

Business Plan

Curacao License application

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I. Executive Summary

While applying for the present B2B license, ALEA's aim is to guarantee its clients, casinos holding an Curacao license, to offer games which are Curacao compliant. ALEA is of the view that business should not be separated from compliance.

Business Model

Innovative gaming platform/aggregator service linking namely new and existing online casinos and software providers based on an Application Programming Interface (API) and providing consulting services to its clients while charging commissions (percentage agreed on the GGR) and generating revenue through promotions.

Strengths

Over 14 years of experience in online gambling; established client account management; competitive deals with software providers; extended games portfolio; fast technology with exclusive features (thumbnail generator, BI dashboards, etc).

Opportunities

Global growth of online casino sector; innovative service compared to current offer.

II. ALEA Management Team's Gaming Experience

ALEA has been pursuing its B2B activity with its own game aggregator: Alea Play

Alea's Management Team has over 14 years of experience in the online gambling industry.

III. Management of the Gaming Operations

Alea Play aims at helping robust online Casino Operators keeping up with the fast pacing evolution of the market and the new set-up online casino operators succeeding to their full potential through unique technology which, in one integration:

- proposes an extensive portfolio of games to its clients, some of which in exclusivity.
- facilitates the go-live process.
- provides with business data.

- recommends extended lists of new games each month as well as graphical assets and network promotions.

Alea Play is a distinctive Game Aggregator already established and fully developed to support both online casinos with their own platform or platform providers with their own casino clients. The unique position of Alea Play, as a only aggregator platform and not offering Player Account Management (PAM) platform, will allow for a focused offering and a broader potential client base.

The demand for the services provided by Alea Play will continuously increase as more and more casinos enter the market.

IV. Overview of Market Locations

ALEA intends to provide Alea Play to online casinos in the jurisdictions comprised in the geographical scope of the Curacao Gaming Supply Licence.

V. Overview of Games

ALEA will aggregate games supported by games providers holding Curacao Gaming Supply License

VI. Proposed Company Structure

See Sharehod

VII. Marketing Plan

Alea Play funnel business model will revolve around services as displayed hereinafter:



Alea identifies the new entrants – newly set-up casinos seeking fast go live date – as the most valuable target segment because they provide the demand for Alea Play services.

Precisely because Alea Play understands and answers to new entrants' needs, the foreseen marketing plan is as follows:

Stage	Conversion Status
Acquisition	Igaming conferences and shows / Existing Partners
Activation	Homepage/ Landing Page
Retention	Blogs, RSS, System Events
Referral	Reviews, Emails, Existing clients

To maintain its customer base, Alea Play will, in accordance with the Game Providers:

- Offer bonus allowance to its clients.
- User-friendly back-office to propose free spins agreed by the providers to its clients.
- Offer discounts on the provision of some games.

Alea has already extended partnerships and deals with international Game Providers and can directly promote Alea Play service offer. In order to develop relationships with new Game Providers, Alea Play will be able to capitalize on the great reputation ALEA has already within the industry.

In this regard, ALEA will pursue its active participation to industry events such as SiGMA, ICE, World Gaming Executives Summit, Global Gaming Expo, and similar conferences.

Alea shall further enter into agreements with business partners for the promotion of Alea Play.

VIII. Details of the Technical Set-up

Alea Play smart Application Programming Interface (API)

- Automatic generation of games in the clients' back-office: only activation of the games is required from the clients.
- Automated ratio display: feature automatically set in the clients' back office through Alea Play API.
- Automated generation of Game Tags (description of the games' characteristics), such as category, type, Return-To-Player (RTP) ratio, volatility, max/min bet, etc.

IX. Financial Projections

The shareholders, who are also the Management Team, are committed to support the company's vision and prepared to uphold the necessary costs, namely marketing costs given the fact that the adequate internal structure to provide Alea Play services is already in place.

As it can be seen in the following projections, there is no need of additional funds to continue with operations and the planned marketing plan as ALEA has enough cash and is generating enough cashflow from operations

BUSINESS PLAN

Version 1.0

Allea Overseas	Total 2024		Total 2025		Total 2026		Total 2027		Total 2028		Comments
	Amount		Amount		Amount		Amount		Amount		
Total NGR Existing CAO Clients	€ 478,617,189		€ 724,810,314	€ 759,910,314	€ 795,010,314	€ 830,110,314	€ 830,110,314	€ 830,110,314	€ 830,110,314		
Total NGR New Clients	€ 35,100,000		€ 35,100,000	€ 35,100,000	€ 35,100,000	€ 35,100,000	€ 35,100,000	€ 35,100,000	€ 35,100,000		
TOTAL MONTHLY NGR	€ 513,717,189		€ 759,910,314	€ 795,010,314	€ 830,110,314	€ 865,210,314	€ 865,210,314	€ 865,210,314	€ 865,210,314		
TURNOVER B2B	€ 51,371,719		€ 75,991,031	€ 79,501,031	€ 83,011,031	€ 86,521,031	€ 86,521,031	€ 86,521,031	€ 86,521,031		
GP Cost (CAO traspassed)	-€ 39,556,224		-€ 59,273,004	-€ 62,010,804	-€ 64,748,604	-€ 67,486,404	-€ 67,486,404	-€ 67,486,404	-€ 67,486,404		
Sales Comission	-€ 315,570		-€ 38,610	-€ 38,610	-€ 38,610	-€ 38,610	-€ 38,610	-€ 38,610	-€ 38,610		
Gross Marling	€ 11,499,925		€ 16,679,417	€ 17,451,617	€ 18,223,817	€ 18,957,407	€ 18,957,407	€ 18,957,407	€ 18,957,407		
Platform license fee	-€ 6,000,000		-€ 6,240,000	-€ 6,489,600	-€ 6,749,184	-€ 7,019,151	-€ 7,019,151	-€ 7,019,151	-€ 7,019,151		
Sales, legal and commercial services	-€ 1,800,000		-€ 1,872,000	-€ 1,946,880	-€ 2,024,755	-€ 2,105,745	-€ 2,105,745	-€ 2,105,745	-€ 2,105,745		
CSP Emore	-€ 240,000		-€ 249,600	-€ 259,584	-€ 269,967	-€ 280,766	-€ 280,766	-€ 280,766	-€ 280,766		
Licensing	-€ 35,000		-€ 36,400	-€ 37,856	-€ 39,370	-€ 40,945	-€ 40,945	-€ 40,945	-€ 40,945		
Marketing expenses	-€ 1,800,000		-€ 1,872,000	-€ 1,946,880	-€ 2,024,755	-€ 2,105,745	-€ 2,105,745	-€ 2,105,745	-€ 2,105,745		
	€ -										
EBITDA B2B	€ 1,624,925		€ 6,409,417	€ 6,770,817	€ 7,115,785	€ 7,405,054	€ 7,405,054	€ 7,405,054	€ 7,405,054		
Amortization	€ -										
Resultat Before Income Tax B2B	€ 1,624,925		€ 6,409,417	€ 6,770,817	€ 7,115,785	€ 7,405,054	€ 7,405,054	€ 7,405,054	€ 7,405,054		
CF Position (before taxes)	€ 1,482,596		€ 7,892,013	€ 14,662,830	€ 21,778,615	€ 29,183,668	€ 29,183,668	€ 29,183,668	€ 29,183,668		
Model Input Variables:											
NGR Monthly growth Legacy Clients			5.0%		5.0%		5.0%		5.0%		lower % growth with higher volumes
Nº new clients/month			3		3		3		3		No new sales managers added
Avg GGR /new client			€ 150,000	€ 150,000	€ 150,000	€ 150,000	€ 150,000	€ 150,000	€ 150,000		Based on 2023 and current pipeline
Amount invoiced/NGR invoiced			10.0%	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%		
Gross Marling			22.0%	22.0%	22.0%	22.0%	22.0%	22.0%	22.0%		lower margin per year with increased volume
Sales NGR Comission (5% Allea Margin)			0.11%	0.11%	0.11%	0.11%	0.11%	0.11%	0.11%		
License fee & OPEX cost increase			4.0%	4.0%	4.0%	4.0%	4.0%	4.0%	4.0%		CPI cost increase