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EXECUTIVE SUMMARY

Description of the Company

NewGenx is a duly established Company with registration number 143068 operating in compliance under the laws of Curaçao legally authorized to provide gaming services in accordance with the License number 8048/JAZ issued on March 15th, 2017 by Antillephone.

Today, the bookmaker is one of the most competitive in the gaming industry, offering a broad spectrum of cutting-edge products.

Every month, +500,000 bets are offered on more than 25 sports and 30,000 events, including pre-game and live matches.

Due to its state-of-the-art technology and high-quality solutions, which guarantee a unique game experience to its customers, NewGenx wishes to strengthen its position in many Markets, especially in South America.

Mission Statement

The mission of NewGenx is to become the premier provider of online gaming and to guarantee a safe environment for its customers, in order for them to have fun and pursue their passion for sport.

Products and Services

NewGenx is currently offering a range of products including Sport Betting, Casino and Games.

Sport Betting: The games offer a variety of betting opportunities both 'prematch' and 'live'. All sports are offered including football, basketball, handball, ice-hockey, volleyball, tennis. Odds are very competitive and percentage of an advantage ranges from 104% to 108%.

Major events offer up to +100 betting opportunities per match

Bets acceptance is guaranteed 24 hours per day, 7 days a week. All feeds are provided by Feedconstruct, a supplier of sports related live data, odds solutions, and fraud detection services to bookmakers.

Casino: The Company is currently providing several different Casinos providers such as:

- **NETENT**

Founded in 1996 by one of Scandinavia's leading off-line casino operators , Net Entertainment is a premium supplier of digitally distributed gaming systems used by some of the world's most successful and prominent online gaming operators. The Net Entertainment casino is a

complete gaming solution! It includes a wide range of high quality games, based on the latest technology and a platform for casino operation and management. The Net Entertainment Casino includes over 100 games.

- **F1x2 GAMES**

F1x2games is a UK based games developer supplying leading edge games technology to a range of gaming organizations across the globe. F1x2Games are supplies Virtual Football and general fixed odds gambling games to international gaming sites.

- **BETSOFT GAMING**

Betsoft has a collection of over 100 unique and diverse games which offer players and licensees a world of options. Their long anticipated Casino Manager is a brand-new, state-of-the-art back-office system, the centerpiece to the company's array of stunning, innovative games. Entirely event-driven, and completely modular, this system is a new revolution within Betsoft.

- **PRAGMATIC PLAY**

Pragmatic Play is a leading supplier of content to the iGaming industry. Powering up new possibilities of play through a single API, we offer a multi-product portfolio of award-winning slots, live casino, bingo, virtual sports, and more, available in all major regulated markets.

- **SMARTSOFT GAMING**

SmartSoft Gaming is a leading online gaming software provider successfully operating on the B2B market since 2015.

HISTORY AND POSITION TO DATE

The Company's Objective

The Company next goal is expanding its presence in other countries and gain new market opportunity across South America. The Company is currently in the process of assessing the risks and opportunities to enter into new regulated markets such as:

- Brazil;
- Peru;
- Argentina;
- Ecuador;
- Colombia

On a long-time objective the Company wishes to identify new potential market outside Latin America. In order to do so the Company is looking for a potential partner offering an innovative and reliable product (both Sport and Casino).

Next steps will be:

- Analyzing potential market to target,
- Identifying threads and opportunities;

- Adapting the internal structure to support a potential growth;
- Reviewing the current offer implementing new products;
- Reviewing internal technical structure;
- Finding the right local partner to sell the product through the correct channels

Company Management Structure

The Senior Management is composed by:

- Director (AML reporting officer);
- Compliance Manager
- CTO

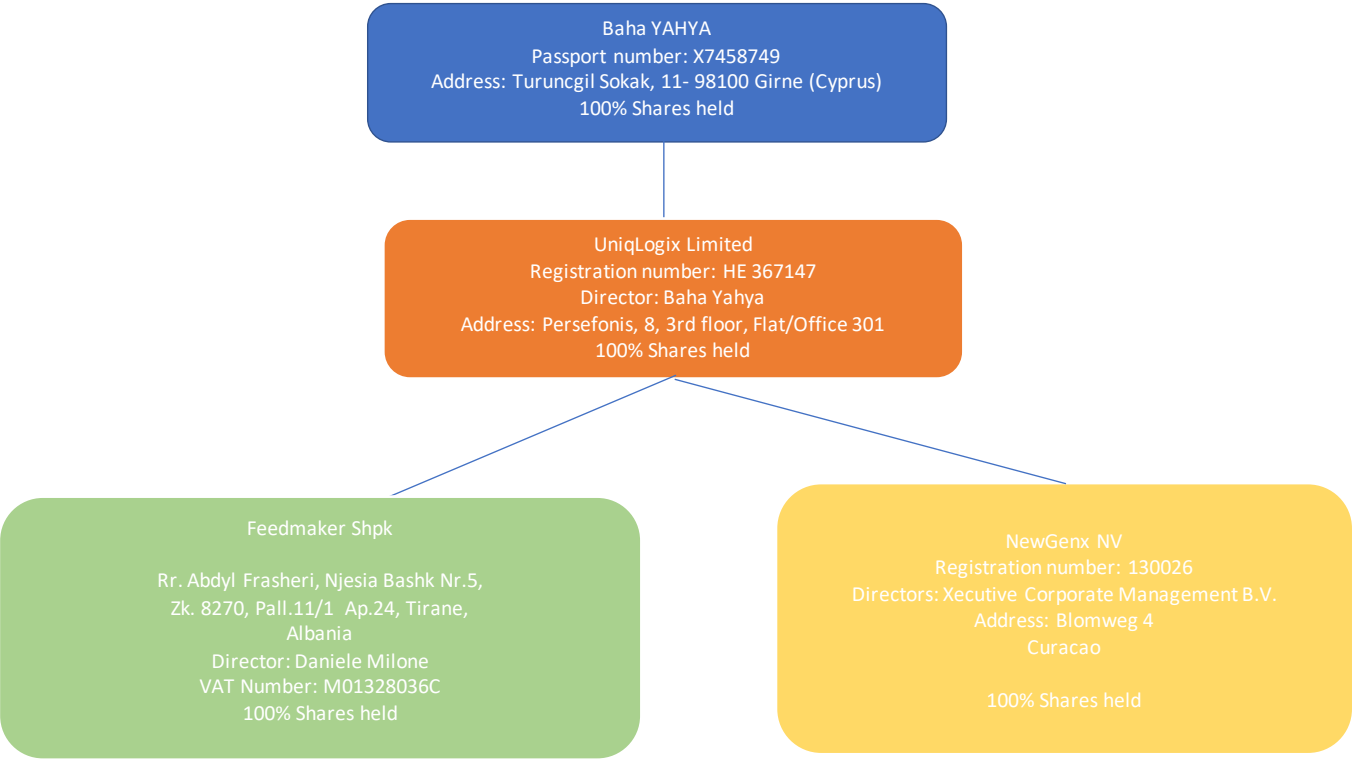
All Senior Management comes from a long experience within the gaming industry working both on the B2B model and the B2C. The Management is continuously willing to improve the Company structure and invest in new markets and products. Despite the young environment, all decisions are taken after having assessed the risk and the benefits deriving from the investment.

Business Structure

NewGenx is 100% owned by Uniqlogix Limited, a company duly incorporated under the Laws of Cyprus and having its registered address at Persefonis 8, Office 301 2102 Nicosia (Cyprus), VAT number 10367147V and company registration number HE367147.

The UBO, acting also as a director of the group, is Mr. Baha Yahya, a Swiss citizen, professional and experienced manager graduated at Near East University with a Bachelor of Business Administration (B.B.A.), International Relations.

The business structure is summarized by the below organitation chart:



Uniqlogix Limited, which is also acting as a paying agent for NewGenx, owns 100% shares into Feedmaker ShpK, with offices in Albania, Tirane, where all operations take place.

OPERATIONS

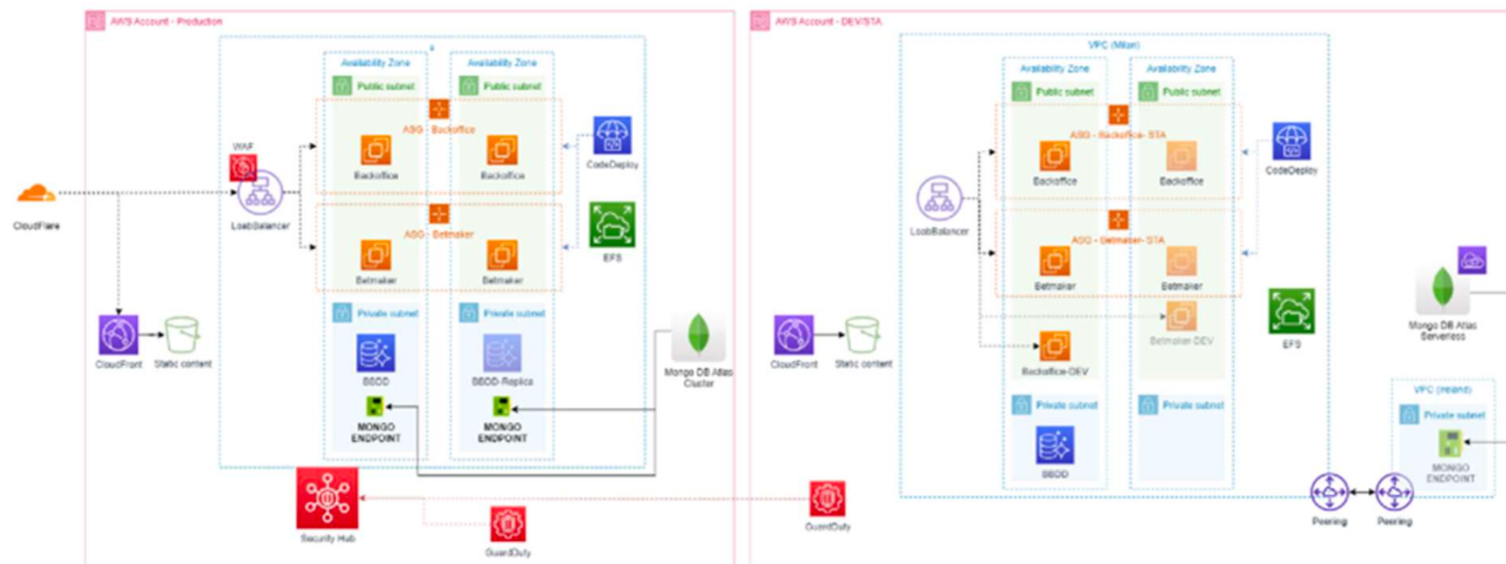
Premises

As mentioned in the previous chapter, Uniqlogix holds 100% of shares in Feedmaker ShPK branch where all operations take place. The branch is duly incorporated in Tirana (Albania). The Company, with registered office in Rr. Abdyl Frasheri, Njesia Bashk Nr. 5, Zk. 8270, Pall.11 / 1 Ap.24, and P.VA number M01328036C employs 18 people including developers, risk management and support team.

Uniqlogix pays a monthly fee calculated with the 'cost-plus' method to the Albanian branch based on a service contract signed on 1.11.2020 where the parent company reimburses the branch for the costs incurred monthly plus a 10% taxable margin in Albania (arm-length calculation). The monthly costs incurred by the Feedmaker Company currently settle at around 20,000 euros per month and include salaries, office rent, management expenses, accounting etc.

Equipment

NewGenx technological system is managed by an external company based in Barcelona (Spain). Servers are hosted at AWS (Amazon Web Services). The servers' structure is reflected in the following scheme and includes the below items:



- CDN Cloudflare.
- Load balancer.
- Auto-scaling Spot fleet.
- S3 bucket for hosting backups.
- AWS RDS Aurora relational database with replication.
- CI/CD environment for code deployment automation.
- EFS for shared data.
- GuardDuty.
- Security Hub.
- WAF

Internal Structure

All departments have been trained to provide an accurate service. Operations are carried on from the branch in Tirana where the following departments operate:

- Customer Support/Help Desk: We provide a 24 hours service, 7 days a week. Our multilingual team provides a first and second line support. A dedicated Help Desk is in charge of all communication with our third party suppliers;

- Affiliates: A team of expertise is in charge of taking good care of our business partners and affiliates providing them with a dedicated assistance 7 days per week;
- Sales/Business Development: The sales department is composed by one internal resources. Other business developers are outsourced from the partner company in Spain.
- Traders and risk management team: A young and dynamic team ensures all odds and events are up-to-date and keep profitability on sport on high level of gross margin;
- Start-Up and Legal: A team of legal advisors is in charge of all internal due diligence, contract review, general legal and compliance assistance;
- Marketing and Design: The department is providing an accurate service taking care of the website, social media and communication;

External co-operation

The Company avails itself with the help of external consultants to assist the internal structure and advice the legal team:

- Limitless Lab: Company under Spanish law specializing in development and research. Limitless Lab supports the group in the development of the 'back-end' sections or in the APIs integrations of additional products or services necessary for the performance of customer activities.
- Tatiana First: a global Corporate Services Provider, Tatiana First Co. specializes in providing Corporate & Financial services, Maritime services and Legal services to high net-worth individuals and companies around the world. Having extensive experience and in-depth knowledge in the corporate services consultancy field, Tatiana First Co., has been building and strengthening connections with clients and partners around the world for the purpose of providing the best services to all clients. Mrs. Tatiana Koumidou is also acting as a company secretary at Uniqlogix.

Market Research

During the current period of strong economic growth, NewGenx can capitalize on the many significant opportunities in the gaming industry.

The gambling industry encompasses a wide range of activities, including casinos, sports betting, lotteries, and online gaming. It is a multibillion-dollar global industry that continues to grow rapidly, driven by factors such as increasing disposable income, technological advancements, and changing regulatory landscapes.

Key trends and insights in the gambling sector include:

1. Online Gambling: The rise of internet connectivity has led to a significant increase in online gambling activities. This includes online casinos, sports betting platforms, and virtual poker rooms. The convenience and accessibility of online gambling have contributed to its popularity among consumers.

2. Mobile Gaming: The proliferation of smartphones and mobile devices has transformed the gambling industry. Mobile gaming apps allow users to place bets and play casino games from anywhere at any time. Mobile gambling is expected to continue growing as more consumers adopt smartphones and tablets.

3. Regulatory Environment: The gambling industry is heavily regulated in many countries, with laws and regulations varying significantly from one jurisdiction to another. Regulatory changes can have a significant impact on gambling operators, affecting everything from licensing requirements to advertising restrictions. The license provided by the Curacao Gaming Authority will be used in countries where a local regulation has not been enforced yet.

4. Social and Responsible Gambling: There is increasing awareness of the potential social and health impacts of gambling, leading to greater emphasis on responsible gambling initiatives. Gambling operators are implementing measures such as self-exclusion programs, age verification checks, and responsible gaming education to promote safer gambling practices.

5. Technological Advancements: Advances in technology, such as artificial intelligence, blockchain, and virtual reality, are reshaping the gambling industry. These technologies are being used to enhance gaming experiences, improve security, and streamline operations.

6. Market Growth: Despite regulatory challenges and social concerns, the global gambling market continues to expand. The growing popularity of online and mobile gambling, coupled with the emergence of new markets in regions such as Asia-Pacific and Latin America, is driving market growth.

Overall, the gambling sector presents both opportunities and challenges for industry stakeholders. While technological innovations and changing consumer preferences create new avenues for growth, regulatory compliance and responsible gambling remain important considerations for operators in the evolving landscape of the gambling industry.

Economic and Social Factors

Men reported a higher incidence of betting in most categories compared to women, with 52% of men and 25% of women participating in any form of betting. The age group of 18 to 24 shows an incidence rate of 35% for any type of betting, indicating greater involvement among the youth.

The analysis of betting incidence by age and gender reveals important insights into consumer behavior in the field of sports betting and other forms of gambling. There is a clear distinction in participation in gambling and sports betting between genders. There is strong involvement of young adults in betting activities. The significant social aspect of sports betting particularly concerns young men. This activity can be seen as a way to strengthen social bonds, in addition to the interest in sports itself.

The analysis of overall motivations for betting reveals a rich and varied insight into the reasons individuals engage in sports betting. The primary motivation for the majority of bettors is the financial incentive. This underscores the importance of communicating potential winnings and offering attractive odds to attract and retain customers. Sports betting is considered a hobby by a significant portion of bettors, suggesting that the activity has intrinsic value beyond potential gains, likely linked to a love for sports and personal engagement. A significant portion of respondents bet to make watching matches more captivating. This indicates that sports betting is perceived not only as a lucrative activity but also as a way to increase engagement and interest in sports events.

The emotional aspect and experience of betting attract some players, underscoring the importance of user experience in designing betting services. For a notable number of bettors, the appeal lies in competition, whether against the bookmaker or in the context of bets among friends. A desire to explore and try something new motivates some bettors, which could be leveraged by marketing campaigns focused on introducing new types of bets or sports.

Recommendation by acquaintances is a motivating factor, highlighting the importance of word-of-mouth and social marketing strategies.

The analysis of motivations for betting by gender highlights significant differences in the reasons that drive men and women to engage in sports betting. While financial motivation is also important for women, it is less predominant than for men. This may indicate that, although the financial aspect is significant, other factors play a more crucial role in their decision to bet. A greater proportion of women are motivated by the excitement and experience provided by betting. The desire to explore and try new experiences is a more common motivation among women than among men.

Sports betting not only increases engagement with various sports but also has the potential to attract new fans to different sporting events. The demand for live betting during games is on the rise, presenting an opportunity for operators to emphasize their live betting features and enhance the user experience accordingly.

A majority of respondents are motivated by the prospect of winning rewards for their bets. To attract and retain customers, operators can introduce loyalty programs or bonuses. Additionally, there is a strong desire among bettors to improve their betting skills, suggesting a need for educational resources such as tutorials or workshops.

Integrating discussions about betting into game coverage presents an opportunity for collaboration between sports media and betting platforms to enhance the viewing experience. Moreover, partnerships between sports teams and betting companies can increase interest in betting among fans, making them effective marketing tools.

Advertisements and promotional offers play a significant role in encouraging betting, highlighting the importance of an effective communication strategy. Understanding motivations for betting by age group reveals insights into different demographic segments:

- ****18-24 years****: This group is highly motivated by rewards and education, showing keen interest in winning rewards and learning to bet effectively. While they may be less familiar with betting terms, their interest in real-time betting is notable.

- ****25-34 years****: Motivations for this group revolve around rewards, betting strategies, content, and partnerships. They show strong interest in winning rewards and learning betting strategies, along with moderate interest in sports betting content and partnerships between sports teams and betting companies.

- **35-44 years**: This age group exhibits high engagement with sports betting content and activities. They are highly interested in winning rewards, learning successful betting strategies, and engaging in real-time betting, indicating a highly engaged segment seeking to optimize their betting experience.

In summary, understanding the motivations and preferences of different age groups can inform targeted strategies to attract and retain customers in the sports betting market.

Competitive Environment

The quality of service and the number of providers in the gaming industry constantly fluctuate. Our competitive edge will be in attracting and retaining our customers with the most highly trained and well-informed individuals we can recruit.

The analysis of brand awareness of sports betting shows an interesting competitive landscape, with a mix of international and local brands occupying the market space. The diversity of preferred platforms reflects a variety of preferences and betting habits among consumers.

Bet365 clearly dominates in terms of brand awareness, indicating an effective marketing strategy and service offering that resonates with a wide range of bettors.

Long-Term Opportunities

Gaming in general is on the rise, remote gaming is constantly growing since 2009. The impact of the national regulations (was strong and lead the Market to grow over 300% in a few months).

Geographic Area

While the land base gaming activity is still a good part of the Market, the emerging markets are much more inclined to pure online gaming activity. There are sociological reasons why:

- ❖ Sociological Reasons: The sense of aggregation and sociality is much more present in the south than in the northern part of the Country;
- ❖ Economic Reasons: The propensity to use credit card is much stronger in the north than in the south of Italy. This is why the culture of using cash to 'hide' is still very strong in the south.

However social reasons are slowly disappearing and the remote gaming market will probably soon be 90% of the general Market.

BUSINESS STRATEGY MARKETING & SALES PLANNING

NewGenx NV intends to distinguish from other competitors pointing out on the best product on the Market and an innovative retention and acquisition strategy.

Customer Incentives

As a first step the Company intends to plan a very aggressive bonus campaign on customers acquisition and a rewarding campaign for retention. The Company intends to reserve a budget of at least 50% rake back on customers' lost for the first year of campaign.

The campaign will focus especially on sportbetting which is the core business of the Company. Although the unsteady margin reserved to sportbook, the acquisition will be focused on the main business. Customers acquired via sportbook, according to their profitability and profile will be moved to other section of the website (Casino and Games) across an *ad hoc* cross-selling campaign.

All customers will access their account via a 'token' which will be provided by the Company. The tokens will generate a casual number which will need to be used to access their accounts. In such a way the customer will feel 'secure' using the website and payment methods.

Advertising and Promotion

Our advertising and promotions will pivot around five key strategies:

- ❖ Internet Web site: The Company intends to offer the best product online and advertise it with a focused SEO program. The website will have to look 'funny' and 'young' . At the same time the customer will feel like playing in a safe environment.
- ❖ Customer Support: A very dedicated section of the customer support will be trained to manage outbound contacts;
- ❖ Communication and marketing: public relations, customer relations, press advertising, and affiliates.

Sales and Marketing

Excellent selling skills are vital in our type of business. Therefore, everyone will be fully trained in sales. Additionally, every month we will “audit” each other by observing half-a-day’s selling activity and giving feedback on strengths and weaknesses in skills.

We will also be using a “contact management” system that will allow us to monitor the effectiveness of different promotional strategies and of different marketing messages.

The key to our strategic advantage lies in having superior data on prospects and clients.

Commission

The normal commission paid to affiliates to gain new customers is 35 to 40 percent range on the gross profit (revenue). Of course a different percentage may be negotiated with important page potentially recruiting a high number of customers.

Business Plan Overview

Attached with the present document we present our business plan 2025/2026/2027 with an estimated P&L.

Our business plan outlines the financial framework for operating our company efficiently and effectively. It encompasses various expense categories essential for our operations, as well as sources of income.

Expenses:

1. **Office and Operational Expenses:** These include costs related to maintaining our office space, utilities, office supplies, and other day-to-day operational needs.
2. **External Consultants:** We allocate funds for hiring external consultants or experts who provide specialized services or advice to support our business objectives.

3. **Other Costs:** This category covers miscellaneous expenses not captured in other categories, such as legal fees, insurance, licenses, and permits.

4. **IT and Development:** Funds are earmarked for IT infrastructure, software development, and technology upgrades to enhance our operational efficiency and customer experience.

5. **Employees:** We budget for salaries, benefits, training, and other expenses associated with hiring and retaining our workforce, including both full-time and part-time employees.

6. **Marketing and Communication:** This category includes expenses for advertising, promotions, public relations, and other marketing initiatives to attract and retain customers and promote our brand.

7. **Banking and Corporate:** Funds are allocated for banking fees, corporate taxes, and other financial services necessary for managing our finances and complying with regulatory requirements.

Income Sources:

Our primary source of income comes from customer deposits against their withdrawals. These deposits represent the funds entrusted to us by our clients, which we manage and invest on their behalf. Additionally, we may generate revenue from fees or commissions charged on transactions, asset management services, or other financial products and services offered to our clients.

This business plan provides a comprehensive overview of our financial strategy, outlining our anticipated expenses and income sources to ensure the sustainability and growth of our business.