

BUSINESS PLAN

Fairpari.com

CENTRALD B.V.



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1. SUMMARY OF KEY POINTS

1.1. PROJECT OVERVIEW

The Fairpari.com website is presently under construction. Operating under the domain name Fairpari.com.com, the platform is designed to showcase a diverse selection of games sourced from various providers, with the goal of enriching the online gaming experience. The roster of game providers includes:

- AVIATRIX
- BARBARA BANG
- MANCALA
- PRAGMATIC PLAY
- RED EAGLE
- SLOTEGRATOR
- TADA GAMING
- THUNDERSPIN
- TVBET
- ZEUSPLAY

The essence of the project involves establishing a company that offers enhanced online games utilizing cutting-edge technologies to captivate players. This initiative draws on the expertise gained from operating seven existing casinos that were created with the involvement of the founders of the new gaming platform.

Gaming Control Board. We are currently in the process of applying for the government license required to operate legally under this authority.



The domain is Fairpari.com.com, held and operated by a Curacao company CENTRALD B.V.

The screenshot displays the Safenames International Domain Portal interface. The top navigation bar includes links for Home, WHOIS, Help, Logout, Account, Domain Management, SSL, Search & Order, Support, and Resources. A blue banner indicates the account is Centrald B.V. with a security level of 1 and a cashpot balance of €0.00. The main content area shows 'My Domain Names' with 1 domain found matching 'fairpari.com'. A table lists the domain details:

Domain Name	TLD	Account / Sub Account	Registration Term	Registered Date	Renewal Date	Invoice Info
fairpari.com	.com	Centrald B.V.	2 yrs	18.04.2023	18.04.2025	View (1) Invoices

The bottom section contains a Site Map with links for Account, Domain Management, and DNS & Transfers. It also features a Global Domain Search bar and a list of resources including Support, Direct Contact, and various domain services. The footer shows the copyright notice: Copyright ©1998-2024 Safenames Ltd.

In terms of security measures, a payment is required. In the event of the online casino's closure due to internal or other objective reasons, this security payment is refundable to the casino owners. Importantly, this payment must remain unused during the online casino's operation, serving as a deposit in case of jackpot wins, thereby ensuring that potential losses remain minimal.

We dedicated to crafting an unparalleled gaming experience that is not only entertaining but also promotes responsible and mindful play.

Vision:

Fairpari.com envisions a global gaming landscape where innovation meets responsibility, creating a harmonious space for players to explore, compete, and connect. Our vision is to be a catalyst for positive change in the gaming industry, setting benchmarks for excellence and ethical gaming practices.

Mission:

Our mission at Fairpari.com is guided by the following core tenets:

- **Innovative Gaming Experience:** Pioneering cutting-edge technologies and imaginative game design to offer a diverse portfolio that keeps players engaged and excited.
- **Responsibility at the Core:** Advocating responsible gaming through proactive measures, educational initiatives, and partnerships with organizations committed to fostering a safe gaming environment.
- **Player-Centric Commitment:** Placing our players at the forefront by providing personalized experiences, responsive customer support, and an unwavering commitment to continuously improve based on player feedback.
- **Global Inclusivity:** Breaking down barriers and creating a global gaming community that transcends borders, welcoming players from all corners of the world.

Goals:

- **Unrivaled Entertainment:** Striving for excellence in delivering not just games, but experiences that captivate, challenge, and entertain our players.
- **Innovation Leadership:** Aspiring to lead the industry in innovation, setting new standards, and surprising players with novel gaming experiences that push the boundaries of what's possible.
- **Community Enrichment:** Contributing positively to the community by supporting charitable initiatives, championing responsible gaming causes, and actively engaging with local communities.
- **Sustainable Prosperity:** Achieving sustainable growth by balancing financial success with ethical business practices, environmental stewardship, and a steadfast commitment to the well-being of our players.

1.2. UBO BACKGROUND

Julija Gorska, CEO & Founder of Fairpari since 2023, fosters a culture of innovation and excellence while driving the company to a leading position in the market. She oversees licensing processes to ensure regulatory compliance and optimizes the corporate structure for efficiency and growth. Previously, as Operations Director at Evolution, Latvia (2017-2022), she orchestrated daily casino operations, analyzed performance data for strategic decisions, and ensured regulatory compliance. As a Senior Gaming Analyst at Entain, Latvia (2013-2017), Julija analyzed gaming trends, provided insights for business strategy, and assessed market conditions. Earlier, at "Tele2 IoT Latvia" SIA (2009-2013), she served as an Analyst and Project Manager, analyzing data for business decision-making and coordinating cross-functional teams efficiently. Julija began her career as a Manager Assistant at Maxima Latvija (1999-2004), where she handled daily operations, coordinated events, and managed customer inquiries, demonstrating her versatile skill set and dedication to operational excellence.

In her capacity as CEO & Founder at Fairpari, Julija possesses unparalleled expertise in comprehending all project intricacies, granting her a distinct advantage in guiding the company towards success in her current role as CEO & Founder.

JULIJA GORSKA

CEO, COO, ENTREPRENEUR

PROFILE

Dynamic Casino Operations Manager with extensive experience in overseeing large casino floors and optimizing gaming experiences for clients.

- 17.04.1980
- Riga, Latvia

CONTACT ME

- gorskajulia29@gmail.com

SKILLS

- Project Management
- Business Development
- Team leadership and staff training

EDUCATION

BUSINESS MANAGEMENT BACHELOR

Riga International School of Economics and Business Administration (RISEBA)

2005 – 2009

EXPERIENCE

CEO & FOUNDER

Fairpari

2023 – Present

- Fosters a culture of innovation and excellence.
- Drives the company to a market leadership position.
- Oversees licensing processes to ensure regulatory compliance.
- Builds and optimizes the corporate structure for efficiency and growth.

OPERATIONS DIRECTOR

Evolution, Latvia

2017 – 2022

- Orchestrated daily casino operations to maximize efficiency.
- Analyzed performance data to inform strategic decisions.
- Coordinated with department heads to streamline processes.
- Managed customer service standards for gaming satisfaction.
- Oversaw regulatory compliance and operational audits.

SENIOR GAMING ANALYST

Entain, Latvia

2013 – 2017

- Analyzed gaming trends to guide business strategy.
- Interpreted complex data for executive decision-making.
- Assessed market conditions for new game development.
- Provided insights on player behavior and profitability.

1.3. GAME CATALOG

Primary Categories of Casino Games:

- Type 1 - Games of Chance (RNG-based games such as slots and casino table games)
- Type 2 - Betting (including live betting and virtual-sports betting)
- Type 3 - Live Dealer Games
- Type 4 - Pooled-prize games (such as lotteries and parimutuel)
- Type 5: Promoting peer-to-peer games (such as sport-exchange, bingo and poker)

1.4. PROJECT INDICATORS

The project's economic viability was affirmed through the computation of conventional financial indicators commonly employed in project analysis.

Table 1. Project Metrics

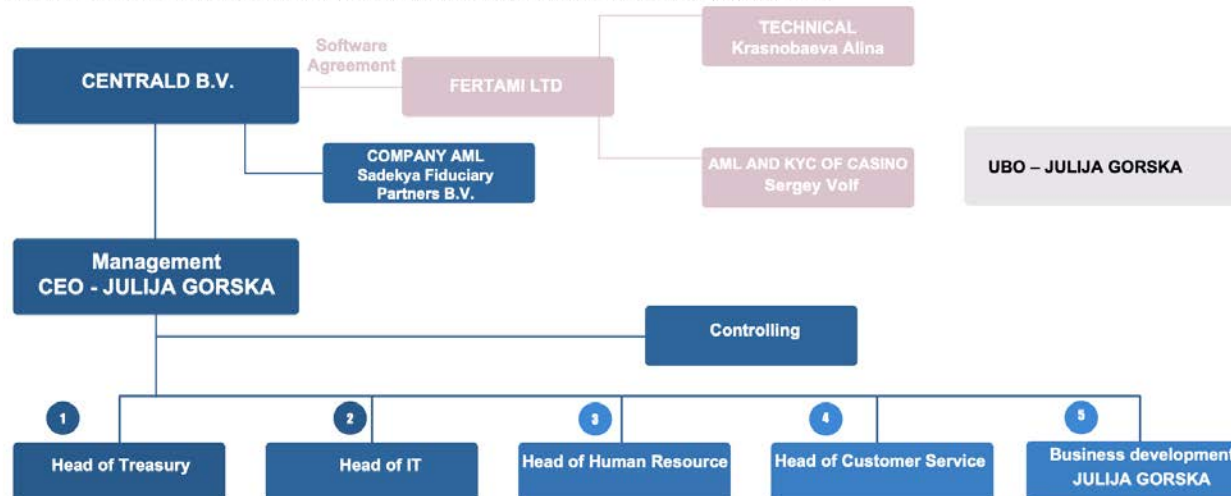
Name of the index	Value of the index
Calculation period of the project, year	3
Laid-down capital (LDC), EUR	192 300
Sum of proceeds (SP), incl. VAT, EUR	3 988 158
Net average operational receipts per month (NAOR), EUR	33 994
Net profit for the project period, EUR	980 134
Average profitability for the project period (net profit to proceeds)	24,58%
Discounting rate (DR), %	19,30%
Net present value (NPV), EUR	495 736
Average Rate of Return of investments (ARR)	131,19%
Return on investment (ROI)	410%
Profitability index (PI)	2,6
Internal rate of return (IRR)	96,85%
Pay back period of the project in whole (PBP), incl. financing scheme	18 months
	1,5 years

2. COMPANY MANAGEMENT STRUCTURE

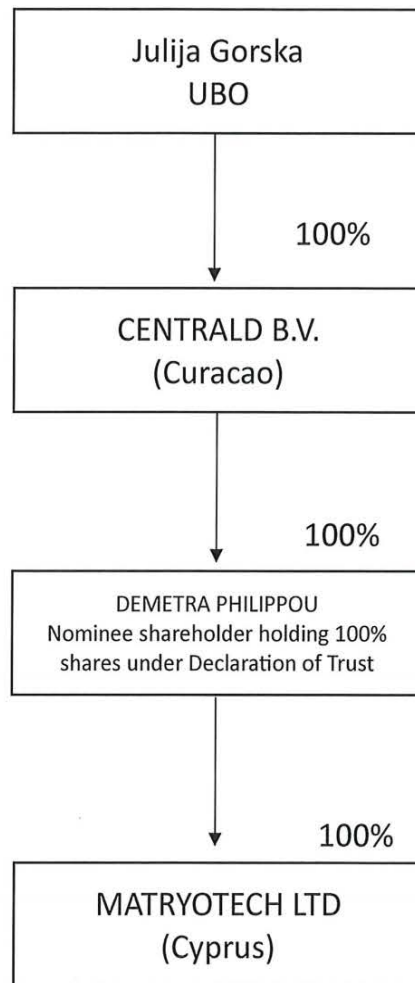
As the CEO and sole shareholder of the Operator, the UBO plays a hands-on role in the daily operations of the business. Responsibilities encompass handling marketing concerns, strategizing the company's growth across various sectors, integrating payment solutions, and extending the brand into new territories. Board meetings may involve key personnel alongside the director. Decision-making is decentralized, with strategies and decisions delegated directly to departments and functions, ensuring flexibility and avoiding deadlock. Legal support is managed internally by specialized departments and officers, with department heads primarily responsible for final decisions, ultimately overseen by the CEO.

Company control structure

CENTRALD B.V., a company incorporated under the laws of Curaçao with registration number 166369 and registered address at Abraham Mendez Chumaceiro Boulevard 03, Curacao



COMPANY STRUCTURE



3. FINANCIAL SUMMARY

3.1. FINANCIAL PROJECTIONS FOR THE FIRST, SECOND, AND THIRD YEARS

Table 2. Cash flow for the first year

		Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25
Month of the project	Total for 3 years	1	2	3	4	5	6	7	8	9	10	11	12
Number of days in the period		30	31	30	31	31	30	31	30	31	31	28	31
Cash flow - INVESTING	- 192 300	- 180 000	-	-	- 12 300	-	-	-	-	-	-	-	-
Acquisition of a license and security payment	- 180 000	- 180 000	-	-	-	-	-	-	-	-	-	-	-
Payment for the Amazon server	- 9 600	-	-	-	- 9 600	-	-	-	-	-	-	-	-
Office equipment and stationery	- 2 700	-	-	-	- 2 700	-	-	-	-	-	-	-	-
Cash flow - OPERATING	1 087 794	-	-	-	-	- 46 400	- 9 278	- 834	8 503	9 485	11 592	- 22 475	16 593
Proceeds	3 988 158	-	-	-	-	14 057	23 803	29 634	38 194	37 475	41 499	48 522	57 968
Income from clients	3 988 158	-	-	-	-	14 057	23 803	29 634	38 194	37 475	41 499	48 522	57 968
Expenses total	- 2 900 364	-	-	-	-	- 60 457	- 33 081	- 30 469	- 29 690	- 27 990	- 29 907	- 70 997	- 41 375
Direct costs	- 2 127 176	- 5 100	-	-	-	- 49 504	- 22 128	- 19 515	- 17 242	- 15 265	- 16 588	- 18 044	- 26 645
Advertising costs	- 1 227 965	-	-	-	-	- 23 100	- 20 097	- 17 484	- 15 211	- 13 234	- 14 557	- 16 013	- 17 614

Additional staff costs	-	756 000	-	-	-	-	-	-	-	-	-	-	-	7 000
License fees	-	143 211	-	5 100	-	-	-	26 404	-	2 031	-	2 031	-	2 031
Salary		-	-	-	-	-	-	-	-	-	-	-	-	-
Indirect costs	-	474 507	-	-	-	-	-	10 953	-	10 953	-	10 953	-	10 953
Accounting	-	117 333	-	-	-	-	-	3 667	-	3 667	-	3 667	-	3 667
Office equipment maintenance	-	96 000	-	-	-	-	-	3 000	-	3 000	-	3 000	-	3 000
Hosting	-	124 000	-	-	-	-	-	-	-	-	-	-	42 000	-
Office rent	-	35 840	-	-	-	-	-	1 120	-	1 120	-	1 120	-	1 120
Legal support	-	101 333	-	-	-	-	-	3 167	-	3 167	-	3 167	-	3 167
Taxes	-	303 781	-	-	-	-	-	-	-	1 494	-	1 771	-	2 366
Profit tax	-	303 781	-	-	-	-	-	-	-	1 494	-	1 771	-	2 366
Cash flow - FINANCING	-	206 900	185 100	-	-	12 300	46 400	9 278	834	-	2 378	-	2 818	-
Co-investor's investment		276 388	185 100	-	-	12 300	46 400	9 278	834	-	-	-	22 475	-
Refunds to co-investor	-	483 288	-	-	-	-	-	-	-	-	2 378	-	2 818	-
CASH FLOW OF THE PROJECT		688 594	5 100	-	-	-	-	-	-	6 126	6 667	7 829	-	10 585
progressive total (cash balance)		683 494	-	5 100	-	-	-	-	-	6 126	12 793	20 622	20 622	31 207

Table 3. Cash flow for the second year

	Total for 3 years	Apr-25	May-25	Jun-25	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25	Jan-26	Feb-26	Mar-26
Month of the project		13	14	15	16	17	18	19	20	21	22	23	24
Number of days in the period		30	31	30	31	31	30	31	30	31	31	28	31
Cash flow - INVESTING	- 192 300	-	-	-	-	-	-	-	-	-	-	-	-
Acquisition of a license and security payment	- 180 000	-	-	-	-	-	-	-	-	-	-	-	-
Payment for the Amazon server	- 9 600	-	-	-	-	-	-	-	-	-	-	-	-
Office equipment and stationery	- 2 700	-	-	-	-	-	-	-	-	-	-	-	-
Cash flow - OPERATING	1 087 794	18 307	21 535	25 141	38 276	33 117	57 669	59 885	55 311	55 666	55 808	17 644	50 427
Proceeds	3 988 158	61 926	68 003	74 757	119 153	136 911	144 014	146 856	147 992	148 447	148 629	148 702	148 731
Income from clients	3 988 158	61 926	68 003	74 757	119 153	136 911	144 014	146 856	147 992	148 447	148 629	148 702	148 731
Expenses total	- 2 900 364	- 43 620	- 46 468	- 49 616	- 80 876	- 103 794	- 86 346	- 86 971	- 92 681	- 92 781	- 92 821	- 131 057	- 98 303
Direct costs	- 2 127 176	- 28 407	- 30 344	- 32 476	- 60 031	- 84 404	- 60 031	- 60 031	- 67 031	- 67 031	- 67 031	- 74 031	- 74 031
Advertising costs	- 1 227 965	- 19 376	- 21 313	- 23 445	- 44 000	- 44 000	- 44 000	- 44 000	- 44 000	- 44 000	- 44 000	- 44 000	- 44 000
Additional staff costs	- 756 000	- 7 000	- 7 000	- 7 000	- 14 000	- 14 000	- 14 000	- 14 000	- 21 000	- 21 000	- 21 000	- 28 000	- 28 000
License fees	- 143 211	- 2 031	- 2 031	- 2 031	- 2 031	- 26 404	- 2 031	- 2 031	- 2 031	- 2 031	- 2 031	- 2 031	- 2 031
Salary	-	-	-	-	-	-	-	-	-	-	-	-	-

Indirect costs	-	474 507	-	10 953	-	10 953	-	10 953	-	10 953	-	10 953	-	10 953	-	52 953	-	10 953								
Accounting	-	117 333	-	3 667	-	3 667	-	3 667	-	3 667	-	3 667	-	3 667	-	3 667	-	3 667								
Office equipment maintenance	-	96 000	-	3 000	-	3 000	-	3 000	-	3 000	-	3 000	-	3 000	-	3 000	-	3 000								
Hosting	-	124 000	-	-	-	-	-	-	-	-	-	-	-	-	-	42 000	-	-								
Office rent	-	35 840	-	1 120	-	1 120	-	1 120	-	1 120	-	1 120	-	1 120	-	1 120	-	1 120								
Legal support	-	101 333	-	3 167	-	3 167	-	3 167	-	3 167	-	3 167	-	3 167	-	3 167	-	3 167								
Taxes	-	303 781	-	4 259	-	5 170	-	6 187	-	9 892	-	8 437	-	15 362	-	15 987	-	14 697	-	14 797	-	14 837	-	4 073	-	13 319
Profit tax	-	303 781	-	4 259	-	5 170	-	6 187	-	9 892	-	8 437	-	15 362	-	15 987	-	14 697	-	14 797	-	14 837	-	4 073	-	13 319
Cash flow - FINANCING	-	206 900	-	6 776	-	8 225	-	9 843	-	15 737	-	13 422	-	24 439	-	25 433	-	23 381	-	23 540	-	23 604	-	6 479	-	21 189
Co-investor's investment		276 388		-		-		-		-		-		-		-		-		-		-		-		-
Refunds to co-investor	-	483 288	-	6 776	-	8 225	-	9 843	-	15 737	-	13 422	-	24 439	-	25 433	-	23 381	-	23 540	-	23 604	-	6 479	-	21 189
CASH FLOW OF THE PROJECT		688 594		11 530		13 310		15 298		22 539		19 695		33 230		34 452		31 930		32 126		32 204		11 165		29 238
progressive total (cash balance)		683 494		42 738		56 048		71 345		93 885		113 580		146 809		181 261		213 191		245 317		277 521		288 686		317 924

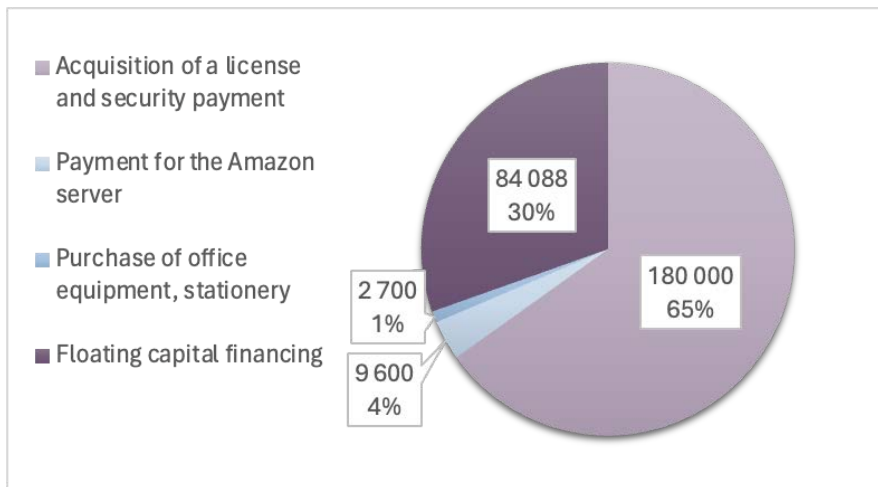
Table 4. Cash flow for the third year

	Total for 3 years	Apr-26	May-26	Jun-26	Jul-26	Aug-26	Sep-26	Oct-26	Nov-26	Dec-26	Jan-27	Feb-27	Mar-27
Month of the project		25	26	27	28	29	30	31	32	33	34	35	36
Number of days in the period		30	31	30	31	31	30	31	30	31	31	28	31
Cash flow - INVESTING	- 192 300	-	-	-	-	-	-	-	-	-	-	-	-
Acquisition of a license and security payment	- 180 000	-	-	-	-	-	-	-	-	-	-	-	-
Payment for the Amazon server	- 9 600	-	-	-	-	-	-	-	-	-	-	-	-
Office equipment and stationery	- 2 700	-	-	-	-	-	-	-	-	-	-	-	-
Cash flow - OPERATING	1 087 794	53 083	54 304	58 761	55 083	36 786	46 752	63 616	64 148	58 901	58 986	27 820	53 583
Proceeds	3 988 158	155 436	169 721	175 435	177 720	178 634	167 038	195 660	196 342	196 614	196 724	196 767	196 796
Income from clients	3 988 158	155 436	169 721	175 435	177 720	178 634	167 038	195 660	196 342	196 614	196 724	196 767	196 796
Expenses total	- 2 900 364	- 102 353	- 115 417	- 116 674	- 122 637	- 141 849	- 120 287	- 132 043	- 132 193	- 137 713	- 137 737	- 168 947	- 143 213
Direct costs	- 2 127 176	- 77 331	- 90 051	- 90 051	- 97 051	- 121 424	- 97 051	- 104 051	- 104 051	- 111 051	- 111 051	- 111 051	- 118 051
Advertising costs	- 1 227 965	- 47 300	- 53 020	- 53 020	- 53 020	- 53 020	- 53 020	- 53 020	- 53 020	- 53 020	- 53 020	- 53 020	- 53 020
Additional staff costs	- 756 000	- 28 000	- 35 000	- 35 000	- 42 000	- 42 000	- 42 000	- 49 000	- 49 000	- 56 000	- 56 000	- 56 000	- 63 000
License fees	- 143 211	- 2 031	- 2 031	- 2 031	- 2 031	- 26 404	- 2 031	- 2 031	- 2 031	- 2 031	- 2 031	- 2 031	- 2 031
Salary	-	-	-	-	-	-	-	-	-	-	-	-	-
Indirect costs	- 474 507	- 10 953	- 10 953	- 10 953	- 10 953	- 10 953	- 10 953	- 10 953	- 10 953	- 10 953	- 10 953	- 50 953	- 10 953

Accounting	- 117 333	- 3 667	- 3 667	- 3 667	- 3 667	- 3 667	- 3 667	- 3 667	- 3 667	- 3 667	- 3 667	- 3 667	- 3 667
Office equipment maintenance	- 96 000	- 3 000	- 3 000	- 3 000	- 3 000	- 3 000	- 3 000	- 3 000	- 3 000	- 3 000	- 3 000	- 3 000	- 3 000
Hosting	- 124 000	-	-	-	-	-	-	-	-	-	-	- 40 000	-
Office rent	- 35 840	- 1 120	- 1 120	- 1 120	- 1 120	- 1 120	- 1 120	- 1 120	- 1 120	- 1 120	- 1 120	- 1 120	- 1 120
Legal support	- 101 333	- 3 167	- 3 167	- 3 167	- 3 167	- 3 167	- 3 167	- 3 167	- 3 167	- 3 167	- 3 167	- 3 167	- 3 167
Taxes	- 303 781	- 14 068	- 14 412	- 15 670	- 14 632	- 9 471	- 12 282	- 17 039	- 17 189	- 15 709	- 15 733	- 6 943	- 14 209
Profit tax	- 303 781	- 14 068	- 14 412	- 15 670	- 14 632	- 9 471	- 12 282	- 17 039	- 17 189	- 15 709	- 15 733	- 6 943	- 14 209
Cash flow - FINANCING	- 206 900	- 22 381	- 22 929	- 24 929	- 23 279	- 15 068	- 19 540	- 27 108	- 27 346	- 24 992	- 25 030	- 11 045	- 22 605
Co-investor's investment	276 388	-	-	-	-	-	-	-	-	-	-	-	-
Refunds to co-investor	- 483 288	- 22 381	- 22 929	- 24 929	- 23 279	- 15 068	- 19 540	- 27 108	- 27 346	- 24 992	- 25 030	- 11 045	- 22 605
CASH FLOW OF THE PROJECT	688 594	30 702	31 375	33 832	31 805	21 717	27 212	36 509	36 802	33 909	33 956	16 775	30 977
progressive total (cash balance)	683 494	348 626	380 001	413 833	445 637	467 355	494 566	531 075	567 877	601 786	635 742	652 517	683 494

3.2. INVESTMENT STRUCTURE, PROJECTED COSTS

Diagram 1. Composition of Investments



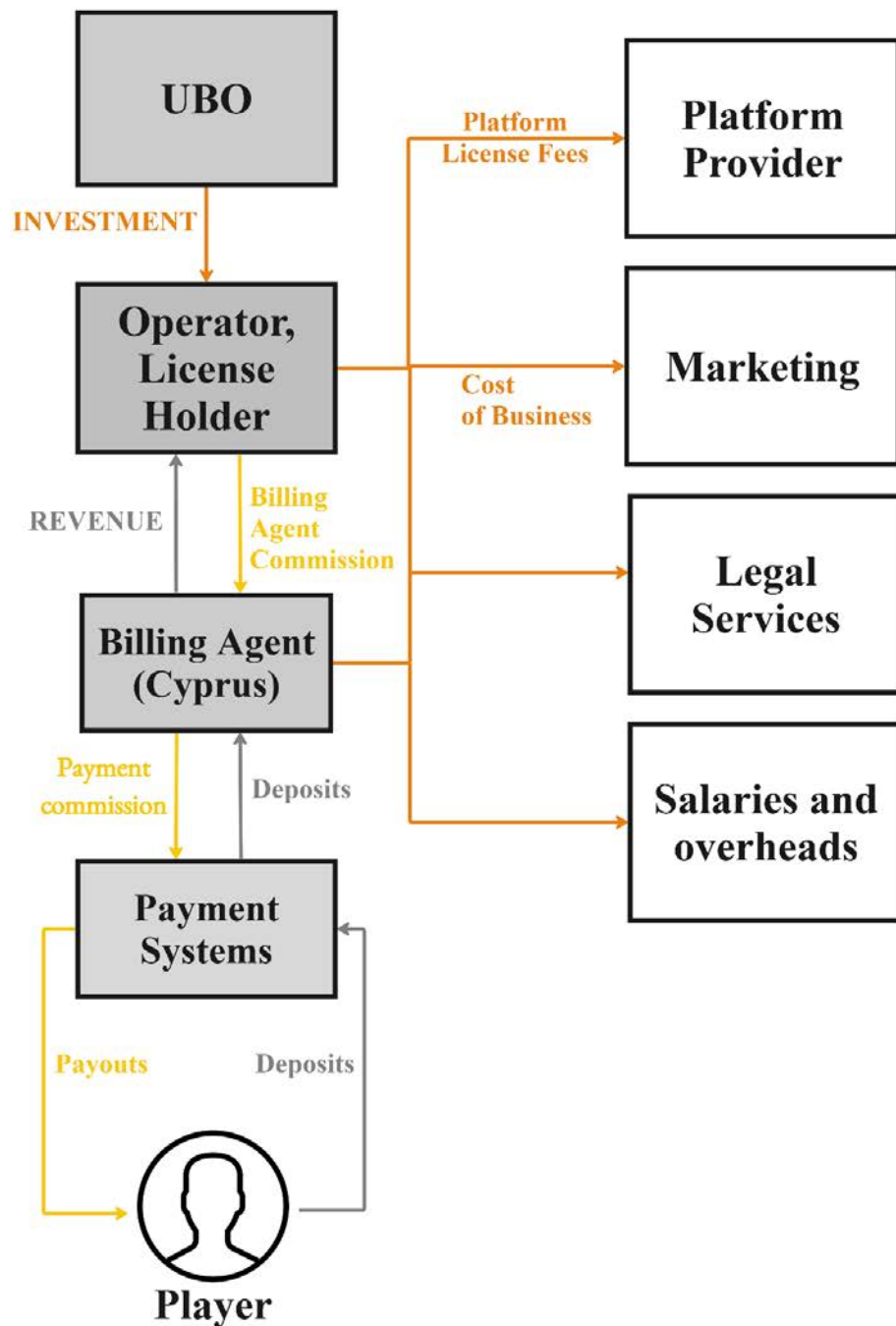
Type of initial investments - funds provided directly by the Ultimate Beneficial Owner.

Upon launch - profits generated directly from operations.

3.3. FLOW OF FUNDS

The cost of business for the project includes license fees to the Platform provider, Web-marketing, Service fees to employees and legal fees to fiduciary service providers.

Flow of Funds



4. PRODUCTS & SERVICES

4.1. REGISTRATIONS AND OPENING OF AN ACCOUNT

The screenshot displays the FairPari website interface. The top navigation bar includes the FairPari logo, menu items for Sports, Live, Fair Games, Casino, and More, a Scratch card icon, a currency selector (USD), a notification icon, and buttons for Registration and Login. The main content area features a large banner for the "FIRST DEPOSIT BONUS" with a "REGISTER" button. To the left, there is a sidebar with "Recommended" and "Top Games" sections, including a match between Brisbane Roar and Western Sydney Wanderers. Below this is a "LIVE" section with a list of sports and a "TOP" section with a list of sports. The central area shows a list of matches with details such as the league, teams, score, and odds. The right sidebar contains a "REGISTRATION" section with options for "One-click" and "By phone", a country selector (Germany), a currency selector (Euro), a promo code field, and a "REGISTER" button. Below this is a "100% BONUS ON YOUR 1ST DEPOSIT" banner and a "BET SLIP" section with a "MY BETS" tab and a "YOUR BETS" section.

FAIRPARI SPORTS LIVE FAIR GAMES CASINO MORE Scratch card \$ 1 REGISTRATION LOGIN 12:29 EN

« Collapse block »

Recommended

Top Games < 1/5 >

Australia. A League
2 Half, 88 minutes / Round 6
Brisbane Roar 2
Western Sydney Wanderers 2
Detailed score

W1 6.59 X 1.31 W2 7.26

FIRST DEPOSIT BONUS
Register with FairPari and get a 100% bonus
REGISTER

REGISTRATION

One-click By phone

Germany

Euro (EUR)

Promo code (if you have one)

REGISTER

This site is protected by reCAPTCHA and the Google Privacy Policy and Terms of Service apply.

By clicking this button you confirm that you have read and agree to the Terms and Conditions and Privacy Policy of the company, consent to the processing of your personal information and confirm that you are of legal age.

100% BONUS ON YOUR 1ST DEPOSIT

BET SLIP MY BETS

YOUR BETS

Add events to the bet slip or enter a code to load events

REGISTRATION

Save/load events

With live streams

Football Tennis Basketball Ice Hockey Volleyball Table Tennis

Australia. A League

Brisbane Roar 2 2 0
Western Sydney Wanderers 2 0 2
88:04 / 2 Half

Australia. NBL

Perth Wildcats 39 23 16
Sydney Kings 46 26 20
16:56 / 2 Quarter / Including Overtime

South Korea. KBL

Red Boosters Anyang 65 23 21 15 6
Ulsan Mobis 91 26 26 32 7
32:31 / 4 Quarter / Including Overtime

Seoul Samsung Thunders 53 16 19 16 2
Goyang Sono Skygunners 67 18 18 25 6
33:01 / 4 Quarter / Including Overtime

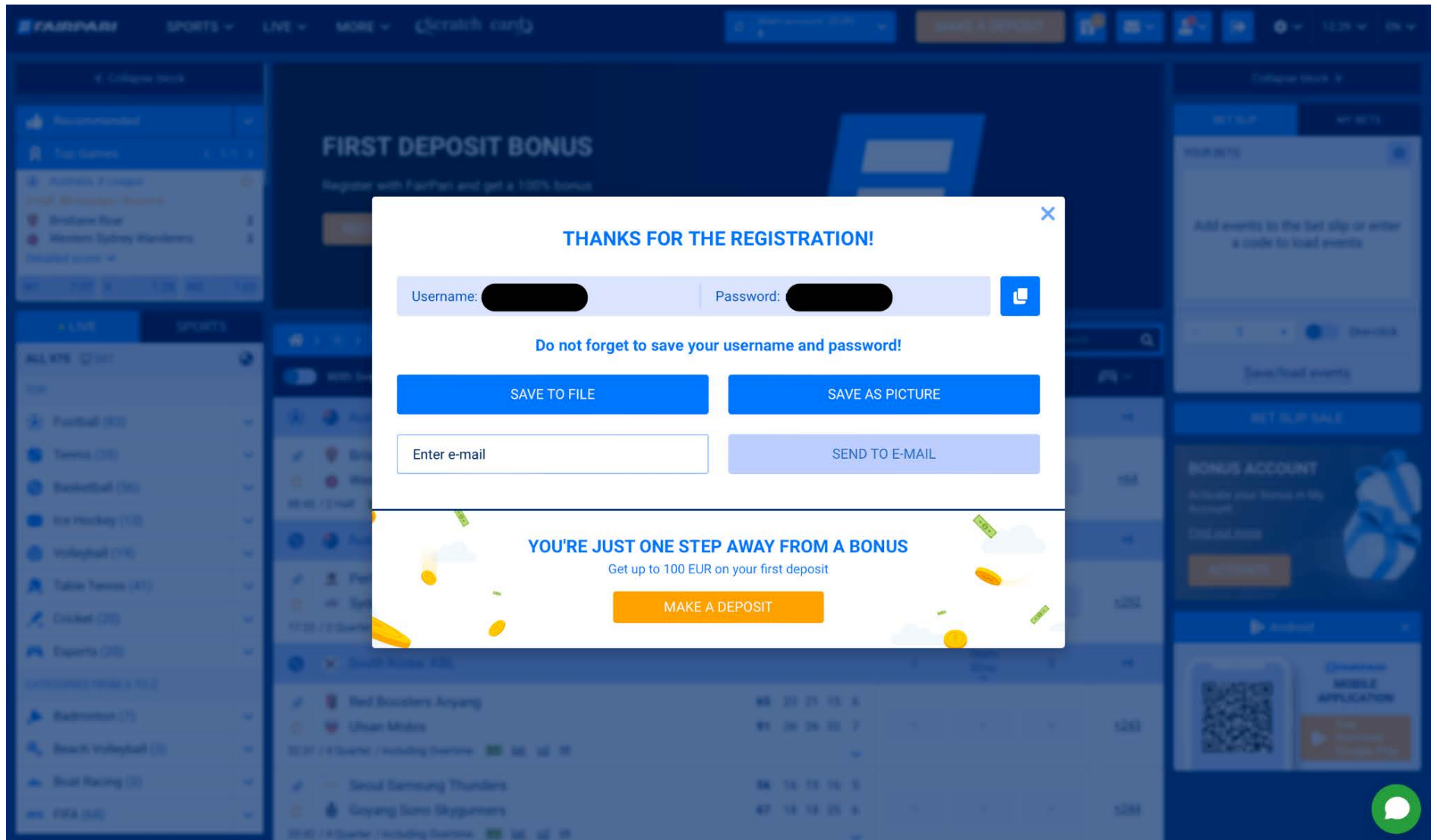
ALL 980 353

TOP

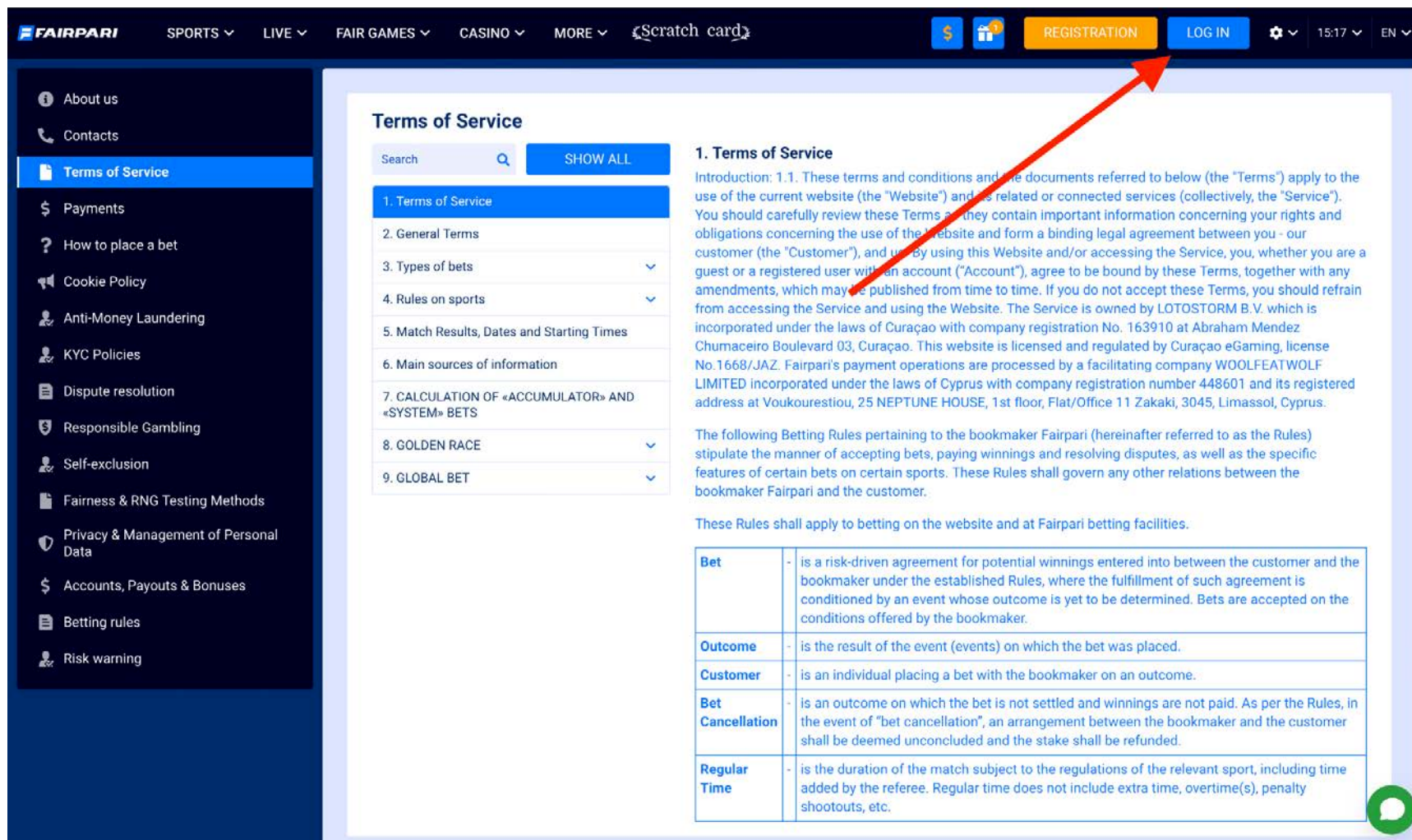
Football (83)
Tennis (35)
Basketball (52)
Ice Hockey (14)
Volleyball (19)
Table Tennis (44)
Cricket (21)
Esports (20)

CATEGORIES FROM A TO Z

Badminton (7)
Beach Volleyball (3)
Boat Racing (3)
FIFA FIFA (64)



4.2. LOG IN AND LOGOUT



The screenshot displays the FAIRPARI website interface. The top navigation bar includes links for SPORTS, LIVE, FAIR GAMES, CASINO, and MORE, along with a Scratch card icon. On the right side of the navigation bar, there are buttons for REGISTRATION and LOG IN, with a red arrow pointing to the LOG IN button. The left sidebar contains a list of links: About us, Contacts, Terms of Service (highlighted), Payments, How to place a bet, Cookie Policy, Anti-Money Laundering, KYC Policies, Dispute resolution, Responsible Gambling, Self-exclusion, Fairness & RNG Testing Methods, Privacy & Management of Personal Data, Accounts, Payouts & Bonuses, Betting rules, and Risk warning.

Terms of Service

Search SHOW ALL

- 1. Terms of Service
- 2. General Terms
- 3. Types of bets
- 4. Rules on sports
- 5. Match Results, Dates and Starting Times
- 6. Main sources of information
- 7. CALCULATION OF «ACCUMULATOR» AND «SYSTEM» BETS
- 8. GOLDEN RACE
- 9. GLOBAL BET

1. Terms of Service

Introduction: 1.1. These terms and conditions and the documents referred to below (the "Terms") apply to the use of the current website (the "Website") and its related or connected services (collectively, the "Service"). You should carefully review these Terms as they contain important information concerning your rights and obligations concerning the use of the Website and form a binding legal agreement between you - our customer (the "Customer"), and us. By using this Website and/or accessing the Service, you, whether you are a guest or a registered user with an account ("Account"), agree to be bound by these Terms, together with any amendments, which may be published from time to time. If you do not accept these Terms, you should refrain from accessing the Service and using the Website. The Service is owned by LOTOSTORM B.V. which is incorporated under the laws of Curaçao with company registration No. 163910 at Abraham Mendez Chumaceiro Boulevard 03, Curaçao. This website is licensed and regulated by Curaçao eGaming, license No.1668/JAZ. Fairpari's payment operations are processed by a facilitating company WOOLFPEAT WOLF LIMITED incorporated under the laws of Cyprus with company registration number 448601 and its registered address at Voukourestitou, 25 NEPTUNE HOUSE, 1st floor, Flat/Office 11 Zakaki, 3045, Limassol, Cyprus.

The following Betting Rules pertaining to the bookmaker Fairpari (hereinafter referred to as the Rules) stipulate the manner of accepting bets, paying winnings and resolving disputes, as well as the specific features of certain bets on certain sports. These Rules shall govern any other relations between the bookmaker Fairpari and the customer.

These Rules shall apply to betting on the website and at Fairpari betting facilities.

Bet	- is a risk-driven agreement for potential winnings entered into between the customer and the bookmaker under the established Rules, where the fulfillment of such agreement is conditioned by an event whose outcome is yet to be determined. Bets are accepted on the conditions offered by the bookmaker.
Outcome	- is the result of the event (events) on which the bet was placed.
Customer	- is an individual placing a bet with the bookmaker on an outcome.
Bet Cancellation	- is an outcome on which the bet is not settled and winnings are not paid. As per the Rules, in the event of "bet cancellation", an arrangement between the bookmaker and the customer shall be deemed unconcluded and the stake shall be refunded.
Regular Time	- is the duration of the match subject to the regulations of the relevant sport, including time added by the referee. Regular time does not include extra time, overtime(s), penalty shootouts, etc.

FAIRPARI

SPORTS

LIVE

MORE

Scratch card

Main account (EUR)

0

MAKE A DEPOSIT

15:15

EN

Nº

1/5

Add email

Main account (EUR) 0

ACCOUNT

Deposit

Withdraw funds

Bet history

Transaction history

EXTRA

VIP Cashback

Bonuses and gifts

Promotions

Customer Support

PROFILE

Personal profile

Security

Account settings

Responsible Gambling

Log out

Account settings

Additional website features available

Mailing list

Send via email

☒ E-mail me news and updates on events
 ☐ Send me confirmation e-mails when I top up my account
 ☐ E-mail me my bet outcomes

Account

Show balance on top panel

Disable

☐ Block email sign-in

Promo code check

Get an extra bonus!

History

Pre-match and Live sports

Show the following sports only

All

Esports

Select all

Log out on all devices

Log out

Your accounts

Main account

Active

€ Main account (EUR)

Nº

Add account

Select currency

ADD

Two-factor authentication

Extra protection for your account

ENABLE

Cashback

Terms and Conditions

Points available: 0

Place bets and get extra points or percentages

Promo points

Based on placed bets

Percentage

Based on your account balance

Bonuses

Bonus for sports betting

Bettors are entitled to participate in the company's other bonus offers, regardless of the chosen bonus type

4.3. TERMS AND CONDITIONS/ RULES AND PROCEDURES

FAIRPARI

SPORTS ▾

LIVE ▾

MORE ▾

Scratch card

Main account (EUR) 0

MAKE A DEPOSIT

15:16 ▾

EN ▾

About us

Contacts

Terms of Service

Payments

How to place a bet

Cookie Policy

Anti-Money Laundering

KYC Policies

Dispute resolution

Responsible Gambling

Self-exclusion

Fairness & RNG Testing Methods

Privacy & Management of Personal Data

Accounts, Payouts & Bonuses

Betting rules

Risk warning

Terms of Service

Search

SHOW ALL

1. Terms of Service

2. General Terms

3. Types of bets ▾

4. Rules on sports ▾

5. Match Results, Dates and Starting Times

6. Main sources of information

7. CALCULATION OF «ACCUMULATOR» AND «SYSTEM» BETS

8. GOLDEN RACE ▾

9. GLOBAL BET ▾

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These Rules shall apply to betting on the website and at Fairpari betting facilities.

Bet	- is a risk-driven agreement for potential winnings entered into between the customer and the bookmaker under the established Rules, where the fulfillment of such agreement is conditioned by an event whose outcome is yet to be determined. Bets are accepted on the conditions offered by the bookmaker.
Outcome	- is the result of the event (events) on which the bet was placed.
Customer	- is an individual placing a bet with the bookmaker on an outcome.
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Regular Time	- is the duration of the match subject to the regulations of the relevant sport, including time added by the referee. Regular time does not include extra time, overtime(s), penalty shootouts, etc.

4.4. OBLIGATIONS AS A PLAYER

1. GENERAL TERMS AND DEFINITIONS

Introduction: 1.1. These terms and conditions and the documents referred to below (the "Terms") apply to the use of the current website (the "Website") and its related or connected services (collectively, the "Service"). You should carefully review these Terms as they contain important information concerning your rights and obligations concerning the use of the Website and form a binding legal agreement between you - our customer (the "Customer"), and us. By using this Website and/or accessing the Service, you, whether you are a guest or a registered user with an account ("Account"), agree to be bound by these Terms, together with any amendments, which may be published from time to time. If you do not accept these Terms, you should refrain from accessing the Service and using the Website.

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Regular Time	- is the duration of the match subject to the regulations of the relevant sport, including time added by the referee. Regular time does not include extra time, overtime(s), penalty shootouts, etc.

2. GENERAL TERMS

1. In order to register for this website, the user is required to accept the General Terms and Conditions. In the event the General Terms and Conditions are updated, existing users may choose to discontinue using the products and services before the said update shall become effective, which is a minimum of two weeks after it has been announced. Remember that gambling can be addictive. Play responsibly.
2. Bets may only be placed by individuals who are 18 years of age or the age of majority in their state (if the age of majority is over 18) and agree to the Betting Rules offered by the bookmaker. The customer shall be held liable for violation of this regulation. By registering and playing on the website, you confirm that you do not suffer from a gambling addiction.
3. The following individuals are not allowed to place bets:
 - o individuals who are under 18 years of age at the time of placement;
 - o individuals who directly participate in the events being betted on (e.g. sportspeople, coaches, referees, club owners or club management, or other individuals who can influence the outcome of the event), as well as any individuals acting on their behalf or affiliating with them;

- individuals representing other bookmakers;
 - individuals who are prohibited from entering into a contract with a bookmaker subject to the effective legislation.
- 4. The right to access and/or use the Website (including any or all of the products offered through the Website) may be considered illegal in certain countries (including, for example, the USA, the United Kingdom, Cyprus, the Netherlands, etc.). We do not intend for our Website to be used for sports betting, gambling or other purposes by people who reside in countries or jurisdictions in which such types of activity are illegal. The list of explicitly forbidden territories is: Aruba, Australia, Bonaire, Curacao, France, Iran, Iraq, Netherlands, Saba, Spain, St Maarten, Statia, U.S.A or the U.S.A dependencies, United Kingdom.
- 5. The fact that our Website is available in such a country and/or jurisdiction or that it can be displayed in the official language of any of those countries cannot be considered official authorization or legal grounds for using our Website and depositing funds into your account or withdrawing your winnings. The availability of the Website does not mean that it contains any proposals, incitement or invitation to use or subscribe to betting, gambling or any of the other services in any jurisdiction where such activity is illegal.
- 6. You are responsible for determining whether your accessing and/or use of the Website is compliant with applicable laws in your jurisdiction and you warrant to us that gambling is legal in the territory where you reside. When opening an account and/or using our Website you must make sure that your actions are legal in the territory in which you reside. You also guarantee and agree that you have received legal advice before registering on our Website. If we become aware that you are a resident in a country where the use of our Website is considered illegal, we will have the right to close your account and refund any remaining balance on your account at the moment of its closure (after the deduction of any winnings credited after your most recent deposit was made).
- 7. The bookmaker shall be entitled to refuse bets from customers who fail to abide by these Rules. The bookmaker reserves the right to refuse to accept a bet of any type from any customer should they violate social standards of conduct and public order.
- 8. The bookmaker reserves the right to refuse to accept a bet from any individual without giving a reason.
All bets shall be settled based on the data provided by the processing center.
- 9. Winnings shall be paid to the bettor within 30 (thirty) calendar days from the date of official publication of the results of the latest event on the bet slip.
- 10. A bet placed by the Customer shall be deemed won if all outcomes specified in such bet have been predicted correctly.
- 11. Betting terms (odds, handicaps, totals, maximum stake limits, etc.) may be subject to variation after a bet has been made, but this does not affect the terms at the time the bet was placed. Before entering into an arrangement, the customer shall check all changes in the current pre-match markets.
- 12. In the case of technical failures and unfinished streams, etc. bets on Esports Live will be refunded only if the event in question does not occur or bets on the event are not settled by the bookmaker.
- 13. If an employee makes an error while accepting a bet (obvious misprints on the list of events, inconsistency of odds between offered betting markets and the bet, etc), or a bet is accepted in violation of these Rules, or if there are any other indications that the

4.5. PAYOUTS

SPORTS
LIVE
MORE
Scratch card

Main account (EUR) 0
MAKE A DEPOSIT

15:35
EN

Search
SHOW ALL

Accounts, Payouts & Bonuses
1. Accounts
2. Deposits and Payouts
3. Bonuses

2. Deposits and Payouts

1. There are various ways of depositing and withdrawing funds from the Customer's account. All deposit and withdrawal methods can be found in the "Payments" section.

2. All withdrawal requests are processed 24/7.

3. The Fairpari Security Service is entitled to:
decline cash withdrawal requests if deposits were made through e-payment systems.

refuse any withdrawal should the deposit or withdrawal amounts be inconsistent with bets placed (the Customer must place bets with stakes which add up to the sum of all deposits and the bets must have odds of at least 1.1; placing a high volume of bets that have a minimal impact on your balance shall not be taken into account, i.e. bets placed on opposite outcomes in games such as Roulette, Baccarat, Craps and Dice). Permitted withdrawal amounts shall be calculated based on the amount of the bets placed from any given deposit.

refuse any withdrawal if the betting account is misused. In this case your account must be verified before withdrawal can take place.

4. The Fairpari Security Service does not recommend Customers:
- transfer funds from one payment system to another;
- deposit and withdraw funds without placing bets;
In the foregoing events, funds will be returned to your account.

5. You can only withdraw funds using the same payment details that were used for depositing funds into your account. If you use different methods to make a deposit, withdrawals should be proportionate to the deposits made using any particular method.

6. Fairpari may refuse withdrawals via payment systems or in cash and offer a bank transfer as a substitute. The company may, at its discretion, restrict one or more of the payment methods you use to make deposits and/or withdrawals.

7. ATTENTION! Our administration does not recommend making deposits and withdrawing funds using someone else's electronic wallet.
Our Security Team reserves the right to deem such deposits to be fraudulent and block users' transactions without prior notification.

Our administration is entitled to deny withdrawals of funds using payment details which do not belong to the account holder.

8. In certain circumstances and in respect to certain customers Fairpari may decide not to reimburse service charges imposed by payment systems on deposits or withdrawals, which Fairpari usually reimburses.

9. In certain cases, the company has the right to unilaterally initiate the verification procedure of a customer's

4.6. WITHDRAWING

Withdrawals can be made using the payment methods specified below, as follows: FIAT - provided that the deposit was made in FIAT and CRYPTO - provided that the deposit was made in cryptocurrency.

The screenshot displays the FAIRPARI website's withdrawal interface. The top navigation bar includes the FAIRPARI logo, menu items (SPORTS, LIVE, MORE, Scratch card), and account information (Main account (EUR) 0, MAKE A DEPOSIT button, and various utility icons). The left sidebar contains a user profile section with a circular progress indicator (1/5), an 'Add email' button, and a list of account-related actions: Deposit, Withdraw funds (highlighted), Bet history, Transaction history, VIP Cashback, Bonuses and gifts, Promotions, Customer Support, Personal profile, Security, Account settings, and Responsible Gambling. A 'Log out' button is at the bottom of the sidebar.

The main content area is titled 'WITHDRAWING FROM ACCOUNT' and prompts the user to 'Select payment method to withdraw money:'. It features a 'WITHDRAWAL REQUESTS' button. Below this, there are two tabs: 'ALL METHODS' (with a count of 34) and 'CRYPTOCURRENCY'. The 'CRYPTOCURRENCY' tab is active, displaying a grid of 25 cryptocurrency options, each with its logo and name:

Bitcoin	Ethereum	TRON	Bitcoin Cash	Ethereum Classic
XRP	Litecoin	Dogecoin	Dash	Monero
ZCash	BitShares	DigiByte	Verge	QTUM
Cardano	Stellar	Polkadot	Avalanche X-Chain	Cosmos Atom
Tether on Ethereum	USD Coin on Ethereum	TrueUSD on Ethereum	Dai on Ethereum	Chainlink on Ethereum
Basic Attention Token	SHIBA INU on Ethereum	Tether on Tron	Tether on BSC	Binance Coin BSC

4.7. GAMES LIST

fairpari.com

FAIRPARI SPORTS LIVE MORE Scratch card Main account (EUR) 0 MAKE A DEPOSIT 15:27 EN

GARAGE

21 1197 EUR You have won 4081*... 7 1626 EUR You have won 2428*...

All Games Favorites Lotteries Slots Climb to Victory Dice Card Games Game search...

By popularity Alphabetically

MAX COEF X180 NEW

Steampunk Kingdom ☆

CRASH

Crash 🔥 BEST ☆

CRYSTAL

Crystal 🔥 BEST ☆

LUCKY WHEEL FREE

Lucky Wheel ☆

MAX COEF X2

21 🔥 BEST ☆

MAX COEF X5

Under and Over 7 🔥 BEST ☆

MAX COEF X2 SOLITAIRE

Solitaire 🔥 BEST ☆

MAX COEF X80

Scratch Card 🔥 BEST ☆

MAX COEF X336

Apple Of Fortune 🔥 BEST ☆

MAX COEF X75

Indian Poker ☆

Collapse block »

FAQ

EXTRA CASHBACK until 31.12.2023

Christmas Bonus 5%

+ Select a game 3%

+ Select a game 3%

3% 5%

5. KEY SUPPLIERS, MATERIAL DEPENDENCIES

5.1. PLATFORM DESCRIPTION

Fertami Ltd, a company registered under the laws of the Republic of Cyprus under registration number HE 413010 (“Fertami”) has developed the Unionsoft Platform (“Platform”) - a software solution for betting companies with 24/7 stream of data and technical support. The Platform provides betting website operators with a reliable software solution designed to deliver high performance and security. Built on advanced technologies, it offers a diverse range of features, including real-time data updates, support for multiple types of bets, huge selection of sports and flexible customization options.

1. Platform specifications

1.1. General specifications

1.1.1. The Platform’s structure

The functional structure of the Platform includes the following modules:

- a) the option to register as a customer
- b) the option to log in and reset the password
- c) the option to make deposits and withdrawals
- d) the option to place bets
- e) the option to view betting history
- f) the option to view deposit history
- g) the option to receive bonuses
- h) the option to view bonus history
- i) the option to contact the customer support team
- j) the option to self-exclude
- k) the option to place limits on deposits
- l) deployment of two-factor authentication
- m) deployment of secret phrase authentication

- n) databases and tables of real events containing established statistics or dynamic odds
- o) service for obtaining odds on events through an API
- p) service for tracking customer money - records of deposits, bets, and withdrawals
- q) service for integrating the Platform with the payment services of other third-party providers through an API
- r) service for notifying customers about a future event, changes, adverts, and marketing for promotions by email, text message and pop-up message on mobile devices
- s) tool for protecting and restricting access and assigning competences to Fertami's employees (BackOffice) and displaying an employee's level of access in their profile
- t) profiles for the technical service departments of remote operating units (B2C) including the department structure, information about the SLA and the serviced business units of the operator or affiliates
- u) technical support service including the systems for logging in, registration, and recording and resolving questions and problems from service contractors when using email services or live communication
- v) display of short messages to customers (primarily the status of their account and customer legal compliance)
- w) the option for customers to put forward and discuss customer ideas to improve the platform's services and install new services, and the option to introduce ratings
- x) document management - files received from customers - loading files and exchanging them with colleagues securely, tagging, the option to add comments and information about users that downloaded files, version control

- y) cookie service - storage and sharing of useful links to various online resources, customer recommendations and content on the basis of information accumulated about a customer, improvement and suggestions for customers to make using the platform easier and more efficient
- z) responsible gaming service - a service for customers to set up their own limits and self-exclude with the option to customize these to suit the different requirements of the various jurisdictions
- aa) Anti-fraud and AML service - the option to connect third-party resources through an API from government bodies in different jurisdictions to verify customers when they register and if they engage in suspicious activity
- bb) service for monitoring suspicious customer activity, such as using different payment methods and a large number of small deposits, bets, and withdrawals
- cc) voting service - the opportunity for customers to vote for the operator's various marketing or informational promotions posted and sent to customers through the Platform's services
- dd) service for issuing ratings - mechanisms for determining the activity and popularity of Platform users and creation of reports on VIP customers

2. Compatibility with related platforms

2.1. The Platform is compatible with third-party betting platforms and individual slots, casino, corporate back-office portal sufficient for general navigation and information research, a payment system aggregator, and a customer support module.

2.1.1. The Platform also supports:

- a) marketing modules from third parties
- b) integration with the business solutions including CMS, CRM, and BackOffice
- c) integration with external platforms such as Microsoft Office, business email, tasks and calendars, and a platform for sending mass messages by email and SMS

- d) integration with additional structures providing prior verification services on customers, KYC, AML, fraud prevention, and PEP lists to help the operator decide whether to accept certain users
- e) provision of API for several modules
- f) integration with system managing access to information resources for providing the betting odds.
- g) integration with AWS and other data storage services that have security certificates and are located within the EU.

3. Ergonomic features

3.1. It is possible to modify the Platform's interface according to the developed and agreed designs.

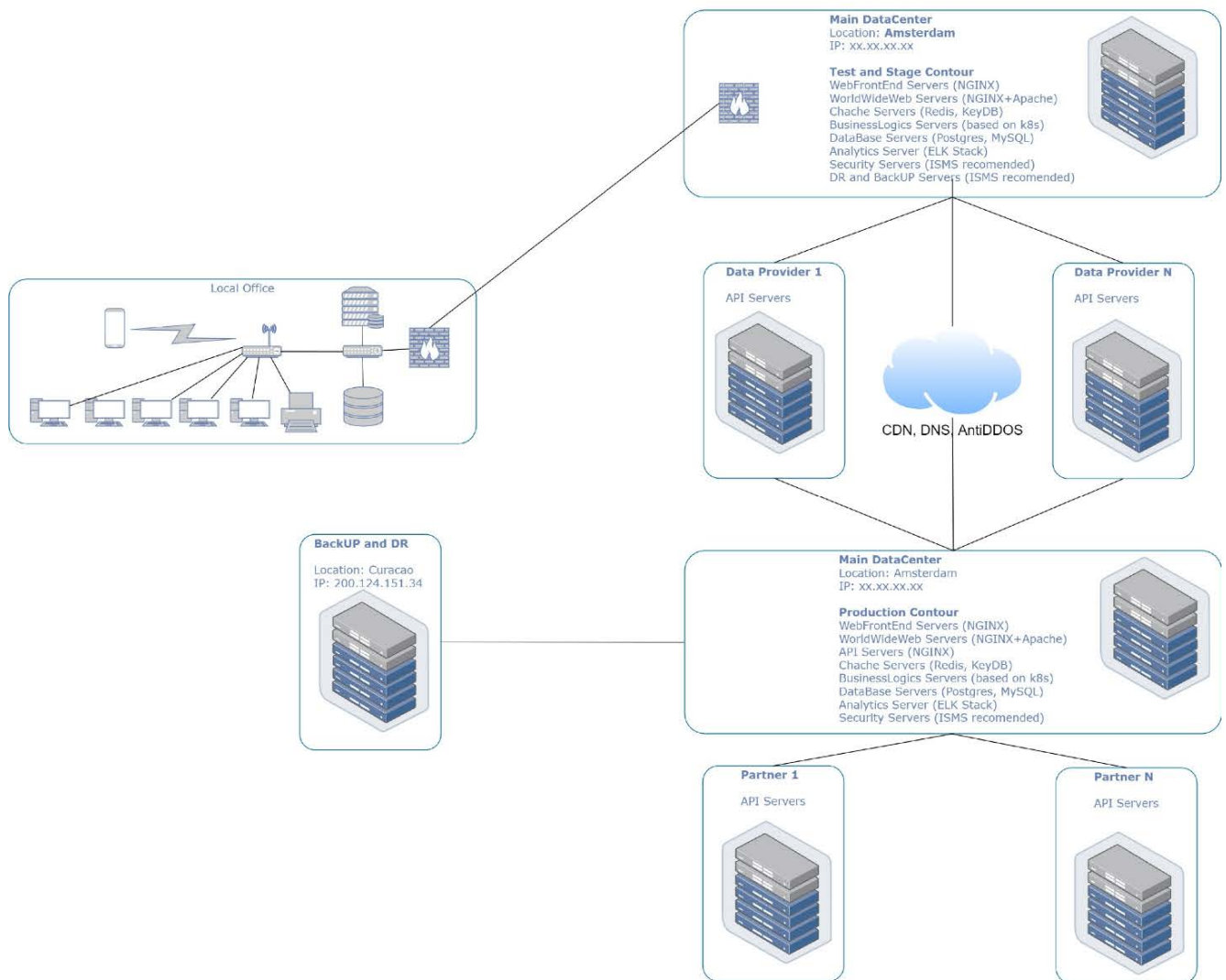
3.1.1. The Platform supports access from the following mobile platforms:

- a) iOS
- b) Android
- c) Windows

The Platform supports adaptive web design (or an adaptive user interface) capable of carrying out W3C CSS3 requests with a changing proportion grid and also support flexible changes to image proportions.

Platform Risk Management

Through proactive disaster preparedness and robust infrastructure, we effectively mitigate risks inherent in platform implementation. Employing rigorous protocols for data backup and restoration, alongside redundant server systems, reduces service interruptions and data loss. Ongoing testing and refinement of our disaster plan, crucial for adapting to evolving threats and technological advancements, guarantee its effectiveness. Collaborating with cybersecurity specialists and regulatory authorities offers invaluable insights, enhancing the resilience of our platform and ensuring its leading position in disaster preparedness for online casino platforms. This safeguards operations and strengthens customer confidence.



5.2. PAYMENT SERVICE PROVIDERS

An essential cluster of crucial suppliers comprises payment service providers (PSPs). To ensure seamless payment processing, we collaborate with reputable PSPs operating within relevant jurisdictions. Payment service provider (at the connection/planning stage): Payment.Center, Fatpay, iSettle, Flexify, Getapays, Monnify.



FLEXIFY



Similarly, stringent compliance protocols within banking services mitigate the risk of

service interruptions, while simultaneously engaging with 2 to 3 banks serves as a safeguard against inherent banking risks. Expanding our banking relationships not only enhances our bargaining power for favorable terms but also strengthens the resilience of our financial framework. This proactive approach not only protects us from potential disruptions but also enhances the solidity of our financial infrastructure. Through strategic diversification of our banking affiliations, we optimize our risk management strategy, fostering stability and longevity in our financial pursuits.

5.3. LEGAL AND CORPORATE PROVIDERS

In the domain of legal and corporate service provision, a multitude of seasoned professionals possess extensive expertise in the gambling industry. These specialists play a crucial role in aiding us to meet regulatory, payment, and banking requirements, ensuring comprehensive compliance.

6. RISK EVALUATION AND MANAGEMENT

Every department diligently manages its own set of risks on a daily basis.

6.1. RISK AUDITING

Internal audits, overseen by the Audit Committee consisting of the Head of IT, Head of Legal, and Head of Finance, are conducted annually across all risk categories. Additionally, external audits occur every three years to provide an independent evaluation of business and financial matters.

Regular audits are also performed on the platform, its software providers, infrastructure, and financial status. A risk register is meticulously maintained and reviewed by the Audit Committee on a quarterly basis, complementing the daily communication between departments.

Furthermore, mandatory financial audits are carried out annually for all companies within the organizational structure.

6.2. RISK OVERVIEW

Legal Landscape Oversight (Overseen by Head of Legal): Given the dynamic nature of legal regulations in online gambling, continuous monitoring is imperative. Regular updates regarding legal changes are disseminated throughout departments to ensure all staff members stay informed about the evolving legal framework. The legal team collaborates closely with other departments, including compliance and operations, to ensure a thorough grasp of legal obligations and streamline implementation processes. By maintaining open channels of communication with regulatory bodies and industry associations, we promote transparency and showcase our dedication to adhering to legal standards in online gambling.

- **Legality and Licensing:** Establishing and operating an online casino necessitates acquiring licenses from pertinent regulatory bodies across different jurisdictions. Regulatory stipulations can vary significantly from one jurisdiction to another, and non-compliance with licensing prerequisites can lead to substantial fines, legal ramifications, or even the cessation of operations. **Mitigation:** The Operator presently operates under the Gaming Curacao license No. 365/JAZ and is in the process of applying for a new GCB license.

- **Data Protection and Privacy Laws:** Online casinos handle extensive volumes of sensitive customer data. Compliance with data protection regulations, such as the EU's General Data Protection Regulation (GDPR), is crucial to evade fines and uphold customer trust.

Mitigation: To address this, only collect and process the minimal amount of personal data necessary for gambling services provision, ensuring data isn't retained longer than required. Establish and enact a data breach response plan to effectively manage and alleviate the repercussions of data breaches, including protocols for notifying affected individuals and relevant regulatory authorities within mandated timeframes. Embed privacy by design and default principles into the development of new products, features, or services, integrating privacy considerations from project inception.

- **Advertising and Marketing Restrictions:** Numerous jurisdictions impose stringent regulations on the advertising and marketing of online gambling services to safeguard vulnerable populations, such as minors and individuals with gambling addictions. Non-compliance with advertising standards can lead to regulatory penalties and public condemnation.

Mitigation: To address this, consistently monitor advertising and marketing endeavors to ensure adherence to relevant laws, regulations, and industry standards concerning gambling advertising. Transparently disclose all terms, conditions, restrictions, or limitations associated with promotions, bonuses, or other marketing offers to prevent consumer deception and potential regulatory repercussions. Thoroughly vet third-party advertising partners, agencies, or affiliates to verify their compliance with advertising and marketing regulations and commitment to responsible advertising practices.

- **Cross-Border Regulatory Challenges:** Engaging in operations across various jurisdictions can subject online casinos to intricate regulatory landscapes and legal ambiguities. Disparities in gambling laws and enforcement methodologies between borders can present hurdles in maintaining compliance, often necessitating substantial legal support.

Mitigation: Forge strategic alliances with local entities, legal experts, or industry groups in targeted jurisdictions to acquire knowledge of local

regulations, navigate regulatory procedures, and foster connections with regulatory bodies. Conduct exhaustive due diligence on potential business partners, affiliates, suppliers, and other external entities to confirm their compliance with regulatory standards and mitigate compliance risks in the casino's cross-border operations. Remain vigilant regarding alterations in gaming regulations and enforcement strategies in targeted jurisdictions by consistently monitoring regulatory updates, industry literature, and legal counsel advisories.

- **Regulatory Changes:** The regulatory environment surrounding online casinos is in a constant state of flux, with new laws, regulations, and enforcement measures regularly being introduced. Operators must remain vigilant about these regulatory developments and adjust their operations accordingly to mitigate compliance risks.

Mitigation: To address this challenge, conduct comprehensive assessments of how new regulations may impact the casino's operations, financial standing, and risk exposure. Identify areas of vulnerability and develop proactive strategies to mitigate them. Implement agile compliance approaches that facilitate quick adaptation to evolving regulatory requirements. This may involve developing modular compliance solutions, leveraging technology for automation and efficiency gains, and fostering a culture of continuous learning and innovation. Offer regular training and educational programs for employees on emerging regulations, compliance mandates, and best practices for upholding regulatory standards. Empower staff members to recognize and respond effectively to regulatory changes within their respective roles.

- **Enforcement Actions:** Regulatory authorities may undertake investigations or audits to ensure adherence to gambling regulations. Enforcement measures, such as fines, license suspension, or legal action, can have serious consequences for iGaming operators found in violation of regulatory standards.

Mitigation: To address this, conduct regular internal audits and reviews of compliance practices, operations, and procedures to identify areas of non-compliance, assess risks, and implement corrective actions proactively. Establish transparent communication channels with regulatory bodies, industry associations, and stakeholders to foster relationships, seek guidance on

compliance matters, and address concerns promptly. Maintain comprehensive documentation and records of compliance activities, including policies, procedures, training materials, audits, and enforcement actions, to demonstrate compliance efforts and support regulatory inquiries or investigations.

- **Political and Public Perception:** Public opinion regarding gambling can sway regulatory decisions and policy measures. Negative publicity or public backlash against iGaming operators may lead to increased regulatory scrutiny and demands for stricter regulations.

Mitigation: Promote transparency in business operations, regulatory compliance, and corporate governance to foster trust with regulators, customers, and the public. Provide educational resources to inform the public about the online casino industry, responsible gambling practices, and potential gambling-related risks. Raise awareness of problem gambling support services and helplines for individuals in need. Monitor online and offline platforms for discussions, reviews, and mentions of the online casino brand, and address any negative feedback or misconceptions through targeted communication and engagement strategies proactively.

Regulatory Risks (Overseen by Compliance Officer): Managing regulatory risks linked to Anti-Money Laundering (AML) and Know Your Customer (KYC) compliance is paramount across various sectors, notably in finance and gambling. The AML&KYC department ensures adherence to pertinent laws and regulations aimed at preventing money laundering and terrorist financing. This involves establishing robust protocols for verifying customer identities, monitoring transactions for suspicious activity, and promptly reporting any anomalies to authorities. Non-compliance can result in hefty fines, damage to reputation, and legal repercussions, underscoring the importance of strict adherence to these standards. The AML&KYC department oversees compliance efforts, conducts thorough risk assessments, and implements necessary controls to mitigate regulatory risks. Ongoing training initiatives are essential to keep employees abreast of evolving AML&KYC requirements and industry best practices. In essence, effective management of regulatory risks requires a proactive approach, with the

AML&KYC department playing a central role in the organization's compliance framework.

- **Compliance and Anti-Money Laundering (AML) Regulations:** Online casinos must adhere rigorously to compliance standards to prevent money laundering, terrorist financing, and other illicit activities. Inadequate implementation of AML controls can lead to regulatory penalties, reputational harm, and legal ramifications.

Mitigation: Develop a comprehensive AML policy outlining procedures for customer due diligence, transaction monitoring, and reporting suspicious activities. Ensure alignment with regulatory requirements and industry best practices. Provide regular training and awareness programs for casino staff to educate them on AML regulations, recognize indicators of suspicious behavior, and understand their role in preventing money laundering and terrorist financing activities.

Technical Risks (Overseen by Technical Department): Infrastructure maintenance, platform integration, cybersecurity, and data security are pivotal aspects. The technical department oversees regular upkeep of infrastructure to minimize downtime and address risks associated with hardware or software malfunctions. Emphasizing the implementation and updating of cybersecurity protocols and technologies is crucial to counter cyber threats like hacking, data breaches, and malware attacks. Diligent monitoring for potential security breaches and prompt response to incidents are essential duties of the technical department to mitigate risks and limit the impact of cybersecurity breaches. Conducting routine audits and security assessments aids in identifying vulnerabilities and deficiencies in the infrastructure, enabling proactive risk mitigation by the technical team.

- **Data Security:** Unauthorized access to customer information, including personal and financial data, poses risks of identity theft, fraud, and legal consequences.
Mitigation: Deploy multi-layered cybersecurity protocols, incorporating firewalls, intrusion detection systems, and encryption mechanisms. Ensure consistent updating of software and security patches to rectify vulnerabilities and reinforce defenses against evolving threats.

Financial Risks (Overseen by Head of Finance): Financial risks are an inherent aspect of all business operations, demanding careful management to ensure sustained viability and prosperity. In the capacity of overseeing financial matters, the Head of Finance assumes a critical role in identifying, evaluating, and mitigating these risks. Core responsibilities encompass establishing robust financial controls, monitoring cash flow, and optimizing capital allocation to mitigate exposure to financial risks. Moreover, close collaboration with other departments is imperative to devise and implement financial strategies aligned with organizational goals. Through proactive risk management and strategic planning, the Head of Finance endeavors to safeguard the company's financial well-being and augment shareholder value. Regular financial analysis and reporting are essential for identifying emerging risks and opportunities, facilitating timely adjustments to financial strategies.

- **Taxation:** Taxation policies concerning online gambling exhibit considerable divergence across jurisdictions, exerting substantial influence on the profitability of iGaming operators. Fluctuations in tax laws or unforeseen tax obligations can pose financial risks to casino operators.
- **Mitigation:** Engage tax professionals, accountants, and legal experts well-versed in international taxation to ensure adherence to local tax laws and regulations. Leverage tax treaties and agreements between nations to mitigate double taxation and optimize tax planning strategies. Such treaties may offer provisions for tax credits, exemptions, or reduced tax rates for cross-border transactions. Maintain meticulous financial records, robust accounting systems, and diligent tax filings to comply with local tax laws and regulations in each jurisdiction where the casino operates. This encompasses timely submission of tax returns, tax payments, and adherence to reporting obligations.

Litigation Risks (Overseen by Customer Service): Customer service-related risks entail ensuring compliance with pertinent laws and regulations to mitigate the potential for litigation stemming from regulatory breaches. Customer Service institutes clear communication protocols to effectively manage customer expectations, thereby reducing the incidence of misunderstandings and potential legal disputes. Thorough documentation of customer interactions and resolutions serves as vital evidence of adherence to service standards and aids in amicably resolving

disputes, thereby mitigating litigation risks. Regular reviews and refinement of customer service processes based on feedback and performance metrics address recurring issues, minimizing the risk of customer dissatisfaction leading to litigation. Cultivating a culture of transparency and accountability within the customer service team fosters trust with customers and diminishes disputes arising from perceived unfairness or ambiguity. Establishing clear escalation procedures ensures swift resolution of unresolved customer concerns by appropriate management levels, thereby averting the escalation of grievances into potential litigation.

- **Responsible Gaming Practices:** Regulatory bodies often mandate casino operators to uphold responsible gambling standards and enact measures to deter problem gambling behaviors. Non-compliance with responsible gaming regulations can result in regulatory penalties and tarnish the operator's reputation.

Mitigation: Deploy self-exclusion tools enabling players to voluntarily exclude themselves from gambling activities for specified durations. Ensure accessibility and prominent display of these tools on the casino's website and gaming platforms. Provide players with options to set deposit limits and timeouts on their accounts, empowering them to manage their gambling behaviors and curb excessive gambling. Customize and enforce these limits to ensure compliance. Utilize data analytics and monitoring tools to detect players exhibiting signs of potential gambling problems, such as frequency and amount of wagers. Implement appropriate interventions and support measures for these players as necessary.

6.3. RISK OF POTENTIAL CAPITAL LOSS

During the initial phase, there's an expectation of potential losses involving funds designated for registration, rent, and office equipment. Should the online casino cease operations due to internal or external factors, the security deposit is refunded to the casino owners. However, it's crucial to maintain this amount untouched during casino operations, serving exclusively as a reserve for potential jackpot wins. This precaution aims to minimize losses.

Mitigation:

Drawing from a combined 25 years of experience in the online casino industry among the founders and co-owners, alongside the seasoned managerial expertise of the project mentor, the project is strategically positioned to mitigate risks associated with market entry to the fullest extent possible.

7. POLICIES AND PROCEDURES

7.1. KNOW YOUR CUSTOMER

The Know Your Customer (KYC) policy comprises procedures and guidelines crafted to authenticate and verify the identity of clients. Its primary objective is to thwart financial crimes like money laundering, terrorist financing, and fraud by ensuring that casinos possess accurate information about their customers and their financial activities. Adhering to KYC protocols enables casinos to instill trust, fulfill regulatory mandates, and mitigate the risks associated with illicit financial activities within the system.

7.2. ANTI-MONEY LAUNDERING

The primary objective of the Anti-Money Laundering (AML) policy is to prevent the illicit concealment of the sources of funds acquired through criminal activities. AML policies and procedures are established to identify and deter money laundering, terrorist financing, and other unlawful financial activities within financial institutions.

7.3. DATA PRIVACY

The Data Privacy Policy delineates how an organization gathers, utilizes, retains, and protects the personal data of individuals. Its objective is to ensure adherence to data protection regulations, protect the privacy rights of customers and employees, and foster trust with stakeholders. By articulating precise guidelines and protocols for managing sensitive data, the policy aims to reduce the likelihood of data breaches, unauthorized access, and misuse of personal information, thereby promoting transparency and accountability in data management procedures.

7.4. RESPONSIBLE GAMING

The Responsible Gaming Policy aims to encourage safe and balanced gambling habits while minimizing the potential risks linked to excessive or problematic gambling. It delineates strategies and principles to shield players from the adverse effects of gambling addiction, including financial distress, mental health challenges, and social

repercussions. By furnishing resources for self-exclusion, imposing limits on gambling engagement, and extending assistance to those in need, the policy endeavors to cultivate a responsible and enduring gambling milieu, prioritizing player well-being and upholding the integrity of the gaming sector.

7.5. TERMS OF USE

The Terms of Use policy for an online casino delineates the guidelines, regulations, and conditions users must follow while utilizing the platform. It encompasses various aspects including user obligations, account administration, payment processes, conflict resolution, and adherence to relevant laws and regulations. By consenting to these terms, users confirm their comprehension of the regulations governing their engagement with the casino, thereby ensuring transparency, equity, and adherence to legal standards throughout their gaming involvement.

7.6. SELF-EXCLUSION

This section outlines the process for individuals to voluntarily abstain from engaging in gambling activities on the platform for a specified duration, often to regulate their gambling habits or address addiction concerns.

7.7. DISPUTE RESOLUTION

The procedures and mechanisms available for resolving conflicts or disputes between the casino and its users are explained, typically detailing steps for escalation and resolution.

7.8. FAIRNESS & RNG TESTING METHODS

This part ensures the fairness of the casino's games, verifying their randomness and impartiality, frequently highlighting the use of Random Number Generators (RNGs) and the methodologies employed to assess and validate their fairness.

7.9. ACCOUNTS, PAYOUTS & BONUSES

This section elaborates on account management procedures, payout methods, and the terms associated with bonuses, including wagering requirements and limitations.

7.10. BETTING RULES

Here, specific rules and regulations governing betting activities on the platform are provided, including game-specific guidelines, maximum and minimum betting limits, and any additional terms applicable to various types of bets.

7.11. INTERNAL POLICIES

Human Resources Policy encompasses guidelines concerning recruitment, onboarding, performance assessment, staff development, diversity initiatives, disciplinary measures, and termination protocols.

Financial Policy outlines procedures for budget allocation, expenditure oversight, financial statement preparation, auditing, procurement practices, and compliance with accounting norms.

Communication and Social Media Policy delineates protocols for both internal and external communication channels, encompassing email guidelines, directives for social media use, media engagement protocols, and brand representation guidelines.

Information Security Policy addresses the protection of sensitive data, including protocols for data handling, cybersecurity measures, password management practices, and strategies for preventing data breaches.

Internal Policies primarily serve to uphold external policies, with the latter undergoing periodic review and updates, while the former are subject to ongoing adaptation, modification, and discontinuation as necessary.

7.12.

The need to establish and uphold these policies arises from our commitment to

long-term operations, particularly considering the substantial initial investment involved. Our goal is to maintain operations for a minimum of three years under the GCB license, with renewal dependent on achieving investment returns and meeting key performance indicators specified in our financial forecasts.

7.13.

To adhere to established policies and procedures, the project leverages a diverse array of resources, both internal and external. The Ultimate Beneficial Owner (UBO) contributes invaluable expertise in both gambling and IT, making her an ideal overseer. Essential departments like Legal, IT, Human Resources, and Finance boast significant proficiency in managing large-scale gambling operations sustainably. Furthermore, jurisdictions such as Curacao, Cyprus, and others provide ample opportunities for engagement with advisors, experts, and independent auditors.

The Gaming Control Board (GCB) aids operators by offering guidance and assistance in policy development. This collaborative effort ensures that operators can tailor their policies to meet regulatory requirements and industry standards. By utilizing the GCB's expertise and resources, operators can establish robust policies that foster compliance and integrity within the gambling sector. Additionally, the GCB offers ongoing support and updates to help operators adapt their policies to evolving regulations and emerging challenges. Ultimately, the assistance provided by the GCB empowers operators to establish and maintain a solid framework for responsible gambling practices.

8. MARKET ANALYSIS

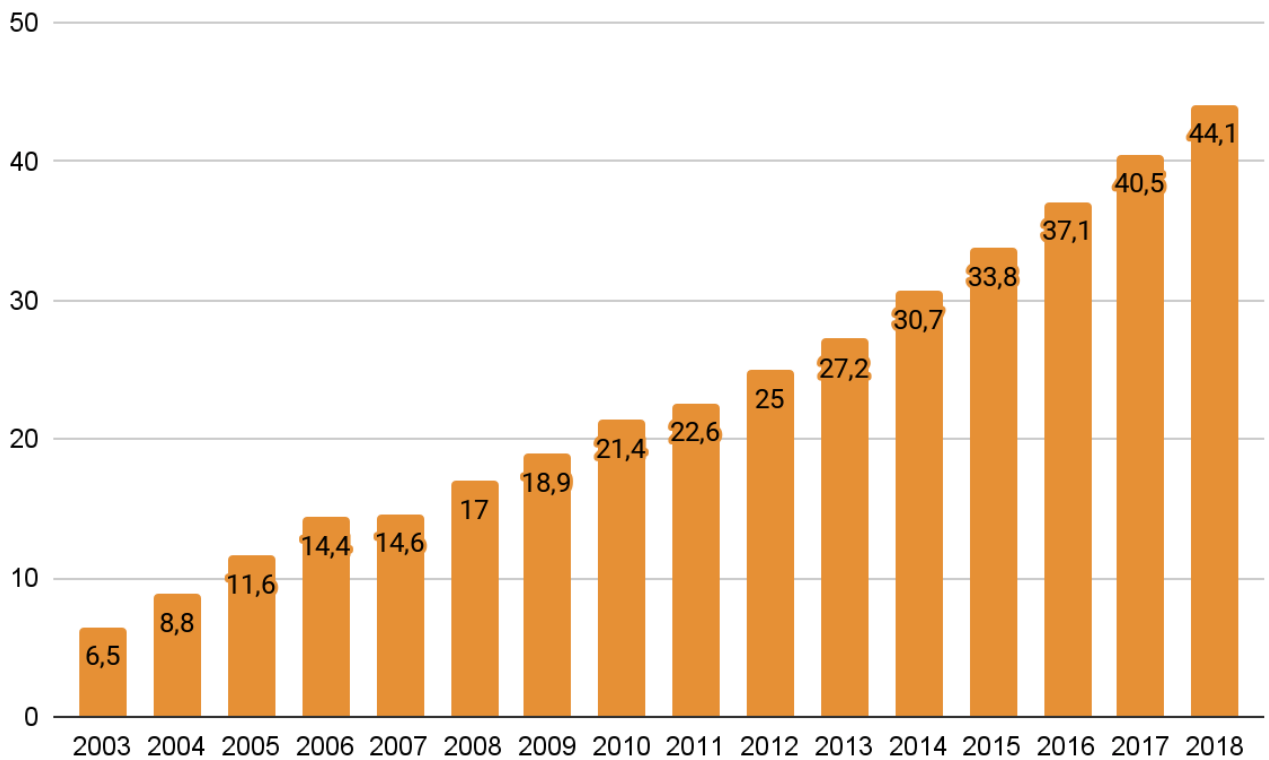
8.1. REVENUE AND TURNOVER

In 2020, the global online casino industry experienced significant success, attributed to the pandemic-induced self-isolation measures. The overall gambling market's revenue in many countries increased by a third compared to the previous year, emphasizing the resilience and potential of this business model.

Over the past few years, online gambling has been legalized in 85 countries worldwide. Betting and slot machine gaming constitute a substantial 70% of all internet gambling income. The popularity of global online gambling is driven by diverse offerings and a user-friendly gaming experience free from restrictions. The United Kingdom, China, Austria, Germany, and Italy lead in generating significant revenue from online slot machines.

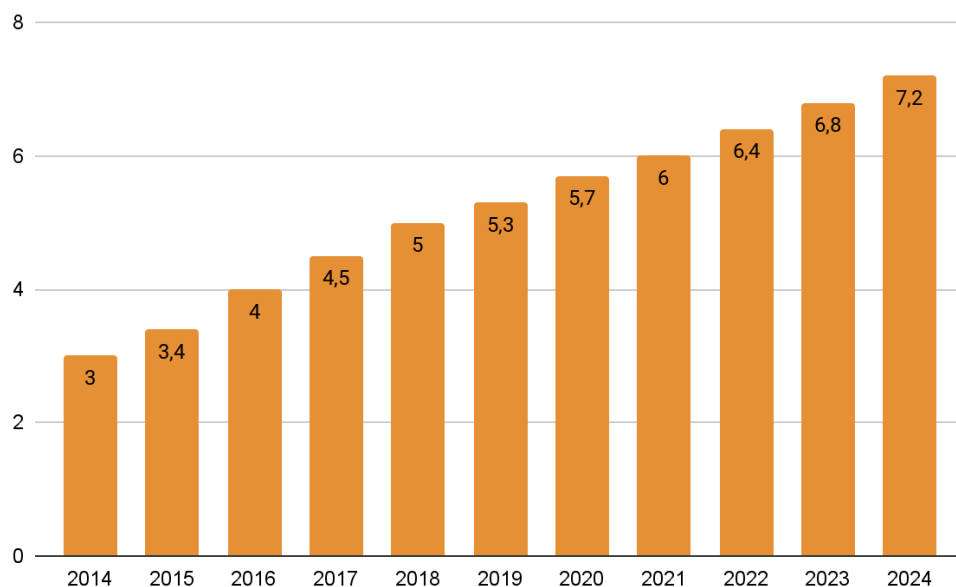
Despite the global inclination towards regulating national gambling markets, a few countries are opting to prohibit online and mobile gambling. Currently, the global online gambling market constitutes 13% of the total legal gambling market, and this percentage continues to increase. According to a study by the American Gaming Association, approximately 85 countries have authorized online gambling.

Diagram 2. Global Online Gambling Revenue in Billion Euros



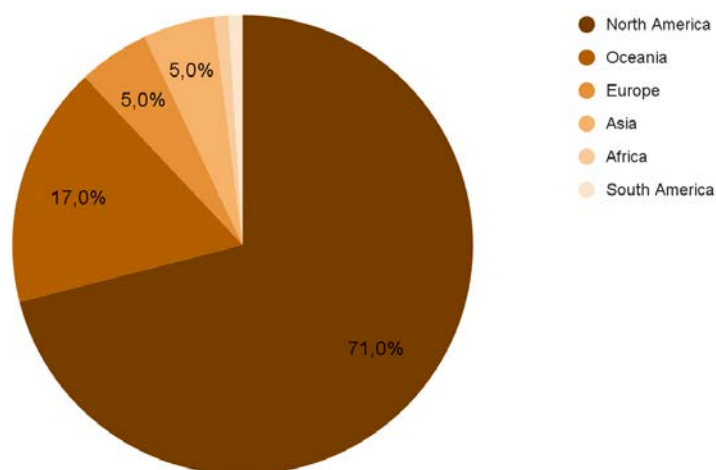
Gross Gaming Revenue (GGR) serves as a financial metric to assess the total revenues of a gambling establishment, providing insights into the global behaviors of players in the gambling industry.

Diagram 3. Gross Gaming Revenue Forecast in Billions of Dollars



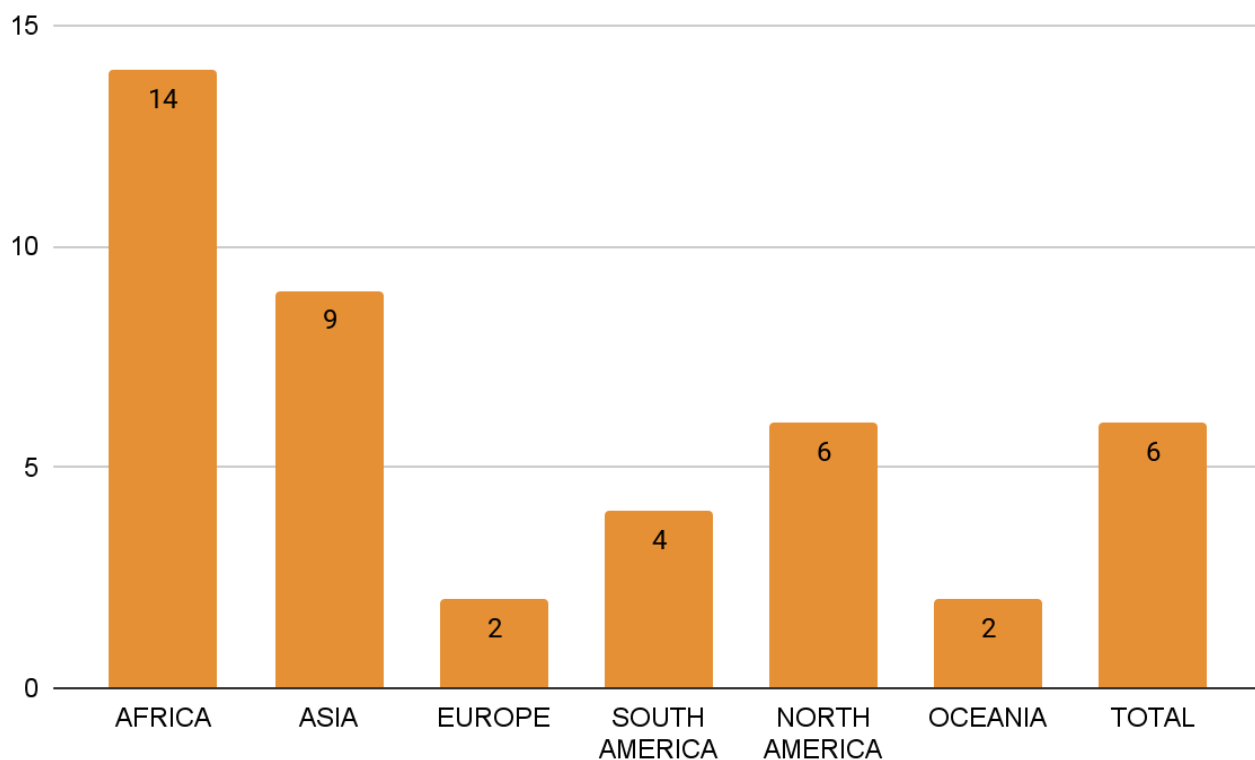
Simultaneously, Oceania, comprising regions such as Fiji, New Zealand, Polynesia, New Guinea, etc., demonstrated a robust presence, contributing 17% to the global Gross Gaming Revenue (GGR) in 2019. This surpasses the contributions of Asia and Europe, which stood at 5%.

Diagram 4. Geographic Breakdown of Gross Income in the Gambling Industry in 2019



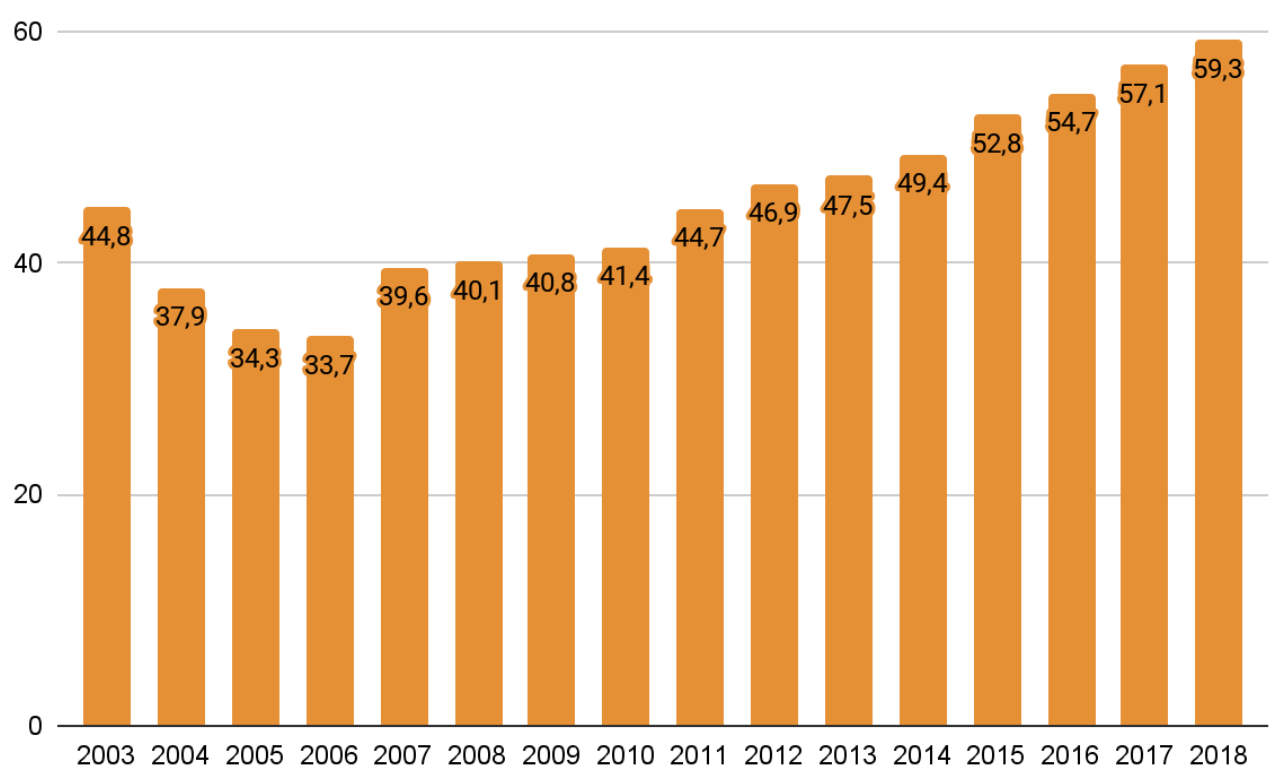
In 2019, Africa exhibited the most rapid growth rate with a year-on-year increase of 14%, whereas Europe experienced relatively modest growth.

Diagram 5. Regional Growth in Gross Income in 2019



Discussions also revolved around streamlining regulations. Online gambling operators within the European Union currently face the obligation to secure licenses in multiple countries, each with its own set of licensing requirements. A more unified approach would be advantageous for them. The proliferation of compliance requirements leads to redundant infrastructure and costs, introducing unwarranted administrative complexities for regulators.

Diagram 6. Proportion of "White Market" in Global Online Gambling Revenue



From 2003 onwards, the market has witnessed an average annual growth rate of 23%. Dominant sectors include betting, casino, and poker. The rising popularity of online gaming is propelled by factors like the widespread availability of the Internet, the emergence of new markets, and the inclusion of diverse player demographics.

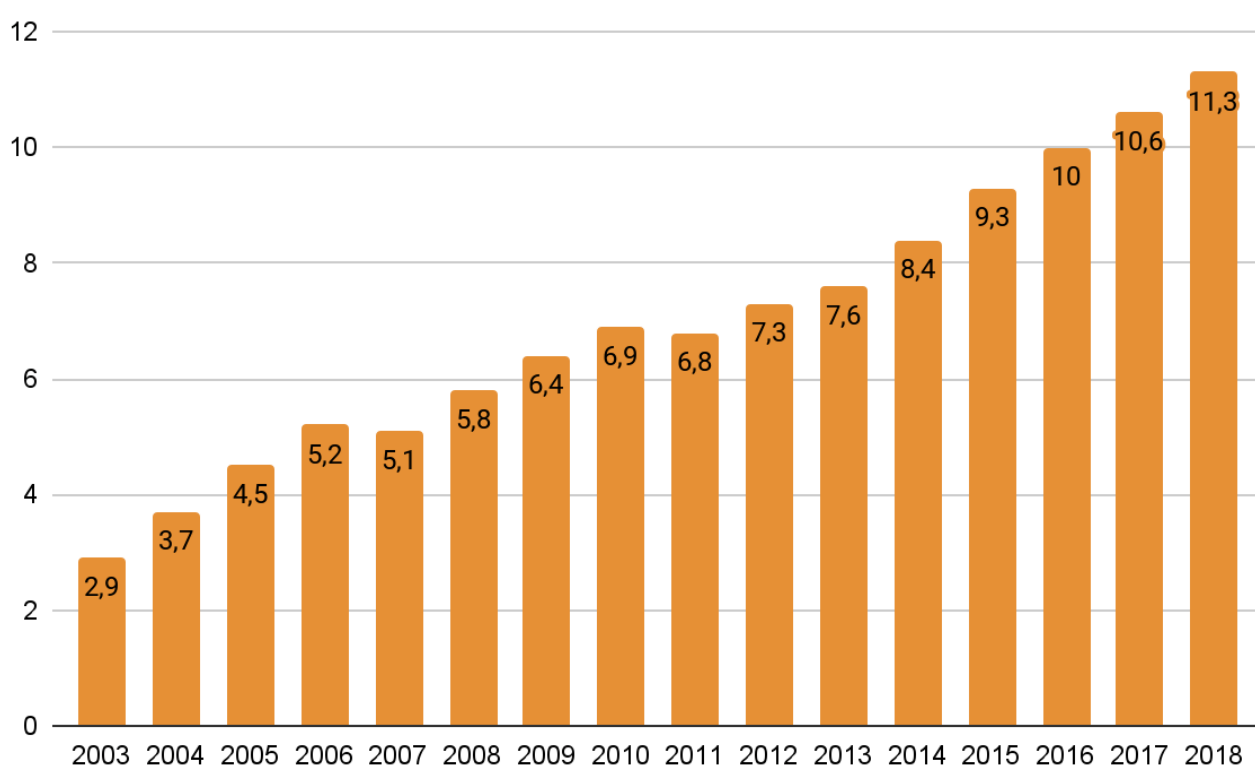
8.2. EMERGING PLAYER SEGMENTS

Since 2004, the number of female Internet users aged 18 to 74 has surged by over 80%, while for men, the increase has been 60%. Initially, online gambling primarily

attracted young men, but there is now a rising trend among women and older individuals.

Diverse player segments have distinct preferences and motivations for engaging in online gambling. For some, it's purely for entertainment, others are driven by the desire to win money, and some seek relaxation. Regardless of the motivation, it's essential for operators and developers to remain attentive to player preferences. As the Internet becomes more pervasive in society, age differences among players are expanding, challenging the stereotypical image of the average male player aged 25 to 35.

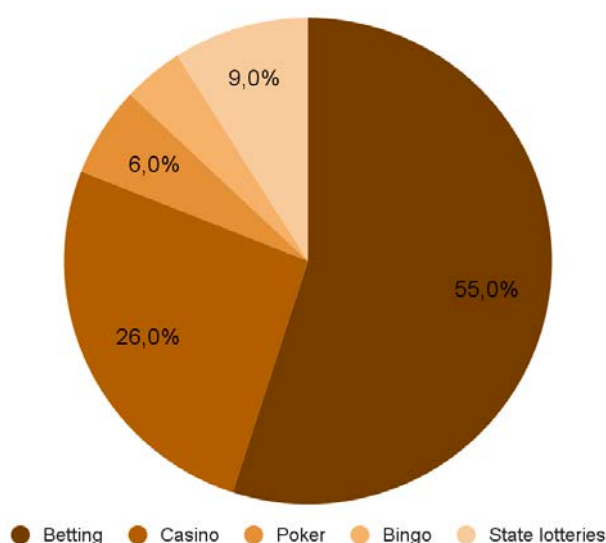
Diagram 7. Percentage of Online Gambling Revenue in the Global Gambling Industry



It's crucial to highlight that the predominant forms of remote gambling today encompass traditional casino games, betting, and poker variations. The preference for specific online gambling types varies based on gender. The bingo sector anticipates the highest growth rates, driven by increasing interest from women in the iGaming industry.

However, online gambling remains more popular among men, particularly young men who show a higher inclination towards taking risks. While women equally enjoy playing, their choices tend to gravitate towards simpler games like lotteries and slots. This distinction can be attributed to societal roles, where betting, casino games, and skill-based games are conventionally linked with male audiences, while women often lean towards gaming for enjoyment rather than seeking an adrenaline rush.

Diagram 8. Breakdown of Online Gaming Revenue by Type in 2019



8.3. CONTEMPORARY TRENDS IN ONLINE CASINOS

The online casino sector has experienced significant growth over the last ten years and shows no signs of slowing down. Keeping pace with technological advancements, the online gambling industry continues to adapt to emerging trends and shifts. Moreover, a growing number of new casinos are making their mark in the mainstream market.

Virtual Reality Innovations

Anticipated to bring a revolutionary shift to the online gambling industry, one of the major trends is virtual reality. Virtual reality involves a computer-generated environment that enables interaction in a manner simulating a real-life experience. Widely utilized across various industries, including gaming, online casinos are quick to embrace this technology. By the end of the year 2023, there is an expectation

that an increasing number of online casinos will integrate virtual reality technology into their games, providing players with an immersive and realistic gaming experience. Virtual reality allows players to navigate a virtual casino environment, fostering interaction with other players and transforming the online gambling experience into one reminiscent of a physical casino setting.

Cryptocurrency Integration

Anticipated to gain further traction in 2023-2024 is the utilization of cryptocurrency within online casinos. The rising popularity of cryptocurrency can be attributed to its decentralized nature and the anonymity it provides, rendering it an ideal payment method for online gambling.

With an increasing number of players opting for cryptocurrency, online casinos are projected to incorporate a wider array of digital currencies into their payment options. This expansion aims not only to streamline the process of deposits and withdrawals for players but also to enhance the overall security of financial transactions. As a result, the market for crypto gaming is expected to continue its growth trajectory.

Mobile Gaming Advancements

The surge in popularity of mobile gaming is poised to persist as a substantial trend in 2023-2024. Forecasts indicate that online casinos will prioritize the development of mobile-friendly games and enhancements to elevate the overall mobile gaming experience.

As the number of smartphone users continues to rise, online casinos neglecting the optimization of their platforms for mobile gaming risk missing out on potential customers. The coming year is expected to witness online casinos introducing an array of mobile-exclusive bonuses and promotions to entice and engage players.

Artificial Intelligence Integration

Artificial intelligence (AI) is increasingly integrated into diverse sectors, with online gambling being no exception. Its role extends to enhancing the user experience by tailoring games to individual preferences and playing styles. Additionally, AI serves as a tool to identify and thwart fraudulent activities and cheating. In 2023-2024, there is an anticipation that a growing number of online casinos will integrate AI

technology into their platforms. This integration aims to elevate the user experience, bolster security measures, and proactively prevent fraudulent activities.

Live Dealer Games Evolution

The trend of live dealer games, which has gained popularity in recent years, is anticipated to persist into 2023-2024. These games replicate a genuine casino atmosphere by enabling players to interact with live dealers through video streaming, enhancing engagement and immersion.

As the demand for a lifelike casino experience continues to rise, it is expected that online casinos will expand their offerings of live dealer games in 2023-2024. Technological advancements will contribute to the sophistication of live dealer games, introducing a broader selection of games, more dealers, and enhanced immersive features.

Concluding Remarks

In 2023-2024, the online gambling industry is poised for substantial growth and transformative changes. The incorporation of virtual reality, cryptocurrency, mobile gaming, artificial intelligence, and live dealer games is set to revolutionize the sector, offering players an elevated gaming experience.

In the dynamic landscape of the evolving online gambling industry, it becomes imperative for online casinos to stay abreast of the latest trends and technologies to maintain competitiveness. Those that adeptly adapt and integrate these emerging trends are poised to attract a larger player base and flourish within the industry.

8.4. MARKET PROJECTIONS

In 2024, the global online gambling market exhibited a profitability estimate of approximately \$64 billion. Projections from a Grand View Research report anticipate a substantial growth trajectory, reaching \$93.4 billion by 2027, with a Compound Annual Growth Rate (CAGR) of 8.1%.

Juniper research indicates a notable shift of gambling activities to the online realm, with mobile applications taking the lead in user engagement. The proportion of wagers placed through mobile phones consistently rises, reflecting the industry's

evolving landscape.

Despite a general inclination towards regulating national gambling markets, a few countries are contemplating a complete ban on online gambling and mobile applications. The global online gambling market already constitutes over 13% of the total legal gambling market, with persistent growth.

Anticipated niche revenue is set to reach \$90 billion by 2024, with the niche undergoing transformative changes based on market dynamics. Contemporary technologies, including classic slots, video slots, and virtual reality (VR) gambling, are advancing rapidly to meet the evolving demands of a new generation of players. Esports betting and skill-based games have emerged in response to these high expectations.

9. ONLINE CASINO OPENING RISKS

9.1. Unstable Legislation:

The dynamic nature of gambling regulations in different countries necessitates constant adaptation. Casino owners may face the challenge of reformatting their establishments in response to changes in the law.

9.2. Instability of Equipment Operation:

As online casinos heavily rely on the internet, any disruption in site or server functionality can result in substantial financial losses.

9.3. Software Risks:

Gaming Platform, Payment Solution, and Gaming Content: The construction of an online casino involves three key software components. Payment systems pose the least risk, being rigorously tested. However, the use of non-original or pirated gaming software presents significant risks, such as losing experienced players and potential financial losses.

Security: Choosing software with a focus on security is crucial. Reputable software development companies invest considerable resources to create secure products, protecting customers and the integrity of the platform.

Usability: Usability is often overlooked, but it plays a crucial role in user experience. Neglecting usability can result in a cluttered platform with unsystematic functionality, impacting ease of use.

9.4. High Competition:

Despite the lucrative nature of the gambling business, high competition requires casino owners to adopt effective strategies and approaches to achieve success.

9.5. Money Laundering Concerns:

Regulatory organizations conduct ongoing checks to prevent money laundering and terrorist financing through online casinos. Inadequate anti-money laundering activities may lead to the revocation of a casino's license.

9.6. Advertising Compliance:

Regulatory organizations ensure that gambling advertising is socially responsible,

safeguarding children and vulnerable individuals from harm or exploitation.

9.7. Loss of Funds:

Initial stages may involve potential losses in funds allocated for registration, rent, and office equipment. A security payment, refundable in case of casino closure, must remain untouched during operations, serving as a deposit for potential jackpot winnings to minimize losses.

9.8. Risk Insurance:

Leveraging the combined 10 years of experience from the founders and co-owners, along with the managerial expertise of the project mentor, aims to minimize the risks associated with entering the online casino market.

10. FINANCIALS

10.1. INVESTMENT OVERVIEW

Investment Volume and Composition

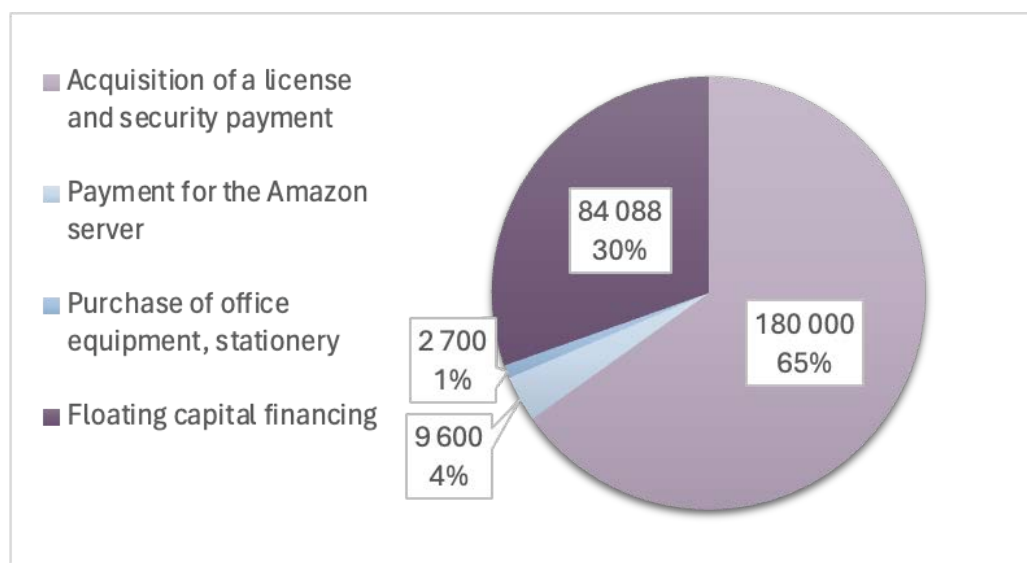
The overall project investment stands at 276.3 thousand Euros.

Table 5. Investment Budget in Euros

No	Name	Value
1	Acquisition of a license and security payment	180 000
2	Payment for the Amazon server	9 600
3	Purchase of office equipment, stationery	2 700
4	Floating capital financing	84 088
Invested capital total (actual need for cash)		276 388

The majority of investment costs, approximately 65%, are attributed to acquiring a license and making security payments.

Diagram 9. Investment Structure



Project Milestones and Investment Implementation Schedule

The overall project implementation spans 36 months (3 years). The investment period, preceding the project launch, is 0.3 years. A detailed phased work schedule, along with a financing plan, is outlined in the table below.

Table 6. Financial Plan in Euros

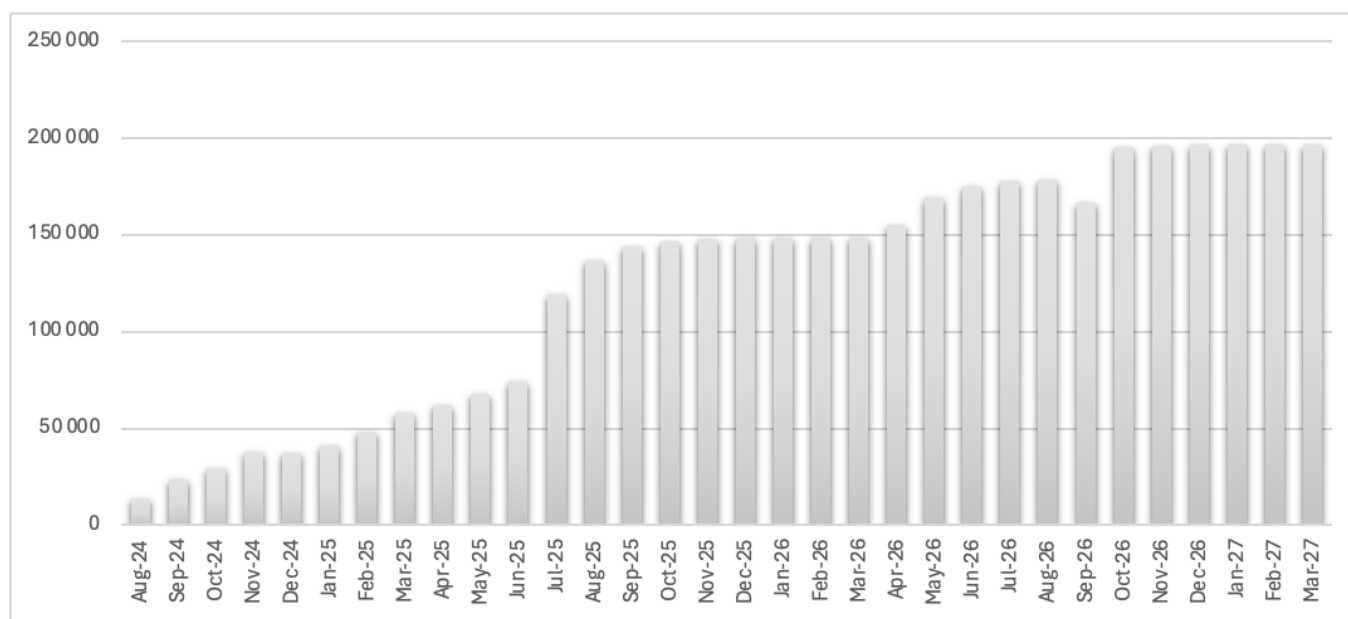
		Total for 3 years	Apr-24	Jul-24	Aug-24	Sep-24	Feb-25
1	Acquisition of a license and security payment	180 000	180 000	-	-	-	-
2	Payment for the Amazon server	9 600	-	9 600	-	-	-
3	Purchase of office equipment, stationery	2 700	-	2 700	-	-	-
4	Floating capital financing	84 088	5 100	-	46 400	9 278	22 475
	Investment total excl. floating capital	192 300	180 000	12 300	-	-	-
	Invested capital total (actual need for cash)	276 388	185 100	12 300	46 400	9 278	22 475

10.2. INCOME PROJECTION

Revenue-Generating Activities and Products

This project is designed to generate revenue through the provision of online casino services.

Diagram 10. Dynamics of Sales Proceeds and Direct Costs in Euros



The overall revenue for the project's duration of 3 years is projected to reach 3,988.1 K EUR. A comprehensive plan outlining income generation and financing for direct costs is provided in the table below.

Table 7. Income and Direct Cost Plan in Euros

Physical indicators	Unit	Total for 3 years	2024 (9M)	2025	2026	2027 (3M)
Total number of clients	ppl	92 403	6 025	27 018	46 132	13 228
Number of new clients	ppl	55 817	4 051	17 105	27 430	7 230
Number of current clients	ppl	36 587	1 974	9 913	18 702	5 998
Proceeds		3 988 158	143 163	1 196 048	2 058 661	590 287
Income from clients	45	3 988 158	143 163	1 196 048	2 058 661	590 287
Direct costs		2 229 736	144 780	589 524	1 145 665	349 768
Advertising costs	22	1 227 965	89 127	376 319	603 460	159 060
Additional staff costs	1 400	756 000	0	126 000	455 000	175 000
Salary		0	0	0	0	0
License fees		143 211	39 628	48 745	48 745	6 093
Depreciation	60m	102 560	16 025	38 460	38 460	9 615
Indirect costs		474 507	54 767	173 440	173 440	72 860
Accounting		117 333	18 333	44 000	44 000	11 000
Office equipment maintenance		96 000	15 000	36 000	36 000	9 000
Hosting		124 000	0	42 000	42 000	40 000
Office rent		35 840	5 600	13 440	13 440	3 360
Legal support		101 333	15 833	38 000	38 000	9 500

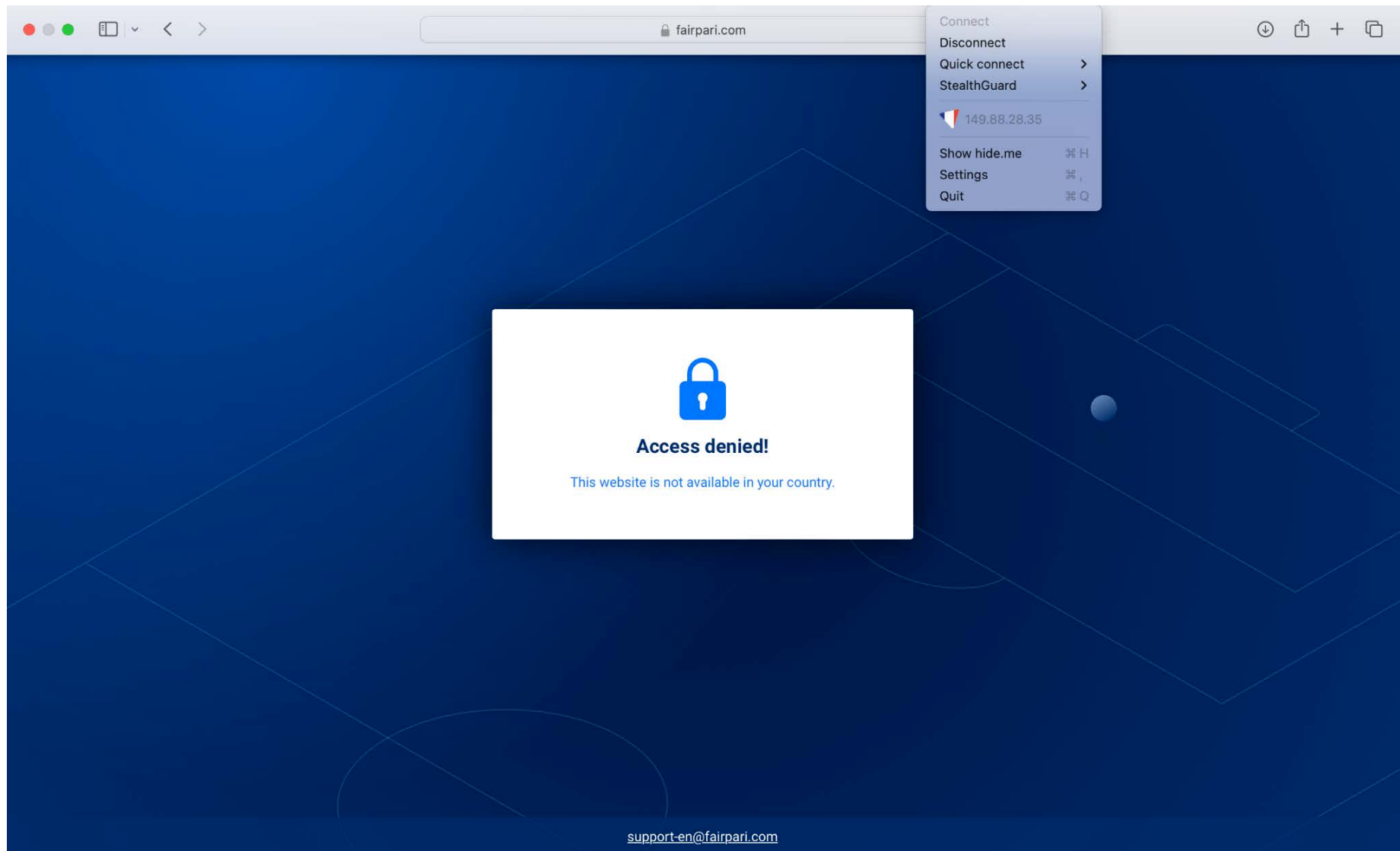
10.3. MARKETING PLAN

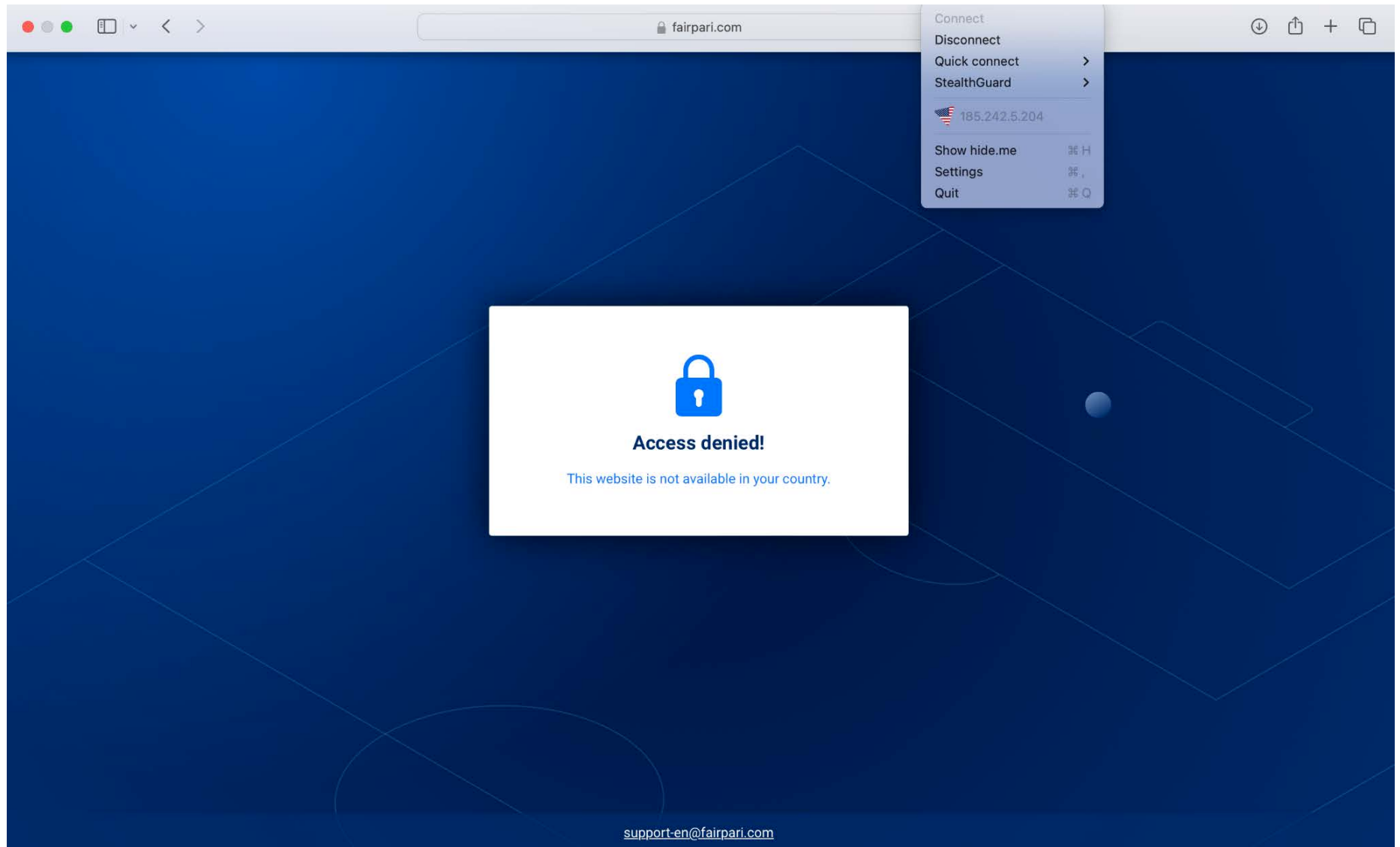
10.3.1. Executive Synopsis:

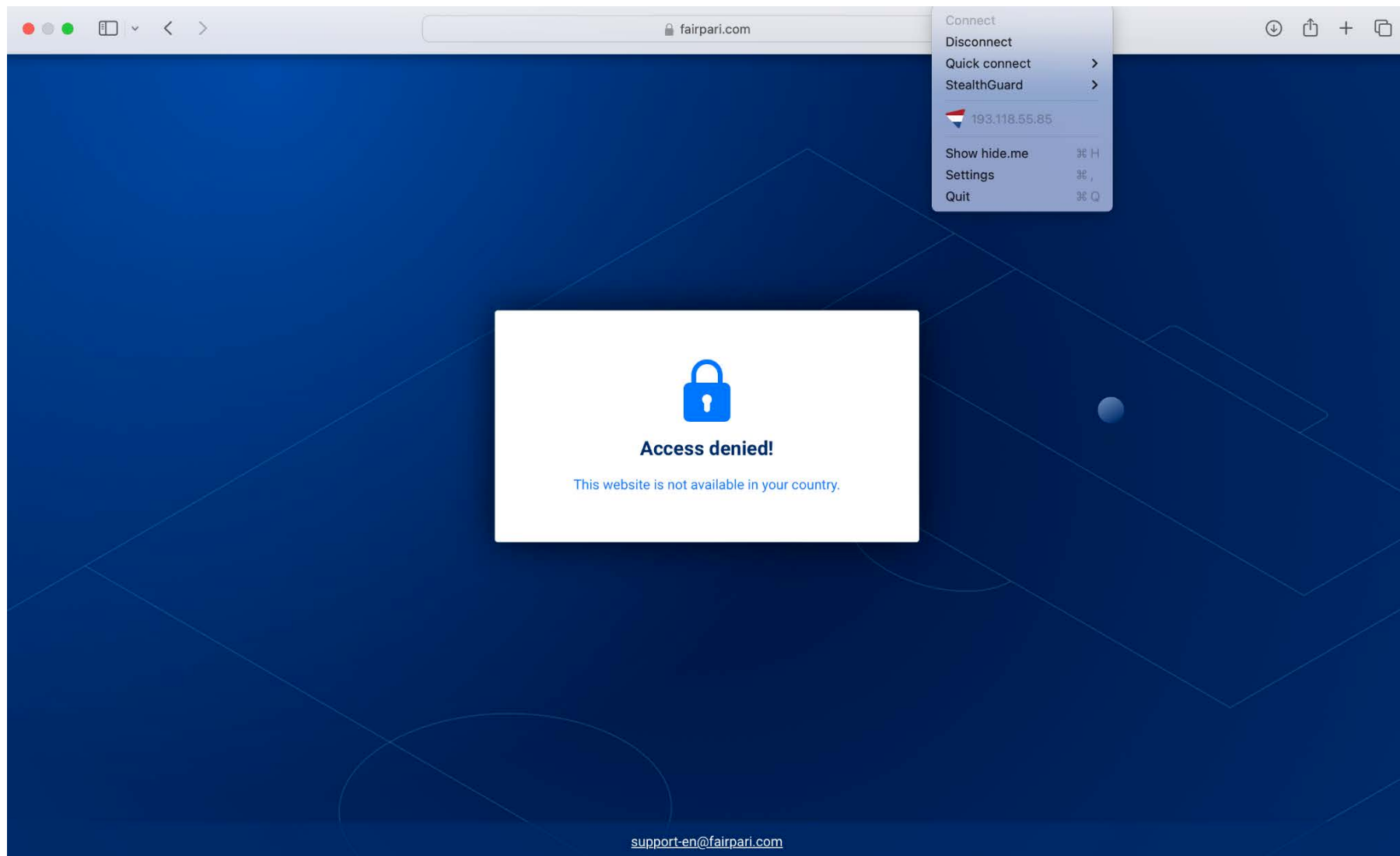
Fairpari.com designed for individuals aged 18 and above who seek a captivating and responsible gaming experience. This holistic marketing plan outlines comprehensive strategies to instill brand resonance, captivate the target audience, and drive sales through innovative and ethically-driven initiatives.

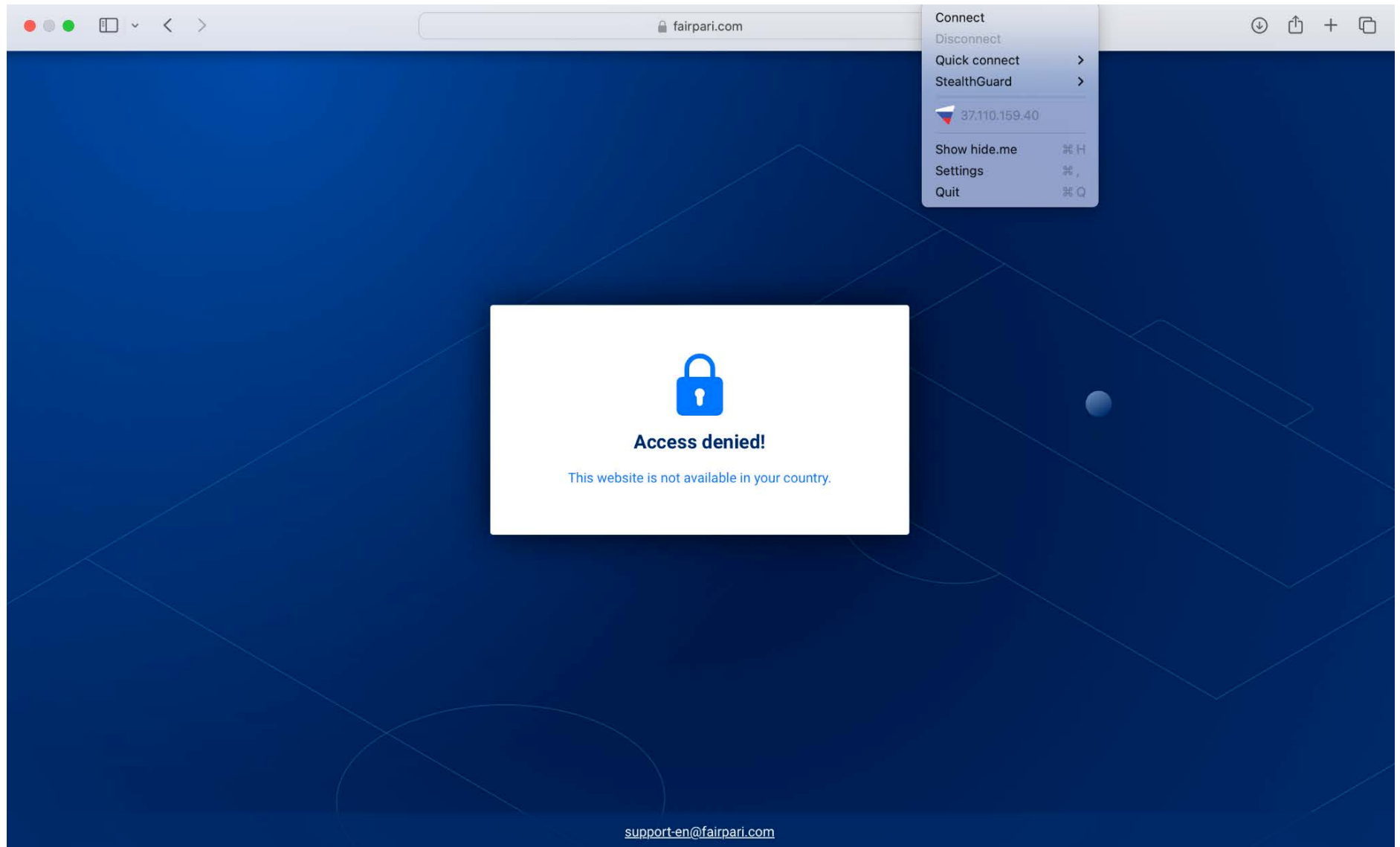
10.3.2. Target Audience:

- Demographics: Primary focus on adults aged 18 and older, with a keen eye on the 22-35 age demographic.
- Geographics: Croatia, Poland, Finland.
- Geoblock: USA, France, The Netherlands, The Dutch Caribbean Island: Curacao, Aruba, Bonaire, St. Martin, St. Eustatius, and Saba.









- Psychographics: Attracting tech-savvy enthusiasts, gaming aficionados, and those valuing a commitment to responsible gaming principles.

10.3.3. Marketing Strategies:

a. Brand Elevation:

- Craft a compelling brand narrative underscoring QuantumPlay Connect's commitment to reshaping the gaming landscape through innovation, excitement, and an unwavering foundation in responsible gaming.
- Position QuantumPlay Connect as a nexus for groundbreaking technology, diverse gaming experiences, and a thriving global gaming community.

b. Digital Realm Mastery:

- Elevate the website for an intuitive user experience, ensuring seamless navigation across diverse platforms.
- Harness the full potential of social media platforms for targeted advertising, captivating content distribution, and community-building initiatives.

c. Content Odyssey:

- Develop a content strategy featuring engaging blog posts, interactive tutorials, and exclusive insights from developers to foster a sense of community and sustained player engagement.
- Foster partnerships with gaming influencers and content creators to amplify QuantumPlay Connect's reach and impact.

d. Responsible Gaming Advocacy:

- Infuse responsible gaming messages seamlessly within marketing materials and gaming interfaces.
- Integrate features such as session duration reminders, spending limits, and voluntary self-exclusion tools to empower players.

10.3.4. Sales Expedition:

a. Launch Excitement:

- Unleash captivating launch promotions and exclusive bonuses to enrapture early adopters.

- Employ strategically timed limited-time offers to instill urgency and anticipation.

b. Strategic Alliances:

- Cultivate strategic alliances with gaming affiliates, influencers, and synergistic brands to amplify visibility and attract a broader audience.
- Launch an enticing affiliate program to motivate third-party promotion.

c. Data-Driven Refinement:

- Leverage analytics tools to derive insights into player behavior, preferences, and the efficacy of various acquisition channels.
- Propel data-driven optimizations in marketing strategies, targeting precision, and overall user experience.

d. Customer Harmony:

- Implement an agile Customer Relationship Management (CRM) system to personalize communications, promotions, and offers based on individual player preferences.
- Utilize targeted email marketing campaigns for personalized promotions and real-time updates.

10.3.5. Evaluation Metrics:

- Continuously monitor pivotal metrics, including customer acquisition cost, conversion rates, player lifetime value, and overall customer satisfaction.
- Undertake periodic reviews and agile adjustments based on performance analytics.

10.4. PROJECT EXPENSES

Indirect costs

Staff

Based on the workforce table, the anticipated staff count is 6 individuals with a standard workload, each receiving an average monthly salary of 1,466 EUR. Consequently, the overall payroll is expected to reach 8.8 K EUR monthly.

Table 8. Staffing Table with Salaries in Euros

№	Position	Number of people	Salary	Total per month
1	Director	1	1 900	1 900
2	Site developer	1	1 500	1 500
3	Designer	1	1 500	1 500
4	Advertising specialist	1	1 500	1 500
5	Employee	2	1 200	2 400
	Total	6		8 800

For every 6,000 new clients, an extra 5 staff members are hired, and the associated personnel expenses are reflected in variable costs.

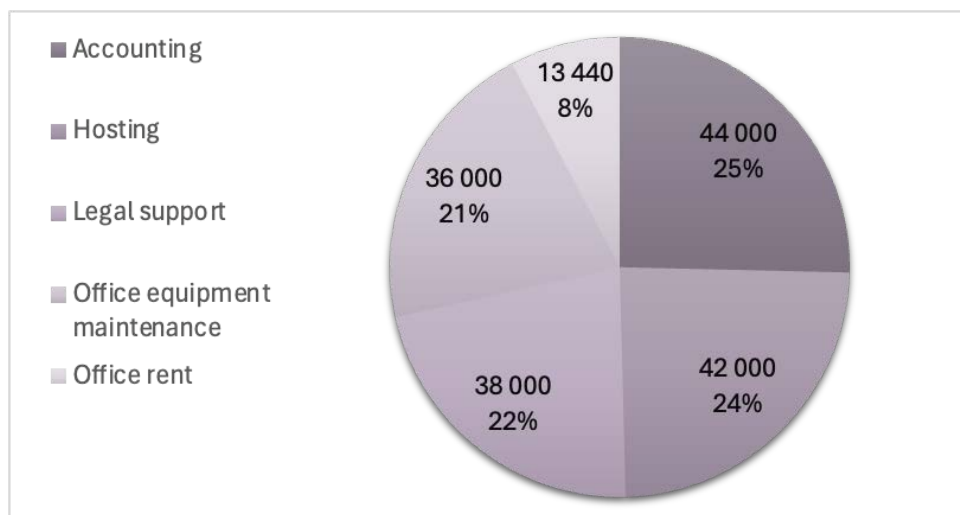
Other Indirect Expenditures

When computing the financial metrics for this project, ongoing indirect costs, averaging 173.4 K EUR per year, were considered. The comprehensive breakdown of recurring indirect costs is detailed in the table below.

Table 9. Indirect Costs in Euros

№	Item of expense	Total per year
1	Accounting	44 000
2	Office equipment maintenance	36 000
3	Hosting	42 000
3	Office rent	13 440
4	Legal support	38 000
	Total	173 440

Diagram 11. Structure of Indirect Costs



Direct costs

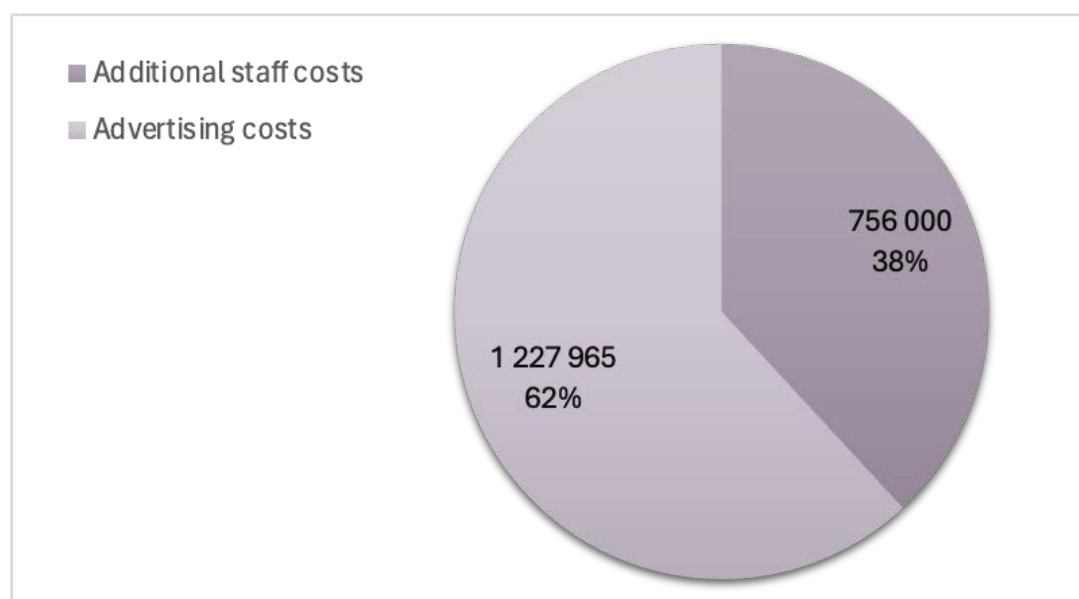
Production Expenses

A complete list of current direct costs is presented in the table below.

Table 10. Direct Costs in Euros

Item of expense	Per unit, total	Calculation base
Advertising costs	22	for 1 client
Additional staff costs	1 400	for 1 person

Diagram 12. Structure of Direct Costs



10.5. FINANCIAL PROJECTION

The financial requirement for the project amounts to 276.3 K EUR. The intention is to secure financing from an investor.

Cash Flow Plan Metrics

Operational Activities

Operating activities result in positive cash flows from sales proceeds, while negative cash flows arise from the company's operating costs. The total proceeds for the project period amount to 3,988.1 K EUR.

Negative cash flow amounts to 2,900.3 K EUR, comprising the following key components:

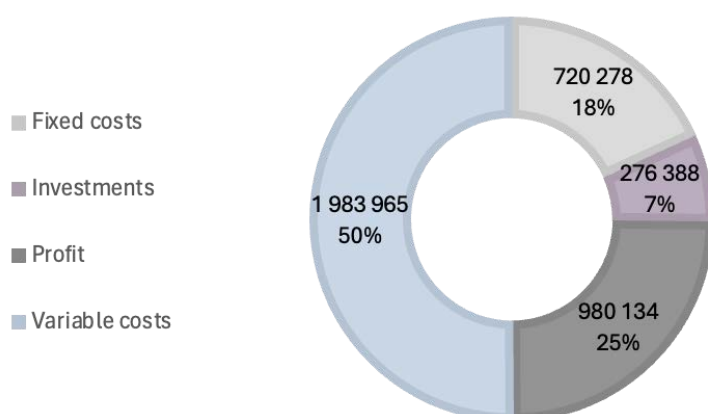
1. Variable costs - Advertising costs 22 for 1 client; Additional staff costs 1400 for 1 person
2. Fixed costs - 173.4 K EUR per year.
3. Taxes - 303.7 K EUR.

Hence, the operating activities' balance at the project's conclusion will be equivalent to the net profit, totaling 980.1 K EUR.

Financial Activities

The financial flow comprises the inflow of internal and borrowed funds for project financing, along with their subsequent repayment.

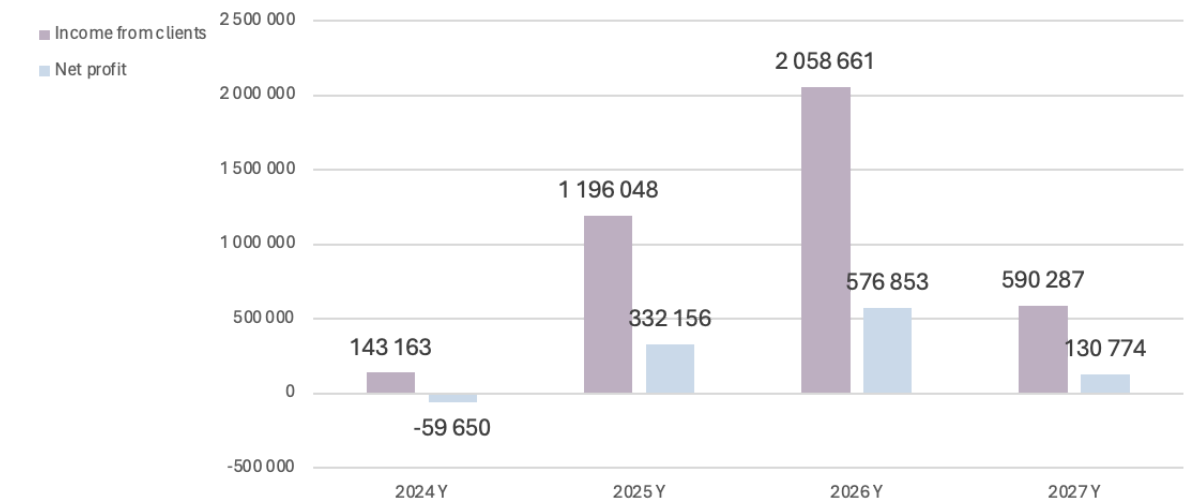
Diagram 13. Distribution Structure of Sales Proceeds to Costs and Profit



Profit and Loss Plan Metrics

The project is expected to generate proceeds totaling 3,988.1 K EUR, with direct costs reaching 2,127.1 K EUR.

Diagram 14. Dynamics of income and net profit in Euros



Financial Performance

The project spans a calculation horizon of 36 months (3 years), with a 4-month (0.3 years) investment period leading up to the project launch. The operational phase will cover 32 months (2.7 years). A discount rate was applied to calculate the financial indicators.

The total sales proceeds for the entire project implementation period are estimated at 3,988.1 K EUR.

The net profit at the conclusion of the project is forecasted to amount to 980.1 K EUR.

Table 11. Financial and Investment Indicators of the Project

Name of the index	Value of the index
Calculation period of the project, year	3
Laid-down capital (LDC), EUR	192 300
Sum of proceeds (SP), incl. VAT, EUR	3 988 158
Net average operational receipts per month (NAOR), EUR	33 994
Net profit for the project period, EUR	980 134
Average profitability for the project period (net profit to proceeds)	24,58%
Discounting rate (DR), %	19,30%
Net present value (NPV), EUR	495 736
Average Rate of Return of investments (ARR)	131,19%
Return on investment (ROI)	410%
Profitability index (PI)	2,6
Internal rate of return (IRR)	96,85%
Pay back period of the project in whole (PBP), incl. financing scheme	18 months
	1,5 years

10.6. PROJECT RISK ASSESSMENT

SWOT Analysis

Table 12. SWOT Analysis

