

BRIGHT WIN LIMITED BV (CURACAO) BUSINESS PLAN

I. EXECUTIVE SUMMARY

Introduction:

Bright Win Limited B.V. (“**Company**”) is founded by Mr. Chua Soo Ngee to target regulated B2C betting markets with a Curacao eGambling license. The company owns proprietary technology, including full-stack RMG (Real Money Gaming) Platform, catering to sports betting, casinos and casual real money games market.

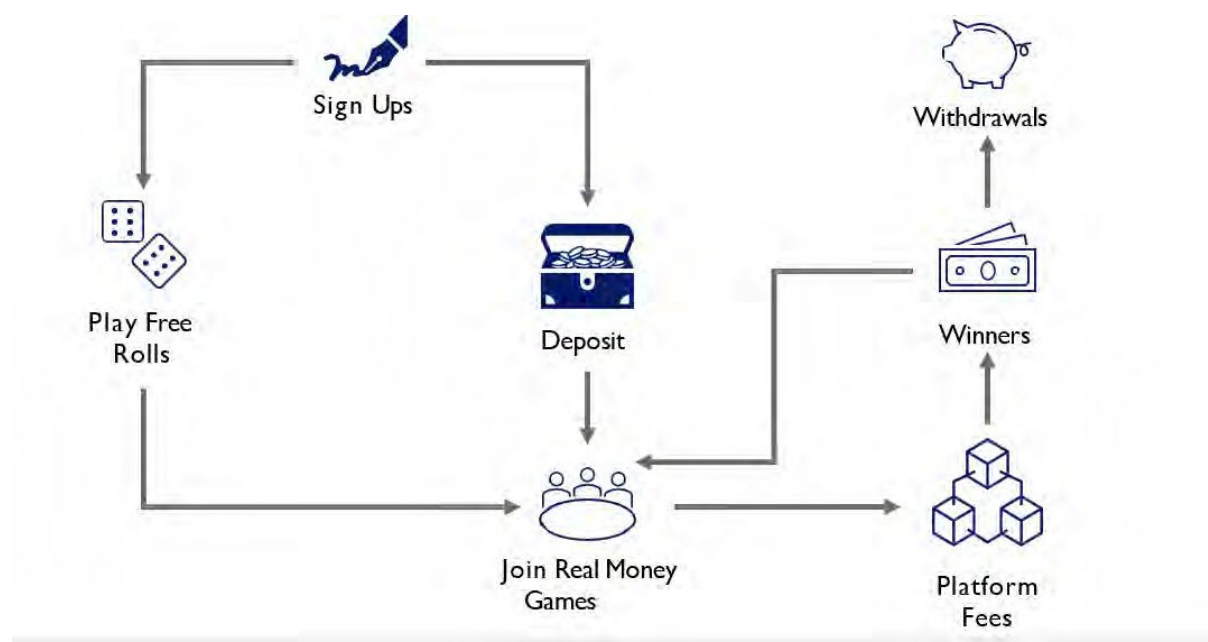
Business Objectives:

- Short-term objectives include establishing market presence, obtaining necessary licenses, and launching initial product offerings.
- Long-term objectives entail achieving sustainable growth, expanding internationally, and diversifying the product portfolio.

Business Model:

- The Company operates as a B2C provider of online betting and gaming services, leveraging proprietary technology to offer a diverse range of games.
- Revenue streams include betting proceeds, gaming fees, and service commissions.

All the RMG Gaming Platform currently operated by the Company and the new gaming platforms proposed to be developed by it essentially follows the business model set out below and it has been refined and evolved into an efficient and profitable model over many years:



Market Opportunity: The company identifies a growing market for online betting and gaming, particularly in regions where regulations allow such activities.

Unique Selling Proposition (USP):

The Company distinguishes itself through its proprietary technology, comprehensive gaming portfolio, and commitment to regulatory compliance, setting it apart from competitors.

- The high rake platform generated representing a 52°/+ CAGR in the last 4 years.
- A focus on product has allowed the UBO to assume a leading position in the relevant markets and it intends to leverage the same to foray into identified high growth markets globally.
- Strength of the brand provides ability to cross-sell other real money gaming platforms across the ecosystem of players.
- Proprietary platform and a robust tech infrastructure designed from the scratch by a high skilled in-house tech team (which few competitors have) allows customization of products over and above existing peers. It also allows us to expand globally and launch other RMG gaming and sports betting platform.
- High LTV to CAC business acquires users at a low cost.

Financial Projections: Projected financial forecasts indicate revenue growth driven by market demand and operational efficiency, with details provided in subsequent sections.

II. COMPANY OVERVIEW

Company Background:

The Company was founded by Mr. Chua Soo Ngee with the objective of capitalizing on the growing online betting and egambling market under a Curacao license. The company's mission is to provide a secure, entertaining, and rewarding gaming experience to customers while ensuring compliance with best regulatory standards.

Ownership Structure:

Mr. Chua Soo Ngee serves as the Ultimate Beneficial Owner (UBO) of the Company. Apart from the UBO, the management and affairs of the Company vests with e-Management N.V. acting as the Managing Director. The UBO is in the process of putting together a core team and the process of hiring an MLRO and Compliance Officer, a Chief Operations Officer, Fraud, Integrity and Risk officers is in progress.

Licenses and Regulations:

The Company has obtained a Curacao eGambling sub-license to operate legally within regulated markets. Compliance with licensing requirements ensures the company's credibility and trustworthiness among customers and regulatory bodies.

III. MARKET ANALYSIS

Industry Overview:

The iGaming industry is experiencing significant growth, driven by technological advancements, changing consumer preferences, and regulatory reforms. Online betting and gaming have become increasingly popular, presenting lucrative opportunities for businesses operating in this space.

Target Audience:

The Company targets a diverse audience interested in online betting and gaming, including casual players, enthusiasts, and professional gamblers. The company caters to both B2B and B2C customers, offering a wide range of gaming options to suit various preferences and budgets.

IV. PRODUCTS AND SERVICES

B2C Services:

The Company provides online sports betting, casino games, and slots offerings to end customers. These services are accessible through the company's online platform, offering a seamless and immersive gaming experience.

B2B Services:

In addition to direct-to-consumer services, the Company offers white label and brokerage services to affiliates. This enables partners to leverage the company's technology and expertise to enhance their own gaming offerings.

Technology and Platforms:

The Company utilizes proprietary technology, including a full-stack RMG platform, to deliver its services. These platforms are designed to provide a user-friendly interface, secure transactions, and reliable performance, ensuring an optimal gaming experience for customers.

As highlighted above, one of the key USPs of the Company is the proprietary technology and autonomy over the in-house tech platforms that have been built, refined and enhanced by its in-house tech team.

V. MARKETING AND SALES STRATEGY

We have successfully and organically grown not just our product offerings but also expanded the scope of the real money gaming eco system in India being the pioneers in the space since inception.

- Our growth strategies have always focused on creating great user experience, understanding the needs of the market and the users in those markets and offering a customized product that fits the market.
- Once we identify the right product fit and have made the necessary customizations to suit the needs of the users in a given market, we have used a combination of ecosystem development, social media marketing and personalized offers as the key strategy for customer acquisition.
- We are also looking to launch new product verticals viz. real money sports betting application and poker which will further expand the funnel and lead to a more vertical integration opportunity.
- For better user engagement and retention, we are also developing more engaging player interaction widgets & new in-game player tools, player game stats module, new game & tournament formats, chat functionality, live leaderboard, personalised home screen experience.
- On the B2B front, we are working towards expanding the network model and onboarding affiliates.

Some other growth strategies are set out below:

Marketing Plan:

The Company employs a comprehensive marketing strategy to attract and retain customers. This includes targeted online advertising, social media engagement, content marketing, and strategic partnerships with influencers and affiliates.

Customer Acquisition:

The Company focuses on acquiring new customers through targeted marketing campaigns, promotions, and loyalty programs. Additionally, personalized offers and incentives are used to incentivize customer registration and engagement.

Sales Channels: Sales channels include the company's online platform, mobile apps, and partnerships with affiliate websites. The Company also engages in direct sales and promotional events to drive customer engagement and conversions.

VI. OPERATIONS

Regulatory Compliance:

The Company places significant emphasis on regulatory compliance, including Anti-Money Laundering (AML) regulations and other legal requirements. The Company implements robust Know Your Customer (KYC) procedures to verify the identity of customers and ensure they meet age and jurisdictional requirements for online gambling. Furthermore, the Company has a comprehensive AML and Counter-Terrorist Financing Manual (“**AML Manual**”) which is mandated to be followed by the Company, its staff, agents and other key stakeholder while performing their respective functions.

Customer Support:

The Company maintains a dedicated customer support team to address inquiries, resolve issues, and provide assistance to customers. Support services are available through multiple channels, including email, live chat, and telephone, ensuring prompt and effective resolution of customer concerns.

Payment and Banking:

The Company offers a variety of secure payment methods to facilitate deposits and withdrawals for customers. These may include credit/debit cards, bank transfers, e-wallets, and cryptocurrency payments. The Company partners with reputable payment service providers to ensure the security and reliability of financial transactions.

VII. Financial Plan

Revenue Model:

The Company generates revenue through various channels, including:

- Betting proceeds from sports betting events.
- Gaming fees charged for casino games and slots.
- Service commissions earned from B2B partnerships and affiliate programs.

Financial Projections:

Detailed financial forecasts project revenue, expenses, and profitability over the short and long term are set out below. These projections are based on market analysis, historical data, and assumptions regarding customer acquisition, retention, and spending patterns.

FINANCIAL PROJECTIONS	FY24-25 (Y1)	FY25-26 (Y2)	FY26-27 (Y3)
Net Revenue from Operations	33,455,000	44,685,066	59,479,100
<i>YoY% Growth</i>	35%	30%	25%
Total expenses	24,452,000	31,251,000	44,040,000
Operating Profit (OP)	9,003,000	13,434,066	15,439,100

Funding Requirements:

The Company outlines funding needs for licensing, operations, and growth initiatives. This includes capital expenditures for technology development, marketing expenses, regulatory compliance costs, and working capital requirements.

VIII. Risk Assessment

Regulatory Risks:

Potential regulatory risks include changes in gambling laws and regulations, compliance failures, and legal challenges. The Company mitigates these risks by staying informed about regulatory developments, maintaining strict compliance measures, and seeking legal counsel when necessary. A detailed Business Risk Assessment Matrix of the Company has been adopted by the Company to identify, mitigate and future proof the Company against these business risks.

Market Risks:

Market-specific risks include competition from other gaming operators, shifts in consumer preferences, and economic downturns. The Company mitigates these risks through strategic differentiation, diversification of product offerings, and agile adaptation to market trends.

Security Risks:

Security risks include data breaches, cyberattacks, and fraud. The company implements robust security measures, such as encryption, firewalls, and intrusion detection systems, to safeguard customer data and financial transactions. Regular security audits and employee training programs further enhance security protocols.

X. Conclusion

In conclusion, Bright Win Limited B.V. is positioned to capitalize on the growing opportunities in the online betting and gaming industry. With a strong focus on regulatory compliance, innovative technology, and customer satisfaction, the company aims to establish itself as a leading player in the market. By executing its business plan effectively and adapting to evolving market dynamics, Bright Win Limited B.V. is committed to achieving sustainable growth and delivering value to its stakeholders.