

Askmebet Holding N.V.

Business Plan

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Business Summary and History

Askmebet Holding N.V. is a dynamic company headquartered in Curacao, at the forefront of the online gaming industry. Founded and led by Mr. Wasawat, a seasoned professional with nearly a decade of experience in gaming, Askmebet is dedicated to providing exceptional B2C gaming services. The company's strategic focus on management expertise has enabled it to secure the Curacao sublicense in 2022, and it is now poised to apply for a new license issued by the Curacao Gaming Control Board (GCB) in accordance with updated legislation. Askmebet is committed to full compliance with regulations in all aspects of its operations.

At Askmebet Holding N.V., we are immensely proud to offer our unique intellectual property through both our services, accessible on our website, askmebet.vip. Our exceptional portfolio boasts cutting-edge technologies, innovative designs, and engaging content, distinguishing us within the gaming industry. These distinctive features aren't just assets; they are the essence of our identity, crucial in providing an unparalleled gaming experience to our clientele. In light of recent legal developments, we are actively pursuing licensing from the GCB. While our primary focus remains on slot games, live casino experiences, and sports betting, we are excited about our ambitious plans to expand into additional product verticals for our players.

Vision and Mission

Vision: At Askmebet, our vision is to become the premier destination for online gaming entertainment in the European Union (EU). We aspire to create an immersive and innovative gaming experience that captivates players across EU countries, setting the standard for excellence and integrity in the industry."

Mission: Our mission at Askmebet is to provide unparalleled gaming services that exceed the expectations of our customers in EU countries. We are committed to offering a diverse range of high-quality games, coupled with cutting-edge technology and exceptional customer service. Through responsible gaming practices and strict adherence to regulatory standards, we aim to foster a safe, enjoyable, and rewarding gaming environment for our players while contributing positively to the gaming community and the broader society."

Why Curacao?

Askmebet Holding N.V. is operating under Curacao Sub-license and It's in the process of obtaining new license which is issued directly from Curacao Gaming Control Board (GCB), opening pathways to new and promising business opportunities. In addition to our internal strengths, characterized by a dynamic and seasoned team, the Curacao license confers an external competitive advantage, encapsulated as follows:

- **Reputation and Recognition:** Curacao holds a prestigious status within the iGaming industry, recognized globally for its regulatory standards and oversight. By obtaining a license from Curacao, Askmebet aligns itself with this esteemed jurisdiction, enhancing its credibility and trustworthiness among players and partners.
- **Adaptability and Compliance:** Curacao is known for its proactive approach to adapting regulations to meet the evolving needs of the gaming industry. This adaptability ensures that Askmebet remains compliant with the latest standards and requirements, reducing regulatory risks and providing a stable foundation for long-term growth and sustainability.
- **Player Protection:** The Curacao Gaming Control Board (GCB) prioritizes player protection and responsible gaming practices. By operating under a Curacao license, Askmebet demonstrates its commitment to providing a safe and secure gaming environment for its customers, fostering trust and loyalty among players.

- **Pioneering Legacy:** As one of the first regulators of iGaming, Curacao has established a pioneering legacy in the industry. This legacy signifies a deep understanding of the gaming landscape and a commitment to fostering innovation and growth. By choosing Curacao, Askmebet positions itself at the forefront of regulatory excellence and innovation.
- **Business Opportunities:** Obtaining a license directly from the Curacao Gaming Control Board opens up new avenues for business expansion and partnerships. The Curacao license serves as a gateway to international markets, allowing Askmebet to access a broader customer base and explore new revenue streams.

Business Growth Strategy Overview:

Business Strategy:

By implementing these growth strategies, Askmebet aims to solidify its position as a leading player in the online gaming industry, drive sustainable revenue growth, and create long-term value for its stakeholders.

- **Market Expansion in the EU:** Askmebet will focus on expanding its presence in European Union (EU) countries, leveraging the Curacao license as a foundation for market entry. Through targeted marketing campaigns, localized content, and strategic partnerships with local businesses, Askmebet aims to capture a larger share of the EU gaming market.
- **Diversification of Gaming Services:** To appeal to a wider audience and enhance customer retention, Askmebet will diversify its gaming services. This includes offering a broader range of games such as slots, table games, live dealer games, and sports betting options. By catering to diverse preferences, Askmebet can attract new customers and increase engagement among existing players.
- **Investment in Technology:** Recognizing the importance of technological innovation in the gaming industry, Askmebet will invest in cutting-edge technologies to improve user experience and operational efficiency. This includes implementing advanced gaming platforms, integrating AI and machine learning algorithms for personalized recommendations, and enhancing mobile compatibility for seamless gaming on all devices.
- **Enhanced Customer Experience:** Askmebet will prioritize the delivery of exceptional customer service to differentiate itself from competitors. This involves investing in customer support infrastructure, training staff to provide knowledgeable assistance, and implementing feedback mechanisms to address customer concerns promptly. By prioritizing customer satisfaction, Askmebet aims to build long-term relationships and foster brand loyalty.
- **Responsible Gaming Initiatives:** As part of its commitment to responsible gaming practices, Askmebet will implement robust measures to promote responsible gaming behavior among its customers. This includes providing tools for self-exclusion, setting deposit limits, and offering resources for problem gambling assistance. By promoting a safe and responsible gaming environment, Askmebet demonstrates its dedication to social responsibility and earns the trust of players and regulatory authorities.
- **Strategic Partnerships and Collaborations:** Askmebet will seek strategic partnerships and collaborations with other industry players to enhance its market reach and service offerings. This may involve partnering with game developers to offer exclusive content, collaborating with payment providers to offer convenient payment options, or forming alliances with affiliate marketers to expand its customer base. By leveraging the strengths of strategic partners, Askmebet can accelerate its growth trajectory and achieve mutual success.

Marketing Strategy

- **Targeted Advertising:** Implement targeted advertising campaigns tailored to specific demographics within the EU countries. Utilize data analytics to identify key customer segments and create personalized marketing messages to enhance engagement and conversion rates.
- **Brand Awareness:** Focus on building brand awareness through various channels including social media, influencer partnerships, and sponsored events. Emphasize the unique value propositions of Askmebet, such as a diverse range of high-quality games and exceptional customer service.
- **Content Marketing:** Develop a content marketing strategy centered around creating valuable and engaging content related to gaming trends, tips, and news. Utilize blog posts, videos, and social media content to establish Askmebet as a thought leader in the industry and attract organic traffic to the website.
- **Customer Loyalty Programs:** Implement customer loyalty programs to incentivize repeat business and reward loyal customers. Offer exclusive promotions, bonuses, and rewards to encourage customer retention and foster long-term relationships.
- **Partnerships and Collaborations:** Explore strategic partnerships and collaborations with other gaming companies, influencers, and affiliates to expand reach and attract new customers. Leverage co-branded promotions and cross-promotional opportunities to increase brand visibility and acquire new customers.

Finance Strategy:

- **Cost Management:** Implement cost-effective measures to optimize operational expenses while maintaining quality standards. Conduct regular financial reviews and analysis to identify areas for cost reduction and efficiency improvement.
- **Diversified Revenue Streams:** Explore opportunities to diversify revenue streams beyond traditional gaming services. This may include offering premium subscriptions, in-game purchases, or partnerships with third-party advertisers.
- **Risk Management:** Develop a comprehensive risk management strategy to mitigate financial risks associated with market fluctuations, regulatory changes, and operational disruptions. Maintain sufficient liquidity and financial reserves to withstand unexpected challenges and capitalize on growth opportunities.
- **Investment in Technology:** Allocate resources towards investing in cutting-edge technology infrastructure and software solutions to enhance gaming experiences, improve operational efficiency, and stay ahead of competitors.
- **Financial Compliance:** Ensure strict compliance with financial regulations and reporting requirements in all operating jurisdictions. Work closely with legal and regulatory advisors to navigate complex regulatory environments and maintain a reputation for transparency and integrity.

SWOT Analysis of Askmebet

By leveraging its strengths, addressing weaknesses, capitalizing on opportunities, and mitigating threats, Askmebet can position itself for sustainable growth and success in the dynamic online gaming industry.

Strengths:

- **Experienced Leadership:** Led by Mr. Wasawat, who brings nearly a decade of gaming experience, Askmebet benefits from strong leadership with expertise in both strategic planning and operational execution.
- **Curacao Gaming License:** Operating under a Curacao gaming license confers credibility and regulatory compliance, positioning Askmebet as a trustworthy and reputable player in the online gaming industry.

- **Exceptional Customer Service:** Askmebet prides itself on delivering exceptional customer service, fostering customer loyalty and positive word-of-mouth referrals.
- **Diverse Range of Games:** With a diverse portfolio of high-quality games, including popular casino games and sports betting options, Askmebet appeals to a broad audience of gaming enthusiasts.
- **Strategic Partnerships:** Collaborations with other gaming companies, influencers, and affiliates provide Askmebet with opportunities to expand its reach and attract new customers.

Weaknesses:

- **Market Dependency:** As a relatively new entrant in the online gaming market, Askmebet may face challenges in gaining market share and competing against established competitors.
- **Limited Geographic Presence:** While currently focused on EU countries, Askmebet's geographic presence may be limited compared to larger competitors with a global reach.
- **Technology Infrastructure:** Investments in technology infrastructure may be required to ensure a seamless and immersive gaming experience for customers, which could strain financial resources.

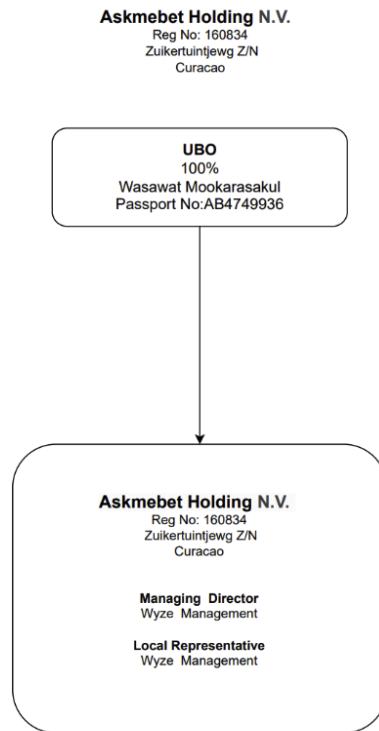
Opportunities:

- **Market Expansion:** Expanding into new markets beyond EU countries, particularly emerging markets with growing demand for online gaming, presents significant growth opportunities for Askmebet.
- **Product Diversification:** Diversifying the range of gaming offerings to include emerging trends such as virtual reality gaming or esports betting can attract new customers and enhance revenue streams.
- **Strategic Acquisitions:** Acquiring smaller gaming companies or technology startups can accelerate growth and enhance Askmebet's competitive position in the market.

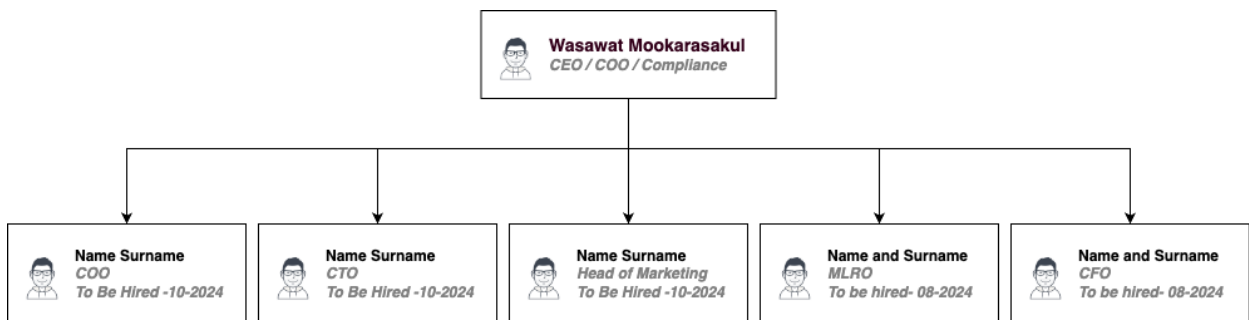
Threats:

- **Regulatory Changes:** Evolving regulatory landscapes, particularly in the EU, pose a threat to Askmebet's operations, requiring constant monitoring and adaptation to comply with changing regulations.
- **Competition:** Intense competition from both established gaming companies and new entrants in the market could impact Askmebet's ability to attract and retain customers.
- **Cybersecurity Risks:** The increasing prevalence of cybersecurity threats such as data breaches and hacking attacks poses a risk to Askmebet's reputation and customer trust.

Company shareholding structure



Company organization structure



Key personnel and key functions' competence

CEO / COO/ Compliance : Wasawat Mookarasakul

Mr. Wasawat brings a wealth of experience to Askmebet, having founded and managed the Pentor Group since 2013. In this role, he demonstrated proficiency in various key areas. Askmebet Holding N.V. leverages Mr. Wasawat's extensive experience and expertise to deliver outstanding B2C gaming services.

Responsible for:

- Cooperation with the supervisory authority
- To act as the contact point for the supervisory authority on the issues relating to processing and to consult where, appropriate, with regard to any other matter
- To provide advice where requested as regards the data protection impact assessment and monitor its performance pursuant to laws
- Inform the organization of any failure to comply with applicable data protection rules
- Advise and implement processes as to how the data protection rules should be interpreted and applied
- Ensuring that the gaming company operates within the legal framework established by regulatory authorities. This includes obtaining and maintaining licenses, permits, and approvals necessary for operating in various jurisdictions.
- Developing and implementing policies and procedures to ensure compliance with applicable laws and regulations. These policies may cover areas such as responsible gaming, anti-money laundering (AML), data protection, and fraud prevention.
- Monitoring gaming operations to detect and prevent any violations of laws or regulations. This may involve conducting internal audits, reviewing transactions, and analyzing data for suspicious activities. Compliance professionals are also responsible for reporting any irregularities to regulatory authorities as required.
- Implementing procedures for customer due diligence to verify the identity of customers and ensure compliance with AML regulations. This may involve conducting background checks, monitoring customer transactions, and reporting suspicious activities.
- Developing and implementing programs to promote responsible gaming and minimize the risk of gambling-related harm. This includes providing resources and support for problem gamblers and implementing measures to prevent underage gambling.
- Keeping abreast of changes in laws, regulations, and industry standards that may impact the gaming industry. Compliance professionals must stay informed about emerging trends and developments to effectively fulfill their duties.

CFO to be hired

Responsible for:

- Developing financial forecasts and strategic plans, analyzing financial data, and providing insights to support decision-making.
- Ensuring accurate and timely financial reporting to stakeholders, including the preparation of financial statements, regulatory filings, and management reports.
- Leading the budgeting process, monitoring performance against budgets, and providing variance analysis.
- Ensuring compliance with accounting standards, tax regulations, and other financial regulations, as well as internal controls and corporate governance best practices.
- Overseeing the selection, implementation, and optimization of financial systems and technologies to improve efficiency and effectiveness.

CTO to be hired

Responsibilities:

- Develop and implement the overall technology strategy aligned with the company's goals, focusing on innovation, scalability, and efficiency.
- Product Development: Oversee the development of gaming products, ensuring they meet quality standards, deadlines, and market demands.
- Manage the technical infrastructure, including servers, networks, and databases, to ensure smooth operations and minimal downtime.

- Implement robust security measures to protect user data and prevent cyber threats. Ensure compliance with relevant regulations and standards.
- Build and lead a high-performing technology team, providing mentorship, guidance, and professional development opportunities.
- Stay updated on emerging technologies and industry trends, exploring their potential applications to improve gaming experiences and operations.
- Develop and manage the technology budget, allocating resources effectively to maximize ROI and support business objectives.

Head of Marketing: to be hired

Responsibilities:

- Conduct market research to understand gaming trends, player preferences, and competitor strategies.
- Develop and maintain the company's brand identity within the gaming industry, ensuring consistency across all marketing channels.
- Plan and execute marketing campaigns to promote gaming products, events, and initiatives, utilizing various channels such as social media, email, and influencers.
- Implement strategies to acquire new customers and retain existing ones, including loyalty programs, special offers, and targeted promotions.
- Develop engaging content, including blog posts, videos, and graphics, to attract and engage gaming audiences.
- Analyze the performance of marketing campaigns using metrics such as ROI, conversion rates, and customer engagement, and adjust strategies accordingly.
- Identify and forge partnerships with gaming influencers, content creators, and organizations to expand the company's reach and credibility within the gaming community.

MLRO: to be hired

Responsibilities:

- Ensure compliance with anti-money laundering (AML) and Know Your Customer (KYC) regulations within the gaming industry.
- Conduct risk assessments to identify and mitigate potential money laundering risks associated with gaming operations.
- Develop and implement policies and procedures to prevent money laundering activities, including customer due diligence measures and suspicious activity reporting.
- Provide training and awareness programs to employees on AML/KYC regulations and procedures, ensuring they understand their roles and responsibilities.
- Monitor gaming transactions and customer activities for suspicious patterns or behaviors, and report any findings to relevant authorities as required by law.
- Serve as the primary point of contact for regulatory authorities and law enforcement agencies regarding AML/KYC matters, responding to inquiries and providing necessary documentation.
- Coordinate and facilitate internal and external audits and compliance reviews to assess the effectiveness of AML/KYC controls and processes.

Services provider

By partnering with Pragmatic Play for live dealer and slot games, as well as Betradar for sportsbook solutions, Askmebet ensures a diverse and engaging gaming experience for its players, covering both

casino and sports betting verticals with industry-leading products and services.

Pragmatic Play for live dealer and slot Games

- **Live Dealer Games:** Pragmatic Play offers a wide range of live dealer games, including classic table games like blackjack, roulette, and baccarat, as well as innovative game shows and specialty games. These games are hosted by professional dealers in real-time streaming, providing players with an immersive and authentic casino experience from the comfort of their own homes.
- **Slot Games:** Pragmatic Play is renowned for its diverse portfolio of slot games, featuring high-quality graphics, engaging themes, and exciting gameplay mechanics. From classic fruit machines to modern video slots with innovative bonus features, Pragmatic Play offers something for every type of player. Popular titles include Wolf Gold, Great Rhino, and Sweet Bonanza, among others.
- **Features:** Pragmatic Play's games are known for their mobile compatibility, allowing players to enjoy seamless gaming experiences across desktop, tablet, and mobile devices. The games also feature customizable settings, including betting options and autoplay functionality, to cater to individual player preferences.

Betradar for Sportsbook:

- **Sports Betting Solutions:** Betradar provides comprehensive sports betting solutions, including pre-match and live betting options, as well as a wide range of sports coverage from around the world. With advanced data analytics and real-time odds calculations, Betradar's sportsbook platform offers a competitive edge for operators like Askmebet.
- **Live Streaming and Virtual Sports:** In addition to traditional sports betting, Betradar offers live streaming services for select events, allowing players to watch the action unfold in real-time while placing their bets. The platform also includes virtual sports simulations, providing fast-paced betting opportunities on virtual football, tennis, and other sports.
- **Risk Management and Fraud Detection:** Betradar's sportsbook solutions include advanced risk management tools and fraud detection systems to help operators like Askmebet mitigate risks and ensure fair and transparent betting environments. These features help maintain the integrity of the sports betting platform and protect both operators and players from potential threats.

Risk evaluation and management.

Risk Evaluation and Management: Players (B2C)

1. **Identity Verification:**
 - **Risk:** Identity theft and underage gambling.
 - **Management:** Implement robust identity verification processes during account registration to ensure players are of legal age and their identities are verified. Use Know Your Customer (KYC) procedures to verify identity documents and prevent fraud.
2. **Problem Gambling:**
 - **Risk:** Players developing gambling addiction or engaging in compulsive gambling behavior.
 - **Management:** Provide responsible gambling tools such as self-exclusion options, deposit limits, and reality checks. Offer access to support resources such as helplines and counseling services for players who may be experiencing gambling-related issues.
3. **Payment Fraud:**
 - **Risk:** Players using stolen credit cards or engaging in fraudulent payment activities.
 - **Management:** Employ secure payment processing systems with encryption and fraud detection mechanisms to detect and prevent fraudulent transactions. Monitor payment patterns and implement transaction limits to mitigate the risk of payment fraud.

4. Cybersecurity Threats:

- Risk: Players' personal and financial information being compromised in data breaches or hacking attacks.
- Management: Implement robust cybersecurity measures, including encryption protocols, firewalls, and multi-factor authentication, to safeguard players' sensitive information. Conduct regular security audits and penetration testing to identify and address vulnerabilities proactively.

Risk Evaluation and Management: Operators (B2B)

1. Regulatory Compliance:

- Risk: Non-compliance with regulatory requirements leading to fines, penalties, or loss of license.
- Management: Stay abreast of regulatory changes and ensure full compliance with licensing requirements and industry standards. Establish internal compliance procedures and conduct regular audits to ensure adherence to regulatory guidelines.

2. Financial Risks:

- Risk: Financial instability due to fluctuations in revenue, high operating costs, or payment processing issues.
- Management: Develop a comprehensive financial management strategy that includes budgeting, forecasting, and risk assessment. Diversify revenue streams, maintain adequate liquidity, and establish contingency plans to mitigate financial risks.

3. Data Security and Privacy:

- Risk: Breach of sensitive data, including customer information and financial data, leading to reputational damage and legal liabilities.
- Management: Implement robust data protection measures, including encryption, access controls, and data backup procedures. Conduct regular security assessments and employee training to ensure compliance with data security policies and procedures.

4. Operational Risks:

- Risk: Disruption of operations due to technical failures, staffing issues, or external factors.
- Management: Develop a comprehensive business continuity plan to mitigate operational risks and ensure continuity of operations in the event of emergencies or unforeseen circumstances. Implement redundancy measures and disaster recovery protocols to minimize downtime and maintain service reliability.

Legal and governance framework

- Gaming Control Board (GCB): The Curacao Gaming Control Board (GCB) is the primary regulatory authority responsible for overseeing and regulating the gaming industry in Curacao. It is tasked with issuing licenses to gaming operators, ensuring compliance with regulatory standards, and enforcing laws related to gaming activities.
- Licensing Requirements: Gaming operators in Curacao must obtain a license from the GCB to legally operate within the jurisdiction. The licensing process involves thorough scrutiny of the operator's business practices, financial stability, and adherence to regulatory requirements. Licenses may be issued for various types of gaming activities, including online casinos, sports betting, and lottery games.
- Regulatory Standards: The GCB sets and enforces regulatory standards to ensure the integrity, fairness, and security of gaming operations. These standards cover various aspects of gaming activities, including player protection measures, responsible gaming practices, anti-money laundering (AML) regulations, and cybersecurity requirements.
- Player Protection Measures: Curacao's gaming regulations include provisions to protect the interests of players, such as age verification checks, responsible gaming tools (e.g., self-

exclusion programs, deposit limits), and mechanisms for handling player complaints and disputes. Operators are required to implement these measures to safeguard players' rights and promote responsible gaming behavior.

- **Anti-Money Laundering (AML) Compliance:** Gaming operators in Curacao are subject to stringent AML regulations aimed at preventing money laundering and terrorist financing activities. These regulations require operators to implement robust Know Your Customer (KYC) procedures, transaction monitoring systems, and reporting mechanisms to detect and report suspicious transactions to relevant authorities.
- **Corporate Governance Requirements:** Curacao's gaming regulations also encompass corporate governance principles to ensure transparency, accountability, and integrity in the operations of gaming companies. This may include requirements related to corporate structure, board composition, financial reporting, and internal controls to prevent fraud and misconduct.
- **Enforcement and Sanctions:** The GCB has the authority to enforce compliance with regulatory standards through inspections, audits, and investigations of gaming operators. Non-compliance with regulatory requirements may result in sanctions, including fines, license suspensions, or revocations, depending on the severity of the violation.
- **International Cooperation:** Curacao collaborates with international regulatory authorities and industry stakeholders to address cross-border gaming issues, share best practices, and enhance regulatory cooperation. This includes participation in forums such as the International Association of Gaming Regulators (IAGR) to promote regulatory harmonization and exchange of information.

Policies and Procedures

- **Internal vs. External Development for Responsible Gaming Policies:**
 - **Policy Implementation Strategy:** In crafting our Responsible Gaming policies, we adhere to an internally developed approach.
 - **Rationale:** Choosing to internally develop our Responsible Gaming policies allows us to harness our existing expertise, optimize resource allocation, tailor policies to meet organizational requirements, ensure adaptability, and prioritize confidentiality and security. This approach facilitates a strategic and customized development process that reflects the distinctive characteristics of our business.
- **Timelines and Communication with the GCB (Gambling Control Board):**
 - Completion of Responsible Gaming policy development within 6 months.
 - Thorough internal stakeholder review within 1 month. Legal review for compliance assessment within 1 month.
 - Review and feedback from the GCB within 1 month.
 - Phased implementation of Responsible Gaming policies within 1 month.
 - Full integration and enforcement of policies across all relevant operations within 1 month.
- **GCB Appraisal:**
 - Monthly progress updates submitted to the GCB during the development phase.
 - Quarterly updates during the review phase to communicate progress and address any GCB inquiries. Immediate communication of changes or adjustments based on GCB feedback within 1 week.
 - Prompt responses to queries and requests for additional information from the GCB.
 - Formal submission of finalized Responsible Gaming policies to the GCB for approval within 6

months, accompanied by comprehensive documentation supporting regulatory compliance.

- Reporting Mechanism:

- Monthly progress reports provided to the GCB during the development and review phases.
- Quarterly reports on implementation status and any modifications based on feedback received. Immediate notification of significant policy changes within 1 week of implementation.
- Regular updates on minor adjustments or enhancements included in the monthly or quarterly reports.

- Qualifications and Competency of Developers:

- Selection Criteria: Clearly define the criteria used to select individuals or entities responsible for developing our Responsible Gaming policies.
- Expertise Assessment: Outline the specific qualifications, expertise, and experience required for the selected individuals or entities in developing each Responsible Gaming policy.
- Conflict of Interest Assurance: Provide a statement affirming the board's belief, based on a reasonable assessment, that the chosen individuals or entities for each Responsible Gaming policy are qualified, competent, and free from conflicts of interest.
- Due Diligence: Describe the due diligence process undertaken to assess the qualifications and competence of the individuals or entities entrusted with developing each Responsible Gaming policy.

Askmebet Holding N.V.

Cash Flow

	Year 1	Year 2	Year 3
	€	€	€
Net income	907,050	999,470	1,033,890
Adjustment for change in:			
Depreciation	- 14,507	- 35,707	- 44,373
Accrued expenses (non-cash)	- 210,000	- 35,000	- 225,000
CF from income	682,543	928,763	764,517
Working Capital (+/-)	890,356	1,469,826	2,358,716
CF operational	<u>1,572,899</u>	<u>2,398,589</u>	<u>3,123,233</u>
 CF Investment	 100,000	 -	 -
CF Fixed Assets	- 50,000	- 30,000	- 30,000
Dividends	- 400,000	- 450,000	- 480,000
CF Shareholder	-	-	-
 Change of Liquidity	 <u>1,222,899</u>	 <u>1,918,589</u>	 <u>2,613,233</u>
 Liquidity beginning of period	 -	 1,222,899	 3,141,489
 Liquidity end of period	 <u>1,222,899</u>	 <u>3,141,489</u>	 <u>5,754,721</u>

Askmebet Holding N.V.

Profit and Loss Account for the Period Ending

	Y1 €	Y2 €	Y3 €
Income (GGR)	1,800,000.00	2,160,000.00	-653,000.00
Setup and Fees	-135,000.00	-4,500.00	-5,000.00
Hosting & Bandwidth	-162,000.00	-194,400.00	-216,000.00
Royalty Fees	-135,000.00	-162,000.00	-180,000.00
Aggregator	-126,000.00	-226,800.00	-252,000.00
Operating Expenses	-453,000.00	-587,700.00	-653,000.00
Marketing	-81,000.00	-97,200.00	-108,000.00
IT Services	-270,000.00	-324,000.00	-360,000.00
Development	-36,000.00	-64,800.00	-72,000.00
Annual GCB Licence Fee	-47,150.00	-47,150.00	-47,150.00
Application GCB Fee	0.00	0.00	0.00
System Review	-3,500.00	-3,500.00	-3,500.00
Compliance & Audit	-6,000.00	-6,000.00	-6,000.00
Gross Profit / (Loss)	1,803,350.00	2,109,650.00	2,350,350.00
Administrative Expenses	-896,300.00	-1,110,180.00	-1,316,460.00
Accountancy Fees	-27,000.00	-32,400.00	-36,000.00
Audit Fees	-6,500.00	-8,500.00	-10,000.00
Office Expenses	-54,000.00	-64,800.00	-72,000.00
Other expenses	-32,400.00	-38,880.00	-77,760.00
Professional Fees	-27,000.00	-32,400.00	-36,000.00
Office Rent	-54,000.00	-64,800.00	-72,000.00
Salaries & Outsourcing	-540,000.00	-648,000.00	-720,000.00
Business Relation Other Costs	-54,000.00	-64,800.00	-72,000.00
Training/Team Expenses	-9,000.00	-13,950.00	-20,925.00
Telecommunication Expenses	-2,400.00	-2,400.00	-2,400.00
Travelling & Accomodation	-8,000.00	-16,000.00	-16,000.00
Depreciation	-14,506.67	-35,706.67	-44,373.33
Bank Fees	-75,000.00	-116,250.00	-174,375.00
Net Profit / (Loss) Before Taxation	907,050.00	999,470.00	1,033,890.00
Corporate Taxation	0.00	0.00	0.00
Dividend.	400000.00	450,000.00	480,000.00
Net Profit / (Loss)	507,050.00	549,470.00	553,890.00

Askmebet Holding 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	975,356.00	1,604,826.00	2,528,716.00
Trade Debtors	300,000.00	350,000.00	500,000.00
Other Debtors	0.00	0.00	0.00
Prepayments	200,000.00	230,000.00	450,000.00
Bank Accounts	475,356.00	1,024,826.00	1,578,716.00
Current Liabilities	-85,000.00	-135,000.00	-170,000.00
Trade Creditors	-75,000.00	-120,000.00	-150,000.00
Accruals	-10,000.00	-15,000.00	-20,000.00
Shareholder's loan			
Total Assets and Liabilities	1,031,049.33	1,614,812.67	2,499,329.33
Capital & Reserves	1,007,050.00	1,099,470.00	1,133,890.00
Share Capital	100,000.00	100,000.00	100,000.00
Retained Earnings	507,050.00	549,470.00	553,890.00
Dividends	400,000.00	450,000.00	480,000.00
Total Capital and Reserves	1,007,050.00	1,099,470.00	1,133,890.00