

CONTINENTAL SOLUTIONS B.V. Business Plan

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1. Corporate Profile

Introduction to Business Offerings and Intellectual Property

Our establishment, formally registered as Company Number 148806 on December 11, 2018, commenced operations under an arrangement with Curaçao's principal license holder, Antillephone N.V. Since incorporation, we have diligently adhered to all regulatory directives, exceeding stipulated benchmarks set forth in our licensing agreement.

Establishment:

Using our knowledge and experience, we set out to create a platform that follows the rules and makes customers happy. Our goal is to keep improving and standing out in the iGaming world by aligning the industry standards and regulatory framework.

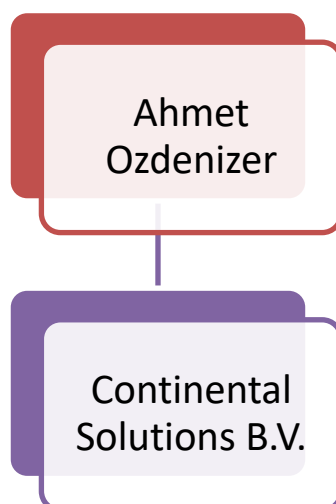
Our approach is all about staying ahead and putting customers first:

At the core of our business model lies a commitment to innovation and customer-centricity. Our approach is characterized by:

- **Outstanding Customer Support:** We're known for going above and beyond to satisfy our customers, earning us a loyal following and a reputation for excellence in Curacao.
- **Innovative Technology:** We invest in the latest tech to keep our platform cutting-edge, always integrating new advancements.
- **Future Growth:** Our main goal is to strengthen our position in the iGaming industry. With strategic partnerships, ongoing innovation, and a commitment to excellence, we're set for long-term success under current and future regulations.

1.1.Shareholder Structure

Continental Solutions is owned by the natural person Ahmet Ozdenizer with the 100% shares, and legally represented by Xecutive Corporate Management.

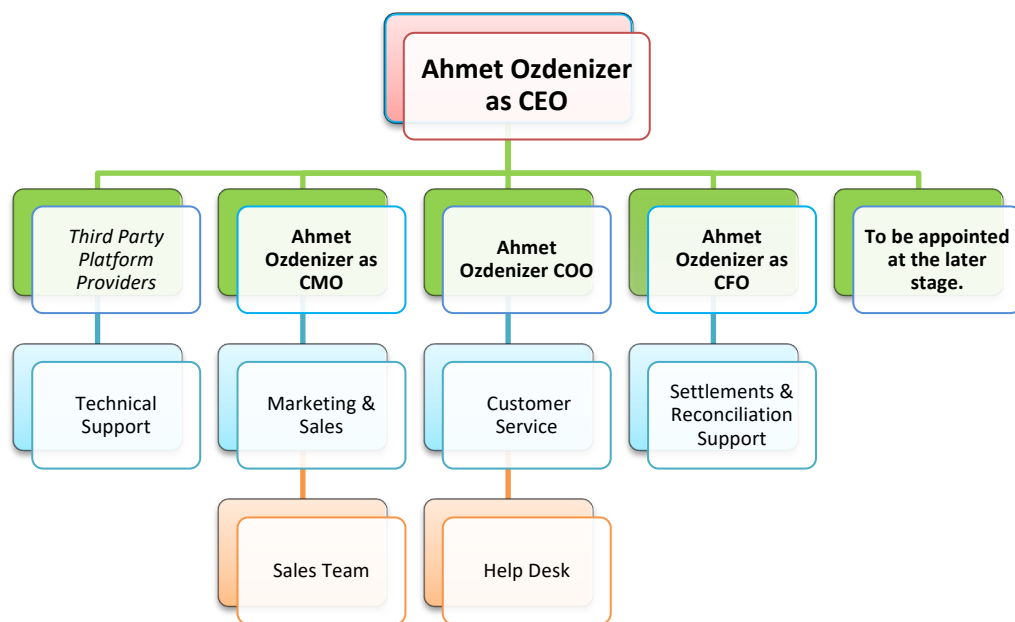


1.2.Management Structure

Continental Solutions 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 148806. In accordance with the agreement, Xecutive Management has been appointed as Managing Director of the Company.

Since then, we have been working with Xecutive Management team very closely to adopt requirements of regulatory and fulfill the duties imposed by the virtue of the law and the articles of association of the company.

1.3.Operational Structure



The scope of responsibilities will be as follows:

- **CEO:** Overseeing the entire business.
- **CTO (Technical Aspects):** To be provided externally
 - *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.
- **CFO:**
 - *Settlements & Reconciliation Team:* Handling financial operations in compliance with regulations.

1.4. Products of Continental Solutions.

Casino

Continental Solutions B.V. has been working with leading casino games aggregators in order to offer a vast portfolio of premium RNG Casino and Live Dealer products from the companies below amongst others:

- Hub88
- SoftSwiss
- Softgamings

1.5. Brands of Continental Solutions B.V.

- www.akcebet.com
- www.betbaba.com
- www.betivo.com
- www.btcbahis.com
- www.lilibet.com
- www.sultanbet.com
- www.cricbaba.com
- www.alibahis.com
- www.efescasino.com

*Some of the below brands may not be active once the license is granted. Any changes regarding the activity of a license to be duly informed to GCB.

2. Business Forecast

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

As you may see from the forecast projection, the company's performance in the iGaming market has shown resilience but a steady growth. The overall trend indicates an upward trajectory, with increasing net profits and positive cash flow.

3. Marketing Strategy

Continental will implement various methods in order to promote their brand and attract customers. In order of importance for the Company, Company will aim to attract customers via click-through traffic and affiliates, media buying, and blogs, and Social Media channels.

Players will be onboarded through marketing channels and retained through engagement tools such as SMS and email marketing, tailored promotions for lapsed players, tiered promotions for continuous engagement, tournaments. Continental will also conduct VIP management for determining potential VIPs and retaining them in the long term. All the expertise in these areas mentioned are already in place and will be allocated towards Continental's Licence.

Continental counts on an experienced marketing team with affiliate managers focused on specific markets that they know well and are able to onboard high-quality affiliates that can bring quality traffic. Continental is able to initially focus on high value revenue share affiliate deals to kick off traffic and make the brand known and then gradually increase marketing investments focusing on deals and partners that have shown promise and selecting other types of deals such as Cost Per Action ("CPA") with close monitoring of performance and costs on a player level.

Continental Solutions Limited B.V. will allocate technical marketing resources (internal and external) for front-end development as well as creative designers and content writers that can effectively manage the provisioning and maintenance of blogs and search engine optimization rankings independently. Content writers will be onboarded based on language and can provide content both for blogs and for the main brand's website (landing pages, promotional content, etc.).

The Company has utilized a team for management of all social media channels (Instagram, Twitter, Facebook etc.) as well as messaging channels like Whatsapp and Telegram.

Continental's retention strategy focuses on customer relation, business intelligence, marketing automation and operations (calls, messaging, etc.). Company relationship management and business intelligence allow the Company to track KPIs and behaviour to flag high value players and follow that up with segmented campaigns with tailored offers, for example, daily or weekly cashbacks, bonus tiers based on player net gross revenue, and automated emails with offers for specific segments, amongst others. Perhaps more importantly, Continental B.V. believe in deploying a personal touch with users directly and developing a relationship with them (when the market allows for this approach). The Company is a firm believer in providing the best experience and support to their players within the permitted scope provided by the legislation.

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 Continental Solutions B.V. has engaged with:

- VL Entertainment, Hub88, SoftSwiss which provider provides games to the Continental a non-exclusive license to use games on its websites.
- For the payment providers, Continental Solutions B.V. already has established relationships with large and reputable PSPs (payment service providers) such as Mifinity UK Ltd., FTCO Ltd, MIR Limited UK Ltd, Jeton Bank Limited, Skrill Limited and so on.

When registering on the site, players will be invited to establish an account – a stored value account which will holds funds specifically for the purpose of betting on the Continental’s registered domains. The account will be funded from a payment option on the payment page. Registered players will be able to fund their account at any time.

The following rules of payment processing will apply:

- Continental will make reasonable efforts to ensure that deposits and cash outs are processed in a timely manner. The Company gives no warranties regarding the amount of time needed to complete processing. Continental cannot be held responsible for delays in the banking networks, failures on part of the processor or actions of other parties involved in the processing of funds that may result in processing delays, reprocessing or reversal of transactions or the seizure or freezing of funds, nor will be liable for any actual or consequential damages arising from any claim of delay or seizure;
- Continental will not be liable for any actual or consequential damages arising from any claim of delay or loss as a result of invalid, incomplete or erroneous financial or personal data provided by the user with their deposit or cash out request;
- In compliance with anti-money laundering legislation, users of the site will be made aware that they may be required to produce personal documentation (such as Government issued ID, bank statements and utility bills) upon request in order for their deposit or cash out to be processed. This protects our registered users and prevents Continental being used as a vehicle for money laundering or fraud;
- Any cancelled or rejected cash out will be refunded to player’s account in the currency and amount debited from their account balance with the original cash out request before currency conversion took place;
- Any returned deposit will be debited from the account in the currency and amount credited to the player’s account balance with the original deposit request after currency conversion took place;
- Continental is not a currency exchange and is not responsible for any loss due to changes in exchange rate;
- If the method of deposit is not an instant method, the exchange rate will be applied when the company is provided a confirmation of the deposit by the payment processor.

5. Risk Evaluation and Management

Risk Assessment, Mitigation, Audit, and Oversight Framework

At our company, we employ a comprehensive framework to assess, mitigate, audit, and oversee risks across all facets of our operations. This framework encompasses both internal and external mechanisms to ensure thorough risk management and compliance with regulatory standards.

5.1. Risk Assessment:

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

Risk Register: All identified risks are documented in an internal system, which serves as a repository for recording, tracking, and prioritizing risks based on their likelihood and potential impact.

5.2. Risk Mitigation:

Upon identifying risks, we develop and implement mitigation strategies to reduce the likelihood and impact of adverse events. 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 senior management, who operate 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. offers expertise on regulatory compliance, contractual obligations, and any legal considerations pertinent to the company's activities. This integrated approach ensures seamless coordination and facilitating efficient decision-making and compliance with applicable laws and regulations.

7. Target KPIs and Business Objectives

At Continental Solutions 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
Corporate Social Responsibility (CSR) Impact	- Carbon Footprint Reduction
	- 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 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.



Our focus on preventing fraud and illegal activities, safeguarding players, including minors, ensuring timely payment of player winnings, and mitigating gambling addiction reflects our dedication to establishing a safe, responsible, reliable, and transparent gaming environment in Curaçao. Upholding these principles guides our every action, ensuring the safety, fairness, integrity, and transparency of our operations. By surpassing

regulatory requirements and fostering trust among our players and stakeholders, we are steadfast in our pursuit of excellence.

We believe that the above metrics are the key to 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 Continental 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.