

XLARGE SOFTWARE
2025-2028 BUSINESS PLAN

Table of Contents

1. Overview of Business Products and Services/Brands

- 1.1 Company Background
- 1.2 Unique Features
- 1.3 Products and Services

2. Management Structure

- 2.1 Organizational Roles
- 2.2 Specialized Teams
- 2.3 Reporting Structure
- 2.4 Future Plans for Hiring

3. Business Forecasts

- 3.1 Growth Projections
- 3.2 Revenue Forecasts

4. Strategy for Business Growth

- 4.1 Market Growth Strategy
- 4.2 Marketing and Branding
- 4.3 Financial Strategy
- 4.4 Sustainability and Long-Term Goals

5. Key Suppliers and Dependencies

6. Risk Evaluation and Management

- 6.1 Financial Risk Management
- 6.2 Operational Risk Management
- 6.3 Market and Competition Risks
- 6.4 Business Continuity Planning

7. Legal and Governance Framework

- 7.1 Legal Representation
- 7.2 Governance Structure
- 7.3 Compliance and Risk Management
- 7.4 Governance Policies

8. Target KPIs and Business Objectives

- 8.1 Key Performance Indicators (KPIs)
- 8.2 Long-Term Business Objectives

9. Policies and Procedures

- 9.1 Financial Policy
- 9.2 Partner Onboarding Process
- 9.3 Data Protection and Security
- 9.4 Governance and Compliance

1. Business Overview

1.1 Company Background

XLarge Software has established itself as a key player in the global iGaming industry. Launched in November 2019, the company has consistently achieved high success rates with partners, boasting relatively low dropout rates. XLarge Software has gained recognition in countries such as Turkey, Tunisia, Israel, and Brazil, where its innovative solutions and exceptional service have garnered strong positive feedback.

The company has attended prestigious iGaming events, including Sigma and ICE, showcasing its commitment to staying at the forefront of industry trends. One of XLarge Software's standout achievements is its uniquely designed User Interface (UI) and User Experience (UE), which have received widespread praise from partners and players alike.

Notably, XLarge Software is highly regarded for competitively fast tech service by providing high-quality tech solutions with swift turnaround times and Unique Admin Features, offering advanced yet practical admin panels, allowing partner companies unparalleled control and customization over their platforms.

XLarge Software operates independently and is not affiliated with any other gambling businesses or organizations under common control.

1.2 Unique Features

Proprietary Technology

XLarge Software's proprietary technologies are designed to deliver an innovative and seamless experience for partners and users alike. Key features include:

- **UI Designs:** Cutting-edge, intuitive designs that prioritize usability and aesthetics.
- **Multi-Platform Combined Sportsbook:** A versatile sportsbook platform compatible across devices, ensuring seamless betting experiences.
- **Rich Casino Library:** Access to over 250+ world-renowned casino providers, offering an unmatched variety of games.
- **Point Per Deposit System:** A unique gamification feature that rewards players based on their deposit activity, driving engagement and loyalty.
- **In-Built CRM and Affiliate Systems:** Advanced systems embedded within the platform for efficient management of customer relations and affiliate operations.
- **Fully Manageable Risk Management Options:** Customizable risk controls, allowing operators to adapt to specific operational needs.
- **24/7 Technical Support:** Comprehensive, around-the-clock support services to address technical issues and ensure uninterrupted operations.

Competitive Advantages

XLarge Software distinguishes itself in the competitive iGaming market through:

- **Localized Market Expertise:** Tailored betting solutions catering to the preferences and regulations of specific regions, such as Turkey, Tunisia, Israel, and Brazil.
- **Enhanced Retail and Online Solutions:** Integrated services for both physical retail environments and online platforms, maximizing market reach.
- **Seamless Integrations:** Smooth connectivity with top gaming providers and payment systems, offering extensive gaming and transaction options.
- **Exceptional Technical Support:** Unparalleled support services ensuring quick resolution of issues and a high level of reliability.
- **Superior Mobile Betting Experience:** Optimized platforms for mobile users, offering intuitive navigation and robust performance.

1.3 Products and Services

Products

XLarge Software offers a diverse range of products and services, categorized to meet the needs of a dynamic global iGaming market. These offerings are designed to deliver an engaging, reliable, and innovative experience for players and partners.

- **Sports Betting:** A comprehensive sportsbook covering a wide variety of sports
- **Live Casino:** An immersive live casino experience, featuring real-time games from over 30+ world-renowned casino providers
- **Slot Casino:** A rich selection of slot games from leading developers and aggregators worldwide
- **Skill Games:** Engaging games that require a combination of strategy and skill, providing a unique gaming experience
- **Virtual Sports:** Innovative virtual sports offerings that simulate real sports with high-quality graphics and random number generation

Service Accessibility

XLarge Software ensures reliable and accessible services to its partners and players, supported by a comprehensive service framework:

- **Operational Hours:**
 - 24/7 availability during weekends (Friday to Sunday).
 - Extended hours on weekdays (6:00 AM to 12:00 Midnight, Monday to Thursday).
 -
- **Technical Support:**
 - Resolution of technical inquiries and game-related issues.
 - Deployment of API credentials and seamless integration support.
 - Regular updates, including new game releases and API enhancements.
 - Routine maintenance and error resolution.

- **Response Times Based on Severity:**
 - **Critical Issues:** Resolved within 2 business hours.
 - **High Severity Issues:** Addressed within 8 business hours.
 - **Medium Severity Issues:** Handled within 16 business hours.
 - **Low Severity Issues:** Resolved within 48 business hours.

2. Management Structure

The management structure at XLarge Software is designed to ensure operational efficiency, clear reporting lines, and effective decision-making processes. The company's organizational chart includes key leadership positions and specialized teams to support its strategic goals.

2.1 Organizational Roles

1. Chief Executive Officer (CEO):

Younis Emre

E-mail: info@xlargesoftware.com

Skype: live:.cid.a91f986c57d6afd

Wp: +44 7723306176

Responsible for overseeing the overall business strategy, operations, and performance. The CEO ensures that all departments align with the company's mission and long-term vision.

2. Chief Technology Officer (CTO):

Lucas Green

E-mail: tech@xlargesoftware.com

Skype: live:.cid.60f067a99aa093ea

Leads the technology and development teams, focusing on platform innovation, technical infrastructure, and product development.

3. Chief Financial Officer (CFO):

E-mail: finance@xlargesoftware.com

Skype: live:.cid.a91f986c57d6afd

Wp: +44 7723306176

Manages the company's financial health, including budgeting, financial planning, and compliance with regulatory requirements.

4. **Head of Support (Assistant Manager):**

Oversees the B2B support team and ensures timely and effective resolution of partner inquiries, issues, and escalations. The role also includes managing day-to-day operations of the support system.

5. **Head of Sales and Marketing (Assistant Manager):**

Leads the sales and marketing teams, driving client acquisition, retention, and brand visibility. This role includes devising marketing campaigns and managing strategic partnerships.

2.2 Specialized Teams

1. **Developers:**

Responsible for building, maintaining, and enhancing the company's proprietary technologies, including the sportsbook platform, casino systems, and CRM solutions.

2. **B2B Support Team:**

Provides technical and operational assistance to partners, ensuring seamless integration and ongoing support for their platforms.

3. **Marketing and Sales Team:**

Focuses on expanding market reach through targeted campaigns, promotions, and strategic partnerships. The team also plays a critical role in fostering client relationships and ensuring customer satisfaction.

2.3 Reporting Structure

The reporting lines are clearly defined to maintain accountability and streamline communication across the organization:

- The **CEO** oversees all key roles, including the CTO, CFO, Head of Support, and Head of Sales and Marketing.
- Both assistant managers report directly to the CEO while supervising their respective teams.
- The developers, B2B support team, and marketing and sales team report to their respective department heads.

2.4 Future Plans for Hiring

XLarge Software plans to further expand its team to support growth and enhance service delivery. Key future roles include:

- Additional developers to scale platform capabilities.
- Specialized support staff to manage increasing partner requirements.
- Marketing strategists to strengthen the company's position in emerging markets.

3. Business Forecasts

XLarge Software is poised for steady and sustainable growth over the next three years. With a focused strategy to attract new partners and expand its market presence, the company anticipates significant progress in its business objectives.

3.1 Growth Projections

- **Partner Acquisition:**

XLarge Software currently adds an average of three new partners per month, equating to approximately 100+ new partners annually. Over the next three years, the company expects to onboard over 200+ successfully established partners, further solidifying its market presence.

- **Target Markets:**

XLarge Software is strategically positioned to operate effectively in both regulated and unregulated markets. Its adaptable platform, which supports retail and agent systems, provides a competitive advantage in a diverse range of market environments.

3.2 Revenue Forecasts

XLarge Software has set ambitious yet achievable revenue targets for the next three years, aiming to expand its market presence and significantly increase its earnings. The company's strategy involves tapping into new opportunities while solidifying its position in existing markets.

- **Current Revenue Performance:**

XLarge Software generates an annual revenue of approximately €20,000 from the Latin American market and €50,000 globally. These figures represent the company's solid foundation and potential for exponential growth.

- **Growth Objectives:**

Over the next three years, XLarge Software aims to increase its annual revenue fivefold. By leveraging its innovative platform and targeting high-potential regions, the company expects to achieve the following:

- **Latin American Market:**

Expanding operations and increasing market activity to grow revenue from €20,000 to €100,000 annually.

- **Global Market:**

Enhancing partnerships, upgrading platform capabilities, and expanding into new regions to drive global revenue from €50,000 to €250,000 annually.

Key Growth Drivers:

- Strengthening presence in emerging markets, with a particular focus on Latin America, where there is significant untapped potential.
- Expanding partnerships with affiliates and gaming providers to boost revenue streams.
- Investing in marketing campaigns, particularly in Latin America, to increase brand visibility and attract more partners.
- Enhancing platform features, such as the multi-platform sportsbook and in-built CRM system, to deliver added value to partners.

3.3 Unique Value Proposition

XLarge Software's growth is underpinned by its ability to cater to diverse client needs through:

- **Adaptability:** Tailored solutions for both retail and agent systems, ensuring partners can seamlessly integrate the platform into their operations.
- **Innovation:** Unique features, such as the Point Per Deposit system and fully manageable risk options, which differentiate the platform from competitors.
- **Market Expertise:** The company's deep understanding of regulated and unregulated markets, allowing it to excel in a variety of jurisdictions.

3.4 Investment in Expansion

To support this growth, XLarge Software will:

- Continue enhancing its platform capabilities to remain at the forefront of technology.
- Invest in marketing efforts to strengthen its presence in emerging markets.
- Expand its support and development teams to ensure the highest service standards for its growing partner base.

4. Strategy for Business Growth

XLarge Software's growth strategy focuses on sustainable expansion, innovation, and customer satisfaction. The company aims to strengthen its position in the global iGaming industry by targeting key markets, enhancing its platform capabilities, and building long-term relationships with partners.

4.1 Market Growth Strategy

- **Targeted Market Expansion:**

XLarge Software plans to grow its presence in key markets, including both regulated and unregulated regions. Specific focus will be placed on countries such as Turkey, Tunisia, Israel, and Brazil, where the company has already established a strong foothold. Expected new markets for next three years will be focusing Middle East, Africa and South America countries such as Egypt, Morocco, Rwanda, Chile, Peru, Iraq, Namibia and more possible regions.

- **Localization Efforts:**

Customization of the platform to meet local market requirements, including language options, currency support, and region-specific betting preferences. XLarge Software can seamlessly provide any currency and language with necessary preparation and increased variety of language options for XLarge Software admin panel is developing

- **Partnership Development:**

Building long-term partnerships with affiliates, gaming providers, and payment processors to create a robust ecosystem that benefits all stakeholders.

4.2 Marketing and Branding

XLarge Software leverages a robust marketing and branding strategy to drive awareness, attract new partners, and reinforce its position as a leader in the iGaming industry. The focus is on targeted outreach, industry visibility, and building a strong digital presence.

- **Social Media Presence:**

Active engagement on platforms such as **X (formerly Twitter)** and **LinkedIn**, ensuring consistent communication with potential partners, industry stakeholders, and players. These platforms are used to share updates, showcase achievements, and promote brand visibility.

- **Global and Regional Affiliate Networks:**

Collaborating with well-established affiliate networks to expand reach and attract new partners. These networks play a pivotal role in connecting XLarge Software with key market players and driving sustained business growth.

- **Industry Events and Exhibitions:**

Maintaining a strong presence at leading iGaming events, such as **Sigma**, **ICE**, and other regional conferences, to showcase the company's innovative solutions. Participation in these events ensures direct interaction with potential clients and partners while highlighting XLarge Software's commitment to staying at the forefront of industry trends.

4.3 Financial Strategy

XLarge Software is committed to allocating resources strategically to support its long-term growth objectives and maintain its competitive edge. Key planned investments and upgrades include:

- **Platform Scalability and Performance Enhancements:**
Investing in advanced server infrastructure and cloud-based solutions to ensure seamless scalability as the number of partners and users grows. This includes upgrades to support higher transaction volumes, improved platform responsiveness, and reduced downtime.
- **Artificial Intelligence and Machine Learning Integration:**
Introducing AI-driven analytics tools for player behavior tracking and predictive analytics. These upgrades will help partners optimize marketing efforts, improve player retention, and personalize gaming experiences.
- **Expanded Casino Content:**
Partnering with additional casino game providers to diversify the gaming library further. The goal is to add 50+ new titles from emerging providers in key markets over the next year, enhancing the platform's appeal.
- **Mobile Platform Optimization:**
Enhancing mobile application functionality, including faster load times, improved UI/UX design, and the introduction of a dedicated native app to complement the existing browser-based platform.
- **Security and Compliance Upgrades:**
Implementing advanced security protocols, including blockchain-based verification and enhanced fraud detection systems, to ensure compliance with both regulated and unregulated markets. These measures aim to improve trust among partners and players.
- **Affiliate Management Enhancements:**
Upgrading the in-built affiliate management system with additional analytics and reporting features to make it more competitive and user-friendly for operators managing large affiliate networks.

4.4 Sustainability and Long-Term Goals

XLarge Software is dedicated to building a sustainable and forward-thinking business model that supports long-term growth while maintaining compliance with regulatory standards. The company's strategy includes a strong focus on client retention, continuous innovation, and responsible market expansion.

- **Client Retention Programs:**
XLarge Software is committed to developing loyalty programs and offering tailored incentives to retain existing partners and attract new ones. These initiatives aim to foster long-term relationships and ensure partner satisfaction.
- **Continuous Training and Development:**
The company prioritizes employee and partner training to ensure that all stakeholders can maximize the potential of XLarge Software's platform. This includes workshops, online courses, and regular updates on platform features and industry trends.
- **Innovation as a Core Driver:**
XLarge Software plans to continually introduce cutting-edge features and technologies, such as AI-driven analytics, enhanced mobile solutions, and advanced risk management tools, to remain at the forefront of the iGaming industry.

- **Excluded Markets:**

Any regions where Curaçao licensing is not applicable will be excluded from XLarge Software's operations. The company strictly adheres to regulatory guidelines and focuses on compliant market opportunities to ensure sustainable and responsible growth.

5. Key Suppliers and Dependencies

XLarge Software relies on strategic partnerships and a robust financial model to ensure operational efficiency and minimize risks. The company has established a dependable supplier network and implemented measures to protect against unexpected losses.

5.1 Financial Model

- **Prepaid Credit System:**

To safeguard against potential financial risks, XLarge Software employs a prepaid credit system. Partners receive five times the amount of their deposit as credit, which they can use to operate until they reach a predetermined gross gaming revenue (GGR) threshold. This approach ensures financial stability for both the company and its partners.

5.2 Key Suppliers

XLarge Software collaborates with industry-leading suppliers to deliver high-quality services and an exceptional user experience:

- **Sportsbook Providers:**

- **BetConstruct:** A globally recognized provider of sportsbook solutions, offering extensive betting options and cutting-edge technology.
- **Digitain:** A comprehensive sportsbook platform provider known for its advanced features and wide-ranging sports coverage.

- **Casino Library Provider:**

- **Blue Ocean Gaming:** A trusted supplier of casino content, providing access to a rich library of games from over 250+ world-renowned providers.

5.3 Dependencies

- **Reliance on Key Suppliers:**

The company's operations depend significantly on the reliability and performance of its sportsbook and casino content providers. Disruptions or changes in these partnerships could impact service delivery and revenue generation.

- **GGR Thresholds:**

While the prepaid credit system minimizes risk, the model depends on partners achieving the set GGR thresholds. Fluctuations in market performance or unforeseen challenges may impact the flow of operations.

XLarge Software continuously monitors its supplier relationships and evaluates dependencies to mitigate potential risks and maintain uninterrupted services.

6. Risk Evaluation and Management

XLarge Software prioritizes comprehensive risk evaluation and management to ensure operational stability and long-term sustainability. By addressing potential risks at multiple levels, the company safeguards its business and partners against unforeseen disruptions.

6.1 Financial Risk Management

- **Prepaid Credit System:**
XLarge Software's financial model mitigates the risk of unexpected losses by implementing a prepaid credit system. This system ensures that partners operate within their deposit limits, minimizing exposure to financial risks.
- **Revenue Threshold Monitoring:**
Regular tracking of partners' gross gaming revenue (GGR) ensures alignment with the set credit limits, reducing the likelihood of financial shortfalls.

6.2 Operational Risk Management

- **Supplier Dependencies:**
 - Partnerships with industry-leading providers such as BetConstruct, Digitain, and Blue Ocean Gaming ensure reliable delivery of sportsbook and casino services. However, XLarge Software actively monitors these relationships and maintains contingency plans to address potential disruptions.
- **Technology Maintenance:**
Routine updates and proactive maintenance of the platform, including server upgrades and API enhancements, minimize the risk of downtime or technical issues.
- **Security Enhancements:**
Implementation of advanced fraud detection systems and adherence to global data protection standards ensure compliance and safeguard partner and player data.
- **Market Restrictions:**
XLarge Software operates exclusively in regions where Curaçao licensing is applicable, mitigating the risk of regulatory non-compliance.

6.3 Market and Competition Risks

- **Strategic Market Entry:**
The company focuses on markets with high growth potential, such as Latin America, while monitoring competitive pressures in regulated and unregulated regions. A diversified product portfolio and localized market strategies help mitigate competitive risks.
- **Partner Retention Efforts:**
Developing strong relationships with partners through exceptional service, robust CRM tools, and regular engagement reduces the risk of partner attrition.

6.4 Business Continuity Planning

- **24/7 Technical Support:**
Comprehensive support ensures that critical issues are resolved within 2 hours, reducing downtime and maintaining service reliability.
- **Scalable Infrastructure:**
Investments in cloud-based and scalable server systems enable the company to handle increased transaction volumes and partner growth without interruptions.

7. Legal and Governance Framework

7.1 Legal Representation

XLarge Software has entrusted its legal and governance responsibilities to **XCM Management**, a reputable third-party company specializing in regulatory compliance and legal advisory for the iGaming industry.

- **Services Provided by XCM Management:**
 - Oversight of all regulatory obligations, ensuring the company operates in compliance with Curaçao licensing requirements.
 - Provision of expert legal advice on operational and strategic decisions.
 - Representation in any legal or compliance-related matters to mitigate risks effectively.

7.2 Governance Structure

- **Board Oversight:**
Governance responsibilities are shared among key management roles, including the CEO, CFO, and CTO, ensuring that critical decisions are aligned with the company's vision and strategic objectives.

Matters Reserved for Board Review:

- Approval of new market entries and major investments.
 - Oversight of compliance strategies and regulatory risk management.
-
- **Legal Support for Partners:**
XLarge Software provides partners with the necessary legal guidance through a signed agreement to ensure seamless integration into regulated markets and adherence to licensing requirements.

7.3 Compliance and Risk Management

- **Regulatory Monitoring:**
XCM Management continuously monitors changes in regulatory frameworks to ensure that XLarge Software remains compliant with licensing requirements and other legal obligations.
- **Data Protection and Privacy:**
XLarge Software adheres to global data protection standards, safeguarding partner and player information through secure systems and policies.

7.4 Governance Policies

- **Commitment to Transparency:**
The company operates transparently, ensuring that all governance and compliance measures are communicated effectively to partners and stakeholders.
- **Conflict Resolution:**
With XCM Management as its legal representative, XLarge Software ensures that any disputes or compliance issues are resolved swiftly and professionally.

8. Target KPIs and Business Objectives

XLarge Software is committed to achieving measurable success through defined Key Performance Indicators (KPIs) and clear long-term business objectives. These metrics guide the company's growth and ensure alignment with strategic goals across all departments.

8.1 Key Performance Indicators (KPIs)

To monitor progress and maintain high operational standards, XLarge Software tracks the following KPIs:

1. **Partner Acquisition and Retention:**
 - Acquire 100+ new partners annually over the next three years.
 - Achieve a partner retention rate of 90% through exceptional service, support, and engagement.
2. **Revenue Growth:**
 - Increase annual global revenue from €50,000 to €250,000 within three years.
 - Grow Latin American revenue from €20,000 to €100,000 annually by focusing on localized market strategies and enhanced marketing efforts.
3. **Platform Performance:**
 - Maintain 99.9% platform uptime to ensure seamless user experiences.
 - Resolve critical technical issues within 2 business hours, adhering to service level agreements.
4. **Product Expansion:**
 - Add 50+ new casino games annually to maintain a competitive and diverse game library.

- Launch enhanced features, including AI-driven analytics and mobile platform optimization, to stay ahead of industry trends.
- 5. **Market Penetration:**
 - Expand presence in high-growth regions, with a focus on Latin America and emerging markets.
 - Ensure localized services (e.g., language support, region-specific payment options) for at least five new target markets.
- 6. **Marketing Performance:**
 - Increase social media engagement by 50% across platforms such as X and LinkedIn within the next 12 months.
 - Gain visibility at major industry events like Sigma and ICE, generating 30+ qualified leads per event.

8.2 Long-Term Business Objectives

1. **Global Leadership in iGaming:**
Position XLarge Software as a preferred platform provider for both regulated and unregulated markets by delivering superior technology and customer-focused solutions.
2. **Technological Innovation:**
Continuously enhance the platform with cutting-edge features, such as advanced risk management tools, in-built CRM systems, and gamification strategies like the Point Per Deposit system.
3. **Sustainable Growth:**
Foster financial stability through the prepaid credit system while expanding partnerships and diversifying revenue streams.
4. **Partner-Centric Operations:**
Build lasting relationships by offering comprehensive support, regular updates, and customizable solutions tailored to partner needs.
5. **Compliance and Governance Excellence:**
Maintain full compliance with Curaçao licensing requirements through the support of XCM Management, ensuring operational integrity and trust among stakeholders.

9. Policies and Procedures

XLarge Software implements well-defined policies and procedures to ensure smooth operations, compliance, and partner satisfaction. These are streamlined for clarity and efficiency:

9.1 Financial Policy

- **Prepaid Credit System:** Partners operate on a prepaid credit model, receiving five times their deposit as credit to minimize financial risks.

- **Minimum Fee Policy:** Partners are encouraged to achieve a certain gross gaming revenue (GGR) threshold to align with operational goals and maximize profitability.

9.2 Partner Onboarding Process

- **Contractual Agreements:** All partners sign a comprehensive contract with clearly stated regulations and operational guidelines to ensure mutual understanding and compliance.
- **Structured Onboarding:** Partners receive training, platform integration support, and access to dedicated B2B support teams for a seamless setup.

9.3 Data Protection and Security

- **Fraud Prevention:** Advanced fraud detection systems and secure encryption protocols protect sensitive data.
- **Regulatory Compliance:** Strict adherence to data protection standards, including GDPR, ensures partner and player safety.

9.4 Governance and Compliance

- **Legal Oversight:** XCM Management provides full regulatory and governance support, ensuring compliance with Curaçao licensing and industry standards.
- **Regular Audits:** Semi-annual internal audits and risk reviews ensure continuous improvement and alignment with evolving requirements.