

**ATLANTIC
MANAGEMENT B.V.
BUSINESS PLAN**

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Industry Overview

Gambling has been a human condition since the beginning of time because humans experience feeling of excitement and elation at the thought of winning. Online gambling is one of the largest and most rapidly expanding industries today. With at least 50% of the global population participating in some form of gambling every year, this market is becoming increasingly lucrative.

The online gambling market comprises of revenue generated by remote gaming activities by means of the internet using desktop and mobile devices. The market includes gambling establishments developing online sports betting, casino, bingo, lotteries, and poker games, among others.

The online gambling laws vary wildly from one region to other. Most countries have their own local laws that deal with the relevant legal and regulatory issues. With each individual country enacting different gambling laws, it's tough to be familiar with them all. Nevertheless, all gambling sites should be compliant with any laws that they are subject to, to ensure gambling sites are operated lawfully, ethically, and are safe. The established and reputable licensing authorities impose a strict code of conduct on the licensees, who have to adhere to the necessary regulations if they are to maintain their licenses. The strict and varying laws across the countries are likely to challenge the market growth. That is why it is very important to learn all the aspects of this industry before starting the business.

Executive Summary

Company name: ATLANTIC MANAGEMENT B.V.

Name of company's billing agent: A.T. ATLANTIC LTD

Websites: allrightcasino.com, betforce.com, diamondcasino.africa, luckybirdcasino.com, slottica.com, slottyway.com, spinamba.com, spinbounty.com, supercatcasino.com, supercatcasino77.com, viks.com, vslots.com

ATLANTIC MANAGEMENT B.V. is an online casino operator licensed by the Government of Curacao. We conducted a thorough market research and feasibility studies and we were able to come to the conclusion that Curacao license is one of the best e-gaming licensing available on the modern market. It has an excellent reputation for having a trustworthy, responsible, and stringent licensing protocol and having a Curacao license means adhering to all rules and complying with all applicable regulations. We will ensure that we hold ourselves accountable to the highest standards by meeting our client's needs precisely and completely. We will cultivate a working environment that provides a human, sustainable approach to earning a living, and living in our world, for our partners, employees and for our clients.

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Our Products and Services

ATLANTIC MANAGEMENT B.V. will offer real-money gambling. The product categories will include the most commonly played games, including a variety of the slot games, favorite table games such as Poker, Black Jack, and Roulette, as well as a live casino environment is simulated for the customer. The proportion of slots, tables, and live casino are based on a current market share by product category globally.

ATLANTIC MANAGEMENT B.V. will pay close attention to the odds and payouts for each game. We promise to deliver excellent customer service. Our website will highlight promotional offers and customer loyalty programs, such that our customers can try games that they have not tried before.

The key to the success of an online casino project is, to the greatest extent, a high-quality product and services. That is why we paid a lot of our attention for searching the best providers of the gaming industry.

In future we are planning to expand the range of games with other providers that will match our requirements.

Our Mission and Vision Statement

Our Vision of starting Online Casino Company is to build a world-class casino and gaming platform that can favorably compete with leading brands in the Online Gambling industry.

Our mission for establishing Online Casino Company is to contribute our quota in promoting casino and gaming activities in the world and also to make profits from the industry; we want to become the leading casino and online gambling brand.

Key success factors for the future will be to increase the diversity of the entertainment that ATLANTIC MANAGEMENT B.V. provides to attract a large range of demographics.

Market Analysis

a. Target Market Profile

This market no longer consists only of the stereotypical middle-aged, middle-class men. Males between the ages of 25 and 35 remain the dominant market, but young men and women, and lower to middle and upper-income classes, are increasingly becoming active players in the gambling arena.

b. Total Market Size

Of the total global gambling market, online gambling comprises only 9%. And of this percentage casino type gambling comprises 30% of the product share. But this is a nearly \$40-billion-dollar industry, and there is high growth forecasted for this online industry over the coming years, especially as deregulation increases around the globe. So, capturing even a small percentage of this global market could mean large profits.

Marketing Strategy

Board of Directors of ATLANTIC MANAGEMENT B.V. intends to use a high impact marketing campaign that will generate a substantial amount of traffic to the websites. These strategies include the use of search engine optimization and pay per click marketing. ATLANTIC MANAGEMENT B.V. web development partners will place large amounts of linking text on its websites. For instance, when a person does a Google search for online casino websites, our web-sites will appear on the first page of the search. This strategy is technically complicated, and ATLANTIC MANAGEMENT B.V. will use a search engine optimization partners to develop the website's visibility on a non-paid basis. Management expects that a SEO will place large amounts of linking data and text specific keywords into the business's website, which will allow websites to appear more frequently among search engines. A majority of web portal and search engine companies use very complicated algorithms to determine a website's relevance in relation to a specific keyword. SEO place text and tags on companies websites to increase the rank of a specific websites.

Additionally, ATLANTIC MANAGEMENT B.V. will use several pay methods for increasing its websites visibility. This strategy is expensive, but the results can be phenomenal, if this marketing strategy is properly executed.

a. Positioning

Company websites intends to maintain an extensive marketing campaign that will ensure maximum visibility for the business in its targeted market. They offer competitively price, high quality of service as a pull strategy to attract the 25-35 aged market all over the world. The customers will perceive the high quality of services by a wide variety of games and opportunities to withdraw their gains.

b. Marketing Objectives

Develop promotional giveaways that will draw users to the website via viral marketing methods. Establish relationships with advertisers that are targeting a computer savvy younger demographic. Develop an expansive online presence through the use of pay per click marketing and search engine optimization.

c. Sales Strategy and Tactics

The success of this marketing strategy is reliant on advertising and promotion efforts. The primary strategy is to use promotion offers and gifts to bring more players onto the website by adding incentives such as free spins. Websites will be using social media to promote the website through the means of Facebook, Telegram and other Internet resources. Our marketing strategy will bring the products into the eye of the public. Our customers will be engaged through our omni-channel, cross-platform environment that will allow them to access our services anytime, anywhere.

d. Pricing Strategy

The pricing strategy that websites will be using will be a competition based. Minimum transaction size is 15 EUR. Maximum transaction size is 2000 EUR. Average transaction size is 35-40 EUR.

Our Corporate Structure

UBO

Alina Dobriakova
Born on 12.01.1987
Passport number GB041752, Ukraine



ATLANTIC MANAGEMENT B.V.

Registered number: 139089
Registered address: Emancipatie
Boulevard Dominico F. "Don" Martina
29, 4797, Willemstad, Curacao

Director: e-Management N.V.
Registered in Curacao under the number
84670



A.T. ATLANTIC LTD

Registered number: HE 412985
Registered address: Katalanou, 1. 1st
floor, Flat/Office 101, Aglantzia, 2121,
Nicosia, Cyprus

Director: Alina Dobriakova

Job Roles and Responsibilities of Key Employees

Chief Executive Officer – CEO:

- Increases management's effectiveness by recruiting, selecting, orienting, training, coaching, counseling, and disciplining managers; communicating values, strategies, and objectives; assigning accountabilities; planning, monitoring, and appraising job results; developing incentives; developing a climate for offering information and opinions; providing educational opportunities.
- Creates, communicates, and implements the organization's vision, mission, and overall direction – i.e. leading the development and implementation of the overall organization's strategy.
- Responsible for fixing prices and signing business deals.
- Responsible for providing direction for the business.
- Creates, communicates, and implements the organization's vision, mission, and overall direction – i.e. leading the development and implementation of the overall organization's strategy.
- Responsible for signing checks and documents on behalf of the company.
- Evaluates the success of the organization.
- Carries out staff induction for new team members.
- Develop, manage and communicate operational strategies in the context of the overall company strategy.
- Maintain company ethics and compliance with responsible gambling and all federal, state and legal requirements.
- Inspire and lead employees with clear articulation of goals and company objectives
- Set measurable goals to manage performance of the business's operations.

Head of Customer Service:

- Improve customer service experience, create engaged customers and facilitate organic growth.
- Take ownership of customers issues and follow problems through to resolution.
- Set a clear mission and deploy strategies focused towards that mission.
- Develop service procedures, policies and standards.
- Keep accurate records and document customer service actions and discussions.
- Analyze statistics and compile accurate reports.
- Recruit, mentor and develop customer service agents and nurture an environment where they can excel through encouragement and empowerment.
- Keep ahead of industry's developments and apply best practices to areas of improvement.
- Control resources and utilize assets to achieve qualitative and quantitative targets.
- Adhere to and manage the approved budget.
- Maintain an orderly workflow according to priorities.

Sales Officer:

- Identifies, prioritizes, and reaches out to new clients, and business opportunities et al.
- Identifies development opportunities; follows up on development leads and contacts; participates in the structuring and financing of projects; assures the completion of projects.
- Writes winning proposal documents, negotiate fees and rates in line with organizations' policy Responsible for handling business research, market surveys and feasibility studies for clients.
- Responsible for supervising implementation, advocate for the customer's needs, and communicate with clients.
- Develops, executes and evaluates new plans for expanding increase sales.
- Documents all customer contact and information.
- Represents Dover City Casinos Company in strategic meetings.
- Helps to increase sales and growth for Dover City Casinos Company.

Chief Compliance Officer:

- Defining the necessary level of knowledge on existing and emerging regulatory compliance requirements across the organization.
- Developing the annual compliance work plan that reflects the organization's unique characteristics.
- Periodically revising the compliance plan in light of changes.
- Guiding in a productive, professional way, the compliance teams.
- Overseeing and monitoring the implementation of the compliance program.
- Providing guidance, advice, and training.
- Providing strategic direction to the management team on compliance.
- Preparing and presenting clear and concise compliance reports to the Board.
- Interacting with regulators on compliance issues.
- Coordinating efforts related to audits, reviews, and examinations.
- Developing policies and programs that encourage managers and employees to report suspected fraud and other improprieties, without fear of retaliation.
- Coordinating internal compliance review and monitoring activities, including periodic reviews of departments.
- Independently investigating and acting on matters related to compliance.
- Monitoring external review processes.

Head of Risk and Payment Department:

- Responsible for the smooth day-to-day running of Risk & Payments department and making sure that requests are handled in a secure and effective way.
- Responsible for the charge-back process and ensuring that agents are effectively trained in the area.
- Constantly evaluate the team's performance and address any knowledge gaps.
- Coordinate with other teams in the writing of routines and procedures so as to make sure that payments are processed in the most effective way.
- Managing response to any incidence of serious fraud, such as money laundering and terrorist financing, acting as the first point of contact to whom such cases are escalated, leading the internal investigation of the case, liaising with the relevant authorities etc.
- Reporting to the board on behalf of the R&P department.
- Liaising with regulatory compliance staff on all strategy and planning aspects for the R&P department.
- Ensuring policies are implemented across the relevant sections of the R&P department quickly and effectively.
- Monitor and manage operational costs.
- Maintain current and investigate possible new relationships with Payment Providers and other 3rd parties.

Chief Marketing Officer:

- Oversee daily marketing operations for the company.
- Ownership of total marketing and branding strategy.
- Setting competitive goals for optimal growth and profitability.
- Setting budgets and KPI's, particularly with regard to user acquisition and retention, with continual tracking to measure ROI.
- Developing creative strategies to establish to build awareness around the brand.
- Develop and implement a loyalty rewards program focused on maintaining long-term customer retention.
- Ensure consistent brand guidelines are clearly defined and applied across all channels.
- Build an industry leading marketing organization from ground up.
- Constantly monitor the competitive landscape and market conditions to identify opportunities, issues, and risks and recommend strategies and tactics to solve.
- Foster a positive and encouraging environment that aligns with our company culture and core values.
- Engage external partners such as creative agencies, media groups and technology partners to develop and run best-in-class marketing programs.
- Exhibit proven strategic brand thought-leadership; be an exceptional storyteller, able to see the big picture, propose innovative solutions to complex problems, and articulate clear goals, insights, plans and achievements to executives.
- Enhance the company's brand position as a sector leader in diversity, equity, and inclusion.

Product manager:

- Devising, planning and implementing projects with a focus on internal process and product improvements.
- Managing the Live Casino Products.
- Focus on improving the customer experience within the product.
- Manage the Game portfolio, release schedule and optimization of the games alongside the games Executive.
- Manage the roll out of the product roadmaps.
- Work with various teams to create and launch a range of projects driving loyalty and revenue.
- Analyze and report monthly on the effectiveness of the projects and future developments.
- Build close relationships with other business functions including Product Team.
- Monitor changes and keep updated on the organization's products or services.
- Keeping up to date on what competitors are up to in the online casino space.

Budget Forecast

We are quite aware that there are several business opportunities available for businesses like online casino. We are well positioned to take on the available world market with our online platform and we are quite optimistic that we will meet our set target of generating enough income / profits from the first six month of operations and grow the business and our clientele base. We have been able to critically examine Online Gambling industry – market and we have analyzed our chances in the industry and we have been able to come up with the following sales forecast. Below are the sales projection for ATLANTIC MANAGEMENT B.V. Company. This projection is done based on what is obtainable in the industry and with the assumption that there won't be any major economic meltdown and natural disasters within the period stated above. Please note that the above projection might be lower and at the same time it might be higher.

2025 year

Total Deposit Amount, EUR	Total Withdrawal Amount, EUR	Net Deposit Amount, EUR	Revenue Share, EUR
5,200,000.00	1,600,000.00	3,600,000.00	300,000.00
Other Marketing Expenses	PSP Fees, EUR	GSP Fees, EUR	Salaries, EUR
150,000.00	120,000.00	110,000.00	258,000.00
Net Results, EUR – 2,662,000.00			

2026 year

Total Deposit Amount, EUR	Total Withdrawal Amount, EUR	Net Deposit Amount, EUR	Revenue Share, EUR
7,400,000.00	2,000,000.00	5,400,000.00	705,000.00
Other Marketing Expenses	PSP Fees, EUR	GSP Fees, EUR	Salaries, EUR
282,000.00	306,000.00	282,000.00	420,000.00
Net Results, EUR – 3,405,000.00			

2027 year

Total Deposit Amount, EUR	Total Withdrawal Amount, EUR	Net Deposit Amount, EUR	Revenue Share, EUR
9,900,500.00	3,200,000.00	6,700,500.00	885,938.00
Other Marketing Expenses	PSP Fees, EUR	GSP Fees, EUR	Salaries, EUR
354,375.00	382,266.00	354,375.00	475,000.00
			Net Results, EUR – 4,248,546.00

2028 year

Total Deposit Amount, EUR	Total Withdrawal Amount, EUR	Net Deposit Amount, EUR	Revenue Share, EUR
14,531,250.00	4,692,187.00	9,839,063.00	1,151,718.00
Other Marketing Expenses	PSP Fees, EUR	GSP Fees, EUR	Salaries, EUR
460,688.00	496,945.00	460,688.00	550,000.00
			Net Results, EUR – 6,719,024.00

Payment Options

On our websites, our payment policy will offer one option of depositing. Here is the payment option that we will make available to our clients:

- Payment by Credit Card;

In view of the above, we have chosen banking and payment systems platforms that will help us achieve our plans with little or no itches.

Sustainability and Expansion Strategy

The future of a business lies in the numbers of loyal customers that they have the capacity and competence of the employees, their investment strategy and the business structure. If all of these factors are missing from a business (company), then it won't be too long before the business close shop. One of our major goals of starting our Online Casino Company is to build a business that will survive off its own cash flow without the need for injecting finance from external sources once the business is officially running. We know that one of the ways of gaining approval and winning customers over in our casino is high-quality products and services and to make our platform highly secured. ATLANTIC MANAGEMENT B.V. will make sure that the right foundation, structures and processes are put in place to ensure that our staff welfare is well taken of. Our company's corporate culture is designed to drive our business to greater heights and training and re – training of our workforce is at the top burner.

Approved by _____, Title
