

Stefanos Misofis

Business Plan

Prepared: 06/03/2024

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Business Plan Summary

The Business

Business name: GLB International NV

Business structure: Limited Liability Company

Business location: Curacao

Date established: February 2013

Business owner(s): GLB GMBH, which is a limited liability company, with scope of activities the provision of software services. UBO of the company is Mr Stefanos Misofis, who has an in-depth knowledge of the online gaming and online payment industries, as a co-founder and manager in similar companies, since 2010.

Products/services: The company provides online gambling services.

We are targeting people of all ages. Most of them are men between 19-40 years old, who are gambling online.

Marketing strategy:

Our main marketing strategy is the advertising via sponsorships of sports clubs and sports events. Additionally an amount is consumed for broadcast advertising, as well as internet advertising.

The Future

Vision statement:

The company's goal is to spread our name, attracting more customers, multiply our profit, and in conclusion we can compete with the biggest companies in the industry.

Goals/objectives:

Immediate priority is to obtain an operating license from Curacao and Brazil.

Furthermore, through advertising, to attract more customers, with the goal of 200.000 registered users.

In conclusion reaping more profits through new licenses, advertising and spread the name of the company all over the world.

The Finances

The company has been operating since 2013. The company will begin to have profits from the very first year. The goal set by the company is showing a GGR profit of around € 100.000 in the first year of operations. Due to the success of the online industry, the company will be able to advertise their services much more, investing 15% of the profits

in advertising. Based on the financial data of the company and the future development and growth of the company itself, but also of the online gambling industry, we consider feasible target for 2024 to touch GGR profit of € 400.000.

The Business

Business details

Products/services: The company provides online gambling services. The objects of the company are the acceptance and brokerage of bets of all kinds and the trade in goods of all kinds, particularly products typical of the industry or of similar lines of business. The company is moreover entitled to engage in all activities, business deals and measures which serve to achieve the business purpose, in particular the acquisition and lease of, or the acquisition of interests in other companies and corporations with the same or similar business purpose, as well as the management and representation of such companies and corporations.

Registration details

Business name: GLB International N.V.

Trading name(s): GLB International N.V

Date registered: 2013

Location(s) registered: Curacao

Business structure: Limited Liability Company

Licences & permits: Curacao Sub-Licence (eGaming Curacao)

Business premises

Business location: We are established in Curacao, address Groot Kwartieweg 10.

Management & ownership

Names of owners: GLB GMBH

UBO: Stefanos Misofis

Details of management & ownership: GLB GMBH owns 100% of the shares of the company. UBO is Mr Stefanos Misofis. Due to his great experience in the Online Gambling Market, as well in the online gambling industries, he decided to become independent and to invest through GLB GMBH in the establishment of a betting company with the vision to create a world class company.

Managing Directors: EMS Management Services N.V. is the perfect fit to take over the position of the Managing Director, because they know better than anyone else everything related to the gaming and corporate issues in Curacao. The choice of EMS Management

Services N.V. can be nothing but correct, because with their expertise in this field, everything will roll smoothly.

Overview of Application Software

Platform Providers for Online Casino

Groove Gaming Limited: Profit Sharing Agreement (10-15% of GGR).

Softgamings: Profit Sharing Agreement (7,5%-14% of GGR for Licensed games, 7%-12% of GGR for Non Branded games)

Risk management

Betting Risk Management

Principally comprising odds line setting and alteration dependent on betting and gaming patterns, including fraud management. The Company places great emphasis on risk management. In managing a sports book there is a trade-off between risk and reward; it is possible to construct a lower risk balanced book or a higher risk and higher margin unbalanced book.

The Company offers an unbalanced book which is one that starts with a generally accepted opening line, and then only moves the line as actual game conditions (such as late injuries or weather changes) dictate. Leaving the book unbalanced in this way results in either bigger wins or losses to the bookmaker, but, ultimately, potentially higher margins.

The Company sets limits on the amount that a customer can bet on events and these are designed to deter or prevent professionals and wise guys from playing.

The Company actively encourages bets from the unsophisticated recreational players who are generally strongly partisan in their betting pattern and therefore not highly sensitive to the odds available, but only to the result.

Line Setting

The initial lines are set by taking the average line from an on-line database with a team of eight specialists, each focusing on particular sports. The Head Traders, review all odds entered onto the system and adjust these depending on the bets that are placed on those events.

Bet Monitoring and Results Service

There will be continuous and live monitoring of betting activity by the wagering managers and by customer service staff. In addition, The Company continually change the odds offered to encourage bets taken to balance the book.

There are currently 10 staff to be employed, in order to carry out these functions who will work on a shift basis to provide 24/7 cover and are employed by separate companies, located in Greece and/or Bulgaria, who are exclusively contracted to the Company.

Marketing

Advising on customer acquisition and retention strategies; the team is managed by a specialist who co-ordinates a team of consultants. The strategies include customer acquisition through both on line and off line marketing initiatives and retention strategies. Marketing initiatives are offered to agents as well as being employed directly.

Financial & Legal

This division headed by a field expert looks after all financial and compliance issues, including daily financial reporting and reconciliations, assessing and monitoring payment processing, financial planning, assessing new projects and their benefits and costs, monitoring business developments, legal and tax compliance in all jurisdictions and ensuring necessary fiscal and regulatory filings are completed.

Operations

Trading hours

We offer our services 24 hours a day, 7 days a week, 365 days a year.

Communication channels

We offer a multilingual and very friendly customer service, through live-chat, e-mail and phone call, 24 hours a day. The customer service department answers immediately to the customer in live-chat or phone call, and -in any case- respond within 24 hours the client's requirement. In case of disputes, they are either solved by the customer service representatives or escalated to their chief. Depending on the nature of the dispute, we expect them to be resolved within 5 business days.

Customer Services

Being the interface with agents and customers dealing with operating questions and the management of the services; The Company has created a first class customer services division. Customer service operatives are trained in the Company's systems and actively contact agents with new offerings and explaining systems and services upgrades as well as new initiatives on marketing.

Any customer queries are dealt with within pre- set time limits and monitored. These services are provided locally as soon as the necessary training has been completed.

Payment types accepted: We are working with the biggest Payment Providers in the world, aiming to facilitate and serve our customers.

Players' Onboarding & AML Policies: The customer service department collects the Proof of Identity and Proof of Address documents of the new client, at the time of registration. At the same time a GEO screening is being held, in order to verify the client's location. It needs to match with the proof of address document and the IP address. Next step of the KYC procedure is the verification of the documents. The collected documents are checked for being original by using the screening software of third party providers and clients' names are being checked through the checklists database, such as sanction lists and PEP lists and/or in open sources, such as Google, Ask, etc. The clients also check a tick box after their registration, accepting that they are not PEP's, family member of a PEP, or close associate of a PEP.

After the onboarding stage, the customer service department performs on-going monitoring to the new and existing clients. The monitoring is based to their transaction volumes, transactions' usual behaviour, gambling usual behaviour, running the checklists databases, requesting new or updated documents, checking of IP address, checking of the selected payment methods, etc. Updated documents are requested whenever is needed. This policy leads to the risk categorize of our clients. According to the above, the customers are listed as High – Medium – Low Risk. Any peculiar or unusual behavior is reported immediately to the MLRO.

Responsible Gaming: Responsible Gambling Policy sets out our commitment to minimizing the negative effects of problem gambling and to promoting responsible gambling practices. We are committed to endorsing responsible wagering among our customers as well as promoting the awareness of problem gambling and improving prevention, intervention and treatment. In our website you can find tools of self-exclusion, time limitation, money wagering limitation and losses limits. The customer can make the relevant request or apply the relevant limit to his/her account at any time. Moreover, we will not allow minors (persons under the age of 18) to participate in games and make bets. That's why the confirmation of having reached the age of majority and the confirmation of date of birth are mandatory requirements during registration. We consider the issue of minors taking part in games and betting very seriously. In order to offer the best possible protection of minors, we also rely on the support of parents and caregivers.

The Market

Market targets

We expect website visitors and eventually registered users from all over the world with primary target countries to be the following:
Bulgaria, South Africa, Latin America etc.

Our customers

Customer demographics

The biggest part of the registered users will be men between 19-40 years old (80%). The other users should be men between 41-70 years old (18%) and women aged 21-50 years (2%).

Customer management

The company's target is to offer very competitive odds, as regards to sports betting, which is a very important factor, that will lead to the company's rapid growth. Additionally we will offer casino games from two different platform providers for the beginning, offering a variety of options to customers. We will also offer a very friendly environment to the customer, who can gamble via computer, tablet and mobile phone. Periodically we will offer various bonuses to our customers, to thank them for their loyalty.

S.W.O.T. analysis

Strengths	Weaknesses
• Odds • Technology • Affiliate Business Model • Contemporary License • International Experience • Immediate Payment • Multilevel Marketing	• Local Organization • Staffing • Casino – Games Platform • Lack of Brand Awareness • Payment Method Commissions • Dependence on quickly changing technology
Opportunities	Threats
• Market in Shaping Process • Change of the Key Players • Network Utilization • Sports Economy • Entertainment Economy • New Casino Platform • White Label • CSR Campaign	• Regulatory Framework • Illegal Gamers • Market Regulation • Strong Online Competition

Advertising

Advertising & promotional strategy

(the amounts have been calculated using 15% of the estimated profit for the year 2021 and will be updated on the basis of 15% of the profits of subsequent years)

Planned promotion /advertising type	Expected business improvement	Cost (\$)	Target date
Sports Clubs Sponsorship	Advertising of the company and its services,	5.000,00€	12/2024
Internet Advertising	Advertising of the company and its services	10.000,00€	12/2024
Affiliate Program	Advertising of the company and its services	7.000,00€	12/2024

The Future

Vision statement

The company's goal is by the end of 2024 show a GGR profit of € 400.000, to raise the visitors and the new registered users to exceed 30.000 per year.

Mission statement

We will primarily invest in advertising, spending a percentage of around 15% of net profit each year, and we will issue online gambling licenses from countries that receive international recognition and trust.

Goals/objectives

The initial goal is to apply and obtain online gambling licenses from multiple jurisdictions, so we can offer our services in all countries of the world, thus attracting larger number of customers.

If the first goal is achieved, the company's turnover and the extension of its profits would normally start rising rapidly, so we can invest more money in advertising and affiliate agreements.

Expansion Plan

Geographical expansion utilizing the central services is both logical and mitigates the risk by expanding and broadening the betting styles. Having successfully commenced in the Curacao jurisdiction, the management team has identified various countries for expansion.

The key drivers in these countries are:

- population size
- propensity to wager
- custom and bet size/type
- Identification of an appropriate local Joint Venture partner.

In assessing each market, the key considerations are:-

- Licensing regime – recent, current and planned changes
- Sports book, casino and other gaming preferences
- Entry cost
- Competition
- Ability for rapid entry and penetration
- Joint venture partners
- Local management
- Payback parameters

Additionally the propensity of various strata of population to gambling/gaming and the IT environment is considered, covering hardware and software platforms, penetration of internet and staffing and support abilities.

A strategic partner has been identified, who has key contacts for both the promotion of our products and regulatory bodies. The key country's identified for present and future expansion are: Central Africa, Albania, Bulgaria, Southern Africa etc.

Action plan

Please note: This table does not include sustainability milestones as they are listed in the sustainability section above.

Milestone	Date of expected completion
GGR Profit of 400,000€	12/2024
Reach 500,000 registered users	12/2025
Issue a GCB Licence	12/2024
Issue a Brazilian Licence	04/2026
GGR Profit of 1M€	12/2026-2027k

The Finances

Key objectives & financial review

Financial objectives

Objective for 2024 : GGR Profit of 400.000€

Objective for 2025 : GGR Profit of 650.000€

Objective for 2026 : GGR Profit of 1.000.000€

Finance required

The money we will need for advertising and issuing licenses, will be drawn from the profits of previous years. As mentioned above, a rate of 15% of profits of each year will be used for the advertising. In a related survey we estimate that for authorizations will need about 50.000€ per license.

