

GSR Technology N.V.

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Business Plan Version: 1.0

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Our mission

Overview of the business products and services/brands as well as proprietary IP.

GSR Technology N.V., incorporated on 8th September 2020, is a growing company in the online gambling industry. The company offers a broad range of gaming products and services, including live casino, online casino, and sports betting. Its focus on entering regulated markets ensures compliance with stringent Anti-Money Laundering (AML) regulations, providing a solid foundation for sustained growth.

GSR Technology N.V. is actively developing proprietary technology to enhance its customer experience and operational efficiency. These innovations aim to give the company a competitive edge in the evolving online gambling market.

The company operates under the leadership of its Ultimate Beneficial Owner (UBO), Syed Qulb E Haider, who also owns two other companies: Green Stream Technology B.V. and Aspera Operations B.V. With Capital Trust Corporation N.V. serving as its Corporate Service Provider (CSP) and Director, GSR Technology N.V. benefits from experienced management and strategic partnerships. These factors position the company for continued expansion into new regulated markets while maintaining its commitment to compliance and innovation.

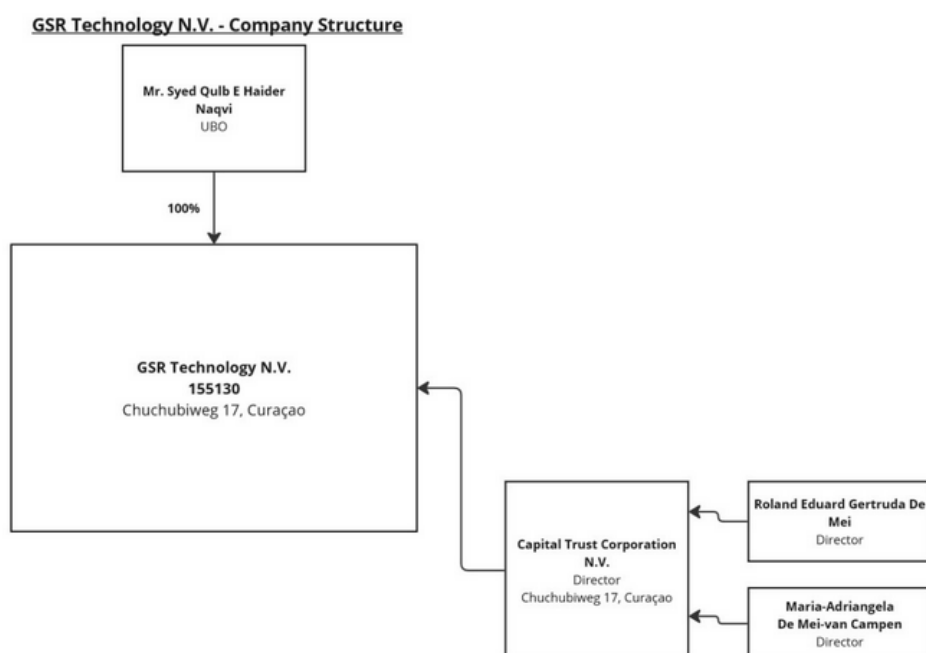
Company and Management

Company management structure showing key management roles and reporting lines.

GSR Technology N.V. operates with an established and well-defined management structure, ensuring effective leadership and robust compliance protocols. The company is guided by its Ultimate Beneficial Owner (UBO), Syed Qulb E Haider, who provides strategic direction and oversees key decision-making.

Capital Trust Corporation N.V., the company's Corporate Service Provider (CSP) and Director and manages all the necessary functions in its capacity as a director.

This structured approach ensures that GSR Technology N.V. is equipped with the leadership and compliance systems necessary to achieve business objectives while meeting regulatory expectations. A detailed chart outlining the current management and ownership structure is provided below.



Business Forecasts

Business forecasts

GSR Technology N.V. has over four years of stable and consistent operations, demonstrating reliability in its core business areas. As the company is well-established, forecasts have not been prepared. However, if required, we can provide further details upon request.

Business strategies

Overview of intended strategy for the business growth and to secure/maintain/grow market share with specific financial and marketing plans.

Market Targeting and Approach: GSR Technology N.V. is strategically focusing on the Turkish market, a high-potential region within the online gambling industry. The company aims to differentiate itself through a unique approach of launching multiple brands, rather than relying on a single dominant brand for growth. This strategy positions GSR Technology to capture and maintain significant market share by offering various brands that cater to diverse customer preferences.

The goal is to dominate the market through quantity, ensuring that if a customer does not resonate with one brand, they are likely to move to another, which is also operated by GSR Technology. This extensive brand portfolio will enhance customer retention and acquisition by offering multiple touchpoints within the market.

Key Providers

Who are the key suppliers and material dependencies?

Platform Provider:

The critical platform provider for GSR Technology N.V. is BetConstruct, a leading platform licensed in Malta. BetConstruct has been thoroughly vetted through audits conducted by the three largest testing labs globally, ensuring reliability and trustworthiness. As the primary technical backbone of our operations, BetConstruct provides a comprehensive range of services including platform management, game integration, and backend support. This partnership is essential for the smooth running of our gaming operations.

Game Providers:

We collaborate with a variety of established game providers, including but not limited to, Pragmatic Play, Evolution Gaming, EvoPlay, and Spinomenal. These providers deliver a wide range of casino and live dealer games, crucial for attracting and retaining customers. However, we are not solely dependent on these few companies; we have partnerships with many other game providers, ensuring a diversified game portfolio. This variety also mitigates the risk of any single provider experiencing issues that could affect our operations.

By utilizing trusted, industry-leading partners and maintaining a diversified portfolio of suppliers, GSR Technology N.V. effectively minimizes risks associated with service interruptions or dependency on individual providers, ensuring the seamless operation of its gaming services.

Risk evaluation and management

Risk evaluation and management.

Risk Assessment: As GSR Technology N.V. has outsourced all technical operations to BetConstruct, the main risk we face is tied to the success of our marketing strategies. To monitor this, we conduct monthly evaluations using detailed performance reports from the platform. These reports provide insight into the success of each brand, focusing on metrics like customer acquisition, revenue growth, and brand engagement.

Currently, the UBO personally oversees this risk evaluation. If a brand shows weak performance, steps will be taken to wind down that brand to prevent it from negatively affecting the overall business. As the company grows, this process will become more structured and involve external experts.

Risk Mitigation: To reduce marketing-related risks, GSR Technology N.V. takes a multi-brand approach. With numerous brands operating in the market, the failure of any one brand has limited impact on overall business health. We take quick corrective action—such as terminating the underperforming brand or adjusting its marketing strategy—to avoid any significant loss.

Additionally, by working with different marketing partners for each brand, we spread risk across a variety of strategies and partners, ensuring that we are not overly reliant on any single marketing approach.

Legal and governance framework

Legal and governance framework.

The board of GSR Technology N.V. comprises Syed Qulb E Haider Naqvi, the Ultimate Beneficial Owner (UBO), and Roland Eduard Gertruda de Mei, who represents CTC, a local trust company. Syed is primarily responsible for making most decisions, particularly those related to the day-to-day management of the company. However, corporate matters are addressed through discussions between the board members to ensure a collaborative approach.

At this stage, the company does not have a formal policy governing invitations to board meetings, though attendees are generally limited to the board members. Legal advice, if necessary, is sourced from local law firms to ensure compliance with regulatory and operational requirements.

The current size of the company does not justify expanding the board membership. This structure is expected to evolve as the business grows and resources become available, allowing for broader representation and oversight.

Business objectives

Target KPIs and business objectives

The primary measure of success for the business is the profitability of its operations, assessed through a profit-and-loss evaluation conducted on a brand-by-brand basis rather than at the company level. This approach ensures a focused analysis of each brand's performance, providing greater clarity and actionable insights.

For long-term success, the key metric will be the number of managed brands that have sustained operations for more than one year. This demonstrates the ability to build and maintain profitable, long-lasting brands, aligning with the company's broader business objectives.

Policies and Procedures

Policies and Procedures

The company's policies and procedures are based on templates provided by Curaçao eGaming. These templates have been adopted without modification, as Curaçao eGaming's expertise in the gaming industry, built over 25 years, ensures a high standard of compliance and relevance.

The board is confident that these policies align with regulatory requirements and industry best practices. Nonetheless, the company remains open to having them reviewed by a firm recommended by the GCB. Any recommendations arising from such a review will be promptly implemented to ensure full compliance and alignment with the GCB's expectations.