

ILP Trading B.V. (I.F.)

BUSINESS PLAN

For operators of games of chance
under license 1668/JAZ (Curaçao eGaming)

zumibet.com

ILP Trading B.V. (I.F.)

Business Plan Version: [1.2]

ILP Trading B.V. (I.F.)

Contents

Our Mission

Company and Management

Our Services

Our Competitive Advantage

Financial Considerations

Timetable

Conclusions

ILP Trading B.V. (I.F.)

Our Mission

ILP is a new online gaming operator that aims to revolutionize the casino industry by providing a world-class casino experience that exceeds the expectations of our players. Our mission is to become the preferred choice for gaming enthusiasts, offering a diverse selection of games, a commitment to responsible gaming, and fast payouts. We believe that our platform will appeal to both casual and hardcore gamers, who are looking for a fun, fair, and secure way to enjoy their favorite casino games.

ILP has assembled a team of industry veterans who have worked in other online gaming companies and jurisdictions including Curacao EGaming. Our team has extensive experience and expertise in various aspects of the online gaming business, such as game development, marketing, customer support, payment processing, security, compliance, and analytics. Our team also shares a common vision and passion for creating an innovative and immersive gaming platform that will delight our customers and stakeholders.

The first brand to be launched by ILP will be zumibet.com, which will offer a wide range of casino games, such as slots, table games, live casino and more. The plan is to engage the best suppliers in the market (more in the next section), who will provide us with high-quality and engaging games that will suit the preferences and tastes of our target audience. Zumibet.com will be offered into traditional markets where there is a high demand for online casino games, but also into niche markets where there is less competition and more potential for growth. We believe that by entering these markets, we can gain a competitive edge and establish a loyal customer base.

All operators have the same game suppliers, give similar promotional offers. ILP will try to build its USPs (Unique Selling Propositions) on excellent customer service, effective payment solutions and fast payouts and extensive use of data by using AI driven CRM tools. We believe that these factors are crucial for attracting and retaining customers in the online casino industry. By providing excellent customer service, we will ensure that our customers are satisfied and happy with our platform and games. By offering effective payment solutions and fast payouts, we will make it easy and convenient for our customers to make transactions and withdraw their winnings. By using extensive data and AI driven CRM tools, we will be able to personalize our offers and promotions for each customer, as well as optimize our marketing campaigns and game performance.

This business plan is written by Marvin Abela, who is the co-founders of ILP, together with Aleksej Ander, who is the founder, CEO (Chief Executive Officer), and UBO (Ultimate Beneficial Owner) of ILP.

ILP Trading B.V. (I.F.)

Company and Management

ILP Trading B.V. is still in formation. The Key Individual and sole Shareholder of the company is Aleksej Ander. Aleksej has extensive experience in running Operations in different gaming companies and managing teams. Aleksej is investing and setting up ILP and Aleksej himself will be hands on with the setup and launching of the zumibet brand. Aleksej can be reached at aleksej@ilp-corp.com. Aleksej will be the person handling any cases escalated to Curacao EGaming or anything related to Risk, Fraud and AML.

Key Staff to the Operations is Marvin Abela. Marvin can be reached at marvin@ilp-corp.com. Marvin as well, was involved in several gaming projects over the years. Marvin has worked with Curacao EGaming in the past as well other jurisdictions like Sweden, Estonia, Malta and Isle Of Man. Marvin has been involved in banking and payments for around nine years and Marvin will handle all the onboarding of banks and payments of the operations. When it comes to Curacao EGaming Marvin will handle any technical issues required like seals, player balances, geo blocks...

Aleksej and Marvin will be the core team. Once company is setup and licence obtained they will start recruiting and adding new members to the team. Initially the focus will be to design and start creating brand awareness through different marketing channels. From the start also an MLRO consultant will be engaged to assist in setting up the Risk and AML processes for ILP.

The Mill Adventure (<https://www.themill.io/>) will be the platform provider to be used by ILP. The team has worked with The Mill in the past and this experience will facilitate the running of the operations since it knows what will be delivered, the tools and the backoffice provided by the provider. The Mill have been involved in discussions of this project already but official engagement will happen once the company is setup.

Company Structure



Aleksej Ander - Ultimate Beneficial Owner 100%

ILP Trading B.V. (I.F.)

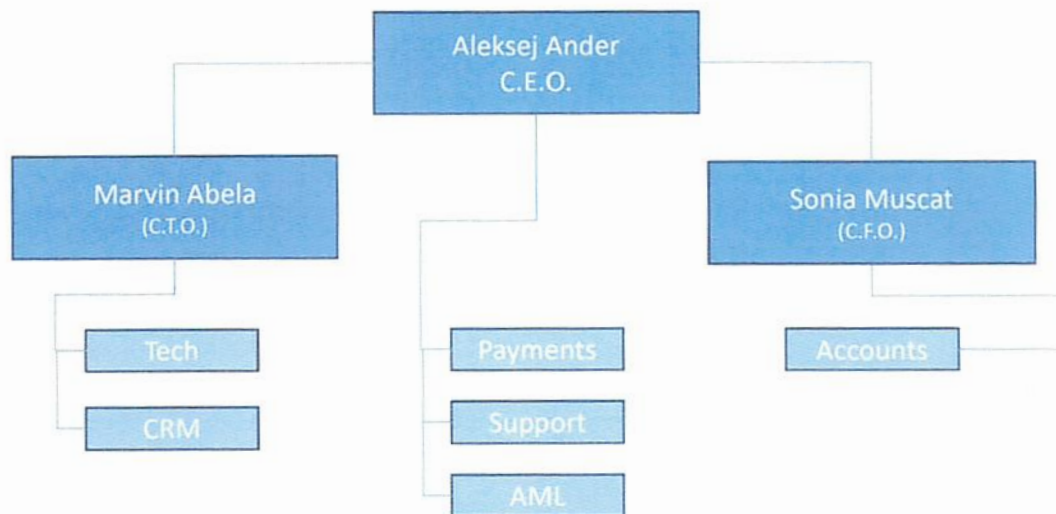
Aleksej embarked on his career in the gaming casino industry in November 2013, working for Betsson Group in Malta. During his time with the company Aleksej worked in the operational department handling and managing matters related to Customer Service, Payments, Risk, QA and Social Media.

After 7 years with the company and seeking to expand his horizons Aleksej joined River Services as Head of Operations where he worked with providing services for iGaming operators related to Payments, Risk, AML and Support.

After a year in this role Aleksej in end of 2021 joined North Point Management LTD, an iGaming operator based in Malta as Chief Operating Officer. Overseeing daily operation of the 7 brands that the company operates as well as taking care of MLRO duties.

After having worked in the gaming industry for multiple years and being involved in the setting up or management of other businesses, Aleksej wants to step up and invest in his own business. Aleksej has the experience, maturity and resources to set up this venture and has the confidence that it will be a success story.

Company Control Structure



ILP Trading B.V. (I.F.)

Our Services

Brands

ILP plans to launch offer multiple brands targeting different geos. The first brand to be launched will be zumibet.com. Zumibet is a strong domain name. Zumi is a catchy word, the meaning behind it signifies something that's fast and fun, like zooming around. That's the experience we want our players want to experience. The company also owns the zumicasino.com.

Markets

Once zumibet.com is successfully running and profitable other brands will be launched. ILP is planning to target the following markets:

Brazil

The Brazilian gaming industry is one of the most dynamic and fast-growing in the world. According to Statista, the revenue in the video games market is projected to reach US\$2,612.00m in 2023, with a compound annual growth rate (CAGR) of 7.97% from 2023 to 2027. Brazil is also the largest market in Latin America and the 12th in the world for game revenues. The Brazilian gaming industry also has a strong presence in the eSports scene. The Brazilian gaming industry is expected to continue growing and innovating in the coming years, as more gamers and developers join this exciting and creative field.

Canada is seen as an attractive market for ILP due to how many people partake in gambling in the country, with almost 20 million Canadians participating in active gambling. This number puts Canada in the number 8 spot worldwide in online gambling. Due to uncertainties with state-specific licensing in the country, players take to offshore gambling sites spending at least \$4 billion in offshore casinos, meaning there is a huge demand for high quality content to be provided to players.

India: The Indian gambling market is another jurisdiction that is seeing a rise in activity, which can be attributed to the growth in the Indian middle class and the country-wide infrastructure is becoming more advanced and accessible all the time. The number of households in India with disposable incomes of more than US \$10,000 has risen twentyfold in twenty-five years, allowing the average Indian family to live a similar lifestyle to families all across the globe. The new prosperity is best represented by the number of mobile phone users in the country: it is believed how the number of smartphone users in 2021 will reach 760 million.

Indian middle class has access to the internet, popular smart devices, and more free time than any other social group ever had. This leads them to find a place of relaxation online, mostly at casinos that are not only suitable for desktop use, but mobile as well. Even if the smartphone user is located in a rural area, there is a high chance he has access to the internet, as India has the second-highest number of internet users in the world.

Japan is as another lucrative market that ILP will target. Already a popular pastime in Japan with their Pachinko parlours, the inclusion of gaming Apps in Google Play Store opens up a huge opportunity for companies who wish to offer online casino content into Japan. With no traditional casinos available in Japan as of yet , this new ruling also provides Japanese

ILP Trading B.V. (I.F.)

players with Google devices the opportunity to enjoy games such as blackjack, roulette and slots which previously they would not have had exposure to.

Finally Europe. Europe is a very restricted and very competitive market. But there are still opportunities where one can find window of opportunities. Norway and Finland are two markets where ILP sees some opportunities.

Extensive Gaming Options

ILP will offer a broad range of traditional and modern casino games, including slots, table games like blackjack, roulette, and poker, as well as electronic gaming machines. Initially the following suppliers will be engaged:

- Evolution and subsidiaries (Netent, RedTiger, BigTimeGaming, NoLimitCity)
- PlayNGo
- Yggdrasil
- Pragmatic Play
- ISoftBet
- Relax Gaming (through Relax Playson, Spribe, Wazdan, PGSoft, Swintt.. and much more)
- Quickspin
- Push Gaming

Tools

The Mill Adventure will provide the platform for zumibet.com. FastTrack will be used as a CRM tool. FastTrack is a real-time data platform so players can be engaged in real-time. This will result in higher player value since targeted promotions can be automated resulting also in saving in bonus costs. From experience 15-20% can be saved in bonus costs and get a higher player lifetime value of 10%

Responsible Gaming

ILP will implement strict responsible gaming policies to ensure the safety and well-being of its customers.

ILP Trading B.V. (I.F.)

Our Competitive Advantage

ILP is a new online gaming company that aims to revolutionize the gaming industry by offering a unique and immersive experience for players. Unlike other potential competitors, ILP has the following features that make it stand out from the rest:

- **Agility:** ILP will be agile from the start, meaning that it will be able to adapt quickly to changing customer needs and market trends. ILP will keep the team lean but efficient, ensuring that there is no waste of time or resources. ILP will also beat the competitors for time to market, launching its platform and games faster than anyone else.
- **Data-driven:** Data is king they say and in gaming it's truer than anywhere else. ILP will put data on the forefront of its business strategy, using it to optimize every aspect of its operations. By leveraging data, ILP can save lots of costs on marketing, increase player lifetime value, save on bonus cost, offer personalized recommendations to players and the list goes on. Data will also help ILP to understand its customers better and deliver more satisfying and engaging games.
- **AI-powered:** The platform and other tools that will be used by ILP will have data and AI models built from the start. This means that ILP will be able to automate many processes and tasks that would otherwise require human intervention or manual work. For example, ILP will be able to generate dynamic content, adjust game difficulty levels, provide feedback and support, and create personalized offers and promotions for each player. All the player journey can be automated which will result in a personalized experience to the players that will make them stick.
- **Payment solutions:** Last but not least, ILP will have some of the best payment solutions available in the market. ILP will offer a variety of payment methods and currencies for its customers, making it easy and convenient for them to make transactions. ILP will also ensure that its payment systems are secure, reliable, and compliant with all relevant regulations and standards.

With these features, ILP hopes to become a leader in the online gaming industry and attract millions of loyal and happy customers around the world.

ILP Trading B.V. (I.F.)

SWOT Analysis

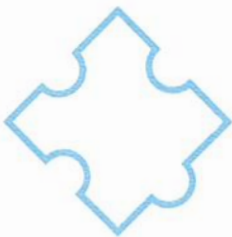


Strengths

Experienced founders who have been in the industry for a long time

Knowledge and availability to the best payment solutions for the different geos

Extensive use of data by using AI driven CRM tools



Weaknesses

Difficulty in attracting and retaining skilled and experienced staff

High competition and saturation in some markets that drives prices up for acquisition, high bonus cost...



Opportunities

Explore new markets and segments that have a high demand for gaming

Develop new features and updates that enhance product value and increase LTV of the players



Threats

Regulatory changes both in Curacao or elsewhere that will effect operations

Changes in customer preferences or behaviors that reduce the demand for the product

New entrants or existing competitors that are willing to pay unprofitable prices for marketing that will drive prices up for acquisition

Money Flow

ILP will have four type of payment processors in particular: Credit cards processors, banking solutions, crypto and e-wallets.

Most of the processors will be onboarded with ILP Trading directly but some PSPs would require to be onboarded via an EU entity. Most of these are the e-wallets like Skrill, Paysafe, Jeton.. that would require an EU entity.

ILP will set up an EU subsidiary which will act as a payment agent for ILP

The below depicts the money

ILP Trading B.V. (I.F.)



ILP will try to onboard the following PSPs

Banking: Volt, Citizen, PIX, Zimpler

Credit Card: EMP Pro, GumballPay, DNS Pay, Pylon

E-Wallets: Skrill, Neteller, AstroPay, Jeton

Crypto: Coinspaid

Financial Considerations

Further below, you will find the financial projections for ILP. The projections cover the first 12 months of operation, starting a tentative launch of December 2023. Before presenting the numbers, we would like to highlight some key points and assumptions that underlie our projections:

- Marketing strategy:** Our initial marketing strategy will be based on Revenue share only for the launch of our first brand, zumibet. This means that we will pay a percentage of our revenue to our marketing partners, such as affiliates, media buyers, and influencers, who will promote our brand and drive traffic to our platform. This way, we can minimize our upfront costs and risks, while building a loyal customer base and a strong reputation in the market. Once we have built enough capital, we plan to create a second brand and increase our marketing investment by going for more expensive hybrid deals or pure CPA deals (Cost Per Acquisition) to increase our revenues exponentially. Hybrid deals are a combination of revenue share and fixed payments per customer acquisition, while pure CPA deals are only based on fixed payments per customer acquisition. These types of deals will allow us to reach a wider audience and scale up our business faster.
- Funding sources:** The initial investment for setting up and launching ILP will be funded by the UBO (Ultimate Beneficial Owner) himself, who is also the founder and CEO of ILP. The UBO has extensive experience and expertise in the online gaming industry, having worked as a senior executive in several leading gaming companies in the past. The UBO has also secured some personal savings and assets that he is willing to invest in ILP.
- Loan facility:** If the capital provided by the UBO is not enough to cover our operational expenses and growth plans, ILP has loan facilities that it can tap into. ILP Corp has sourced a

ILP Trading B.V. (I.F.)

third-party loan facility of up to €250,000, three year repayment term carrying a 4% per annum rate of interest. Based on the financial projections it is expected that, NGS will drawdown an amount of €100,000. The lender is North Point Holding N.V., a Curacao holding company that owns an operator with an Estonian licence, North Point Management Limited. NorthPoint Holding N.V. invests in other gaming companies and gaming related projects. The team behind North Point Holding have an interest in Curacao licensed operations and were looking for a new investment in a B2B gaming company.

- **Revenue share agreements:** As mentioned above, ILP will be very diligent in the beginning and go only for revenue share agreements with its external partners. This applies not only to marketing, which is the biggest cost driver already mentioned above, but also to game suppliers, platform and tool providers, and other service providers that are essential for running our online gaming platform. By opting for revenue share agreements, we can reduce our fixed costs and pay only for what we use or generate. We can also leverage the expertise and resources of our partners, who have proven track records and reputations in their respective fields. We have carefully selected our partners based on their quality, reliability, innovation, and compatibility with our vision and values.
- **Personnel:** The number of personnel that we will hire for ILP will be very minimal since most of the functionality will be either automated or provided by our platform provider. Our platform provider offers a comprehensive solution that includes game integration, payment processing, customer support, security, compliance, analytics, and more. Therefore, we do not need to hire many staff members to handle these tasks internally. The team that we currently have is set up to work fully remotely from different locations around the world. This allows us to save on office rent and other overhead costs, while also giving us access to a diverse pool of talent and skills. Once our team grows as our business expands, we will most likely shift to a hybrid model where some staff members will work from a physical office while others will continue working remotely.

With these points in mind, let us now present our financial projections for ILP for the first 12 months of operation:

ILP Trading B.V. (I.F.)

EUR		Month 1	Month 2	Month 3	Month 4	Month 5	Month 6
Deposits	0.45	221,666.67	379,750.00	550,277.78	752,072.22	1,044,873.33	1,347,555.56
Game Win (Bet-Win)		99,750.00	170,887.50	247,675.00	338,432.50	470,193.00	606,400.00
Jackpot Contribution	0.02	1,995.00	3,417.75	4,952.50	6,768.65	9,403.88	12,128.00
Bonus Cost (Paid out)	0.9	29,925.00	51,266.25	74,287.50	91,376.78	126,952.22	163,728.00
Accounting Revenue		67,830.00	118,703.50	168,385.00	240,287.08	335,837.03	450,544.00
Costs		45,000.00	20,000.00	20,000.00	20,000.00	20,000.00	30,000.00
Personnel		10,000.00	10,000.00	10,000.00	10,000.00	10,000.00	15,000.00
Core Team		10,000.00	10,000.00	10,000.00	10,000.00	10,000.00	15,000.00
Other Expenses		25,000.00	0.00	0.00	0.00	0.00	0.00
Professional Services		25,000.00	0.00	0.00	0.00	0.00	0.00
Petty Cash		0.00	0.00	0.00	0.00	0.00	0.00
Other (Rent, hardware, ...)		0.00	0.00	0.00	0.00	0.00	0.00
Traveling		0.00	0.00	0.00	0.00	0.00	0.00
Non-operating income/expenses		0.00	0.00	0.00	0.00	0.00	0.00
Director's Fee		0.00	0.00	0.00	0.00	0.00	0.00
Running Costs (Cost of Sales)		23,106.53	39,585.14	57,360.96	78,802.13	109,481.83	141,196.87
Game Suppliers	0.08	7,980.00	13,671.00	19,810.00	27,074.60	37,615.44	48,512.00
Payment costs	0.04	11,413.33	21,166.00	30,815.56	42,116.04	58,512.91	75,463.11
Platform cost (TMA)	0.04	1,713.20	4,748.14	6,735.40	9,611.48	13,353.48	17,221.76
Marketing Costs		38,500.00	66,175.00	96,600.00	130,445.00	181,336.00	234,440.00
Affiliate costs	0.4	38,500.00	66,175.00	96,600.00	130,445.00	181,336.00	234,440.00
CPA Affiliate Costs		0.00	0.00	0.00	0.00	0.00	0.00
Marketing Costs		0.00	0.00	0.00	0.00	0.00	0.00
Gross Profit		44,723.47	76,618.36	111,024.04	161,484.95	224,355.20	289,347.13
Net Profit		-38,776.53	-9,706.64	-5,575.96	11,039.95	23,019.20	24,907.13

EUR		Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Deposits		1,347,555.56	1,839,450.00	2,306,133.33	2,858,307.22	3,513,094.44	4,225,650.00	5,012,217.78
Game Win (Bet-Win)		606,400.00	827,752.50	1,037,760.00	1,286,238.25	1,580,892.50	1,901,542.50	2,255,498.00
Jackpot Contribution		12,128.00	16,555.05	20,755.20	25,724.77	31,617.85	38,030.85	45,109.98
Bonus Cost (Paid out)		165,723.00	198,680.60	249,062.40	303,697.18	355,700.81	427,847.06	507,287.05
Accounting Revenue		430,544.00	612,536.25	767,942.40	951,816.31	1,193,573.84	1,435,664.59	1,702,900.99
Costs		30,000.00	30,000.00	30,000.00	30,000.00	30,000.00	30,000.00	30,000.00
Personnel		15,000.00	15,000.00	15,000.00	15,000.00	15,000.00	15,000.00	15,000.00
Core Team		15,000.00	15,000.00	15,000.00	15,000.00	15,000.00	15,000.00	15,000.00
Other Expenses		0.00	0.00	0.00	0.00	0.00	0.00	0.00
Professional Services		0.00	0.00	0.00	0.00	0.00	0.00	0.00
Petty Cash		0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other (Rent, hardware, ...)		0.00	0.00	0.00	0.00	0.00	0.00	0.00
Traveling		0.00	0.00	0.00	0.00	0.00	0.00	0.00
Non-operating income/expenses		0.00	0.00	0.00	0.00	0.00	0.00	0.00
Director's Fee		0.00	0.00	0.00	0.00	0.00	0.00	0.00
Running Costs (Cost of Sales)		141,196.87	193,730.87	242,881.96	301,036.92	370,947.64	446,186.38	529,240.08
Game Suppliers		48,512.00	66,220.20	83,020.80	102,899.06	126,471.40	152,123.40	180,439.84
Payment costs		75,463.11	103,009.20	129,143.47	160,065.20	196,733.29	236,636.40	280,684.20
Platform cost (TMA)		17,221.76	24,501.47	30,717.70	38,072.65	47,742.95	57,426.58	68,116.04
Marketing Costs		234,440.00	316,335.00	586,240.00	701,773.50	830,105.00	971,305.00	1,126,468.00
Affiliate costs		234,440.00	316,335.00	586,240.00	701,773.50	830,105.00	971,305.00	1,126,468.00
CPA Affiliate Costs		0.00	0.00	0.00	0.00	0.00	0.00	0.00
Marketing Costs		0.00	0.00	0.00	0.00	0.00	0.00	0.00
Gross Profit		289,347.13	418,805.98	525,060.44	650,779.39	822,626.20	989,478.20	1,173,660.91
Net Profit		24,907.13	72,410.98	-91,179.56	80,994.11	-37,478.80	-11,826.80	17,192.91

ILP Trading B.V. (I.F.)

ILP Trading B.V. (I.F.)

Conclusions

ILP will be run by a group with extensive expertise in the online gaming sector. ILP will put mechanisms in place that follow national (Curacao – CIFA) and international AML regulations. Finally ILP will strive to offer a premium gaming and entertainment experience while maintaining the highest standards of safety and responsible gaming practices. By focusing on customer satisfaction and constantly innovating, we aim to become a prominent player in the vibrant gaming industry of Curacao.



Aleksei Ander
UBO/CEO
12th September 2023



Sonia Muscat
CFO
12th September 2023

DocuSigned by:

BFFB053659204B9...

Managing Director
12th September 2023