

BUSINESS PLAN

Small House BV

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CONTACT

Jeremy Fall

Company Name

Small House BV

Curacao

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COMPANY OVERVIEW

Welcome to Small House Ltd, a gaming company that is responsible for the marketing of 777Tigers Casino. We use our knowledge of Affiliation, Social Media, and Programmatic Marketing to drive quality traffic and generate player engagement and Player Lifetime Value. Online Casino for Latam (Peru, Chile and Brazil).

Founded in 2023, Small House Ltd was established to provide quality entertainment to people who enjoy gambling, by giving them the opportunity to do so in a safe, fun, fair, regulated, secure and enjoyable online gaming experience possible.

Gambling is an exciting way to take a break from reality, unwind and simply have a good time. As much as we want our players to win big prizes and make their dreams come true, we more importantly encourage responsible gaming. To promote this, we give our members online tools to control the amount of money they use to play.

We also strictly enforce the prevention gaming by those under the age of 18, which is illegal in all jurisdictions.

Our goal is to achieve the highest level of member satisfaction by providing excellent and professional services. We have a knowledgeable and experienced support team available 24/7 to address any questions of concerns you may have.

PRODUCT OR SERVICE OFFERINGS

PRODUCT OR SERVICE

BRAND**CASINO NAME**

www.777tigers.com (website will go live once licence is issued)

Created in July 2022, 777Tigers was established to provide quality entertainment to people who enjoy gambling, by giving them the opportunity to do so in a safe, fun, fair, regulated, secure and enjoyable online gaming experience possible.

TEAM

Jeremy Fall:

Experienced Operations and Executive Officer specializing in iGaming. Deliver strategic leadership to develop key objectives in the short, medium and long term to drive revenue, increase profitability and generate business growth both nationally and internationally. A sales strategist with an emphasis on achieving market penetration and expansion. Dynamic, driven and engaging I am specializing in new customer acquisition and retention of existing clients.

Jeff Mitchell:

Experienced Casino Management Specialist with a demonstrated history of working in the iGaming industry. Skilled in CRM, Campaign management, marketing strategy, event management, team leadership, and social media. Jeff works with the designer and casino manager to make sure that the casino function 100% form a operational and compliance function.

Svetlana Vella:

CPEP™ (Chartered Private Equity Professional). I have over 25 years of expertise in Accounting, Audit and Tax within different type of industries from iGaming to Financial Services, Bachelor's degree in Economics. Computer skills: Bloomberg Terminal, Paxus, EFront, Microsoft Office tools, Brilliant software, Shireburn, Navision, CaseWare

PLATFORM

PLATFORM

The Platform will be supplied to Little House Ltd from Anima Ltd

- ❖ The Supplier shall provide the Customer with:
 - UI & UX
 - All 3rd Party Integrations
 - Frontend website to offer gameplays
 - ANIMA Back-office admin with full control over customers, games and end users
 - Testing & Quality Assurance
 - DevOps
- ❖ The platform provided by Anima Ltd is fully operational and is already in the market for several years.
- ❖ Frontend website
- ❖ Wallet system
- ❖ ANIMA account management system
 - CRM
 - CMS
 - Affiliate system
 - Marketing tools
 - Reward/Bonus system
 - KYC module
 - Payment module for fiat & crypto and multi-currency
 - Hosting module
 - Tenant system to manage multiple customer businesses(operators)
 - English, Spanish and French languages
- ❖ 3rd party integrations and setup in ANIMA already in place:
 - Various aggregations Integration with its backend
 - CRM/Reward/bonus API integration and setup
 - KYC provided by same system and AML software via amlriskscore
 - Various Payment aggregations.
- ❖ Static Pages
 - About
 - Responsible Gaming
 - Transactions
 - Terms and Conditions
 - Contact
 - Privacy Policy
 - Cookie Policy
- ❖ Tech Stack
 - Technologies – Java - .Net

- Database – Oracle/PostgreSQL
- Other technology –,HTML5, CSS, Angular, Node.JS

The Casino Suite (Microgaming, Isoftbet, Netent, Wazdan, 1x2 Gaming, BeeFee, Elk Studios, Green Tube (Novomatic), Nolimit City, Play'ngo, Realistic, Thunderkick, Tom Horn, Pragmatic Play, Yggdrasil, ReelNRG, Red Tiger, Red Rake, Stakelogic, Probability Jones, PG Soft, Playtech, Blueprint, Fugaso, Leap Gaming, Eyecon, NYX Games), Live Dealer Casino (BetConstruct, Evolution, Betgames TV, Pragmatic Play, Playtech), Virtual Sports (BetRadar, Leap Gaming, BetConstruct), Power Keno, Skill Games (Talisman, Big Hi-Lo, Blast and Striker) are gaming services, enabling **Intermediary** to

- i.offer services online;
- ii.have the product integrated into branded Website;
- iii.have access to financial and analytical reporting.

MARKETING

MARKETING PLAN

Providing a safe experience, in which customers feel excitement and which engages them, is the basis of success in this market.

However, it is also important to generate emotions and have a positive message, which must follow the legal regulations in the given market. The construction of marketing messages, conducting consistent PR activities and the effective use of available tools, are challenges that marketers of gaming and betting operators face every day. Sports federations and clubs are looking for ways to reach gambling entities and acquire them as sponsors.

Thanks to our long-lasting relationships in the gambling and gaming market as well as experience in cooperating with both industry entities and sports organisations, we can effectively support both of them in planning and implementing marketing, sponsorship and PR activities. Our deep knowledge of customers' behaviours and preferences enables us to precisely target our activities. It is important to possess expertise in regulations, and promote responsible gaming, as this allows us to build a message that is based on positive emotions but which does not endanger players and society.

Ways we will be marketing to players:

Marketing Plan

- **Markets** - Latam (Chile, Pura and Brazil)
- **Advertsing** - Affiliation - Social Meida - Goodle Ads
- **Branding** - Local Language and Content
- **Stratagy** - Offrer a competitve and far casino and sportsbookthat if far and AML compliant
- **Promotions** - A wide range of offer from sport Binus to freespins (where allowed).
- **Team** - we will have dedicated team to maintain the website in local languages, experience casino manager that ynderstand the markets we are targeting. Skilled Fraud and AML staff to manage player expenditure and AML, Sanction and other restrictions

We will have a comprehensive but for the allocation of bonuses and advertising, around 20% of revenue will be returned to marketing for the first 12 month, this will be reevaluated on a ¼ basis.

TIMELINE & METRICS

TIMELINE

ACTIVITY	DESCRIPTION	COMPLETION DATE
Go live with New Brand	First Casino	November 2023
Look to get Other Licenses	Become more independent and add value to the business	January 2023

MILESTONES

MILESTONE	DESCRIPTION	COMPLETION DATE
Go Live		Upon license being issues
Have 2 brands		Q2 2024

KEY PERFORMANCE METRICS

ACTIVITY	DESCRIPTION	KEY METRIC
Registration	Month on Month Growth	➤ %
Deposits	Month on Month Growth	➤ €
Bonus Costs	Month on Month Decrease	< volume and €

BUDGET

SUMMARY

We have EUR300K reserved for bankroll in order to pay out winnings.

DETAILED BREAKDOWN FOR 3 YEARS

Revenue	2024	2025	2026
GGR Casino	€ 440,000.00	€ 688,000.00	€ 1,100,012.00
GGR Sport	€ 220,000.00	€ 344,000.00	€ 720,000.00
Total Revenue	€ 660,000.00	€ 1,032,000.00	€ 1,820,012.00
Staff			
Payroll	€ 148,440.00	€ 221,288.00	€ 297,762.40
Operating Expenses			
Advertising	€ 95,000.00	€ 166,250.00	€ 332,500.00
Platform Fees	€ 46,200.00	€ 72,240.00	€ 127,400.84
Legal and Professional Services	€ 3,000.00	€ 3,300.00	€ 3,630.00
Licenses	€ 20,000.00	€ 22,000.00	€ 24,200.00
Office Expense	€ 6,000.00	€ 7,500.00	€ 9,375.00
Rent or Lease -- Other Business Property	€ 15,000.00	€ 18,750.00	€ 23,437.50
Repairs and Maintenance	€ 1,200.00	€ 1,320.00	€ 1,452.00
Supplies	€ 6,000.00	€ 6,600.00	€ 7,260.00
Travel, Meals and Entertainment	€ 8,500.00	€ 9,350.00	€ 10,285.00
Utilities	€ 3,000.00	€ 3,300.00	€ 3,630.00
Miscellaneous	€ 3,000.00	€ 3,300.00	€ 3,630.00
Total Operating Expenses	€ 206,900.00	€ 313,910.00	€ 546,800.34
Other Expenses			
Amortized Start-up Expenses	€ 2,933.33	€ 2,933.33	€ 2,933.33
Depreciation	€ 1,919.64	€ 9,017.86	€ 20,503.57
Total Other Expenses	€ 4,852.98	€ 11,951.19	€ 23,436.90
Net Income Before Income Tax	€ 299,807.02	€ 484,850.81	€ 952,012.36