

Anatolian B.V. LTD Business Plan

Table of contents

1. Company	3
1.1. Shareholder Structure	3
1.2. Management Structure	3
1.3. Operational Structure	4
1.4. Products of Anatolian B.V.	4
1.5. Brands of Anatolian B.V.	4
2. Business Forecast	5
3. Marketing Strategy	5
4. Key Supplier	5
5. Risk Evaluation and Management.....	5
5.1. Risk Assessment:	5
5.2. Risk Mitigation:	5
5.3. Audit and Oversight:	6
5.4. Continuous Improvement:.....	6
6. Legal and Governance Framework.....	6
7. Target KPIs and Business Objectives	6
8. Policies and Procedures	8

1. Company

Overview of the Business Products and Services/Brands as well as Proprietary IP

Our company, registered under number 144938 on September 21, 2017 and has been operating under an agreement with the Curaçao master license holder, Antillephone N.V.

Background:

Anatolian B.V. LTD has been incorporated in 2017 with a goal to build a strong reputation among its players with its quality and compliance alignment.

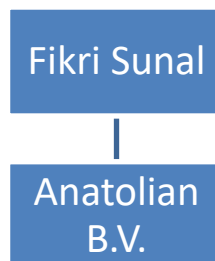
Our Mission & Vision:

Our mission is to enhance the iGaming experience by prioritizing customer satisfaction, responsible gaming practices, and innovative technology. We strive to create a safe and enjoyable gaming environment for our players, ensuring compliance and integrity in all our operations.

Our vision is to become a trusted and respected player in Curacao, known for our commitment to responsible gaming, and technological advancement. We aim to continually improve our offerings to meet the evolving needs of players and regulatory standards.

1.1.Shareholder Structure

Anatolian B.V. is solely owned by natural person Fikri Sunal and legally represented by Xecutive Corporate Management B.V.

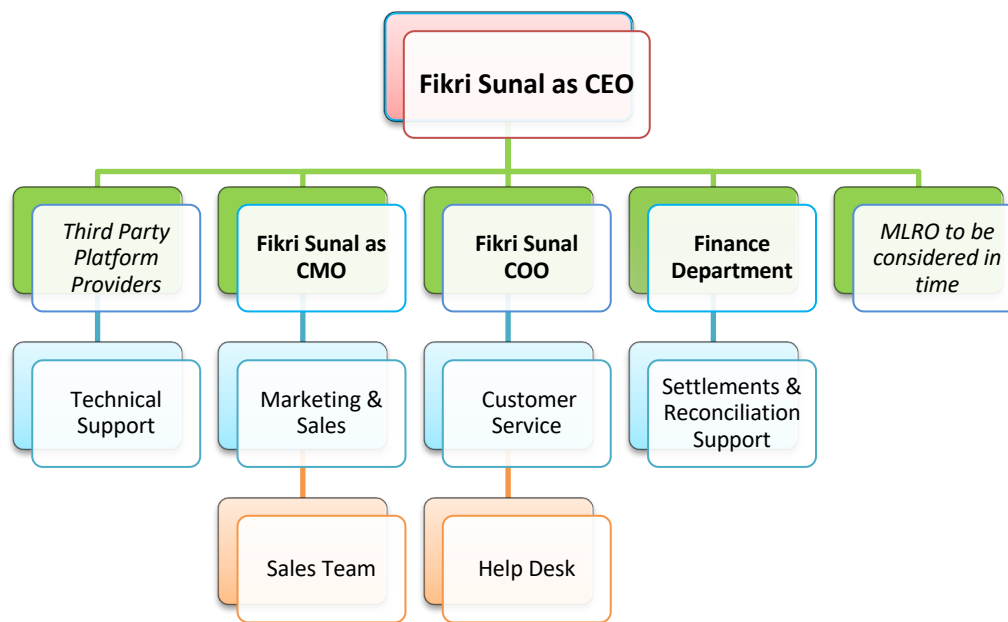


1.2.Management Structure

In accordance with the Management Agreement, Xecutive Corporate has been appointed as Managing Director of the Anatolian B.V.

Xecutive Corporate Management B.V. is a private limited liability company organized and existing under the laws of Curacao, registered at the Curaçao Chamber of Commerce & Industry with the number 130026.

1.3.Operational Structure



In the initial stages, assigning key roles to shareholders like CEO, CMO, COO, and CFO optimizes resources. As profitability grows, we aim to broaden the executive team for efficiency and specialization. As profitability increases, we can gradually expand the executive team and delegate responsibilities accordingly, thus enhancing the overall effectiveness of the organization.

The scope of responsibilities will be as follows:

- **CEO:** Overseeing the entire business.
- **CTO (Technical Aspects):**
 - *Technical Support Team:* Ensuring seamless technical operations, cybersecurity, and IT support.
- **COO (Operational Aspects):**
 - *Head of Marketing & Sales:* Promoting the services, focusing on B2C clients.
 - *Sales Team:* Executing strategic sales initiatives.
- **Operations Manager:**
 - *Head of Customer Service:* Managing customer queries and issues.
 - *Help Desk:* Providing direct customer support.
- **Finance department:**
 - *Settlements & Reconciliation Team:* Handling financial operations in compliance with regulations.
- **Compliance Officer:** While we believe law does not oblige to appoint MLRO. we aim to fulfil the role in time.

1.4.Products of Anatolian B.V.

Casino

Anatolian B.V. has been working with Softgamings in order to offer a vast portfolio of premium RNG Casino and Live Dealer products.

1.5.Brands of Anatolian B.V.

www.asyabahis.com

www.pinbahis.com
www.maltcasino.com
www.dumanbet.com
www.olabahis.com
www.revbet.com

2. Business Forecast

Business forecast of the company for the next three years has been enclosed to this business plan.

3. Marketing Strategy

Anatolian B.V. will have various methods to promote its brands and attract its player with the alignment of responsible gaming and current legislation. Priority will be given to click-through traffic, affiliates, media buying, blogs, and Social Media channels. Players will be onboarded through marketing channels and engaged via SMS, email marketing, tailored promotions, and tournaments provided to the limits of legislation.

Addition to above, technical marketing resources will handle front-end development, content creation. Social media and messaging channels will be managed by dedicated teams. Anatolian's strategy includes customer relations, business intelligence, and marketing automation, with a focus on personalized interactions within legal boundaries.

4. Key Supplier

Our operation relies on key suppliers whose products and services play a vital role in delivering a smooth experience to our players. These suppliers are carefully selected based on their reputation, reliability, and ability to meet our quality standards. From gaming software providers to payment processors, our network of suppliers ensures the integrity, security, and efficiency of our platform. By forging strategic partnerships with industry-leading suppliers, we are able to benefit from the cutting-edge technology and innovation to improve the overall player experience. Our commitment to maintaining strong relationships with our key suppliers allows us to deliver great value to our customers.

Here are the key suppliers that Anatolian B.V. has engaged with:

- Softgamings for the games
- Jeton and Ecopay as PSP partners

5. Risk Evaluation and Management

Risk Assessment, Mitigation, Audit, and Oversight Framework

At our company, we have a comprehensive internal procedure to assess, mitigate, audit, and oversee risks across all facets of our operations. These procedures encompass both internal and external mechanisms to ensure proper risk management and compliance with regulatory standards.

5.1. Risk Assessment:

We conduct regular risk assessments to identify and evaluate potential risks to our business, including regulatory compliance, operational, financial, and strategic risks.

5.2. Risk Mitigation:

Upon identifying risks, we develop and implement mitigation strategies to reduce the likelihood and impact of adverse impacts. These strategies may include process improvements, internal controls, diversification of revenue streams, and insurance coverage. These may also cover the improvements of external or internal policies

Additionally, we ensure strict adherence to regulatory requirements and industry best practices to mitigate compliance-related risks. This includes staying updated in legislation and implementing necessary updates to our policies and procedures.

5.3. Audit and Oversight:

With the upcoming regulation, we are planning to conduct periodic reviews of key processes, controls, and systems to assess their effectiveness in managing risks and achieving business objectives.

We may engage external audit firms to conduct independent audits of our financial statements and internal controls.

5.4. Continuous Improvement:

We encourage open communication and feedback from employees at all levels to identify areas for improvement and potential risks. This fosters a culture of transparency and accountability in managing risks effectively.

Our risk management processes undergo periodic reviews to ensure their alignment with changing business dynamics and evolving regulatory landscapes. We proactively identify emerging risks and adjust our strategies accordingly to mitigate potential impacts.

6. Legal and Governance Framework

The oversight and strategic direction of the company are vested in Xecutive Corporate Management B.V., the sole board member and authorized representative of the company.

Given the single-member board structure, day-to-day decision-making authority is delegated to Fikri Sunal, who operates under the guidance of Xecutive Corporate Management B.V. This ensures agility and efficiency in addressing operational matters while maintaining alignment with strategic objectives.

The company's governance structure, with Xecutive Corporate Management B.V. as the sole authority, mitigates the risk of deadlock, ensuring prompt decision-making and continuity in operations.

Legal Support and Advice:

Legal support and advice are provided by Xecutive Corporate Management B.V., the sole board member and authorized representative of the company. Xecutive Corporate Management B.V. supports the Company with their expertise on regulatory compliance, contractual obligations, and any legal obligations of the Company. This seamless coordination with Xecutive offers efficient streamline of doing business for the Company.

7. Target KPIs and Business Objectives

At Anatolian B.V., we are dedicated to achieving sustainable growth and creating. Our success is defined by our ability to meet the needs of our customers, drive operational excellence, maintain a competitive edge, and contribute positively. To guide our efforts, we have established key metrics and long-term objectives across various dimensions of our business.

Measuring Success and Long-Term Business Objectives:

Metrics/Dimensions	Key Performance Indicators (KPIs)
Financial Performance	- Revenue Growth
	- Profitability
	- Return on Investment
Customer Satisfaction	- Customer Surveys/Feedback
	- Net Promoter Score
	- Customer Retention Rate
Operational Efficiency	- Production Efficiency
	- Resource Utilization
	- Time-to-Market
Market Share & Positioning	- Market Share
	- Competitive Analysis
(CSR) Impact	- Community Engagement
	- Ethical Sourcing Practices

By focusing on these key metrics and objectives, we aim to drive continuous improvement, innovation, and sustainable growth, while ensuring that we remain responsive to the evolving needs of our stakeholders and the broader community.

It is very imperative for us to emphasize that the before reaching profitability, we are committed to prioritizing the safe, responsible, reliable and transparent objectives, recognizing these as fundamental to the successful operation of our gaming platform:

Safety: We are committed to ensuring the safety of our games, game equipment, and game system, providing sufficient resistance to risks such as theft, malware, and internet crime.

Responsibility: Our focus on responsibility encompasses open and fair treatment of players, implementing safeguards against gambling addiction, and protecting vulnerable individuals, including minors.

Reliability: We prioritize the integrity, stability, and continuity of our gaming platform to instill confidence in our players. We ensure our reliability extends to the prevention of money laundering and the financing of terrorism.

Transparency: Operating with transparency is paramount to us. We ensure our operations are accessible, transparent, and testable, and properly administered to build trust with our players and stakeholders.

Player-Centricity: Putting players at the center of our operations, we strive to create an engaging and enjoyable gaming experience tailored to their needs and preferences, fostering long-term relationships and loyalty.

We believe that the above metrics are the key of success and missing one of them may harm the success objectives of our company.

SWOT Analysis of the Company

STRENGTH <i>What do we do well?</i>	WEAKNESS <i>What do we do poorly?</i>
• Great experience in the market that will help us to adapt new legislation easily.	• Our brands need more recognition.
OPPORTUNITIES <i>What can we leverage to our advantage?</i>	THREATS <i>What could harm us?</i>
• With the current experience we have in the market, we believe we can distinguish ourselves under the upcoming legislation.	• Due to swift changing regulation and lack of suffice guidelines, adapting to regulatory requirements can be challenging.

8. Policies and Procedures

Our company is committed to ensuring solid policies and procedures are in place to uphold regulatory compliance and promote responsible gaming practices. We have chosen to develop and implement these policies internally, drawing upon our extensive experience operating under a master license and our deep understanding of market expectations.

As Anatolian B.V. we currently have the below policies and we keen to improve our position to aim being most reputable operator in the market. Policies we have as follows:

- Anti-Money Laundering & Counter Financing of Terrorism Policy
- Responsible gaming policy,
- Complaints policy
- Information Security and Policy
- Player account and fund management

Our commitment to maintaining these policies internally underscores our dedication to provide 5 keys of success principal which defined above. Our company firmly believes, conducting these 5 key principal has vital importance in our operation and we aim to keep it in this way.