

HNA Gaming

BUSINESS PLAN

Prepared for

ANTILLEPHONE NV

Prepared By

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Executive Summary

Objectives

HNA Gaming provides a truly intuitive state-of-the-art online gaming platform. Driven by real-time data, the platform expands and improves player experience by augmenting player engagement to its maximum potential.

Thanks to full integrations, we can offer our players award-winning games and the most appropriate payment options per market targeted. Above all, the platform is so modular that it permits new feature rollouts on the fly.

The Management

Its co-founders, Adrian Schembri, CEO, and Mark Abdilla, CMO, manage the company thanks to their 20 years of combined experience in the online gaming industry.

In addition, the company seeks to expand rapidly in the various I-gaming verticals, thanks to an excellent operational team spearheaded by the Finance Department and its CFO Deborah Schembri and the ever-expanding CRM and Acquisition teams providing the company with their expertise in their respective areas.

Company Description

HNA Gaming unifies all the fragmented dimensions of the industry by offering our clients a one-stop shop system needed to manage their online casinos successfully.

Thanks to an incredible User experience, the platform offers all the tools to run a modern A1 online casino successfully.

Clients can dive deep into their daily, weekly, Monthly, Quarterly, and yearly KPIs on the fly using flexible real-time dashboards fully customizable to their needs.

Apart from player management, payments and games aggregation, KYC, support, risk, and compliance modules, we genuinely believe that our unique selling point is our high-tech bonus engine.

HNA Gaming's bonus engines are, in all terms, limitless. Customers can create bonuses of all types at a swift, everything customizable to the latest player attribute and in real-time. We don't act but react instantly to the player's real-time data putting us in the position to offer the right bonus at the right time to the right player.

With a strong team of 20+ front and back-end developers behind the platform and a much-experienced marketing and acquisition department, the aim for HNA Gaming is to start taking market share day by day, month by month, year by year.

Market Analysis

The online gaming industry is constantly changing and saturated, and HNA Gaming aims to be at the forefront to accommodate such changes in markets and licensing compliances.

HNA Gaming will operate under under one of the most renowned master licence holder Antillephone N.V to grow all the legitimate markets the license supports.

Fully aware of the constant improvements in player protection under the Curacao jurisdiction, we have researched various platforms on the market and proactively adapted our inhouse gaming platform to adhere to these changes, and beyond, from day one.

Our Cutting Edge

Also, from our analysis we have identified that the market still has some significant gaps to be filled, especially in the areas of proper:

- **Customer Care**
- **Customised CRM**
- **Transparency**
- **Payment options**
- **Player Protection**

The above are all areas where we firmly believe we have the edge over our competitors, leading us to confidently dominate all the markets we decide to pursue.

Apart from offering the latest payment options to our clients, HNA Gaming cannot ignore the rapid rise of the cryptocurrency market, which is here to stay.

With this in mind, the company made the platform crypto-friendly by integrating the most exhaustive suite of crypto payment options available in the market.

Early Projections

HNA Gaming aims to operate its first Curacao E-gaming casino by Q1 2023. The strategy is to launch at least one brand per quarter following.

After consolidating the platform in the industry, HNA Gaming will start to accept White Label business, to which it will offer its full tech, marketing, and acquisition support.

HNA Gaming aims to close 2023 with \$5 000,000 Net Revenue with a real EBIDTA of \$1 750 000. However, these figures depend on a minimum of 5 online casinos operating in 2023.

We project an annual 25% growth per year for the following five years based on new in-house casino projects and the start of the B2B business in 2024.