

978 TECH N.V.
BUSINESS PLAN 2024

1. EXECUTIVE SUMMARY

978 Tech N.V. is a leading provider of comprehensive solutions for the e-gaming industry. Our business model encompasses both business-to-customer (B2C) and business-to-business (B2B) approaches, allowing us to cater to a diverse range of clients and markets. By leveraging our cutting-edge software and licensing services, we enable e-gaming operators to deliver exceptional gaming experiences to their customers while driving growth and profitability.

2. COMPANY OVERVIEW

2.1 Mission Statement

At 978 Tech N.V., our mission is to revolutionize the e-gaming industry by providing innovative and customizable solutions that empower operators to succeed in a rapidly evolving marketplace.

2.2 Vision Statement

We envision becoming the go-to partner for e-gaming operators worldwide, renowned for our state-of-the-art technology, unparalleled service, and commitment to fostering long-term, mutually beneficial relationships.

2.3 Core Values

Excellence: Striving for continuous improvement and delivering the highest quality products and services.

Innovation: Embracing creativity and technological advancements to stay ahead of industry trends.

Integrity: Operating with honesty, transparency, and ethical practices in all our interactions.

Collaboration: Foster a culture of teamwork and cooperation to achieve shared goals.

Customer-Centricity: Placing our customers at the heart of everything we do and exceeding their expectations.

3. OUR TEAMS

3.1 CEO

The CEO, Ryan Li, has over 10-year work experience in the game industry. He worked for Chuang Le Co., Ltd, a China registered company focusing on online game development from 2010 to 2017. Since 2017, Ryan has worked for a HK company - Virtual Gaming Technology Ltd as Senior Marketing Manager, selling developed games to world-wide game operators, and advising his clients on PR & Marketing strategy. Ryan has both tech and marketing experience in the e-gaming industry.

3.2 Development Team

978 Tech's development team is led by the Shelton Xiao, who has over 10 years software development experience including 5 years in the gaming industry. He has been extensively learning new technologies such as programming languages, CI/CD, Kubernetes and Big Data etc. When worked for Asia Gaming in Manila, Philippines, he built up an R&D team from scratch to research and introduce new technologies, such as Kubernetes, Graph database, etc. to facilitate development process. Data analysis is yet another world in which he has been interested since he started pursuing his master degree. Shelton also has experience in constructing data warehouses and the relevant data analysis systems. The tech team mostly based in Philippines. The core team consists of 20 full-time and part-time experienced developers and engineers who have worked with leading online games development. We plan to expand the team to 25-35 within 3 years.

3.3 Other Teams

Our operational team including admin, finance, compliance, customer service, PR & marketing, based in Philippines and Malaysia.

3.4 Marketing

In addition to our internal PR & Marketing personnel, who will be focused on marketing strategy, we will hire professional PR companies to help us build up the brand image and awareness through different channels including media platforms and self-managed SNS. We will also work with third party advertisement companies to increase our platform exposure, such as sponsoring sports events or clubs. Our user acquisition strategy will be 80% online and 20% offline.

3.5 Customer service

Customer service team will be based in Malaysia. A multilingual customer service team is important for our initial stage when there are still quite a lot of users feel more comfortable speaking with real person. However, our goal is to move from answering phone calls or

emails from customers to provide personal resolution of issues and questions to more AI /digitalized solutions so we can increase our efficiency level.

3.6 Compliance

Our compliance will be handled by professional firm. We will also have our own compliance team in Philippines together with independent compliance firm in Curacao to make sure a good foundation of legitimate operation along with the platform traffic growth.

4. BUSINESS MODEL

4.1 B2C Model

As an e-gaming operator, we are a business-to-customer (B2C) platform. Our model focuses on providing a seamless and engaging gaming experience directly to end customers.

Users can register their accounts through our user-friendly platform and domains with a complete KYC process, and they can participate in the games we developed or aggregated on our platform via website or mobile apps. Customers can access a wide range of games, including sports betting, lottery games, and third-party offerings. We prioritize security, fairness, and responsible gaming practices to ensure an optimal user experience. We will also work with a licensed payment service provider to ensure a safe fund deposit & withdrawal for our customers.

90% of our revenue will be made through commissions. Other potential revenue strings may be advertisement and advisory services.

Details of Games:

Sports Betting

Introduction: We provide football, basketball, tennis, baseball events, championship handicap betting. Players can choose their own handicap to place bets, and the result is determined by the event's result. Pay out amount will be given according to the odds at the time of betting.

Profitability: We will make money by collecting a 5% commission on the vigorish, the cut or amount charged by a sportsbook for taking a bet.

Lottery Betting

Introduction: we will provide lottery betting games for users based on difference rules of different nations. Players can choose the number and places to place bets after choosing the color. The lottery will be drawn randomly, and the prize will be based on the betting

odds. For all lottery games on this platform, a minimum bet amount will be set according to different currency, for example 0.2USDT. Odds of each game will be calculated based on the algorithm and common market odds, ranging from 1.96 to 9800. Each game also sets a personal maximum payout as a risk management mechanism for this platform.

Profitability: We will charge a 5% to 10% commission from the proceeds.

Other Games

We will integrate APIs of live casino game developers like AsiaGaming, BigGame, etc. APIs we are integrating:

AsiaGaming (Live Casino) : Providing live video games, such as baccarat, roulette, etc.,

MicroGaming (Slots Games) : Video games use RNG to produce results, and when winning the prize, the prize is paid according to the number of lines

DreamTech (Slots Games) : Video games use RNG to produce results, and when winning the prize, the prize is paid according to the number of lines

BigGame (Live Casino) : Providing live video games, such as baccarat, roulette, etc.

4.2 B2B Model

In addition to our existing business-to-customer (B2C) approach, we plan to integrate a business-to-business (B2B) component by offering software and licensing services to e-gaming operators. These operators must hold valid gaming licenses issued by relevant authorities, such as the Government of Curaçao, the United Kingdom Gambling Commission, the Isle of Man Gambling Supervision Commission, the Malta Gaming Authority, the Philippine Amusement and Gaming Corporation, and the Kahnawake Gaming Commission. The operators will be responsible for handling all monetary transactions and customer-related services pertaining to the B2C aspect. This strategic expansion enables us to penetrate new markets more rapidly, reduce operational costs, and mitigate liability.

Software and Service License Offering:

We will provide comprehensive turnkey solutions to e-gaming operators, encompassing our e-gaming platform and established brand names. Our platform features a range of offerings, including sports betting and lottery games developed by our team, as well as third-party games.

One of the brand name available for licensing to operators is '8Xbet,' which is owned by 978 Tech N.V. shareholder Ryan Li.

5. MARKET ANALYSIS

5.1 Our Target Market

Our target customers/players are the accredited players over 18 years old in B2C model.

Our B2B primary target market comprises e-gaming operators worldwide who hold valid gaming licenses in their respective jurisdictions. We aim to establish partnerships with operators who share our commitment to regulatory compliance, responsible gaming, and delivering exceptional experiences to their customers.

We will strictly adhere to market restrictions, excluding prohibited regions such as the Netherlands, Aruba, Statia, Sint Maarten, Bonaire, Curaçao, France, Belgium, the Philippines, Taiwan, the United States of America, Singapore, China, and Hong Kong.

5.2 Market Opportunities

The e-gaming industry continues to experience rapid growth, fueled by technological advancements, increasing internet penetration, and shifting consumer preferences. We are well-positioned to capitalize on this trend by providing innovative solutions that cater to emerging markets, while also consolidating our presence in established gaming regions.

6. MARKETING AND BRANDING STRATEGY

6.1 Branding and Positioning

We will establish a strong and distinctive brand identity that reflects our commitment to excellence, innovation, and customer-centricity. Through targeted marketing efforts, we will position ourselves as a trusted partner capable of delivering cutting-edge technology, comprehensive solutions, and exceptional service.

6.2 Partnerships

Our brand strategy focuses on forging strategic partnerships with sports teams, players, and well-known individuals to enhance our brand presence and build credibility. By collaborating with these esteemed entities, we aim to leverage their influence and reach to amplify our brand message and connect with a wider audience. This approach allows us to tap into the passion and loyalty of sports fans while benefiting from the positive associations and reputations of these esteemed partners. Through these partnerships, we will create authentic and engaging content, sponsor high-profile events, and foster meaningful relationships that will not only elevate our brand but also drive customer loyalty and affinity. By aligning ourselves with renowned sports teams, players, and personalities, we solidify our position as a trusted and reputable brand within the e-gaming industry.

6.3 Multiple language

Our platform will offer the game contents in multiple languages to meet the demands of players from difference jurisdictions and culture background, including English, Bahasa Indonesia, Chinese, as well as Vietnamese. With the expansion into more other markets, we are also planning to offer more languages in the future.

6.4 Simple UI/UX for new players

We aim to provide simple and friendly UX/UI to allow new players joining the games with little effort.

6.5 Security and Privacy

We set up multiple domains to prevent any one of them from getting hacked. And there will be encryption features to safeguard user data and privacy.

6.6 24-hours Customer Service

We are providing high-quality and efficient customer service. The rigorous training standards for customer service personnel have been drawn up to create a professional customer service team with multi-lingual and professional service. We are also providing AI/digitalized solutions on customer service to improve communication efficiency.

7. 3-YEAR REVENUE PROJECTIONS

Our target annual gross gaming revenue is from USD\$3 million to USD\$6 million within 3 years. This projection shows a steady increase in total revenue and the number of employees over the three-year period. Gross profits also rise significantly each year, indicating healthy growth for the company.

Year	2024	2025	2026
Total Revenue (USD)	3,000,000	4,500,000	6,000,000
Number of Employee	35	45	55
Expense			
Staff Expense			
Salary, Training, Insurance	1,000,000	1,200,000	1,400,000
Office Rental and Supplies	60,000	80,000	100,000
Professional Services	100,000	100,000	100,000
Travel Expenses	60,000	80,000	100,000
PR & Marketing	1,000,000	1,500,000	2,000,000
Others	55,000	75,000	90,000
Gross Profits	725,000	1,465,000	2,210,000

8. KYC & AML

Our compliance will be handled by professional firm, and they will draft the required policy and procedures to mitigate AML/CTF risks and maintain our company in a good and compliant status. We will also hire in-house KYC officers and build up a risk management team to make sure a good foundation of legitimate operation along with the platform traffic growth.

All the internal policies and procedures are subject to on-going review and improvement and are to be read in conjunction with all applicable laws which include but are not limited to The Fourth European Union (EU) Anti-Money Laundering Directive (Fourth Directive).

With an effective risk-based approach to due diligence, we will have the platform users classified to 4 different tiers as shown below. The KYC standard and threshold will differ, depending on what accesses they would require from our platform. Whenever there is any special case with unclear classification, our compliance and KYC officers will have the standard to decide whether to undertake enhanced due diligence or allow simplified due diligence.

The Company's Non-Face-to-Face CDD (E-KYC) Process

	Tier 1	Tier 2	Tier 3	Tier 4
Data Collection	• Confirm T&C • Full Name • Email Address	• ID Type • ID Number • Gender • Age • Nationality • Birthdate • Address • Phone Number • Sends One-Time Password (OTP) to Customer Phone for Confirmation of Phone Number	• Full Address with valid address proof uploaded • Selfie photo with government-issued ID document held on hand uploaded • Bank Account Info	• Filled-in KYC form • AML declaration form
Action	• IP check • Email Verification (OTP)	• Phone No. Verification • Sanction country check • Block players with age < 18	• Documents Verification • Compliance Check	• AML check • Risk analysis
Access	• Signup • Free-trial	• Deposit	• Withdrawal with daily limit < USD25,000	Withdrawal with no daily limit