

DG Innovations B.V.

164111

Business Plan Version: 1.0

Contents

Our mission...[3]

Company and Management...[4]

Business Forecasts...[5]

Business strategies...[6]

Key Providers...[7]

Risk evaluation and management...[8]

Legal and governance framework...[9]

Business objectives...[10]

Policies and Procedures...[11]

Our mission

Overview of the business products and services/brands as well as proprietary IP.

DG Innovations B.V., incorporated on June 8, 2023, is a growing company in the online gambling industry.

The company is under the ownership of Imad Shamsadin Saleh Ahmed, who also controls Dynamic Group N.V., providing synergies across both businesses with Capital Trust Corporation N.V. acting as its Corporate Service Provider (CSP) and local Director.

The company's main objective is gambling websites that feature a diverse selection of casino games, offering players a personalized and immersive gaming experience.

Company and Management

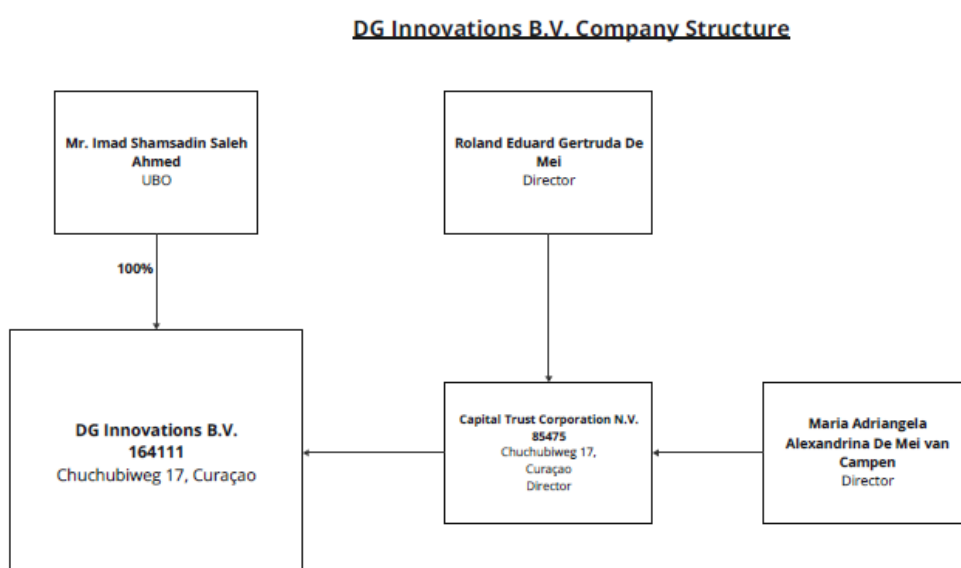
Company management structure showing key management roles and reporting lines.

DG Innovations B.V. has established a well-defined management structure designed to ensure efficient operation and compliance with all regulatory standards. The following outlines the company's key management roles and reporting lines.

At the top of the hierarchy is the **Ultimate Beneficial Owner (UBO)**, **Imad Shamsadin Saleh Ahmed**, who holds overall responsibility for strategic direction and governance. As the owner of both DG Innovations B.V. and Dynamic Group N.V., Mr. Ahmed leverages synergies between the two entities to enhance operational efficiency.

The company's **Corporate Service Provider (CSP)** and **Director, Capital Trust Corporation N.V.**, manages all the necessary functions in its capacity as a director.

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



Business Forecasts

Business forecasts

DG Innovations B.V. has demonstrated over a year of stable and consistent operations, showcasing reliability in its core business areas. Detailed forecasts have not been prepared. However, we are happy to provide additional information or projections upon request.

Regarding costs, our primary expenses are expected to include the GCB license, with an initial payment of approximately €18,000, followed by recurring monthly costs of around €3,500.

We remain confident in our ability to achieve key milestones and sustain long-term growth.

Business strategies

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

Market Targeting and Approach: DG Innovations B.V. is strategically targeting the Turkish market. The company seeks to stand out by adopting a multi-brand strategy instead of relying on a single flagship brand for growth. This approach enables DG Innovations B.V. to secure and sustain a substantial market share by catering to a wide range of customer preferences through its diverse brand portfolio.

The objective is to achieve market dominance through a wide range of brands, ensuring that if a customer does not connect with one brand, they are likely to switch to another, also managed by DG Innovations B.V. This expansive brand portfolio strengthens customer retention and acquisition by providing multiple engagement opportunities within the market.

Key Providers

Who are the key suppliers and material dependencies?

DG Innovations B.V. relies on a select group of key suppliers that are critical to the operation and growth of its iGaming business. The most significant supplier is BetConstruct, a leading technology provider that powers the company's gaming platform. The BetConstruct platform is the backbone of DG Innovations' operations, providing the technological infrastructure for its online gaming services, including game content, payment systems, and user management.

In addition to BetConstruct, the company depends on financial institutions for secure and reliable payment processing services. These services are vital for facilitating customer deposits, withdrawals, and overall transaction management. The selection of trusted banking partners ensures smooth financial operations and compliance with anti-money laundering (AML) and other regulatory requirements.

To mitigate the risk of supplier interruption, DG Innovations has developed a risk management plan that includes backup solutions for critical services. In the case of potential issues with BetConstruct, the company has identified alternative platform providers and technological partners that could be engaged if necessary. Likewise, DG Innovations maintains relationships with multiple financial institutions to reduce the dependency on any single banking partner, ensuring continuity of financial operations in the event of disruption.

Risk evaluation and management

Risk evaluation and management.

Risk Assessment:

DG Innovations B.V. has outsourced technical operations to BetConstruct, making the primary risk tied to the success of our marketing strategies. Monthly evaluations are conducted using detailed performance reports from the platform, providing insights into each brand's performance. These reports focus on key metrics such as customer acquisition, revenue growth, and brand engagement.

Currently, the UBO personally oversees risk evaluation. If a brand underperforms, measures are taken to wind it down to prevent adverse effects on the overall business. As the company grows, this process will become more structured and include external expertise.

Risk Mitigation:

To reduce marketing-related risks, DG Innovations B.V. takes a multi-brand approach. With numerous brands operating in the market, the failure of any one brand has a limited impact on overall business health. We take quick corrective action—such as terminating the underperforming brand or adjusting its marketing strategy—to avoid any significant loss.

Oversight and Audit:

At present, the UBO handles risk management. However, as the company expands, we plan to engage external specialists to take over this function.

Future Strategy:

As DG Innovations B.V. continues to grow, formal risk oversight systems will be implemented. These will include regular audits by external firms to review financial performance, verify regulatory compliance, and evaluate operational stability, ensuring effective management of all identified risks.

Legal and governance framework

Legal and governance framework.

DG Innovations B.V. is composed of Imad Shamsadin Saleh Ahmed, the Ultimate Beneficial Owner (UBO), and Capital Trust Corporation N.V., a local trust company serving as its Director.

The company consults local law firms when needed to ensure adherence to applicable 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 primary measure of success for the business is the profitability of its operations, assessed through a profit-and-loss evaluation conducted on a brand-by-brand basis rather than at the company level. This approach ensures a focused analysis of each brand's performance, providing greater clarity and actionable insights.

A key metric for long-term success will be the number of managed brands that sustain operations for over a year. This reflects the company's capability to establish and maintain profitable, enduring brands, aligning with its broader business goals.

Policies and Procedures

Policies and Procedures

The company's policies and procedures are based on templates supplied by Curaçao eGaming. These templates have been adopted unchanged, leveraging Curaçao eGaming's 25 years of expertise in the gaming industry to ensure a high standard of compliance and relevance. We are however happy to adjust them if required by the GCB.