

Business plan FBC BV

1. Products and services.

Our business is focusing on games of chance based on Random Number generated games, casino, cards, dice etc., both virtual and live dealer. We are solely using third party game providers.

We have our own proprietary Player account management system, built, maintained and run by our own inhouse teams.

We are a group of crypto only casinos and do not use external payment gateways, we focus on onchain transactions.

It has been our focus since inception to be independent of bigger platform suppliers, this gives us the needed flexibility to build and implement initiatives we feel is necessary for us to obtain competitive advantage in a highly competitive market.

We only use external suppliers to ensure our players have the same offerings as a baseline as our competitors.

We compete not only on our overall game offerings, but also on our ability to create unique user journeys; onboarding, deposit, withdrawal as well as in-game experiences, this can be achieved as we control the full flow via our proprietary platforms.

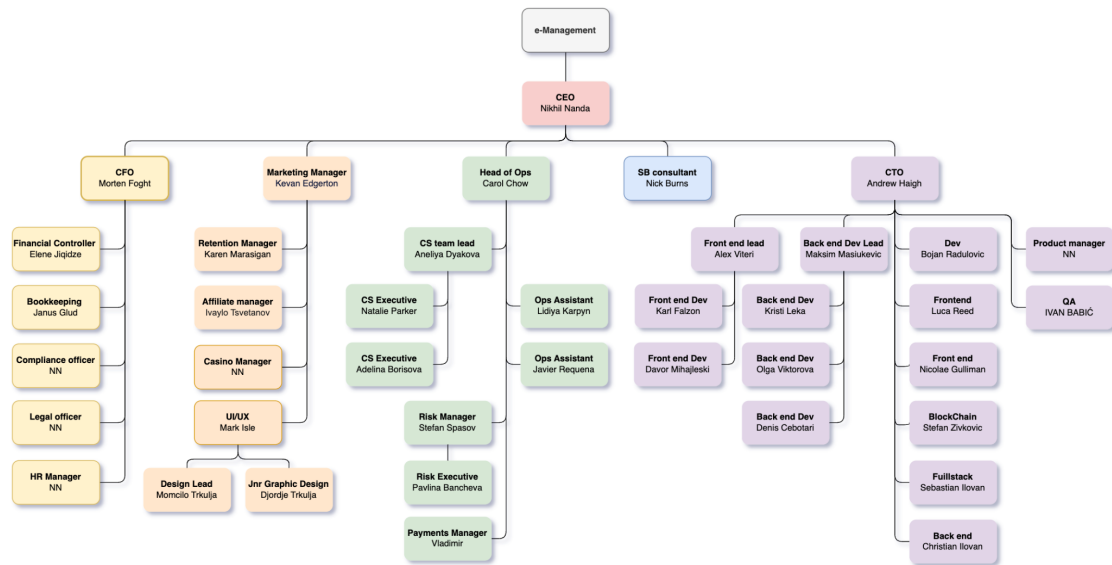
2. Management structure.

UBO/CEO

Nikhil Nanda has over 15 years of experience in the marketing industry. Nikhil graduated from Boston University with a Computer Science Degree and pursued a career in marketing. Nikhil started working with Fomo Digital Limited as a sole director where he specialized in search engine optimization for the iGaming Industry. Alongside his marketing activities Nikhil has also actively and very successfully invested in Crypto and Real Estate.. Nikhil has a stake in FreeBitco.in, one of the largest cryptocurrency gambling websites with a player base of over 60 million users. Nikhil has worked within the iGaming industry for over 10 years.

Please find our organogram below. It is a traditional hierarchy with a CEO managing the overall organization.

Our Legal/Compliance officer recently received a health diagnosis which has prevented her from continuing her work life, we have started the recruitment process for her replacement, we expect to complete this search within Q2 of 2024.



3. Financial forecast 3 years.

Below we illustrate the highlevel 3 year forecast.

We assume a GGR of around 10% on average, we payout 20% of GGR to bonus and the rest of the marketing spend is based on Affiliate listing fees, Revshare, Display and search ads.

SEO will be a major component of our acquisition strategy.

We have a group of brands ranging from highly mature to young brands, the mature brand is the financing vehicle for the group of brands.

The marketing spend is increasing throughout the period as we need overtime to cover a larger geographical territory.

Moderate increase in HC over the period, mainly in Ops and Customer Support.

FBC 2024 - 26			
EUR			
Description	2024 - YTD	2025 - YTD	2026 - YTD
NGR	12,719,103	18,044,737	23,490,493
Result after staff cost	11,519,103	16,604,737	21,810,493
Result after running cost	11,417,103	16,502,737	21,708,493
Result after Marketing	10,067,177	14,088,584	18,629,406
EBITDA	10,005,177	14,038,584	18,581,406
EBIT	10,005,177	14,038,584	18,581,406
EBT	10,005,177	14,038,584	18,581,406

4. Management financial statement 2024

5. Balances.

a. Player accounts

As our casinos are crypto based all balances are kept on chain, we do not as such have player wallets, when a player come to the casino he will deposit, he will play his games win or lose but when he is done he will withdraw the funds back to his wallet, not leaving the funds with us, so player balance at any given time is more of a hold, Chips on the table if you compare to land based casinos.

b. Bank/gateway balances as of 21 Mar 24

Bank balances are 98 065 USD

c. Crypto wallets

We have about 30 k USD in our wallets.

6. Business Strategy.

Our strategy is to enter markets where we can see we will have a strategic and a cost advantage. Markets with lower CPA and where we can offer a return to players which can only be matched by other operators on proprietary software, our strategy is volume based.

We are crypto only casinos so we can expand fast as we do not require payment gateways tailored to the geographical locations we enter.

We focus on economies where Gambling is a tradition, we are focusing on Africa, South Americas and Asia pacific. We are already present in Canada, Australia, Brazil, India just to name a few and from there we will expand our foothold.

Marketing channels are very focused on influencers / affiliates on Social media on one side and heavy use of technical SEO on the other. This model is highly cost effective and scalable.

As the brands range from mature to startup we expect to be able to grow 4% MoM on average. With the right team, marketing and product offerings this is internally considered conservative.

From a marketing perspective the UBO has affiliate sites which can be used to direct traffic to our site, these affiliates range from smaller local boutique sites to mastodon sites with more than 60 m users in the database. We will leverage these affiliates to reach broad and fast wherever we enter.

7. Key Suppliers.

Our key suppliers are game suppliers, tech suppliers and financial suppliers.

a. Game suppliers

We are working with all the main game suppliers;

BGAMING, 3 Oaks, Betsoft, Wazdan, Pragmatic Play, Redgenn, Yggdrasil, Playtech, OnlyPlay, Play'n GO etc.

We have chosen the strategy of direct integration of the casino's, this gives us max flexibility towards the full offerings from the individual providers.

b. Tech suppliers

As we have our own proprietary Player account management system our main tech suppliers are;

AWS, Digital Ocean, CloudFlare, Atlassian, Google, SendGrid ...

These suppliers are the gold standard within their field and the risk management is left to them; like our services with AWS are protected by the worldwide AWS raid setup.

c. Financial suppliers

Our financial suppliers are split into two categories; Banks and Payment Gateways.

i. Banks

We work with Virtual banks; Kingdom Bank, Private3Bank, and one.io (being onboarded)

As our income is in Crypto we need banks who have off ramping facilities which is what both Kingdom Bank and ONE.IO is offering.

ii. Payment gateways

We are running crypto casinos only and do not use external payment gateways, we take deposits directly from player wallets and send funds back to the same wallets.

8. Risk evaluation and management.

Elements of risk come from two angles, external and internal.

External Risk.

The external risk is for us down to competition and international legislative frameworks.

Competition.

We curb the risk from competition by having a technical advantage and hiring only the best candidates.

As mentioned above, the fact that we have our own proprietary platform allows us to implement new ideas at our own pace, we can catch up to developments in the market based only on the time it takes to reverse engineer and build a similar solution if we find it needed to keep our competitive edge.

By hiring only the best talent and investing in our teams is what gives us the long term advantage, our ability to analyze trends and implement initiatives to take advantage of them is something our competitors cannot easily copy.

International legislative frameworks.

It is a common risk in our business that a given geographical location changes the legislative framework when it comes to gambling. More jurisdictions are implementing their own requirements for us operators to be allowed to sell our products in their countries. We have adopted a multi-country strategy focusing on a range of markets where we can operate based on our curacao license, a list we keep expanding to curb the vulnerability toward individual markets.

Internal risk.

Succession planning, good internal opportunities along with great working conditions is our tool to limit our staff churn. We cannot eliminate staff churn but we can ensure that all key positions are run as a master apprentice system, there is at all times a younger less experienced team member under training for each key position.

We go to great lengths to ensure our processes are documented and easily understood. As owner of our own platform we have to ensure we apply coding and documentation standards that will enable subsequent software engineers to be able to read and understand the code written, we use commonly known coding languages to ensure the pool of good engineers are as big as possible for the situation of us having to source specific skills in the external market.

9. Legal and governance framework.

Our corporate governance is based on a high degree of delegation. When the annual budget is agreed, the budget is presented along with a strategy document; Product, Marketing and Organizational, to the UBO and when agreed it forms the basis for funding as well as monitoring, as long as the key metrics are met the C Level have full autonomy to execute the plan.

There are monthly meetings between the C Level and the UBO where performance is evaluated and corrective actions if needed are discussed and agreed.

The board take directions from the UBO, as there is only one UBO, a situation where a decision is deadlocked cannot occur.

Board meetings are held annually and the main agenda is approval of the annual accounts, present is the UBO, the two directors, CEO and CFO.

Day to day the C level has full autonomy as mentioned above, but certain decisions are brought up on the monthly meetings; increase in budget, new hires, terminations, geographical expansion are matters which require UBO involvement.

Ethics is important in our way of doing business, responsible gaming measures and tools to help our users to use our online casinos in a manner suited to their financial solidity.

We try our best to use suppliers who have the global environment as part of their mission statement.

Even though we do not have a stated ESG policy our actions and the vision of our UBO is very aligned with the guarding principles underlying the ESG framework.

10. KPIs and business objectives

As we continue to drive growth and innovation in the online gaming industry, it is crucial to define clear Key Performance Indicators (KPIs) and business objectives. These metrics will help us measure our progress, make informed decisions, and stay aligned with our long-term goals.

Target KPIs:

- **User Acquisition:** Measure the number of new users acquired through marketing efforts, partnerships, and organic growth.
- **User Engagement:** Track metrics such as daily active users (DAU), monthly active users (MAU), session length, and retention rate to gauge user engagement.
- **Monetization:** Monitor average revenue per user (ARPU), conversion rate, and lifetime value (LTV) to ensure effective monetization strategies.
- **Content Performance:** Evaluate the performance of new content releases, including player feedback, engagement metrics, and revenue generated.
- **Customer Satisfaction:** Use surveys, reviews, and support interactions to measure customer satisfaction and loyalty.
- **Market Share:** Monitor our market share compared to competitors, focusing on key regions and demographics.

Business Objectives:

- **Revenue Growth:** Achieve sustained revenue growth through effective monetization strategies and user acquisition.
- **User Retention:** Increase user retention by providing engaging content, regular updates, and excellent customer support.
- **Market Expansion:** Expand into new markets and demographics to increase our user base and revenue streams.
- **Product Innovation:** Continuously innovate our products and services to stay ahead of trends and meet evolving user needs.
- **Brand Building:** Build a strong brand presence through marketing campaigns, partnerships, and community engagement.

Measuring Success:

Success in the online gaming industry will be measured by achieving the following long-term objectives:

- **Financial Sustainability:** Maintain a healthy revenue stream and profitability to ensure long-term viability.

- **Market Leadership:** Establish ourselves as a market leader in the online gaming industry, known for innovation and quality.
- **Customer Satisfaction:** Maintain high levels of customer satisfaction and loyalty, as reflected in user reviews and feedback.
- **Employee Engagement:** Foster a culture of innovation, collaboration, and employee growth to attract and retain top talent.

By focusing on these KPIs and business objectives, we will be able to drive growth, enhance user experience, and position ourselves as a leader in the online gaming industry.

11. Policies and Procedures

All our policies and procedures are written internally, the reason is that we are of the opinion that our way of conducting must be a reflection of our culture and ethics and only by having our highly dedicated staff, who are responsible for enacting the policies and procedures, write them, can we have a set of regulations who truly reflect who we are and how we would like to be perceived by our stakeholders, this being in terms of Compliance procedures, KYC, Fraud measures, risk management, supplier management, staff handbook, payment, bookkeeping etc.

Any policy or procedure is going through a process of review before finalized, the review board is set based on which document is being written, this is to ensure a broad view on what our conducts are in any individual area or operation.