



BUSINESS PLAN

ALTACORE N.V.

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COMPANY BACKGROUND

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Our Company founder, Mr. Alexandru Gladchii, along with partners started developing a state of art gaming platform in. The idea is that the platform can handle today's regulator's requirements whilst giving clients the comfort of playing their favorite games in a responsible regulated manner.

After gaining hands-on experience operating in multiple markets over the last seven years, Mr. Gladchii understood importance of stable, robust back-office software under control of in-house development. Therefore, in 2020 our founder launched his own operations through a Cucarao operation. The intention was to ensure that his vision and software capabilities will shortly be expanded within EU regulated countries. Time of development work resulted in creation of one of industry leading platforms loaded with functionality catering to various aspects of the gaming industry. After excellent first-hand experience operating on new software system, he also realized that product has potential to be highly competitive in B2B segment.

ABOUT THE COMPANY

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Company name: **Altacore N.V.**

Entity type: **Limited Liability Company**

Date of incorporation: **August 19, 2019**

Place of incorporation: **Curaçao**

Company number: **151002**

Registered Address: **Dr. H. Fergusonweg 1, Gaito, Curaçao**

Email address: **office@advabet.com**

Website: **www.smokace.com**



COMPANY FOUNDER DETAILS

UBO & SHAREHOLDER

Alexandru Gladchii

Group founder, Mr. Gladchii is the sole and full Ultimate Beneficial Owner of the company. He owns 100% stake in shares of the holding company.

- Passport number: AB1281176
- Address: Nicolae Dimo 7/3 69, MD-2068
Chisinau, 2068, Moldova

COMPANY MANAGEMENT RESPONSIBILITIES

KEY MANAGEMENT EXECUTIVES

The **managing board** is obligated to conduct administrative procedures for documenting the financial status and operational activities of the corporation, in compliance with relevant requirements. They are also responsible for maintaining accurate records, including books, ledgers, and databases, to ensure the corporation's rights and obligations are readily identifiable.

Furthermore, the **managing board** has the authority, while retaining its own accountability, to appoint attorneys-in-fact, define their powers, and specify how they represent the corporation and sign on its behalf. Each managing director also holds the authority to authorize another director to act on their behalf at managing board meetings, in accordance with the terms outlined in the power of attorney.

COMPANY MANAGEMENT RESPONSIBILITIES

KEY MANAGEMENT EXECUTIVES

The **CEO** of the Company is tasked with ensuring that the strategic, financial, and overall control functions are well-established. It is the CEO's direct responsibility to ensure that the Company's strategic objectives are achieved, and that senior executives align with the Company's long and short-term strategies while overseeing management processes in their respective departments.

A primary focus of the **CTO** involves assessing and integrating new technological infrastructure components, as well as supervising general system infrastructure to ensure functionality and efficiency.

The **COO** oversees the Company's daily operations, ensuring the implementation of effective operational procedures. It is the COO's direct responsibility to manage the Company's risks, support services, and business development efforts. Additionally, the COO is tasked with optimizing marketing initiatives and implementing improved business practices.

The **MLRO** is responsible for updating relevant policies and ensuring that all applicable employees are informed about Anti-Money Laundering (AML) requirements.

Key management executives may be invited to board meetings in addition to the board members.

COMPANY MANAGEMENT DETAILS

CHIEF EXECUTIVE OFFICER

Alexandru Gladchii

Alexandru Gladchii has more than 20 years of experience in IT development. He also gained expertise in application & DB architecture.

2012-2013 years - Head of development at Fruitare SRL. His responsibilities was to lead the development team in creating innovative and high-quality software solutions for Fruitare SRL's products

2013-2015 years - Technology development director at Teletrain LTD, where he spearhead the technological vision and strategy for Teletrain LTD, aligning it with the company's overall goals and objectives.

2015-2019 years - Chief Technical Officer at Soft2Bet, where he lead the planning, design, and execution of software projects, from conception to delivery, while maintaining a focus on quality, scalability, and user experience.

COMPANY MANAGEMENT DETAILS

CHIEF TECHNOLOGY OFFICER

Anatolii Snehirov

Anatolii Snehirov is an experienced tech and software development professional.

2013-2016 years - Junior Solution Architecture in the WhiteWeb. Anatolii contributed to various aspects of website development and consulting, showcasing his ability to handle diverse tasks, from planning sprints to developing comprehensive solution architectures.

2017-2018 years - Full Stack Web Developer in Tranzzo LTD, where he showcased versatility by engaging in front-end development and contributing to the backend development of PCI DSS-compliant pages.

2019-2022 years - Head of Research & Development/Solution Architecture in the DS Team, where he spearheaded critical roles in solution/system architecture, front-end development, and team management

COMPANY MANAGEMENT DETAILS

RESPONSIBLE GAMING OFFICER & CHIEF
OPERATING OFFICER

Serghei Medusevschii

Serghei Medusevschii has more than ten years of experience in customer support and payment systems.

2011-2019 years - he provided information, technical support, and qualified assistance to clients across various projects. His responsibilities extended to staff training, conducting analytical work, and compiling reports. . Moreover, Serghei was actively involved in handling disputes with clients, ensuring the serviceability of payment systems, and monitoring risks for prompt restoration of system operations

Since 2020 - he has played a pivotal role in providing information and technical support for online projects within the Advabet Group. Serghei is actively involved in incident management, claims handling, and contributes to project promotions and bonus policy development. His commitment to excellence is evident in market monitoring activities aimed at improving service quality.

COMPANY MANAGEMENT

DETAILS

HEAD OF KYC

Igor Basistii

Igor Basistii brings more than five years of dedicated expertise to his role as the Chief of KYC Department, demonstrating a keen understanding of financial documents and a thorough knowledge of various payment systems.

2015-2019 years - **Chief of KYC Department at Soft2Bet**, where he played a pivotal role in ensuring the authenticity of documentation and adherence to KYC policies.

Since 2019 - **Money Laundering Reporting Officer at Advabet**, where he oversees crucial functions related to financial integrity and compliance.

LIST OF COMPANY'S BRANDS

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E- gaming License No 8048/JAZ2019-049 issued by Central Government of the Curacao:

<https://burningbet.com>

<https://windetta.com>

<https://casinozer.com>

<https://dozenspins.com>

<https://cosmicslot.com>

<https://yonibet.com>

<https://stelario.com>

<https://iwildcasino.com>

<https://betify.com>

<https://allreels.com>

<https://oxicasino.com>

<https://gamblezen.com>

<https://icebet.casino>

<https://spinsbro.com>

<https://wintopia.com>

<https://winstoria.com>

<https://flappycasino.com>

<https://luckyhour.com>

<https://winlegends>

<https://snatchcasino.com>

<https://rollino.co>

<https://smokace.com>

<https://rioace.com>

OUR MAIN BRANDS

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The online casino, aims to become a premier gambling destination offering users a unique and exceptional gaming experience. Our platform exclusively features proven, reputable, and popular games sourced from renowned global providers. In our pursuit of excellence, we draw inspiration from leading online casinos worldwide, placing utmost importance on delivering high-quality service to our guests. With round-the-clock customer support, we are committed to swiftly resolving any issues that may arise. Additionally, our online casino license ensures the confidentiality of customer data, facilitates hassle-free withdrawal of winnings, and guarantees the smooth functioning of our website. For those seeking top-notch online gaming experiences with real cash rewards, online casinos stand out as the optimal choice. Our extensive selection of games caters to diverse preferences, ensuring that every player finds a game to enjoy.

OUR CUSTOMERS

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- Norway, Canada, Finland
- Jurisdictions where gambling is unregulated (excluding restricted countries regarding FATF list and regulators decisions), depending on available payment solutions.

!All countries which are prohibited by the regulation will be geo-blocked!



OUR PARTNERS

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1. Arosal Limited (legal and financial services provider)
2. SMES (company management services provider)
3. Winfinity (games provider)
4. Stakelogic International Limited (games provider)
5. Slotegrator (games provider)
6. Microgaming (games provider)

!The company is constantly working on establishing cooperation/signing contracts with new partners and suppliers in order to respond to the cases of loss or interruption the current critical suppliers.!

MARKETING STRATEGY

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[Altacore N.V.'s](#) brands aim to enter the market with an enticing bonus program for players. This strategy not only shields the company from excessive risk compared to more aggressive operators but also promises substantial payouts for players who may lean towards a more cautious approach.

To thrive in the online gambling sector, the company recognizes the importance of effectively promoting its brand. Utilizing various marketing tools within the framework of existing legal restrictions, the company is committed to employing diverse strategies to boost visibility.

Outlined below is an overview of the approach the company plans to adopt. The marketing plan will remain flexible to adapt to evolving market conditions and insights gleaned from initial marketing endeavor

1. Content Marketing
2. Social Media Leveraging
3. Partner Marketing
4. Conducting Financial Education Workshops
5. Affiliate Programs
6. Search Engine Optimization

[Altacore N.V.](#) is eagerly seeking to obtain an online gambling license to provide e-gaming services in compliance with the laws and regulations of the relevant authorities in Curacao. The company plans to establish a remote betting operation catering to a broad audience of citizens and legal residents in countries where the Curacao license is permitted and recognized.

Curacao was chosen due to its advantageous regulatory environment in the online gambling industry, which is well-regarded among casino operators, fostering healthy competition in the market. The licensing requirements also make it an attractive option for startup companies with modest budgets.

However, [Altacore N.V.](#) aims not only to secure its place in the local market but also to expand its market share through robust marketing and advertising campaigns, aiming for a turnover of approximately [EUR 20,000,000](#) within five years.

To achieve this ambitious goal, the company is committed to prioritizing customer satisfaction by emphasizing quality, integrity, and client support, while offering a comprehensive range of popular games. [Altacore N.V.](#) intends to carve out a significant presence in the market and become a preferred gaming operator.

By focusing on client needs, delivering high-quality services, implementing responsible gambling policies, and executing an effective marketing strategy, we aspire to emerge as one of the leading companies in this industry.

FINANCIAL PLAN

- Shareholder will be meeting all the expenses relating to incorporation and operations of the company.
- Company would every year close its financial books on 31st of December to ascertain profitability & financial performance.
- The financial statements would be prepared and if required audited as per the applicable regulatory laws and all the applicable financial reporting standards and accounting standards would be complied with.

Particulars	First year	2nd year	3d year	4d year	5d year
Total Revenue	5,000,520.25 EUR	8,150,840.58 EUR	12,250,425.10 EUR	16,142,207.30 EUR	20,002,952.34 EUR
Total Expenses	3,750,402.93 EUR	6,230,349.10 EUR	9,415,347.10 EUR	12,753,922.34 EUR	15,475,345.88 EUR
Net result	1 250,117.32 EUR	1 920,491.48 EUR	2,835,078.00 EUR	3,388,284.96 EUR	4,527,606.56 EUR

OUR POLICIES AND PROCEDURES

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- ## AML Policy (Overview)

The company maintains a strict stance against money laundering and actively supports efforts to combat this illicit activity. Money laundering involves the process of disguising funds obtained through illegal or criminal activities to appear as though they originated from legitimate sources.

To prevent money laundering, the company has implemented robust internal policies. These policies include measures such as verifying clients' proof of identification and maintaining detailed records of identification information. Additionally, the company conducts thorough checks to ensure that clients have no known or suspected affiliations with unlawful organizations or terrorist groups, by cross-referencing their names with lists of known criminal organizations.

Clients are informed that the information they provide may be used for identity verification purposes. Furthermore, the company closely monitors clients' financial transactions for any suspicious activity.

In all its operations, the company adheres to existing anti-money laundering legislation and actively participates in the fight against terrorist financing. It requires clients to provide accurate personal data and verifies their identities using available means to ensure compliance with regulatory requirements.

- ## AML Policy (Responsibilities)

The following departments are directly targeted by the requirements of this procedure:

- **Board of Directors** – Approval and Signature requirements, especially in high risk scenarios
- **Customer Support** – Understanding reporting requirements
- **KYC Department** – Understanding and applying DD requirements
- **Sportsbook** – Understanding reporting requirements
- **Security** – Understanding DD requirements
- **Fraud** – Understanding the difference between a fraud case and an ML case
- **Finance** – Understanding the risks posed by ML/TF
- **Compliance** – Ensuring all legislation requirements are met
- **MLRO** – Altacore N.V. appointed a skilled Money Laundering Reporting Officer in order to implement full compliance with AML/CFT Laws and Regulations. Appointed MLRO has almost 10 years experience dealing with AML procedures and regularly attends advanced training courses. MLRO's experience and acquired skills allow him to work on improvement and necessary changes in the documents to stay abreast with regulations

- ## Personal Data Processing

When handling the personal data of Clients, the Company follows widely accepted practices observed globally.

The Company prioritizes the security of Clients' personal data, maintaining it in the same form as initially provided by the Client through registration forms on the official Company website and within the Client Profile. This data is securely stored on protected servers and is not disclosed to any third parties, except as required by applicable legislation.

In the course of interactions with the Company's website, "cookies" technology is utilized to gather statistical information.

While the company operates an affiliate program, it does not share any personal data about referred clients (referrals) with its partners.

- ## Customer Acceptance Policy

The Customer Acceptance Policy (referred to as "CAP" hereafter) aligns with the principles and guidelines outlined in this document. It establishes the criteria for accepting new Clients and delineates the Client categorization criteria to be adhered to by the company, particularly by employees directly involved in gathering client information and those tasked with evaluating such information to determine if the client aligns with the Company's risk appetite regarding the products or services provided.

The KYC department is tasked with implementing all provisions of the CAP. Additionally, the Compliance Officer assists the MLRO in implementing the CAP, where applicable.

The MLRO conducts periodic reviews to assess the effective implementation of the CAP and its relevant provisions, at least annually, as per the policy's stipulations. Reviews may occur at other intervals as deemed necessary based on changes in the company's inherent and residual risk factors.

OUR POLICIES AND PROCEDURES

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- ## Responsible Gaming Policy

For the majority of our users, gambling serves as a source of entertainment, fun, and excitement. However, we recognize that for some individuals, gambling can have negative consequences. In the field of medical science, pathological gambling has long been recognized as a serious condition.

Since our inception, we have been proactive in addressing this issue and striving to provide assistance. We define "Responsible Gambling" as a series of measures aimed at reducing the likelihood of negative consequences associated with gambling. Moreover, if such consequences do arise, we are committed to taking active steps to address them.

Central to our approach is the promotion of knowledge and education about the risks of gambling. By empowering our users with information, we aim to bolster their self-control and mitigate the potential negative effects of gambling.

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OUR POLICIES AND PROCEDURES

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- Risk Evaluation and Management Policy

Identification. This phase entails identifying both internal and external risk factors that heighten the company's exposure to risks. Altacore N.V. primarily evaluates the domestic and international money laundering risks impacting its target markets. In instances where players register from countries non-compliant with Anti-Money Laundering (AML) Regulations and fraud management protocols, the company is responsible for ensuring player compliance with its established procedures. To proactively assess and address risks, the company must update its business risk assessment annually or as needed to stay abreast of evolving risk landscapes and mitigate accordingly.

Assessment. Recognizing the inherent susceptibility to elevated risk inherent in online gaming operations, company management and shareholders acknowledge the need for heightened vigilance. Management must foster awareness to detect any lapses in implementing rigorous measures for identifying fraudulent activities, as failure to do so could render the sites vulnerable to money laundering. This represents a clear example of inherent risk. In conducting the requisite risk assessment, the company must consider factors such as customers, the geographic regions of operation, the range of products and services offered, and the associated transactions, as well as the various delivery channels utilized

• Risk Evaluation and Management Policy

Monitoring and Follow-Up. The compliance department meticulously examines the conducted risk assessments to identify procedural gaps and areas for enhancement aimed at reducing inefficiencies.

Supervisory Oversight. This entails reviewing the conducted risk assessments, and the compliance department ensures that staff receive appropriate training to ensure compliance with any updated regulations.

Risk Register: The results derived from the risk assessment process form the foundation of a comprehensive risk register. This risk register is securely stored in the Information Security document store.

Risk Treatment: The risk register includes a decision on risk treatment, which falls into one of the following categories:

- **Tolerate the risk:** When the risk falls below Altacore N.V.'s risk appetite and further treatment is deemed disproportionate.
- **Treat the risk:** When the risk exceeds Altacore N.V.'s risk appetite, but treatment is proportionate. This also applies when the treatment is straightforward and cost-effective, even if it falls below Altacore N.V.'s risk appetite.
- **Transfer the risk:** When the risk cannot be reduced to a level acceptable to Altacore N.V. with proportionate treatment, but a cost-effective option exists to transfer the risk to a third party.
- **Terminate the risk:** When the risk cannot be reduced to a level acceptable to Altacore N.V. with proportionate effort or resources, and no cost-effective transfer option is available.

• Strength

[Altacore N.V.](#) enjoys a solid financial footing, which positions it favorably for brand development endeavors. The management team's wealth of experience in the online gambling sector serves as a pivotal asset, complemented by the introduction of innovative products and a steadfast commitment to delivering top-tier service quality. Through targeted marketing and advertising initiatives, the company aims to effectively engage and satisfy a segmented audience across various channels. Furthermore, [Altacore N.V.](#) showcases advanced technological prowess, ensuring that its online platform remains contemporary and competitive within the landscape of Curaçao-licensed operators. Leveraging sophisticated SEO and internet marketing strategies, the company gains a strategic edge for penetrating markets and outshining competitors.

• Weaknesses

Recent regulatory changes in Curacao, beginning in September 2023, pose challenges for [Altacore N.V.](#) The updated regulations prohibit the sharing of licenses between casino platform providers and operators, adversely affecting both parties. Casino operators now encounter hurdles in securing individual licenses, resulting in heightened expenses and delays in product launches.

The previously advantageous practice of sharing licenses, which fostered fruitful collaborations, is no longer feasible. Consequently, providers and operators must reevaluate their strategies to accommodate the evolving regulatory environment. Companies holding or depending on Curacao licenses must explore alternative avenues to uphold their market presence.

• Opportunities

Altacore N.V. operates within the advantageous framework of Curaçao's comprehensive gambling licenses, which facilitates the management of its online gambling products. Unlike many other jurisdictions, Curaçao's licensing system offers a single license that covers all online gambling products, simplifying the process for newcomers and keeping costs down. The company can also benefit from sub-licenses provided by master license holders in Curaçao, who offer bundled packages inclusive of sub-licenses, business licenses, hosting services, and more. This integrated approach can prove more economical for new entrants compared to independent operations.

• Threats

The establishment of the Gaming Licensing Authority in 1996 marked the beginning of issuing licenses, making Curaçao one of the pioneers in this field. With its regulated gambling laws featuring affordable licensing requirements and a swift licensing process, Curaçao has been an attractive destination for online gambling operators.

However, Curaçao is currently on the brink of implementing significant legislative changes that will overhaul its gambling licensing system. As of now, the specifics of these changes remain uncertain, and it is challenging to anticipate how the market will respond to the forthcoming alterations in legislation.

Connect with us.



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