

Sunrise Worldwide Solution N.V.

Business Plan

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Executive summary

Sunrise Worldwide Solution N.V. showcases proprietary intellectual property on their website winpoker001.com. This includes unique technologies, designs, or content that distinguishes the business from competitors in the gaming industry.

Business Summary and History

Sunrise Worldwide Solution N.V., a company established under Curacao legislation, is a dynamic player in the online gaming industry. Presently holding Curacao Sub licenses, the company aims to elevate its standing by applying for a gaming license from the GCB (Curacao Gaming Control Board). Led by owner Byungoh Min, who brings over a decade of sales management experience and a noteworthy five years in the Korean gaming sector, Sunrise Worldwide Solution N.V. focuses on delivering top-notch software solutions to licensed online gaming operators, with a primary emphasis on B2C operators.

Vision and Mission

Sunrise Worldwide Solution N.V., a leading player in the online gambling industry, has set its sights on establishing a world-class gambling website capable of competing with renowned international brands. With a strong focus on delivering the best customer gambling experience, Sunrise strives to create an immersive and captivating platform for players worldwide.

Offering a captivating array of live casino games, Sunrise Worldwide Solution N.V. specializes in providing a diverse range of options. From engaging poker to diverse roulette, entertaining dice games to classic yet innovative blackjack offerings, the platform aims to meet the varied preferences of the gaming community. Additionally, their comprehensive sportsbook services enhance the gaming experience by enabling users to indulge in a wide variety of sports-related wagers.

At Sunrise, user satisfaction is paramount. The platform prides itself on its user-friendly interface, designed to cater to players of all experience levels. High-quality graphics further enhance the visual appeal, creating a captivating atmosphere for players. With a variety of live casino games on offer, Sunrise aims to ensure that every player finds something to suit their tastes.

Innovation in Features: Sunrise Worldwide Solution N.V. is committed to continuous improvement, constantly enhancing features and functionalities to exceed user expectations. By embracing cutting-edge technology, the company ensures that users have access to the latest advancements, positioning themselves as leaders in the industry.

As a dynamic and customer-focused entity, Sunrise Worldwide Solution N.V. aims to redefine online gambling. Leveraging their industry experience, owner expertise, and commitment to continuous innovation, they are forging a path towards providing an immersive and inclusive gaming experience for players worldwide. With its vision set on becoming a prominent player in the global market, Sunrise is poised to shape the future of online gambling.

Why Curacao?

SUNRISE are determined that by acquiring a Curacao Gaming License, the company will enhance their competitive advantage in the iGaming Market, and this will open new doors to new and potential business. Apart from the internal competitive advantage – made up of an experienced and young dynamic team, the Curacao license will offer an external competitive advantage, summarised as:

- Curacao being a jurisdiction of great repute in the iGaming world;
- Curacao was the first country to regulate iGaming;
- Excellent hosting infrastructure;
- Competitive corporate tax rate.

Curacao is positioned as one of the leading destinations for iGaming operators, benefiting from its extensive regulatory framework. With the GCB recent overhaul of regulations, we strive to be at the forefront of pioneering new industry standards. SUNRISE is well-positioned to take advantage of being among the first to obtain these licenses.

Business Growth Strategy Overview:

Intended Strategy: The business aims to achieve sustainable growth by implementing a multifaceted strategy that focuses on optimizing online presence, strategic partnerships, content marketing, and targeted promotions. This approach is designed to enhance brand visibility, engage the target audience, and capture market share.

Financial Plan:

1. Investment in Digital Marketing:

- Allocate a budget for online advertising to increase visibility and reach a broader audience.
- Monitor and adjust advertising spend based on performance metrics and return on investment.

2. Technology and Infrastructure Investment:

- Invest in technology upgrades to enhance the user experience and ensure the scalability of the gaming platform.
- Allocate funds for cybersecurity measures to maintain a secure gaming environment.

3. Market Research and Localization:

- Allocate resources for market research to understand trends, preferences, and regulatory changes in the Korean and Asian markets.
- Tailor financial strategies based on market insights to optimize return on investment.

Marketing Plan:

1. Online Presence:

- Search Engine Optimization (SEO): Implement SEO strategies to enhance website visibility and organic search rankings.
- Paid Advertising: Utilize paid advertising campaigns on search engines and social media platforms to increase online reach.

2. Social Media Engagement:

- Content Strategy: Develop engaging content for social media platforms, including live sessions, promotions, and user-generated content.
- Paid Social Advertising: Invest in targeted paid social media advertising to reach specific demographics.

3. Partnerships:

- Influencer Collaborations: Explore partnerships with influential figures in the gaming industry or popular online gaming communities.
- Affiliate Marketing: Strengthen existing affiliate relationships and establish new partnerships to expand the user base.

4. Content Marketing:

- **Blog Development:** Create a dedicated blog section on the website with informative content such as gaming tips, strategy guides, and industry news.
- **Video Content:** Utilize video content for tutorials, live streams, and promotional videos to enhance user engagement.

5. Promotions and Bonuses:

- **Strategic Promotion Design:** Develop unique and attractive promotions, bonuses, and loyalty programs to incentivize user participation.
- **Targeted Offers:** Tailor promotions to specific user segments and preferences for maximum impact.

6. Localized Marketing:

- **Cultural Tailoring:** Customize marketing campaigns to align with the cultural preferences and trends of the Korean and Asian markets.
- **Language Localization:** Ensure that marketing materials are translated and culturally adapted for optimal resonance.
- This comprehensive strategy integrates financial considerations with targeted marketing initiatives, aiming to position the business for sustained growth, increased market share, and enhanced brand visibility in the dynamic B2B gaming industry.

Why we are applying for an GCB License

The iGaming industry has witnessed remarkable and rapid growth since 1990, attracting a surge of operators eager to enter the gaming market. Over the years, numerous operators have established themselves as leading online platforms on a global scale. Curacao stands out as a preferred choice for many iGaming companies, owing to its enticing attributes:

- Curacao prudently regulates remote gaming, distinguishing itself as one of the few countries implementing sensible regulatory measures.
- Online Gaming in Curacao enjoys a well-regulated jurisdiction that prioritizes the interests of both operators and players, ensuring a secure and fair gaming environment.
- The fiscal regime in Curacao is highly attractive, offering favorable financial conditions for operators.
- The Curacao gaming license process is efficient, streamlined, and relatively cost-effective.
- Curacao boasts established financial service institutions, including reliable payment gateways, specifically catering to the needs of gambling companies.
- The telecommunications infrastructure in Curacao is state-of-the-art, enabling seamless connectivity and uninterrupted online gaming experiences.
- Due to these factors, Curacao has emerged as a sought-after destination for iGaming operators seeking a robust regulatory framework, favorable business environment, and reliable infrastructure.

SWOT Analysis

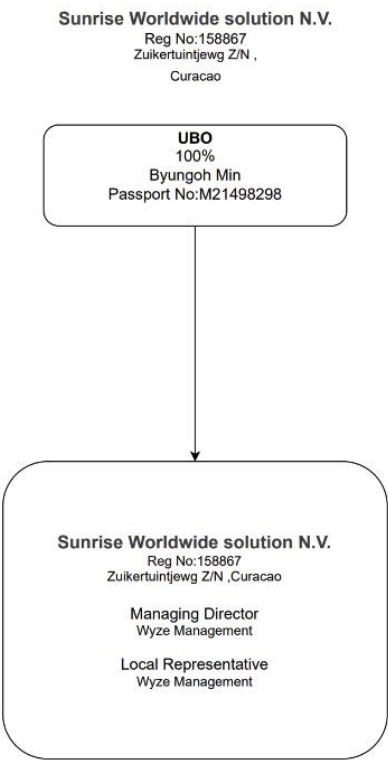
The SWOT analysis allows us to assess SUNRISE's internal strengths and areas that require attention. It also enables us to identify potential opportunities and threats in the context of the B2B market. SUNRISE possesses a valuable array of strengths that contribute to its potential success in the industry. These strengths comprise exclusive access to a highly effective platform, the ability to adapt and customize software as needed, deep expertise and understanding of market demands, and a clear vision aligned with customer needs. While these strengths are advantageous, it is essential to acknowledge and address SUNRISE's weaknesses. Some of these weaknesses include having a relatively

unknown brand, significant costs associated with maintaining servers and internet access, and the presence of strong competition.

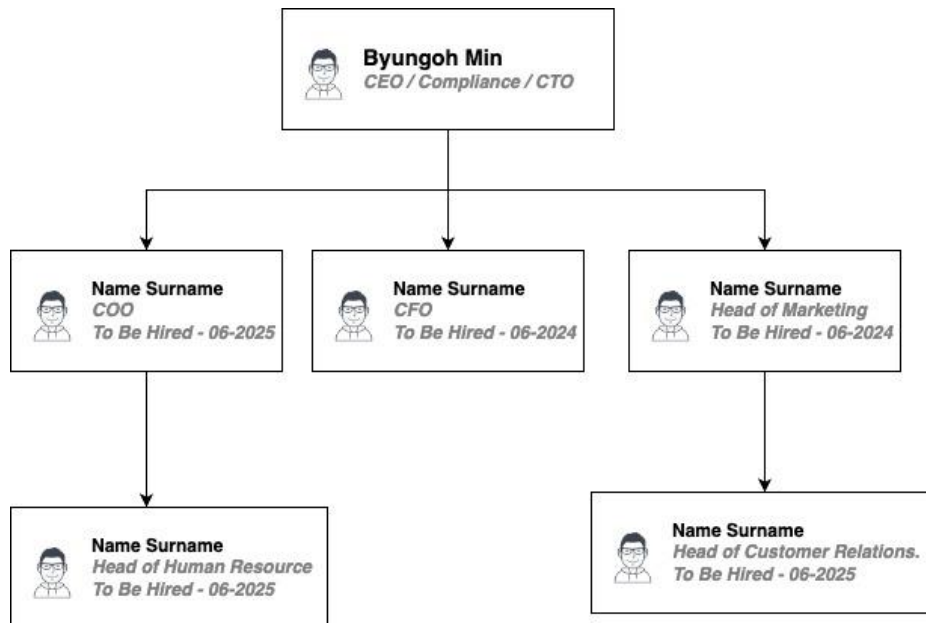
Leveraging its strengths, SUNRISE can capitalize on various opportunities that lie ahead in the B2B landscape. These opportunities may include a growing population of daily internet users, an absence of significant international trade barriers, and potential partnerships or collaborations within the industry. However, it is necessary to consider and mitigate potential threats that could impact SUNRISE's operations. These threats encompass rapidly evolving technologies, which may require staying up-to-date to remain competitive, as well as changes in regulations and legislation that could impact business operations.

By actively addressing weaknesses, capitalizing on strengths, pursuing opportunities, and proactively responding to threats, SUNRISE can position itself at the forefront of the B2B market. Embracing a strategic approach to the SWOT analysis enables SUNRISE to adapt to the dynamic business landscape and optimize its chances for long-term success and growth.

Company shareholding structure



Company organization structure



CEO: Byungoh Min

- Job Description: As the Chief Executive Officer, Byungoh Min is responsible for providing overall leadership and strategic direction to the company. He oversees the execution of business plans, fosters innovation, and ensures the achievement of corporate goals. Byungoh Min plays a pivotal role in representing the company externally and maintaining key partnerships.

CTO: Byungoh Min

- Job Description: Serving as the Chief Technology Officer, Byungoh Min is responsible for technology strategy and implementation. He oversees the development and maintenance of the company's technological infrastructure, ensuring it aligns with business objectives. Byungoh Min plays a key role in driving technological innovation.

Compliance: Byungoh Min

- Job Description: Steering the organization toward regulatory excellence and ensuring the highest standards of industry compliance. His responsibilities encompass a range of strategic, operational, and risk management functions, contributing directly to the organization's success and reputation within the gaming industry.

MLRO: Not Applicable (B2B Business)

- Explanation: In a business-to-business (B2B) context, where the company does not engage directly with end consumers, the role of Money Laundering Reporting Officer (MLRO) may not be applicable. MLRO responsibilities typically involve monitoring and reporting suspicious financial activities in customer transactions, which is more relevant in consumer-facing businesses.

Future Positions (To be Hired as Needed):

COO:

- Job Description: Oversees day-to-day operational activities, optimizing processes, and ensuring efficiency.

Head of Marketing:

- Job Description: Leads marketing strategies, brand development, and customer acquisition efforts. Promotes the company's products and maintains market presence.

Head of Customer Relations:

- Job Description: Manages customer relationships, addresses client inquiries, and ensures a positive customer experience.

Head of Human Resources:

- Job Description: Manages HR functions, including recruitment, employee relations, and organizational development. Fosters a positive work environment.

CFO:

- Job Description: As the Chief Financial Officer, Byungoh Min assumes responsibility for financial management, budgeting, and forecasting. He oversees financial reporting, risk management, and strategic financial planning. Byungoh Min plays a critical role in ensuring the company's financial health and stability.

Risk Evaluation Process

- Provider: Migale Investment Ltd, Cyprus
- Details: The risk evaluation and management services are outsourced to a third party, indicating a commitment to leveraging external expertise in assessing and mitigating risks.

SUNRISE places a strong emphasis on effective risk management, employing a robust Risk Management Model outlined in the specialized Risk Management Policy document. The Board of Directors and C-level Management, as critical stakeholders, hold primary responsibility for overseeing and approving changes to this policy. The Chief Executive Officer has the authority to authorize adjustments to operating procedures, standards, guidelines, and technologies within the framework of the policy. The Board of Directors exercises the power to approve the policy and conducts annual reviews to ensure its ongoing relevance and effectiveness. C-level Management is responsible for the successful implementation and administration of the policy's directives. The Chief Executive Officer, along with all employees, bears the core responsibility for upholding the policy and its operating procedures.

Crucially, the policy and its procedures fully comply with all applicable legal and regulatory requirements imposed on SUNRISE, and they do not supersede or contradict any such obligations.

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

Change management processes play a vital role in model governance, particularly when implementing or modifying models and related technologies. These processes comprehensively cover various domains, such as model development, personnel, policies, testing and validation, IT systems, regulatory requirements, and internal controls. SUNRISE may engage third-party experts possessing specialized technological knowledge to ensure effective management of third-party risks.

To ensure proper oversight of model risk management, thorough meeting minutes are documented by the Board of Directors. These minutes provide meticulous records, offering substantiation that the Board of Directors and Chief Compliance Officer are fully informed about relevant facts, comprehend associated risks, deliberate on significant matters, make independent decisions in SUNRISE's best interests, and approve previously held meeting minutes. This rigorous approach guarantees

accountability and transparency in SUNRISE's model risk management practices within the B2B sphere.

Legal and governance framework

Board Oversight:

- Boards in Curacao typically have a significant role in day-to-day decision-making. The level of involvement may vary, but boards often play a hands-on role in operational decisions.

Current Board Membership:

- The composition may include directors elected by shareholders, and the structure may be influenced by the company's articles of association and corporate governance principles.

Reserved Matters:

- Boards or UBOs often reserve the right to decide on key matters, including financial decisions, major contracts, and significant corporate changes.

Deadlock Possibility:

- Deadlocks can occur, especially in companies with equal shareholder power. The articles of association may provide mechanisms to resolve deadlocks, such as arbitration or buy-sell agreements.

Legal Support:

- Legal support is commonly provided by external law firms specializing in local and international law. In-house legal teams may also play a role in advising the company.

Board Meetings:

- Board meetings in Curacao involve discussions on both strategic and operational matters. Besides board members, key executives, legal advisors, and possibly external consultants may attend. Policies ensure proper meeting conduct.

Policies and Procedures

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

- **Information Security Policy:** Safeguards sensitive information through secure data handling, access controls, and risk management.
- **Advertising Policy:** Ensures brand consistency and ethical promotional practices, guiding the creation and dissemination of advertising materials.
- **Outsourcing Policy:** Provides guidelines for strategic and secure engagement with external vendors, fostering clarity in outsourcing activities.
- **System Access Control Procedure:** Regulates access to organizational systems, enhancing data security through authentication and authorization controls.
- **User Management Policy:** Establishes rules for secure and efficient user account management, contributing to overall data protection.
- **Human Resources Roles and Responsibilities:** Defines the functions and duties of HR personnel, ensuring clarity and efficiency in HR operations.
- **Disaster Recovery Plan:** Ensures business continuity by outlining procedures for data recovery, system restoration, and operational continuity during disruptive incidents.
- **Financial Accounting Procedures:** Guides the systematic recording and reporting of financial transactions, ensuring accuracy, transparency, and compliance with accounting standards.
- **Backup Procedure:** Establishes a systematic approach to creating and maintaining backups, mitigating the impact of data loss incidents.
- **Change Management Procedure:** Governs the introduction of modifications, minimizing risks and ensuring seamless transitions during changes in IT systems or organizational structure.

1. Internal vs. External Development:

1.1 Implementation Approach:

- Information Security Policy, Advertising Policy, Outsourcing Policy, System Access Control Procedure, and User Management Policy are developed internally.

1.2 Rationale:

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

2. Timelines and Communication with the GCB:

2.1 Development Timelines:

- Policy Development: Development to be completed within a timeline of 2 months.
- Internal Review: A timeline of one month for thorough review by internal stakeholders.
- Legal Review: A timeline of one month for legal experts to assess compliance with regulations.
- GCB Review: A timeline of one month for the Gambling Control Board's review and feedback.
- Implementation: A timeline of one month for phased implementation of policies to ensure effective adoption.
- Full Implementation: A timeline of one month for complete integration and enforcement of policies across all relevant operations.

2.2 GCB Appraisal:

- Commitment to keeping the Gambling Control Board (GCB) informed.
- Regular Progress Updates: Monthly progress updates to be submitted to the GCB during the development phase.
- Quarterly updates during the review phase to communicate advancements and address any queries.
- Feedback Integration: Immediate communication of any changes or adjustments made based on GCB feedback within a timeline of one week.
- Timely responses to queries and requests for additional information from the GCB.
- Final Approval Submission: Formal submission of finalized policies to the GCB for approval within a timeline of six months.
- Provision of comprehensive documentation supporting the policies and their alignment with regulatory requirements.

2.3 Reporting Mechanism:

- Transparency and regulatory compliance for each policy.
- Frequency of Updates: Monthly progress reports during the development and review phases.
- Quarterly reports on the implementation status and any modifications made based on feedback.
- Notification of Changes: Any significant changes to policies will be immediately reported to the GCB within one week of implementation.
- Regular updates on minor adjustments or enhancements will be included in the monthly or quarterly reports.

3. Qualifications and Competency of Developers

3.1 Selection Criteria:

- Clearly define the criteria used to select the person or entity responsible for developing the Information Security Policy, Advertising Policy, Outsourcing Policy, System Access Control Procedure, and User Management Policy.

3.2 Expertise Assessment:

- Outline the specific qualifications, expertise, and experience required for the selected person or entity in the development of each policy and procedure.

3.3 Conflict of Interest Assurance:

- Provide a statement on why the board believes, acting reasonably, that the chosen entity for each policy is qualified, competent, and free from conflicts of interest.

3.4 Due Diligence:

- Describe the due diligence process undertaken to assess the qualifications and competency of the person or entity entrusted with the development of each policy and procedure.

3.5 Ongoing Monitoring:

- Explain any mechanisms in place for ongoing monitoring to ensure continued qualification, competence, and the absence of conflicts for each policy.

This comprehensive outline ensures that the development of each policy and procedure is well-documented, transparent, and aligned with regulatory expectations, considering both internal and external factors.

Sunrise Worldwide Solution N.V.**Profit and Loss Account for the Period Ending**

	Y1 €	Y2 €	Y3 €
Income	300,000.00	780,000.00	1,260,000.00
Setups & Monthly fees	300,000.00	780,000.00	1,260,000.00
Revenues	757,500.00	3,120,000.00	5,040,000.00
Hosting & Bandwidth Service Fees	75,000.00	195,000.00	315,000.00
Direct Royalty Fees	540,000.00	2,340,000.00	3,780,000.00
Aggregation Royalties	142,500.00	585,000.00	945,000.00
Gross Contribution	1,057,500.00	3,900,000.00	6,300,000.00
Operating Expenses	-359,700.00	-666,700.00	-1,557,400.00
Marketing	-93,800.00	-195,300.00	-453,600.00
IT Services	-80,400.00	-167,400.00	-388,800.00
Development	-134,000.00	-279,000.00	-648,000.00
Annual GCB Licence Fee	-25,000.00	-25,000.00	-25,000.00
Application Fee	-5,000.00	0.00	0.00
System Audit	-3,500.00	0.00	0.00
Compliance & Audit	-18,000.00	0.00	-42,000.00
Gross Profit / (Loss)	697,800.00	3,233,300.00	4,742,600.00
Administrative Expenses	-322,261.47	-755,069.13	-1,054,808.74
Accountancy Fees	-4,600.80	-5,520.96	-6,625.15
Audit Fees	-6,500.00	-8,500.00	-10,000.00
Office Expenses	-18,000.00	-27,000.00	-54,000.00
Other expenses	-6,000.00	-12,000.00	-24,000.00
Professional Fees	-23,004.00	-23,004.00	-23,004.00
Office Rent	-48,000.00	-96,000.00	-115,200.00
Salaries/Out Sourcing	-150,000.00	-465,000.00	-663,300.00
Business Relations Other Costs	-13,500.00	-20,925.00	-31,387.50
Training/Team Expenses	-10,500.00	-16,275.00	-24,412.50
Telecommunication Expenses	-2,400.00	-2,400.00	-2,400.00
Travelling & Accomodation	-8,000.00	-16,000.00	-16,000.00
Depreciation	-14,506.67	-35,706.67	-44,373.33
Bank Fees	-17,250.00	-26,737.50	-40,106.25
Net Profit / (Loss) Before Taxation	375,538.53	2,478,230.87	3,687,791.26
Taxation	-131,438.49	-859,680.81	-1,290,726.94
Dividend		-500,000.00	-1,000,000.00
Net Profit / (Loss)	244,100.05	1,118,550.07	1,397,064.32

Sunrise Worldwide Solution N.V.

Balance Sheet as at CALENDAR YEAR END

	Year 1	Year 2	Year 3
	€	€	€
Fixed Assets Assets	140,693.33	144,986.67	140,613.33
Tangible Assets	140,693.33	144,986.67	140,613.33
Current Assets	213,406.72	1,332,956.11	2,739,101.11
Trade Debtors	0.00	0.00	8,080.67
Other Debtors	0.00	0.00	0.00
Prepayments	1,000.67	2,000.00	3,000.00
Bank Accounts	212,406.05	1,330,956.11	2,728,020.44
Current Liabilities	-10,000.00	-15,292.67	-20,000.00
Trade Creditors	0.00	-292.67	0.00
Accruals	-10,000.00	-15,000.00	-20,000.00
Shareholder's loan			
Total Assets and Liabilities	344,100.05	1,462,650.11	2,859,714.44
Capital & Reserves	344,100.05	1,462,650.11	2,859,714.44
Share Capital	100,000.00	100,000.00	100,000.00
Profit & Loss Current Year	244,100.05	1,362,650.11	2,759,714.44
Total Capital and Reserves	344,100.05	1,462,650.11	2,859,714.44

Sunrise Worldwide Solution N.V.

Cash Flow

	Year 1	Year 2	Year 3
	€	€	€
Net income	244,100	1,618,550	2,397,064
Adjustment for change in:			
Depreciation	14,507	35,707	44,373
Accrued expenses (non-cash)	8,999	4,001	4,000
CF from income	267,606	1,658,257	2,445,438
Working Capital (+/-)	-	293	8,373
CF operational	267,606	1,658,550	2,437,064
CF Investment	100,000	-	-
CF Fixed Assets	- 155,200 -	40,000 -	40,000
Dividends	- -	500,000 -	1,000,000
CF Shareholder	-	-	-
Change of Liquidity	212,406	1,118,550	1,397,064
Liquidity beginning of period	-	212,406	1,330,956
Liquidity end of period	212,406	1,330,956	2,728,020