
BUSINESS PLAN

3-YEAR FINANCIAL FORECAST

Company Name: Venus International B.V.

License Authority: Curaçao Gaming Control Board (CGB)

Forecast Period: 2025 – 2027

Currency: USD

1. Initial Investment

Venus International B.V. has been initially capitalized by shareholder funds to support platform setup, operational stability, and regulatory compliance.

Initial Investment Overview:

- Platform setup and technical infrastructure
- Licensing, legal, and compliance costs
- Initial working capital to support player liquidity and operational expenses

The initial investment is fully funded by the company and no external financing or loans were required for initial operations.

2. Revenue Assumptions

The financial forecast is based on:

- Stable growth in player acquisition through digital marketing channels
- Continued cooperation with licensed third-party game and platform providers
- Conservative assumptions regarding player retention and average gaming activity

Revenue is generated from player gaming activity and calculated as gross gaming revenue (GGR) after player withdrawals.

3. Projected Financial Forecast (3 Years)

Year 1 – 2025

- Projected Gross Gaming Revenue (GGR): **USD 4,200,000**
 - Marketing Expenses: **USD 1,150,000**
 - Payment Provider & Commission Costs: **USD 1,050,000**
 - Platform / Content Provider Fees: **USD 820,000**
 - Operational & Administrative Costs: **USD 620,000**
 - Net Operational Result: **USD 560,000**
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Year 2 – 2026

- Projected Gross Gaming Revenue (GGR): **USD 5,300,000**
 - Marketing Expenses: **USD 1,420,000**
 - Payment Provider & Commission Costs: **USD 1,310,000**
 - Platform / Content Provider Fees: **USD 960,000**
 - Operational & Administrative Costs: **USD 710,000**
 - Net Operational Result: **USD 900,000**
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Year 3 – 2027

- Projected Gross Gaming Revenue (GGR): **USD 6,500,000**
- Marketing Expenses: **USD 1,680,000**
- Payment Provider & Commission Costs: **USD 1,540,000**

- Platform / Content Provider Fees: **USD 1,100,000**
 - Operational & Administrative Costs: **USD 820,000**
 - Net Operational Result: **USD 1,360,000**
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4. Marketing Expenses

Marketing activities include:

- Affiliate marketing programs
- Online advertising and traffic acquisition
- Promotional campaigns and bonuses

Marketing expenses are projected conservatively and increase in proportion to revenue growth.

5. Commissions & Platform / Content Provider Fees

Venus International B.V. pays commissions and service fees to:

- Licensed game content providers
- Platform and sportsbook technology providers
- Payment service providers and affiliates

All commissions are calculated based on contractual revenue-share or fixed-fee models.

No revenue-sharing arrangements grant ownership, control, or decision-making rights to third-party providers.

6. Loans or Benefits from Third-Party Providers

Venus International B.V. confirms that:

- No loans are received from any platform or content provider

- No financial benefits, advances, or guarantees are provided by third-party game or platform providers
 - All services are rendered under standard commercial agreements
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7. Funding & Financial Stability

Operational activities are funded through:

- Shareholder capital
- Retained earnings from operations

Player funds are fully segregated from operational funds in accordance with internal funds management policies.

8. Lastly

The projected financial forecast demonstrates a sustainable and compliant business model with controlled growth, adequate liquidity, and transparent third-party relationships.

This forecast is prepared for regulatory and licensing purposes in support of the Curaçao Gaming Control Board renewal application.

Authorized Declaration

The undersigned confirms that the above financial forecast is prepared in good faith and represents a reasonable projection based on current operational data and market conditions.

Authorized Signatory:

Name: A.E. Demir

Title: CBO

Date: 01.30.2025

Signature: 

