



## **Business Plan**

**March 2024**

**Red Lane B.V**

## **Executive Summary**

- The aim of our company is to provide high-quality online gaming service to the online users, we aim to become an Online Gaming Leader company based on our expertise in this sector.
- The main activities of Red Lane company is to organize, market, promote, manage, support and operate all types of remote gaming activities, comprising or all types or games, betting and other operation or betting exchange, Interactive casinos, bingos, lotteries, poker and other interactive games for clients established or residing outside of Curaçao.
- Currently we operate 13 online betting sites and aim to expand our company by introducing additional brands and offering a diverse range of gaming products to our customers.

## Red Lane Brand Names :

|           |
|-----------|
| Portobet  |
| Dellabet  |
| Ajaxbet   |
| Betofbet  |
| Slotella  |
| Herabet   |
| Hullbet   |
| Acarbet   |
| Arexbet   |
| Hermesbet |
| Bethand   |
| Etabet    |
| Oneslot   |

However, our objective is to operate online casinos in the countries, where we will be able to obtain all essential licenses.

## Products:

SPORT                      CASINO                      GAMES

|            |             |            |
|------------|-------------|------------|
| Sport      | Casino      | Betongames |
| Live Sport | Live Casino | Games      |
| Virtual    | Jackpots    | Live slot  |
| E-sport    | Trade       | Poker      |

## Strategy:

## Target markets:

- Turkey
- Georgia
- Greece
- Bulgaria

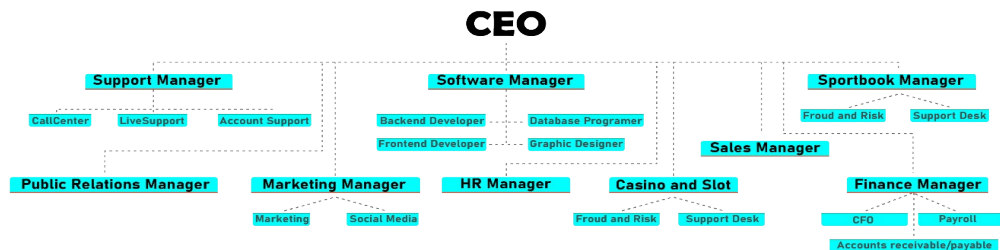
## Payment methods:



## Structure:

Our company comprises over 200 professionals, all of whom are experts in their respective fields. As we look to the future, we intend to further expand our team.

Below you'll find our company 'organizational structure and detailed information about our team member.



## Software & Suppliers:

Picking the technology supplier and interfacing with the best gaming content providers is a principal thing for the casino setup.

We have chosen specific providers that meet our standards:

Amusnet Interactive, Evolution, Netent, Ainsworth, Amatic, EGT Digital, Novomatic, CreedRoomz, Popok Gaming, Platin Gaming, Pascal Gaming, Authentic Gaming, BetGames, BetRadar, BetSoft, Booongo, EvoPlay, Ezugi, Fugaso, GameArt, Ganapati, GoldenRace, Habanero, Igrosoft, Kiron, LiveGames, LuckyStreak, MrSlotty, No Limit City, 1X2 Network, Oriental Game, PariPlay, Hacksaw, Patagonia, PGSoft, Playson, PragmaticPlay, Quickspin, Spadegaming, Spigo, Spinomenal, TomHorn, VivoGaming, WorldMatch, XproGaming.

1x2 Gaming, Blueprint Gaming, Booming Games, iSoftBet, KA Gaming, Leap Gaming, LiveSlots, Yggdrasil, Microgaming, PG Soft, Platipus, Play'n GO, Red Tiger, SmartSoft Gaming, Spribe, Spinmatic, ConceptGaming, CQ9, Edict, Eurasian Gaming, Games Global, Genii, Habanero, Turbogames, WACS, Worldmatch, Thunderkick, AsiaGamigSlots, Playtech, RelaxGaming, ReatimeGaming, WizardGames

## **Management & Operation structure:**

Our company is aiming to join the list of popular betting and gaming websites in targeted markets, and we are completely conscious that it will take the right management and organization – structure to accomplish our object.

We will ensure to hire only the most skilled hands that can help us reach all those goals we are set to achieve.

The purpose of our company is to provide players with the most excited and entertaining environment, but also ensure they get the top level of service. To ensure this, we have prepared outlines for the following positions to be employed by a highly qualified and skilled team:

### **CEO:**

The owner of the company has a huge experience in the gambling industry as a manager. He is responsible for monitoring and maintaining online casino systems and networks, responding in a timely manner to service issues and request overseeing and mentoring the Technical Support Official staff, Directing the day-to-day operations of the Technical Support Official team.

### **Support Manager:**

David G, our Support manager lead has over 4 years of expertise in gambling and 3 years in online gaming. He is head of call center, live support and account support.

### **Sportsbook Manager:**

Dimitry G has a vast experience with dealing Sportsbook issues in a private company. His department consists of following team:

### **Risk & Fraud Team:**

This department consists of 8 employees: Murat, Selma and Gigo, who previously worked for different online gaming companies in similar positions. They are evaluating all risks related to the players and their actions.

## **Support Desk:**

Our team now involves 10 specialists, who have at least 5 years of experience in online betting customer service. They are giving support to all customers. Here are a few of them:

Nico C has 5 years' experience in online betting and joined us from another online betting site.

Sergei T also has 5 years' experience in the online betting, and he has effective communication skills, that help him to communicate with clients effectively on all levels.

Nata has also 5 years' experience in betting. She improved herself step-by-step, starting from a call-center operator and then moving on to support desk specialist.

## **Software Manager:**

Alex G, head of our software has a 10 years' experience in software industry. This department provides a software service and it consists of 4 employees: Backend Developer , Frontend Developer , Database Programmer, Graphic Designer.

## **Marketing Manager:**

Nikolai G has a huge experience in online casino sector , he is running social media pages of our sites and making different promotion of them.

## **Public Relations Manager:**

Esma has effective communication skills in planning PR campaigns and strategies, monitoring the public and media's opinion of our client or employer.

## **HR Manager:**

As HR Manager Natali has huge experience in Gambling Sector. Her responsibilities are : Human Resource Planning, Job Analysis and Design, Training and Development , Design Workplace Policies, Monitoring Performance.

## **Finance Manager:**

David has 10 years experience in finance .

His responsibilities are: Daily reporting, Analyzing targets, Meeting with department heads. Managing and coordinating monthly reporting, budgeting and reforecast processes. Providing back-office services such as accounts payable, collection and payroll.

## **Marketing & Sales Strategy:**

Europe, as one of the biggest markets in the world, is our one main target.

There are approximately 10 million players spending their funds in casino games in this market and most of them do that online. This makes them reachable by the online gaming industry.

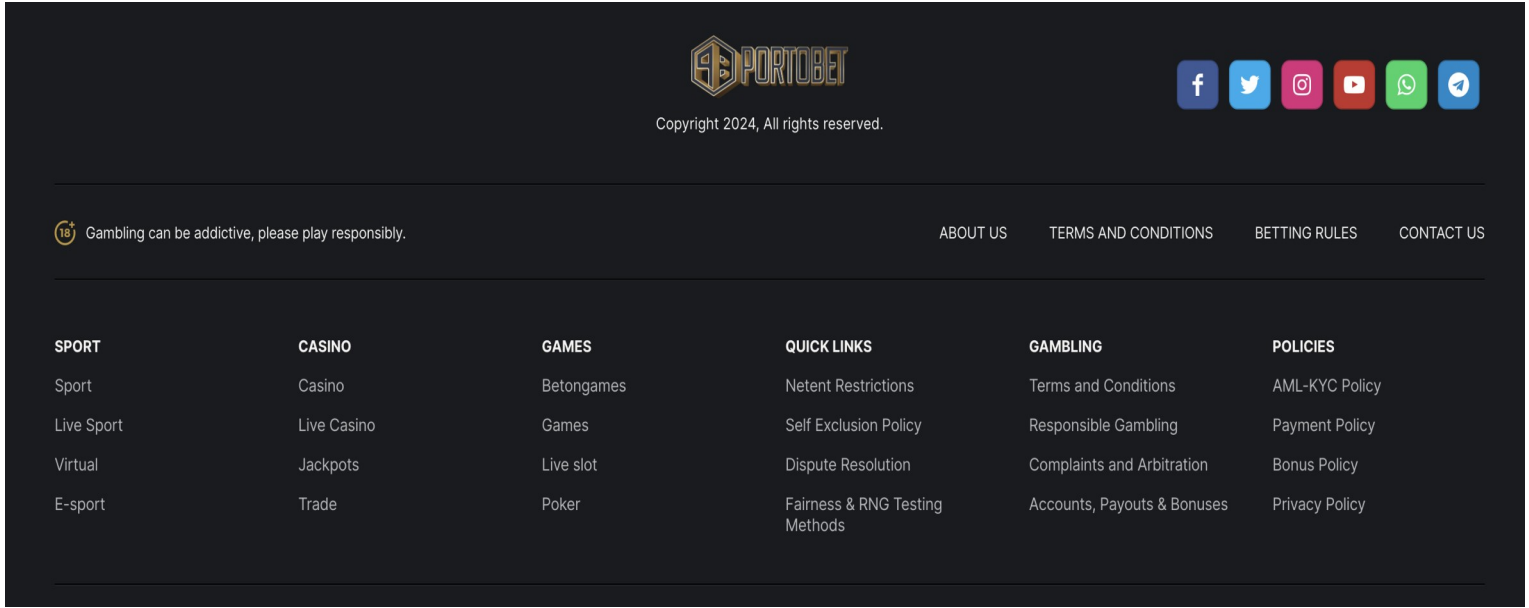
We are also aware of our rivals, and it should be said that there is so high competition in this market.

Our website will offer well known and reliable payment systems. We are currently working for the extensive offering of payment systems, that will make the website more accessible, and payment secured for our customers.

We plan to outsource most of the marketing services. Sales and marketing services shall comprise most of our expenditure.

Restricted Territories will be as follows: Iran, Iraq, Syria, Yemen, Aruba, Bonaire, Curacao, France, The Netherlands, St.Maarten, Singapore, USA, North Korea.

## Policies and Procedures:



## Financial Projections:

Our financial targets are to reach an annual debit of €15.550.000. To reach the target, we aim to keep profitability at the minimum level and maximize the turnover.

| Pre-Launch expenses |           | After- Launch expenses,1 st year |         |
|---------------------|-----------|----------------------------------|---------|
| Company set up      | 3 - 7 %   | Company running                  | 5 %     |
| License set up      | 10 - 30%  | License fees                     | 1- 10 % |
| Software set up     | 25 - 35 % | Software support                 | 10 %    |
| Staff hiring        | 10 - 20 % | Games suppliers                  | 5 %     |
| Pre-Marketing       | 15 - 20 % | Marketing                        | 50 %    |
| Other costs         | 5 –15 %   | Staff                            | 20-30 % |

| 2023/2024 | Monthly<br>revenues(Eur) | Monthly expenses | Profit/Loss(Eur) |
|-----------|--------------------------|------------------|------------------|
| September | 500 000                  | 200 000          | 300 000          |
| October   | 600 000                  | 225 000          | 375 000          |
| November  | 650 000                  | 200 000          | 450 000          |
| December  | 550 000                  | 300 00           | 250 000          |
| January   | 650 000                  | 350 000          | 300 000          |
| February  | 750 000                  | 400 000          | 350 000          |
| March     | 850 000                  | 450 000          | 400 000          |
| April     | 950 000                  | 500 000          | 450 000          |
| May       | 1000 000                 | 500 000          | 500 000          |
| June      | 2000 000                 | 550 000          | 1 450 000        |
| July      | 5000 000                 | 800 000          | 4 200 000        |
| August    | 7000 000                 | 1000 000         | 6 000 000        |