

Business Plan for Bartholomew BV

Application for an Online Gaming (B2B) License in Curaçao

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1. Executive Summary

Bartholomew BV seeks a Curaçao B2B gaming license to act as a commercial distributor of casino games to Curaçao-licensed B2C operators. Backed by a contractual relationship with G Gaming Limited—an established, UK-regulated company—Bartholomew BV will leverage existing technology, industry expertise, and market relationships to provide a unique selection of games, including proprietary multiplayer offerings. The company's business model focuses on generating revenue through revenue-share agreements with operators, with minimal initial direct operating costs which will grow with revenues.

Bartholomew BV's long-term objective is to bring innovative multiplayer technology to the Curaçao market, contributing to the evolution of the online gaming sector. Through robust policies, risk management procedures, and professional oversight, the company will ensure compliance, integrity, and stable growth within regulated frameworks.

2. Company Background and Ownership

Legal Name: Bartholomew BV

Jurisdiction of Incorporation: Curaçao

History and Formation:

Bartholomew BV was formed to serve as the commercial distribution entity for online casino games within the Curaçao market. It aims to capitalise on existing industry relationships and technological capabilities provided by G Gaming Limited.

Parent Companies and Related Structures:

Bartholomew BV has common ownership and an associated company reseller agreement with G Gaming Limited, a regulated UK company with extensive experience in multiple gambling markets worldwide. This relationship ensures access to advanced technology, industry best practices, and established compliance frameworks.

Original Vision:

The company's original vision is to streamline the distribution of innovative, patent-protected multiplayer casino games, providing regulated Curaçao operators with cutting-edge content and strengthening the region's gaming ecosystem.

3. Business Model and Offering

Products and Services:

Bartholomew BV specialises in distributing B2B casino games to Curaçao-licensed operators. Through its reseller agreement with G Gaming Limited, it offers an extensive library of games, including exclusive multiplayer formats that differentiate it from standard single-player offerings.

Proprietary Technology:

G Gaming Limited holds a U.S. patent in multiplayer gaming technology. This unique intellectual property delivers a competitive advantage by introducing new player engagement mechanics and differentiating the portfolio from conventional offerings.

Target Market and Distribution Channels:

Bartholomew BV's target market comprises Curaçao-licensed online casino operators. Distribution occurs via direct integration with these operators' platforms and through API solutions. The company focuses on established B2C operators, ensuring stable demand and predictable revenue streams.

4. Branding and Positioning

Brand Names:

The group's brand for distribution is referred to as "G." and "Atomic City"

Competitive Advantages:

- Proprietary multiplayer patent creates a unique selling proposition.
- Strong relationship with G Gaming Limited provides a steady pipeline of proven, high-quality games.
- Established industry relationships ensure quick market penetration and reliable revenue streams.

Although Bartholomew BV does not seek to provide its services directly to new B2B clients (beyond the existing arrangements), it leverages its unique product set to maintain and possibly enhance operator relationships.

5. Company Management and Organizational Structure

Organizational Structure and Key Management Personnel:

While Bartholomew BV relies heavily on G Gaming Limited for development, game compliance, and operational support, overall local compliance support is provided by our corporate directors. Key individuals from G Gaming Limited providing services to Bartholomew BV include:

- **CEO (G):** Paul Dolman-Darrall
- **CFO (G):** Natasha Mockett
- **CTO (G):** Dan Rough

The compliance function is managed by a committee of these senior stakeholders, ensuring that Bartholomew BV adheres to regulatory requirements. While Bartholomew BV has no direct employees in these roles, the contractual relationship ensures these functions are effectively carried out by G on its behalf. As the development strategy progresses for G Gaming Limited we would expect to have at least one FTE employee within three years.

Roles and Responsibilities:

- **CEO:** Strategic leadership, financial oversight, and partnership management.
- **CFO:** Financial planning, reporting, and ensuring robust financial controls.
- **CTO:** Overseeing technology development, integration, and platform stability.

No additional hires are currently planned, as the existing structure sufficiently supports Bartholomew BV's business model.

6. Business Forecasts (3-Year Outlook)

Financial Projections:

- **Revenue:** The company projects revenues exceeding USD \$1 million annually for the next three years.
- **Expenses:** Predominantly revenue-share payments to G Gaming Limited for software and services and provision of compliance services such as local directors, advice and guidance.
- **Profitability:** Minimal operating costs which rise and fall in line with turnover ensure a net margin of approximately 5%.

Assumptions:

- The customer base includes 10-50 Curacao-licensed B2C operators.
- Growth is not essential for maintaining stable revenue; the existing operator base is sufficient.

Capital Expenditure & Working Capital Requirements:

- No significant capital expenditures are currently required but this will be under continual review during the development phase of our main project.
- Current working capital requirements are minimal due to the revenue-share model.

7. Market Strategy and Growth Plans

Securing, Maintaining, and Growing Market Share:

Bartholomew BV's primary strategic initiative is introducing innovative multiplayer technology into the Curaçao market. This strategic move differentiates its offering and potentially increases demand among existing operators.

Marketing and Sales Strategy:

While direct marketing to new B2B clients is not a priority, the company leverages G's established sales and account management teams to maintain relationships with existing operators. Any marketing efforts will focus on highlighting the unique multiplayer feature and proven game quality.

Financial and Marketing Milestones:

Currently, no specific additional financial or marketing milestones have been set. The company aims to maintain stable revenues and profitability through its established operator network.

8. Key Suppliers and Dependencies

Critical Suppliers:

- **G Gaming Limited:** Provides all platform development, regulatory guidance, product innovation, game content, and operational support services. This relationship is central to Bartholomew BV's operations.

Dependencies and Risk Mitigation:

No significant dependencies beyond G Gaming Limited are identified. Should any issue arise, Bartholomew BV relies on G's global service provision in multiple jurisdictions to mitigate downtime, ensure continuity, and maintain operational stability.

9. Risk Evaluation and Management

Risk Categories and Assessment:

- **Operational Risk:** Managed through G's established operational protocols and best practices.
- **Regulatory Risk:** G's regulatory and compliance teams oversee adherence to all relevant Curaçao requirements.
- **Financial Risk:** Stable revenue-share model and known operator base reduce financial volatility.
- **Reputational Risk:** Maintained by offering high-quality, compliant games and adhering to industry standards.

Audits, Committees, and Risk Registers:

G maintains a comprehensive risk register and performs regular internal/external audits. Findings are shared with Bartholomew BV, ensuring transparency and proactive risk management. The company also holds a ISO 270001 certificate and holds all entities associated to its security standards.

Responsible Gambling, AML, and Data Security Policies:

As a B2B operator connected to a reputable UK-regulated provider, Bartholomew BV adheres to stringent responsible gambling and AML standards. Data security is maintained at the highest industry benchmarks, ensuring secure handling of all operator and player information.

10. Legal and Governance Framework

Board Composition and Oversight:

The board for Bartholomew BV follows the composition of Gluck Group which includes:

- **CEO (G):** Paul Dolman-Darrall
- **CFO (G):** Natasha Mockett
- **CTO (G):** Dan Rough
- **CCO (G):** Helen Walton

Decision-Making and Reserved Matters:

All decision making and reserved matters follow the main Shareholder agreement from 19th October 2018 held at Gluck Group Limited, the immediate parent of Bartholomew BV.

Conflict Resolution Procedures:

The conflict resolution process shall follow that of the main Shareholder agreement dated 19th October 2018 held at Gluck Group Limited level which includes the following:

- This Agreement and any dispute or claim arising out of or in connection with it or its subject matter or formation (including non-contractual disputes or claims) shall be governed by and construed in accordance with the law of England and Wales.
- Each party irrevocably agrees that the courts of England and Wales shall have exclusive jurisdiction to settle any dispute or claim that arises out of or in connection with this Agreement or its subject matter or formation (including non-contractual disputes or claims).

Legal Counsel and Advisors:

Local legal, compliance advisory services include Sadekya, registration number 131584, who provide Bartholomew BV with corporate directorship from RudLuc Directors NV, registration number 138268.

Local audit and fiscal services area provided by Infocus N, registration number 84093.

ESG Policies:

G is committed to maintaining the highest standards of environmental, social and governance standards.

Environmental factors being upheld include mostly remote working thus removing transportation issues.

Social factors include a widely accepted DEI programme which favours the ability to provide the work of the most value regardless of background, orientation or ethnicity. Employee experience is the top priority in the group and as such benefits are generous to support well-being.

Governance standards include working to many regulatory requirements and exceeding those expectations by means of continuous improvement, examples include reviewing processes and procedures inline with the ISO27001 certification.

11. Key Performance Indicators (KPIs) and Long-Term Objectives

KPIs:

- **Turnover from Licensees:** Primary metric to measure business performance.
- **Operational Metrics:** Uptime/service reliability to ensure uninterrupted gameplay.
- **Compliance Metrics:** Zero compliance breaches and adherence to all regulatory standards.

Long-Term Objectives:

Beyond financial success, Bartholomew BV aims to revolutionise the gaming industry by successfully introducing multiplayer technology into regulated markets, thereby enhancing player engagement and setting a new industry standard.

12. Policies and Procedures

Policy Development and Responsibility:

All policies and procedures are developed internally and in line, where applicable, with ISO27001, benefiting from the extensive industry experience of senior management at G. This ensures that Bartholomew BV has robust, fit-for-purpose frameworks that align with best practices.

Timeline and Regulator Updates:

Bartholomew BV is committed to promptly informing the Curaçao Gaming Control Board (GCB) of any significant changes to policies and procedures, as it already does in other jurisdictions.

Competence and Qualifications:

All individuals responsible for creating and maintaining policies have extensive professional experience in regulated gambling markets. Their proven track record ensures that policies meet or exceed industry standards for quality and compliance.

13. Appendices

- Relevant Patent Documentation for Multiplayer Technology (Available on request)
- G Gaming Risk Register (Available on Request)
- Copies of ISMS policies

Conclusion:

Bartholomew BV, supported by G Gaming Limited's expertise, stands well-positioned to meet the Curaçao licensing requirements and succeed in the regulated B2B online gaming market. By maintaining strict compliance, leveraging innovative technology, and relying on an experienced partner, Bartholomew BV anticipates stable and profitable operations while contributing positively to the Curaçao gaming landscape.