

KINGHILLS.COM

INTELLOGIXSOFT B.V.

2024

BUSINESS PLAN

Non-Disclosure and Confidentiality Agreement

This Business Plan (the "Business Plan") contains certain information regarding the current and planned operations and business of IntellogixSoft B.V. (the "Company"), including the projected financial performance of the Company. The Company has provided this Business Plan to the recipient for the internal use only.

By accepting a copy of this Business Plan, the recipient agrees, among other things, to keep the information contained herein confidential. The recipient agrees to restrict the use of any information contained herein to those people within the recipient's organization or designated representatives who understand the confidential nature of such information and who need to have such information in connection with the organization's evaluation of the Company.

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01 EXECUTIVE SUMMARY

Kinghills Casino has successfully established itself as a prominent player in the online gambling market since its launch. Powered by IntellogixSoft B.V., a Curacao-based iGaming product provider, the casino has experienced rapid growth due to its expansive range of top-tier gambling products, an effective loyalty program, and comprehensive support of popular payment systems. Kinghills Casino has quickly become renowned for its user-friendly interface, modern design, and the simplicity of navigation on its stylish website, www.kinghills.com, which features modern black and blue color schemes and beautifully crafted gambling symbols.

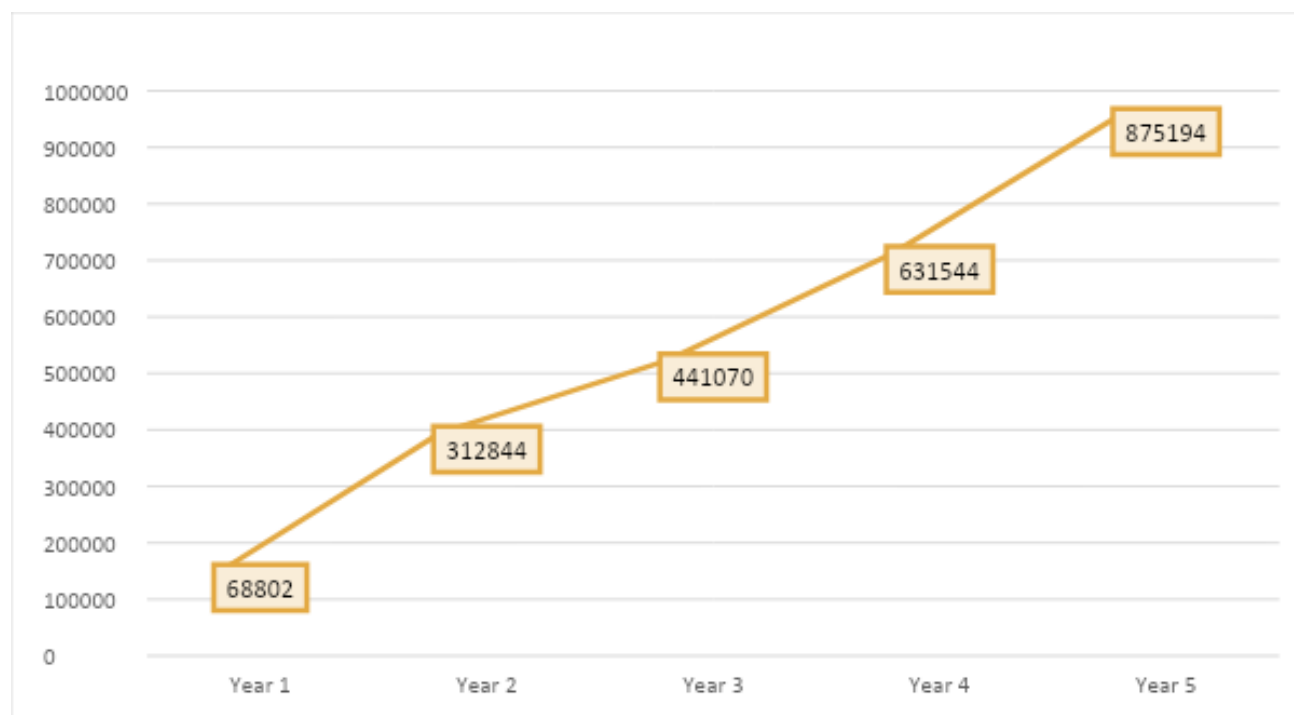
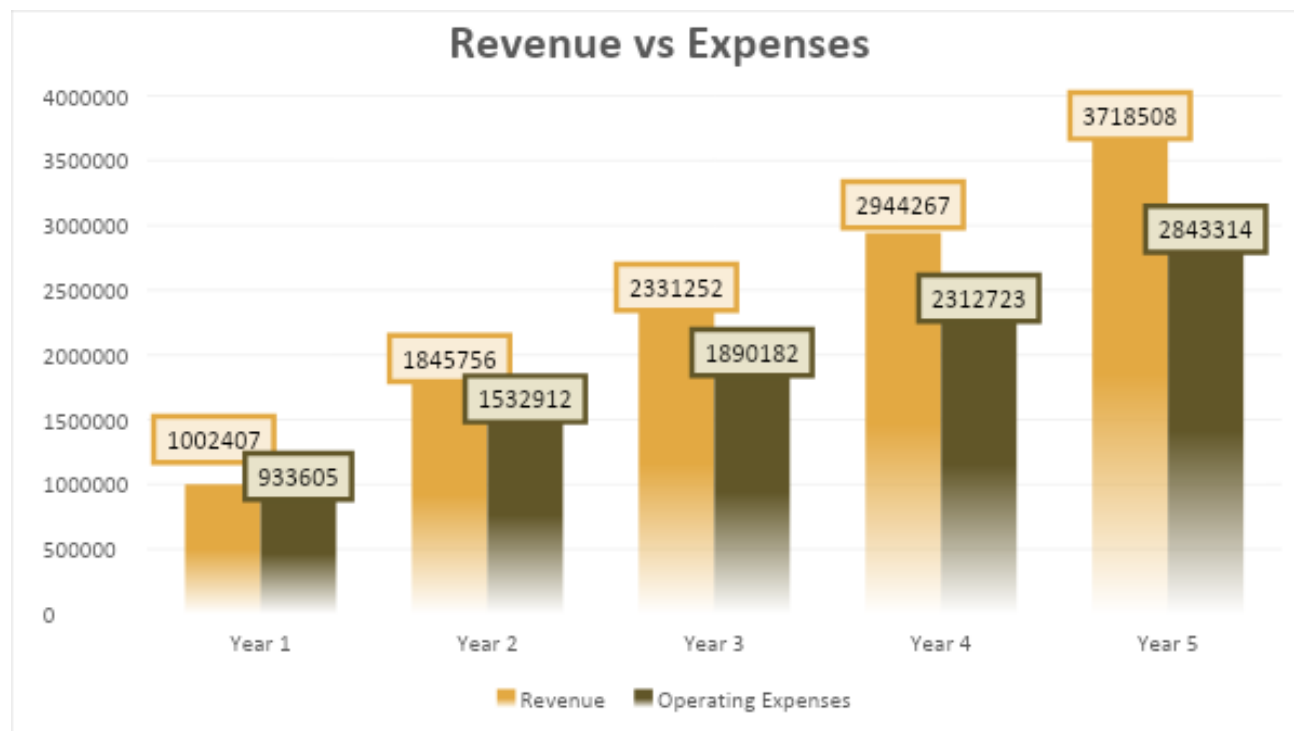
Our focus on customer security is unwavering, ensuring that all users feel safe from potential online scams. Our website is fortified with the latest SSL data encryption protocols, and adherence to stringent terms and conditions is mandatory for all users. Additionally, IntellogixSoft B.V. strictly operates within international legal frameworks aimed at preventing money laundering and terrorism financing, solidifying our commitment to safe and responsible gaming.

The leadership of IntellogixSoft B.V., led by Kateryna Drozd, a seasoned expert in the financial and iGaming sectors, continues to propel the brand forward, fostering global opportunities in the online gambling industry. Our proactive adaptation to industry trends and shifts in market demands ensures that Kinghills Casino remains at the forefront of innovation.

Our marketing strategies are robust and dynamic, characterized by aggressive digital campaigns aimed at penetrating key markets effectively. These strategies are part of a broader plan demonstrating our business model's viability and setting clear benchmarks for development and growth. Kinghills Casino not only sets the standard for online gaming excellence but also aligns its operational goals with strategic initiatives to sustain and enhance its market position.

We have identified several overarching objectives fundamental to implementing its core business and aligning with our strategic direction. The business plan demonstrates the business model's viability and the benchmarks the company will be required to meet to align with its development and growth objectives.

FINANCIAL HIGHLIGHTS



02

COMPANY
OVERVIEW

BUSINESS DESCRIPTION

Based in the Dutch Caribbean Island of Curaçao, IntellogixSoft B.V. is a provider of comprehensive all-in-one solutions in the iGaming industry. IntellogixSoft B.V.'s premier project is KingHills Casino, a fairly new modern-themed online gambling site that targets the Latin American audience specifically. Packed with features, over 3000+ games with plenty of classics, and reliable 24/7 customer support, KingHills Casino has swiftly progressed to become one of Latin American's most popular gambling sites.

Online gaming is seeing a spike in revenue and total players worldwide; every year, the trend for the amount of money spent on websites and apps rises. In LatAm, there is no shortage of gaming content, and many international casinos are finally marketing successfully to this region. Gambling has been a part of history and culture for a long time. Latin Americans love to play card games and bet on sports; this is why online casinos and sportsbooks are gaining more popularity in the country today. Americans love to play games like poker and blackjack, but now that online casinos are even more popular in the country, local gamblers also play their favorite traditional or local card games online.

IntellogixSoft B.V. has developed an innovative online gambling website – KingHills Casino - that allows Latin American gamblers to play games while choosing the amount to bet based on their budget. KingHills Casino is a standard and well-equipped online casino that defies all preconceived notions about online gambling sites by providing a high degree of customer service and a wide selection of live games with the chance to win real money, recurring gifts, and timely and honest payouts. Every KingHills Casino virtual club member has access to various bonuses, deals, and gifts. KingHills Casino has an easy-to-use and navigable interface. New users can easily register through social media, such as Facebook and Google, via e-mail or mobile phone numbers to prevent fraud. The website has terms & conditions for all the visitors and viewers to protect viewership rights and gambling legalities.

We believe that our premium website will become the number one gambling destination for all gamblers across Latin America. Our users' best interests will always be our utmost priority, and our values and professional ethics will guide all our activities. We also hope to hire experienced professionals in the iGaming industry. We are regulated and supervised by the Government of Curacao and abide Curacao laws. We adhere to KYC and AML procedures and promote

Responsible Gambling policies. In other words, we ensure a secure gaming ecosystem, fair play, and a responsible online casino experience for all our members.

Being a well-developed website with a vibrant and unique business model, we will keep diversifying our website with modern techniques, security protocols, features, games, and processes. We will also update our business model following diversifying innovations, advancements, and varying target market responses to remain on top. We aim to represent the new generation moving forward, taking on new and innovative ways to attain significant results while focusing on every detail. Our initial objective is to promote our website using multiple innovative market techniques. We are committed to becoming Latin America's go-to online gambling website.

TARGET MARKET

The main target market is Latin America - Peru, Brazil, Mexico, Chile. The other proposed target markets are Montenegro, Ireland, Albania, India. Targeted market geography will be updated as soon as the business will have relevant capabilities.

Also the minor target will be Kenya, Nigeria, Montenegro, Ireland, Albania, India.

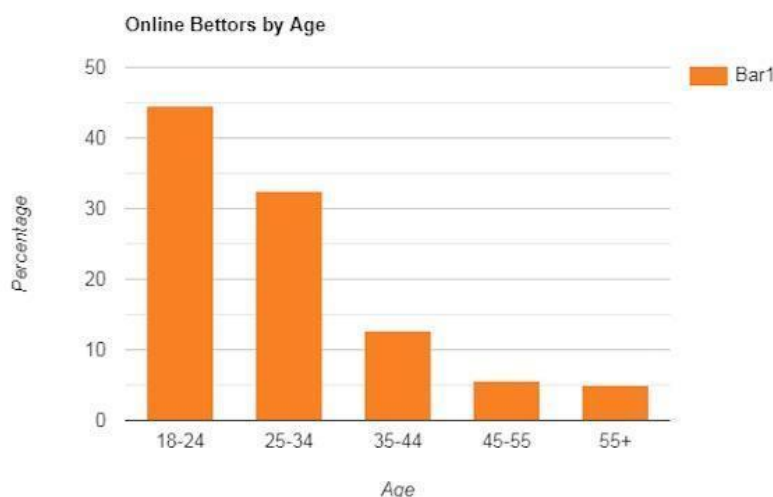
Our target is the population of Latin America between the ages of 18 to 65+.

ONLINE GAMBLING IN LATIN AMERICA: KEY STATISTICS

- Number of people in LatAm who gamble regularly: 289 million
- Number of people in LatAm who gamble during major events: 370 million
- The most popular gambling deposit methods in Latin America: are from traditional payment options, like credit cards, to local alternative payment methods (APMs) such as PIX in Brazil
- States where online gambling is most popular: Brazil, Mexico

ONLINE GAMBLING BY AGE

According to many researches, young people are much more inclined to gamble online compared to older people. Of all Latin bettors, 44,6% are between 18 and 24. 32.5% are between the ages of 25 and 34.

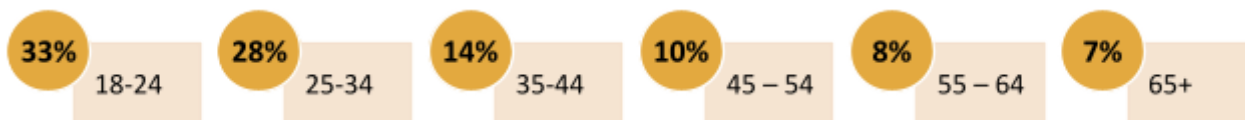


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The popularity of online gambling in Latin America is often attributed to the fact that physical gambling outlets and casinos are banned. Therefore, online gambling outlets are the only allowed venues for gamblers. We have kept in mind the Latin populace's preference for Latin America theme gambling websites, thus developed KingHills Casino accordingly.

According to analytical data, KingHills Casino hasn't had online traffic, but its planned to be approximate of up to 1.4 million visitors during the next six months, with almost 40 percent visitor traffic from the core age demographic of 18 to 24 years age and about 30 percent traffic from the ages of 23 to 34. The division of age and gender-based traffic to KingHills Casino is as follows:

Age Demographics



Gender Demographics



CORE COMPETENCIES



COMPANY OWNERSHIP & LEGAL STATUS

The owner of IntellogixSoft B.V. is Kateryna Drozd. She is a dynamic and results-oriented professional with a unique blend of skills in business development, project management, and financial advising. Offering a strong track record in facilitating strategic partnerships, managing comprehensive projects, and providing financial counsel in fast-paced environments. Known for a keen ability to improve business processes, foster client relationships, and drive growth. Our company has been registered in Curacao as a Limited liability company and is located at *Schottegatweg Oost 10 Unit 1-9, Bon Bini Business Center, Curacao.*

MILESTONES

Financial

- To set realistic sales and revenue benchmarks
- To achieve set financial targets
- To carefully utilize the financial resources in order to operate efficiently
- To run a lean organization through minimum overhead costs

Marketing

- To position the website as best, fun and reliable online gambling platform and achieving market leadership
- To use various digital marketing channels to connect with customers
- To fulfill all branding needs of the website

Operational

- To integrate additional payment providers with a higher approve ratio
- To develop the backend system that works efficiently
- To ensure smooth business operations for achieving the success
- To ensure data safety and confidentiality to gain confidence of customer
- Develop AML and KYC procedures

BUSINESS GOALS

We have identified the following goals and objectives for our business:

1**FIRST GOAL**

To provide an exceptional user experience via our website and a dedicated customer support network, our consumers can rely upon us anytime.

2**SECOND GOAL**

To build strong partnerships with affiliates and partners in the iGaming industry

3**THIRD GOAL**

To implement different marketing strategies to promote our website and attract users and investors and achieve a high usage rate

4**FOURTH GOAL**

To develop strategies for our business growth, continuously evaluate performance and review goals, and increase profit margins with time

03 THE WEBSITE

OVERVIEW

IntellogixSoft B.V. operates in the iGaming industry, offering multiple online gaming options to clients. KingHills Casino is IntellogixSoft B.V. premier website, where gamblers get to play exciting games and earn rewards. KingHills Casino's luxurious selection of slot machines, live casino games, and bonus offers are incredible.

Casino is as seamless and easy to use as the desktop version. Users can go to the casino URL through the iOS, Android, or Windows device browser and be redirected to the appropriate compatible page. In addition, KingHills Casino games have several categories, which makes them easy to navigate.

Registration at KingHills online casinos for real money is done in just a few steps. First, players enter their email addresses and passwords. In addition, at this stage, there is an option to sign up for the KingHills Casino newsletter. The country, currency, and phone number follow it. After this step, players must enter their first name, last name, gender, and date of birth. The final step is to enter the home address. Once this is done, all users must do is confirm that they are over 18, after which they can start logging into KingHills Casino and playing.



The website will bring explosive growth potential to the online casino market by combining flexibility, variety, and security. By replacing regular gaming with exciting virtual gambling options, we will allow the clients to play and win anywhere and anytime they want. Our company will focus on easy accessibility and easy-to-avail services for the customer.

BUSINESS MODEL



KINGHILLS CASINO

KingHills Casino is a fairly new site that has come onto the scene and was formed in 2023 to bring a fun and exciting new place for everyone to play and relax. Through this website, we provide players with plenty of games and various excellent features that make it more than worthy of their time. Our developers have put together an ideal website with a great collection of the most popular games and a fascinating design that gives the casino a unique look. At the same time, it still doesn't make it overly complex and difficult to use. This allows the website to act as a great entry point for new and inexperienced users who wish to start their online gambling journey.

All of this and its features will make KingHills Casino one of the top-ranking casinos in Latin America. We have also paid extra attention to security, implementing the most secure encryption methods. Besides that, the website and its games are fair and reliable, the registration is quick and straightforward, and the all-present KingHills theme gives it a feeling like no other casino.

CASINO GAMES

KingHills Casino insists on security, safety, and reliability, which is why it cooperates with some of the most trusted software providers in the entire online gambling industry. That includes over 20 providers, with some of the biggest names including Amatic, Endorphina, Platipus, Tom Horn Gaming, Evolution Gaming and more.

These partnerships resulted in numerous games that our casino offers — currently over 1500. This includes slots, which dominate every online casino, but also games like blackjack, roulette, live poker, baccarat, bingo, poker as well as numerous variants of each of these games, with multiple individual games coming out of each of these categories.

Then, there are live games, such as live blackjack, roulette, baccarat, poker, and more.

All in all, there are more than enough games for any gambling fan to wander inside our KingHills Casino's website for years without playing the same game twice.

MOBILE COMPATIBILITY

Mobile compatibility is pretty much a standard for most services these days, and online casinos are no different. This allows players to access the website at any time and from any place, provided they have an internet connection for their phones. This is perfect for users who are constantly on the move due to work or simply their lifestyle and cannot afford to sit in front of their computers for too long.

PAYMENT METHODS

KingHills Casino provides a safe and reliable way to deposit and withdraw money without a hassle. Some methods are already established while some are in the process of establishment. We have third-party applications with well-developed reputations and top-notch security. Players can use debit cards, prepaid cards, and e-wallets to deposit funds.

The name on the user's profile information on their casino account must match their payment method.

CUSTOMER SUPPORT

Users or the casino's management should not ignore customer support, as it can be crucial for users who require help. Sometimes, users might simply have a question about one of the games or some aspect of the website, but there could also be situations where something went wrong, and the users end up having their payment stuck or have an issue with one of the games, and alike.

In these situations, they need someone to turn to for help, which is where customer support comes in. KingHills Casino offers two methods of communication with the support team. One is email, and the other is live chat. Both live chat and email support are available 24/7 and can be accessed anytime.

RESPONSIBLE GAMING TOOLS

Responsible gaming tools are tools in-built into the casino that helps users limit some activities they can carry out on the website. These tools and resources ensure players incorporate safe gambling habits. Online casinos actively promote these tools to ensure their players are playing safely.

These are some features that we have implemented as responsible gaming tools.

- **Self-Exclusion:** This feature help player who have difficulty getting off the website and cannot control the amount of money spent. Players can set prompts that ask the player for the casino to disable their account to prevent them from overspending temporarily.
- **Take-a-break:** The casino strongly encourages players to take a break and offers timers for the break period. The support team disables their account for one day or, if requested, six weeks, which will only be implemented if the gambling habit has reached a serious level.

LICENSE AND REGISTRATION

The management of our company draws attention to the fact that the website only uses official software from trusted providers, and our casino itself fully complies with responsible gaming principles.

WHY CHOOSE CURAÇAO – TOP FEATURES

Feature	What counts	Curaçao's ranking*
		0 Neutral / + Positive
Location	The quality of the legislation that allows eGaming	+
	The structure of the bodies that control the operations	+
	Do gamblers have access to official grievance claims mechanisms	+
Gaming types allowed	The most popular gambling activities should be catered for, including:	++
	– table games like Roulette, Poker, Blackjack, Baccarat, Craps	+
	– Sports betting	+
Reach	Players from around the world should be able to play without restrictions or need workarounds to bypass barriers	Curaçao only restricts local residents and a few countries
License cost	The cost for issuing a license should be clearly set and reasonable. The authority should guarantee renewal, and charges should also be fair.	++
License availability	New licenses should be available on the open market and not subject to restrictions, cancellations, or short renewal periods.	++
Taxes on gambling profit	Taxes must be based fairly, preferably on industry-standard Gross Gaming Revenue. No winners tax should be levied.	++

Taxes on company profit	Moderate corporate tax rates should be levied on profits	+++
Availability of banking & PSP	Casino operators need access to banks and payment service providers	++
Ease of setup for the company	Setting up the corporate structure, with residence requirements for ownership and management, must be simple.	++

OUR SUPPLIERS

Kinghills Casino's robust and diverse range of gaming products is bolstered by our strategic partnerships with some of the most renowned and innovative software providers in the iGaming industry. Our collaborations with these top-tier developers ensure that our casino offers a premium selection of games, characterized by cutting-edge technology, immersive gameplay, and secure gaming environments.

Current Negotiations and Future Prospects

Our portfolio is set to expand as we are currently negotiating with other elite providers to further enrich our offerings. These include:

Evolution Gaming: As the foremost provider of live casino games globally, Evolution Gaming offers a plethora of live game options like Live Roulette and Live Blackjack. Their commitment to innovation and quality makes them a leader in the B2B live casino sector.

Vivo Gaming: Known for their live dealer games and high engagement platforms, Vivo Gaming also offers a vast array of RNG games and sports betting software, enhancing our casino's diversity and appeal.

Evoplay: Despite being relatively new to the scene, Evoplay has made significant strides with its innovative 3D/VR slots, contributing to their rapid rise in the industry.

Ezugi: Specializing in live casino and card games, Ezugi offers engaging and interactive gaming experiences, with multiple games streamed live from their studio in Costa Rica.

Booongo: Focused on video slots, Booongo is known for their high-quality slot designs and engaging user interfaces that keep players coming back for more.

Amigo Gaming: Offers a unique array of online slot games that are popular for their quality and immersive gaming experience.

Play'n GO: Esteemed for their bespoke gaming solutions, Play'n GO has been a pioneer in optimizing online casino games for mobile platforms.

BETER Live: A part of the industry-leading BETER brand, they focus on delivering high-velocity, fast-paced betting products, catering to the next generation of players.

NetEnt: Renowned for their visually stunning and engaging slot and table games, NetEnt continues to be a leading figure in online casino gaming.

Endorphina: With a rich portfolio of creatively themed slots, Endorphina has been a reliable provider of fun and secure gaming experiences.

Playson: Offers a wide range of visually advanced slots and has been recognized in the industry for their innovative approach to gaming.

Contractual Relationships

Our ongoing commitment to transparency and integrity in partnerships is highlighted by our detailed agreements with software providers:

- REDGENN (Code Harbor Limited), specializing in the development and integration of cutting-edge technology solutions for the iGaming industry
- Dama N.V., commonly known as SoftSwiss, is a highly reputable software development company that offers a robust portfolio of services and products in the online gaming sector.
- HUBCONNECT LTD, also known as GameHubConnect, is a software development company that offers software and platforms in the online gaming sector.

Both REDGENN (Code Harbor Limited) and Dama N.V. (SoftSwiss) are integral to the technological foundation and operational success of modern online casinos. Their innovative solutions and robust platforms enable casino operators like Kinghills Casino to deliver exceptional gaming experiences to players around the world.

Our partnerships are not only essential for offering a diverse and high-quality gaming experience but also for maintaining the highest standards of security and player satisfaction. As Kinghills Casino continues to grow, these relationships will play a pivotal role in our journey to become a leading name in the global online gambling market.

VALUE PROPOSITION



S.W.O.T ANALYSIS

The SWOT analysis below represents the strengths, weaknesses, opportunities, and threats of our company:

STRENGTHS

- An innovative and unique website with a high usage rate
- The possibility to enjoy the gameplay at anytime and anywhere
- Favorable bonus policy for the players
- The availability of demo mode, free of charge – is an opportunity to test the effectiveness of assumed strategies in the game.
- Well-represented category of games and live casinos
- Fast support reaction
- Already integrated affiliations with several providers

WEAKNESSES

- Need to build additional business relations within the industry
- Need to invest in marketing

- A range of security mechanisms to protect users' information from unauthorized access, unlawful processing, & destruction.
- Well-reputed software providers
- Excellent professional support team to assist users seven days a week around the clock.

OPPORTUNITIES

- The drastic rise in demand and usage of online gambling websites in LatAm, as physical gambling is not allowed in most areas of LatAm.
- Lack of availability of secure and legalized gambling websites
- The large target markets
- Increasing smartphone penetration and technology adoption
- Significant potential to collaborate and get sponsorships to promote the website
- Growing consumer interest in Curacao license-holding casinos

THREATS

- The market, economic and legal risk for business
- Political, legislative, and regulatory change in the areas
- Loss of customers traffic due to website malfunction

04 MARKET ANALYSIS

ONLINE GAMBLING MARKET SIZE

The online gambling market size was valued at USD 47.54 billion in 2021 and is expected to expand at a compound annual growth rate of 11.7% % from 2022 to 2030. The increasing use of mobile phones among users for playing online games in public places and their homes, in addition to rising internet penetration, is propelling the market. Furthermore, cultural and legal approval, easy access to gambling online, celebrity endorsements, and corporate sponsorships are also boosting the market growth. The market will likely expand further owing to the availability of cost-effective mobile applications worldwide.

Online casinos emphasize developing information solutions that support and assist gamblers, safeguard the authenticity of gambling activities, and prevent fraudulent activities. Various online gambling sites offer a free-play version of their games, creating growth potential for the business.

Gambling has been legalized by various countries globally owing to employment opportunities and more tax revenue for local and state governments. Gambling has also positively impacted local retail sales for the hospitality sector in the areas where casinos act as a part of tourist vacations, consequently propelling the market's proliferating.

TYPE INSIGHTS

The market has been segmented into casinos, bingo, poker, and others, with the casinos segment dominating the market with a revenue share of approximately 50% in 2021. The rising popularity of online casinos, coupled with increased internet penetration, has fueled market growth.

DEVICE INSIGHTS

In terms of devices, the desktop segment generated a significant revenue of approximately USD 28 billion in 2021. The desktop offers a large screen size compared to mobile phones and other devices that allow gamblers to enjoy the details and graphics of the game. Moreover, the performance features offered by desktops, such as sound volume, picture quality, and customizable storage capacity of desktops, provide an improved gaming experience. These aspects have resulted in the growth of the desktop segment.

Advanced technologies in mobile phones have resulted in extraordinary gaming visuals in smartphones that have increased access to online gambling through mobile phones. Additionally, gambling can be done through mobile phones, making it convenient for gamblers. The easy availability of mobile phones at affordable prices and advanced features such as improved graphics and extended storage capacity contribute to the segment's growth. Mobile online gambling offers several advantages to gamers, such as loyalty points, additional deposit options, and multiplayer gaming options with players located anywhere globally.

ONLINE GAMBLING MARKET TRENDS

Rapid urbanization, along with the increasing internet penetration across the globe, is one of the key factors driving the market's growth. Furthermore, the legalization and cultural approval of online gambling in various developed countries also boosts the market growth. Online sports companies are also attaining high-profile sponsorships with different football and racing clubs, which helps attract new users. In line with this, convenient access to online casinos that can be used through mobile phones positively impacts the online gambling industry.

MARKET DYNAMICS

INCREASED INVESTMENT IN ONLINE GAMBLING

The increasing investments in the online gambling market can be primarily credited to the rising demand for cost-effective payment mechanisms. There are enormous investment opportunities in the market which has influenced professional players to invest in online gambling and stocks of some of the critical online gambling companies. Various new entrants and investors are reaching out to stakeholders in the online gambling market, including operators, suppliers, regulators, and industry-focused legal/ financial advisors.

The continuous technological advancements are also favoring market expansion to a great extent. Significant developments include commercial models such as virtual currency and social casinos, game formats, in-play sports wagering, and mobile geolocation.

GROWING NUMBER OF ONLINE CASINOS GLOBALLY

A growing consumer preference for online live casinos over conventional land-based casinos across various countries that have legalized offline and online gambling is strongly favoring market growth. The shifting of players from offline to online gambling has created lucrative growth prospects for online casino operators. Numerous professional players prefer live casinos as they help them track their moves. Besides, they also offer games in real-time with live dealers, a live chat feature, and games that can be played anytime and anywhere.

The emergence of live casinos based on advanced technologies is expected to fuel market growth over the forecast period.

05 ORGANIZATION & MANAGEMENT

MANAGEMENT TEAM

KATERYNA DROZD – OWNER

Kateryna Drozd is the owner of IntellogixSoft B.V. She has sufficient experience and knowledge in the gambling and sports betting industry. She focuses on helping cross-functional teams optimize processes. Furthermore, she is an individual with an exceptional ability to turn theories into solid plans and transform those plans into actions. Among other things, she highly values knowledge, competence, and structure. She thrives positively by being a long-term thinker with high expectations for performance.

Kateryna's holistic approach to business has ensured a medium of communication promoting knowledge, growth, and learning. She is a leader and team player, portraying her vision and ensuring its fulfillment. She believes in the team and not individuality. Her personality, knowledge, experience, humble approach, and intuitive business mindset make her a great person to work alongside. She has a dynamic approach and broad-minded thinking ability. Her background knowledge and previous work experience demonstrate her sound judgment, effective communication, planning, and leadership skills.

Email: ceo@kinghills.com

JEREMY OPPERMAN – CTO

Jeremy is the Chief technical officer at IntellogixSoft B.V. He has over 20 years of expansive experience fostering innovation and steering technological advancements within a diverse range of industries, including Advertising Agencies, Production Companies, and large-scale corporations.

Renowned as a collaborative team leader, he excels in problem-solving under high-pressure environments, consistently surpassing client expectations by implementing strategies that enhance operational efficiencies. His comprehensive background, coupled with a relentless pursuit for staying abreast of cutting-edge developments, positions me as a credible leader capable of steering organizations toward a technologically advanced and successful future.

Email: cto@kinghills.com

MIT LAWYERS – Compliance Officer

Kinghills Casino has appointed the British firm Mit Lawyers, led by Mohammad Rashid Ahmad Khameery, to serve as our Compliance Officer, reinforcing our commitment to high standards of compliance and regulatory adherence. Mit Lawyers enhances our operations by managing critical legal documentation and developing policies and terms of use that meet the latest legal standards, thereby ensuring that we exceed the stringent regulatory demands of the iGaming industry.

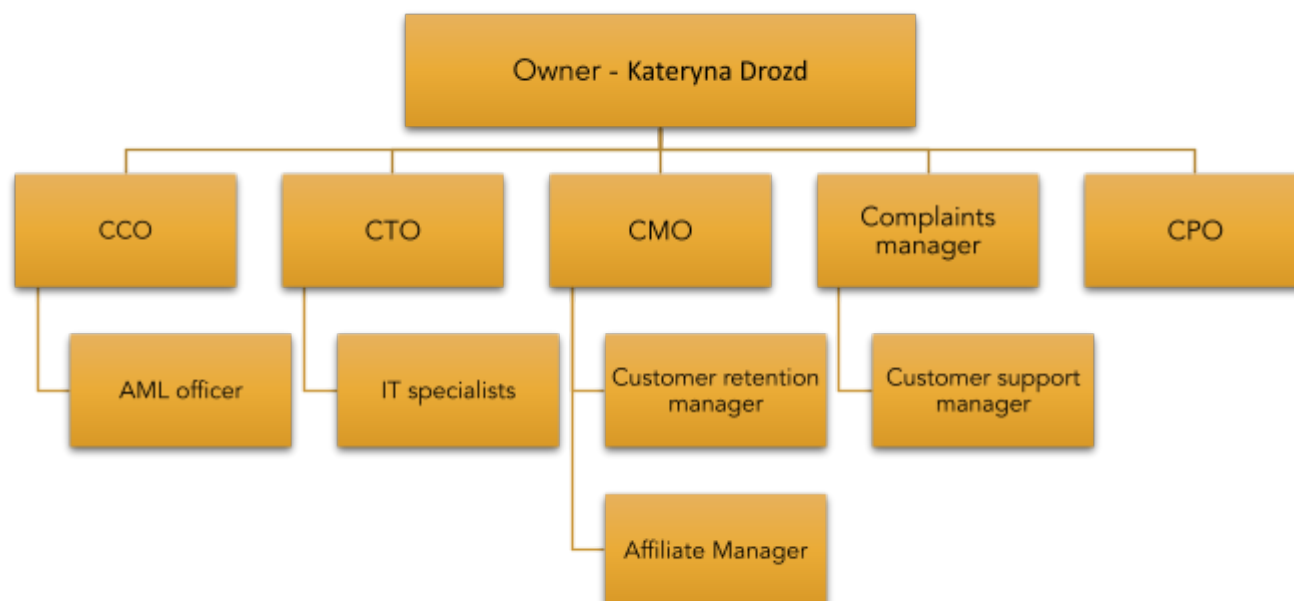
While appreciating the indispensable services provided by Mit Lawyers, Kinghills Casino plans to recruit an in-house compliance specialist as part of our strategic growth. This expansion is geared towards enhancing our ability to directly manage and adapt to regulatory changes, particularly in response to the forthcoming LOK law and updates from the Gaming Control Board (GCB).

This proactive approach and strategic adjustment will enable us to maintain the trust and safety of our players and stakeholders as we navigate the complex landscape of international legal compliance, ensuring our position as a secure and trustworthy online gaming destination.

OTHER KEY ROLES – TBH

The rest of the key roles at Kinghills Casino will be filled over the course of 2024, coinciding with the stabilization of the regulatory environment following the implementation of the LOK law. Currently, all other essential functions are being managed by outsourced professionals, who provide the expertise and flexibility needed to maintain our operations at the highest standards. This strategic approach ensures that our recruitment aligns with the latest compliance requirements and industry standards, allowing us to maintain operational excellence and adapt effectively to new regulations.

FUTURE ORGANIZATIONAL STRUCTURE



JOB RESPONSIBILITIES

Roles	Responsibilities
Owner	- Develop high-quality business strategies and plans, ensuring their alignment with short-term and long-term objectives - Lead and motivate subordinates to advance employee engagement and develop a high-performing managerial team - Oversee all operations and business activities to ensure they produce the desired results and are consistent with the overall strategy and mission - Make high-quality investing decisions to advance the business and increase profits - Enforce adherence to legal guidelines and in-house policies to maintain the company's legality and business ethics - Review financial and non-financial reports to devise solutions or improvements - Build trust relations with key partners and stakeholders and act as a point of contact for significant shareholders - Design and implement business strategies, plans, and procedures - Set comprehensive goals for performance and growth - Oversee daily operations of the company and the work of executives (IT, Marketing, Sales, Finance, etc.) - Lead employees to encourage maximum performance and dedication

	Evaluate performance by analyzing and interpreting data and metrics
CTO	- Develop technical aspects of the company's strategy to ensure alignment with its business goals - Discover and implement new technologies that yield a competitive advantage - Help departments use technology profitably - Supervise system infrastructure to ensure functionality and efficiency - Build quality assurance and data protection processes - Use stakeholders' feedback to inform necessary improvements and adjustments to technology - Communicate technology strategy to partners and investors
CMO	- Liaise with other departments to guide a unified approach to customer service, distribution, etc., that meets market demands - Define marketing strategies to support the company's overall strategy and objectives - Develop a feasible marketing plan for the department and oversee its day-to-day implementation - Plan and organize marketing functions and operations (product development, branding, communications, etc.), and ensure they project the company's unique "voice." - Design and coordinate promotional campaigns, PR, and other marketing efforts across channels (digital, press, etc.) - Build a highly efficient team of marketing professionals - Create a solid network of strategic partnerships
CCO	- Develop and oversee control systems to prevent or deal with violations of legal guidelines and internal policies - Evaluate the efficiency of controls and improve them continuously - Revise procedures, reports, etc., periodically to identify hidden risks or non-conformity issues - Draft, modify and implement company policies - Collaborate with corporate counsels and HR departments to monitor the enforcement of standards and regulations - Assess the business's future ventures to identify possible compliance risks - Review the work of colleagues when necessary to identify compliance issues and provide advice or training - Develop and implement an effective legal compliance program - Create internal sound controls and monitor adherence to them - Draft and revise company policies - Proactively audit processes, practices, and documents to identify weaknesses

	• Evaluate business activities (e.g., investments) to assess compliance risk • Collaborate with external auditors and HR when needed • Set plans to manage a crisis or compliance violation • Educate and train employees on regulations and industry practices • Address employee concerns or questions on legal compliance • Keep abreast of internal standards and business goals
CPO	• Developing and implementing product strategy on all internal products • Setting clear product goals and controlling them based on metrics • Communicating and collaborating with the internal and external stakeholders, understanding the connection between technology and business to present the most effective and efficient solutions • Improve the RnD flow and processes. Validating hypotheses on the new streams of monetization and adaptation to new and existing markets • Creating and prioritization a high-level roadmap • Scaling the team, processes, and structure to new streams of monetization • Evaluating and analyzing based on metrics and other data the new product solutions • Initiating, analyzing, and implementing projects to refine existing products to find product growth points • Budget management (evaluation of product team efficiency and development) • Monitoring the development of competitors and specialized technologies.
Complaints manager	• Improve customer service experience, create engaged customers and facilitate organic growth • Take ownership of customers' issues and complaints to follow problems through to resolution • Set a clear mission and deploy strategies focused toward that mission • Develop service procedures, policies, and standards • Keep accurate records and document customer service actions and discussions • Analyze statistics and compile accurate reports • Recruit, mentor, and develop customer service agents and nurture an

HIRING

With the need to expand and develop the business, we will need the right mix of talent, vision, and creativity for all the critical roles. We are looking to hire young and vibrant professionals who need to refine and further develop their skills. We will set up a process to employ young minds as

internees and experienced professionals to take the business to the next level. A thorough process will ensure that only the best candidates are selected. Furthermore, we will instill a beneficial training program to develop and nurture employees. The training programs will ensure that the employees live up to our brand's standards and expectations. We currently have several employees and plan on hiring more. In the nearest future, we will be hiring:

- Compliance Officer who is responsible for ensuring the company adheres to all relevant laws and regulations.
- Money Laundering Reporting Officer who is responsible for overseeing the company's anti-money laundering efforts.
- Chief Marketing Officer, who will lead our marketing and branding strategies.
- Customer support manager who is required to handle the queries round the clock, which the players will post.
- Affiliate manager who is needed for the responsibility of recruiting Affiliate Partners for marketing the website.
- Retention Manager with responsibilities including keeping the profitable players engaged.
- Experienced IT team (devops) for handling IT-oriented problems.

As part of our ongoing commitment to build a versatile and competent team, we are actively seeking out candidates to fill several key positions within our organization, namely Chief Compliance Officer and Chief Marketing Officer. These roles have been identified as critical to our operations and we anticipate having them filled promptly. This proactive approach underscores our readiness to commence operations swiftly post the setup phase

HR POLICY

We believe in maintaining a team of talented personnel capable of adding value to our business. For this purpose, we will continuously evaluate our employee performance through appraisals. The employees will be provided with SOPs and detailed job descriptions to understand their role in our organization.

TRAINING AND EMPLOYEE DEVELOPMENT

We believe in providing required training for career growth for our human resources. We will ensure that our employees can compete in a highly dynamic environment through various training. Training will be conducted according to the employee's career growth requirements. Training goals and objectives include:

- Increase in job satisfaction and morale among employees.
- Increase in employees' motivation.
- Increase efficiencies of processes, resulting in financial gain.
- Increase in capacity to adopt new technologies and methods.
- Innovation through new business strategies and products.
- Responsible representation of the company name
- Diversity training

LEGAL & GOVERNANCE FRAMEWORK

At the very beginning, legal work will be outsourced to MIT Lawyers; subsequently, the company plans to form its own inhouse legal department from highly qualified specialists in the field of gambling law, financial monitoring and AML/CFT.

Kinghills legal department is planned to be responsible for conducting KYC procedures, ensuring AML/CTF regulations compliance, validating transactions, keeping essential documents for the lawful conduct of business, as well as resolving disputes, thereby maintaining a high level of reputation for our online platform.

06 RISK ANALYSIS

RISK ANALYSIS

LatAm has seen a great inclination towards online casino games regardless of a considerable amount of rules that do not approve of gambling activities. The rise of the online gaming industry in LatAm can be considered significant and life-altering for so many reasons, but what cannot be disregarded at any point is that, even though online casinos in LatAm bring a lot to the table, they also pose unique risks.

The online gambling industry is hugely lucrative, which makes it a prime target of fraudsters. Certain security steps need to be taken to prevent fraud and criminal activity, including further development of the anti-money laundering (AML) program. One of the primary features of this type of program is the identification verification measure Know Your Customer (KYC). KYC in gaming is crucial for both customers of iGaming destinations and operators.

We will essentially develop our AML program. The purpose of these programs will be to prevent suspicious customers and transactions from entering our financial system. However, criminals constantly invent sophisticated methods of flying under the radar. Therefore, our truly effective AML program will handle new and complex fraud attempts. Otherwise, we may expose ourselves to financial and reputational losses.

Vulnerability	Risk	Current likelihood of the event occurring	Current impact of event occurring	Mitigation Strategy
Customer	High-value depositing customers	MEDIUM	MEDIUM	Prior to registration, users declare that the source of funds used by them for gambling on the Website is not illegal and that they will not use the Services in any way as a money transfer system.
Customer	Customer not physically present for identification purposes	HIGH	HIGH	The product provides multi-level identification of gamers based on: - Real passport - Banking card data - Verified Phone Number
Customer	False or stolen identity documentation used to bypass controls to facilitate the laundering of criminal funds	HIGH	HIGH	Users required to submit for withdrawal: - A copy of Aadhar Card/Passport/Driver's License/other ID - Copy of banking card's front side. The cardholder's name should be clear, and the first 6 and last 4 digits should be visible. - Bank statement with the transaction details - Selfie photo with banking card in hand
Customer	Accessibility to multiple remote casinos	HIGH	HIGH	- Utilize a variety of technologies to successfully popularize the website. - Special offers and discounts to generate gambling traffic sufficient to carry your project forward
Customer	Customers from high-risk jurisdictions using casino facilities to launder criminal funds	MEDIUM	HIGH	- Protection of the iGaming website from hacker attacks and server failures; - Identification of clients of the gambling site; - Verification of payment transactions and the correctness of bonus accrual
Customer	International politically exposed persons (PEPs) using casinos to launder illicit or criminal funds	MEDIUM	HIGH	Duration and termination agreement on the website if particular users are found to be a PEP or appear on a sanction list
Customer	Domestic PEPs using casinos to clean criminal funds identification & verification	LOW	MEDIUM	Same as above
Customer	Customers making numerous low-level	HIGH	HIGH	Prior to registration, users declare that the source of funds used by them for gambling on

	transactions to minimise suspicion and evade CDD requirements at the threshold (smurfing)			the Website is not illegal and that they will not use the Services in any way as a money transfer system.
Customer	Use of third parties or agents to obscure the source or ownership of money gambled by customers & their identities	HIGH	HIGH	The Company entitled to notify relevant authorities, other online service providers and banks, credit card companies, electronic payment providers or other financial institutions (hereinafter together referred to as "Third Parties Concerned") of the user's identity and any suspected unlawful, fraudulent or improper activity and users will cooperate with the Company to investigate any such action.
Means of payment	Pre-paid cards	HIGH	HIGH	In the case we have reasonable suspicion that a fraudulent payment is being made or received, including the use of stolen credit cards, or any other fraudulent activity (including any charge-back or other reversal of a payment), we reserve the right to block or terminate a user's account, reverse any pay-out made and recover any winnings.
Means of payment	E-wallets	MEDIUM	MEDIUM	Users must make deposits only from e-wallets after verifying that they are registered in their names.
Product	Negative Reviews and Feedback	LOW	HIGH	- Respond to negative reviews and feedback to understand the problems that the customer faced - Assess the customers' complaints and implement strategies to overcome these issues in the future
Customer	Dormant accounts	LOW	LOW	In the case we have reasonable suspicion that a fraudulent payment is being made or received, , we reserve the right to block or terminate a user's account, reverse any pay-out made and recover any winnings.

Our risk management framework integrates advanced technological solutions, industry best practices, and strategic partnerships to address a broad spectrum of risks, including system security threats, operational vulnerabilities, financial uncertainties, and compliance challenges. By leveraging the capabilities of leading service providers like Hubconnect and SUMSUB, along with integrating powerful tools such as QuickBooks for financial management, we establish robust defenses against potential threats and ensure compliance with international standards and regulations.

Key components of our risk evaluation and management strategy include:

RISK ASSESSMENT

Objective:

The primary objective of our Risk Assessment strategy is to identify, evaluate, and manage potential risks that could impact our operations, reputation, financial stability, and compliance obligations. This comprehensive approach ensures the resilience and sustainability of our platform.

Methodology:

Our Risk Assessment methodology encompasses a systematic process for identifying potential threats to our business, including but not limited to cybersecurity threats, operational disruptions, legal and compliance risks, and market fluctuations. We employ both qualitative and quantitative analysis techniques to evaluate the likelihood and impact of these risks, prioritizing them based on their potential effect on our business objectives.

Third-Party Integration:

We have partnered with SUMSUB, a leading provider of KYC and anti-fraud solutions, to bolster our risk assessment capabilities. This integration allows us to:

Conduct thorough customer identity verification to mitigate fraud risk and ensure compliance with global anti-money laundering (AML) and KYC regulations.

Leverage advanced analytics and machine learning technologies to detect and prevent fraudulent activities in real-time.

Enhance our customer due diligence processes, providing a secure and trustworthy platform for our users.

Risk Mitigation Strategies:

Our risk mitigation strategies are tailored to address the identified risks effectively. These include:

Implementing robust cybersecurity measures to protect against data breaches and cyber-attacks.

Establishing comprehensive operational procedures and backup plans to ensure business continuity in the event of disruptions.

Regularly updating our legal and compliance frameworks to stay ahead of regulatory changes.

Diversifying our market presence to reduce the impact of market fluctuations.

Monitoring and Review:

Continuous monitoring of our risk landscape and the effectiveness of our mitigation strategies is vital. We conduct regular risk assessments to identify emerging threats and review our risk management policies and procedures to ensure they remain effective and aligned with our business objectives.

Our proactive and comprehensive Risk Assessment strategy is integral to our platform's success. By identifying potential risks early, integrating cutting-edge solutions like SUMSUB, and implementing effective mitigation strategies, we ensure the sustainability, security, and compliance of our operations, thereby safeguarding our customers and our business.

SYSTEM SECURITY

Our platform's system security is designed to protect against a wide array of digital threats, ensuring the integrity, confidentiality, and availability of our users' data. Recognizing the importance of robust security measures, we incorporate advanced technologies and best practices, including a strategic partnership with Hubconnect, to safeguard our operations.

Core Security Measures

Encryption: We implement strong encryption protocols for data at rest and in transit, ensuring that all user and operational data is protected against unauthorized access and breaches.

Access Control: Utilizing multi-factor authentication (MFA) and role-based access control (RBAC), we restrict access to sensitive information and critical system components, ensuring that only authorized personnel can perform sensitive operations.

Firewalls and Intrusion Detection Systems (IDS): Our deployment of state-of-the-art firewalls and intrusion detection systems acts as a first line of defense, monitoring and blocking potentially malicious traffic and activities.

Regular Security Audits and Penetration Testing: To identify vulnerabilities and strengthen our defenses, we conduct periodic security audits and penetration testing, leveraging external experts to simulate attack scenarios.

Hubconnect Integration

Enhanced Data Protection: Through our partnership with Hubconnect, we enhance our platform's security capabilities. Hubconnect's solutions are integrated into our system, providing advanced tools for data protection, including secure backup and replication services.

Backup and Replication: Hubconnect aids in implementing robust backup and replication strategies. This ensures operational data is regularly backed up and replicated across multiple secure locations, enabling swift recovery and maintaining service continuity in case of data loss or system failures.

Disaster Recovery Planning: With Hubconnect's support, our disaster recovery planning is strengthened, ensuring comprehensive preparation for various scenarios. This includes rapid data recovery and system restoration capabilities, minimizing downtime and operational disruption.

Compliance and Security Standards: Leveraging Hubconnect's platform ensures our security measures meet industry compliance standards, including GDPR, PCI DSS, and more, providing an additional layer of regulatory assurance.

Continuous Improvement and Monitoring

Employee Training: Recognizing the critical role of human factors in system security, we conduct ongoing employee training on security best practices and emerging threats, fostering a culture of security awareness.

Continuous Monitoring: Our security operations center (SOC) continuously monitors system activity, employing advanced threat detection tools to identify and respond to threats in real-time.

Adaptation to Emerging Threats: We are committed to staying ahead of the curve by adopting the latest security technologies and adapting our strategies to counter emerging threats.

Our comprehensive system security strategy, enhanced by our partnership with Hubconnect, demonstrates our unwavering commitment to safeguarding our platform and users. By implementing rigorous security measures, complying with international standards, and promoting a culture of security awareness, we ensure a secure and reliable environment for our users.

Implementation of an administrative panel for efficient management and oversight.

Objective

To further enhance the management and oversight capabilities of our platform, we are implementing an advanced administrative panel, incorporating key functionalities and services provided by Hubconnect. This integration aims to streamline operations, bolster security, and provide comprehensive insights into platform performance and user activities.

Features and Functionalities

Software Integration: Leveraging Hubconnect's robust API, our administrative panel will seamlessly interact with Hubconnect's suite of tools and services. This integration enables enhanced user management, financial transactions oversight, and access to a wide range of gaming content and services.

Real-Time Monitoring and Alerts: With Hubconnect's support, the panel will offer real-time monitoring of platform operations, including gaming activities, financial transactions, and security alerts. Administrators can promptly address any issues, ensuring uninterrupted and secure platform performance.

Comprehensive User Management: The panel will facilitate detailed management of user accounts, leveraging Hubconnect's advanced KYC and AML compliance tools. Administrators can activate, suspend, or modify user accounts, ensuring a safe and compliant gaming environment.

Configurable System Settings: Administrators can easily configure system settings to adapt to changing business needs and regulatory requirements, all within Hubconnect's framework. This includes game offerings, payment methods, and security settings.

Enhanced Reporting and Analytics: Utilizing Hubconnect's analytics capabilities, the administrative panel will provide deep insights into user behavior, financial performance, and operational efficiency. These analytics support data-driven decision-making and strategic planning.

Implementation Strategy

Customized Development with Hubconnect: The panel will be custom-developed to ensure full compatibility and integration with Hubconnect's platform, tailored to our specific operational requirements.

Security and Compliance Focus: Development will prioritize security, with robust encryption and access controls to protect sensitive data and comply with industry standards, leveraging Hubconnect's compliance expertise.

Scalability and Flexibility: Designed for scalability, the panel will accommodate future growth and the integration of additional Hubconnect services as our platform evolves.

Training and Empowerment: Our team will receive comprehensive training on utilizing the panel, enhanced by Hubconnect's support and resources, to maximize operational efficiency and user satisfaction.

Expected Outcomes

Streamlined Operations: Integration with Hubconnect significantly enhances our operational capabilities, enabling more efficient management and oversight of all platform aspects.

Superior Management Insight: The administrative panel will provide unparalleled visibility into platform dynamics, supported by Hubconnect's extensive data analytics and reporting tools.

Enhanced Compliance and Security: By incorporating Hubconnect's compliance and security solutions, the panel ensures our platform operates within regulatory parameters and maintains the highest security standards.

The implementation of an administrative panel integrated with Hubconnect is a pivotal step in advancing our platform's management and oversight capabilities. This strategic initiative will streamline operations, enhance security, and provide comprehensive insights, driving our platform's success and ensuring a superior user experience.

FINANCIAL CONTROLS AND AUDIT

Our platform's financial controls and auditing capabilities are designed to ensure accuracy, compliance, and transparency in all financial transactions and reporting. Integrating Hubconnect's advanced platform functionalities with external accounting software like QuickBooks, we aim to establish a robust financial management system that supports real-time financial oversight, comprehensive reporting, and streamlined audit processes.

Hubconnect Integration for Enhanced Financial Management

Automated Financial Calculations: Leveraging Hubconnect's platform, our system automates complex financial calculations, including payouts, commissions, and bonuses. This automation reduces human error and ensures accurate financial transactions.

Real-Time Financial Reporting: Hubconnect's integration provides access to real-time financial data, enabling timely insights into financial performance, trends, and potential issues. This immediacy is crucial for dynamic financial management and decision-making.

Customizable Financial Settings: Our administrative panel, powered by Hubconnect, allows for the customization of financial settings, including payment thresholds, commission rates, and bonus

structures. This flexibility ensures our financial operations can adapt to changing market conditions and business strategies.

External Accounting Software Integration

QuickBooks Integration: To further enhance our financial controls, we integrate with QuickBooks, a leading accounting software. This integration facilitates seamless financial tracking, expense management, and payroll processing, complementing our internal financial controls with comprehensive external accounting capabilities.

Audit Trail and Compliance: The combination of Hubconnect's platform and QuickBooks provides a detailed audit trail of all financial transactions. This transparency is essential for internal audits, regulatory compliance, and financial integrity.

Financial Controls and Audit Procedures

Continuous Monitoring and Reconciliation: Our financial team continuously monitors and reconciles financial transactions, ensuring they match with user activities and system records. This ongoing oversight is crucial for early detection of discrepancies and preventive action.

Regular Financial Audits: Conducting regular internal and external audits, we assess the effectiveness of our financial controls, identify areas for improvement, and ensure compliance with accounting standards and regulatory requirements.

Security and Fraud Prevention: Financial data security is paramount. Our integration with Hubconnect and QuickBooks includes advanced security measures, such as encryption and access controls, to protect against unauthorized access and financial fraud.

TRAINING AND SUPPORT

Employee Training: We provide comprehensive training for our financial team on both Hubconnect's platform and QuickBooks, ensuring they are proficient in using these tools for effective financial management and reporting.

Vendor Support: Ongoing support from Hubconnect and QuickBooks ensures we remain updated on the latest features, security practices, and compliance requirements, further strengthening our financial controls.

By integrating Hubconnect's platform capabilities with QuickBooks, we establish a robust framework for financial controls and audit. This approach not only enhances our financial management and reporting accuracy but also ensures compliance with regulatory standards and industry best practices. Through continuous monitoring, regular audits, and a commitment to security, we maintain the highest standards of financial integrity and transparency, supporting our platform's growth and sustainability.

ONBOARDING AND KYC VERIFICATION

Objective

The objective of our onboarding processes and KYC verification procedures is to ensure a seamless, secure, and compliant user onboarding experience. By integrating SUMSUB, a leading KYC and identity verification service, we aim to enhance our platform's security, adhere to regulatory compliance standards, and minimize the risk of fraud.

Onboarding Processes

User Registration: Our user-friendly registration process is designed to capture essential information while ensuring a smooth and efficient onboarding experience. This process is supported by SUMSUB's streamlined verification workflow, which guides users through the necessary steps for identity verification.

Automated Identity Verification: Integrating SUMSUB's technology enables us to automate the identity verification process. SUMSUB's advanced algorithms and machine learning capabilities facilitate the rapid and accurate verification of documents and biometric data, significantly reducing the time and resources required for manual reviews.

Compliance with Global Standards: SUMSUB's platform is designed to comply with international regulatory requirements, including Anti-Money Laundering (AML) and Counter-Terrorist Financing (CTF) standards. This ensures that our platform adheres to the highest compliance standards across different jurisdictions.

KYC Verification Procedure

Document Verification: Users are required to submit government-issued identification documents, which SUMSUB's system verifies for authenticity. This includes checks for document validity, tampering, and consistency with user-provided information.

Biometric Analysis: SUMSUB's biometric analysis technology compares the user's live selfie with the photo ID provided, ensuring the person creating the account is the rightful owner of the submitted documents.

AML Screening: SUMSUB's platform performs real-time screening against global watchlists, sanction lists, and PEP (Politically Exposed Persons) databases. This process helps in identifying and mitigating potential risks associated with money laundering and terrorist financing.

Ongoing Monitoring: Continuous monitoring of user activities is conducted to detect and prevent fraudulent behavior. SUMSUB's platform facilitates the ongoing analysis of user transactions and behaviors, flagging any suspicious activities for further investigation.

Integration Benefits

Enhanced Security: By leveraging SUMSUB's comprehensive verification services, we significantly enhance the security of our platform, protecting against identity fraud and ensuring that only verified users gain access.

Regulatory Compliance: Our integration with SUMSUB ensures that we meet rigorous compliance standards, reducing the risk of regulatory penalties and building trust with our users and partners.

Streamlined User Experience: SUMSUB's efficient verification process minimizes friction during onboarding, providing users with a quick and straightforward path to accessing our platform's features and services.

Conclusion

The integration of SUMSUB into our onboarding and KYC verification processes establishes a robust framework for user authentication and regulatory compliance. This strategic approach not only enhances our platform's security and integrity but also ensures a seamless onboarding experience for our users, fostering trust and promoting long-term engagement.

07 — MARKETING & SALES



Recent trends in marketing have indicated that digital marketing has taken a stronghold in advertisements. The digital drivers of marketing have become a very reliable medium for marketing as well as a cost effective way for companies to quickly gain popularity and market their products/services. More importantly, in today's world, the customers play a more crucial role and it has become important to design advertisements to target customer segments more directly. We will create a mixed marketing strategy, taking account of the leading marketing tools as well as using the more traditional methods while also ensuring that the marketing strategy suits the target



MARKETING

- Digital Media
- Content Marketing
- Social Media Marketing



ADVERTISING

- Online Ads
- Print materials



PUBLIC RELATIONS

- Press Releases
- Events
- Media Coverage

STRATEGIES AND TACTICS

The current marketing plan includes the following channels for marketing, promotion, sales, and distribution:

- Online Advertising & Promotion
- Offline Advertising & Promotion

EMAIL MARKETING

Emails are still considered the best way to reach potential customers in a more direct and impersonal way. Marketing automation has enabled companies to adopt email marketing strategies and define their target market and client segments. The designed content suits them and helps deliver the right message /information /newsletter. We will use emails to reach our consumer base through the well-styled online gambling content. It will also help in building PR and building a channel of communication.

The emails will contain our offers and packages for new and old userbase, updates regarding KingHills Casino's features, newsletters, and information-based content. In addition, an email list will allow us to deliver updates and content to the users to create more awareness about the website.

Objectives

- Create awareness about the website
- Create appealing and relatable content for emails, highlighting

Activation Tactics

- Design the emails by adding useful media
- Use automation tools to create newsletter campaigns

ONLINE ADVERTISING

We use online ads and search engine marketing to strengthen our online presence and gain traffic. PPC (pay-per-click) and sponsored ads that target our prime consumer base. Online marketing efforts give us the advantage of easily and inexpensively measuring market statistics. Almost all aspects of an Internet marketing campaign can be tracked, measured, and evaluated using an ad server and various methods, such as pay-per-impression, pay-per-click, pay-per-play, and pay-per-action.

Objectives

- Raise website awareness through online ads
- Promote the website and its features through ads
- Generate leads from click-through

Activation Tactics

- Google AdWords

SOCIAL MEDIA MARKETING

Social networking has become a valuable marketing tool. It is no longer about communication; it has evolved into a medium through which people share their experiences, ideas, and thoughts. Besides, social media allow brand knowledge to be passed on by word-of-mouth, and people tend to rely on these sources more than other marketing methods.

A comprehensive social media marketing plan will be developed and implemented with the following social media marketing goals.

- **Increase website Awareness:** Make our gambling website visible to the broader audience
- **Strengthen Customer Loyalty and Support:** All our updates, tournaments, new arrival, etc., will be posted on our social media pages to keep the target customers updated.
- **Build Network:** Building a social media presence will raise awareness about the website and attract more users.

First, we will create and develop social media profiles across various websites. We will send invitations to influencers with a large following in iGaming, specifically and other sectors, to gain followers. We will post advertisements once we have a sizeable following to spark interest in our services. To increase traffic, we will adopt a more aggressive strategy for social media advertising once we notice a rise in the number of users.

- Upload details about the website as well as include a link to our other social media pages and company website
- Post images and videos that reflect our values and worldview.
- Sending out messages to our email subscribers with an incentive to follow our pages
- Post engaging articles and tips on various subjects related to online gambling to garner attention
- Analyze and understand which posts are getting the most hits, likes, and shares
- Be active and responsive on Instagram and Facebook Direct Messages
- Respond to comments and feedback on posts/profile
- Publish online ads regularly
- We will also add social media badges on our website as well
- Post one image per day while adding other information to the story
- Conduct regular live Facebook/Instagram sessions

Objectives

- Create followers through influencers' network
- To create word-of-mouth marketing
- Accumulate feedback and testimonials
- Direct communication with users

Activation Tactics

- Use Facebook, YouTube, LinkedIn, and Instagram
- Post content regularly that is engaging

INFLUENCER MARKETING AND ONLINE REVIEW

Social media influencers and streamers with large followings who share their experiences with their followers will become significant word-of-mouth marketing sources. Influencers will review the website and mention using hashtags and links to our website or social media profiles. Their online reviews will promote the website's name and affect people's opinions on viewing our valued services. Having a positive reputation and credibility will only help the market through continued customer loyalty and motivate people to share positive service reviews. All existing customers will be encouraged to leave valuable comments, testimonials, and reviews on social media websites. These reviews will be candid, honest, and sincere. Furthermore, having a positive reputation and reliable credibility will only help us market through continued customer loyalty and how our users will be willing to share positive reviews about the website features.

AFFILIATE MARKETING

Online gambling websites need a steady stream of new players to thrive. Affiliates specialize in creating content that generates massive followings and needs a channel to monetize that traffic. Affiliate marketing is a form of performance-based marketing where affiliate partners earn a commission for redirecting their traffic to businesses. Businesses can better evaluate their marketing budgets as they only pay for successful conversions. They can also compare the performance of various affiliate partners. This form of marketing is common in several industries and is especially prevalent in online gambling.

Objectives

- Generate and redirect traffic to the website
- Convert traffic to leads

Activation Tactics

- Form a network of affiliates

EVENT MARKETING

Attending events and race shows will provide many benefits, including:

- Creating brand awareness in the physical market
- Connecting directly with the target market
- Getting client feedback/requests
- Sharing website knowledge
- Potential sales and revenue
- Creating a professional network

08

FINANCIAL PLAN

During the onset of our venture, substantial financial backing will be facilitated directly by the UBO, with a committed investment of 150,000 euros to lay a solid groundwork for the business. This substantial capital injection showcases our dedication to carving out a robust niche within the industry. Additional funding avenues, including securing loans if necessary, remain open to fortifying our financial base and ensuring an unhindered initiation of operations.

As we attain the crucial Curacao gaming license, a significant transition in our financial strategy is envisioned. From this juncture, our business aspirations are to reach a stage of self-sustainability, reinvesting the profits accrued from our operational activities back into the company. This methodology not only guarantees the continuous functioning of our operations but also stands as a testimony to our steadfast ambition to establish a prominent foothold in the sector.



The Financial Calculations And Projections Are Based On The Pro Forma Income Statement, Balance Sheet, And Cash Flow Statement For Five years That Can Be Found In The Appendix

CAPITAL REQUIREMENTS

Financing	
Particular	Value
Owner Equity	€ 150 000
Bank Loan	€ -
Total	€ 150 000

Bank Loan	
Particular	Value
Loan Amount	€ -
Tenure (Months)	60
Interest Rate (Annual)	8,75%

Financing Breakdown	Value
Initial expense	€ 5 000
Administrative Expenses (First 3 Months)	€ 1 250
Marketing Expenses (First 6 Months)	€ 2 000
Legal and Accounting (First 3 Months)	€ 250
Corporate Registration	€ 7 900
Other Operating Expenses (First 3 Months)	€ 101 000
Gaming License & Permits	€ -
FF & E	€ -
Salaries (First 3 Months)	€ 46 250
Platform Development	€ (13 650)
Total	€ 150 000

REVENUE ASSUMPTIONS

- No of User in Month 1 of forecasted Period: 7000
- Monthly Increase in Users:
 - Year 1:20%
 - Year 2:10%
 - Year 3:10%
 - Year 4:10%
 - Year 5:10%
- Churn Rate
 - Year 1: 4%
 - Year 2: 8%
 - Year 3: 8%
 - Year 4: 8%
 - Year 5: 8%

Users	Year 1	Year 2	Year 3	Year 4	Year 5
<i>Users Base</i>	-	37,559	47,438	59,914	75,669
<i>New Users</i>	44,041	49,388	62,378	78,780	99,497
<i>Users Lost</i>	- 6,482 -	39,509 -	49,902 -	63,025 -	79,599
Total Users -Base	37,559	47,438	59,914	75,669	95,567

- Active Users:
 - Year 1: 75%
 - Year 2: 60%
 - Year 3: 60%
 - Year 4: 60%
 - Year 5: 60%
- Number of Times Active User Wager in a Month: 4
- Average Per User Wager Amount Deposit Per Transaction: € 30.00
- Payouts:95%

Revenue	Year 1	Year 2	Year 3	Year 4	Year 5
<i>Active Users</i>	167,068	307,626	388,542	490,711	619,751
<i>Wager Transactions</i>	668,271	1,230,504	1,554,168	1,962,845	2,479,006
<i>Total Wager Amount</i>	€ 20,048,130	€ 36,915,120	€ 46,625,040	€ 58,885,344	€ 74,370,168
<i>Less: Payouts</i>	€ 19,045,724	€ 35,069,364	€ 44,293,788	€ 55,941,077	€ 70,651,660
Total Gross Revenue	€ 1,002,407	€ 1,845,756	€ 2,331,252	€ 2,944,267	€ 3,718,508

OPERATIONAL ASSUMPTIONS

PAYROLL

Employee Data				
Designation	Monthly Salary	Annual Salary	Annual Increment	Hiring Month
CTO	€ 4 000	€ 48 000	2%	1
CMO	€ 3 750	€ 45 000	2%	1
CPO	€ 3 500	€ 42 000	2%	1
AML Officer	€ 2 500	€ 30 000	2%	1
IT Technicians	€ 2 500	€ 30 000	2%	20
Customer Services	€ 1 667	€ 20 000	2%	1
Affiliate Manager	€ 1 667	€ 20 000	2%	13
Customer Retention Manager	€ 1 667	€ 20 000	2%	15

DIRECT COSTS

- Payment Handling Fee: 2.3% of Revenue

Direct Cost

Payment Transaction & Processing Fee

Total Direct Cost

Year 1	Year 2	Year 3	Year 4	Year 5
€ 23,055	€ 42,452	€ 53,619	€ 67,718	€ 85,526
€ 23,055	€ 42,452	€ 53,619	€ 67,718	€ 85,526

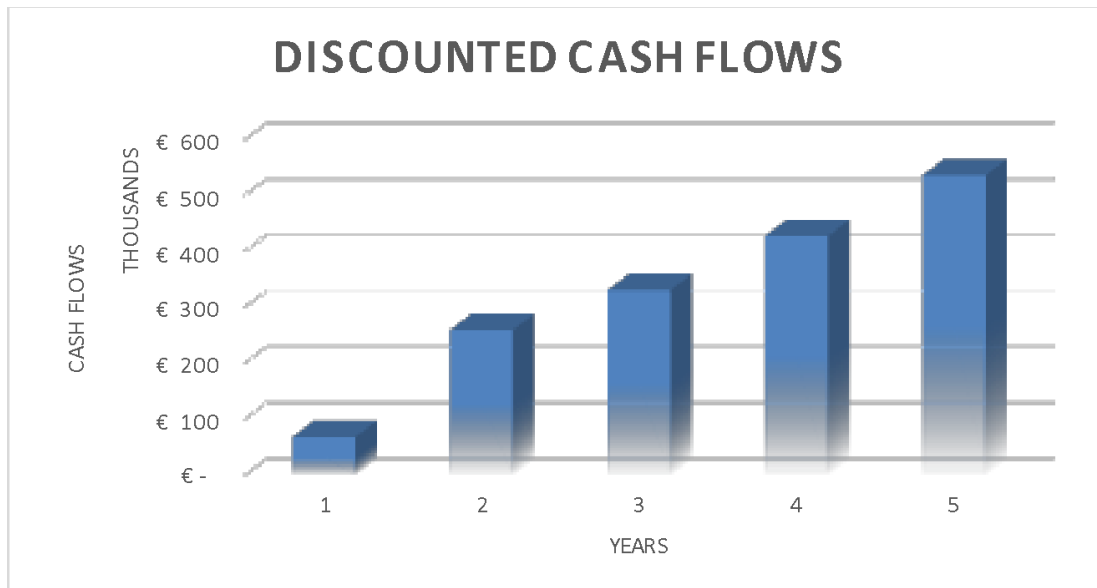
OVERHEAD

Operating Expenses			
	Monthly	Annual	Annual Increase
Administrative Expenses	€ 2 500	€ 30 000	10%
Marketing Expenses	€ 19 167	€ 230 000	
Registration	€ 7 900	One Time	
Licenses and Permits	€ -	One Time	
Legal and Accounting	€ 4 167	€ 50 000	20%
Royalty	€ 32 000	€ 384 000	0%
Business General Expenses	€ 1 667	€ 20 000	20%

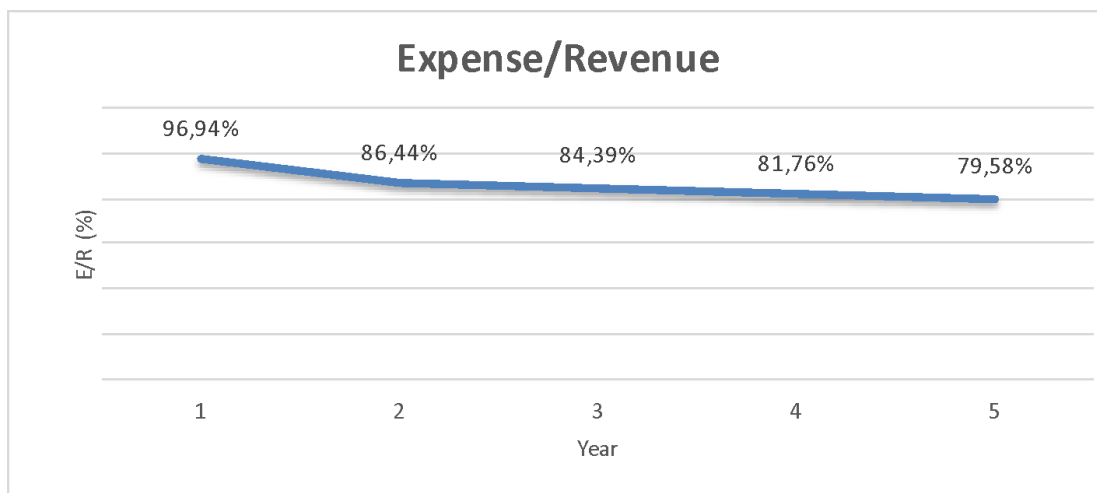
NET PRESENT VALUE

The financial model was developed to assess the net present value using assumptions over five years using a discount factor of 10%.

Discounted Cash flows	0	1	2	3	4	5	Terminal Value
Revenue		€ 1 002 407	€ 1 845 756	€ 2 331 252	€ 2 944 267	€ 3 718 508	
Operating Expenses (Inc Tax)		€ (933 605)	€ (1 532 912)	€ (1 890 182)	€ (2 312 723)	€ (2 843 314)	
Net Profit After Tax		€ 68 802	€ 312 844	€ 441 070	€ 631 544	€ 875 194	
Add: Depreciation		€ (1 365)	€ (1 365)	€ (1 365)	€ (1 365)	€ (1 365)	
Add: Changes in Working Capital		€ 47 077	€ 71 522	€ 86 453	€ 102 909	€ 123 435	
Deduct: Capital Outflow	€ 13 650	€ -	€ -	€ -	€ -	€ -	
Net Free Cash Flows	€ 13 650	€ 114 513	€ 383 001	€ 526 158	€ 733 088	€ 997 264	€ 11 191 518
Present Value (10%)	€ 13 650	€ 104 103	€ 316 530	€ 395 310	€ 500 709	€ 619 222	€ 6 949 052
Net Present Value	€ 8 898 576						



We are able to retain profits in our first year of operations and year 2 and onwards throughout the forecast period. Performance during the first year will be optimal; however, the company will generate lucrative profits as we gain market recognition. The revenue is expected to grow, indicating a healthy cash position and robust business model.



The chart above shows that the company operates at a high operating margin. The graph demonstrates a decline in the ratio throughout the remaining forecast, indicating that we can push

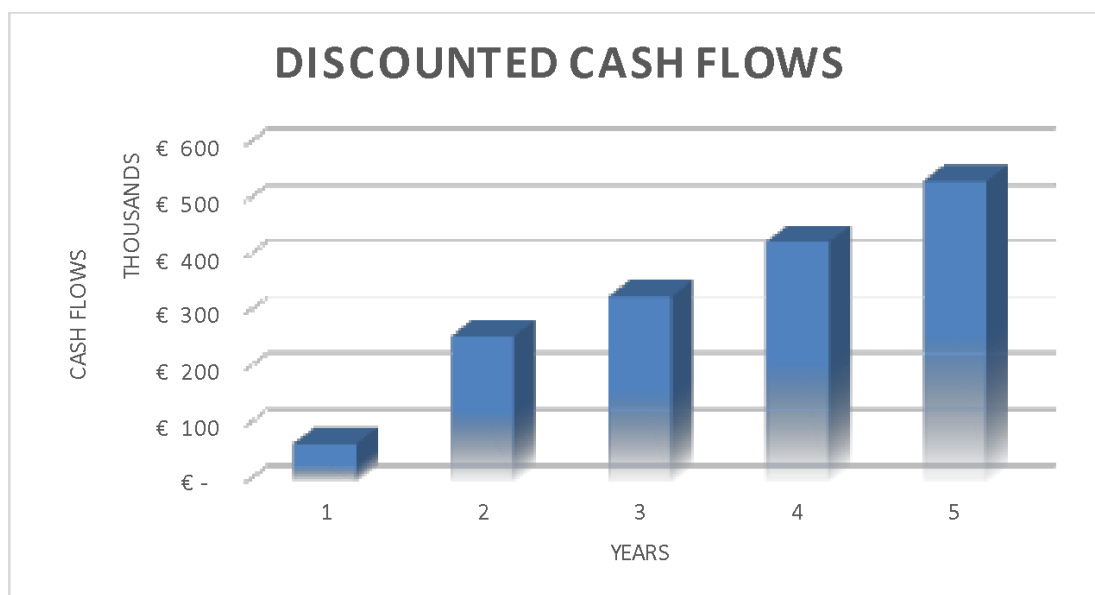
down our costs and earn higher profit margins. The graph indicates that we can maintain this position and earn better margins.

SENSITIVITY ANALYSIS

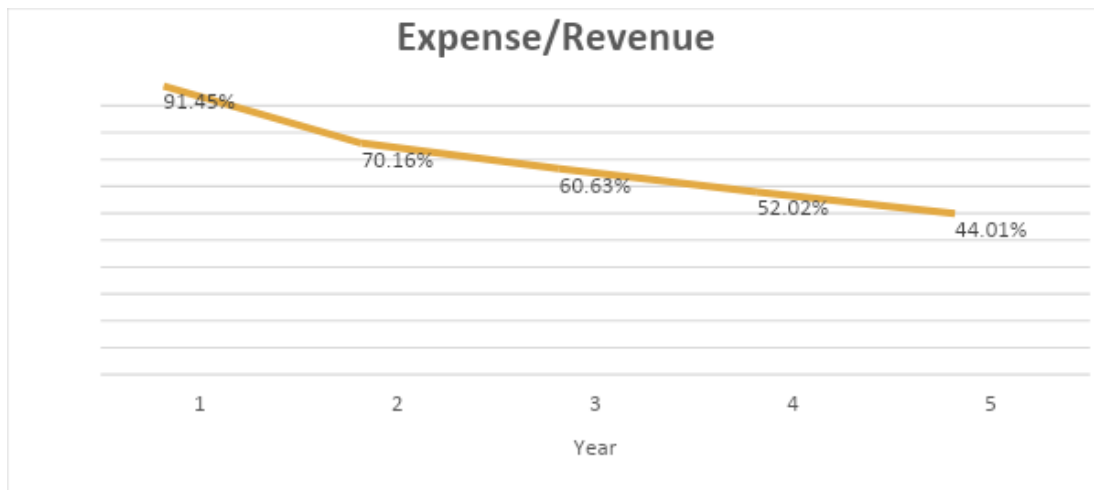
The slightest changes in conditions can have a detrimental impact on cash flows. Given the initial assumptions, however, if revenue is 2% less than expected while expenses rise by 2%, the following situation arises:

Discounted Cash flows	0	1	2	3	4	5	Terminal Value
Revenue	€ -	€ 982 358	€ 1 808 841	€ 2 284 627	€ 2 885 382	€ 3 644 138	
Operating Expenses (Inc Tax)	€ -	€ (952 277)	€ (1 563 570)	€ (1 927 985)	€ (2 358 978)	€ (2 900 181)	
Net Profit After Tax	€ -	€ 30 081	€ 245 271	€ 356 642	€ 526 404	€ 743 958	
Add: Depreciation	€ -	€ (1 392)	€ (1 392)	€ (1 392)	€ (1 392)	€ (1 392)	
Add: Changes in Working Capital	€ -	€ 46 135	€ 70 092	€ 84 724	€ 100 851	€ 120 966	
Deduct: Capital Outflow	€ 13 377	€ -	€ -	€ -	€ -	€ -	
Net Free Cash Flows	€ 13 377	€ 74 824	€ 313 970	€ 439 973	€ 625 863	€ 863 531	€ 9 690 742
Present Value (10%)	€ 13 377	€ 68 022	€ 259 479	€ 330 558	€ 427 473	€ 536 185	€ 6 017 189

Net Present Value € 7 652 283

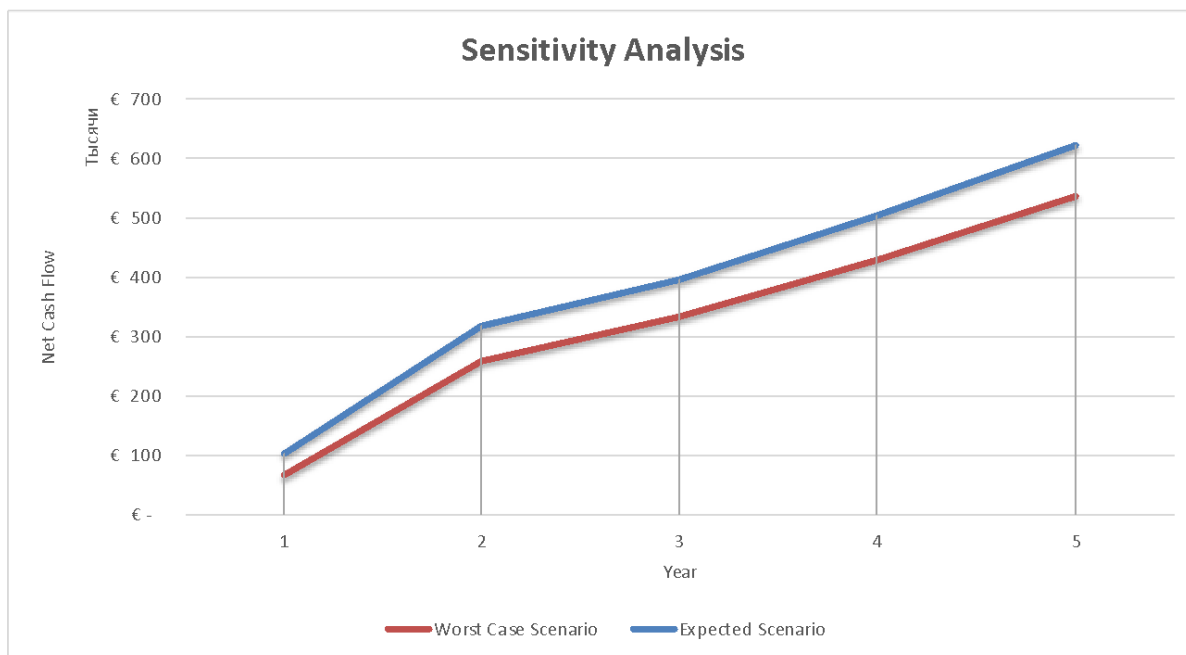


We can break even in Year 1 and gradually progress throughout the forecast period in an adverse situation. We are more than capable of maintaining a positive cash flow position and retaining healthy profits in the years to come. The net present value is positive, indicating that the company is a beneficial investment. This demonstrates the viability of the business model and its propensity to perform even when performance is lower than expected.



The expense/revenue is expected to be higher in this situation. However, much like the first scenario, the company can push down costs and earn better margins.

COMPARISON



Both scenarios indicate a similar pattern, indicating a steady incline in profitability as the business grows.

APPENDIX

APPENDIX A – FIVE-YEAR INCOME STATEMENT PRO FORMA

Income Statement for the period ended	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue	€ 1 002 407	€ 1 845 756	€ 2 331 252	€ 2 944 267	€ 3 718 508
Less Direct Costs	€ 23 055	€ 42 452	€ 53 619	€ 67 718	€ 85 526
Gross Profit	€ 979 351	€ 1 803 304	€ 2 277 633	€ 2 876 549	€ 3 632 983
Operating Expenses					
Staff Salaries	185 000	237 867	263 874	269 151	274 535
Administrative Expenses	30 000	33 000	36 300	39 930	43 923
Marketing Expenses	230 000	423 505	534 901	675 556	853 204
Registration	7 900	-	-	-	-
Licenses and Permits	-	-	-	-	-
Legal and Accounting	50 000	60 000	72 000	86 400	103 680
Royalty	384 000	707 069	893 052	1 127 884	1 424 479
Business General Expenses	20 000	24 000	28 800	34 560	41 472
Bank Loan Interest	-	-	-	-	-
Depreciation	- 1 365	- 1 365	- 1 365	- 1 365	- 1 365
Net profit before tax (EBIT)	€ 73 816	€ 319 228	€ 450 072	€ 644 432	€ 893 055
Provision for Income Tax	€ 5 015	€ 6 385	€ 9 001	€ 12 889	€ 17 861
Net Profit after tax	€ 68 802	€ 312 844	€ 441 070	€ 631 544	€ 875 194

APPENDIX B – FIVE-YEAR BALANCE SHEET PRO FORMA

Balance Sheet as at	Year 1	Year 2	Year 3	Year 4	Year 5
Assets					
Current Assets:					
Cash and Cash equivalents	€ 278 163	€ 661 164	€ 1 187 322	€ 1 920 410	€ 2 917 674
Accounts Receivable	€ 27 463	€ 78 032	€ 141 902	€ 222 567	€ 324 444
Total Current Assets	€ 305 626	€ 739 196	€ 1 329 224	€ 2 142 977	€ 3 242 118
Non - Current Assets					
FF & E	€ -	€ -	€ -	€ -	€ -
Platform Development	€ (12 285)	€ (10 920)	€ (9 555)	€ (8 190)	€ (6 825)
Total Non Current Assets	€ (12 285)	€ (10 920)	€ (9 555)	€ (8 190)	€ (6 825)
Total Assets	€ 293 341	€ 728 276	€ 1 319 669	€ 2 134 787	€ 3 235 293
Liabilities and Equity					
Equity:					
Capital Stock	€ 150 000	€ 150 000	€ 150 000	€ 150 000	€ 150 000
Retained Earnings	€ 68 802	€ 381 645	€ 822 716	€ 1 454 260	€ 2 329 454
Non - Current Liabilities					
Bank Loan	€ -	€ -	€ -	€ -	€ -
Current Liabilities:					
Accounts Payable	€ 74 540	€ 196 631	€ 346 953	€ 530 527	€ 755 839
Bank Overdraft	€ -	€ -	€ -	€ -	€ -
Total liabilities and equity	€ 293 341	€ 728 276	€ 1 319 669	€ 2 134 787	€ 3 235 293

APPENDIX C – FIVE-YEAR CASH FLOW PRO FORMA

Cash Flow Statement for the period ended	Year 1	Year 2	Year 3	Year 4	Year 5
Net Profit after tax	€ 68 802	€ 312 844	€ 441 070	€ 631 544	€ 875 194
Non Cash Items					
<i>Total Depreciation</i>	€ (1 365)	€ (1 365)	€ (1 365)	€ (1 365)	€ (1 365)
Add: Changes to Working Capital					
<i>Dec/(Inc.) in Accounts Receivable</i>	€ (27 463)	€ (50 569)	€ (63 870)	€ (80 665)	€ (101 877)
<i>Inc/(Dec.) in Accounts Payable</i>	€ 74 540	€ 122 091	€ 150 323	€ 183 574	€ 225 312
Cash Flow From Operations	€ 114 513	€ 383 001	€ 526 158	€ 733 088	€ 997 264
Cash Flow From investing activities					
<i>FF & E</i>	€ -	€ -	€ -	€ -	€ -
<i>Platform Development</i>	€ 13 650	€ -	€ -	€ -	€ -
Cash Flow From Investing activities	€ 13 650	€ -	€ -	€ -	€ -
Cash Flow From financing activities					
<i>Issue of Equity (Capital Funding)</i>	€ 150 000	€ -	€ -	€ -	€ -
<i>Bank Loan</i>	€ -	€ -	€ -	€ -	€ -
<i>Bank Loan Repayments</i>	€ -	€ -	€ -	€ -	€ -
Cash Flow From Financing Activities	€ 150 000	€ -	€ -	€ -	€ -
Add: Opening Cash Balance		€ 278 163	€ 661 164	€ 1 187 322	€ 1 920 410
Closing Cash Balance	€ 278 163	€ 661 164	€ 1 187 322	€ 1 920 410	€ 2 917 674
<i>Check Balance</i>	€ -	€ -	€ -	€ -	€ -

APPENDIX D– RATIO ANALYSIS

Ratios	Year 1	Year 2	Year 3	Year 4	Year 5
COGS Ratio	2%	2%	2%	2%	2%
Gross Profit Ratio	98%	98%	98%	98%	98%
Expense/Revenue Ratio	90%	80%	78%	76%	74%
Net Profit Ratio	7%	17%	19%	21%	24%
EBITDA Ratio	7%	17%	19%	22%	24%
Revenue Growth		84%	26%	26%	26%
Gross Profit Growth		84%	26%	26%	26%
Expense Growth		64%	23%	22%	23%
Net Profit Growth		355%	41%	43%	39%
Return on Assets	0,23	0,43	0,33	0,30	0,27
Asset to Net Sale	0,29	0,39	0,57	0,73	0,87
Asset Turnover	3,42	3,61	2,28	1,70	1,38
Return on Equity	4,58	3,47	2,40	1,84	1,50
Current Ratio	4,10	3,76	3,83	4,04	4,29
Working Capital	€ 231 087	€ 542 565	€ 982 271	€ 1 612 450	€ 2 486 279
Debt to Equity Ratio	0,34	0,37	0,36	0,33	0,30



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15.04.24