las Vegas Sands and the prospect of significant tax money plus pressure from the public, Asian state governments are beginning to reconsider their minds.

In the past few years, especially since the COVID pandemic devastated what once was a thriving tourism industry, we have observed an increase in the number of legal operations. Let's look at which Asian nations are preparing to welcome both tourists and locals in their brand-new venues.

Asia Pacific Online Gambling Market size crossed USD 15 billion in 2019 and is anticipated to showcase around 18% growth rate between 2020 and 2026.

A rise in the number of internet users along with increased adoption of digital payments in Southeast Asia will drive the market growth. According to the e-Conomy Southeast Asia (SEA) 2020 report, around 40 million users from Malaysia, Vietnam, Singapore, the Philippines, Indonesia, and Thailand came online for the first time in 2020. This resulted in increasing the number of internet users to around 400 million, representing 70% of the region's population. Similarly, digital payments in Southeast Asia are estimated to reach USD 1 trillion by 2025.

Japan

For more than a century, the majority of gambling activities have been prohibited in Japan; at the moment, wagers on certain football games, horse races, and pachinko machines are the only types of gambling in Japan that are permitted.

Japan has witnessed a significant trend toward the licensing of casinos on a bigger scale, thanks to the Integrated Resort (IR) Promotion Act and the Integrated Resort (IR) Improvement Law, which came a few years later. Integrated Resorts are tourist destinations with a hotel, shops, restaurants, and, most significantly, casinos.

In 2021, the recently created Japan Casino Regulatory Commission also published regulations establishing the requirements for setting up casinos and putting the Specified Integrated Resort Area Development Law into effect. The late Shinzo Abe, a supporter of the initiative and former prime minister, was reported as stating that he thought these measures would boost tourism and the country's economy.

Philippines

The Cagayan Economic Zone Authority, which manages licensing for internet operators, and the Philippine Amusement and Gaming Corporations (PAGCOR), which handles licensing for land-based gambling establishments, are the two main regulatory authorities for the Philippine gambling industry.

Although an online casino is permitted to operate from the Philippines, it is not permitted to offer online gaming services within the country. Ironically, foreign companies are permitted to legally provide Filipinos with online gambling services. Further complicating matters, these offshore casino businesses obtain their licenses from PAGCOR, the body that was only created to handle licensing for land-based operations.

China

With the exception of two state-run lotteries, gambling is forbidden in mainland China. This does not mean, however, that Chinese citizens have nowhere to enjoy casino entertainment. Through some legal loopholes, Macau and Hong Kong, China's two special administrative territories, are allowed to legally provide gambling entertainment. Seizing the opportunity, China's neighbors invest heavily in attracting and catering to Chinese gambling tourists through luxury five-star casino resorts.

Macau

Due to its huge gambling industry, Macau is known as the Asian "Las Vegas," and its 41 casinos primarily serve high-rolling professionals rather than visitors. The island perfectly captures the "Vegas vibe," including the seemingly limitless supply of neon lights and heavily themed hotels and casinos. Online gambling has not been permitted in Macau since 2015.

Hong Kong

Taking advantage of its increased independence, China's other special administrative region, Hong Kong instated the Jockey Club, an institution wherein horse race betting and sports gambling is permitted, but highly regulated. Gambling and sports betting online are entirely banned and foreign online casino sites are actively and effectively blocked. Other forms of gambling, such as land-based casino games, are only permitted outside Hong Kong's territorial waters, so those who want to gamble are regularly ferried to close by Macau.

Singapore

For a long time, Singapore's gambling options consisted solely of those provided by state-owned businesses: Singapore Pools for lottery-style games and Singapore Turf Club for horse racing and sports betting.

Prior to 2005, Singapore only permitted gambling through government-run establishments, namely the Turf Club for horse races and sports wagers and the Singapore Pools for lotteries. Casinos were strictly prohibited.

The Singaporean government began allowing land-based casinos to operate in the nation in 2005, but only in integrated resorts and with a requirement that any tourists who wished to indulge in this form of entertainment pay an admission fee. Only two gambling licenses are available to international operators in order to better regulate the business, and online

gambling is prohibited.

Vietnam

Vietnam began the process of legalizing gambling fairly recently, in 2018 sports betting was permitted and casinos were opened to tourists. While locals are, for the most part, banned from playing in casinos, there is one initiative to allow the Vietnamese citizens in specifically licensed venues, should they be able to provide proof of monthly income exceeding €370. While many developers are seeking the government's stamp of approval to build more casinos, only one is currently active, with only one other in development.

Cambodia

Only visitors are permitted to gamble at land-based casinos in Cambodia, which is a favorite gambling destination for many of its neighbors whose governments do not yet permit this sort of entertainment. Between 2015 until 2020, online gambling was briefly lawful, but the government has since reversed this decision, making it once again prohibited.

Malaysia

Similar to Vietnam and Cambodia, Malaysia only permits tourists to gamble in physical locations; both internet and physical gambling are banned for its own citizens. The good news is that if you're a Malaysian citizen and you're found gambling, it won't be treated as a crime.

Conclusion

Although it appears that a legalized Asian gambling market is still a considerable time ahead, positive advances are being made, and more and more states are seeing the advantages of the higher tax revenues and the enhanced security that a regulated market would provide for their citizens.

8.5. MARKET FORECAST

Research company Juniper calculated that betting turnover in the online gambling segment will reach \$ 950 billion by 2021 and will continue to grow even before the pandemic, according to Yogonet.

According to Juniper research, gambling is increasingly moving to the online environment. Moreover, the greatest activity is shown by mobile applications. The share of bets made via mobile phones is constantly growing.

The authors of the study also noted that, despite the general trend towards the regulation of national gambling markets, a few countries are moving towards a complete ban on gambling via the Internet and mobile applications. The global online gambling market already accounts for more than 13% of the total global legal gambling market and this figure is constantly growing.

Niche revenue is expected to reach \$ 65 billion by 2021, and the niche itself will undergo a series of changes and reforms depending on the market.

Modern technologies for the gambling business are actively developing. This applies to classic slots, video slots and VR (virtual) - gambling. A young generation of players is entering the market, and companies are doing their best to meet the high requirements. This is how esports betting and skill-based games emerged.

The Asian market is the largest in the world in terms of volume, and every year the demand for gambling is only growing. 2019 showed softening in the field of law - more and more countries are legalizing online betting and even casinos. This trend has moved into 2020, which opens new perspectives for the industry. See also the best deals from Asian casinos at 3snet.

In Africa, the online gambling market is now at the stage of rapid development and growth. The main problem is that currently, in most countries of the continent, casino activities are not regulated in any way (but they are not prohibited at the legislative level either). Therefore, it will take time to fully unleash the potential of this market.

9. CHALLENGES OF LAUNCHING AN ONLINE CASINO

Unstable legislation

Each country has its own rules regarding gambling, which change quite often. You need to understand that, perhaps, the casino owner will need to decide how to reformat the establishment in the event of changes in the law.

Instability of equipment operation

Since the main locale is the internet, it's important that everything runs like clockwork. If the site or server goes down, the casino will suffer serious losses.

Software

The structure of an online casino is a kind of constructor consisting of three types of software (software, or so-called software): a gaming platform, a payment solution, and gaming content.

Payment systems are the least risky category. All payment solutions are seriously tested by regulatory authorities, banks, etc. Here the risk of getting low-quality software is minimized.

The biggest risk for operators is non-original, or so-called pirated, software. As a result, you can lose experienced and serious players who understand software. They will choose the casino that has the original software. Because it guarantees both payouts and a clear return to player (RTP) percentage. Another aspect that operators often overlook is the back doors. Backdoors is a malicious algorithm that programmers often "screw" onto handicraft software to simply steal money from unsuspecting operators. In addition to backdoor, there is a huge number of errors, bugs, which also entail financial losses.

"Pirate" software is an illegal thing. Clients simply cannot know either the final provider or who they are contracting with, because there is a whole chain of intermediaries. At a certain moment, when you invested money in the development of a casino, installed software, launched a project, spent money on marketing, your provider will simply disappear. This will not happen with the original software, because you always know with whom you have a contract, who is behind this contract and to whom in case of something to contact with problems.

The last aspect is a violation of the copyright law, which is often ignored, but in our country, there is still a possibility to prosecute a person under this law.

A very important aspect when choosing software is security. Serious software development companies spend colossal resources on it. Creation of secure software requires additional time and human resources. Companies deliberately do this in order to end up with a product that will provide security to all customers. And that's something worth working for.

Another very important aspect is the so-called usability, which is often neglected when developing software, because people are chasing functionality. Forgetting about usability, you can face a problem when a lot of unsystematic functionality accumulates on one platform. It is necessary to think about ease of use at all stages: both when drawing up a technical assignment for software development, and subsequently, during modernization and upgrades.

High competition

The owner of a gambling business can receive a lot of money, since this type of service is in great demand. Many seek to occupy a niche, but only casinos with the right approach to business achieve success. You need to tune in to the fact that you must work hard to earn.

Money laundering

Regulatory organizations conduct constant checks about money laundering by criminal structures, financing of terrorism through online casinos. If evidence of inadequate anti-money laundering activities is found, casinos may have their license revoked.

Advertising

Regulatory organizations ensure that gambling advertising is socially responsible, with attention to protecting children, young people and other vulnerable persons from harm or exploitation. This applies to the images of toys, comic book characters, cartoons, fairy tales, brands that children like.

Loss of funds

At the first stage, losses of funds spent on registration, rent and office equipment are possible. The security payment, in the event of the closure of the online casino for internal reasons or other objective reasons, is returned to the casino owners, but must remain unused during the operation of the online casino as a deposit in case of winning the jackpot, i.e. losses can be minimal.

Risk insurance

Thanks to the combined 10 years of experience in the field of online casinos of the founders and co-owners of the project and the managerial experience of the project mentor, the risks of entering the market will be minimized as much as possible.

10. FINANCIAL PLAN

10.1. INVESTMENTS BREAKDOWN

Investment Volume and Structure

The complete investment needed for the project amounts to 235.9 thousand euros (EUR).

Table 5. Investment budget, euro

No	Name	Value
1	Acquisition of a license and security payment	159 000
2	Payment for the Amazon server	13 000
3	Office equipment and stationery	2 400
4	Floating capital financing	61 541
Invested capital total (actual need for cash)		235 941

Project Milestones and Investment Implementation Schedule

The overall project implementation period spans 36 months (3 years). The investment period, occurring before the official launch of the project, is set at 0.3 years. The project implementation involves the following key stages:

First Stage: Acquisition of a license and security payment.

Second Stage: Payment for the Amazon server.

Third Stage: Procurement of office equipment and stationery.

A detailed phased work schedule, along with a corresponding financing schedule, is presented in the table below.

Table 6. Financial plan, euro

		Total for 3 years	Apr-24	Jul-24	Aug-24	Feb-25
1	Acquisition of a license and security payment	159 000	159 000			
2	Payment for the Amazon server	13 000		13 000		
3	Office equipment and stationery	2 400		2 400		
4	Floating capital financing	61 541	5 350		42 504	13 687
	Investment total excl. floating capital	174 400	159 000	15 400	0	0
	Invested capital total (actual need for cash)	235 941	164 350	15 400	42 504	13 687

10.2. INCOME STRATEGY

Diverse Income-Generating Activities and Products

As part of this project, the anticipated revenue is derived from the provision of online casino services.

Extensive Service Portfolio

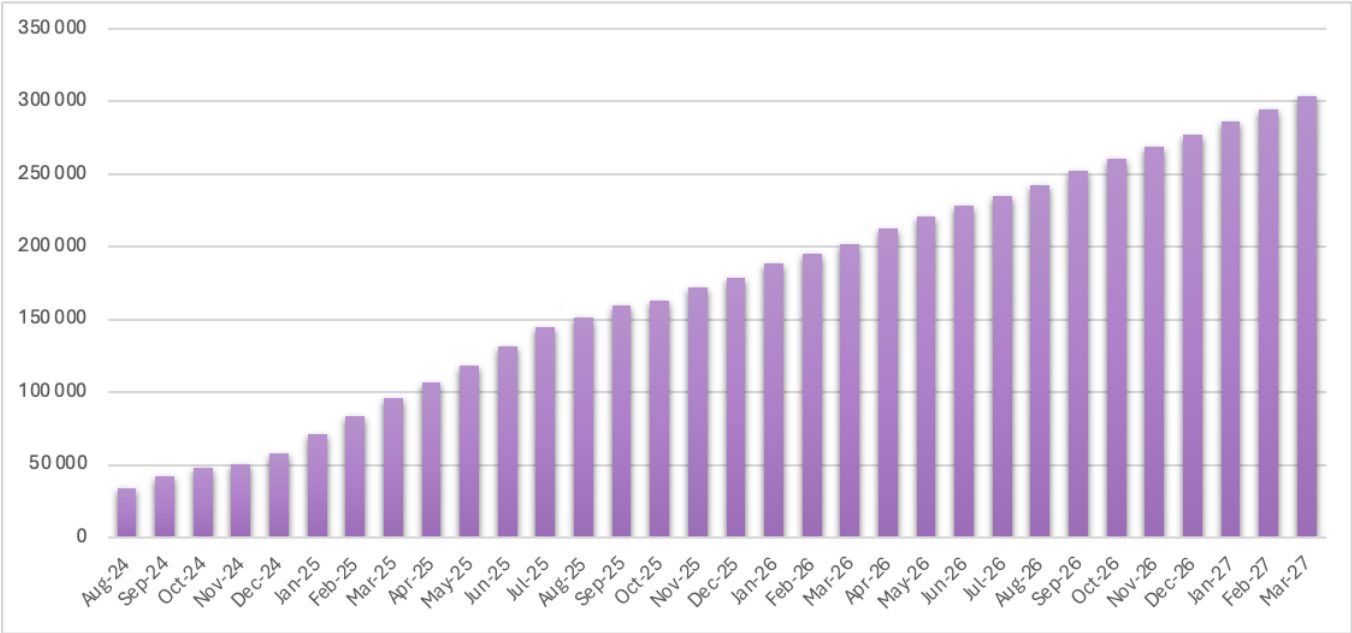
Project scope of services rendering

The targeted number of new guests to be attracted is 2195 people per month, revenue is calculated based on the monthly retention of unique users an average of 3,496 people per month with the retention rate – 35%. The expected average income per guest is 49 euros per month. Additional funds need to be invested in advertising to either retain or re-attract the guest.

Projected Income Volume

The projected average monthly income for the duration of the project period, spanning 3 years, is estimated to be approximately 171.3 thousand euros (EUR).

Diagram 9. Dynamics of proceeds from sales and direct costs, euro



The total revenue for the entire project period of 3 years is projected to amount to 5,482.4 thousand euros (EUR).

Table 7. Income and direct cost plan, euro

Physical indicators	Unit	Total for 3 years	2024 (9M)	2025	2026	2027 (3M)
Total number of clients	ppl	111 886	4 767	32 222	56 858	18 039
Number of new clients	ppl	70 244	4 274	21 617	33 844	10 509
Number of current clients	ppl	41 642	493	10 605	23 014	7 530

Proceeds		5 482 405	233 566	1 578 884	2 786 048	883 907
Income from clients	49,00	5 482 405	233 566	1 578 884	2 786 048	883 907

Direct costs		2 878 483	197 897	787 229	1 418 937	474 420
Advertising costs	20	1 477 022	108 019	457 484	697 192	214 327
Additional staff costs	1 400	938 000	0	161 000	553 000	224 000
Salary		320 000	50 000	120 000	120 000	30 000
License fees		143 461	39 878	48 745	48 745	6 093

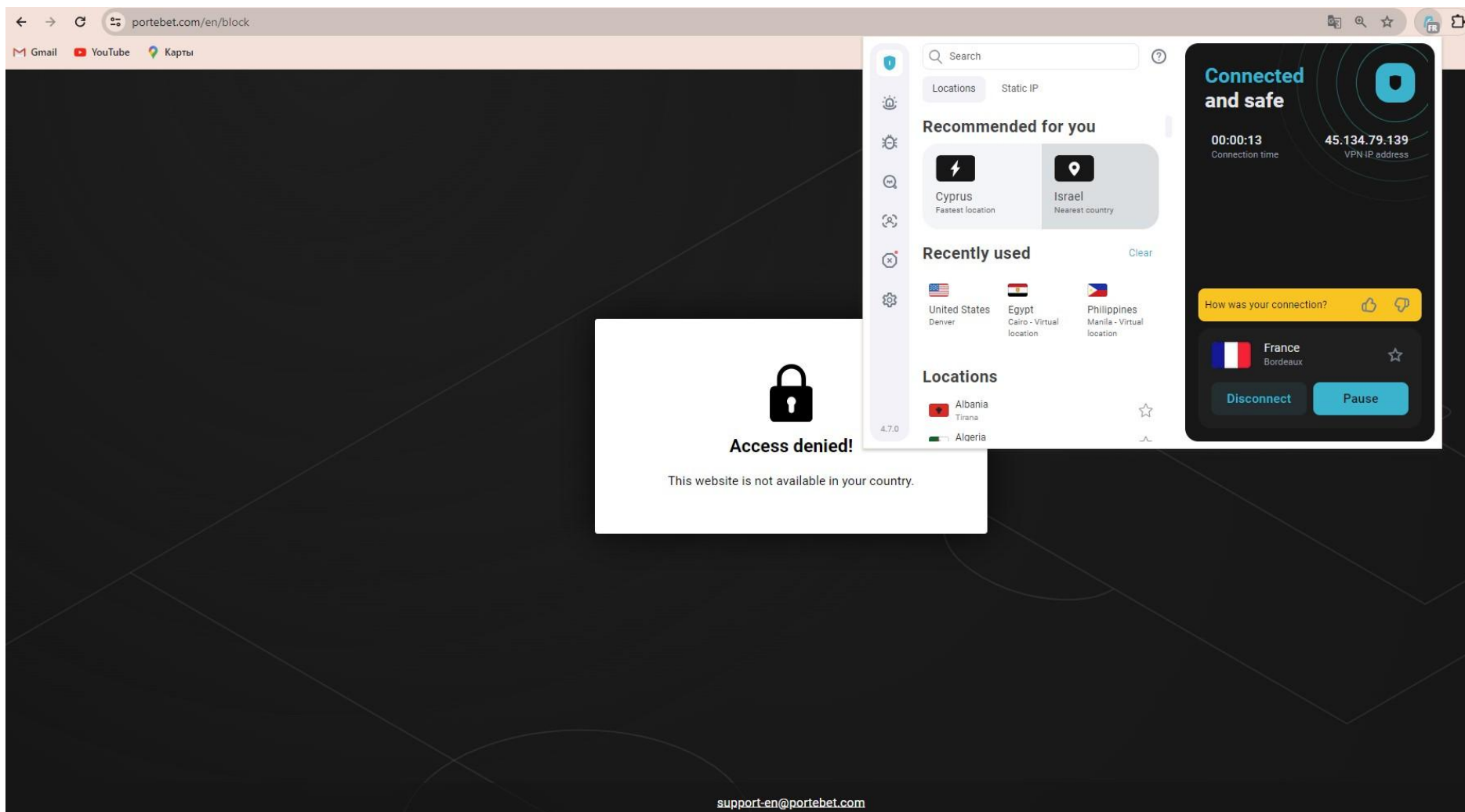
Indirect costs		472 000	55 000	172 000	172 000	73 000
Accounting		128 000	20 000	48 000	48 000	12 000
Office equipment maintenance		80 000	12 500	30 000	30 000	7 500
Hosting		120 000	0	40 000	40 000	40 000
Office rent		48 000	7 500	18 000	18 000	4 500
Legal support		96 000	15 000	36 000	36 000	9 000

10.3. MARKETING PLAN

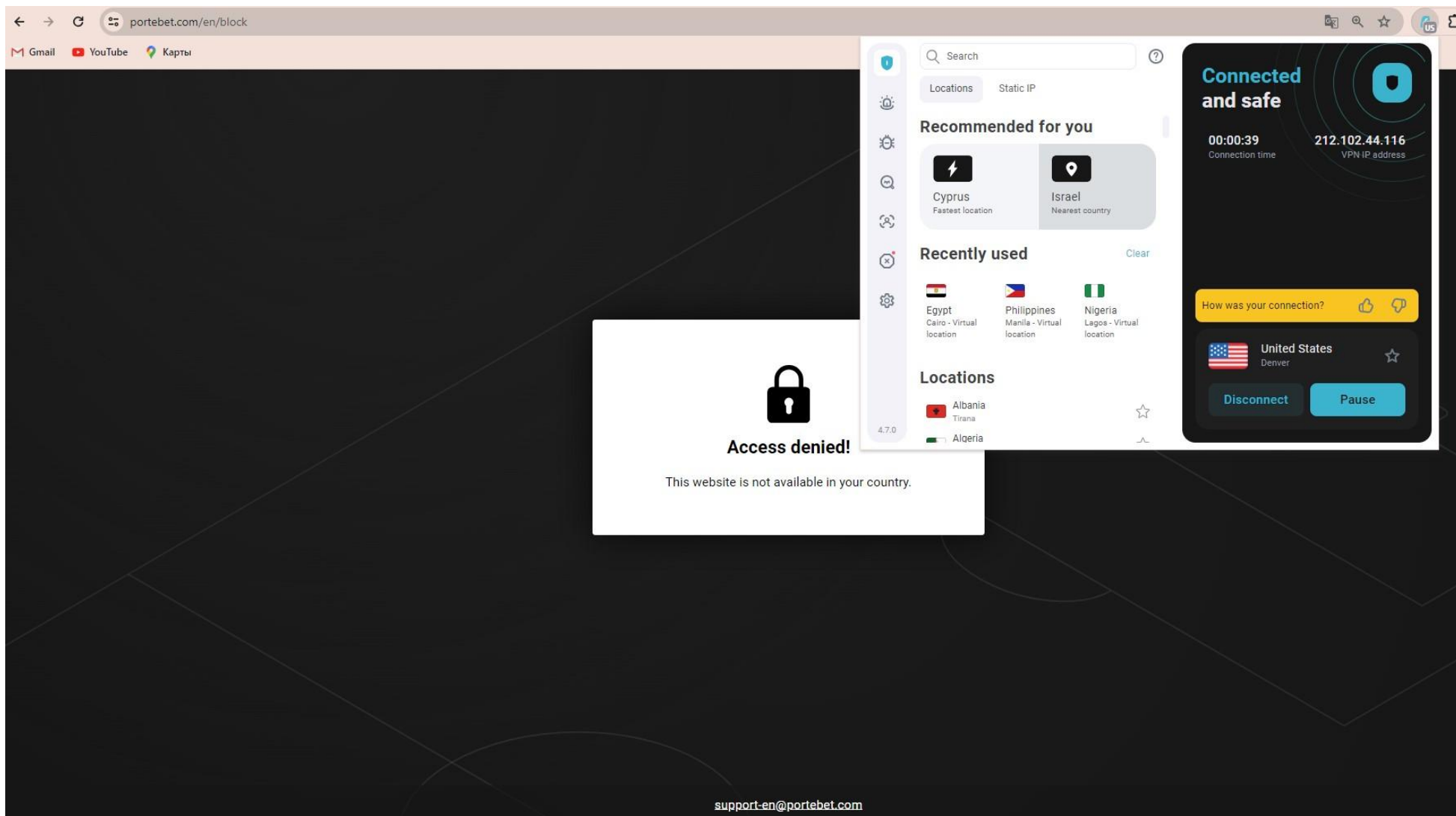
10.3.1 Portebet designed for individuals aged 18 and above seeking a distinctive and responsible gaming experience. This comprehensive marketing plan outlines strategies to establish brand resonance, engage the target audience, and drive sales through inventive and ethical initiatives.

10.3.2 Target Audience:

- Demographics: Primarily targeting adults aged 18 and older, with a focal point on the 21-35 age group.
- Geographics: Canada (except Ontario), Finland, Poland.
- Geoblock: USA, France, The Netherlands, The Dutch Caribbean Island: Curacao, Aruba, Bonaire, St. Martin, St. Eustatius, and Saba.







- Psychographics: Enthusiasts of cutting-edge technology, gaming aficionados, and those valuing a commitment to responsible gaming practices.

10.3.3 Marketing Strategies:

a. Brand Identity:

- Cultivate a compelling brand narrative emphasizing dedication to reshaping the gaming landscape through innovation, excitement, and a strong foundation in responsible gaming.
- Portebet as a nexus for groundbreaking technology, diverse gaming experiences, and a thriving gaming community.

b. Digital Realm Domination:

- Elevate the website for an intuitive user experience, ensuring seamless navigation across various platforms.
- Leverage the potential of social media platforms for targeted advertising, captivating content dissemination, and community-building endeavors.

c. Content Odyssey:

- Develop a content strategy featuring engaging blog posts, interactive tutorials, and exclusive insights from developers to foster a sense of community and sustained player engagement.
- Forge partnerships with gaming influencers and content creators to amplify NexusGamer Ventures' reach and impact.

d. Advocacy for Responsible Gaming:

- Infuse responsible gaming messages organically within marketing materials and gaming interfaces.
- Integrate features such as session duration reminders, spending limits, and voluntary self-exclusion tools to empower players.

10.3.4 Sales Expeditions:

a. Launch Excitement:

- Unveil captivating launch promotions and exclusive bonuses to enthrall early adopters.
- Employ strategically timed limited-time offers to instill urgency and anticipation.

b. Partnership Odyssey:

- Form strategic alliances with gaming affiliates, influencers, and synergistic brands to amplify visibility and attract a broader audience.
- Establish an enticing affiliate program to motivate third-party promotion.

c. Data-Fueled Refinement:

- Harness analytics tools to glean insights into player behavior, preferences, and the efficacy of various acquisition channels.

- Propel data-driven optimizations in marketing strategies, targeting precision, and overall user experience.

d. Customer Harmony Mastery:

- Implement an agile Customer Relationship Management (CRM) system to personalize communications, promotions, and offers based on individual player preferences.
- Leverage targeted email marketing campaigns for personalized promotions and real-time updates.

10.3.5 Evaluation Yardsticks:

- Continuously monitor pivotal metrics, including customer acquisition cost, conversion rates, player lifetime value, and overall customer satisfaction.
- Undertake periodic reviews and agile adjustments based on performance analytics.

10.4. PROJECT COST ANALYSIS

Fixed Expenditures

Staffing Costs and Salary Allocation

As per the staffing table, the total estimated number of personnel is 6 people, each with a standard workload. The average salary for these positions is set at 1,667 euros per month. The payment for the work of all company employees will be based on a time-based compensation structure. Additionally, there are plans for the future development of a system of financial incentives, including bonuses and other forms of rewards.

Table 8. Staffing table with salaries, euro

No	Position	Number of people	Salary	Total per month
1	Director	1	2 100	2 100
2	Site developer	1	1 700	1 700
3	Designer	1	1 700	1 700
4	Advertising specialist	1	1 700	1 700
5	Employee	2	1 400	2 800
	Total	6		10 000

For every 6000 new clients, an additional 5 staff members will be employed. The associated costs related to this additional personnel are reflected in the variable costs.

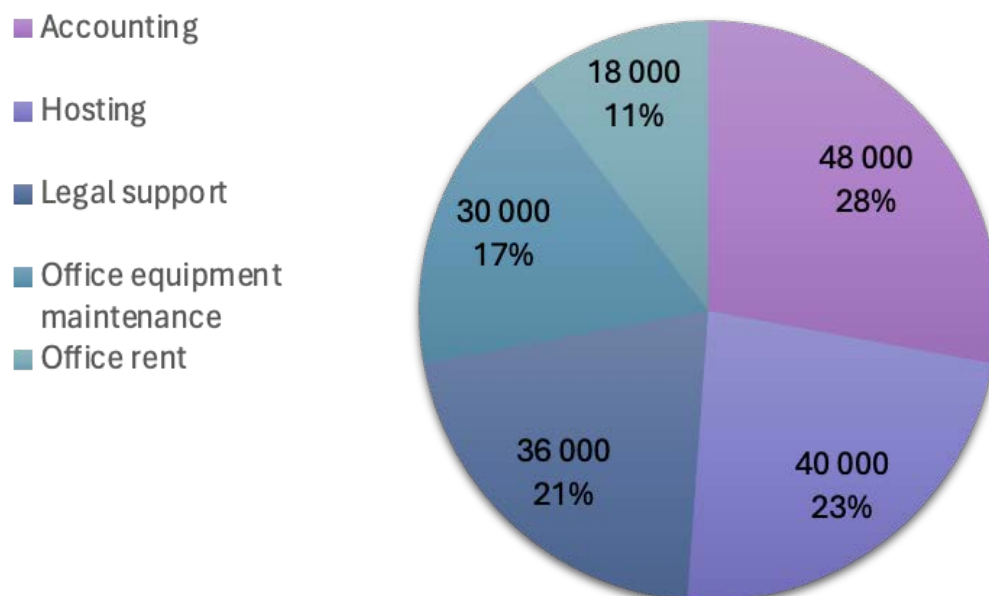
Other Incurred Fixed Expenses

When computing the financial indicators for this project, the current fixed costs, averaging 14.3 thousand euros per month, have been considered. A comprehensive breakdown of the ongoing fixed costs is provided in the table below.

Table 9. Fixed costs, euro

No	Item of expense	Total per year
1	Accounting	48 000
2	Office equipment maintenance	30 000
3	Hosting	40 000
3	Office rent	18 000
4	Legal support	36 000
	Total	172 000

Diagram 10. The structure of fixed costs



Variable Costs Assessment

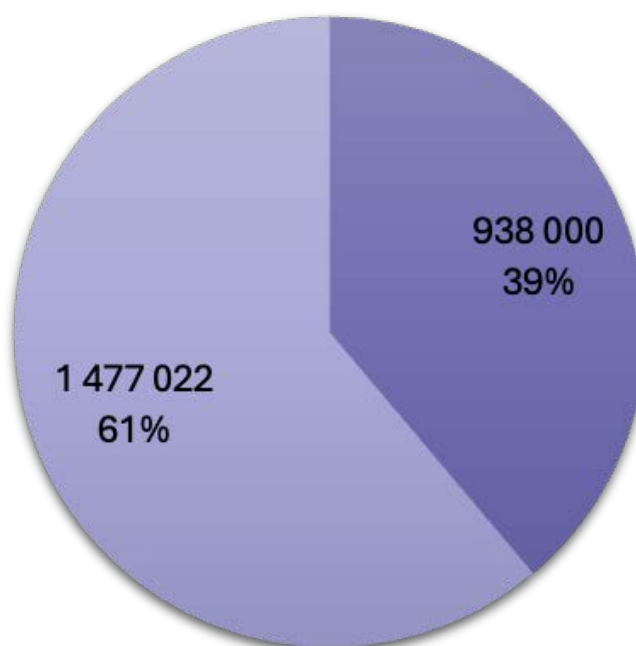
Direct Production Expenses

Table 10. Variable costs, euro

No	Item of expense	Per unit, total	Calculation base
1	Advertising costs	20	for 1 client
2	Additional staff costs	1 400	for 1 person

Diagram 11. Structure of variable costs (to the total volume of variable costs)

- Additional staff costs
- Advertising costs



Taxation Considerations

Taxes of the company as a tax subject

The projected total amount of accrued and paid taxes for the entire project period is estimated to be 463.5 thousand euros (EUR).

10.5. FINANCIAL PLAN

Attracting Investment Resources

Financial Resource Requirements And Funding Structure

The financial requirement for the project is 235.9 thousand euros (EUR). The intended funding for this project is anticipated to be sourced from the investor.

Terms For Investor Fund Reimbursement

It is planned that 35% of the net profit will be allocated to reimburse the investor's funds within three years from the date of the project launch. This reimbursement process is set to begin from the 13th month, specifically when the accumulated profit for the current month surpasses zero. The total amount of payments to the investor over the project's duration is projected to be 555.7 thousand euros (EUR).

Cash Flow Plan Indicators

Investment-related Activities

The balance of the investment cash flow for the project is calculated by summing up all long-term financial investments (investment budget), excluding working capital, resulting in a value of 174.4 thousand euros (EUR).

Day-to-day Operational Activities

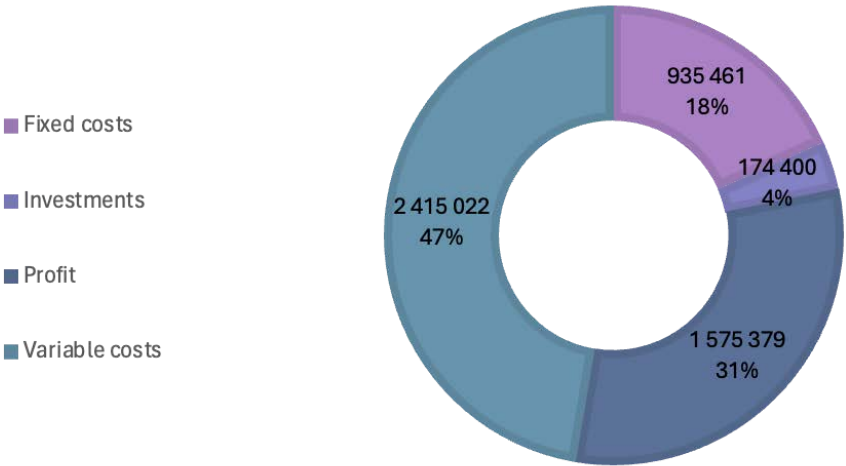
Positive cash flows from operating activities are generated by sales proceeds, while negative cash flows arise from the company's operating costs. The total proceeds for the project period amount to 5,482.4 thousand euros (EUR).

The negative cash flow amounts to 3,814.0 thousand euros (EUR) and comprises the following key components:

- Direct costs: 2,878.4 thousand euros (EUR)
- Indirect costs: 472.0 thousand euros (EUR)
- Taxes: 463.5 thousand euros (EUR)

Consequently, the balance on operating activities at the end of the project is expected to be equivalent to the net profit, totaling 1,668.4 thousand euros (EUR).

Diagram 12. Distribution Structure of Sales Proceeds to Costs and Profit



Profit And Loss Plan Indicators

The projected proceeds for the project period are estimated to be 5,482.4 thousand euros (EUR). The total amount of direct costs is anticipated to reach 2,878.5 thousand euros (EUR).

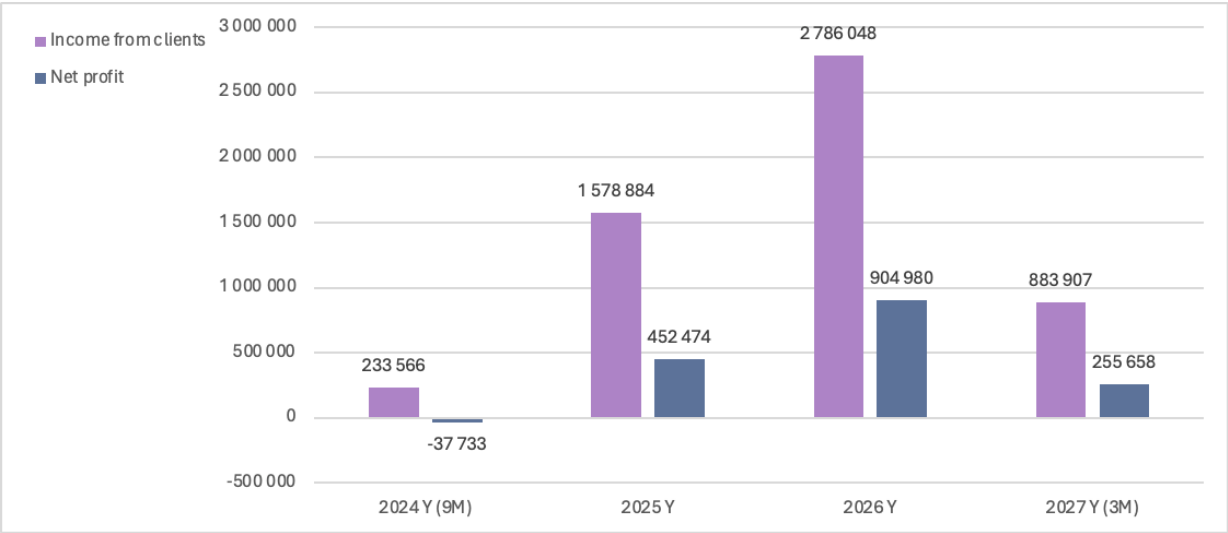
Consequently, the gross profit is calculated as 2,603.9 thousand euros (EUR).

Fixed costs for the project period are projected to be 472.0 thousand euros (EUR).

The profit before tax is expected to amount to 2,131.9 thousand euros (EUR). Considering an income tax rate of 22.0% applied to the taxable base, the income tax is calculated to be 463.5 thousand euros (EUR).

The net profit, accounting for the write-off of the entire investment cost through depreciation, is projected to reach 1,575.4 thousand euros (EUR).

Diagram 13. Dynamics of income and net profit in Euros



Overall Financial Performance

The project calculation horizon spans 36 months (3 years), with an investment period of 4 months (0.3 years) leading up to the project launch, followed by a working period of 32 months (2.7 years).

The total sales proceeds for the entire project implementation period are projected to reach 5,482.4 thousand euros (EUR), while the total costs for the project period are estimated at 3,907.0 thousand euros (EUR).

The average monthly net operating income is anticipated to be 46.3 thousand euros (EUR).

The net profit upon completion of the project is forecasted to amount to 1,575.4 thousand euros (EUR). These financial indicators provide insights into the performance and profitability of the project over its specified timeline.

Table 11. Financial and investment indicators of the project

Name of the index	Value of the index
Calculation period of the project, year	3
Laid-down capital (LDC), EUR	235 941
Sum of proceeds (SP), EUR	5 482 405
Net average operational receipts per month (NAOR), EUR	46 344
Net profit for the project period, EUR	1 575 379
Average profitability for the project period (net profit to proceeds	28,74%
Discounting rate (DR), %	19,00%
Net present value (NPV), EUR	894 163
Average Rate of Return of investments (ARR)	236%
Return on investment (ROI)	568%
Profitability index (PI)	3,8
Internal rate of return (IRR)	149,33%
Pay back period of the project in whole (PBP), incl. financing scheme	15 months
	1,25 years

10.6. SWOT ANALYSIS

Table 12. SWOT analysis

