

ONLINE CASINO
apuesta360
Business Plan
BORONDOSO B.V.

Apuesta360'

MEMORANDUM OF CONFIDENTIALITY

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1 SUMMARY

1.1 Project Goals and Objectives

The website is under construction. The name of the domain is apuesta360.com, held and operated by a Curacao company BORONDOSO B.V.

The screenshot displays the GoDaddy domain management interface for the domain **apuesta360.com**. The interface is organized into several sections:

- Renew:** Includes a "Renew Now" button, an "Auto-renew" toggle set to "On", a "Renews on" date of "10 Feb 2026", and a "Renewal Cost" of "\$21.99/yr".
- Sell:** Includes a "List for Sale" button and a message stating "Your domain's estimated value is below \$100 (USD)".
- Let's Protect Your Domain:** A yellow box with a checkmark icon and text: "Keep your domain safe from unauthorized access and domain hijackers by adding Domain Protection." with a "Protect Domain" button.
- Contact Info:** Includes an "Edit" button and text: "Your contact info won't show in our public WHOIS directory when Domain Privacy is on." Below this, it lists:
 - Organization: BORONDOSO B.V.
 - Address: Abraham Mendez Chumaceiro Boulevard 03, Curacao
- Domain Privacy:** Includes a toggle set to "On" and text: "Your personal contact info is replaced in our public WHOIS directory with details from our partner, Domains by Proxy®." Below this, it lists:
 - Organization: Domains By Proxy, LLC
 - Name: Registration Private
 - Address: DomainsByProxy.com, 2155 E Warner Rd, Tempe, Arizona, United States 85284
 - Telephone: +1.4806242599
 - Email: apuesta360.com@domainsbyproxy.com
- Email Privacy:** Includes an "Edit" button and text: "Private email address: apuesta360.com@domainsbyproxy.com", "Forwarding email address: admin@apuesta360.com", and "Spam filter: On".
- Transfer:** Includes a "Domain Lock" toggle set to "On" and links: "Transfer to Another GoDaddy Account" and "Transfer to Another Registrar".
- Advanced:** Includes links: "Add to Folders", "Assign to Profile", and "Delete Domain".
- Protect Your Brand and Save Money:** A banner at the bottom showing domain suggestions: "apuesta360.net + .online + .info + .store" for a total price of "\$14.77 for first year" (down from \$49.66).

Project Overview:

Embark on a journey into the realm of Apuesta, a burgeoning online gaming enterprise currently in the process of constructing its website at apuesta360.com.

Company Profile:

Step into the world of Apuesta, an online gambling establishment that goes beyond traditional boundaries to offer a captivating and responsible gaming experience. We stand as a symbol of innovation, integrity, and excitement in the ever-evolving landscape of digital gaming.

Vision:

Apuesta envisions a worldwide gaming community where each player feels empowered, entertained, and secure. Our goal is to redefine the gaming industry by encouraging innovation, embracing responsibility, and establishing an inclusive environment that welcomes players from diverse backgrounds.

Mission:

At Apuesta, our mission is guided by the following principles:

Innovation Hub: Spearheading technological advancements and pushing creative boundaries to provide an unparalleled gaming experience through a diverse array of cutting-edge games.

Responsible Gaming Advocacy: Taking a proactive stance on 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 core of our operations, we offer personalized experiences, responsive customer support, and a commitment to continuously enhance our offerings based on player feedback.

Global Connectivity: Breaking down geographical barriers and establishing a global gaming network that embraces players from various cultures, backgrounds, and regions.

Goals:

Excellence in Entertainment: Striving for excellence in every facet of entertainment, ensuring our games serve not only as a source of excitement but also as a platform for social interaction, skill development, and memorable experiences.

Innovation Leadership: Aspiring to lead in industry innovation, setting new standards for gaming excellence, and consistently surprising our players with novel and engaging gaming experiences.

Community Impact: Making a positive contribution to the community by supporting charitable causes, 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 steadfast commitment to the well-being of our players.

Gaming Control Board. We are presently in the stages of seeking the governmental license necessary for legal

operation under this jurisdiction.



1.2 Ubo Background

Nataliia Koval has a diverse background in marketing and operations spanning over 15 years. As Senior Marketing Manager at LLC Slotoking from May 2018 to November 2023, she spearheaded campaign performance reporting, managed digital content across platforms, and orchestrated marketing campaigns to meet business objectives. Prior, as Marketing Manager at the same company, she tracked KPIs, engaged media contacts, and crafted impactful digital campaigns. Her experience extends to operational roles, including Betting Shop Coordinator at LLC FAVORIT-SPORT, where she oversaw renovations, managed teams, and ensured top-notch customer care, and as a Slot Attendant at LLC Metro-Jackpot, where she enforced gaming laws, enhanced customer satisfaction, and safeguarded casino revenue.

With her role as Founder at apuesta360, Nataliia brings unmatched expertise in understanding all project intricacies, providing her with a clear edge in steering the company towards success in her current position as Founder.

Koval Nataliia

CONTACT

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petrovska, city Kryvyi Rih, mic
rodistrict 5-i Zarichnyi, buildi
ng 4, fl
Kryvyi Rih

SKILLS

EDUCATION

National Technical University
of Ukraine
Master of Management and
marketing
Management and marketing
Kyiv

LANGUAGE

Ukrainian, Native

Russian, Native

English, Intermediate (B1)

PROFESSIONAL SUMMARY

Fast-learning, results-oriented employee, utilising organisational skills to drive business goals. Possessing exceptional problem-solving and analytical skills. Works effectively and efficiently in high-performing teams. Results-focused employee with experience developing motivated, dependable teams. Communicates and delegates effectively to aid timely, quality completion of projects.

EXPERIENCE

LLC Slotoking, Senior Marketing Manager

Kyiv - May 2018 - Nov 2023

- Supported campaign performance reporting through campaign data collection and presentation.
- Handled digital channels content development and editing for multiple platforms.
- Achieved business objectives through marketing campaign planning, implementation and management.
- Aided marketing activities administration with task plan creation for timely delivery.

LLC Slotoking, Marketing Manager

Kyiv - Apr 2014 - May 2018

- Tracked and analysed KPIs using Insightly to effectively report on sales, lead generation and user engagement.
- Engaged with range of media contacts to facilitate broad coverage and develop brand story.
- Designed impactful digital marketing campaigns to optimise ROI and attract new users.
- Liaised with clients via telephone, email, conference calls and face-to-face.

LLC FAVORIT-SPORT, Betting Shop Coordinator

Kyiv - Mar 2010 - Apr 2014

- Facilitated renovations and refurbishments in the building.
- Managed multi-disciplinary teams such as security, grounds, cleaning, marketing and maintenance departments.
- Sustained high standards of client care and focused on retaining old customers and attracting new ones.
- Monitored the necessary facilities such as heating, water

1.3 A list of the games

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 Social Impact Evaluation

The company will have a total of six employees.

1.5 Indicators of the project

The economic viability of the project was validated through the calculation of traditional financial indicators commonly employed in project analysis.

The project spans a calculation horizon of 36 months (3 years).

The investment phase of the project, leading up to its launch, extends over a period of 4 months (0.3 years). Following the project's launch, the operational phase spans 32 months (2.7 years).

Table 1. Project Indicators in Euros

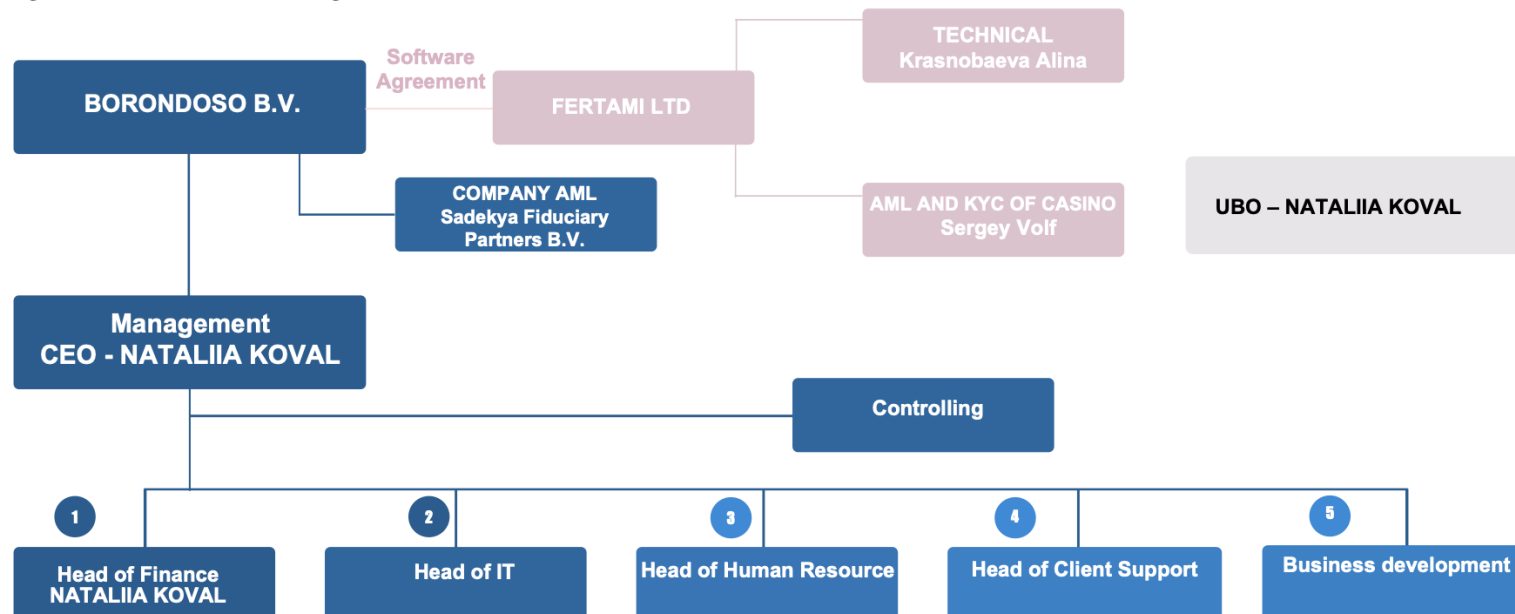
Name of the index	Value of the index
Calculation period of the project, year	3
Laid-down capital (LDC), EUR	146 280
Sum of proceeds (SP), EUR	4 633 456
Net average operational receipts per month (NAOR), EUR	32 548
Net profit for the project period, EUR	958 405
Average profitability for the project period (net profit to proceeds	20,68%
Discounting rate (DR), %	19,20%
Net present value (NPV), EUR	532 681
Average Rate of Return of investments (ARR)	204%
Return on investment (ROI)	555%
Profitability index (PI)	3,6
Internal rate of return (IRR)	132,81%
Pay back period of the project in whole (PBP), incl. financing scheme	14 months
	1,2 years

2 COMPANY MANAGEMENT STRUCTURE

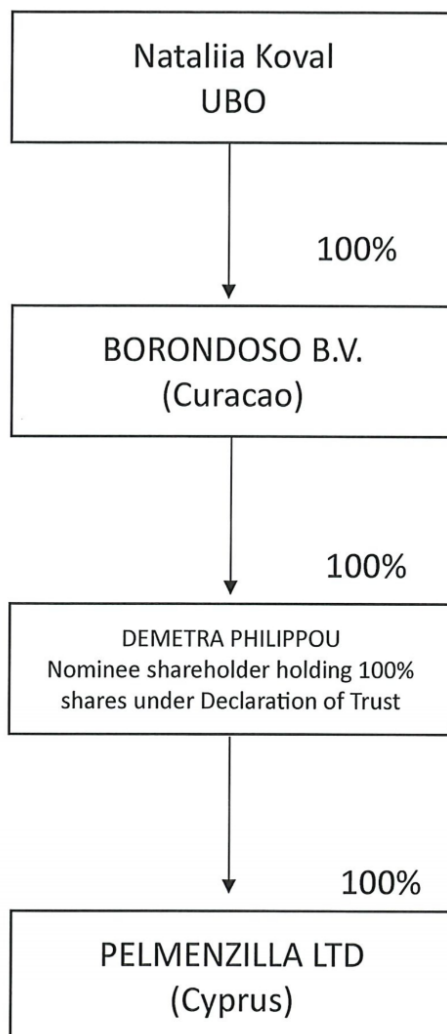
Board oversight: As the CEO and sole shareholder of the Operator, the UBO actively participates in the daily operations of the business. Responsibilities include managing marketing issues, charting the company's development across multiple domains, integrating payment solutions, and expanding the brand into new geographical areas. Board meetings may include key employees and the director himself. Decision-making is decentralized, with strategies and decisions delegated directly to departments and functions, fostering agility and preventing deadlock. Legal support is internally managed by dedicated departments and officers, with final decision authority resting primarily with department heads and ultimately with the CEO.

Company control structure

BORONDOSO B.V., a company incorporated under the laws of Curaçao with registration number 166281 and registered address at Abraham Mendez Chumaceiro Boulevard 03, Curacao



COMPANY STRUCTURE



3 FINANCIAL SUMMARY

3.1 Financial Projections for Years 1-3

Table 2. First-Year Cash Flow

	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	-146 280	- 146 280	-	-	-	-	-	-	-	-	-	-	-
Acquisition of the platform core (back office)	-146 280	- 146 280	-	-	-	-	-	-	-	-	-	-	-
Cash flow - OPERATING	1 036 421	- 5 100	-	-	-	- 30 612	- 33 552	8 613	12 354	16 118	20 206	18 896	23 969
Proceeds	4 633 456	-	-	-	-	28 875	41 003	48 522	55 124	61 972	69 479	77 838	87 185
Income from clients	4 633 456	-	-	-	-	28 875	41 003	48 522	55 124	61 972	69 479	77 838	87 185
Expenses total	-3 597 035	- 5 100	-	-	-	- 59 487	- 74 554	- 39 909	- 42 770	- 45 855	- 49 274	- 58 942	- 63 215
Direct costs	-2 837 137	- 5 100	-	-	-	- 48 404	- 25 471	- 27 084	- 28 890	- 30 913	- 33 179	- 43 217	- 46 059
Advertising costs	-1 376 426	-	-	-	-	- 12 000	- 13 440	- 15 053	- 16 859	- 18 882	- 21 148	- 23 686	- 26 528
Additional staff costs	-997 500	-	-	-	-	-	-	-	-	-	-	- 7 500	- 7 500
License fees	-143 211	- 5 100	-	-	-	- 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	-468 667	-	-	-	-	- 11 083	- 49 083	- 11 083	- 11 083	- 11 083	- 11 083	- 11 083	- 11 083
Accounting	-128 000	-	-	-	-	- 4 000	- 4 000	- 4 000	- 4 000	- 4 000	- 4 000	- 4 000	- 4 000
Office equipment maintenance	-90 667	-	-	-	-	- 2 833	- 2 833	- 2 833	- 2 833	- 2 833	- 2 833	- 2 833	- 2 833
Hosting	-114 000	-	-	-	-	-	- 38 000	-	-	-	-	-	-
Office rent	-42 667	-	-	-	-	- 1 333	- 1 333	- 1 333	- 1 333	- 1 333	- 1 333	- 1 333	- 1 333
Legal support	-93 333	-	-	-	-	- 2 917	- 2 917	- 2 917	- 2 917	- 2 917	- 2 917	- 2 917	- 2 917
Taxes	-291 231	-	-	-	-	-	-	- 1 742	- 2 797	- 3 858	- 5 011	- 4 642	- 6 073
Profit tax	-291 231	-	-	-	-	-	-	- 1 742	- 2 797	- 3 858	- 5 011	- 4 642	- 6 073
Cash flow - FINANCING	-283 490	146 280	-	-	-	-	33 552	- 2 771	- 4 449	- 6 138	- 7 973	- 7 385	- 9 662

Own funds	69 264	5 100	-	-	-	30 612	33 552	-	-	-	-	-	-
Co-investor's investment	146 280	146 280	-	-	-	-	-	-	-	-	-	-	-
Refunds to co-investor	-463 322	-	-	-	-	-	-	- 2 771	- 4 449	- 6 138	- 7 973	- 7 385	- 9 662
CASH FLOW OF THE PROJECT	606 652	- 5 100	-	-	-	- 30 612	-	5 842	7 904	9 979	12 233	11 511	14 308
progressive total (cash balance)	611 752	-	- 5 100	-	-	- 30 612	- 30 612	- 24 770	- 16 866	- 6 887	5 346	16 857	31 165

Table 3. Second-Year Cash Flow

[illegible]

Co-investor's investment	146 280	-	-	-	-	-	-	-	-	-	-	-	-
Refunds to co-investor	-463 322	- 18 750	- 23 206	- 21 918	- 22 319	- 11 284	- 19 851	- 6 561	- 17 240	- 17 241	- 17 241	- 14 616	- 14 616
CASH FLOW OF THE PROJECT	606 652	25 474	30 949	29 366	29 859	16 301	26 826	10 499	23 618	23 619	23 620	20 395	20 395
progressive total (cash balance)	611 752	56 639	87 587	116 953	146 812	163 113	189 939	200 438	224 056	247 676	271 296	291 690	312 085

Table 4. Third-Year Cash Flow

[illegible]

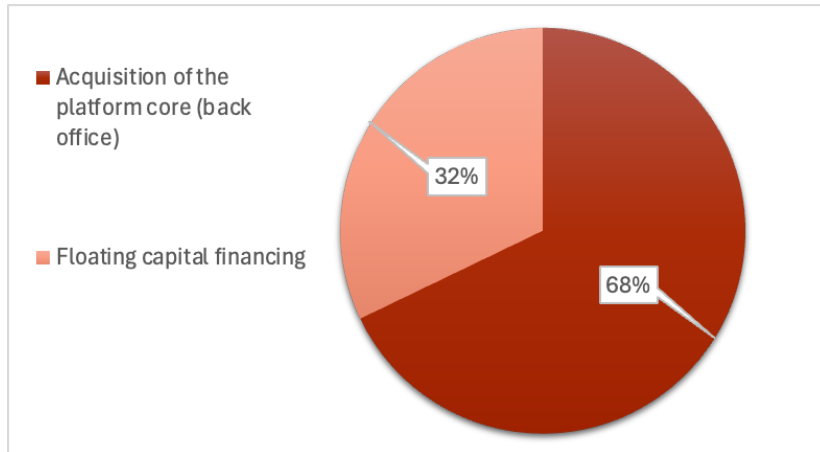
Co-investor's investment	146 280	-	-	-	-	-	-	-	-	-	-	-	-
Refunds to co-investor	-463 322	- 18 932	- 18 522	- 19 187	- 16 761	- 8 290	- 2 390	- 22 246	- 22 823	- 23 784	- 24 072	- 21 534	- 21 560
CASH FLOW OF THE PROJECT	606 652	25 697	25 194	26 010	23 030	12 623	5 375	29 769	30 478	31 658	32 012	28 894	28 926
progressive total (cash balance)	611 752	337 782	362 976	388 986	412 016	424 640	430 014	459 783	490 261	521 920	553 932	582 826	611 752

3.2 Type of Investments, Projected Costs, and Source of Funding

Type of initial investments: Funds directly provided by the Ultimate Beneficial Owner.

Upon launch: Profits generated directly from operations.

Diagram 1. Investment Structure

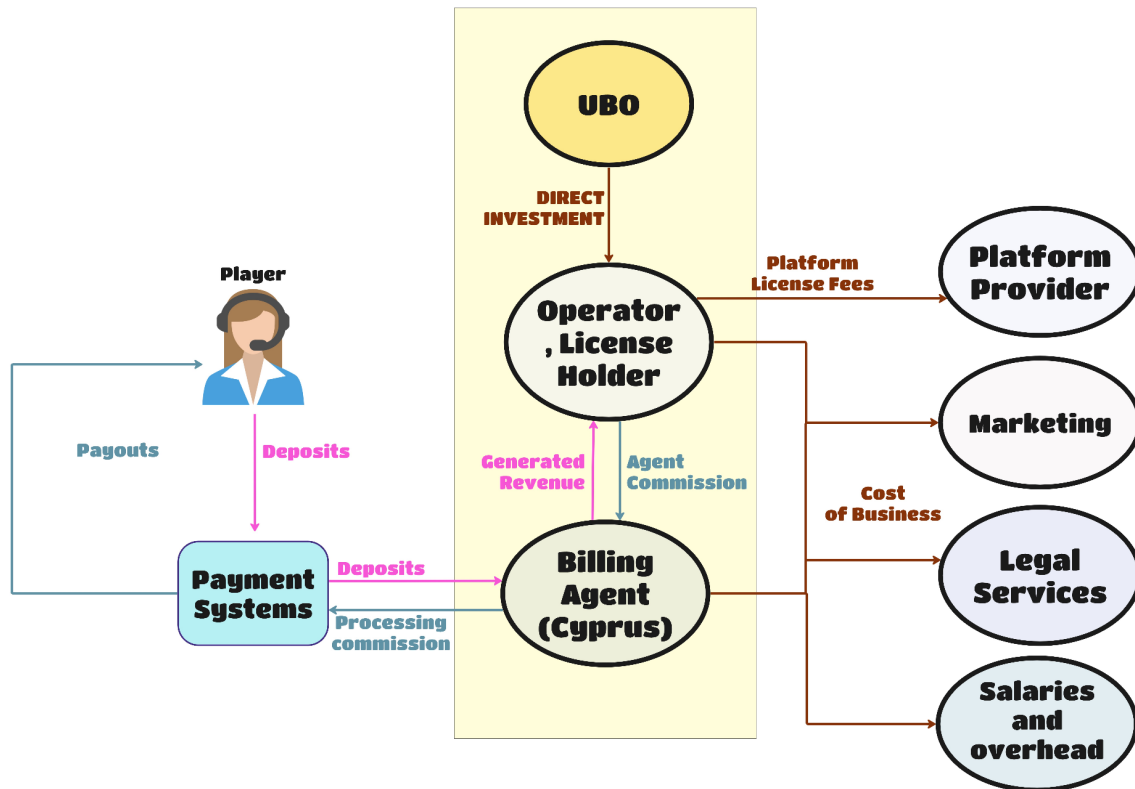


The project financing is structured to be sourced from both the investor and the company. The company plans to contribute 69,264 EUR from its own funds, while the investor's capital is expected to be 146,280 EUR. The co-investor's funds will be reimbursed once the project starts generating profits.

3.3 Flow Of Funds Schematic

The project's operational expenses encompass license fees to the Platform provider, web marketing expenditures, service fees for employees, and legal fees for fiduciary service providers.

Flow of Funds



4 PRODUCTS AND SERVICES

4.1 Registrations and opening of an account

Apuesta360

SportsEsportsCasinoBonuses

Log inRegistration

Pre-matchLiveExtraResultsStatistics

Search

TOP CHAMPIONSHIPS

Germany

UEFA Champions League

NBA

England. Premier League

Germany. Bundesliga

Spain. La Liga

France. Ligue 1

+ ADD CHAMPIONSHIPS

TOP MATCHES

Football. England. Premier Leag...

Arsenal23/04/2024

Chelsea22:00

11.51X4.9826.57

Football. England. Premier Leag...

Brighton & Ho25/04/2024

AllFootballTennisBasketballIce HockeyVolleyballTable TennisCricketAmerican Football

MatchesRecommended1 period2 periodDraw

England. Premier League

23/04 22:00 Arsenal - Chelsea

1.514.986.571.1451.2122.7522.4333.51.655

Coppa Italia

23/04 22:00 Lazio - Juventus

2.8463.2252.8251.4891.3971.4832.6162.51.58

Copa Libertadores

24/04 01:00 Caracas - Rosario Central

4.023.341.991.831.331.242.352.51.6

24/04 01:00 Estudiantes de La Plata - Gremio Porto Alegre

2.093.283.7251.281.341.762.3752.51.59

24/04 01:00 Home - Away 6 Matches

1.388.54.311.181.042.85214.51.72

24/04 03:00 Clube Atletico Mineiro - Penarol

1.414.558.21.0711.22.951.962.51.85

24/04 03:00 Liverpool Montevideo - San Lorenzo de Almag...

3.33.142.331.611.361.3332.542.51.52

BET SLIPMY BETS

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

REGISTER

100% bonus on first deposit

Save/load bet slip

Download for Android

Offers

FOOTBALL. ENGLAND. PREMIER LEAGUE

ArsenalChelsea

23.04 22:00

ARSENALCHELSEA

1.51PLACE A BET6.57

Apuesta360⁺

SportsEsportsCasinoBonuses

Log inRegistration

Pre-matchLiveExtraResultsStatistics

Search

TOP CHAMPIONSHIPS

Germany

UEFA Champions League

NBA

England. Premier League

Germany. Bundesliga

Spain. La Liga

France. Ligue 1

+ ADD CHAMPIONSHIPS

TOP MATCHES

Football. England. Premier League...

Arsenal23/04/2024

Chelsea22:00

11.51X4.9826.57

Football. England. Premier League...

AllFootball

MatchesRecommended

England. Premier League

23/04 22:00 Arsenal - Chelsea

Coppa Italia

23/04 22:00 Lazio - Juventus

Copa Libertadores

24/04 01:00 Caracas - Rosario Central

24/04 01:00 Estudiantes de La Plata - Gremio Porto Alegre

24/04 01:00 Home - Away 6 Matches

24/04 03:00 Clube Atletico Mineiro - Penarol

24/04 03:00 Liverpool Montevideo - San Lorenzo de Almagro

By phoneBy e-mailSocial networks and messengersOne-click

By clicking this button you confirm that you have read and agree to the Terms and Conditions and Privacy Policy of the company, consent to the processing of your personal information and confirm that you are of legal age.

REGISTER

CLOSE

Already have an account? Log in

This website is protected by reCAPTCHA. The Google Privacy Policy and User Agreement remain in force.

CricketAmerican Football

2X0TOTALU

2.7522.4333.51.655

2X0TOTALU

1.4832.6162.51.58

2X0TOTALU

1.242.352.51.6

1.762.3752.51.59

2.85214.51.72

2.951.962.51.85

3.33.142.331.611.361.3332.542.51.52

BET SLIPMY BETS

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

REGISTER

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Save/load bet slip

Download for Android

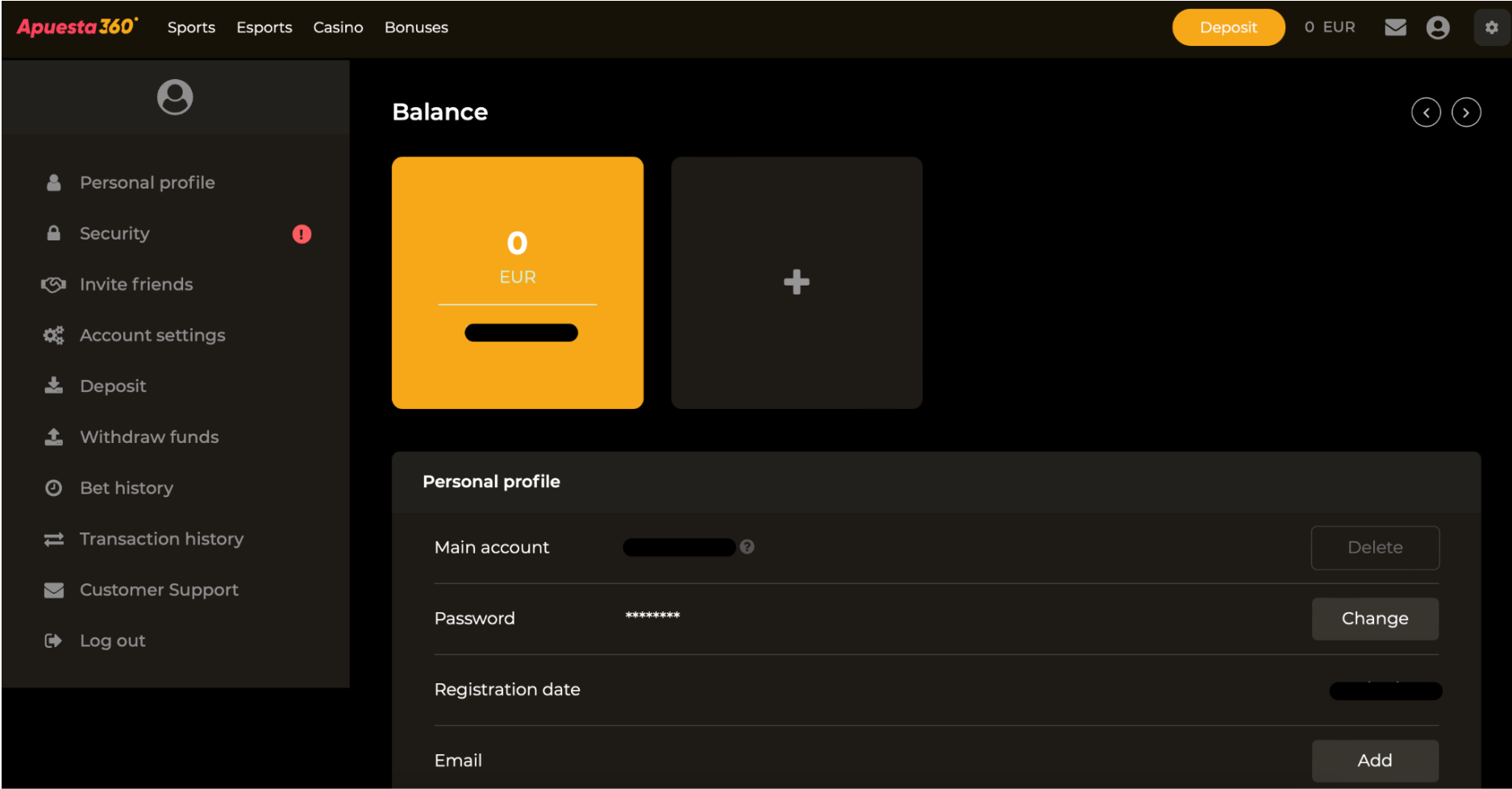
Offers

FOOTBALL. ENGLAND. PREMIER LEAGUE

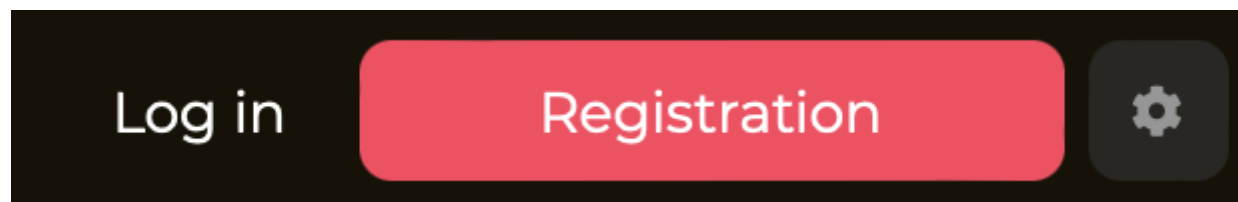
Arsenal23.04 22:00Chelsea

ARSENAL6.57

PLACE A BET



4.2 Login and Logout



Are you sure you want to log out?

OK

CANCEL

4.3 Terms and Conditions/ Rules and Procedures

Apuesta360
Sports Esports Casino Bonuses

Log in
Registration

TERMS AND CONDITIONS

Search

Show all

1. TERMS OF SERVICE

2. Responsible Gambling and Self Exclusion
3. AML-KYC-Policy
4. Privacy Policy
5. Rules on sports
6. Available Markets (Outcomes)
7. Extra bets
8. Examples
9. TOTALIZATOR 15-TOTO

1. TERMS OF SERVICE

1. Introduction

1. By using, visiting and/or accessing any part of the BORONDOSO B.V. website and or any sub-domain, website or mobile application that we own or operate (the "Website") and/or registering an account on the Website you agree to be bound by these Terms and Conditions, our Privacy Policy, our Cookies Policy and any other rules applicable to our betting or gaming products available on the Website (together the "Terms"), and are deemed to have accepted and understood all the Terms.

2. You should read the Terms carefully, if you do not agree with them and/or cannot accept them, please do not use, visit or access the Website.

3. These Terms may be changed by us from time to time for any reason (including compliance with applicable legislation or requirements of regulators). Current version of the Terms will be available on the Website. If you continue to use the Website after such changes come into effect you are deemed to have accepted such changes to the Terms.

4. www.apuesta360.com -is operated by BORONDOSO B.V., a company registered under the laws of Curacao under registration number 166281.

5. Reference to "you", "your", "customer", "user" or "player" shall mean any person using the Website or any services available thereon and/or any registered customer of the Website.

4.4 Obligations as a player

2. GENERAL TERMS

1. In order to register for this website, the user is required to accept the General Terms and Conditions. In the event the General Terms and Conditions are updated, existing users may choose to discontinue using the products and services before the said update shall become effective, which is a minimum of two weeks after it has been announced. Remember that gambling can be addictive. Play responsibly.
 2. Bets may only be placed by individuals who are 18 years of age or the age of majority in their state (if the age of majority is over 18) and agree to the Betting Rules offered by the bookmaker. The customer shall be held liable for violation of this regulation. By registering and playing on the website, you confirm that you do not suffer from a gambling addiction.
 3. The following individuals are not allowed to place bets:
 - o individuals who are under 18 years of age at the time of placement;
 - o individuals who directly participate in the events being betted on (e.g. sportspeople, coaches, referees, club owners or club management, or other individuals who can influence the outcome of the event), as well as any individuals acting on their behalf or affiliating with them;
-
- o individuals representing other bookmakers;
 - o individuals who are prohibited from entering into a contract with a bookmaker subject to the effective legislation.
 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).

4.5 Payouts

Apuesta360 Sports Esports Casino Bonuses Log in Registration

winnings, or bonuses have been gained or accrued during the duplicate account lifecycle will be forfeited from you.

4. Payouts

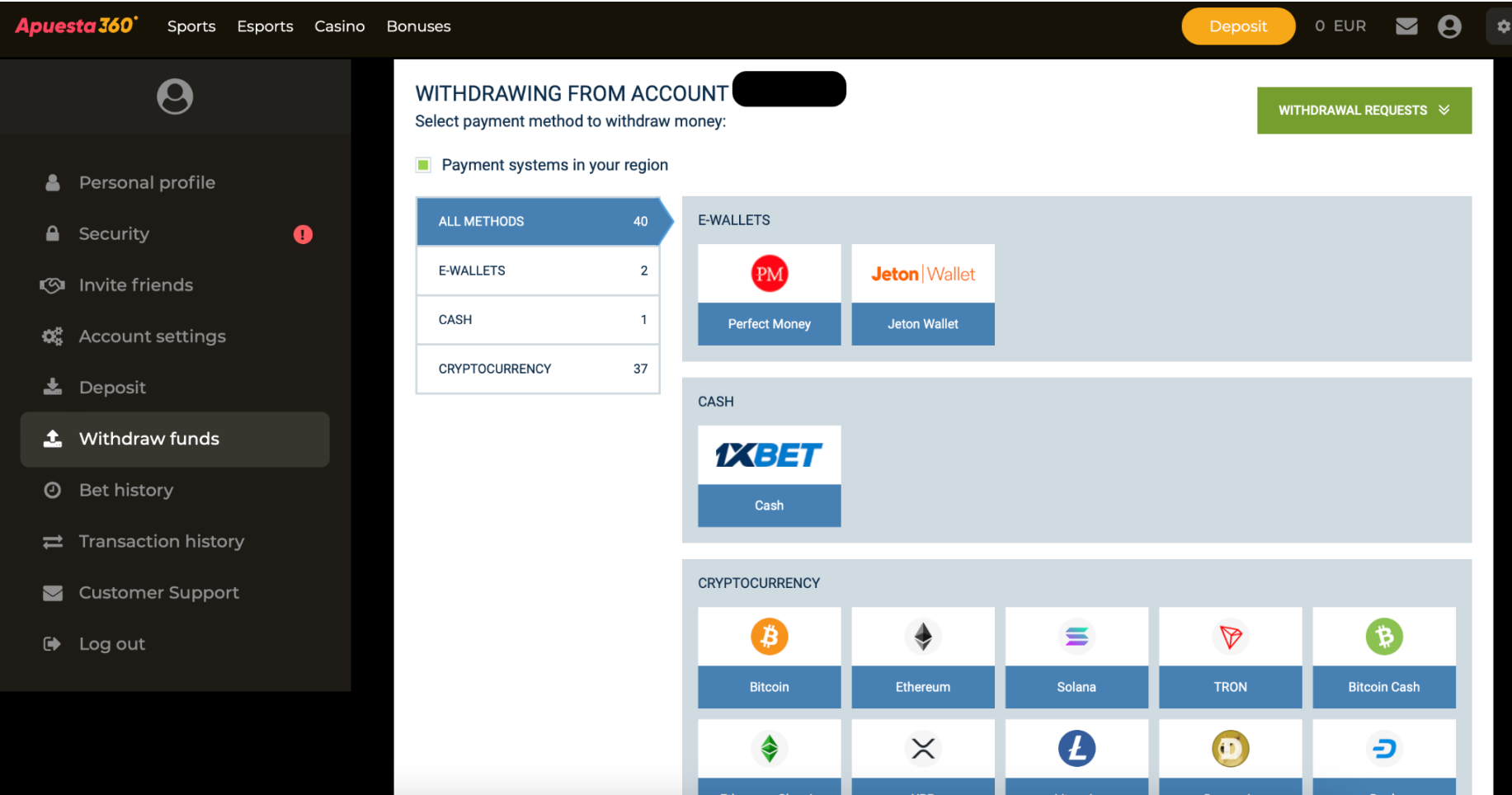
1. When the outcome of a Game you participate in becomes determined or, where applicable, BORONDOSO B.V. has confirmed the relevant result of an event and settled the markets; all winnings will be available on your Account.
2. If BORONDOSO B.V. mistakenly credits your Account with winnings that do not belong to you, whether due to a technical or human error or otherwise, the amount will remain property of BORONDOSO B.V. and the amount will be deducted from your Account. If prior to BORONDOSO B.V. becoming aware of the error you have withdrawn funds that do not belong to you, without prejudice to other remedies and actions that may be available at law, the mistakenly paid amount will constitute a debt owed by you to BORONDOSO B.V.. In the event of an incorrect crediting, you are obliged to notify BORONDOSO B.V. immediately.
3. BORONDOSO B.V. will carry out additional verification and identification procedures for any withdrawal or reserves the right to carry such verification procedures at any level of withdrawals. All transactions will be checked to prevent money laundering.

5. Deposits

1. To have a possibility to place bets and play for real money you have to deposit money into your Account. You can deposit at any time online by using your debit or credit card, e-wallet, via a bank transfer or via all available deposit methods. All available deposit methods you can find in "Deposit page" on the Website. Cash or cheques are not an accepted method of deposit. Please note that some of the methods may not be available in some countries.

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

Apuesta360⁺

SportsEsportsCasinoBonuses

Log inRegistration

SlotsLive CasinoGamesTournamentsExtra Casino



684 EUR
You have won 7420*...

All GamesLotteriesSlotsClimb to VictoryDiceCard GamesOther games

Game search...

By popularityAlphabetically

DEMOFREEMAX COEF X5DEMO MAX COEF X2DEMO

Collapse block >

FAQ

EXTRA CASHBACK until 30.04.2024

+ Select a game3%

7

5 KEY SUPPLIERS, MATERIAL DEPENDENCIES

5.1 Platform Description

1.1 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.

1.2. Platform specifications

General specifications

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

1.3. 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.

1.4. 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:

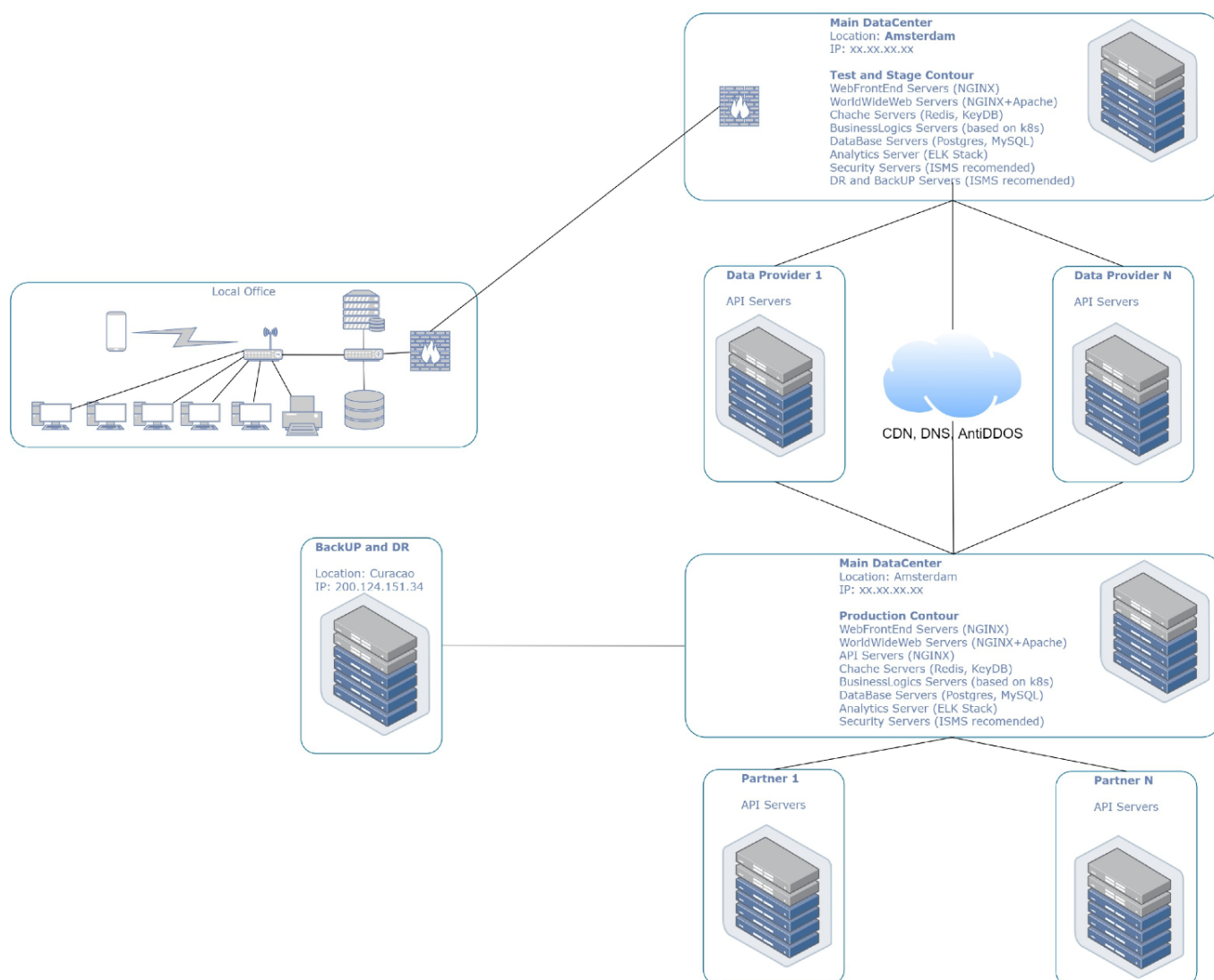
- a) iOS
- b) Android
- c) Windows

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 supports flexible changes to image proportions.

Platform Risk Management

Our proactive disaster preparedness and sturdy infrastructure effectively mitigate risks associated with

platform implementation. Utilizing stringent protocols for data backup and restoration, coupled with redundant server systems, minimizes service disruptions and data loss. Continuous testing and refinement of our disaster plan, essential for adapting to emerging threats and technological advancements, ensure its reliability. Collaboration with cybersecurity experts and regulatory bodies provides invaluable insights, reinforcing our platform's resilience and maintaining its forefront position in disaster preparedness for online casino platforms, thereby safeguarding operations and bolstering customer trust.



5.2 Payment Service Providers

A vital group of key suppliers includes payment service providers (PSPs). Ensuring smooth payment processing, we partner with reputable PSPs operating within relevant jurisdictions. Payment service provider (at the connection/planning stage): Flutterwave, Paygames, BigIdea, Pion, RoyalPay, SticPay.



flutterwave



RoyalPay

Likewise, rigorous compliance protocols within banking services minimize the threat of service interruptions, while concurrently engaging with 2 to 3 banks acts as a safeguard against inherent banking risks. Broadening our banking relationships not only amplifies our leverage for favorable terms but also fortifies the resilience of our financial framework. This proactive approach not only shields us from potential disruptions but also enhances the robustness of our financial infrastructure. By strategically diversifying our banking affiliations, we optimize our risk management approach, promoting stability and sustainability in our financial endeavors.

5.3 Legal And Corporate Providers

In the realm of legal and corporate service provision, numerous seasoned professionals boast extensive expertise in the gambling industry. These specialists are instrumental in assisting us to meet regulatory, payment, and banking requirements, ensuring thorough compliance.

6 RISK EVALUATION AND MANAGEMENT

Each department conscientiously oversees its respective set of risks on a daily basis.

6.1 Risk Auditing

Internal audits, supervised by the Audit Committee comprising the Heads of IT, Legal, and Finance, are conducted annually across all risk categories. Furthermore, external audits are conducted every three years to offer an impartial assessment of business and financial affairs.

Regular audits are also conducted on the platform, its software providers, infrastructure, and financial standing. A detailed risk register is meticulously maintained and quarterly reviewed by the Audit Committee, complementing daily interdepartmental communication.

Moreover, obligatory financial audits are conducted annually for all companies within the organizational framework.

6.2 Risk Overview

- a) **Legal Landscape Supervision (Supervised by Head of Legal):** Due to the ever-changing nature of legal regulations in online gambling, ongoing monitoring is essential. Regular updates on legal changes are distributed across departments to keep all staff members informed about the evolving legal landscape. The legal team works closely with other departments, such as compliance and operations, to ensure a comprehensive understanding of legal obligations and streamline implementation processes. By fostering open 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:** Setting up and running an online casino requires obtaining licenses from relevant regulatory bodies in various jurisdictions. Regulatory requirements can differ greatly between jurisdictions, and failure to comply with licensing requirements can result in significant fines, legal consequences, or even the suspension of operations.

Mitigation: The Operator currently holds the Gaming Curacao license No. 365/JAZ and is in the process of applying for a new GCB license.

- **Data Protection and Privacy Laws:** Online casinos manage vast amounts of sensitive customer data. Adhering to data protection regulations, such as the EU's General Data Protection Regulation (GDPR), is essential to avoid penalties and maintain customer confidence.

Mitigation: To address this, only collect and process the minimal amount of personal data necessary for providing gambling services, ensuring data is not retained longer than necessary. Develop and implement a data breach response plan to efficiently handle and mitigate the consequences of data breaches, including procedures for notifying affected individuals and relevant regulatory authorities within required timeframes. Incorporate 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:** Many jurisdictions enforce strict regulations on the advertising and marketing of online gambling services to protect vulnerable populations, including minors and those with gambling addictions. Violating advertising standards can result in regulatory penalties and public backlash.

Mitigation: To address this, continuously monitor advertising and marketing activities to ensure compliance with relevant laws, regulations, and industry standards regarding gambling advertising.

Clearly disclose all terms, conditions, restrictions, or limitations associated with promotions, bonuses, or other marketing offers to prevent consumer deception and potential regulatory consequences. Thoroughly assess third-party advertising partners, agencies, or affiliates to ensure their compliance with advertising and marketing regulations and dedication to responsible advertising practices.

- **Cross-Border Regulatory Challenges:** Operating across multiple jurisdictions can expose online casinos to complex regulatory environments and legal uncertainties. Differences in gambling laws and enforcement practices across borders can pose challenges in maintaining compliance, often requiring significant legal assistance.

Mitigation: Establish strategic partnerships with local entities, legal professionals, or industry associations in targeted jurisdictions to understand local regulations, navigate regulatory processes, and build relationships with regulatory authorities. Conduct thorough due diligence on potential business partners, affiliates, suppliers, and other external entities to ensure compliance with regulatory standards and minimize compliance risks in cross-border operations. Stay vigilant about changes in gaming regulations and enforcement approaches in targeted jurisdictions by regularly monitoring regulatory updates, industry publications, and legal advice.

- **Regulatory Changes:** The regulatory landscape governing online casinos is constantly evolving, with new laws, regulations, and enforcement measures regularly emerging. Operators must stay informed about these regulatory developments and adjust their operations accordingly to minimize compliance risks.

Mitigation: To tackle this challenge, conduct thorough assessments of how new regulations may impact the casino's operations, financial status, and risk exposure. Identify areas of compliance vulnerability and develop proactive strategies to address them. Implement agile compliance approaches that enable quick adaptation to evolving regulatory requirements. This could involve developing modular compliance solutions, leveraging technology for automation and efficiency improvements, and fostering a culture of continuous learning and innovation. Provide regular training and educational initiatives for employees on emerging regulations, compliance requirements, and best practices for maintaining regulatory standards. Empower staff to identify and effectively respond to regulatory changes within their roles.

- **Enforcement Actions:** Regulatory bodies may initiate investigations or audits to ensure compliance with gambling regulations. Enforcement measures, such as fines, license suspension, or legal proceedings, can have significant repercussions for iGaming operators found in breach of regulatory standards.

Mitigation: To tackle this, conduct regular internal audits and reviews of compliance practices, operations, and procedures to pinpoint areas of non-compliance, evaluate risks, and proactively implement corrective measures. Foster transparent communication channels with regulatory bodies, industry associations, and stakeholders to build relationships, seek guidance on compliance issues, and address concerns or queries promptly. Maintain comprehensive documentation and records of compliance activities, including policies, procedures, training materials, audits, and enforcement actions, to demonstrate compliance efforts and support regulatory inquiries or investigations.

- **Political and Public Perception:** Public sentiment towards gambling can influence regulatory decisions and policy initiatives. Negative publicity or public outcry against iGaming operators can result in heightened regulatory scrutiny and calls for stricter regulations.
- **Mitigation:** Foster transparency in business operations, regulatory compliance, and corporate governance to establish trust with regulators, customers, and the public. Offer educational materials

and resources to the public on the online casino industry, responsible gambling practices, and potential risks associated with gambling. Raise awareness about problem gambling helplines, support services, and assistance resources for individuals in need. Monitor online and offline platforms for discussions, reviews, and mentions of the online casino brand, and proactively address any negative feedback or misconceptions through targeted communication and engagement efforts.

- b) Regulatory Risks (Supervised by Compliance Officer):** Addressing regulatory risks related to Anti-Money Laundering (AML) and Know Your Customer (KYC) compliance is crucial for businesses across various sectors, particularly the financial and gambling industries. The organization's AML&KYC department is responsible for ensuring compliance with relevant laws and regulations aimed at preventing money laundering and terrorist financing activities. This involves establishing robust protocols to verify customer identities, monitoring transactions for suspicious activity, and promptly reporting any irregularities to authorities. Failure to comply with AML&KYC regulations can result in substantial fines, reputational damage, and potential legal consequences. Therefore, maintaining strict adherence to these standards is essential for mitigating regulatory risks and preserving the organization's integrity. The AML&KYC department plays a central role in overseeing compliance efforts, conducting comprehensive risk assessments, and implementing necessary controls to minimize the organization's exposure to regulatory pitfalls. Additionally, ongoing training initiatives are crucial to keep employees updated on evolving AML&KYC requirements and industry best practices. In summary, effective management of regulatory risks associated with AML&KYC compliance requires a proactive and comprehensive approach, with the AML&KYC department serving as a cornerstone in the organization's compliance framework.

- **Compliance and Anti-Money Laundering (AML) Regulations:** Online casinos are required to strictly adhere to compliance standards to prevent money laundering, terrorist financing, and other illicit activities. Inadequate implementation of AML controls can result in regulatory penalties, damage to reputation, and legal consequences.

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

- c) Technical Risks (Supervised by Technical Department):** Infrastructure maintenance, platform integration, cybersecurity, and data security are critical areas of focus. The technical department is responsible for ensuring regular upkeep of infrastructure to reduce downtime and mitigate risks related to hardware or software malfunctions. Prioritizing the implementation and updating of cybersecurity protocols and technologies is essential to defend against cyber threats such as hacking, data breaches, and malware attacks. Vigilant monitoring for potential security breaches and swift response to incidents are fundamental 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 the technical team to proactively address potential risks before they escalate.

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

Mitigation: Implement multi-layered cybersecurity protocols, including firewalls, intrusion detection

systems, and encryption mechanisms. Regularly update software and security patches to address vulnerabilities and strengthen defenses against evolving threats.

- d) **Financial Risks (Supervised by Head of Finance):** Financial risks are inherent in all business operations, requiring meticulous management to ensure long-term sustainability and success. As the individual responsible for financial matters, the Head of Finance plays a pivotal role in identifying, assessing, and mitigating these risks. Key responsibilities include implementing 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 the organization's objectives. Through proactive risk management and strategic planning, the Head of Finance aims to safeguard the company's financial health 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 and exert significant influence on the profitability of iGaming operators. Changes in tax laws or unexpected tax obligations can present financial risks to casino operators.

Mitigation: Collaborate with tax professionals, accountants, and legal experts proficient 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. These treaties may provide provisions for tax credits, exemptions, or reduced tax rates for cross-border transactions. Maintain accurate financial records, robust accounting systems, and thorough 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 requirements.

- e) **Litigation Risks (Supervised by Customer Service):** Customer service-related risks involve ensuring compliance with relevant laws and regulations to mitigate potential litigation resulting from regulatory breaches. Customer Service implements clear communication protocols to efficiently manage customer expectations, thereby reducing misunderstandings and potential legal disputes. Thorough documentation of customer interactions and resolutions serves as crucial evidence of adherence to service standards and aids in resolving disputes amicably, thus mitigating litigation risks. Regular reviews and refinement of customer service processes based on feedback and performance metrics address recurring issues, minimizing the risk of customer dissatisfaction leading to litigation. Cultivating a culture of transparency and accountability within the customer service team builds trust with customers and reduces disputes arising from perceived unfairness or ambiguity. Establishing clear escalation procedures ensures prompt resolution of unresolved customer concerns by appropriate management levels, thus preventing the escalation of grievances into potential litigation.

- **Responsible Gaming Practices:** Casino operators are often required by regulatory bodies to adhere to responsible gambling standards and implement measures to discourage problem gambling behaviors. Failure to comply with responsible gaming regulations can lead to regulatory penalties and damage the operator's reputation.

Mitigation: Implement self-exclusion tools that allow players to voluntarily exclude themselves from gambling activities for specified periods. Ensure these tools are easily accessible and prominently displayed on the casino's website and gaming platforms. Offer players the ability to set deposit limits and timeouts on their accounts, empowering them to manage their gambling behaviors and control excessive gambling. Customize and enforce these limits to ensure compliance. Utilize data

analytics and monitoring tools to identify players showing signs of potential gambling problems, such as frequency and amount of wagers. Implement appropriate interventions and support measures for these players as needed.

6.3 Risk Of Potential Capital Loss

In the initial phase, potential losses of funds allocated for registration, rent, and office equipment are anticipated. If the online casino ceases operations due to internal or external factors, the security deposit is refunded to the casino owners. However, it's imperative to keep this amount intact during casino operations, serving solely as a reserve in the event of a jackpot win. This precautionary measure is aimed at minimizing losses.

Mitigation:

With 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 (Know Your Customer) policy consists of procedures and guidelines designed to verify and authenticate the identity of clients. Its main goal is to prevent financial crimes such as money laundering, terrorist financing, and fraud by ensuring that casinos have accurate information about their customers and their financial activities. By following KYC protocols, casinos build trust, meet regulatory requirements, and reduce the risks associated with illegal activities within the financial system.

7.2 Anti-Money Laundering

The main goal of the Anti-Money Laundering (AML) policy is to deter the illegal concealment of the origins of funds obtained through criminal activities. AML policies and procedures are developed to detect and deter money laundering, terrorist financing, and other illicit financial activities within financial institutions.

7.3 Data Privacy

The Data Privacy Policy serves to outline how an organization collects, uses, retains, and safeguards the personal data of individuals. Its aim is to ensure compliance with data protection regulations, safeguard the privacy rights of customers and employees, and build trust with stakeholders. By establishing clear guidelines and protocols for handling sensitive data, the policy seeks to minimize the risk of data breaches, unauthorized access, and misuse of personal information, thus promoting transparency and accountability in data management practices.

7.4 Responsible Gaming

The aim of the Responsible Gaming Policy is to promote safe and balanced gambling practices while mitigating the potential risks associated with excessive or problematic gambling. It outlines strategies and principles to protect players from the negative effects of gambling addiction, including financial difficulties, mental health issues, and social consequences. By providing resources for self-exclusion, implementing limits on gambling participation, and offering support to those in need, the policy strives to foster a responsible and sustainable gambling environment, prioritizing player well-being and maintaining the integrity of the gaming industry.

7.5 Terms Of Use

The Terms of Use policy for an online casino outlines the rules, regulations, and conditions that users must adhere to when using the platform. It covers various aspects such as user responsibilities, account management, payment procedures, conflict resolution, and compliance with applicable laws and regulations. By agreeing to these terms, users acknowledge their understanding of the rules governing their interaction with the casino, thereby promoting transparency, fairness, and compliance with legal standards throughout their gaming experience.

7.6 Self-Exclusion

This outlines the procedure for individuals to voluntarily refrain from participating in gambling activities on the platform for a specified period, often to regulate their gambling habits or address concerns related to addiction.

7.7 Dispute Resolution

This section explains the processes and mechanisms available for resolving conflicts or disputes that may arise between the casino and its users, typically outlining steps for escalation and resolution.

7.8 Fairness & RNG Testing Methods

This section ensures the fairness of the casino's games, confirming their randomness and impartiality, often emphasizing the use of Random Number Generators (RNGs) and the methods used to assess and validate their fairness.

7.9 Accounts, Payouts & Bonuses

This section details account management procedures, payout methods, and the terms associated with bonuses, including wagering requirements and restrictions.

7.10 Betting Rules

This section provides 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 encompasses guidelines pertaining to recruitment, onboarding, performance evaluation, staff training, diversity initiatives, disciplinary actions, and termination procedures.

Financial Policy outlines procedures for budget allocation, expenditure monitoring, financial reporting, auditing, procurement practices, and compliance with accounting standards.

Communication and Social Media Policy delineates protocols for both 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 are subject to ongoing adaptation, modification, and discontinuation as needed.

7.12

The necessity to establish and adhere to these policies stems from our dedication to sustained operations, especially given the significant initial investment required. Our objective is to sustain operations for a minimum of three years under the GCB license, with renewal contingent upon achieving investment returns and meeting key performance indicators outlined in our financial forecasts.

7.13

In adhering to the established policies and procedures, the project harnesses a diverse range of resources, both internally and externally. The Ultimate Beneficial Owner (UBO) brings valuable expertise in both gambling and IT, making her an ideal overseer. Key departments such as Legal, IT, Human Resources, and Finance boast significant proficiency in managing large-scale gambling operations sustainably. Additionally, jurisdictions like Curacao, Cyprus, and others offer abundant opportunities for engagement with advisors, experts, and independent auditors.

The Gaming Control Board (GCB) supports operators by providing guidance and assistance in developing their policies. This collaborative effort ensures that operators can customize their policies to align with regulatory requirements and industry standards. By leveraging the GCB's expertise and resources, operators can establish robust and effective policies that promote compliance and integrity within the gambling sector. Moreover, the GCB offers ongoing support and updates to assist operators in adapting their policies to evolving regulations and emerging challenges. In essence, the assistance provided by the GCB empowers operators to establish and maintain a solid framework for responsible gambling practices.

8 ONLINE GAMBLING MARKET OVERVIEW

8.1 Income and turnover

In 2021, online casinos globally experienced significant success attributed to the pandemic and widespread self-isolation measures. Many countries witnessed a one-third increase in the revenue of the entire gambling market compared to the previous year, highlighting the resilience and potential of this business model.

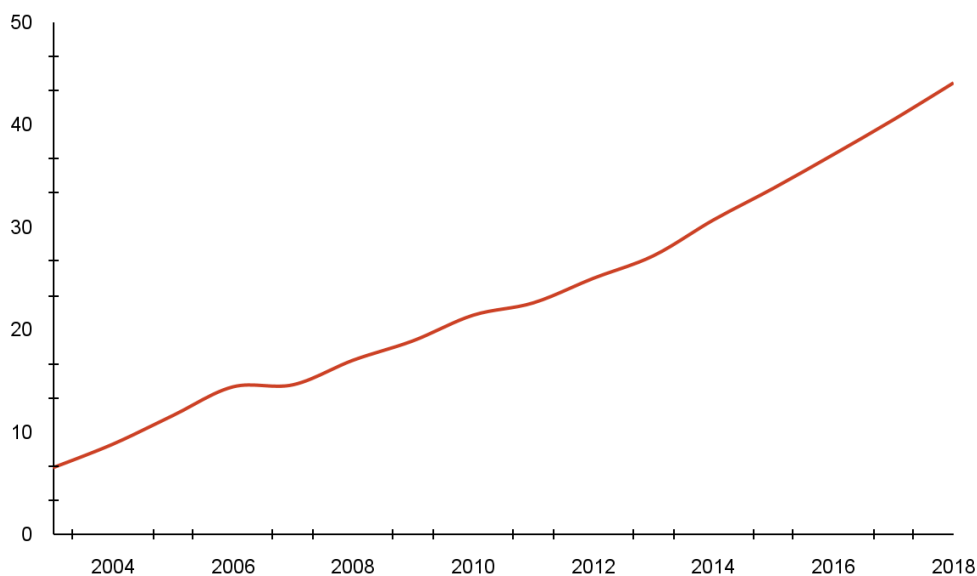
Over the past few years, a remarkable 85 countries worldwide have legalized online gambling. The combined income from online betting, slot machines, and other gambling activities constitutes a substantial 70% of all Internet gambling revenue.

The popularity of global online gambling can be attributed to its diverse offerings and a user-friendly gaming experience without significant restrictions. Research conducted by Juniper indicates that the turnover from online gambling bets is projected to reach \$950 billion by 2024, with a continuous upward trajectory.

Juniper's findings reveal a shifting landscape, with gambling activities increasingly transitioning to the online environment, particularly through mobile applications. The prevalence of bets made via mobile phones is consistently on the rise.

Despite an overall trend toward regulating national gambling markets, a few countries are taking steps to prohibit gambling through the internet and mobile applications. The global online gambling market currently constitutes 13% of the total global legal gambling market and continues to grow steadily, with approximately 85 countries endorsing online gambling practices.

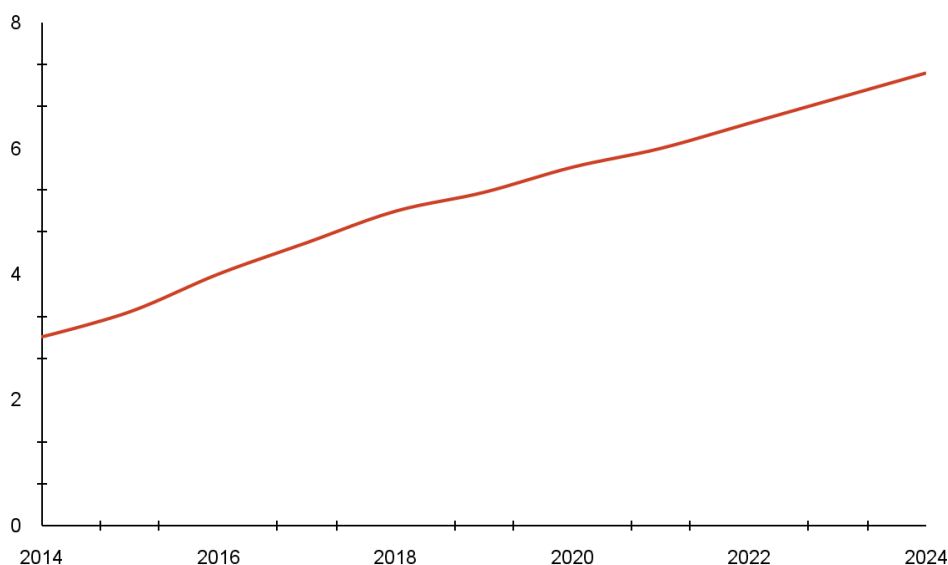
Diagram 2. Global Online Gambling Market Volume in Billion Euros



Gross Gaming Revenue (GGR) serves as a key financial metric, reflecting the total revenues generated by a gambling establishment. This parameter provides insights into the dynamic behavior of gambling players on a global scale.

BV1sion conducted a comprehensive overview of the online casino market in 2019, incorporating predictions for GGR. The GGR for 2019 amounted to \$5.3 billion, showcasing an increase from \$5 billion in the previous year (2018). Projections indicate a continued growth trajectory, with GGR expected to reach \$5.7 billion in 2023 and further expand to \$7.2 billion in 2024.

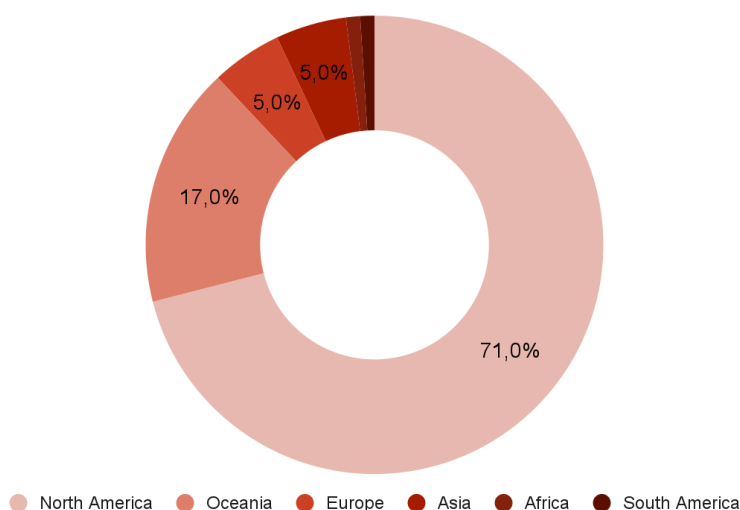
Diagram 3. Gross Gaming Revenue Forecast in Billion Dollars



Regarding geographical distribution, North America maintains its prominent position in the online casino industry, commanding 71% of the total market share.

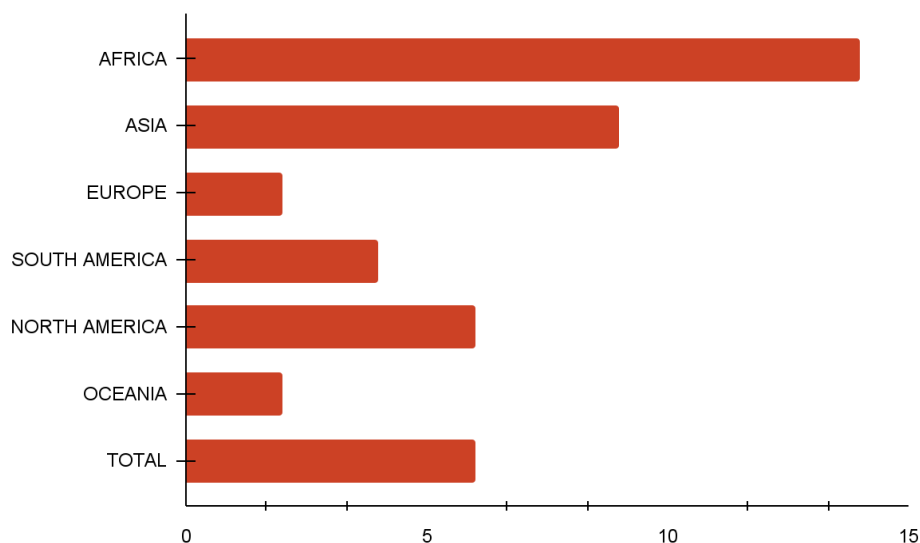
Simultaneously, Oceania, encompassing regions like Fiji, New Zealand, Polynesia, and New Guinea, asserts a substantial presence, contributing 17% to the global Gross Gaming Revenue (GGR) in 2019. This surpasses the GGR share of both Asia and Europe, which stands at 5%.

Diagram 4. Regional Structure of Gambling Business Income in 2021



In 2021, Africa recorded a robust growth rate of 14% YoY, while Europe witnessed comparatively modest expansion.

Diagram 5. Growth in Income by Region in 2021

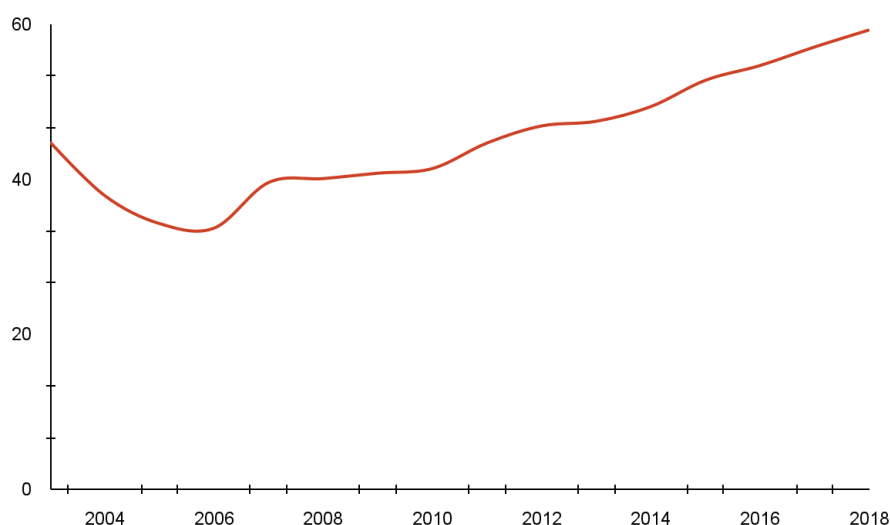


The European Union holds the position of being the largest regulated market in the industry. In contrast, players from Iran face restrictions in only about 30% of casinos.

According to the European Commission, the current valuation of the online gambling industry is \$14.7 billion and shows a continuous upward trajectory. Online casino gambling stands out as the fastest-growing segment in the European Union, boasting an annual growth rate of 15%.

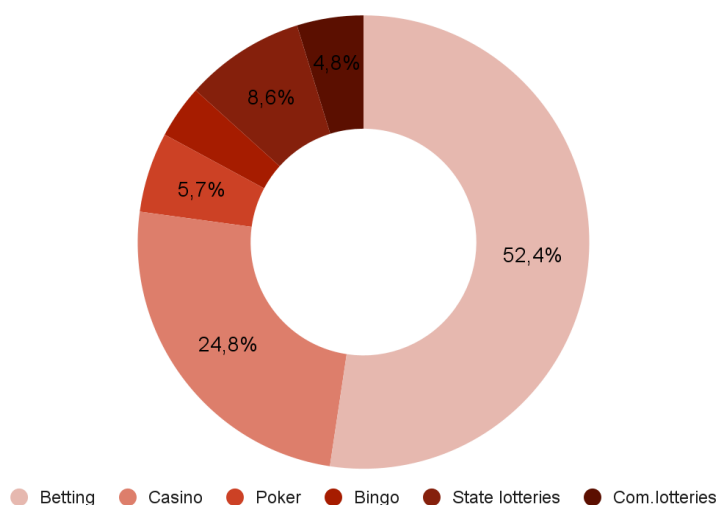
Discussions have also emerged regarding simplifying regulations. The European Commission expressed in 2020, "Operators of online gambling within the European Union are compelled to secure licenses in multiple countries, each with its own licensing requirements. However, a more comprehensive approach would be advantageous. Excessive compliance requirements lead to unnecessary infrastructure duplication and costs, imposing undue administrative burdens for regulators."

Diagram 6. "White Market" Share in Global Online Gambling Revenue



From 2003 onwards, the market has witnessed an average annual growth rate of 23%. The predominant components contributing to this growth include betting, casino, and poker. The surge in online gaming's popularity can be attributed to various factors, including the widespread accessibility of the Internet, the emergence of new markets, and the inclusion of diverse player demographics.

Diagram 7. Online Gambling Income by Game Type



8.2 Profiling Online Casino Players

Engaging in online casino gaming and sports betting entails involvement in a rapidly evolving, dynamic, and highly lucrative industry. The continual advancements in technology coupled with ever-changing global regulations contribute to the industry's excitement, presenting a continuous array of challenges and opportunities. Importantly, the ongoing surge in global iGaming indicates sustained growth, with projections estimating that revenues could exceed \$100 billion in the next five years.

Demographics: Young and Male?

There isn't a singular profile for the average online gambler, but certain trends are observed globally. Typically, online casino players and sports bettors skew towards a younger demographic, ranging from 18 to 35 years old, and there is a tendency for a higher male representation, although the gender gap can vary. These trends mirror those seen among land-based gamblers but are often more pronounced in the online sphere. For instance, studies have shown that the percentage of male online players can significantly exceed that of their land-based counterparts. In Kenya, a 2017 Geopoll study indicated that 69% of males and 44% of females had engaged in sports betting. The participation rate is particularly high among young males, with 77% of males aged 25-34 having gambled, and nearly 60% of them participating weekly.

Regarding age, older gamblers, typically aged 60 and above, are more inclined towards land-based establishments in many markets. However, this may shift in the future as older demographics become more comfortable with technology.

A 2019 survey conducted by the UK Gambling Commission (UKGC) revealed an increase in online gambling engagement among both males and females. The survey found that 25% of males and 17% of females had participated in online gambling in the past four weeks, marking a 2% increase from the previous year.

In China, the Journal of Industrial and Intelligent Information reports that male gamblers outnumber females. More than 50% of Chinese players are 35 or younger, 37% fall between the ages of 36 and 50, and 9% are aged 51-65.

Additionally, Chinese gamblers tend to have lower education levels.

Canada exhibits widespread gambling participation, with six in ten citizens engaging in some form of gambling activity. A University of Lethbridge study indicates that 70% of online gamblers in Canada are between the ages of 18 and 39, with 47% falling in the 20-29 age group. Males are significantly overrepresented, constituting 82.4% of online gamblers, while females make up 17.6%.

Similarly, in Australia, a higher percentage of gamblers are male compared to the general population. A 2017 study reveals that, despite only 49% of the country's population being male, men account for 54% of gamblers. Female players represent 45.8%, although females make up 51% of the country's population.

While online gamblers are generally young and male, there remains a substantial number of players across various age brackets, including those over 60. Moreover, in many countries, the number of female players is steadily increasing, indicating a diverse and expansive iGaming audience.

Educational Background and Income

The education and income levels of online gamblers show considerable variation across different regions. Canadian online gamblers boast an average annual income of nearly \$75,000 and generally possess at least some university education. Meanwhile, in Australia, lower-income gamblers allocate a higher percentage of their income to gambling, whereas those in higher earning brackets spend more on gambling overall.

Global Participation Trends

Diverse global factors contribute to varying levels of gambling participation. Some nations embrace gambling culturally, evident in high regular gambler numbers. Even where gambling is legally restricted, players often resort to offshore platforms.

Europe, a major gambling market, witnesses extensive participation. A 2019 report by the European Betting and Gaming Association noted 16.5 million Europeans betting in 2018. Sweden leads in online gambling, with almost 60% of bets made online. The UK, holding a 34% share, is among the world's largest markets. According to the UK Gambling Commission, online gambling participation has consistently risen, with a 2020 survey reporting 47% gambling in the past four weeks, and 21% doing so online.

Gambling is prevalent in various Asian countries, notably in China despite legal restrictions. Macau, Singapore, and Hong Kong report high gambling engagement. In Thailand, where gambling is officially banned, nearly 60% of the population still gambles. This trend extends across Asia, reflecting people's strong inclination to bet.

African nations are witnessing a surge in sports betting, with significant participation from Nigerians and Kenyans, particularly in European football matches. Around 60 million Nigerians aged 18 to 40, a third of the population, regularly place bets. Kenya sees a 57% participation rate, rising to 76% among those aged 17-35.

In other African countries like Uganda and Ghana, youths also engage in betting. South Africa, a major gambling market, faces regulatory challenges in developing its online space.

Latin American countries, known for their football passion, have a high frequency of gambling participation, especially in Brazil and Peru. Colombian players prioritize local payment processors when choosing bookmakers.

Australians are prolific gamblers, with over 47% participating, spending around \$1000 per year. In the US, iGaming is gaining traction, with 75% of sports bets in New Jersey placed online in the first year of legalization. Social casino games are immensely popular in the US, indicating a positive response to the state-by-state rollout of iGaming schemes.

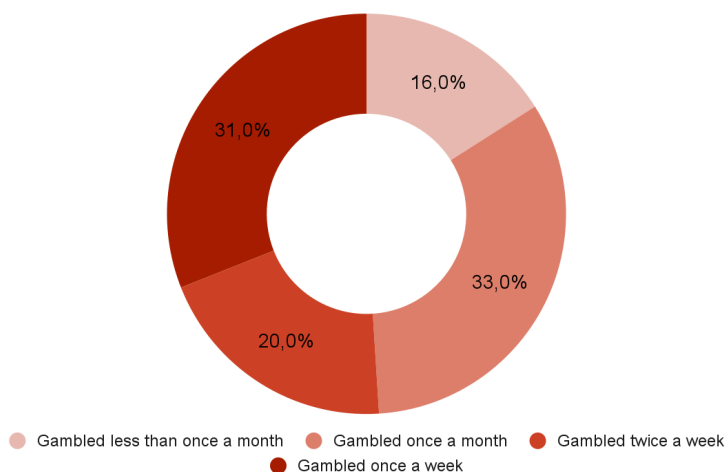
8.3 Player Behavior Analysis

Bet size and frequency

Online casino operators utilize the size and frequency of players' bets to establish bet limits and make accurate revenue projections. European players, known for their high-frequency betting habits, placed bets approximately every 2.5 days on average in 2018, as reported by the European Betting and Gaming Association. This resulted in a staggering 31.6 billion bets from 16.5 million European players during that year.

In the UK, players exhibit a consistent but slightly less frequent betting pattern compared to their European counterparts. According to a survey by the UK Gambling Commission (UKGC), 16% of respondents gambled less than once a month, 33% gambled once a month, 31% gambled once a week, and 20% gambled twice a week. These insights aid operators in tailoring their strategies and predicting player behavior for effective management and optimization of the online casino platform.

Diagram 8. Player Behavior



A 2020 study revealed that online sports bettors tend to wager more than their counterparts who visit retail shops. The study indicated that 38.7% of online bettors placed wagers ranging from £10 to £100 (\$13.80 to \$138), surpassing the 29% of land-based bettors who wagered similar amounts.

In African countries, particularly Nigeria, players exhibit a tendency to place a higher volume of low-value bets. Approximately 30% of Nigerians engage in daily betting, with average bets amounting to 300 Naira (approximately \$0.78). In Kenya, 58% of male gamblers place bets at least once a week, and the average bet in the country is £1.30 (\$1.80), leading to an astonishing 180 million individual bets in a single month, as reported by the Kenyan National Bureau of Statistics.

In summary, the evidence suggests that online players consistently wager more money and more frequently than their land-based counterparts.

Motivational Factors

Online players engage in slot or sports betting for various reasons. Primarily, it is seen as a form of entertainment, providing a means to relax and have fun. Many players also perceive it as an opportunity to spend time with friends. Interestingly, there is a growing trend among social media users who transition from social casino games to real-money games, especially enticed by bonuses and other offers.

Beyond entertainment and socialization, another significant motivator is the prospect of financial gain. In African countries like Kenya and Nigeria, gambling is often considered a potential source of income or a quick path to wealth.

These diverse motivations can manifest in players' behavior. Those who see gambling as a form of entertainment or social activity may engage once a week or once a month. On the other hand, individuals viewing it as a source of income are more likely to bet several times a week or even daily.

It's common for players to establish time limits and budgets. Players with a budget typically cease playing once their allocated funds are exhausted. Conversely, those adhering to a time limit allocate a specific timeframe to enjoy slot games. Such players are more prone to increasing their bets if they sense a winning streak, optimizing the limited time available. This betting pattern is notably more prevalent among online players.

Preferred Devices

It's increasingly evident that mobile-based betting is gaining prominence.

In Europe, the prevalence of mobile gambling has been consistently growing, and projections indicate that mobile-based betting could surpass desktop gambling as early as 2024.

A 2019 report from the UK Gambling Commission (UKGC) revealed that 50% of online gamblers placed bets via mobile devices. Notably, this number rose to 72% among individuals aged 25-34 and 76% among players aged 18-24.

The surge in betting activity in Africa is, in part, fueled by mobile technology. In Kenya, an Geopoll survey indicated that 88% of sports bettors had engaged in mobile betting, with 55% of them placing bets through their phones at least once a week.

Reflecting broader industry trends, the future of gambling is increasingly online, and within that landscape, mobile devices play a central role. Consequently, game developers are prioritizing mobile-friendly designs, with some even adopting a mobile-first approach.

Experience level

Online casino games attract players of varying experience levels. Social casino gamers frequently transition to real-money gaming, enticed by sign-up bonuses or other offers, and often find the experience enjoyable.

Preferences in games may differ between beginners and experienced players. Seasoned players are likely acquainted with concepts like Return to Player (RTP) and volatility rates, and may not be as captivated by pop culture themes compared to newcomers to slot games.

In the realm of sports betting, the expectations of experienced bettors are typically higher, particularly concerning the availability of fair odds.

Betting Preferences

In essence, the preferences of online casino and sportsbook audiences mirror those of their offline counterparts. Player tastes and engagement levels exhibit variation based on the region.

European players find enjoyment in slots, classic casino table games like blackjack, roulette, and baccarat, along with betting on horseracing and popular sports such as football. Similar patterns are observed in Australia and Canada.

While football betting enjoys widespread popularity, the favored sports disciplines can differ among various markets. Sportsbooks targeting India should prioritize cricket, and in Ireland, offering bets on local sports like hurling could be beneficial. In African countries like Kenya and Nigeria, football betting centers on European leagues, while in Latin America, punters heavily engage in bets on their national leagues.

According to an Australian study, men are more inclined to play strategic forms of gambling such as card games like blackjack and sports betting, while female gamblers are more likely to enjoy games of pure chance such as slots. However, this pattern may not hold true in other parts of the world.

Asian players appreciate the availability of games with regional roots, such as Dragon Tiger, Sic Bo, and Mahjong. Indian players share similar preferences with European players in casino games, with the addition of region-specific games like Indian Rummy, Indian Flush, and Andar Bahar.

Today's online player

The online casino player of today is often perceived as young and male, particularly in more developed countries where players tend to have higher income levels and education. This demographic is also known for its keen interest in technology, reflecting a mobile-first lifestyle.

However, this image is not comprehensive. While males constitute a higher percentage of players than females, significant numbers of female players exist, especially in Europe and North America. Lower-income countries also have their share of frequent players. While the 18-35 demographic dominates slot players and sports bettors, there is a substantial number of older players who engage in spinning and wagering regularly.

In summary, while it's generally accurate to assume that online casino players are predominantly young men, there's a growing recognition of the presence of female gamblers and players in various age brackets. Ultimately, gambling serves as an equal-opportunity source of entertainment.

As a prominent software supplier and aggregator in the iGaming industry, Slotegrator provides comprehensive solutions to launch and operate online casinos, including turnkey platforms, game content, sports betting software, and assistance with gambling license acquisition. Contact us to make 2024 the year you embark on a successful online casino or sportsbook venture.

8.4 Current trends in online casinos

Due to the pandemic and self-isolation in many countries, 2021 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 2020. 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.

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 2020, 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.

Social games combined 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 2021, several fresh new products were released.

Progressive Poker Jackpot with a live dealer

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! 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

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 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

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.

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.

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.

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.

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.

Individual slots

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

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.

Security issues in online gambling

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.

Women are actively interested in online gambling

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.

8.5 Market Forecasts

Juniper, a research company, has projected that the turnover in the online gambling segment will reach \$950 billion by 2023, and this growth is expected to continue. The study highlights a shift towards online gambling, with a particular emphasis on mobile applications, as the majority of bets are increasingly made through mobile phones. Despite a global trend towards regulating national gambling markets, a few countries are moving towards a complete ban on internet and mobile gambling.

The global online gambling market already constitutes over 13% of the total global legal gambling market, and this percentage is steadily increasing. A niche revenue of \$65 billion is anticipated by 2023, with the niche itself undergoing changes and reforms depending on the market. The Asian market, being the largest globally, continues to witness growing demand for gambling, with 2021 indicating a softening of regulations. More countries are legalizing online betting and casinos, and this trend is expected to extend into 2024, presenting new opportunities for the industry.

In Africa, the online gambling market is experiencing rapid development and growth. The main challenge is the lack of regulation in most countries on the continent, although casino activities are not explicitly prohibited at the legislative level. Full realization of the market's potential is anticipated, but it may take time to establish comprehensive regulations in this sector across African countries.

9 RISKS FACED BY ONLINE CASINOS

9.1 Operational Challenges

As previously mentioned, there is always a potential for business processes to deviate from the intended plan, and various day-to-day risks can converge, creating a challenging situation.

Online casinos primarily encounter operational risks related to technical and compliance issues.

Technical Risks

Software glitches, whether originating from your platform, game providers, payment service providers, or other sources, can be a significant concern for online casinos. Issues such as loading errors during gameplay or dropped connections during financial transactions have the potential to damage a casino's reputation.

These glitches can range from minor inconveniences, like a dropped session during a spin, to major financial crises. For instance, a technical error allowing multiple players to win a massive jackpot when only one should have been awarded can lead to significant financial implications. In such cases, the casino may need to suspend payouts while conducting an internal audit to determine the cause and responsibility for the payout, whether it's the casino or the game provider.

Effective communication between casinos, software providers/aggregators, and game providers is crucial to managing operational risks. Coordination is particularly essential during the release of new slots, which are most popular when first introduced. Some providers conduct soft launches, releasing a game through a select few casinos. While this offers a marketing advantage, it also presents the risk of encountering technical glitches in either the game or the integration protocol. Managing player expectations during a soft launch and addressing technical issues promptly is crucial to handling potential fallout.

Compliance Concerns

Compliance poses a continuous risk for online casino operators, as it involves not only meeting initial requirements but also staying updated on evolving guidelines. The need for compliance extends beyond following regulations; operators must actively monitor and adapt to changes.

For instance, imagine running a sportsbook named Frankie's known for offering the fairest odds. If a regulatory body suddenly declares that promotional material cannot compel, command, or recommend players to bet, effective immediately, you would need to promptly revise all marketing materials to align with the new rule to maintain compliance and avoid penalties.

Licensing terms vary across jurisdictions, often specifying countries where operators cannot accept players. This restriction also extends to software developers, game providers, and payment system providers, resulting in complex considerations regarding player acceptance. Managing traffic and preventing prohibited sign-ups becomes crucial to adhere to regulatory guidelines.

Some markets even dictate the types of games allowed, with regulators specifying details such as the screen space

a single icon on a slot can occupy.

Security remains a constant concern, with Know Your Customer (KYC) checks being essential for anti-money laundering compliance and fraud prevention. The potential nightmare for any casino is a security breach, where cybercriminals could gain access to players' personal data and funds. Implementing robust security measures is paramount in safeguarding against such threats.

Mitigating Operational Risks

The optimal approach to handling operational risks involves proactive prevention.

Ensure employees undergo thorough training across all business processes, followed by consistent monitoring and assessments. While hackers only need one successful attempt, businesses must maintain continuous vigilance.

Establish clear guidelines for employee conduct, encompassing ethics and operations, and foster a transparent chain of communication. Assign team leaders to supervise employees and conduct quarterly reviews to evaluate risk management performance.

During audits, consistently reassure winning players about the processing of their winnings to avoid one of the worst scenarios for an online casino – a tarnished reputation.

Maintaining promises is fundamental to ethical standards, and players must trust that significant winnings will be promptly fulfilled. Failure to do so may lead them to voice concerns on player forums, damaging the casino's reputation by alleging fraudulent practices.

9.2 Strategic Measures

Every decision made by a business involves a certain level of risk, inherent to the nature of the territory. While efforts can be made to minimize the likelihood of risks, in many cases, the best course of action is to mitigate the potential consequences.

Strategic risks emerge when making decisions such as forming new partnerships, developing and launching new products, investing in other companies, or expanding into new markets. One common strategic risk faced by iGaming companies is the choice to acquire a license. While the cost of licensing, dependent on the chosen jurisdiction, may deter new operators due to its impact on the starting budget, it is an essential aspect of risk management. Unlicensed operators face potential consequences such as blacklisting, facility closures, fines, or legal action, all of which would incur costs far surpassing the initial license expense.

Expansion brings its own set of risks, requiring thorough research to avoid decisions based on flawed data or gambles that may not yield expected results, such as the target market failing to grow at the projected rate.

Financial risks are a constant concern, including challenges like accumulating excessive debt during expansion and struggling to repay it if expected returns do not materialize. Investing spare cash in securities and shares in investment funds is common practice, but it comes with the inherent risk of market fluctuations, particularly during periods of global economic recession.

Partnerships also pose strategic risks, emphasizing the importance of collaborating with reputable, licensed, and established software developers, game providers, and payment service providers to mitigate potential challenges.

How to manage strategic risks

Managing strategic risks involves a proactive approach that begins with acknowledging their potential occurrence. Once acceptance is established, a specific plan must be developed, outlining precise steps to prevent an error from escalating into a disaster. For instance, if a second brand targeting the crypto casino space fails to gain traction as anticipated, it is essential to have a clear understanding of the financial resources available to sustain the new company during the period required for marketing efforts to attract more players.

9.3 External Risk Factors

Consider the example mentioned earlier when authorities in the target market imposed an unexpectedly high tax. This scenario is based on a real incident that unfolded in Kenya in 2019, where regulators introduced a new tax structure based on turnover, proving unsustainable for several sportsbooks. Faced with the challenge, numerous international brands opted to withdraw from the market.

These low-probability, high-impact events are unpredictable and challenging to prepare for specifically. The most effective strategy involves minimizing overall vulnerability and maintaining business liquidity.

The COVID-19 pandemic serves as another illustrative example. In 2019, no one would have anticipated the need for a contingency plan in case of a global pandemic disrupting all revenue streams. Nevertheless, it occurred, leading to the closure of sporting events worldwide. Businesses that adapted quickly sought alternative avenues such as Belarusian football, sumo wrestling, reality TV, marble racing, esports, and virtual sports betting to mitigate the impact. While land-based casinos faced closures and profit decline, those incorporating live dealer games were better equipped to navigate the crisis.

Managing external risks involves acknowledging that prevention strategies are often impractical due to their inherent uncontrollable nature. To mitigate the effects of external risks, focusing on the financial health of the company is crucial. Highly leveraged companies, heavily reliant on debt financing under normal circumstances, may face significant challenges during major disruptions, such as the Covid pandemic or the 2008 financial crisis, where missing sales targets for a single quarter can lead to a downward spiral.

10 INVESTMENT PLAN

10.1 Volume and structure of investments

The complete investment needed for the project amounts to 215,544 EUR.

The allocated funds under the project are intended to be distributed across the following areas of financing:

- acquisition of the platform core (back office);
- floating capital financing.

Table 5. Investment Budget in Euros

No	Name	Value
1	Acquisition of the platform core (back office)	146 280
2	Floating capital financing	69 264
Invested capital total (actual need for cash)		215 544

The largest share in investment costs is floating capital financing (about 68%).

10.2 Project Milestones and Implementation of Investments Schedule

Table 6. Financial Plan in Euros

		Total for 3 years	Apr-24	Aug-24	Sep-24
1	Acquisition of the platform core (back office)	146 280	146 280		
2	Floating capital financing	69 264	5 100	30 612	33 552
	Investment total excl. floating capital	146 280	146 280		
	Invested capital total (actual need for cash)	215 544	151 380	30 612	33 552

The investment period duration (prior to the project launch) is 0.3 years.

11 INCOME PLAN

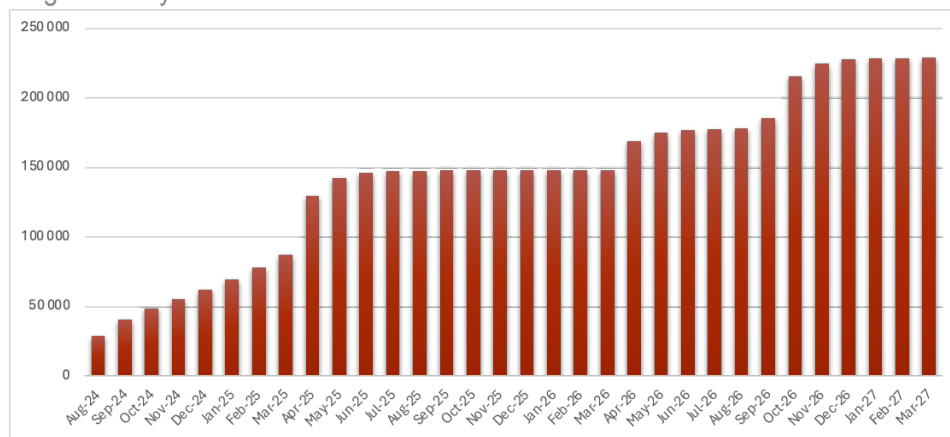
11.1 Service Offerings Scope

The targeted number of new guests to be attracted is 2150 people per month, revenue is calculated based on the monthly retention of unique users an average of 3,009 people per month with the retention rate – 30%. The expected average income per guest is 48,1 euros per month. Additional funds need to be invested in advertising to either retain or re-attract the guest.

11.2 Projected Income Volume

The average monthly income for the project period (3 years) will be about 144,8 thousand EUR.

Diagram 9. Dynamics of Sales Proceeds in Euros



The cumulative revenue for the project duration (3 years) is projected to reach 4,633.4 thousand EUR. A comprehensive plan detailing income generation and the financing of direct costs is outlined in the table provided below.

Table 7. Income and Direct Cost Plan (pre-design capacity) in Euros

Physical indicators	Unit	Total for 3 years	2024 (9M)	2025	2026	2027 (3M)
Total number of clients	ppl	96 280	4 893	31 976	45 163	14 248
Number of new clients	ppl	68 821	3 812	22 918	32 111	9 981
Number of current clients	ppl	27 458	1 082	9 058	13 052	4 267

Proceeds		4 633 456	235 495	1 538 832	2 173 460	685 669
Income from clients	48,1	4 633 456	235 495	1 538 832	2 173 460	685 669

Direct costs		2 837 137	165 862	814 607	1 403 465	453 203
Advertising costs	20	1 376 426	76 234	458 362	642 220	199 610
Additional staff costs	1 500	997 500	0	187 500	592 500	217 500
Salary		320 000	50 000	120 000	120 000	30 000
License fees		143 211	39 628	48 745	48 745	6 093
Depreciation	60 m	78 016	12 190	29 256	29 256	7 314

Indirect costs		468 667	93 417	171 000	171 000	33 250
Accounting		128 000	20 000	48 000	48 000	12 000
Office equipment maintenance		90 667	14 167	34 000	34 000	8 500
Hosting		114 000	38 000	38 000	38 000	0
Office rent		42 667	6 667	16 000	16 000	4 000
Legal support		93 333	14 583	35 000	35 000	8 750

12 PROJECT EXPENDITURES

12.1 Fixed Costs Breakdown

Staff Salaries

Based on the staffing table, the anticipated total staff count is 6 individuals, each working standard hours, with an average monthly salary of 2000 EUR.

Compensation for all company employees is intended to be based on hourly wages initially. However, there are plans to establish a system of financial incentives such as bonuses in the future.

Table 8. Staffing Table with Salaries in Euros

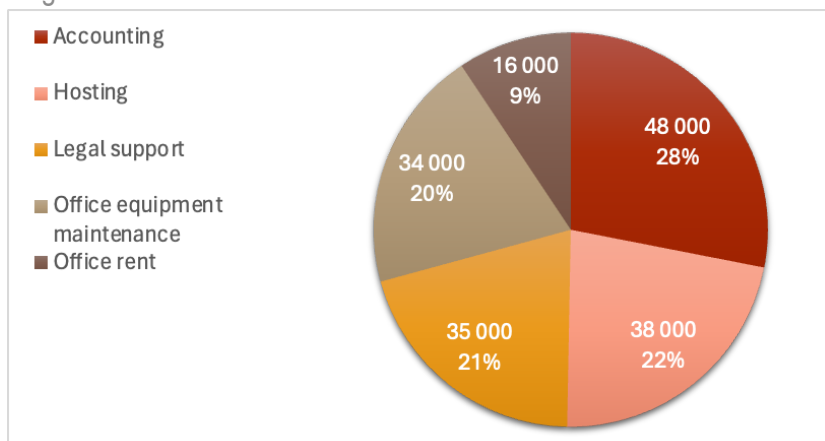
No	Position	Number of people	Salary	Total per month
1	Director	1	2 300	2 300
2	Site developer	1	1 700	1 700
3	Designer	1	1 700	1 700
4	Advertising specialist	1	1 700	1 700
5	Employee	2	1 300	2 600
	Total	6		10 000

5 additional staff are employed for every 6000 new clients. The cost of additional personnel is shown in variable costs.

Table 9. Fixed costs, euro

No	Item of expense	Total per year
1	Accounting	48 000
2	Office equipment maintenance	34 000
3	Hosting	38 000
3	Office rent	16 000
4	Legal support	35 000
	Total	171 000

Diagram 10. The structure of fixed costs



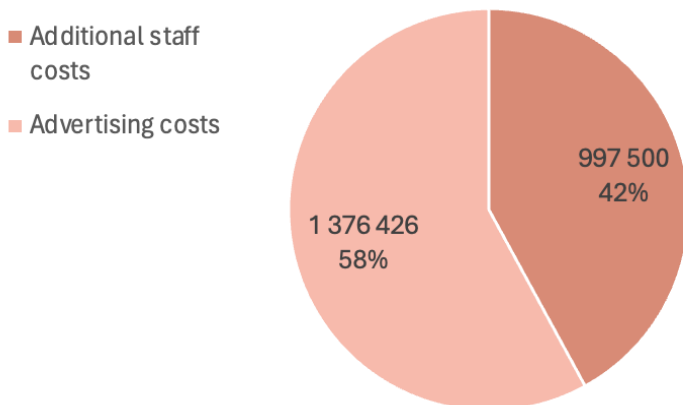
12.2 Direct Operational Costs

A complete list of current variable costs is presented in the table below.

Table 10. Variable Costs

№	Item of expense	Per unit, total	Calculation base
1	Advertising costs	20	for 1 client
2	Additional staff costs	1 500	for 1 person

Diagram 11. Structure of Variable Costs (as a Percentage of Total Variable Costs)



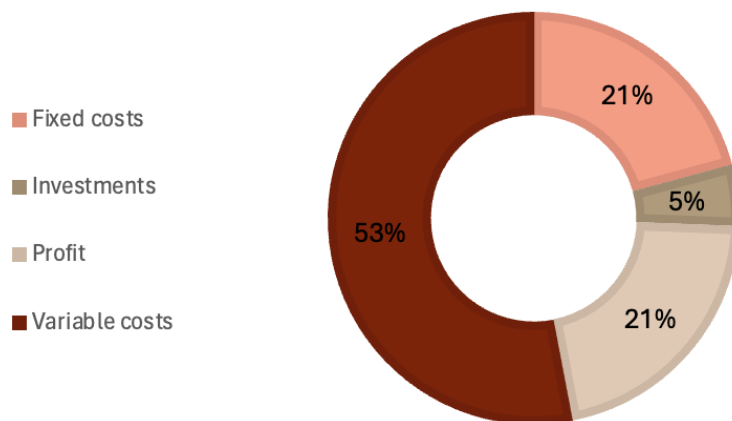
12.3 Project Revenue Structure Analysis

The most straightforward method to scrutinize primary cost components and their proportion in the overall expenditure is to examine the distribution of total revenue over the project period (3 years). The breakdown of revenue distribution by major cost categories and profit, arranged in descending order, will appear as follows:

- variable costs - 53%;
- profit - 21%;
- fixed costs - 21%;
- investments - 5%.

The diagram below illustrates that the share of the project's proceeds that goes to net profit is 20,0%.

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



13 MARKETING PLAN

Apuesta is crafted for individuals aged 18 and above who are in search of a unique and responsible gaming experience. This comprehensive marketing strategy delineates plans to build brand connections, captivate the target audience, and boost sales through innovative and ethical initiatives.

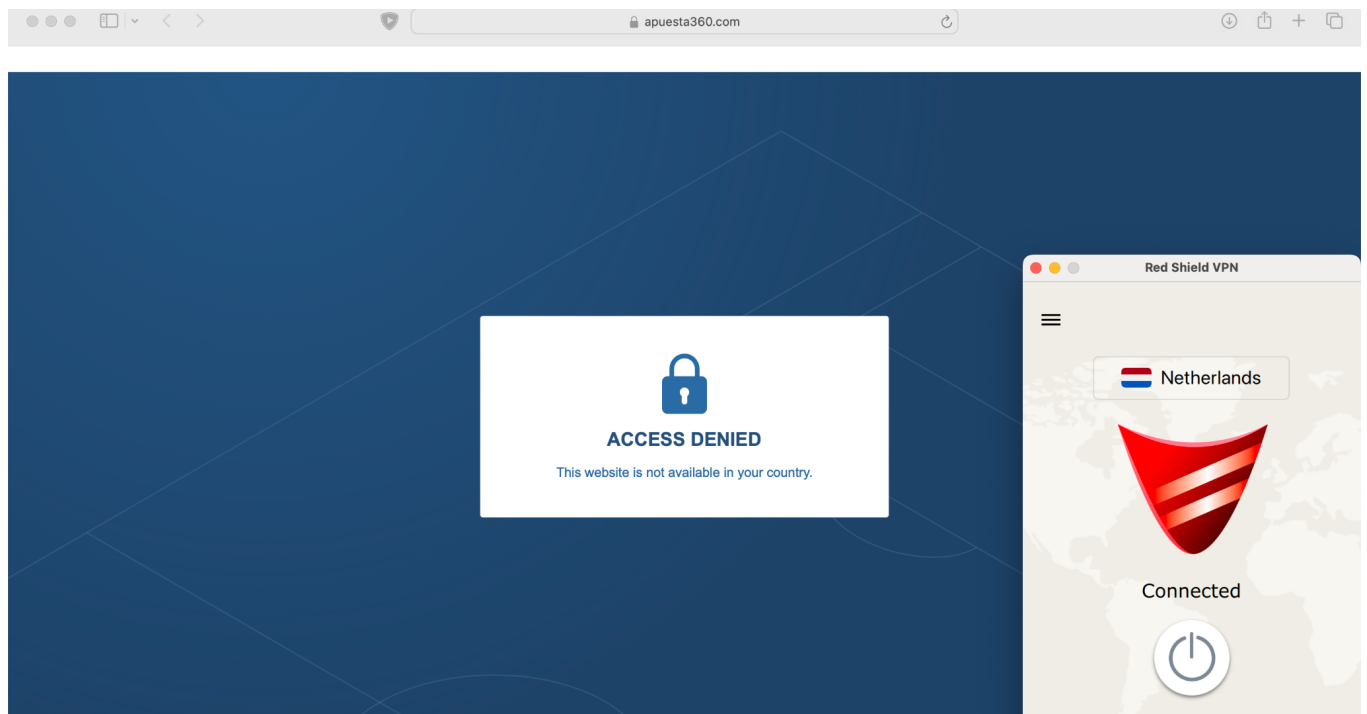
8.1. Target Audience:

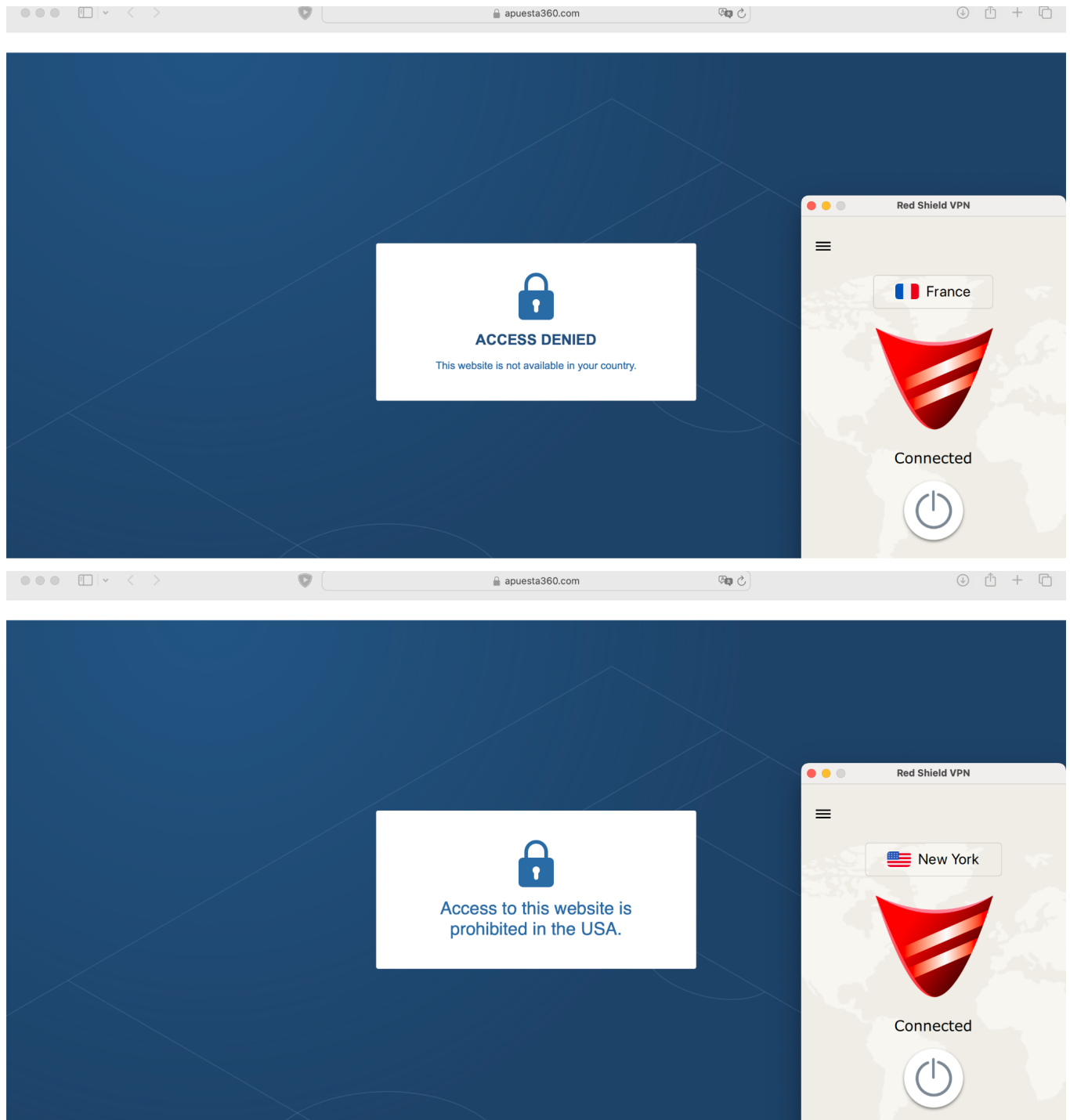
Demographics: Primarily targeting adults aged 18 and older, with a focal point on the 21-35 age group.

Geographics: Argentina, Peru, Chile.

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

Geoblock: USA, France, The Netherlands, The Dutch Caribbean Island: Curacao, Aruba, Bonaire, St. Martin, St. Eustatius, and Saba.





8.2. Marketing Strategies:

a. Brand Narrative Crafting:

Craft a compelling brand story that underscores our commitment to revolutionizing the gaming landscape through innovation, excitement, and a steadfast dedication to responsible gaming. Apuesta stands as the epicenter for cutting-edge technology, diverse gaming experiences, and a vibrant gaming community.

b. Digital Dominance Strategy:

Elevate the website to deliver an intuitive user experience, ensuring seamless navigation across diverse platforms. Harness the potential of social media platforms for targeted advertising, captivating content distribution, and community-building initiatives.

c. Content Exploration Journey:

Devise a content strategy that includes engaging blog posts, interactive tutorials, and exclusive insights from developers to nurture a sense of community and sustain player engagement. Establish collaborations with gaming influencers and content creators to amplify NexusGamer Ventures' reach and influence.

d. Advocacy for Responsible Gaming:

Naturally incorporate messages promoting responsible gaming within marketing materials and gaming interfaces. Integrate features such as session duration reminders, spending limits, and voluntary self-exclusion tools to empower players and promote a responsible gaming environment

8.3. Sales Expeditions:

a. Launch Spectacle:

Reveal captivating launch promotions and exclusive bonuses to captivate early adopters. Employ strategically timed limited-time offers to instill a sense of urgency and anticipation.

b. Partnership Expedition:

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

c. Insight-Driven Enhancement:

Utilize analytics tools to extract insights into player behavior, preferences, and the effectiveness of various acquisition channels. Drive data-driven optimizations in marketing strategies, targeting precision, and overall user experience.

d. Customer Relationship 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.

8.4. Performance Assessment Metrics:

Continuously monitor key metrics, including customer acquisition cost, conversion rates, player lifetime value, and overall customer satisfaction. Conduct regular reviews and make agile adjustments based on performance analytics.

14 FINANCIAL PLAN

14.1 Conditions for attracting investment resources

The need for financial resources for the project is 215,0 thousand EUR.

It is planned that the financing of this project will be carried out at the expense of the investor and the company's expense.

The amount of own funds will be 69,2 thousand EUR. The investor's capital will amount to 146,8 thousand EUR. The co-investor's funds are reimbursed after the profit is made.

14.2 Indicators of the cash flow plan

Investment activities

The balance of the investment cash flow of the project is equal to the aggregate of all long-term financial investments (investment budget), except for working capital - 146,8 thousand EUR.

Operating activities

Positive cash flows from operating activities are generated by sales proceeds. Negative cash flows are the company's operating costs.

The amount of proceeds for the period of the project reaches 4 633,4 thousand EUR.

Negative cash flow reaches 3 597,0 thousand EUR and consists of the following main components:

- Direct costs - 2 837 thousand EUR;
- Indirect costs - 469 thousand EUR.
- Taxes – 291 thousand EUR.

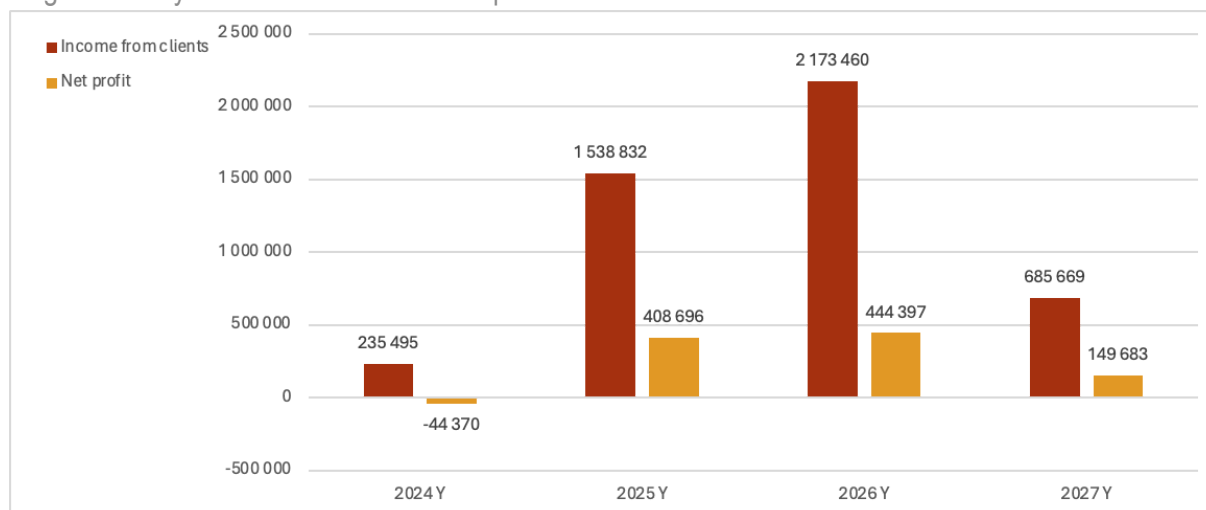
Thus, the balance on operating activities at the end of the project will be equal to the amount of net profit and will be 958,4 thousand EUR.

14.3 Indicators of Profit and Loss Plan

The project's total revenue is projected to reach 4,633.45 thousand EUR, with direct costs amounting to 2,837 thousand EUR. Consequently, the gross profit is 1,796.3 thousand EUR.

Indirect costs for the project period are estimated at 468,7 thousand EUR. The profit before tax is projected to be 1,249.6 thousand EUR. The net profit, accounting for the write-off of the investment costs through depreciation, is also expected to reach 958.4 thousand EUR.

Diagram 13. Dynamics of income and net profit in Euros



14.4 Project Financial Performance

The project spans a horizon of 36 months (3 years), with an investment period lasting 4 months (0.3 years) leading to the project's launch. The operational phase of the project extends for 32 months (2.7 years). A discount rate was applied to calculate the financial metrics, considering the project's nature.

Over the entire project implementation period, sales proceeds are anticipated to reach 4,633.45 thousand EUR. The total project cost is estimated at 3,675.05 thousand EUR. The monthly average net operating income is projected to be 32.5 thousand EUR. Upon the project's completion, the net profit is forecasted to reach 958 thousand EUR.

Table 11. Financial and Investment Project Indicators

Name of the index	Value of the index
Calculation period of the project, year	3
Laid-down capital (LDC), EUR	146 280
Sum of proceeds (SP), EUR	4 633 456
Net average operational receipts per month (NAOR), EUR	32 548
Net profit for the project period, EUR	958 405
Average profitability for the project period (net profit to proceeds	20,68%
Discounting rate (DR), %	19,20%
Net present value (NPV), EUR	532 681
Average Rate of Return of investments (ARR)	204%
Return on investment (ROI)	555%
Profitability index (PI)	3,6
Internal rate of return (IRR)	132,81%
Pay back period of the project in whole (PBP), incl. financing scheme	14 months
	1,2 years

15 SENSITIVITY ANALYSIS

15.1 SWOT analysis

Table 12. SWOT Analysis

SWOT Analysis			
STRENGTH	WEAKNESS	OPPORTUNITIES	THREATS
- Project managers and team members boast considerable expertise in communications and casino management. - Our commitment to delivering high-quality service is paramount. - We adhere to a stringent anti-fraud policy, safeguarding players from potential issues during gameplay. - Enjoy a diverse gaming experience with our extensive range of games	- Rapid potential for competitors to offer similar products or services - Limited pricing flexibility - Limited availability in certain countries - Dependence on high internet speed for online content - Absence of a clearly formulated long-term strategy (due to the nature of the business)	- Increasing popularity of mobile gambling - Continuous emergence of new technologies - Global trend towards the legalization of online casinos	- Political environment volatility - Intense competition - Restrictions on local equipment placement and/or prohibitions on using international services in certain countries - Decline in disposable income amid economic downturn