



B U S I N E S S P L A N

COMPANY NAME: Bitx Operations N.V. (bitx.bet)



I. EXECUTIVE SUMMARY

Bitx Operations NV is an international company, which offers business with online sportsbook like live betting, slot games and live casino. It has its registered address in Korporaalweg 10, Curacao with Curacao license. The Company is known for the high odds in the betting area and the variety of selection concerning the live casino and slot games but also high variety in betting, like live betting, Asian betting and other forms of betting. In addition the offered products are from renowned brands like Playngo, NetEnt and Yggdrasil for the slots and the live casino games are integrated from providers like Evolution Gaming, NetEnt and BetGames. The international terms and conditions of consumer standards for online gambling are verified and guaranteed by Bitx. Furthermore, Bitx gives the consumers the opportunity of many international payment methods such as Jeton and Payz.

II. BUSINESS DESCRIPTION

Bitx is a platform for online betting with slot games and 12 different live casino providers like bingo, forex and other cash games. Bitx offers a variety of payment methods which is also a point of advantage for the company. In fact Bitx is a growing company in terms of numbers of consumers and prominence of name in the area of online gambling, which consequently leads to the company's success. All in all the goal of Bitx for the company success is to increase the payment methods and to integrate more games for making Bitx to a strong online gambling platform.

III. PRODUCTS AND SERVICES

Bitx offers a high variety of products in different areas and is known for the diversity. In addition one of this areas is the online sportsbook, where you can bet in every form of sports and have the opportunity of live betting and Asian betting, where you especially can bet without limits. Another area is the live casino and slots platform where we offer the consumers a high diversity of slot games from known provider like, Playngo, Yggdrasil, NetEnt and many others. Apart from that, our live casino area is also noted for the high variety of games, which are also produced by well-known producer like, NetEnt, Evolution Gaming and many others.

IV. MARKETING PLAN

Most of our customers includes punters who are in touch with sports concerning the online sportsbook and gamblers who play live casinos and the slot games. Compared the products to the competitors, our products are integrated from known producer Softgamings and we have the diversity of our products. Bitx.bet is aiming the Brazilian market.



V. OPERATIONAL PLAN

The location of the company is in Curacao and it is equipped with many programmers who are sitting in different countries across Europe integrating continuously the newest games with the highest technology. In addition, the daily operation of the business is to cooperate with producer of gambling games to integrate always new games and to update the online sportsbook. The company operates under Curacao license and the headquarter is in Curacao. The UBO has an IT background and understands the critical updates to the highly competitive environment.

Key supplier of providers is Softgamings, Mirax Management Ltd. Banking partner is Wallter UAB. Key payment methods are Jeton and Payz (former EcoPayz). All of them strictly audited entities who are conducting regular KYC and AML checks.

Risk evaluation and management is being executed by qualified personal internally, every year detailed financial information is being delivered to the qualified accountant to present to the finance authorities.

Legal and governance framework are being carried out through UBO daily by being in close contact with the Director and Compliance officer. Bitx enforces a strict anti-money laundering policy with zero tolerance for money laundering activities. We define money laundering as any activity that is carried out in an attempt to misrepresent the source of funds actually acquired through illegal processes as funds that were acquired through lawful sources/activities. Passport or ID copy; Utility bill less than 3 months (as proof of address) of each customer are the minimum requirements for playing at Bitx.

Target KPIs and business objectives are to keep a small quality of customers and register a slow and steady growth.

Policies and Procedures such as compliance, risk management and AML are being carried out by Director and UBO together internally. The board of directors is willing to take active part of the communication with the GCB and their partners. The entity doing these policies Xecutive Corporate Management is qualified, competent and not conflicted, this fact was approved by the Curacao legal advisor and other financial institutes such as banking partner and payment provider. The board is confident about this subject. Risk management and AML policies can be found in the footer.

VI. MANAGEMENT & ORGANIZATION

First of all there is an UBO/Director German citizen as natural person in the hierarchy, followed by the company's director and there are different managers such as for customer service, marketing, affiliates and finances. There is also very skilled IT team and thereafter the support team residing all over the world and at the end there are the third parties.

Hierarchy	
UBO	Ahmad Azizi manager@bitx.bet
Director	Xecutive Corporate Management manager@bitx.bet
CEO	Tekin Ural manager@bitx.bet
CFO	Anna Orlova manager@bitx.bet
Compliance Officer	Tekin Ural tekin@bitx.bet
IT&Support	Francesca Gonçalves info@bitx.bet

VII. FINANCIAL PLAN

Cost-Benefit Analysis						
Quantitative Costs	Year 1	Year 2	Year 3	Year 4	Year 5	Total
Recurring Costs						
Hardware	30.000 €	28.000 €	25.000 €	25.000 €	25.000 €	133.000 €
Servers	15.000 €	14.000 €	12.000 €	10.000 €	10.000 €	61.000 €
Software (packaged or custom)	20.000 €	20.000 €	20.000 €	20.000 €	20.000 €	100.000 €
Project organizational/support costs	40.000 €	40.000 €	40.000 €	40.000 €	40.000 €	200.000 €
Slots	20.000 €	20.000 €	20.000 €	20.000 €	20.000 €	100.000 €
Live Casino	30.000 €	30.000 €	30.000 €	30.000 €	30.000 €	150.000 €
Sportsbetting	30.000 €	30.000 €	30.000 €	30.000 €	30.000 €	150.000 €
Development	20.000 €	20.000 €	20.000 €	20.000 €	20.000 €	100.000 €
Total Costs	205.000 €	202.000 €	197.000 €	195.000 €	195.000 €	994.000 €

QUANTITATIVE BENEFITS	Year 1	Year 2	Year 3	Year 4	Year 5	Total
Revenues						
Slots	70.000 €	80.000 €	90.000 €	100.000 €	130.000 €	470.000 €
Sportsbetting	100.000 €	120.000 €	130.000 €	150.000 €	180.000 €	680.000 €
Live Casino	130.000 €	140.000 €	150.000 €	180.000 €	200.000 €	800.000 €
Total Revenues	300.000 €	340.000 €	370.000 €	430.000 €	510.000 €	1.950.000 €