



FASTEST GROWING SPORTSBO GAMING PLATFORM PROVIDER

WISE GLOBAL B.V.

March 2024

BUSINESS PLAN

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1. EXECUTIVE OVERVIEW

1.1. Company Background

The founder of Wise Global BV has been involved in the gaming industry for a number of years. In 2021 using their gaming experience a new brand name WISE ODDS was set up order to offer a leading platform offering a wide range of sports and casino events together with innovative ideas.

Thanks to this team the company has grown to over one hundred employees with offices in various countries around the globe. The company can offer white label under one of its B2C operations a turnkey platform solution or An API modular integration to existing sports book or casino operators.

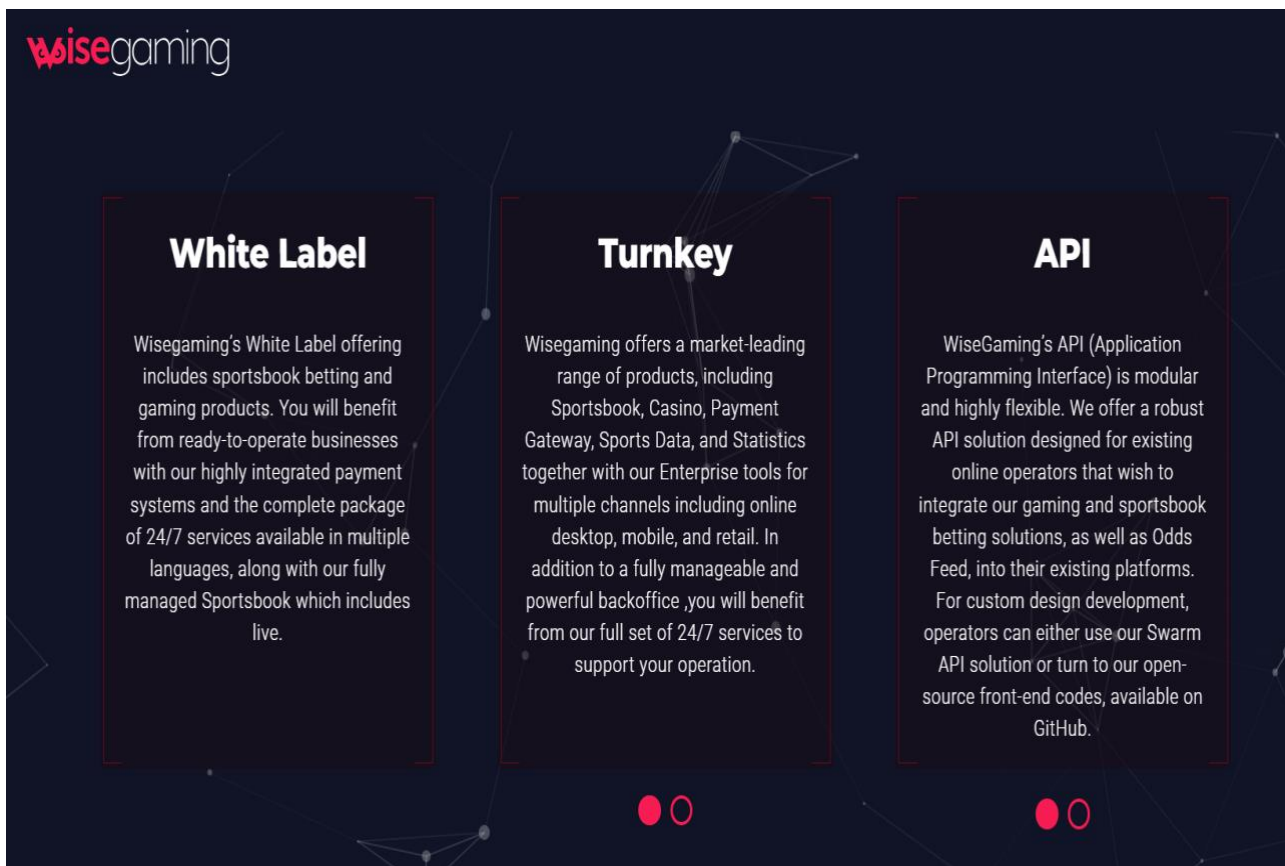
The company currently operates under a master license in Curacao license and intend to have their own license. Once the new LOK is in place the company believes that we are able to obtain better terms of agreements with software partners , payments etc . The intention is through the new License the company will grow in reputation, offer better branded games and better payment options. The company is also considering having a local presence in Curacao.

1.2. Current Operational Status

Today the platform is complaint to international regulator requirements. The platform is able to handle the changes being proposed once LOK has been passed to parliament.

The development team is busy understanding today's competitive compliance requirements and implementing state of the art changes to ensure compliance in AML, compliance, and player responsibility.

The main current target market is mainly Curacao Operators whilst we are able to accommodate most regulated industries. With our in-house platform we understand today's demanding market, as the company has the necessary experience, we are proud not to be reliant on third party agreements to maintain our business. The company also has in-house tools which may assist in the AML, player responsibility and reporting requirements to be introduced in LOK.



1.3. Objectives and Expansion Plans

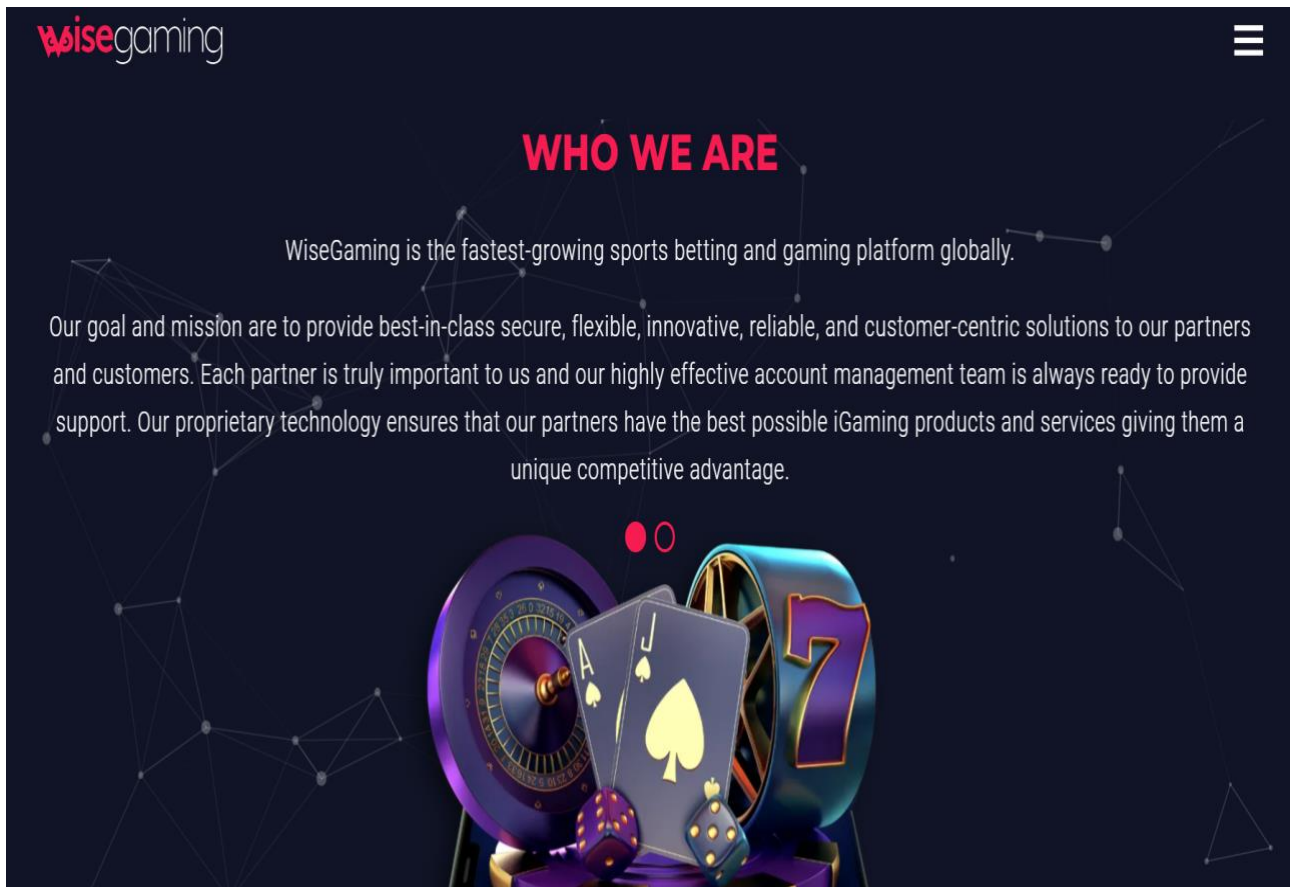
Once its LOK B2B license is approved the company can offer global operators to utilize the platform in order to operate under the new LOK. We understand that many current operators do not have the technical requirements in order to operate under the requirements thus giving us an opportunity to target these operators offering a full range of products.

The platform is able to offer:

- Game aggregation.
- Casino operator platform
- Sports betting platform
- Payment gateway
- Stats data
-

In this manner the company is able to offer a turnkey offering to operators or an API service of part of our solutions.

The company intends to keep investing and expanding its platform services turning itself into a leader in the market.

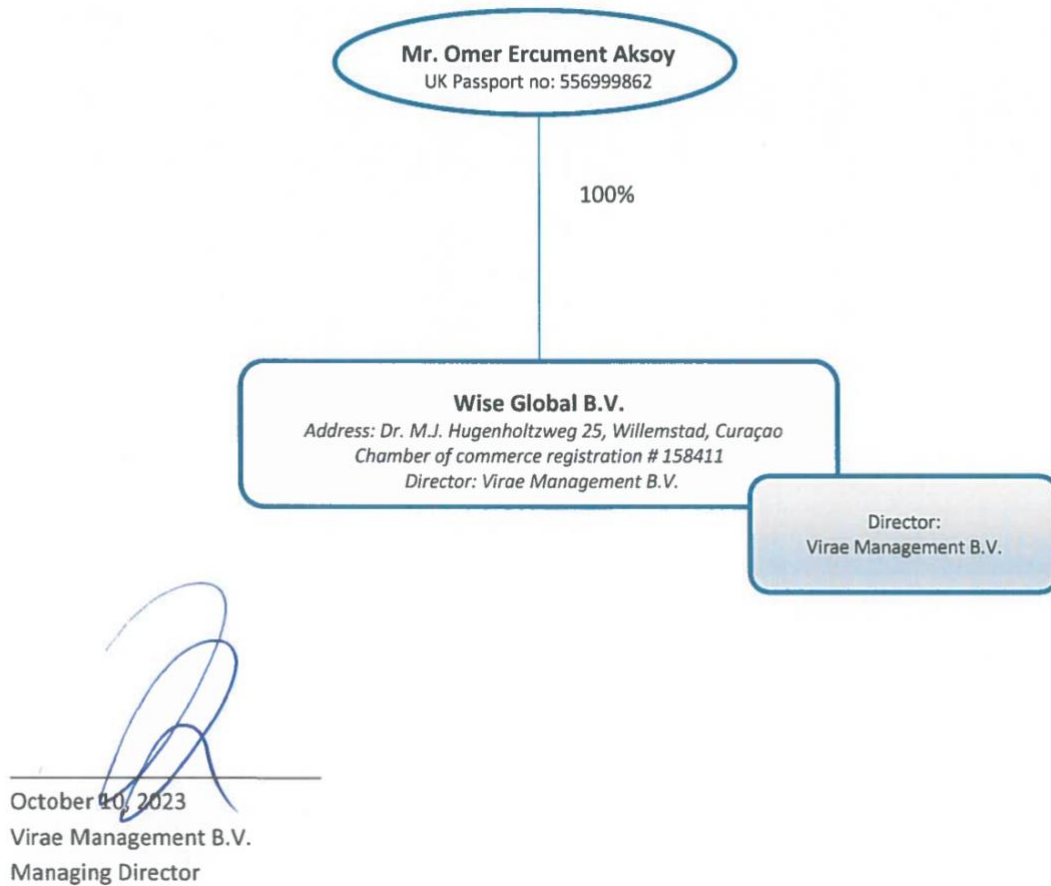


2. COMPANY STRUCTURE

2.1. Company Structure for Market Entry Stage

The company has a simplified structure.

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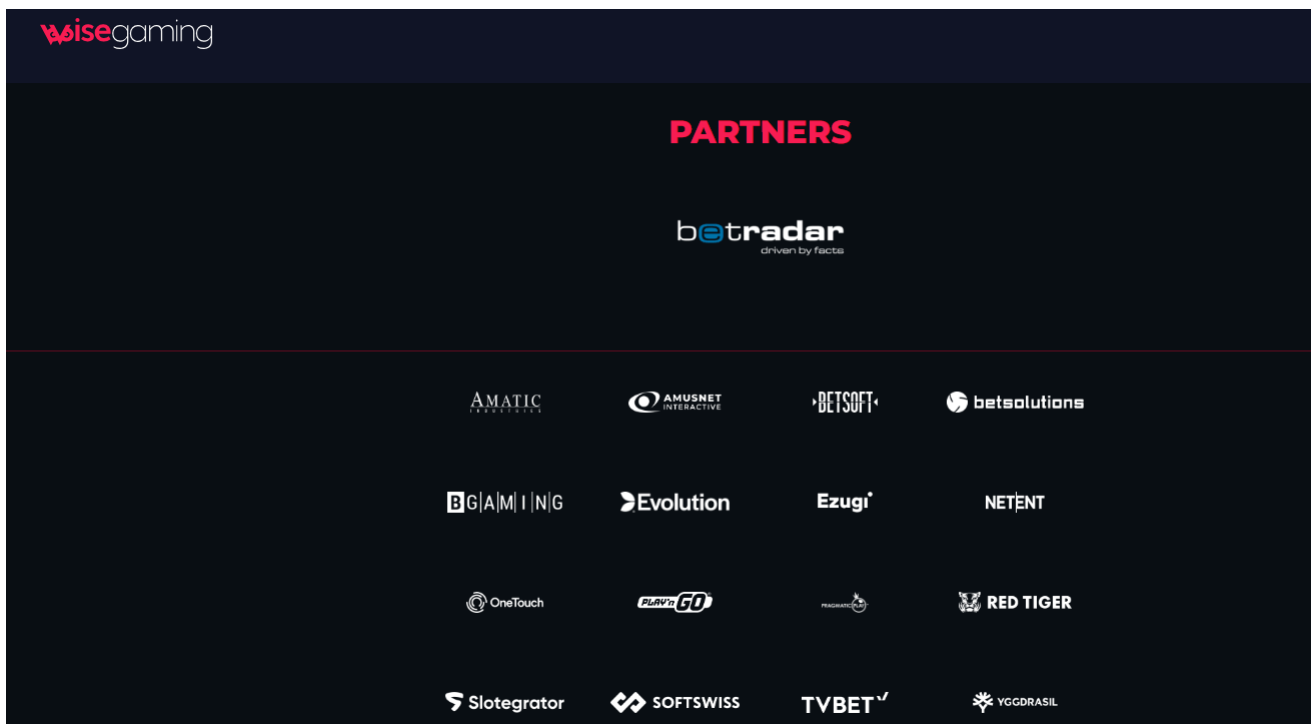
2.2. Shareholding Structure

Group founder currently owns 100% stake in shares of the company.

2.3. Product Overview

The Company will be offering a full range of sports betting, esports and other betting markets complemented with a full suite of established licensed casino games. The sports product connects with bet radar from which we are able to offer a full variety of games and events.

Casino products will include Live casino and Slot machines from established names such as pragmatic, microgaming, Amatic, Playngo, evolution, quickspin amongst others.



3. MARKETING PLAN

3.1. Perspectives of Remote Gaming Industry

The gaming industry has come a long way since its market entry in the 1990's. Today it is a global phenomenal attracting millions of players around the globe. Today most players are accustomed to playing on smart phones with most players holding an average of three betting accounts. The market was valued at 75.5 billion dollars in 2021 and is expected to grow at a rate of 11%.

- **Market Growth and Size:** The online gambling market is experiencing significant growth, largely driven by the increasing use of the internet and mobile devices worldwide. The market encompasses various segments, including sports betting, casino games, and poker, and is expanding rapidly due to technological advancements and changing consumer preferences.
- **Major Market Drivers:** Key drivers include the growing availability of cost-effective mobile applications, increased internet penetration, and changing gambling habits among consumers. Additionally, the legalization of online gambling in various regions has provided a substantial boost to the market, attracting a new customer base and encouraging investment in the sector.
- **Technological Advancements:** Advancements in technology, such as AI, VR, and blockchain, are revolutionizing the online gambling experience. AI and machine learning are being used for personalizing gaming experiences and enhancing customer service, while blockchain technology is ensuring transparency and security in transactions.
- **Industry Applications:** Online gambling has a wide range of applications, including sports betting, casino games, lotteries, and poker. The industry caters to a diverse audience,

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offering games that appeal to both casual players and serious gamblers, and is continuously expanding its offerings to include new and innovative game types.

- **Key Market Trends:** The industry is witnessing a surge in mobile gambling, with more users preferring to gamble on smartphones and tablets. Another significant trend is the integration of social media elements into online gambling platforms, allowing for a more interactive and engaging user experience.
- **Geographical Trends:** The online gambling market is growing globally, with notable expansions in regions like Europe, Asia-Pacific, and North America. Europe currently leads the market, thanks to a well-established regulatory framework, while Asia-Pacific is experiencing rapid growth due to increasing internet penetration and changing gambling regulations in countries like Japan and India.
- **Competitive Landscape:** The market is highly competitive, with key players focusing on technological innovation, strategic partnerships, and geographic expansion to gain market share. Companies are also investing in marketing and promotional activities to attract new users and retain existing ones.
- **Challenges and Opportunities:** Challenges include dealing with diverse regulatory environments and addressing concerns related to gambling addiction and cybersecurity. However, these challenges present opportunities for market players to innovate in responsible gambling initiatives and to develop secure, transparent platforms that can adapt to different regulatory requirements.

3.2. Marketing Plan

The company is growing at a fast rate already offering services to over 5 international operators. We believe with our competitive rates and highly experienced team we are able to grow into an international reputable platform. Today our platform consists of a wide range of payment gateways, sports data & statistics, casino games aggregator, WG Builder complemented with a B2B Support. Compliant with international regulations and licenses, risk and fraud management tools, IT and hosting services with excellent CRM tools.

The company is present at international fairs such as ICE, SIGMA and others. Through marketing in online gambling magazines the company is growing in reputation too.

The company also has a unique innovative concept which allows it to attract operators to its services.

4. SWOT ASSESSMENT

4.1. Strengths

High barriers to entry

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Market experience

4.2. Weaknesses

Many competitors
Many competitive rates

4.3. Opportunities

Companies are constantly looking to improve their platforms. With the introduction of LOK many companies will not have the new legal requirements in their platform thus creating an opportunity.

4.4. Threats

Industry uncertainty

5. TECHNICAL SET-UP

5.1. Software Development Methodology and System Architecture

From onset of the platform development, stakeholders emphasized crucial importance of advanced software development methodology and robust architecture for creating competitive product.

Another key priority has been assigned to platform security. Team set up two separate types of test environment. They are fully isolated from each other and from production environment. The first one used for development tests and second one for quality analysis/QA tests. Also, second test environment used for test and probation of release and to show expected results. On the test environment entire sensitive data have been masked and any system modifications are always recorded. The reviews are performed for any type of changes to code. The code repository is strongly secured.

5.2. Server Infrastructure

Same principles of system security were also placed at utmost importance on server setup by the technical team. The servers that do not interface with operators and their clients have no external access for utmost protection. The main code repository also does not have outside access for the same concerns.

Operating systems are updated periodically to make most recent security updates available. Access to parts of infrastructure accessible by third-party providers are protected by robust login/password credentials and overviewed for the security concerns. From time to time the security monitoring is performed for servers and API's to ensure setup remains secure.

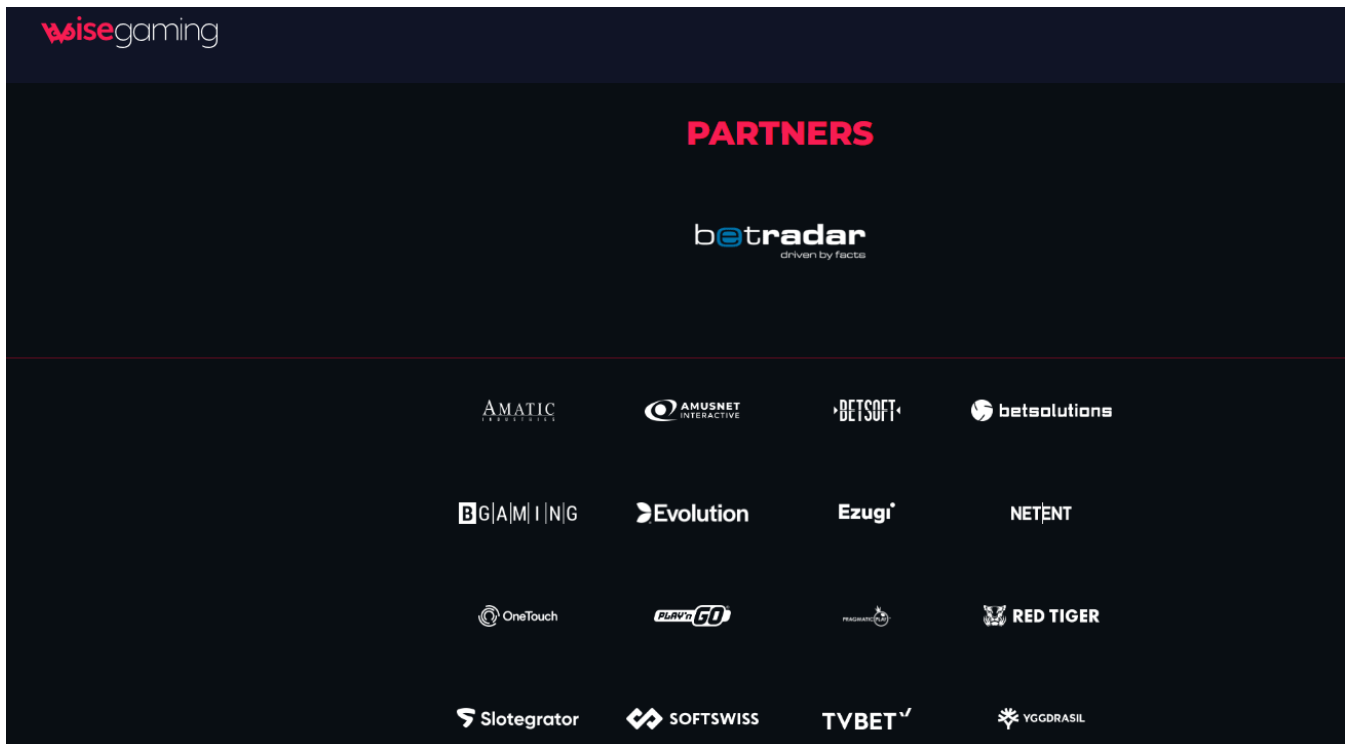
Ability to login to production environments is limited to personnel with relevant level of permission. Only senior level employees have spatial access to all systems across the platform. The rest are limited to specific modules and parts of platform they are working on. The core servers are connected only to the internal

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6. SUPPLIERS & PARTNERS



7. FINANCIALS

Attached are the companies accounts.