

UNO DIGITAL MEDIA B.V.

BUSINESS PLAN

01/04/2024

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Business overview

Company

Business Name: Uno Digital Media N.V. (UNO or the Company)

Established: 2021

Industry: iGaming

Business Model: Online Casino Operator

Licensing Authority: Curacao E-Gaming (CEG)

Business Operations

Uno Digital Media N.V. operates under a license issued by Curacao E-Gaming, a respected authority in the iGaming industry. This license allows UNO to offer a variety of online gaming options legally and securely.

UNO currently operates using a third-party gaming platform provided under a license agreement. This arrangement has allowed UNO to establish and scale its operations within the iGaming industry. However, in alignment with its strategy to enhance control over technology and improve operational efficiencies, UNO is in the advanced stages of developing its proprietary gaming platform.

Product Portfolio

UNO has strategically acquired and developed the following domain names, each offering unique gaming experiences to cater to a diverse user base:

- Ninecasino.com: A premier destination for traditional casino game enthusiasts, offering a wide range of slots, table games, and live dealer options.
- Betonred.com: Focused on sports betting, this platform provides users with the opportunity to place bets on a variety of sporting events across the globe.
- Cryptoleo.com: Catering to the burgeoning market of cryptocurrency users, Cryptoleo.com allows for gaming transactions in various digital currencies.

Regulatory Compliance

UNO maintains strict adherence to the regulations set forth by Curacao E-Gaming, ensuring all operations are conducted lawfully and ethically. This compliance not only protects the company and its stakeholders but also provides customers with a safe and reliable gaming environment.

Corporate structure of the company:

Role in Company	Name	Position Details	Address
Shareholder and UBO	Konstantine Khachaturovi	Principal stakeholder responsible for strategic oversight	Tbilisi, Georgia
Director and Local Representative	Kurason Trust Curacao N.V.	Corporate entity acting as director and ensuring local legal compliance	Willemstad, Curacao

Uno Digital Media N.V., an innovative gaming company that has been on the market since 2021, it is structured with a dynamic corporate governance model. Below are the key elements of UNO's corporate structure:

Shareholder and Ultimate Beneficial Owner (UBO):

Konstantine Khachaturovi

Passport Number (Georgia): 18AF96915

Passport Validity: 08.07.2020 to 08.07.2030

Date of Birth: 26.10.1968

Place of Birth: Tbilisi, Georgia

Residence: Flat 10, bld. 11, 8th quarter, 3rd massive, Tbilisi, Georgia, 1100-1199

Personal Identification Number and Tax: 01027019624

Mr Khachaturovi plays a significant role in UNO's growth and strategic direction, leveraging his extensive expertise to enhance the company's market position.

Director and Local Representative: Kurason Trust Curacao N.V.

Registration Number: 127003

Director: Jonathan Marshall Ruwel Heymans

Nationality: Dutch

Passport Number: NNJ04B4H2

Date of Issue: 28.11.2014

Date of Expiry: 28.11.2024

Personal Tax Identification Number (TIN): 171986192

Registered Address: Menegrandeweg #15, Willemstad, Curacao

Kurason Trust Curacao N.V. serves as the director and local representative of UNO, ensuring compliance with Curacao's legal and regulatory frameworks. The trust's management is instrumental in providing stable and reliable governance for the company's operations.

Operational structure

Uno Digital Media N.V. (UNO) operates with a robust and multi-leveled organizational structure, comprising various specialized departments that are integral to the company's operations. Each department is helmed by experienced individuals who bring expertise and leadership to their respective domains.

The **Product Department** at Uno Digital Media N.V. (UNO) is central to the company's strategic and operational framework, particularly in an industry that demands constant innovation and responsiveness to consumer preferences. This department is tasked with key initiatives that directly impact the customer experience and the company's market positioning.

Key responsibilities of the **Product Department** include:

1. **New Brands Creation:** They are responsible for developing and launching new gaming brands under the UNO umbrella. This involves identifying market opportunities, defining brand identities, and strategically positioning each new brand to appeal to target demographics.
2. **Games Integration:** The department oversees the integration of various games into the gaming platform, ensuring a diverse and appealing portfolio. This includes sourcing games from reputable developers, negotiating integration terms, and managing the technical and operational aspects of game deployment.
3. **Partnerships:** Establishing strategic partnerships with game developers, content providers, and other key stakeholders in the iGaming industry is a critical function. These partnerships help to ensure a continuous influx of innovative gaming content and can also facilitate cross-promotional opportunities.
4. **Product Roadmap Development:** They are charged with creating and maintaining a product roadmap that outlines the future development of the platform, including new features, enhancements, and technological upgrades. This roadmap is aligned with business goals, market trends, and customer feedback.
5. **User Experience and User Interface Design:** The department plays a crucial role in designing and refining the UX and UI of the online websites. This ensures that users have a smooth, engaging, and intuitive interaction with the platform, which is vital for customer retention and satisfaction.
6. **Market Research and Consumer Insights:** To stay competitive, the Product Department conducts extensive market research and analysis to understand emerging trends, customer preferences, and competitive dynamics. This information guides the development of new products and the enhancement of existing offerings.
7. **Regulatory Compliance:** As a licensed online casino, the Product Department must ensure all products comply with regulatory standards and laws. This includes guaranteeing that games are fair, advertising is responsible, and customer interactions are secure.

The **Finance Department** at UNO is fundamental to the company's overall stability and growth, ensuring that all financial operations are conducted with precision, transparency, and adherence to regulatory standards. As an integral part of the organization, this department manages several critical aspects of financial management in the dynamic environment of online gaming.

Key responsibilities of the Finance Department include:

1. **Financial Transactions:** They handle all financial aspects related to player transactions, including relationship with payment processors who process the transactions. This involves working with various payment platforms and banking institutions to facilitate smooth financial operations, crucial for maintaining customer trust and satisfaction.
2. **Financial Reporting and Analysis:** The department is responsible for the accurate recording and reporting of financial data. This includes preparing financial statements, budget reports, and other financial documents that provide insight into the company's financial status.
3. **Compliance and Regulatory Reporting:** Ensuring compliance with financial regulations is a critical function of the Finance Department. This includes adhering to anti-money laundering laws, tax laws, and other financial regulations.
4. **Budget Management and Cost Control:** They develop and manage the company's budget, monitoring expenditures and costs to ensure that UNO operates within its financial means. Effective cost control measures are put in place to maximize profitability and resource utilization.
5. **Risk Management:** The Finance Department assesses and manages financial risks related to the business operations. This includes analyzing potential financial uncertainties, liabilities, and vulnerabilities that could impact the company's financial health.
6. **Audit and Internal Controls:** Implementing robust internal controls and coordinating with external auditors to conduct regular audits are key responsibilities. These processes help to ensure the integrity of financial information and prevent fraud.

The Customer Relationship Management (CRM) Department and the Support Department at UNO are pivotal to maintaining high customer satisfaction and ensuring smooth operational continuity. Both departments work closely to provide a seamless customer experience, which is crucial in the competitive online gaming sector.

CRM Department (outsourced)

Key Responsibilities:

1. **Customer Relationship Management:** This department is dedicated to building and maintaining strong relationships with UNO's customers. They develop and implement strategies to enhance customer

engagement, loyalty, and retention through personalized communication and tailored promotions.

2. **Data Analysis and Segmentation:** By analysing customer data, the CRM team is able to segment the customer base effectively, enabling more targeted and relevant marketing campaigns. This data-driven approach helps in understanding customer behaviours, preferences, and potential churn risks.
3. **Feedback and Insights Gathering:** Regularly collecting and analysing customer feedback is a core function. This feedback is crucial for improving product offerings and customer service strategies. Insights gathered also inform broader business strategies and product development.
4. **Loyalty Programs and Promotions:** The department designs and manages loyalty programs and promotional offers that reward returning customers, thus enhancing customer satisfaction and long-term engagement.
5. **Regulatory Compliance:** They ensure that all CRM activities comply with relevant regulations concerning data protection, privacy, and marketing communications.

Support Department (outsourced)

Key Responsibilities:

1. **Customer Support:** Providing round-the-clock customer support through various channels, including live chat, email, and phone. The department ensures that customer queries, complaints, and issues are resolved promptly and effectively.
2. **Technical Assistance:** The Support team assists customers with any technical issues they encounter on the platform, from account login problems to troubleshooting during game sessions.
3. **Operational Support:** They manage the day-to-day operations that affect customer experiences, such as payment processing issues, account verification, and compliance checks.
4. **Training and Development:** Support staff receive continuous training on the latest customer service practices and platform updates, ensuring they are well-equipped to handle all types of customer interactions.
5. **Monitoring and Reporting:** Regular monitoring of customer support interactions and reporting on KPIs helps the department improve its efficiency and effectiveness. This data is also used to identify trends that may require broader operational changes.

The Affiliate Department at UNO is instrumental in driving the company's growth by expanding its market reach and establishing a robust network of partners. This department is responsible for managing and enhancing the affiliate programs that play a vital role in attracting new customers and boosting the visibility of UNO's brand.

1. **Affiliate Program Management:** They oversee the entire lifecycle of affiliate relationships, from recruitment to retention. This involves managing the affiliate network, setting up commission structures, and ensuring timely payouts. The department also provides affiliates with the necessary tools, resources, and support to promote UNO effectively.
2. **Partnership Development:** The department actively seeks and establishes new partnerships with affiliates that have a strong online presence and can drive high-quality traffic to UNO's brands. This includes negotiating partnership deals and setting clear performance metrics.
3. **Marketing Support for Affiliates:** Providing marketing materials, such as banners, links, and promotional content, to affiliates. This support ensures that the branding is consistent and the promotional efforts are effective across various channels.
4. **Performance Analysis:** Monitoring and analyzing the performance of affiliate campaigns using key metrics such as click-through rates, conversion rates, and ROI. This data helps in optimizing the affiliate strategies and identifying the most effective partners.
5. **Compliance and Best Practices:** Ensuring that all affiliate marketing practices comply with industry standards and regulations. The department maintains a code of conduct and regularly updates affiliates on any changes in regulatory requirements or company policies.
6. **Training and Education:** Offering training sessions and educational resources to affiliates to help them understand UNO's products and the iGaming industry better. This empowers affiliates to perform better and engage their audiences more effectively.

The Marketing Department at UNO is pivotal in creating and implementing strategic marketing initiatives that are essential for attracting new players and retaining existing ones. This department leverages a mix of traditional and digital marketing strategies to enhance the visibility and appeal of UNO's brand.

1. **Campaign Development:** The Marketing Department designs and executes comprehensive marketing campaigns that are tailored to

various player segments. These campaigns often include a combination of online and offline marketing tools such as digital advertising, social media, email marketing, and event sponsorships.

2. **Brand Management:** Managing and enhancing the UNO brand is a crucial function. This includes ensuring brand consistency across all marketing channels and touchpoints, and positioning UNO as a leader in the online gaming industry.
3. **Content Creation:** Producing engaging and relevant content is key to effective marketing. The department creates a variety of content, including promotional videos, blog posts, newsletters, and social media updates, all designed to engage different segments of the audience.
4. **Player Acquisition and Retention:** Through targeted marketing strategies, the department works to attract new players and keep them engaged with the platform. Techniques such as bonuses, loyalty programs, and personalized offers are used to enhance player retention.
5. **Market Research and Consumer Insights:** Conducting ongoing market research to understand industry trends, competitor strategies, and consumer behavior is essential. These insights inform the marketing strategies and help in adjusting campaigns to better meet the needs of the target audience.
6. **Digital Marketing:** Leveraging digital channels to maximize reach and impact. This includes SEO, PPC advertising, affiliate marketing, and SMM. The department uses analytics tools to track the performance of these channels and make data-driven decisions.
7. **Collaboration with Other Departments:** The Marketing Department works closely with other departments such as the Product, CRM, and Affiliate Departments to ensure a unified approach to customer engagement and brand representation.
8. **Regulatory Compliance:** Ensuring that all marketing activities comply with the legal and regulatory requirements specific to the online gaming industry. This includes adhering to advertising standards and responsible gaming protocols.

The operational structure of UNO is intricately designed to ensure a superior iGaming experience, sustained growth, and adherence to high industry standards. Each department within UNO plays a specialized role, yet their activities are interlinked, ensuring seamless operations and strategic alignment across the company.

The Technical Department at Uno Digital Media N.V. (UNO) plays a pivotal role in the company's operations. This department is primarily responsible for maintenance, and continuous improvement of the online gaming platform.

Key responsibilities of the **Technical Department** include:

1. **Platform Development:** They are tasked with creating and refining the technological framework that supports all gaming activities. This involves developing robust software solutions that can handle high volumes of transactions and user interactions simultaneously.
2. **System Security:** Ensuring the security of the gaming platform is paramount, given the sensitive nature of the information and financial transactions handled. The department implements advanced security protocols to protect against data breaches and cyber threats, complying with international standards and regulatory requirements.
3. **Maintenance and Updates:** Regular maintenance is conducted to ensure the platform operates without disruptions. This includes routine updates to enhance functionality, integrate new games and features, and improve user interfaces.
4. **Technical Support:** The department provides crucial back-end support for other teams within UNO, particularly in resolving technical issues that affect the gaming experience or the integration of third-party gaming content.
5. **Innovation and Technology Adoption:** Staying ahead in the technology curve, they research and adopt new technologies that can drive innovation in gaming experiences. This includes exploring areas like artificial intelligence, machine learning, and blockchain technology to enhance the integrity and appeal of gaming operations.
6. **Compliance with Regulations:** As a B2C licensed entity, the Technical Department ensures that all technology implementations align with the legal standards set by gaming regulators. This includes maintaining system logs, and ensuring fair gaming practices.

Collaborative Ecosystem:

1. **Integrated Strategy:** The synergy between departments like Marketing, Product, and Technical ensures that UNO's offerings are not only technologically advanced but also market-driven and user-centric. For instance, while the Product Department develops and fine-tunes the gaming portfolio, the Marketing Department crafts campaigns to promote

these offerings effectively, and the Technical Department ensures that the gaming experience is seamless and secure.

2. Continuous Innovation: UNO's commitment to innovation is upheld by a collaborative effort between the Technical and Product Departments. They work together to integrate the latest gaming technologies and features, keeping UNO brand engaging and competitive. The CRM and Support Departments utilize feedback from these innovations to enhance user satisfaction and manage customer relationships effectively.
3. Compliance and Growth: The Finance and Legal Departments ensure that all operations comply with regulatory requirements, which is crucial for maintaining trust and safeguarding the company's reputation. Simultaneously, the Affiliate Department works to expand market reach, driving growth through strategic partnerships and affiliate networks.
4. Customer-Centric Operations: The CRM Department's strategies for customer engagement are supported by insights provided by the Marketing Department's research. Additionally, the Support Department handles the direct interface with customers, managing inquiries and issues, thus ensuring that customer satisfaction is always at the forefront.
5. Operational Excellence: The Account Department manages financial integrity and transparency, which is essential for operational excellence and strategic decision-making. Their work is complemented by the Finance Department's broader financial strategies and risk management, ensuring the company's financial health and sustainability.
6. Regulatory Adherence and Ethical Standards: UNO's commitment to ethical practices and compliance is a cross-departmental responsibility. From ensuring fair play and secure gaming experiences in the Technical and Product Departments to upholding data protection and privacy standards in the CRM activities, every team contributes to the company's reputation for integrity.
7. Unified Objectives: All departments at UNO are aligned towards common goals—enhancing the user experience, driving technological innovation, expanding market presence, and ensuring financial and legal compliance. Regular strategy sessions and inter-departmental meetings ensure that all parts of the organization are synchronized and moving forward together.

This cohesive operational structure enables UNO to not only respond swiftly to market changes and customer needs but also to proactively shape the future of the iGaming industry. By maintaining the highest standards of industry practice,

UNO ensures sustained growth, high customer retention, and a strong competitive position in the global market.

Company management structure



CEO: KONSTANTINE KHACHATUROVI

As the highest-ranking executive, the CEO has a strategic role in overall company management and decision-making.

CFO: TBH during 3 months

The CFO oversees the finance team, manages all financial aspects of the company, and reports to the CEO.

CMO: VIKTORIA SHIDEROVA

The CMO drives UNO's marketing strategy, brand building, and customer acquisition efforts. Leading the Marketing Department, the CMO plays a critical role in the company's growth and reports to the CEO.

CTO: CRISMARI VICTOR

Responsible for the technological infrastructure of the company, the CTO leads the technical department and reports to the CEO.

CCO: KOBLIA OLEKSANDR

The CCO ensures that the company is compliant with regulatory standards, oversees the Compliance Department, and reports to the CEO.

CLO: OUTSOURCED TO MIT LAWYERS LAW FIRM

This firm ensures that the company remains compliant with all legal requirements and oversees the overall legal aspects of UNO's operations. MIT Lawyers are engaged on a mixed basis: there are individuals from the firm who are permanently involved with UNO's day-to-day operations, and for specific issues that require specialized attention, the CEO engages senior associates from the firm to manage these matters effectively.

Strategic Objectives of UNO

Short-Term Goals (0-6 months):

Acquire GCB License (B2C and B2B): UNO's immediate priority is to secure a license from the Gaming Control Board. This involves preparing an application that demonstrates UNO's adherence to the GCB's stringent regulatory standards, implementing required operational controls, and undergoing the necessary audits and background checks.

Develop proprietary platform: finalise the platform development process as well as its certification.

Medium-Term Goals (1-2 years):

Secure more B2C licenses: Anjouan, Kahnawake, Malta.

Expand Casino Portfolio: UNO aims to launch four additional online casinos, leveraging its proprietary gaming platform. This requires market research to

identify customer preferences, development of unique branding for each casino, and ensure a diverse and appealing game selection.

B2B White-Label Solution: The company plans to develop and offer a turnkey casino solution to other businesses, enabling them to launch their own branded online casinos. This B2B white-label solution will necessitate UNO to create a scalable and customizable platform that meets various client needs.

Obtain more B2B Licenses: In parallel with developing the white-label solution, UNO will pursue more B2B licenses to legally provide gaming services to business clients. This will involve meeting additional regulatory requirements and proving the reliability and fairness of the platform.

Long-Term Goals (2 years and beyond):

Establish Market Leadership: UNO's long-term vision includes having over 20 casinos launched on its platform, and establishing itself as a market leader in the online gaming industry. This will involve continuous improvement of the platform, innovative game development, and maintaining a strong network of B2B and B2C relationships.

Continuous Innovation and Diversification: Beyond expansion, UNO will focus on innovation in gaming technology and potentially diversify into other forms of digital entertainment. This may include exploring emerging technologies such as virtual reality (VR) casinos, integrating blockchain for enhanced security and transparency, and expanding into new geographic markets.

Sustainable Growth and Corporate Responsibility: In its pursuit of growth, UNO is committed to promoting responsible gaming practices and upholding the highest standards of corporate social responsibility. This includes offering robust player protection features, engaging in fair marketing practices, and contributing to the communities in which it operates.

Our skills and experience

Established Presence: UNO has been a competitive force in the market for nearly five years, continuously advancing our offerings to meet and exceed industry standards.

Tier 1 Casino Projects: We operate tier 1 online casino projects, which are recognized for their quality, user engagement, and compliance with the highest regulatory standards.

Strong Marketing and Outreach: Our robust marketing team excels in crafting impactful strategies that enhance visibility and drive user acquisition. This team's efforts are pivotal in maintaining our market presence and expanding our user base.

Expansive Affiliate Network: UNO's affiliate marketing network is extensive and highly effective, encompassing a wide range of affiliates that help amplify our reach and attract a diverse audience.

Reliable Partnerships: We maintain strong relationships with more than 20 leading game providers, ensuring that our gaming content is varied, up-to-date, and of the highest quality.

Core Competencies:

Online Operations: Our online operations are sophisticated and well-integrated, ensuring efficient management across all our casino sites.

Performance Marketing: We utilize advanced performance marketing techniques to optimize advertising spend and maximize ROI.

Mobile Development: Our mobile development team is adept at creating high-quality applications that offer great user experiences and maintain high-performance standards.

Web Development: We develop robust web solutions that enhance user engagement and provide seamless navigation, increasing overall user satisfaction and retention.

Customer Acquisition and Growth Strategy

Age:	Gender:	Income:	Types:	Target regions:
30+ years old	All genders	EUR 100000+	Individuals	EU EEA LATAM

Short-Term Growth Metrics:

UNO's immediate growth metric is to exponentially increase its user base. By the end of the next year, UNO aims to have over 500,000 monthly active users (MAUs). This will involve targeted marketing campaigns, strategic partnerships, and offering a superior gaming experience tailored to user preferences in selected high-potential regions.

Customer Profile:

Demographics: UNO's ideal customer base consists of both men and women over the age of 30. This demographic is selected based on their disposable income levels and their familiarity with digital entertainment platforms, which increases the likelihood of engagement and retention.

Income Level: Focusing on individuals with above-average income ensures that the target users not only have the financial capacity to engage with the platform regularly but are also more likely to allocate a reasonable portion of their leisure budget to online gaming activities.

Gaming Experience: Targeting customers who already have experience with online casinos allows UNO to cater to a market segment that understands the value proposition of online gaming and is looking for platforms that offer a premium experience.

Spending Capacity: The customer profile includes users who are able to spend over 300 euros per month on entertainment. This spending threshold is

important for ensuring a strong average revenue per user, a key metric for the company's revenue streams.

Strategic Customer Initiatives:

Tailored User Experience: UNO plans to leverage data analytics and customer feedback to tailor the gaming experience, offering personalised game recommendations, bonuses, and promotions that resonate with the target demographic.

Customer Service Excellence: Recognizing that the target customers value responsive and high-quality customer service, UNO will invest in a robust support system. This includes a well-trained customer service team capable of addressing the unique needs of a mature, experience-oriented user base.

Responsible Gaming: UNO will also emphasize responsible gaming practices, recognizing that the target customer segment values sustainable and ethical gaming practices. This will be an integral part of UNO's branding and customer engagement strategies.

Community Building: Building a community around the brand will be key, especially considering the social aspect of gaming that appeals to the target demographic. UNO plans to host exclusive events and offer membership in a loyalty program to foster a sense of belonging and loyalty.

Localized Marketing Approaches: To attract users from selected regions, UNO will implement localized marketing strategies. This includes language-specific content, regional promotions, and support for local payment methods, which are critical for user acquisition and retention.

Our market and competition

What research have we conducted to understand our market, including our industry, regions, customers, and competitors?

UNO's market and competition analysis is rooted in a multi-faceted research strategy that encompasses various methodologies to garner a deep understanding of the iGaming industry, its customers, and the competitive landscape.

Desk or Online Research:

UNO has utilized extensive online research to analyze industry reports, white papers, and case studies relevant to the iGaming sector. This has provided valuable insights into market trends, regulatory changes, and emerging technologies influencing the industry.

Competitor analysis has been conducted to evaluate the offerings, market positioning, and customer acquisition strategies of key players in the industry. This has helped in identifying market gaps and opportunities for differentiation.

Market Testing:

UNO has engaged in market testing by launching pilot campaigns and trial versions of its brands in selected regions. This hands-on approach has provided real-world data on user behaviour, preferences, and the overall market receptivity to UNO's offerings.

A/B testing on various elements of the gaming experience, including game selection, user interface, and promotional offers, has been crucial in refining the product-market fit.

Conferences:

Participation in industry conferences has allowed UNO to stay abreast of industry developments and gain insights from market leaders and experts. These events have also facilitated networking with potential partners and customers.

Insights from conference panels, workshops, and keynote speeches have contributed to a broader understanding of the regional market dynamics and consumer expectations.

Supplier Meetings:

UNO has met with suppliers, including game developers and platform providers, to understand their perspectives on the market and to forge strategic partnerships that could enhance UNO's offerings.

These meetings have also provided insights into the latest gaming content and features that appeal to users, which is crucial for staying competitive.

Personal Experience:

The founding team's personal experience in the iGaming industry has been instrumental in shaping the company's strategic direction. Their hands-on knowledge has provided a practical understanding of the operational challenges and customer service excellence required in the space.

Social Media Research:

Social media platforms have been used to research customer opinions, preferences, and satisfaction levels with existing iGaming services. Monitoring discussions and trends on these platforms has offered a direct line of insight into the customer's voice.

Analyzing social media interactions has also provided an understanding of the community dynamics and the influence of social proof on user acquisition.

Research Outcomes:

As a result of this comprehensive research, UNO has identified regulated markets with significant purchasing power, where the demand for iGaming is strong and the lifetime value of a customer exceeds the customer acquisition cost. These markets present optimal conditions for UNO's entry and expansion strategies, with a favourable environment for sustainable growth and profitability.

The information gathered through these diverse research methods has provided UNO with the knowledge to tailor its business model effectively,

anticipate market trends, and position itself competitively against other iGaming entities.

Our sales and marketing plans

How will we promote our business?

UNO's sales and marketing plans are designed to maximize the reach and conversion of potential customers, employing a multi-channel approach tailored to the behaviours and preferences of its target demographic. The goal is to build brand awareness, drive user acquisition, and ultimately increase revenue.

Performance Marketing:

UNO will allocate a significant budget to performance marketing, which includes search engine marketing pay-per-click advertising, and cost-per-acquisition CPA campaigns. These efforts will be data-driven, with a strong focus on analytics to continually optimize campaigns for the highest possible ROI.

Campaigns will be designed to target users based on their online behaviours, search patterns, and gaming interests, with A/B testing implemented to refine ad copy, design, and user journey paths.

Retargeting strategies will also be used to re-engage users who have shown interest but have not yet converted into active players.

Social Media:

UNO plans to leverage social media platforms to create a community around its brand. This involves content marketing that resonates with the gaming audience, including highlights of new games, winners' stories, and behind-the-scenes insights.

The strategy will also involve engaging with users through regular updates, contests, and interactive sessions, thereby enhancing brand loyalty and customer retention.

Influencer partnerships will be explored to tap into existing gaming communities, leveraging the influencers' reach and credibility to promote UNO's brands.

Events and Exhibitions:

Participating in industry events and exhibitions will be a crucial part of UNO's marketing plan. These events offer opportunities for networking with partners, engaging with potential B2B clients for the white-label solution, and showcasing new features or games.

Hosting its events, either virtual or physical, can also serve as a platform for launching new initiatives, gathering industry feedback, and maintaining a visible presence in the gaming community.

Affiliate Marketing:

UNO's affiliate marketing program will involve partnerships with gaming blogs, forums, and other affiliate networks that cater to online gaming enthusiasts.

Affiliates will be provided with competitive commission structures, marketing materials, and real-time tracking tools to incentivize the promotion of UNO's brands.

Regular communication and exclusive offers to affiliate partners will help to maintain strong relationships and ensure that the program remains mutually beneficial.

Source of Funds:

All these marketing initiatives will be funded through UNO's operating funds, ensuring that there is a sustainable budget aligned with the company's financial planning.

Financial projections and budget allocations for each marketing channel will be closely monitored and adjusted based on the performance and the overall financial health of the company.

Short financial projections for 3 years

Profit and loss-yearly

	Year 1	Year 2	Year 3
	€	€	€
Revenue			
Revenue from casino	18 619 740	22 632 410	27 509 836
Player winnings from casino	16 199 174	19 690 197	23 933 558
Gross gaming revenue	2 420 566	2 942 213	3 576 279
	13%	13%	13%
Direct costs			
Marketing and other support service fee	540 000	648 000	777 600
Compliance Contribution	15 516	18 860	22 925
Total direct costs	555 516	666 860	800 525
Net profit	1 865 050	2 275 353	2 775 754
	77%	77%	78%
Administrative costs			
Compliance audit fee	0	5 000	0
Annual licensee fee	66 000	66 000	66 000
Financial statements audit fee	5 000	5 000	5 000
Rent	10 000	10 000	10 000
Personnel cost	70 000	70 000	70 000
Utilities	9 996	9 996	9 996
Marketing fees	30 000	30 000	30 000
Legal and professional fees	25 000	25 000	25 000
Bank charges	15 000	15 000	15 000
Other costs	9 000	9 000	9 000
Total Administrative costs	239 996	244 996	239 996
Profit before tax	1 625 054	2 030 357	2 535 758
Corporate tax	32 501	40 607	50 715
Net income	1 592 553	1 989 750	2 485 043

Balance sheet-yearly

		Year 1	Year 2	Year 3
		€	€	€
ASSETS				
Cash		1 892 317	2 347 122	2 915 556
Funds held on behalf of the players		578 813	703 550	855 170
Accounts receivables		0	0	0
Total current assets		2 471 130	3 050 673	3 770 725
TOTAL ASSETS		2 471 130	3 050 673	3 770 725
LIABILITIES AND EQUITY				
LIABILITIES				
Current liabilities		262 263	311 765	374 798
Players liabilities		578 813	703 550	855 170
Dividend payable		1 592 553	1 989 750	2 485 043
Current tax due		32 501	40 607	50 715
Total liabilities		2 466 130	3 045 673	3 765 725
EQUITY				
Shareholders contribution		5 000	5 000	5 000
Retained earnings:		0	0	0
<i>Retained earning B/F</i>		0	0	0
<i>Net income</i>		1 592 553	1 989 750	2 485 043
<i>Dividend declared</i>		-1 592 553	-1 989 750	-2 485 043
Total equity		5 000	5 000	5 000
TOTAL LIABILITIES AND EQUITY		2 471 130	3 050 673	3 770 725
		0	0	0

Cashflow-yearly

	Year 1	Year 2	Year 3
	€	€	€
Cashflows from operating activities			
Net profit before taxes	1 625 054	2 030 357	2 535 758
Movement in trade receivables	0	0	0
Movement in players liabilities	578 813	124 738	151 619
Movements in trade payables	262 263	49 502	63 033
Tax payments		-32 501	-40 607
Dividends paid		-1 592 553	-1 989 750
Cash generated from operating activities	2 466 130	579 543	720 053
Cashflow from investing activities			
Fixed assets	0	0	0
Cash generated from/ (used in) investing activities	0	0	0
Cashflow from financing activities			
Shareholders contribution	5 000	0	0
Cash generated from/ (used in) financing activities	5 000	0	0
Cash movements	2 471 130	579 543	720 053
Funds held on behalf of the players	-578 813	-124 738	-151 619
Beginning balance	0	1 892 317	2 347 122
Cash at period/ year end	1 892 317	2 347 122	2 915 556

Key Suppliers

Supplier / Relationship 1:

Organisation:	Relationship status:
Habanero https://habanerosystems.com	Contract signed
Service provided:	Key terms of the relationship:
Game provider	Revenue share Guaranteed value of GGR (Gross Gaming Revenue) Fixed minimal fee

Supplier / Relationship 2:

Organisation:	Relationship status:
Pragmatic https://www.pragmaticplay.com/en/	Contract signed
Service provided:	Key terms of the relationship:
Game provider	Revenue share Guaranteed value of GGR (Gross Gaming Revenue) Fixed minimal fee

Supplier / Relationship 3:

Organisation:	Relationship status: <i>Delete any answers not applicable to you.</i>
Relax Gaming https://relax-gaming.com	Contract signed
Service provided:	Key terms of the relationship:
Game provider	Revenue share Guaranteed value of GGR (Gross Gaming Revenue)

	Fixed minimal fee
Supplier / Relationship 4:	
Organisation:	Relationship status: <i>Delete any answers not applicable to you.</i>
Infingame https://infingame.com	Contract signed
Service provided:	Key terms of the relationship:
Game provider	Revenue share Guaranteed value of GGR (Gross Gaming Revenue) Fixed minimal fee
Supplier / Relationship 4:	
Organisation:	Relationship status: <i>Delete any answers not applicable to you.</i>
platipus https://platipusgaming.com	Contract signed
Service provided:	Key terms of the relationship:
Game provider	Revenue share Guaranteed value of GGR (Gross Gaming Revenue) Fixed minimal fee
Supplier / Relationship 5:	
Organisation:	Relationship status: <i>Delete any answers not applicable to you.</i>
Genome https://genome.eu	Contract signed
Service provided:	Key terms of the relationship:
Payment system provider	Fee on deposits sum Fixed minimal fee

Supplier / Relationship 6:

Organisation:	Relationship status: <i>Delete any answers not applicable to you.</i>
Dama N.V. softswiss.com	Contract signed Software Licence Agreement
Service provided:	Key terms of the relationship:
Game provider	Revenue share Guaranteed value of GGR (Gross Gaming Revenue) Fixed minimal fee

Supplier / Relationship 7:

Organisation:	Relationship status: <i>Delete any answers not applicable to you.</i>
Hubconnect.io / https://gamehubconnect.io/	Contract signed Software Licence Agreement
Service provided:	Key terms of the relationship:
Software provider	Revenue share Guaranteed value of GGR (Gross Gaming Revenue) Fixed minimal fee

More information can be provided upon request.

Risk Evaluation and Management Overview

Introduction to Risk Management at UNO

UNO recognizes the importance of a systematic approach to risk management to safeguard critical business components. This process is integral to the company's strategy to maintain operational excellence and compliance, securing not only its digital assets but also its reputation in the competitive iGaming market.

Risk Management Methodology

Our risk management process employs a robust Risk Assessment Table, through which we evaluate potential threats and vulnerabilities against the likelihood and consequences of those risks occurring. This methodical approach allows us to prioritize risks effectively and allocate resources where they are needed most.

Risk Classification We classify risks based on their potential impact and the likelihood of occurrence, enabling a focused and efficient management response:

- Low Risk: Minimal impact and/or unlikely to occur, requiring standard monitoring procedures.
- Medium Risk: Moderate impact and/or possibility of occurrence, necessitating specific management strategies.
- High Risk: Significant impact and/or highly likely to occur, demanding immediate and comprehensive mitigation efforts.

Annual Reviews and Continuous Monitoring

Our risk management framework is dynamic, and designed to adapt to changes in technology, business objectives, and the regulatory landscape. Regular reviews ensure that our risk assessment remains relevant and that our mitigation strategies are effective and timely.

Key Areas Of Risk And Mitigation Measures

1. **Regulatory Compliance and Governance.** We emphasize robust legal and regulatory compliance to preempt governance risks. This includes diversifying service providers and maintaining proactive engagement with regulatory authorities to stay ahead of regulatory changes.

2. Technology and Infrastructure. Our IT infrastructure is managed by highly skilled professionals using cutting-edge security protocols and automated monitoring systems to prevent system failures and ensure data integrity.
3. Cybersecurity and Data Protection. We implement advanced encryption and multi-factor authentication to secure data transfers and storage, addressing risks related to unauthorized access and data leaks.
4. Operational Resilience. Redundancy, failover systems, and real-time performance monitoring underpin our operational resilience, ensuring our services remain reliable and secure against potential disruptions.
5. Financial Transactions and Fraud Prevention. Rigorous security measures, including encryption and real-time monitoring, are employed to safeguard payment processes and protect against fraud.
6. Human Factors and Social Engineering. Comprehensive staff training and robust incident response plans are essential to mitigate risks from social engineering and ensure all team members are aware of security best practices.

Documentation

Development and Implementation

Our policies and procedures have been drafted internally by our experienced management team, leveraging their extensive industry knowledge and operational expertise.

To ensure the highest level of legal integrity and compliance, we have engaged legal professionals where necessary. These experts have provided specialized insights, particularly in complex areas of law and regulation that directly impact our business operations.

Timelines and Commitment:

We are committed to maintaining an open line of communication with the Gaming Control Board (GCB). Our internally established timelines for policy implementation and reviews are structured to ensure the GCB is kept fully informed of our compliance status and any updates to our policies.

We recognize the importance of timely updates to our policies and procedures in response to evolving regulatory landscapes or operational changes. This

commitment is reflected in our continuous monitoring and scheduled reviews, which occur at least annually or in response to significant industry changes.

Qualifications and Competency:

Despite not having a formal board, the management team at UNO Digital Media B.V. acts in the capacity of a governing body, bringing together diverse expertise and a strategic vision for the company.

The team responsible for developing the policies is composed of professionals who are not only qualified but also possess the necessary competencies to ensure comprehensive risk management and regulatory adherence.

Each member of the management team is selected for their unique expertise and proven track record in the iGaming industry, ensuring they are fully equipped to guide the company in meeting its compliance and operational objectives without any conflicts of interest.

Oversight and Review:

In anticipation of the GCB's requirement for an audit/review of policies and procedures, we have proactively implemented internal checks and a review mechanism. This measure serves to guarantee that our policies are not only in line with current regulations but also anticipate future developments.