

Amadeus Technology B.V. 164694

Business Plan Version: 1.1

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Our mission

Overview of the Business Products and Services/Brands as well as Proprietary IP

Amadeus Technology B.V. was incorporated on August 21, 2023, under the leadership of its sole UBO Ozan Kurban.

Curacao has been chosen as the preferred jurisdiction for obtaining a full B2C license, known for its strong reputation in regulating online gambling platforms worldwide. Amadeus Technology B.V. is committed to adhering to high regulatory standards and has developed a framework in line with the latest AML (Anti-Money Laundering) and CTF (Counter-Terrorism Financing) regulations, ensuring positive outcomes for suppliers, operators, and players.

The company's primary focus is to provide gambling websites that offer a wide variety of casino games, delivering a tailored and engaging gaming experience for players.

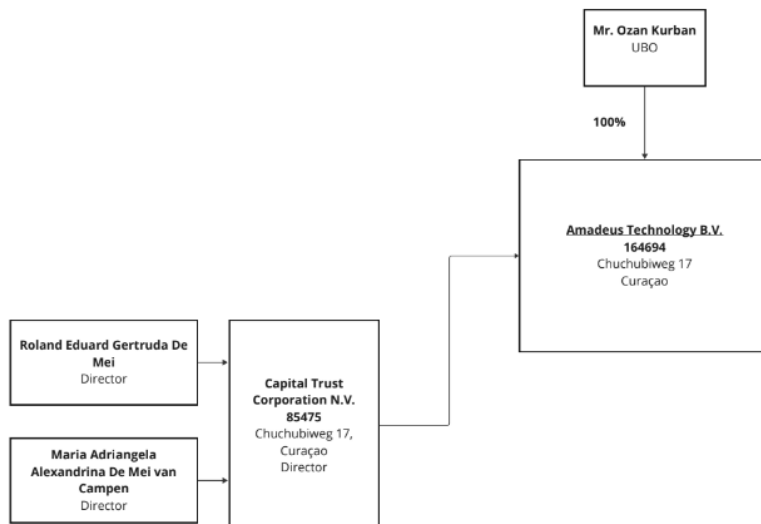
Company and Management

Company management structure showing key management roles and reporting lines.

Amadeus Technology B.V. operates with a streamlined management structure, ensuring clear roles and compliance. The UBO, Ozan Kurban, provides strategic leadership. Capital Trust Corporation N.V., the company's Corporate Service Provider (CSP) and Director manages all the necessary functions in its capacity as a director.

A detailed chart outlining the current management and ownership structure is provided below:

Amadeus Technology B.V. Company Structure



Business Forecasts

Business forecasts

Over the next three years, we expect steady progress, beginning with a gradual increase in revenues in the first year as we solidify our market presence and strengthen operations. In the second year, we anticipate significant growth driven by increased brand recognition, more effective marketing, and a wider variety of gaming options. By the third year, we project further expansion through market outreach, ongoing improvements to the user experience, and the introduction of new features.

We are confident in reaching these milestones and maintaining long-term growth. Should it be required, we are prepared to provide a detailed financial forecast to support these projections.

Regarding costs, the primary expenses will include the GCB license, with an initial payment of approximately 18,000 EUR and ongoing monthly fees of around 3,500 EUR.

Business strategies

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

Amadeus Technology B.V. plans to achieve growth through a multi-brand strategy. Rather than relying on a single brand, we will launch and manage multiple brands to maximize market presence. This approach aims to dominate the market by the number of brands, allowing us to capture customers across different platforms.

Growth will be funded through ongoing cash flows from our existing businesses, ensuring a self-sustaining model for reinvestment into new brands and expansion.

Key Providers

Who are the key suppliers and material dependencies?

Platform Provider

The primary platform provider for Amadeus Technology B.V. is BetConstruct, a leading platform licensed in Malta. BetConstruct has been thoroughly vetted through comprehensive audits conducted by the three largest global testing labs, ensuring its reliability and trustworthiness. As the central technical backbone of our operations, BetConstruct offers a wide range of services, including platform management, game integration, and backend support. This partnership is integral to the smooth functioning of our gaming business.

Game Providers

We work with a variety of well-established game providers, including Pragmatic Play, Evolution Gaming, EvoPlay, and Spinomenal. These providers offer an extensive selection of casino and live dealer games, which play a crucial role in attracting and retaining customers. Our collaborations extend beyond these key partners, enabling us to maintain a diversified game portfolio. This approach minimizes our reliance on any single supplier and helps reduce risks associated with potential disruptions from individual providers, ensuring uninterrupted operations.

Through strategic partnerships with industry-leading providers and a diverse supplier base, Amadeus Technology B.V. effectively mitigates the risks related to service interruptions or over-dependence on a single supplier.

Risk evaluation and management

Risk evaluation and management.

Amadeus Technology B.V. relies on several key suppliers and service providers critical to its operations. The primary platform provider is BetConstruct, which hosts the player account management system and powers the company's RNG-based games, live dealer offerings, and betting services. BetConstruct's Malta license ensure high standards of compliance and reliability. Any disruption in their service could impact game availability, so the company has contingency plans and alternative providers to mitigate this risk.

Risk Mitigation:

To minimize marketing-related risks, Amadeus Technology B.V. employs a multi-brand strategy. Operating multiple brands reduces the impact of any single brand's failure on the business. Quick corrective actions, such as terminating underperforming brands or refining their marketing strategies, are taken to avoid significant losses.

Oversight and Audit:

At present, the UBO manages risk oversight. As the company expands, external specialists will be engaged to take on this role.

Future Strategy:

As Amadeus Technology B.V. grows, formal risk oversight systems will be introduced. These systems will include routine audits by external firms to evaluate financial performance, ensure regulatory compliance, and assess operational stability, effectively managing all identified risks.

Legal and governance framework

Legal and governance framework.

The board of Amadeus Technology B.V. is led by Ozan Kurban, the Ultimate Beneficial Owner (UBO), alongside Capital Trust Corporation N.V., a local trust company.

When necessary, the company seeks legal counsel from local law firms to ensure compliance with relevant regulatory and operational standards.

Given the company's current scale, expanding the structure is not deemed necessary. However, this structure is expected to evolve as the business grows, allowing for broader representation and oversight in the future.

Business objectives

Target KPIs and business objectives

The key indicator of success for the business is whether income exceeds costs, a standard profit and loss metric. However, this is assessed on a brand-by-brand basis rather than at the company level. In the event that a brand does experience negative cash flow, our multi-brand approach allows us to swiftly take action and discontinue any underperforming brand without a major impact on the overall business.

Policies and Procedures

Policies and Procedures

The policies and procedures of the company were obtained from templates available from Curacao eGaming. We have not modified their examples given that they were the experts in gaming for the last 25 years, so we trust that our policies are compliant. We are however happy to adjust them if required by the GCB.