

WP Counselling N.V.

Business Plan

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Executive summary

WP Counselling N.V., a dynamic company operating in the thriving online gaming industry and based in Curacao, is currently holding Curacao Sub licenses and is now seeking to strengthen its position by applying for a gaming license from the Gaming Control Board (GCB). Under the guidance of owner Rok Okroglic, who possesses extensive sales management experience and a background of fifteen years in the European gaming sector, WP Counselling N.V. specializes in providing top-notch software solutions to licensed online gaming operators. The company primarily focuses on serving B2C operators and aims to achieve profitability by 2025, largely driven by its strategic pursuit of a gaming license from the GCB. WP Counselling N.V. sets itself apart in the competitive gaming industry through its proprietary intellectual property, which is prominently showcased on its website, www.weplay.network. The company's portfolio encompasses unique technologies, designs, and content that differentiate it from others in the market. While WP Counselling N.V. primarily operates as a B2B business, it also engages in B2C sales through network promotions designed for its clients. This distinctive approach positions WP Counselling N.V. as a valuable partner within the gaming sector.

Furthermore, WP Counselling N.V. places a strong emphasis on adhering to local regulations, ensuring compliance in its operations. The company is supported by a team of seasoned professionals familiar with the local landscape, providing essential assistance and guidance in navigating and meeting regulatory requirements. WP Counselling N.V. boasts a capable and experienced leadership team, proprietary technologies, and a steadfast commitment to regulatory compliance, positioning it for success in the ever-evolving online gaming industry.

Vision and Mission

Development strategy: The strategic development of the company should prioritize liquidity as a crucial aspect. This can be achieved by implementing marketing techniques and partnerships to attract a large number of players to the platform, ensuring active participation and maximizing revenue. To differentiate ourselves from competitors, the company should create segmented poker stories. By offering unique and engaging narratives for players to experience, we can add an exciting element to the gameplay, attracting a wider audience and increasing engagement levels. Our product WePlay Gaming Network should be designed as a hybrid platform, combining both traditional poker gameplay and innovative features to cater to the needs of different types of players. This will allow us to appeal to a wider target audience, including both experienced players and casual amateurs. The company should focus on developing high-quality B2B software that can be utilized by poker clubs through mobile applications. By providing clubs with efficient and user-friendly software, we can expand our reach in the market and attract a larger customer base. Our application should enable individual agents to create their own tables, allowing them to invite up to 8 friends to play together. This feature will attract amateurs who prefer playing with a known group of friends, creating a more enjoyable and comfortable gaming experience. To appeal to the amateur player segment, the company should emphasize creating a user-friendly and beginner-friendly environment. This can be achieved by offering tutorials, practice modes, and educational resources to help newcomers understand the game and improve their skills gradually. Conducting regular market research is essential to stay updated on the latest trends, preferences, and demands of the target audience. This will enable the company to adapt its strategies and offerings accordingly, ensuring customer satisfaction and maintaining a competitive edge. Collaborating with well-established poker clubs, professional players, and influencers can significantly enhance the company's brand and visibility. By leveraging these partnerships, we can tap into their existing customer base, gain credibility, and attract new players to our platform. Providing exceptional customer support services will differentiate the company from competitors. Promptly addressing customer inquiries, complaints, and feedback will enhance customer satisfaction and contribute to a positive reputation in the market. To maintain player interest and engagement, the company should consistently introduce new updates, features, and innovations to the platform. This will demonstrate a commitment to improvement and keep the

experience fresh and exciting for the players.

The organization's claim to fame: The organization aspires to be renowned worldwide for the exceptional quality of its poker games

Our specific yardstick for measuring success: At WP Consulting N.V. , we believe that success is not an abstract concept, but rather a tangible and measurable outcome. As a company committed to excellence, we have developed a specific yardstick for measuring success that aligns with our core values and strategic goals. By adopting this distinct yardstick, we can effectively evaluate our performance and foster a culture of continuous improvement. Below we present outline of the key components of our yardstick and shed light on how it drives our organization towards success.

Clear Objectives and Key Results (OKRs): At the heart of our yardstick lies a set of clear objectives and key results (OKRs) that serve as the foundation for measuring success. These OKRs are carefully crafted, time-bound goals that provide a roadmap for our team. By articulating what we want to achieve and defining measurable key results, we are able to navigate towards success with a sense of direction and purpose. This approach allows us to evaluate our progress objectively and make data-driven decisions.

Customer Satisfaction: Our yardstick emphasizes customer satisfaction as a crucial component of success. We firmly believe that a satisfied customer is not only a testament to our quality, but also an avenue for growth and future success. By regularly collecting feedback, analysing customer sentiments, and leveraging metrics such as Net Promoter Score (NPS), we are able to gauge the level of satisfaction and continuously improve our products and services.

Employee Engagement and Development: Another essential aspect of our yardstick is measuring success through employee engagement and development. We strongly believe that our employees are the backbone of our organization, and their growth and satisfaction directly influence our overall success. By regularly tracking employee engagement surveys, conducting performance evaluations, and investing in ongoing training and development initiatives, we ensure that our team is motivated, empowered, and equipped with the necessary skills to achieve individual and collective success.

Innovation and Adaptability: As part of our yardstick, we embrace innovation and adaptability as key indicators of success. In today's rapidly evolving world, being able to adapt to changes, leverage emerging technologies, and continuously innovate is vital for long-term success. We encourage a culture of creativity, where ideas are valued, and risks are taken. By measuring the number of successful innovations, and the ability to adapt to market trends, we ensure that our yardstick accurately reflects our commitment to staying ahead of the curve.

Conclusion: Success is not a one-size-fits-all concept, and at WP Consulting N.V. , we understand that. Our distinct yardstick for measuring success encompasses a range of factors that define our progress and contributions. By focusing on clear objectives and key results, customer satisfaction, employee engagement and development, and innovation and adaptability, we establish a comprehensive framework for evaluating our achievements. By aligning our success metrics with our values and strategic goals, we ensure that every step we take moves us closer towards our vision of excellence.

The kind of people needed by the organization, including their qualifications and skill sets; The organization highly values individuals who possess the following qualifications and skill sets, particularly those who are industry experts with a genuine passion for poker:

- **Extensive Knowledge:** A deep understanding of the poker industry, including its history, popular variations, strategies, and trends.
- **Expertise in Poker:** Proficient in playing poker at an advanced level, showcasing skills such as strategic thinking, mathematical calculations, risk assessment, and decision-making under pressure.

- **Analytical Abilities:** Strong data analysis skills with the ability to interpret and utilize statistical data to enhance strategies, identify patterns, and assess player tendencies.
- **Effective Communication:** Exceptional verbal and written communication skills to effectively interact with various stakeholders, including colleagues, poker players, industry professionals, and the general public.
- **Passion and Enthusiasm:** A genuine love for poker demonstrated by staying up-to-date with industry news, attending tournaments, participating in poker communities, and actively seeking opportunities to improve personal skills.
- **Adaptability and Resilience:** Ability to operate effectively in a dynamic and fast-paced environment, adapting to changes and handling the challenges inherent in the poker industry with resilience and composure.
- **Continuous Learning:** A thirst for knowledge, willingness to learn and grow professionally, and an open mindset to embrace new techniques, game variations, and technologies.
- **Team Player:** Capable of collaborating with cross-functional teams, fostering a positive and cohesive work environment, and supporting fellow team members to achieve organizational goals.
- **Problem-Solving Skills:** Strong critical thinking and problem-solving abilities to analyse complex situations, foresee potential challenges, and develop innovative solutions to overcome them.
- **Ethical Conduct:** Demonstrating professionalism, integrity, and ethical conduct while representing the organization and interacting with peers, players, and the poker community as a whole.

Overall, the organization seeks industry experts who demonstrate a deep passion for poker, possess the required skills, are continuously motivated to excel in their craft, and have a genuine desire to contribute to the growth and success of the organization and the broader poker community.

The attitude of the members of the organization towards their jobs, the company, and their working environment: They are dedicated to achieving the company's vision and actively embrace the organization's core values, culture, and passion.

What the organization will and will not do: The organization will not compromise its commitments to clients and will not conceal any information or lack transparency.

The most important offerings of the organization to customers or clients:

- **Adaptable Integration:** We provide our network clients with flexible integration options, allowing them to seamlessly incorporate our services into their existing systems.
- **Diverse Game Selection:** Our network offers a wide variety of games, providing our clients with multiple options to cater to the preferences of their players.
- **Strong Network Ecology:** We maintain a robust network ecosystem, ensuring smooth interactions between all participants and promoting a positive gaming experience for our clients and their customers.
- **Achievement System and Advanced Bonusing:** We offer an innovative achievement system and advanced bonus features, enhancing the overall gaming experience and providing additional rewards for players.
- **Cross Selling Opportunities:** Our network allows our clients to leverage additional revenue streams by cross-selling their casino and sportsbook offerings to our network players.
- **Secure Deposit Methods:** We provide secure deposit methods that eliminate the need for agents to operate on credit or handle their players' finances, ensuring a hassle-free financial management process.
- **Customizable Software:** We offer the option to hide any aspect of our software on demand, allowing our clients to maintain a competitive edge in a challenging market.
- **Localized Promotions and Branding:** We tailor our promotions and branding to specific regions, such as our Japanese themed Wednesday tournament, to create a personalized experience for our clients' customers.
- **Exotic Poker Lobby:** Our poker lobby adopts various international styles to cater to clients with a diverse player base, providing a unique and immersive poker environment.

Client objective: To attract and engage a diverse range of recreational players and passionate poker enthusiasts, fostering a strong sense of community within the poker gaming platform.

Priority markets:

- Europe: Slovenia, Italy, Austria, Germany, Ireland, Norway, Finland, Croatia, Serbia, Bosnia, Montenegro, Romania, Bulgaria, Poland, Czech, Slovakia, Lithuania, Switzerland, Macedonia, Greece, Albania, Hungary
- West Asia: Turkey,
- Central Asia: Uzbekistan, Kazakhstan, Tajikistan, Kyrgyzstan, Turkmenistan
- Africa: South Africa
- America: Caribbean

Financial expectations: Achieve a break-even point by January 2024 with strategic reinvestment thereafter.

Network main competitor on the market: The Playtec iPoker network stands as our primary competitor, and within this competitive landscape, our strongest rival is GG, renowned as the largest and most formidable player in the market. Nevertheless, we view GG as a potential challenge that will only become significant in the future as the WP Consulting N.V. continues to expand its presence.

Weaknesses of main competitor on the market: Playtec, through its iPoker network, stands as our primary competitor in the field. However, it's worth noting that their approach appears somewhat outdated. They seem to lack a comprehensive understanding of the poker ecosystem and a clear long-term vision. Despite their substantial size, their focus on poker network development is relatively limited, overshadowed by their larger products like Bet 365. Consequently, their player network primarily comprises amateur players.

Acquisition strategies and selling points:

- The key advantage of the WP Consulting N.V. lies in our ability to empower network clients to maintain their distinct branding while operating under the protective umbrella of our network. This unique approach allows our clients to steadfastly pursue their aspirations and dreams while preserving their individual brand identity.
- WePlay provides B2B partners with the opportunity to establish private games, tournaments, and satellite events for live poker experiences. This initiative aligns with our acquisition strategy in local client markets.
- One of our primary selling points is the capability to transition an existing agent from any club's APPs into our large licensed system, which provides comprehensive game protection and integrity. Our security measures, including Antifraud and Antitoxic features, offer a level of security that most APPs simply do not provide.

Clients onboarding: Develop a client onboarding strategy that involves evaluating potential clients based on predefined criteria, creating a priority list for onboarding, and establishing an onboarding schedule in accordance with a priority matrix. Our top priority is to attract PokerBros clubs, given their high-cost service. Additionally, we aim to target GG clients who are dissatisfied with their aggressive terms. Furthermore, we aim to consolidate Serbian iGaming platforms into a single, cohesive Serbian network.

Marketing Vision:

- Defining Focused Geographical Regions: identify and define specific geographical regions for targeted marketing efforts.
- Prioritize Focused Geographical Regions: Create a priority list for the selected regions based on market potential and strategic importance.
- Focused Marketing Efforts: Concentrate marketing efforts and resources on the identified regions

according to the priority list.

- Regional Promotions and Bonusing System: Develop network-wide promotions and bonusing systems tailored to each of the focused geographical regions.
- Annual Main Festival: Establish an annual flagship festival that encompasses all the targeted regions, providing a unified and exciting experience.
- Preferred Marketing Channels; utilize a mix of marketing channels for maximum reach and engagement:
 - o Influencers (attract influencers through our affiliate system)
 - o Social media (announcements, social share bonusing system, tagging for prizes, etc.)
 - o Live streams (events, festivals, tournaments etc.)
 - o Podcasts (exciting guests, winners of tournaments, influential people from industry with many followers, once per month hosting ambassador etc.)
 - o Paid advertising wherever feasible (using play money platform version to avoid licensing issues)
 - o Ambassador (select Brand ambassador, preferably someone influential with history with the brand, alternatively also influential person from poker industry)
 - o SEO (optimize SEO for better search results)
- New feature releases and updates should always be accompanied by marketing announcements. Therefore, instead of bundling multiple releases into a single production update, they should be staggered over an extended period. This approach ensures the consistency of announcements and gives users the impression that we are continuously enhancing the product. It also allows us to seize each release as an opportunity for ongoing marketing campaigns.

What Sets WP Consulting N.V. Apart from Competitors:

- Preserving Client Branding: WP Consulting N.V. allows clients to maintain their unique branding while benefiting from the network's resources.
- Flexibility: Our network offers flexibility in adapting to diverse client needs and market conditions.
- Localization: We prioritize localization to create a tailored experience for players in different regions.
- Poker Game Attractiveness: We emphasize creating an attractive poker gaming environment to enhance player engagement.
- Advanced Cross-Selling: We excel in cross-selling opportunities, seamlessly integrating advanced casino and sportsbook options for poker players.
- Private and Network Environments: Within the WP Consulting N.V. , clients have the flexibility to establish and configure diverse environments, including network-wide, semi-private, and entirely private spaces. This versatility allows clients to tailor their online presence precisely to their needs and strategic objectives.

This structured approach helps clarify your marketing vision and highlights the unique advantages of WP Consulting N.V. in the competitive landscape.

Sales strategy: Our sales strategy is designed to cater to the diverse needs of our clients, we offer a range of packages tailored to different client categories

- VIP Clients (VIP Skin): These clients enjoy maximum flexibility to customize their solutions according to their unique requirements.
- Important Clients (Skins): We provide semi-flexible packages with additional standardized features that can be added to the core offering.
- Basic Clients (Agents, VIP Agents): Basic clients receive standard packages with essential features to meet their operational needs.

By structuring our offerings this way, we ensure that each client segment receives the appropriate level of customization and support to drive their success.

Product version prioritization:

- o Mobile native apps (iOS, Android), highest priority
- o Html 5 mobile if African market is accessible to network
- o Html 5 desktop if African market is accessible to network
- o Desktop version (executable), lowest priority

Creativity and Strategic Development Team: To drive innovation and bring our vision to life, the formation of a dedicated Creative and Strategic Development Team is essential. This team, composed of key individuals, along with our Creative Design Officer, will play a pivotal role in our journey. Our approach will revolve around a Trial and Error strategy, leveraging various promotions and acquisition strategies. This method will empower our team to experiment, learn from outcomes, and continually refine our creative and strategic initiatives. Through this iterative process, we aim to unlock new possibilities and drive our vision forward.

Partners: Evenbet holds a pivotal role as a key technological partner in our ecosystem. Their global footprint is demonstrated through their ongoing management of over 190 projects and their seamless integration with resellers across various platforms. This extensive network serves as a cornerstone for our strategic B2B sales initiatives.

Public perception of your business: Transparency and trust!

Objective: WP Consulting N.V. becomes the leader in global network industry

The personal thoughts and feelings of the business owner or founder towards the business: In the quiet moments, away from the hustle and bustle of boardrooms and deadlines, a business owner often finds themselves reflecting on the entity they've brought to life. It's a complex relationship, one that's far more than just dollars and cents. It's a story of dreams, challenges, and profound emotions.

The Birth of a Dream: Every business starts as an idea, a spark that ignites in the mind of its creator. For me, that idea was more than a business plan; it was a vision, a purpose. I wanted to solve a problem, make a difference, and build something that would outlast me. The day that vision took its first breath as a real company was a day I'll never forget. It was like watching a child take their first steps, filled with hope and apprehension.

The Highs and Lows: In this journey, there have been euphoric highs that made me feel invincible. The elation of landing a big client, the satisfaction of seeing our team grow, and the moments when our work genuinely improved someone's life – those are the moments I live for. But there have been lows too, times when it felt like the weight of the world was on my shoulders. The sleepless nights, the tough decisions, and the setbacks that made me question everything – those moments are just as real.

The Team: No business is a one-person show. It's the people who breathe life into your vision, who share your passion, and who strive every day to make it a reality. My team isn't just a group of employees; they're a second family. Their dedication, creativity, and resilience have been the backbone of our success. Their belief in our mission is a constant source of inspiration.

The Connection with Customers: Our customers aren't just clients; they're partners in this journey. Listening to their needs, solving their problems, and witnessing the impact we've had on their lives – that's what fuels our purpose. It's in those moments of connection that I'm reminded why we started this journey in the first place.

The Constant Evolution: Business is an ever-evolving entity, much like life itself. We adapt, learn, and grow. It's essential to embrace change and innovation, even when it's daunting. It's how we stay relevant

and continue to make a difference.

Why Curacao?

WP Counselling N.V. is dedicated to acquiring a Curacao Gaming License to gain a significant competitive edge in the iGaming Market and unlock new business opportunities. In addition to the internal competitive advantage provided by our experienced and dynamic team, obtaining the Curacao license will offer the following external competitive advantages:

1. Curacao's esteemed reputation in the iGaming industry.
2. Curacao holds the distinction of being the first country to regulate iGaming.
3. Access to excellent hosting infrastructure, ensuring reliable and efficient operations.
4. The advantage of a competitive corporate tax rate, enhancing financial viability.

Curacao has firmly established itself as a premier destination for iGaming operators, benefitting from a comprehensive regulatory framework. With recent regulatory updates by the Gaming Control Board (GCB), we aim to be at the forefront of driving pioneering industry standards. WP Counselling N.V. is positioned advantageously to be among the pioneers in obtaining these licenses, leveraging early adoption to gain a strategic edge in the market.

Why we are applying for an GCB License

WP Counselling N.V. focuses on the iGaming industry and places a strong emphasis on regulatory compliance. Considering these factors, it is reasonable to infer that WP Counselling N.V. is likely considering the acquisition of a Gaming Control Board (GCB) license to bolster its regulatory standing and expand its market reach.

Obtaining a GCB license can provide several advantages to WP Counselling N.V. and align with its strategic objectives:

1. Enhanced Reputation: Holding a GCB license demonstrates a commitment to meeting rigorous regulatory standards, elevating the company's reputation and credibility within the online gaming industry.
2. Access to New Markets: Securing a GCB license opens opportunities to enter new markets and jurisdictions where such licenses are recognized and respected. This allows WP Counselling N.V. to broaden its operations and attract a wider customer base.
3. Compliance and Player Protection: Seeking a GCB license showcases WP Counselling N.V.'s dedication to player protection and responsible gaming practices. Customers are assured that the company operates transparently and with accountability, fostering trust and attracting more players.
4. Networking and Partnerships: Possessing a GCB license facilitates partnerships with other licensed operators, suppliers, and service providers within the jurisdiction. This paves the way for collaborations, forging potential growth and business opportunities.
5. Risk Mitigation: Acquiring a license from a reputable regulatory body like the GCB enables WP Counselling N.V. to mitigate risks associated with operating in the online gaming industry. By ensuring compliance with legal requirements, the company minimizes the potential for penalties or damage to its reputation.

In conclusion, seeking a GCB license aligns with WP Counselling N.V.'s commitment to regulatory compliance, the establishment of a secure and fair gaming environment, and the positioning of the

company as a trustworthy player in the iGaming industry.

SWOT Analysis of WP Consulting N.V.:

Strengths:

1. **Experienced Management Team:** The promoters and team of WP Consulting N.V. possess 10 years of experience in internet product production and marketing, ensuring reliable and efficient company management.
2. **Boutique Business Approach:** Operating as a boutique business allows WP Consulting N.V. to provide personalized services, enhancing its value proposition to potential clients.
3. **Wide Range of Products:** The company has launched over 100 products on its platform, including various desktop, native applications, and HTML5 games, catering to different market needs and offering diversification.
4. **Skilled and Trained Team:** WP Consulting N.V. benefits from a highly trained staff, ensuring compliance with regulations, and excelling in areas such as marketing, technology, payment processing, and customer support.
5. **Stable Technical Infrastructure:** WP Consulting N.V. boasts a skilled technical team that maintains a remarkably stable back-end system, with an average server uptime of 99.9%.
6. **Growing Active Player Community:** The company has experienced rapid growth in its player community, with a significant increase in active players converting into paying players.

Weaknesses:

1. **Limited Brand Recognition:** WP Consulting N.V. currently has little awareness of its brand in the Asian marketplace, unlike internationally acclaimed brands that have been established for a longer period.
2. **Potential Human or System Failures:** While committed to minimizing failures, the company acknowledges the need for regular training and system maintenance to prevent human or system errors.
3. **Lack of Knowledge of Asian Habits:** As WP Consulting N.V. expands into the Asian market, there may be a learning curve in understanding Asian habits regarding internet and smartphone usage for gaming compared to physical gaming establishments.
4. **Need for Awareness of Regulatory Changes:** The evolving nature of the remote gaming industry requires the company to stay updated on regulatory changes and engage legal advisors to ensure compliance.

Opportunities:

1. **Worldwide Exposure:** Adequate worldwide exposure can provide opportunities for WP Consulting N.V. 's growth, especially in an internationally-driven marketplace.
2. **Potential Offered by Licensing:** The company believes that its remote gaming license can serve as a self-marketing tool, building confidence among current and prospective players.
3. **Access to International iGaming Talent:** Curacao's presence as a hub for gaming companies offers an opportunity to recruit top iGaming talent, both locally and internationally.

Threats:

1. **Intense Competitive Landscape:** WP Consulting N.V. faces strong competition from well-established brands in the iGaming industry, which could pose challenges in gaining market share and attracting new players.
2. **Changing Consumer Preferences:** The preferences and demands of players in the iGaming industry can change rapidly. If WP Consulting N.V. fails to adapt its products and services to meet evolving customer expectations, it may struggle to retain its player base.

3. Regulatory and Legal Challenges: The remote gaming industry is subject to evolving regulations and legal frameworks. Changes in regulations, licensing requirements, or compliance standards could impose additional costs and operational complexities on WP Counselling N.V.

4. Cybersecurity Risks: The online gaming industry is a lucrative target for cybercriminals. WP Counselling N.V. needs to invest in robust cybersecurity measures to protect player data, prevent fraud, and ensure a secure gaming environment. Any major cybersecurity breach could lead to reputational damage and loss of player trust.

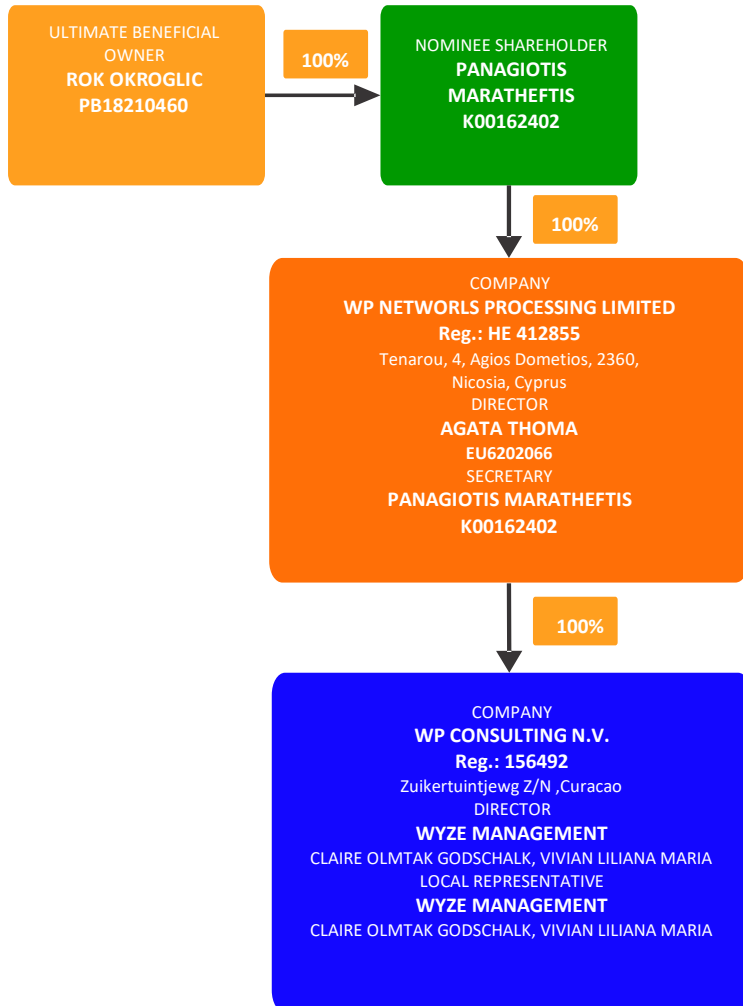
6. Geopolitical and Geographical Considerations: International operations expose WP Counselling N.V. to geopolitical risks such as political instability, trade restrictions, and jurisdictional disputes. It is crucial for the company to navigate any potential challenges arising from different legal regimes and geopolitical factors while ensuring compliance with applicable laws.

Company shareholding structure

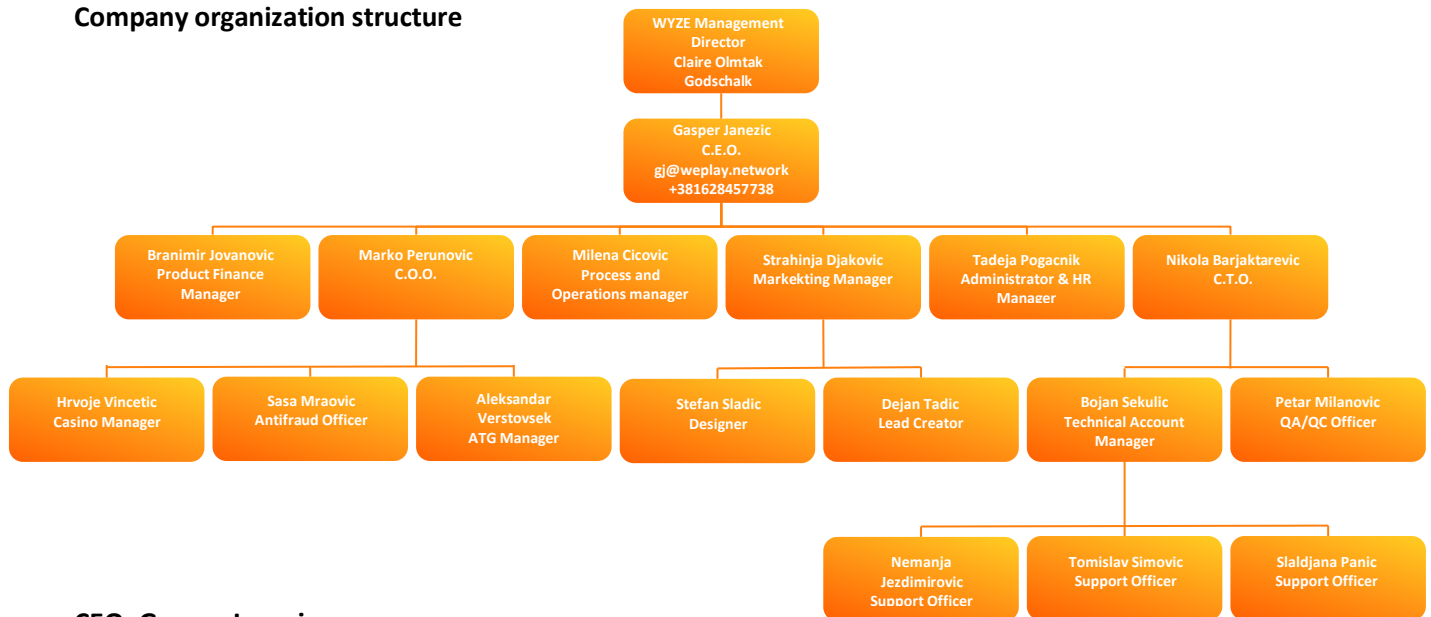
WP Consulting N.V.

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Company organization structure



CEO: Gasper Janezic

- **Job Description:** As CEO Gasper Janezic is responsible for providing strategic leadership and direction to the organization. Gasper Janezic oversees the development and execution of business plans, ensures financial stability and growth, and represent the company to stakeholders. The CEO Gasper Janezic collaborates with senior leadership, sets organizational goals, and drives overall performance to achieve long-term success.

CTO: Nikola Barjaktarevic

- **Job Description:** As the Chief Technology Officer (CTO), Nikola Barjaktarevic is responsible for leading the technology strategy and innovation efforts of the product and organization. He oversees the development and implementation of cutting-edge technologies implemented in the product, guides the technical team, and ensures alignment with business goals. Nikola plays a key role in driving technological advancements, product development, and maintaining a competitive edge in the market.

Head of Compliance: Gasper Janezic

- **Job Description:** Leading the organization toward regulatory excellence and ensuring the highest standards of industry compliance, the Head of Compliance (Gasper Janezic) manages strategic, operational, and risk management functions that contribute directly to the organization's success and reputation within the gaming industry.

COO: Marko Perunovic

- **Job Description:** As the Chief Operating Officer (COO), Marko Perunovic is responsible for optimizing and managing the day-to-day operations of the organization. He works closely with executive leadership to implement strategic initiatives, streamline processes, and enhance overall efficiency. Marko oversees key operational functions, ensures effective communication between departments, and plays a pivotal role in achieving organizational objectives and performance targets.

Marketing Manager: Strahinja Djakovic

- **Job Description:** As the Marketing Manager, Strahinja Djakovic is responsible for developing and executing comprehensive marketing strategies to promote the organization's products or services. He oversees market research, identifies target audiences, and collaborates with cross-functional teams to create impactful campaigns. Strahinja monitors marketing performance, analyzes data, and adjusts strategies to maximize effectiveness. He plays a key role in brand management, digital marketing, and ensuring the company's message resonates with the intended audience, ultimately driving business growth.

Administration & HR Manager: Tadeja Pogacnik

- Job Description: As the Administration & HR Manager, Tadeja Potocnik Strahinja Djakovic oversees the efficient functioning of administrative processes and human resources functions within the organization. Responsibilities include managing office operations, coordinating employee activities, and ensuring compliance with HR policies and procedures. Tadeja and Strahinja collaborate to recruit and retain talent, foster a positive work environment, and handle employee relations. They play a crucial role in maintaining a well-organized and productive workplace.

Process and Operations Manager: Milena Cicovic

- Job Description: As the Process and Operations Manager, Milena Cicovic is responsible for optimizing and overseeing the efficiency of internal processes within the organization. She works to streamline operations, improve workflows, and enhance overall productivity. Milena collaborates with cross-functional teams to identify and implement process improvements, ensuring alignment with organizational goals. Additionally, she monitors performance metrics, analyses data, and implements strategies to enhance operational effectiveness, contributing to the overall success of the business.

Casino manager: Hrvoje Vincetic

- Job Description: As the Casino Manager, Hrvoje Vincetic is responsible for overseeing the day-to-day operations of the casino, ensuring a seamless and enjoyable experience for patrons. He manages the gaming floor, supervises staff, and implements strategies to optimize customer satisfaction and revenue generation. Hrvoje is also involved in regulatory compliance, security protocols, and collaborates with various departments to coordinate events and promotions. He plays a key role in maintaining a secure and entertaining environment while driving the overall success of the casino.

Antifraud officer: Sasa Mraovic

- Job Description: As the Anti-fraud Officer, Sasa Mraovic is responsible for developing and implementing strategies to prevent, detect, and mitigate fraudulent activities within the organization. He conducts thorough investigations, analyzes data, and collaborates with cross-functional teams to identify and address potential risks. Sasa stays informed about industry trends and emerging threats, ensuring that the company's anti-fraud measures are up-to-date and effective. He plays a critical role in maintaining the integrity of financial transactions and safeguarding the organization against fraudulent activities.

ATG manager: Alekskandar Verstovsek

- Job Description: As the ATG Officer, Aleksandar Verstovsek is responsible for leading and managing initiatives within the Advanced Technology Group. He oversees the exploration, development, and implementation of cutting-edge technologies to drive innovation and maintain a competitive edge. Aleksandar collaborates with cross-functional teams to align technology solutions with business goals. He stays abreast of industry trends, evaluates emerging technologies, and plays a pivotal role in shaping the organization's technology roadmap for sustainable growth and success.

Designer: Stefan Sladic

- Job Description: As a Designer, Stefan Sladic is responsible for creating visually appealing and effective design solutions that align with the organization's branding and objectives. He utilizes his creative skills to develop graphics, layouts, and other design elements for various projects. Stefan collaborates with cross-functional teams to understand design requirements and contributes to the overall aesthetic and user experience. He stays updated on design trends, tools, and techniques, ensuring that his work reflects a high standard of creativity and innovation.

Lead Creator: Dejan Tadic

- Job Description: As the Lead Marketing Content Creator, Dejan Tadic is responsible for leading the development and execution of compelling and impactful content strategies. He oversees the creation of engaging marketing materials, including written, visual, and multimedia content. Dejan collaborates with cross-functional teams to ensure consistency in messaging and branding. He plays a key role in developing content that resonates with the target audience, drives brand awareness, and supports overall marketing goals. Dejan also provides creative direction, mentors team members, and stays updated on industry trends to maintain a competitive edge.

Technical account manager: Bojan Sekulic

- Job Description: As a Technical Account Manager, Bojan Sekulic is responsible for establishing and maintaining strong relationships with clients by serving as a key liaison between the technical team and customers. Bojan understands client needs, provides technical guidance, and ensures the successful implementation and use of products or services. He collaborates with both internal and external stakeholders to address technical challenges, manages account performance, and identifies opportunities for growth. Bojan plays a crucial role in ensuring client satisfaction, retention, and the overall success of technical solutions within the organization.

QA/QC Officer: Petar Milanovic

- Job Description: As the QA/QC Officer, Petar Milanovic is responsible for ensuring the quality and compliance of products or processes within the organization. He implements and oversees quality control procedures, conducts inspections, and collaborates with cross-functional teams to address and resolve quality issues. Petar plays a key role in maintaining and improving quality standards, conducting audits, and ensuring adherence to regulatory requirements. He is dedicated to upholding the highest standards of quality throughout all phases of production or service delivery.

Support officer: Nemanja Jezdimirovic, Tomislav Simovic, Sladjana Panic

- Job Description: As Support Officers, Nemanja Jezdimirovic, Tomislav Simovic, and Sladjana Panic are responsible for providing exceptional customer support and assistance. They address inquiries, resolve issues, and ensure a positive customer experience. Their roles involve effective communication with customers, troubleshooting problems, and collaborating with internal teams to provide timely solutions. Nemanja, Tomislav, and Sladjana are dedicated to maintaining high levels of customer satisfaction and contributing to the overall success of the support function within the organization.

Future Positions (To be Hired as Needed):**CFO:**

- Job Description: As the Chief Financial Officer, the CFO assumes responsibility for financial management, budgeting, and forecasting. They oversee financial reporting, risk management, and strategic financial planning, ensuring the company's financial health and stability.

MLRO:

- Job Description: The MLRO plays a crucial role in monitoring and reporting suspicious financial activities in customer transactions. While more relevant in consumer-facing businesses, this position ensures compliance with anti-money laundering regulations and helps maintain the integrity of financial operations

Our Platform

WP Consulting N.V. has strategically partnered with Evenbet as its chosen platform provider and poker software provider. By opting for Evenbet, WP Consulting N.V. gains access to a comprehensive platform solution encompassing poker software and a diverse range of gaming products. This collaboration empowers WP Consulting N.V. to leverage Evenbet's expertise and cutting-edge technology, resulting in superior gaming operations and an unparalleled user experience.

Evenbet Gaming Ltd. is a prominent player in the iGaming industry, serving as both a platform provider and poker software provider. Their comprehensive platform is designed to accommodate various gaming products such as poker, casino games, and sportsbook functionalities. They have established partnerships with 24 game providers on their Evenbet platform, ensuring a wide array of game options for their clients.

Regarding payment solutions, Evenbet Gaming Ltd. is currently in the process of applying for new payment providers. They have expressed interest in collaborating with Luxon Pay, Praxis, and ApcoPay. However, the company is awaiting the required documentation from a new director before proceeding with the applications.

It is worth highlighting that Evenbet Gaming Ltd. holds a coveted B2B license issued by the Malta Gaming Authority (MGA), a highly esteemed regulatory body in the online gaming sector. This license authorizes Evenbet to offer their gaming platform and related services to other businesses within the iGaming industry. The MGA's stringent standards and diligent oversight enhance the credibility and trustworthiness of Evenbet's offerings.

Risk Evaluation Process

The risk evaluation and management services are outsourced to Evenbet Gaming Ltd, demonstrating WP Consulting N.V.'s commitment to leveraging external expertise in assessing and mitigating risks.

WP Consulting N.V. places a strong emphasis on effective risk management, utilizing a robust Risk Management Model outlined in a specialized Risk Management Policy document. The Board of Directors and C-level Management are critical stakeholders responsible for overseeing and approving changes to this policy. The Chief Executive Officer has the authority to authorize adjustments to operating procedures, standards, guidelines, and technologies within the framework of the policy.

The Board of Directors approves the policy and conducts annual reviews to ensure its ongoing relevance and effectiveness. C-level Management is accountable for implementing and administering the policy's directives. The Chief Executive Officer, along with all employees, bears the core responsibility for upholding the policy and its operating procedures.

It is essential to note that the policy and its procedures fully comply with all applicable legal and regulatory requirements imposed on WP Consulting N.V. and do not supersede or contradict any such obligations.

WP Consulting N.V. actively promotes open communication, transparency, and active engagement from all key stakeholders in its model risk governance, particularly in the B2B context. This includes fostering an environment that encourages effective challenges to model-related processes, including risk analysis, validation, testing, development, and governance. The Board of Directors, Chief Executive Officer, and Senior Management collaboratively work to create a conducive atmosphere for these constructive challenges.

Change management processes are pivotal in model governance, especially during the implementation or modification of models and related technologies. These processes comprehensively cover various domains, such as model development, personnel, policies, testing and validation, IT systems, regulatory requirements, and internal controls. WP Counselling N.V. may engage third-party experts with specialized technological knowledge to ensure effective management of third-party risks, potentially including Evenbet.

For proper oversight of model risk management, the Board of Directors diligently documents meeting minutes. These minutes provide detailed records, substantiating that the Board of Directors and Chief Compliance Officer are fully informed about relevant facts, understand associated risks, deliberate on significant matters, make independent decisions in WP Counselling N.V.'s best interests, and approve previously held meeting minutes. This rigorous approach ensures accountability and transparency in WP Counselling N.V.'s model risk management practices within the B2B sphere.

Legal Framework

Board Oversight: In Curacao, boards hold significant responsibility for day-to-day decision-making. Although the level of involvement may vary, boards often take a hands-on approach to operational decisions.

Current Board Membership: The composition of the board may include directors elected by shareholders, and its structure can be influenced by the company's articles of association and corporate governance principles.

Reserved Matters: Boards or Ultimate Beneficial Owners (UBOs) commonly retain the right to make decisions on critical matters such as financial decisions, major contracts, and significant corporate changes.

Deadlock Possibility: In companies where shareholders possess equal power, deadlocks can occur. The articles of association may outline mechanisms for resolving deadlocks, such as arbitration or buy-sell agreements.

Legal Support: External law firms specializing in local and international law often provide legal support. In-house legal teams may also contribute by advising the company.

Board Meetings: Board meetings in Curacao encompass discussions on strategic and operational matters. Attendees typically include board members, key executives, legal advisors, and potentially external consultants. Policies are in place to ensure proper meeting conduct.

Policies and Procedures

The implementation of comprehensive policies and procedures within an organization is paramount for ensuring operational efficiency, mitigating risks, and maintaining ethical standards. Each set of policies serves a specific purpose:

1. **Vendor Management Policy:** Provides guidelines for selecting, onboarding, and managing external vendors to ensure reliable and secure partnerships in delivering services to B2B clients.
2. **Service Level Agreement (SLA):** Establishes standards and metrics for performance, availability, and support in contractual agreements with B2B clients, ensuring transparency and accountability.

3. Incident Response Procedure: Outlines the steps to be taken in the event of a security breach, system failure, or other incidents, minimizing downtime and mitigating potential impact on B2B clients.
4. Client Onboarding Procedure: Defines the process for onboarding and integrating new B2B clients, including due diligence, contract negotiations, and establishing operational processes.

Internal vs. External Development:

- Implementation Approach: Information Security Policy, Advertising Policy, Outsourcing Policy, System Access Control Procedure, and User Management Policy are developed internally.
- Rationale: In conclusion, the decision to internally develop the Information Security Policy, Advertising Policy, Outsourcing Policy, System Access Control Procedure, and User Management Policy is rooted in the organization's existing expertise, resource optimization, alignment with organizational needs, flexibility, and the prioritization of confidentiality and security. This approach ensures a strategic, customized, and controlled development process that resonates with the specific dynamics of our business.

Timelines and Communication with the GCB:

- Development Timelines:
 - Policy Development: Development to be completed within a timeline of six months.
 - Internal Review: A timeline of one month for thorough review by internal stakeholders.
 - Legal Review: A timeline of one month for legal experts to assess compliance with regulations.
 - GCB Review: A timeline of one month for the Gambling Control Board's review and feedback.
 - Implementation: A timeline of one month for phased implementation of policies to ensure effective adoption.
 - Full Implementation: A timeline of one month for complete integration and enforcement of policies across all relevant operations.
- GCB Appraisal:
 - Commitment to keeping the Gambling Control Board (GCB) informed.
 - Regular Progress Updates: Monthly progress updates to be submitted to the GCB during the development phase.
 - Quarterly updates during the review phase to communicate advancements and address any queries.
 - Feedback Integration: Immediate communication of any changes or adjustments made based on GCB feedback within a timeline of one week.
 - Timely responses to queries and requests for additional information from the GCB.
 - Final Approval Submission: Formal submission of finalized policies to the GCB for approval within a timeline of six months.
 - Provision of comprehensive documentation supporting the policies and their alignment with regulatory requirements.
- Reporting Mechanism:
 - Transparency and regulatory compliance for each policy.
 - Frequency of Updates: Monthly progress reports during the development and review phases.
 - Quarterly reports on the implementation status and any modifications made based on feedback.

- Notification of Changes: Any significant changes to policies will be immediately reported to the GCB within one week of implementation.
- Regular updates on minor adjustments or enhancements will be included in the monthly or quarterly reports.

Qualifications and Competency of Developers:

- Selection Criteria: Clearly define the criteria used to select the person or entity responsible for developing the Information Security Policy, Advertising Policy, Outsourcing Policy, System Access Control Procedure, and User Management Policy.
- Expertise Assessment: Outline the specific qualifications, expertise, and experience required for the selected person or entity in the development of each policy and procedure.
- Conflict of Interest Assurance: Provide a statement on why the board believes, acting reasonably, that the chosen entity for each policy is qualified, competent, and free from conflicts of interest.
- Due Diligence: Describe the due diligence process undertaken to assess the qualifications and competency of the person or entity entrusted with the development of each policy and procedure.
- Ongoing Monitoring: Explain any mechanisms in place for ongoing monitoring to ensure continued qualification, competence, and the absence of conflicts for each policy.

Three Years Projections

Based on the current situation, we have drafted three-year projections upon obtaining the GCB license.

Active operators :6

Current GGR (EUR) :

- Jan 2024 : 187,879.70
- Feb 2024: 151,765.59
- Mar 2024: 146,549.89
- Apr 2024: 180,997.76
- May 2024: 135,815.94

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Balance Sheet as at CALENDAR YEAR END

	Year 2024	Year 2025	Year 2026
	€	€	€
Fixed Assets Assets	140,693.33	144,986.67	140,613.33
Tangible Assets	140,693.33	144,986.67	140,613.33
Current Assets	685,195.44	1,631,600.02	3,131,710.18
Trade Debtors	0.00	0.00	8,080.67
Other Debtors	0.00	0.00	0.00
Prepayments	1,000.67	2,000.00	3,000.00
Bank Accounts	684,194.77	1,629,600.02	3,120,629.51
Current Liabilities	-10,000.00	-15,292.67	-20,000.00
Trade Creditors	0.00	-292.67	0.00
Accruals	-10,000.00	-15,000.00	-20,000.00
Shareholder's loan			
Total Assets and Liabilities	815,888.77	1,761,294.02	3,252,323.51
Capital & Reserves	815,888.77	1,761,294.02	3,252,323.51
Share Capital	100,000.00	100,000.00	100,000.00
Profit & Loss Current Year	715,888.77	1,661,294.02	3,152,323.51
Total Capital and Reserves	815,888.77	1,761,294.02	3,252,323.51

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Cash Flow

	Year 2024	Year 2025	Year 2026
	€	€	€
Net income	715,889	1,245,405	1,991,029
Adjustment for change in:			
Depreciation	14,507	35,707	44,373
Accrued expenses (non-cash)	8,999	4,001	4,000
CF from income	739,395	1,285,113	2,039,403
Working Capital (+/-)	-	293	- 8,373
CF operational	739,395	1,285,405	2,031,029
CF Investment	100,000	-	-
CF Fixed Assets	- 155,200	- 40,000	- 40,000
Dividends	-	- 300,000	- 500,000
CF Shareholder	-	-	-
Change of Liquidity	684,195	945,405	1,491,029
Liquidity beginning of period	-	684,195	1,629,600
Liquidity end of period	684,195	1,629,600	3,120,630

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Profit and Loss Account for the Period Ending

	Y 2024 €	Y 2025 €	Y 2026 €
Income	2,155,160.00	3,633,700.00	6,014,400.00
Setups & Monthly fees	2,155,160.00	3,633,700.00	6,014,400.00
Revenues	1,050,120.00	3,741,000.00	6,192,000.00
Hosting & Bandwidth Service Fees	129,000.00	217,500.00	360,000.00
Direct Royalty Fees	681,120.00	2,871,000.00	4,752,000.00
Aggregation Royalties	240,000.00	652,500.00	1,080,000.00
Gross Contribution	3,205,280.00	7,374,700.00	12,206,400.00
Operating Expenses	-751,300.00	-1,503,300.00	-3,501,000.00
Marketing	-201,000.00	-418,500.00	-972,000.00
IT Services	-107,200.00	-223,200.00	-518,400.00
Development	-402,000.00	-837,000.00	-1,944,000.00
Annual GCB Licence Fee	-24,600.00	-24,600.00	-24,600.00
Application Fee	5,000.00	0.00	0.00
System Audit	-3,500.00	0.00	0.00
Compliance & Audit	-18,000.00	0.00	-42,000.00
Gross Profit / (Loss)	2,453,980.00	5,871,400.00	8,705,400.00
Administrative Expenses	-1,352,612.67	-3,967,238.07	-5,642,277.71
Accountancy Fees	-11,502.00	-13,802.40	-16,562.88
Audit Fees	-6,500.00	-8,500.00	-10,000.00
Office Expenses	-12,000.00	-18,000.00	-36,000.00
Other expenses	-7,200.00	-14,400.00	-28,800.00
Professional Fees	-23,004.00	-23,004.00	-23,004.00
Office Rent	-24,000.00	-48,000.00	-57,600.00
Salaries/Out Sourcing	-1,200,000.00	-3,720,000.00	-5,306,400.00
Business Relations Other Costs	-16,500.00	-25,575.00	-38,362.50
Training/Team Expenses	-12,000.00	-18,600.00	-27,900.00
Telecommunication Expenses	-2,400.00	-2,400.00	-2,400.00
Travelling & Accomodation	-8,000.00	-16,000.00	-16,000.00
Depreciation	-14,506.67	-35,706.67	-44,373.33
Bank Fees	-15,000.00	-23,250.00	-34,875.00
Net Profit / (Loss) Before Taxation	1,101,367.33	1,904,161.93	3,063,122.29
Taxation	-385,478.57	-658,756.68	-1,072,092.80
Dividend		-300,000.00	-500,000.00
Net Profit / (Loss)	715,888.77	945,405.26	1,491,029.49