

	Month1	Month2	Month3	Month4	Month5
Retention Rate	1	80.0%	60.0%	50.0%	40.0%

	Month1	Month2	Month3	Month4	Month5
Marketing Spend	20,000	20,000	20,000	10,000	10,000
CPA	155	155	155	61	62
FTD's	200	175	200	175	150
Active Customers Month 1 Year 1	300	160	120	100	80
Active Customers Month 2 Year 1		175	140	105	88
Active Customers Month 3 Year 1			200	160	120
Active Customers Month 4 Year 1				175	140
Active Customers Month 5 Year 1					150
Active Customers Month 6 Year 1					
Active Customers Month 7 Year 1					
Active Customers Month 8 Year 1					
Active Customers Month 9 Year 1					
Active Customers Month 10 Year 1					
Active Customers Month 11 Year 1					
Active Customers Month 12 Year 1					
Active Customers	300	335	460	540	578
Omni FTDs	0	0	0	0	0
FTD	300	175	200	175	150
Retained Customers	-	160	260	365	428
NGR / FTD (EUR)	100	100	100	100	100
NGR / Retained (EUR)	-	300	300	300	300
Net Gaming Revenue NGR (new)	30,000	65,500	98,000	127,000	143,250
Net Gaming Revenue NGR (retained)	-	-	-	-	-

* FTD = First Depositing Customer

CPA = Cost per acquisition

NGR = Total bets - total wins - jackpot changes - bonus costs

GGR	51,000	111,350	166,600	215,900	243,525
Bonus Cost @20%	10,200	22,270	33,320	43,180	48,705
NGR	30,000	65,500	98,000	127,000	143,250
PSP Fees	3,315	7,238	10,829	14,034	15,829
Legal Fees	20,000	900	900	900	900
Game Supplier Fees	3,570		16,660	21,590	24,353
Platform Fee	3,570	7,000	11,662	15,113	17,047
Platform Fee Tier 2 4%	-	-	-	-	-
Platform Fee Tier 3 3%	-	-	-	-	-
Marketing Spend	20,000	20,000	20,000	10,000	10,000
Profit Before Operating Expenses	(455)	#VALUE!	38,849	66,264	76,022

Omni

Frontend / Website Development	20,000	0	0	0	0
Softswiss (setup fee)	0	0	0	0	0
BAU					
Hosting	7,500	7,500	7,500	7,500	7,500
Logic	1,500	1,500	1,500	1,500	1,500
SMS / Email Verficiation	1,500	1,500	1,500	1,500	1,500
Affiliate	3,500	3,500	3,500	3,500	3,500
KYC	1,500	1,500	1,500	1,500	1,500
Customer Support	5,000	5,000	5,000	5,000	5,000
Frontend CMS	5,000	5,000	5,000	5,000	5,000
Media Services	1,000	5,000	5,000	5,000	5,000
10% Marketing Spend					
Business Operations	18,000	18,000	18,000	18,000	18,000
CRM (casino manager, retention team)					
CRM Technology (Simplify, Fastrack)	3,500	3,500	3,500	3,500	3,500
Total Cost	68,000	52,000	52,000	52,000	52,000
Cumulative Costs	68,000	52,000	52,000	52,000	52,000
Cumulative NGR	(455)	#VALUE!	38,849	66,264	76,022
Cumulative Profit / Loss	(68,455)	#VALUE!	(13,151)	14,264	24,022

Year 1						
Month6	Month7	Month8	Month9	Month10	Month11	Month12
30.0%	30.0%	30.0%	30.0%	30.0%	30.0%	30.0%

Year 1						
Month6	Month7	Month8	Month9	Month10	Month11	Month12
10,000	10,000	10,000	10,000	10,000	10,000	10,000
62	62	62	62	62	62	62
125	100	120	160	200	250	250

60	60	60	60	60	60	60
70	53	53	53	53	53	53
100	80	60	60	60	60	60
105	88	70	53	53	53	53
120	90	75	60	45	45	45
125	100	75	63	50	38	38
	100	80	60	50	40	30
		120	96	72	60	48
			160	128	96	80
				200	160	120
					250	200
						250

580	570	593	664	770	914	1,036
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0	0	0	0	0	0	0
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125	100	120	160	200	250	250
455	470	473	504	570	664	786

100	100	100	100	100	100	100
300	300	300	300	300	300	300

149,000	151,000	153,750	167,050	191,000	224,050	260,650
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1,760,250

253,300	256,700	261,375	283,985	324,700	380,885	443,105
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50,660	51,340	52,275	56,797	64,940	76,177	88,621
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149,000	151,000	153,750	167,050	191,000	224,050	260,650
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16,465	16,686	16,989	18,459	21,106	24,758	28,802
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900	900	900	900	900	900	900
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25,330	25,670	26,138	28,399	32,470	38,089	44,311
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17,710	17,969	18,296	19,878	22,729	26,662	31,018
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-	-	-	-	1,055	1,238	1,440
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10,000	10,000	10,000	10,000	10,000	10,000	10,000
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79,496	80,676	82,327	90,314	105,751	125,780	147,960
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0	0	0	0	0	0	0
0	0	0	0	0	0	0
7,500	7,500	7,500	7,500	7,500	7,500	7,500
1,500	1,500	1,500	1,500	1,500	1,500	1,500
1,500	1,500	1,500	1,500	1,500	1,500	1,500
3,500	3,500	3,500	3,500	3,500	3,500	3,500
1,500	1,500	1,500	1,500	1,500	1,500	1,500
5,000	5,000	5,000	5,000	5,000	5,000	5,000
5,000	5,000	5,000	5,000	5,000	5,000	5,000
5,000	5,000	5,000	5,000	5,000	5,000	5,000
18,000	18,000	18,000	18,000	18,000	18,000	18,000
3,500	3,500	3,500	3,500	3,500	3,500	3,500
52,000	52,000	52,000	52,000	52,000	52,000	52,000
52,000	52,000	52,000	52,000	52,000	52,000	52,000
79,496	80,676	82,327	90,314	105,751	125,780	147,960
27,496	28,676	30,327	38,314	53,751	73,780	95,960

