

BUSINESS PLAN

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1. EXECUTIVE OVERVIEW

1.1. Company Background

Since being established in 2019 Socas International NV has grown into an established company in West Asia. The company has over eight million in sales revenue and reinvests constantly in order to maintain its presence and increase accordingly.

The Company currently employs around seventy employees with offices in various countries around the globe.

The company currently operates under a master license in Curacao and shall be seeking to obtain a licence under the reformed Curacao online gambling legislation, namely "*Landsverordening op de kansspelen*" ('LOK'), once this has been rolled out by the competent authority/ies.

The Company, together with its management and ownership, is excited by the positive changes which will be brought about by the new regulatory framework which, *inter alia*, will facilitate the strengthening of key areas including AML, player protection, transparency and data security which will therefore undoubtedly bolster the sustainability of the jurisdiction's gaming industry going forward.

The Company also anticipates that the said regulatory overhaul (and simultaneous introduction of LOK) will facilitate the negotiation of more advantageous commercial and contractual terms with strategic business partners and key service providers, including software partners and payment platforms. The Company's belief is that the new regulatory regime will therefore enhance the global reputation of the iGaming industry in Curacao and the privilege of being licensed under the new LOK will, in turn, strengthen the Company's own reputation, enabling it to increase and improve its service offering across the board including better branded games and better payment options.

1.2. Current Operational Status

The company operates with affiliated partners to increase its turnover and very importantly retain its presence in the region. The company has chosen Daintree as its platform partner due to the wide range of sporting events and esports together with the extensive casino games (both live and animated) and virtual sports.

1.3. Objectives and Expansion Plans

With the ever-growing Latin American market, the company intends to put a foothold in this region. Whilst considering local licenses too, having a Curacao license assists the company with its international database.

Over the next three years the company intends to increase its reputation in the region by increasing in popularity. This is partly in our opinion due to LOK.

Through the approval of the LOK the company intends to maximize payment options, increase the game

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selection and target new markets. The company intends to increase sponsorships, affiliate agreements and social media buy ins as part of its marketing plan.

Another obvious point of key importance was Curacao robust and flexible taxation framework. Attractive corporate taxation regime for companies belonging to foreign holding structures appeared highly beneficial to the existing setup. Besides corporate level, gaming tax structure appears highly beneficial to solution provider.

A Combination of the abovementioned factors sealed the decision for establishing presence in Curacao with goal of applying for a LOK License.

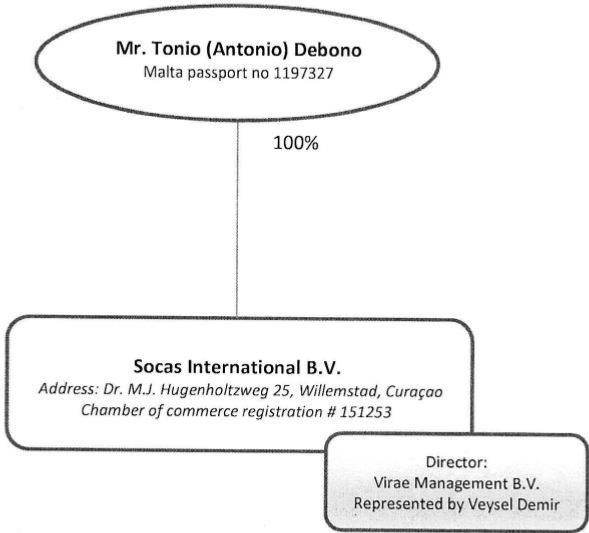
2. COMPANY STRUCTURE

2.1. Company Structure for Market Entry Stage

The company has a simplified structure.

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Structure Chart – Socas International B.V.




Virae Management B.V.
Managing Director
Represented by Veyssel Demir
Date: 05 February 2024

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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 has an agreement with B2B applicant Daintree Interactive B.V. Through this platform the company is able to offer a full wide range of sporting events, popular casino games such as Evolution, Pragmatic, Wazdan, Netent, No Limit City, Endorphina.

Also, a wide variety of Lotto games are offered such as Lotto 6/36, Quick Draw 4, lotto Rush apart from the global international lotteries such as the US Powerball, EuroMillions and MegaMillions.

The platform also contains real time reporting systems ensuring that the risk, operations and payments themes are constantly up to date on potential exposures etc. With the introduction of LOK we believe that more international renown content will be available to Curacao operators thus the company will be able to offer a wider range of products to its database.

3. MARKETING PLAN

3.1. Marketing Plan

The company currently has a good mix of clients from both female and male clients. Most of the acquisitions come from different methods of social media which also includes Latin focused influencers.

As mentioned in 2022 the company had over one hundred thirty million in GGR. Whilst investing in increasing the capacity of the client database the company is also focused at retaining, reactivating and motivating its existing client base which exceeds one hundred thousand players per month. Through analysis close to 60% of the database is aged between 25 and 40 and over 30% of the players are over 40 years old showing quite a mature database.

Apart from the above the company is also looking into sponsorships, alternate affiliations and SEO marketing amongst others.

4. SWOT ASSESSMENT

4.1. Strengths

Established in Latin America, with this ever growing market its intended to keep marketing especially with Copa America coming up this summer. Other strengths include a solid platform with a full range of sporting events.

4.2. Weaknesses

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Changes to the new LOK has brought around uncertainties thus understanding the new requirements is key for our operations.

4.3. Opportunities

The company intends to meet more stakeholders and grow its marketing team in the region thus increase and maintain its database.

4.4. Threats

With the introduction of regulation in certain countries in Latin America the company must evaluate its position in certain countries and analyze accordingly.

5. TECHNICAL SET-UP

5.1. Software Development Methodology and System Architecture

The system is designed in a manner ensuring minimum downtimes together with a robust infrastructure. Security is of utmost importance to the company and the tech team is fully committed to ensuring that the highest level of security is given to the system.

Developers have ensured that the platform provides faster delivery of software products and features, customer satisfaction, better adaption to rapidly changing requirements and respond faster. The platform ensures that customer satisfaction and real time reporting is essential in today's gaming market.

5.2. Server Infrastructure

The servers are hosted in Hetzner Germany. The company is renowned for its scalable cloud solutions with unshared vCPU power. The colocation center is part of the ISO 27001 Hetzner Online Data Park. Electricity capacity of 1200 kVA. Uninterruptible power supply (UPS) is guaranteed by a 15-minute battery capacity and emergency diesel generators. All UPS systems are designed redundantly. 24/7 access via a transponder key controlled security lock. Logging of access and setting permissions within the administration interface. High security standards and early fire detection throughout the data center park. Protected network through DDoS protection. Connections to central Internet exchanges, such as DE-CIX and AMS-IX as well as redundant connectivity to national and international carriers. All upstreams and peering's are integrated into the backbone via state-of-the-art routers from Juniper Networks. Guaranteed network availability of at least 99.9%.

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 security monitoring is performed for servers and APIs 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 network.

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6. FINANCIALS

Attached are the companies accounts.

7. PAYMENTS

Crypto – Moneybite

Payments – Payfix