

Gaming License Application Items

1. Shareholders/UBOs experience in the industry, and why a Curacao license?

Askin Reyhan the 100% shareholder and UBO of the company has extensive experience in the management and operations required in running an online casino.

This experience was gained during his work within various ventures over the past two decades within the industry, on top of financial services knowledge gained prior to that..

After leaving university in 1994, Askin initially worked within the financial sector, gaining knowledge on how small businesses are run, and offering accountancy and bookkeeping services to them over the next 10 years.

This then led to a position within a gaming company in 2005 as CRM Team Leader, in a small start up, where he gained much experience in the early days of online gaming, when the industry was still emerging.

Since then he has held several positions in other organizations over the following 16 years, including, VIP Management and Casino Management until 2021, whilst growing his skill base and connection of contacts within the industry.

This wide background of positions within relatively small companies, has allowed Askin to be exposed to many elements of the business and thus gain a solid understanding of all the moving parts, and how to run a successful operation and business.

As detailed fully in his attached CV, below is a headline summary of his most recently involved online casino operational positions.

[illegible]

May 2018 – May 2021

Casino Manager - Melar Operations / Malta

Casino manager of the operations and complete customer support experience.

September 2007 – May 2018

VIP MANAGER - SERVICES REALM AB / STOCKHOLM, SWEDEN

Manager of Customer Engagement. This was a hybrid role between taking care of escalated customer queries, VIP Account Management, providing insights to CRM team while working in collaboration with Payments team for the resolution of complex Payment queries.

November 2005 – September 2007

CRM TEAM LEADER - SVENSKA GAMES LTD. / FAMAGUSTA, NORTH CYPRUS

CRM team leader, where i took responsibility of various departments at this locally licensed North Cyprus based gaming company called Svenska Games. here i managed the CRM team for copywriting and translation related duties for newsletter and SMS sendouts

[illegible]

These varied roles and personal passion for video slots, and interest in the gaming industry, have allowed Askin to gain sufficient proficiency in order to launch his own gaming venture. Since May 2021, Askin has researched the necessary items needed to launch an online casino himself.

The Management team will consist of consultants that will be hired once the site is live, but to start with, in order to keep costs down, Askin will drive the project as CEO and sole investor using his own existing expertise and personal investment funds.

As can be viewed in the business plan projections, an investment of 86k is needed for the project, which returns a positive cash flow from month 5 onwards.

1. Why a Curacao license?;

Askin is keen to apply for a Curacao license since it has a very solid reputation in the online gaming industry, and brings the required credibility to our operation in order for players to feel confident that they can play games based in a secure environment, and that their balance of funds are safe, allowing them to withdraw anytime. In addition, our marketing partners also like to work with Curacao based casinos, allowing us to easily use our marketing budgets to acquire new players via our various channels.

2. Detailed activity of business (e.g. type of games, content of games, and why?);

The brand of our casino will be known as Julius Casino. We have based it on a Roman Empire theme, since we have good intel that players are very fond of slot machines based on such a theme. As a result, we can build a popular product around this theme, with a VIP plan, that awards players with progressing levels of achievements from Level 1 to Level 7 where ultimately, they take the role of Julius Caesar himself in the final Level 7.

Our site will be focused on the casino product vertical first, with a tab that also contains live casino games. However the main attraction on the site will be the video slot machines, and traditional classic one armed bandit slots, which are very popular in the markets that we are approaching. We will not be using a sportsbook, since the margin on that product is lower and requires much more additional staff members. The most popular Game Providers that we will be using are Play n GO and Pragmatic play, with the live casino games supplied by Evolution also being very popular.

Our website will be multi device functional to allow players to play from their mobile, laptops or home computer terminals.

3. Brand name and Domain(s) to be licensed and associated;

The Brand Name, is called “Julius Casino”, and we will use the domain name: www.JuliusCasino.com

4. List of Target Markets (per jurisdiction) and explanation of how these citizens are being targeted?

Our target markets are Finland, Norway and Brazil. We have employees who have good existing relationships with affiliates in these countries. As a result, we will get new players from these countries, by paying the affiliates to advertise our brand visually, and be well positioned on their websites.

By doing this, players will be channeled after they have searched for online casino related terms, such as “play online casino” in their native languages. Once a customer is acquired from the affiliate and signed up to our site JuliusCasino.com we then send them an email informing them of interesting games that they could play, and promotions that we are running.

5. Location of group operations and employees (e.g. customer support, etc);

We have our operational office located in Sofia, Bulgaria. This is where our CRM team, finance and Customer Support is planned to be based, although initially we are currently looking into outsourcing the customer support aspect.

6. List of suppliers (e.g. content providers, platform providers, etc)

The platform that we will use is called “The Mill Adventures”. They are a company based in Malta, with a good reputation.

We are getting content from the following game providers, that we will get via the aggregator Secure Foundry.

Secure Foundry are an aggregator that allows us to sign one deal and get many game providers directly via them. Below are the game providers that we will launch with.

Big Time Gaming

Blueprint

Booming Games

Evolution

Netent

Fantasma

Nolimit City

PariPlay

Playson

PG Soft

Play'n Go

Pragmatic Play

Pragmatic Live

Push Gaming

Relax

Relax Table Game

Swintt

Thunderkick

Wazdan

Ballywulff

Blue Horn Studios

Gaming Corps

Gamomat

Golden Hero

Hacksaw Gaming

Kalamba

Merkur

Quickspin

7. List of Processing Solutions and/or an explanation of unique payment system ;

Visa / Mastercard - the most common credit/debit card payment methods.

Minfinity, an e-wallet, easy for players to use.

Astropay e- wallet, easy for players to use.

Neteller - e wallet, easy for players to use.

Paysafecard – This is a Prepaid cash voucher, that players are very familiar with.

Coinspaid – we are using to allow players to deposit and withdraw with Crypto methods, which are very popular via the marketing channels that we shall recruit players from.

8. A 3-year estimated budget/forecast; and

Please find attached the Excel Document “**3 Years Projections from point 8 in Business Plan.xlsx**” that compliments this Business Plan.

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9. Summary AVS, KYC and AML guidelines (or annexed with draft policies)

Please see attached summary document.