

Business Plan

Sort Services B.V.

15.05.2023

Sort Services B.V. was founded in 2023, by a strong highly skilled professional with extensive connections and collaborations in the online gaming. Sort Services identified an opportunity to revolutionize soft gaming by combining the experience and passion for game development with the latest technology. The goal is to bring true value to the partners while offering players an unrivalled gaming experience.

Sort Services will using a 3rd party platform provided by Anakatech as a complete turnkey platform solution with a large portfolio of internally developed innovative online games. The Anakatech platform combines a flexible and easy to use back-office system with a unique games portfolio. While Anakatech's games may appear simple, they are tremendously smart: their fun feel and straightforward usage conceal a high level of sophistication and innovation. Innovative and appealing Scratch cards, Slot machines are to be offered that appeals to various players.

Sort Services will use Anakatech as a service provider for all related operational services, such as Customer support, Cashier Management, Risk and Compliance and it will be operating under the domain name "PlazaPlay".

Why Curacao?

Curacao has successfully established itself as the hub of the iGaming sector thanks to the innovative and robust gaming framework for decades. Considering its fast-paced growth, the booming iGaming industry in Curacao now has years of momentum behind and even ahead of it. The island is the place of origin of regulated online gaming. Nowhere has iGaming taken off as briskly and been as rapidly embraced as it has in Curacao.

Whilst being the pioneer in the iGaming sector thanks to its excellent foresight and track record, Curacao always strives to achieve its main aim; that of encouraging innovation in this technological sector while protecting players. No country has welcomed gaming companies as warmly as Curacao. Because of all these reasons Curacao has become a destination of choice for the world's largest operators and fast-growing startups.

Sort Services is planning to rely on Anakatech as a service provider (platform, games, supporting professional services) at least during the first two years of operations.

Company positioning in the first 5 years

Product innovation

Our online strategy is focused on remote gaming scratch cards, slots, casino and fun games provided by different 3rd party providers. This growing niche market of the online gambling business has not been over-exposed. The remote gaming, slots and Scratch cards products have been substantially expanded in recent years and is expected to continue to develop and grow even further.

The operation will be focusing on a small number of core territories for its international expansion strategy. The full operation services (Customer and technical support, CRM, VIP & Retention, Affiliates) will be provided as a service and on a consultancy basis by Anakatech, subject to Service agreement concluded between the parties. Core territories are markets with gambling culture and a regulatory framework.

We will secure that a scalable service is delivered, together with cashier integration, multiple currencies and languages. Together with a real-time monitoring of withdrawals, deposits, denied credit cards, voided transaction and black-listed players, while the support application will be giving players the ability to be in constant contact with the support team and extensively transparent player information.

How such positioning shall be achieved?

The operation is focusing on a small number of core territories for its international expansion strategy. The full operation services (Customer and technical support, CRM, Compliance, VIP & Retention, Affiliates) will be provided on a service base by a 3rd party service provider, subject to Service agreement concluded between the parties. Core territories are markets with gambling culture and a regulatory framework.

Customers will be provided with the best Scratch cards, Slots machines and instant win games through the internet and via PC, smartphones and apps. The professional skilled team with extensive

experience in the online gaming industry will be servicing the end-clients, and systems will run externally, to allow flexibility to adjust and adapt to the market's and the clients' needs.

Large base of players will be created, using the different media channels and attractive affiliate programs. Their loyalty will be increased by maintaining a high level of customer service support, introducing innovating new games, and integrating players into the loyalty program. Using the client management system, players trends can be identified and playing habits, as well as new channels used by players to play their favourite games.

The iGaming Industry

2022 was big for online gaming, as global popularity is soaring at the moment and new customers are joining in huge numbers.

The iGaming industry is ever-changing, as new legislations and jurisdictions appear, alongside the rapid technological advancements that are shaking up the way customers like to gamble online. The primary advantage in legalizing of online gambling is that it increases employment opportunity and benefit the government in the form of tax. These advantages are expected to motivate governments around the globe to legalize online gambling.

This multi-billion business is well adapted to the mobile era and has decisively proven its staying power. Of course, nothing stays forever, and we can expect further changes triggered by the development of technological and business aspects of the gaming operators.

The general consensus is that mobile gambling will remain the most significant growth area for iGaming in the coming years. This generation of gamblers wants a user-friendly proposition that makes it easier for them to get their casino buzz wherever they are: on the way to work, on their lunch break, or at home in the living room.

For online casino operators, the biggest challenge of mobile iGaming is attempting to replicate the environment of a land-based casino, whilst delivering something unique with added value. It's also the way in which iGaming customers experience their favourite table games and slots that will keep them coming back for more in the years to come.

Naturally, with more money and players coming up, developers and operators now have the power to invest more time and effort in improvements and upgrades. Virtual reality is one of the obvious areas of exploration for software developers and, in the next coming years, this trend is likely to come to the fore.

VR slots will soon become a reality. This move towards VR casino gaming is part of the industry's continued efforts to make gaming more immersive, more engaging and more entertaining. Virtual reality is going to play an integral role in the evolution of the iGaming sector, bringing players closer to the action and driving more engagement than ever before.

OPERATIONS AND INTERNAL CONTROLS

Sort Services will rely to experienced 3rd parties in order to be able to provide a full scope of tailored managed services to end-user customers (for example: support across email, phone and chat, full marketing services package which includes strategy and execution, fraud and cashier management).

Customer support

Support staff work on a 24-hour basis, maintaining a high level of player satisfaction.

Fraud

Identification of stolen cards, Identification and analysis of deposit patterns, Prevention of ID fraud and Automatic response to suspicious activity are only part of the services we offer to our clients. Appointed MLRO.

Cashier management

Reviewing of all Incoming and outgoing Payments, verification of players' IDs, dispute arbitration and communication with all Payment Solutions Providers (PSPs).

RESPONSIBLE GAMING AND COMPLIANCE

Leading jurisdictions' standards will not only be kept, but the internal corporate policies surpass existing industry regulations and guidelines.

Gambling problems are also taken seriously. The platform includes a variety of sophisticated tools to professionally detect and address such issues as soon as they arise. Measures undertaken;

- Age verification tools
- Deposit limits and time limits
- Self-exclusion tools
- Detailed individual account histories.
- Anti-money laundering and Risk assessment policies which are adopted by the company in order to facilitate its objective.

The procedures for identifying money laundering activity fall into two categories: Know Your Customer and ongoing monitoring and risk assessment. The Verification's obligation involves the implementation and maintenance of procedures for the identification and verification of customers during the registration process.

As a company which follows the Responsible gambling policies very strictly, the self-exclusion option enables the customers to restrict accessing the website for the period of time they decide on. During this specific period of time self-excluded customers won't be able to deposit or place a bet; any new accounts will also be blocked and sending of promotional offers or communications from Sort Services during this period won't be initiated. It should be noted that this self-exclusion option will be absolutely independent of the obligation to have a direct link to the General Register of Gaming Prohibitions.

Anti-money laundering and terrorist financing policy

In support of the verification processes it is also carried out on-going monitoring and risk assessment in respect of all customers, transactions and business relationships, particularly in connection with any suspicion of money-laundering or acts that could be construed as being in connection with the financing of any criminal or terrorist act. Such monitoring and risk assessment will rely on our

knowledge of the customer, their transactions, geographical location and risk profile. If during this process any existing business relationship with a customer gives rise to a suspicion or risk of any of this type of activity, it will be addressed immediately. When it comes to identifying suspicious transactions, the company needs to know enough about the customer to recognize that a transaction or a series of transactions is unusual. Suspected money laundering or other criminal activity can be recognized by both a member of staff or automated monitoring systems. The processes for reporting suspicious activity are of major importance. Unusual or suspicious transactions should initially be brought to the attention of the Money Laundering Reporting Officer. If the MLRO determines that a transaction does give rise to grounds for knowledge or suspicion, the MLRO must report the matter to the relevant regulatory authorities, more specifically to the Executive Service of the Money Laundering Prevention and Monetary Violations Commission. The MLRO will devise a training program that will ensure that all employees are aware of the Anti-Money Laundering laws and regulations, and provide them with the measures to recognise and deal with any activities that may be related to Money Laundering. To keep inline with the policy quarterly training will be held.

Handling of complaints and claims

The main goal of the Complaints policy is to clarify how an unsatisfied customer can submit a complaint and the process of recognizing and handling complaints and claims in a manner compliant with the Company's Obligation.

Complaints may be submitted through 3 different channels: email, chat and phone. Customer support representatives have to escalate every single complaint to the Compliance officer, where the last will take care for finding a fair solution for customer's issue.

All employees undergo a training in regards to the classification and the proper treatment of complaints and claims.

Customers will be offered the option to submit a complaint in English.

TARGET MARKETS

The B2C Target Market

The global online gambling market is expected to exceed USD 60 billion by 2022. There are few trends emerged in the last years, which have the potential to significantly impact the market and contribute to its growth; the games will be offered to clients in Europe and LATAM according and in compliance with the local regulation.

Social gaming players

There has been a significant change in consumer behavior in the global online gambling market. The increase in the popularity of gambling apps and social gambling are the major factors that are expected to propel market growth during the forecast period. The number of people participating in social gambling are increasing as they are motivated to "compete with friends."

MARKETING AND SALES

The online gambling business is a multibillion industry that is growing larger every year. There are thousands of online casinos fighting for a piece of this lucrative pie, but only a very small number in comparison of online instant games, e.g., scratch cards and bingo. This is a growing niche market of the online gambling business that has not been over-exposed.

Although the instant gaming market for such exciting games is difficult to estimate, it is believed that the market for “online” versus “offline” instant games is still in its infancy, and its growth as a percentage of the overall gambling market revenue, will reach 10% by year 2025. As a result, these brand will begin taking shape and making a name for itself in this niche market and it intends to capture 5% -10% of this growing market.

It is understood that in order to be successful you need to grow at a steady pace and to use a cautious approach to reach an effective and profitable marketing plan. Sort Services will invest most of the advertising efforts on generating results that can be measured, monitored and evaluated both internally and externally in the best possible way. Information gathered from every campaign is being added to past knowledge and behavioural trends and will enable to continue growing while remaining profitable.

The marketing plan is designed and constructed base on existing marketing strategy and success in the online gaming business. It is based on the idea that the more successful operators are, the more successful its service providers will be. By joining forces with robust online gaming service providers that provide the tools and a variety of games needed to run successful online operations, an instant gaming market niche is created.

The initial effort in gaining brand popularity will be achieved through various online and mobile channels in order to establish and maintain strong presence trough outsourcing the marketing of Sort Services.

Recent research suggest that women are at the forefront of the Internet gaming revolution especially in remote gaming with one in five engaged in online gaming. Sort Services will specifically aim to target women and separate man and woman strategies. The market is comprised of both men and women ages from 18-65.

Marketing Methods

Most, if not all, online gambling sites have the same challenges – marketing. Sort Services understands that one of the key success factors is strong and effective marketing. Therefore, to maximize the reach it will outsourced via service agreements with renowned providers that will run both online and offline marketing campaigns.

Online marketing

The online marketing strategy is focused on multiple channels;

1. Working closely with affiliates and direct marketing companies focus on search engine optimization, in order to drive significant traffic to our website.

2. One of the popular ways to promote online gambling is through free plays and attractive bonuses. By offering certain bonuses, many players can be attracted to sign-up. Free plays are also very popular techniques to promote the brand.
3. Email campaigns with information about rewards, upcoming bonuses and free plays based on the user preferences.

Offline marketing

Offline marketing strategies utilize offline media channels to create awareness of the brand. These campaigns can include television ads, radio and print advertising – including billboards and signs.

Attending trade shows and conferences is also a great opportunity to showcase Sort Services 's offered products and market the brand. It is also can be used to network with other professionals and look for opportunities to grow by working together.

Snail mail is still an acceptable marketing method, even in the age of email. Sending coupons, newsletters, promotion notifications, or new product updates by post is definitely a more personalized approach to marketing.

FUNDING AND FINANCIAL FORECASTS

The funding for the Group's initial operations will come from the UBO. Once the Company is licenced and active, all capital requirement demands will be generated. No bank loans are anticipated.

See Appendixes I - V for detailed five-year financial forecast:

P&L YEAR 1-5

PlazaPlay

	Year 1	Year 2	Year 3	Year 4	Year 5
	EUR	EUR	EUR	EUR	EUR
Total Wagers	139,175,920	303,169,487	348,941,301	395,833,333	442,708,333
Players' Winnings	(130,825,365)	(284,979,318)	(328,004,823)	(372,083,333)	(416,145,833)
Bonuses	(1,670,111)	(3,638,034)	(4,187,296)	(4,750,000)	(5,312,500)
Net Revenue	6,680,444	14,552,135	16,749,182	19,000,000	21,250,000
Operating and Administration Expenses					
Processing Costs	(890,726)	(1,940,285)	(2,233,224)	(2,533,333)	(2,833,333)
Software License Fees	(1,503,100)	(3,274,230)	(3,768,566)	(4,275,000)	(4,781,250)
Operatioanl Services	(1,800,000)	(2,160,000)	(2,400,000)	(2,700,000)	(2,700,000)
Marketing	(1,975,000)	(3,920,000)	(4,500,000)	(5,100,000)	(5,700,000)
Gaming Licence	(5,000)	(5,000)	(5,000)	(5,000)	(5,000)
Hosting	(7,200)	(7,200)	(7,200)	(7,200)	(7,200)
Legal Fees	(24,000)	(24,000)	(30,000)	(30,000)	(30,000)
Accountancy Fees	(12,000)	(12,000)	(18,000)	(21,600)	(21,600)
Audit fees	(10,000)	(10,000)	(15,000)	(15,000)	(15,000)
Set up fee	(50,000)				
Total Expenses	(6,277,026)	(11,352,715)	(12,976,990)	(14,687,133)	(16,093,383)
Net Profit	403,418	3,199,420	3,772,192	4,312,867	5,156,617