

GLENEAGLES B.V. – BUSINESS PLAN

Prepared for submission to the Curaçao Gaming Control Board – updated January 2026

Company Name: Gleneagles B.V.

Registration Number: 158256

Date of Incorporation: 11 August 2021

Registered Address: Schottegatweg Oost 10, Bon Bini Business Center Unit 1-9, Willemstad, Curaçao

1. Executive Summary

Company Overview

Gleneagles B.V. is a Curaçao-incorporated online gaming company established on 11 August 2021.

The company intends to operate a regulated online casino platform offering casino gaming entertainment to international players, with a primary focus on African and European markets.

The company will operate exclusively as an online casino operator, offering slot games and table games through integration with the Reevo game aggregation platform, a leading gaming content aggregator used by regulated operators worldwide.

Gleneagles B.V. will operate under the Curaçao National Ordinance for Games of Chance (LOK) and comply with all regulatory oversight provided by the Curaçao Gaming Control Board (GCB).

The operational model focuses on:

- strict regulatory compliance
- responsible gaming practices
- secure payment processing
- scalable technology infrastructure
- efficient distributed operations

Mission Statement

To provide a secure, compliant, and entertaining online gaming experience through responsible gaming principles, robust regulatory adherence, and innovative technology.

Strategic Vision

Gleneagles B.V. aims to establish itself as a trusted international online casino brand delivering reliable gaming entertainment while maintaining the highest levels of compliance and player protection.

The company's strategic vision is built upon:

- Regulatory integrity
- Responsible gaming
- Scalable operational efficiency
- Long-term sustainable profitability

2. Overview of Products, Services, and Technology

Core Product Offering

Gleneagles B.V. will operate an online casino platform offering the following gaming products:

Slot Games

Video slots, progressive jackpot slots, and classic slots supplied by leading global providers.

Table Games

Digital versions of blackjack, roulette, baccarat, and poker variants.

All gaming content will be supplied through Reevo's aggregation platform, ensuring:

- certified RNG fairness
- licensing compliance
- integration with reputable game studios
- continuous content updates

Platform Infrastructure

The gaming platform will operate on a secure cloud-based infrastructure with high availability and redundancy.

Key technological components include:

- Player account management system
- Fraud detection systems
- AML transaction monitoring

- Responsible gaming tools
- Payment gateway integrations
- Real-time player analytics

Intellectual Property

Gleneagles B.V. maintains ownership of:

- brand trademarks
- website domain assets
- player marketing data and analytics models
- operational processes and workflows

3. Company Management Structure

Ownership

Ultimate Beneficial Owner (UBO) - Antone Jerome Husbands

Mr. Husbands is an experienced iGaming consultant with extensive industry knowledge in online casino operations, compliance strategy, and international gaming markets.

Compliance Officer - Verona Singh

Responsible for:

- AML/CFT compliance
- KYC procedures
- regulatory reporting
- responsible gaming monitoring
- internal compliance reviews

Operational Structure

Gleneagles B.V. operates a lean global workforce model consisting of a small team of experienced professionals located across multiple regions worldwide.

This distributed structure provides:

- operational redundancy
- cost efficiency
- 24-hour operational coverage
- flexibility in staffing and support

VIP Account Management

Dedicated VIP account managers operate remotely from global locations, ensuring continuous support across all time zones and high service levels for premium players.

4. Business Forecasts (3-Year Projections)

Revenue Model

Revenue will be generated from Net Gaming Revenue (NGR) derived from player activity on the casino platform.

Cost Structure

Primary operating costs include:

- Game provider royalties via Reevo (~12%)
- Payment processing fees (estimated ~10%)
- Marketing and affiliate commissions
- Platform hosting and infrastructure
- staff and operational costs
- licensing and compliance costs

Below are the forecasts for revenue and profit after all expenses for the next 3 years:-

Gleneagles BV - Profit forecast for the next 3 years				
		Year 1	Year 2	Year 3
Net Gaming Revenue		€ 500,000	€ 850,000	€ 1,250,000
PSP Costs	10%	€ (50,000)	€ (85,000)	€ (125,000)
Marketing		€ (250,000)	€ (350,000)	€ (500,000)
Royalties	12%	€ (60,000)	€ (102,000)	€ (150,000)
Total Operating Expenses		€ (100,000)	€ (125,000)	€ (150,000)
EBITDA		€ 40,000	€ 188,000	€ 325,000

5. Business Growth Strategy

Target Markets

Primary focus regions include:

Cash Flow Forecasts

Given the asset-light nature of online casino operations and minimal capital expenditure requirements, EBITDA is considered a close approximation of operating cash flow.

Projected Operating Cash Flow:

Year 1 Operating Cash Flow: €40,000

Year 2 Operating Cash Flow: €188,000

Year 3 Operating Cash Flow: €325,000

The business is expected to remain cash-flow positive from its first year of operation due to the scalable nature of online gaming platforms and relatively low fixed operating costs.

This model includes full profit projections, cost structures, and cash flow calculations supporting the financial outlook presented in this business plan.

Africa

High-growth mobile gaming markets with increasing digital payment adoption.

Europe

Selected jurisdictions where online casino operations are permitted and accessible.

The company will exclude jurisdictions where online gaming is prohibited or restricted.

Marketing Strategy

Player acquisition will be driven through:

- Affiliate marketing networks
- Search engine optimization (SEO)
- digital advertising campaigns
- social media engagement
- loyalty programs and promotions

Marketing campaigns will emphasize:

- responsible gaming
- secure payments
- entertainment value
- brand reliability

6. Key Suppliers and Dependencies

Primary Technology Supplier

Reevo Game Aggregator

Provides:

- integration with leading casino game providers
- platform content management
- gaming system infrastructure
- secure game delivery

Payment Service Providers

The platform will support fiat payments including:

- credit and debit card payments
- instant bank transfer (Instant EFT)
- voucher-based payment systems
- mobile banking payments

Multiple payment processors will be used to ensure redundancy.

Infrastructure Providers

Cloud hosting providers ensure:

- high availability
- geographic redundancy
- data encryption
- secure data storage

7. Risk Evaluation and Management

Operational Risk

Risk: System outages or technical disruptions.

Mitigation:

- redundant hosting environments
- continuous platform monitoring
- disaster recovery systems

Compliance Risk

Risk: Failure to comply with AML or regulatory requirements.

Mitigation:

- automated AML transaction monitoring
- regular compliance audits
- staff training

Payment Processing Risk

Risk: payment provider disruptions or chargebacks.

Mitigation:

- multiple PSP providers
- fraud monitoring tools
- transaction risk scoring

Cybersecurity Risk

Risk: unauthorized access or cyberattacks.

Mitigation:

- encryption protocols
- firewall protection
- penetration testing

8. Legal and Governance Framework

Director Oversight

Director oversees:

- corporate governance
- regulatory compliance
- strategic decision making
- financial reporting

Legal Advisors

The company will retain legal advisors specializing in:

- gaming regulation
- corporate law
- AML compliance

ESG Policy

Gleneagles B.V. supports responsible gaming practices and ethical business operations.

9. Target KPIs and Business Objectives

Key Performance Indicators

- Monthly Active Players
- Net Gaming Revenue
- Player Retention Rate
- Customer Acquisition Cost
- Responsible Gaming Metrics

Long-Term Objectives

- build a strong international casino brand
- maintain regulatory compliance

- expand partnerships with gaming providers
- achieve sustainable profitability

10. Policies and Procedures

Key policies include:

- Anti-Money Laundering (AML) Policy
- Know Your Customer (KYC) Policy
- Responsible Gaming Policy
- Data Protection Policy
- Fraud Prevention Policy
- Risk Management Policy
- Player Complaint Procedures

Policies will be developed internally with support from external regulatory specialists and reviewed annually.

Conclusion

Gleneagles B.V. is structured to operate as a fully compliant, secure, and scalable online casino operator under the Curaçao regulatory framework.

The company's operational design integrates:

- strong governance
- responsible gaming safeguards
- scalable technology
- efficient global operations

Gleneagles B.V. is committed to maintaining the highest standards of integrity, compliance, and player protection.