



Business Plan

Alea Group AG

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Confidentiality Statement

Please be advised that all information pertaining to this business plan is confidential and the information within is not to be disclosed to any third party without authorization.

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1. Executive Summary

This business plan serves as an overview of the current and future strategies within the company. This includes, but is not limited to sales, marketing, product development, and operations.

By combining the world of online casinos and cryptocurrency, the Alea Group AG will become a significant player within the online gambling industry. Notably, the Alea Group AG's casino will offer extensive options for players to participate in the company's success by incorporating a bonus token to compensate players for their wagers. The Bonus Tokens will be earnable by wagering (betting) on the site.

2. Business Description

The Alea Group AG officially incorporated in Zug, Switzerland in December 2021. It was founded by Dennis Waisbrod and Jonathan Werz, two young entrepreneurs with a background in cryptocurrencies, finance and the gambling industry. The team quickly expanded when Jonathan Traeckner, background in performance marketing, and Jonas Baumgärtel, background in mathematical modeling, joined the company.

The team is supported by its legal blockchain and legal consultants. The design of the website, implementation of the cutting-edge bonus rewards model and casino engine were carried out by the front-end developer MadMen Ltd. in coordination with the casino back-end provider EveryMatrix.

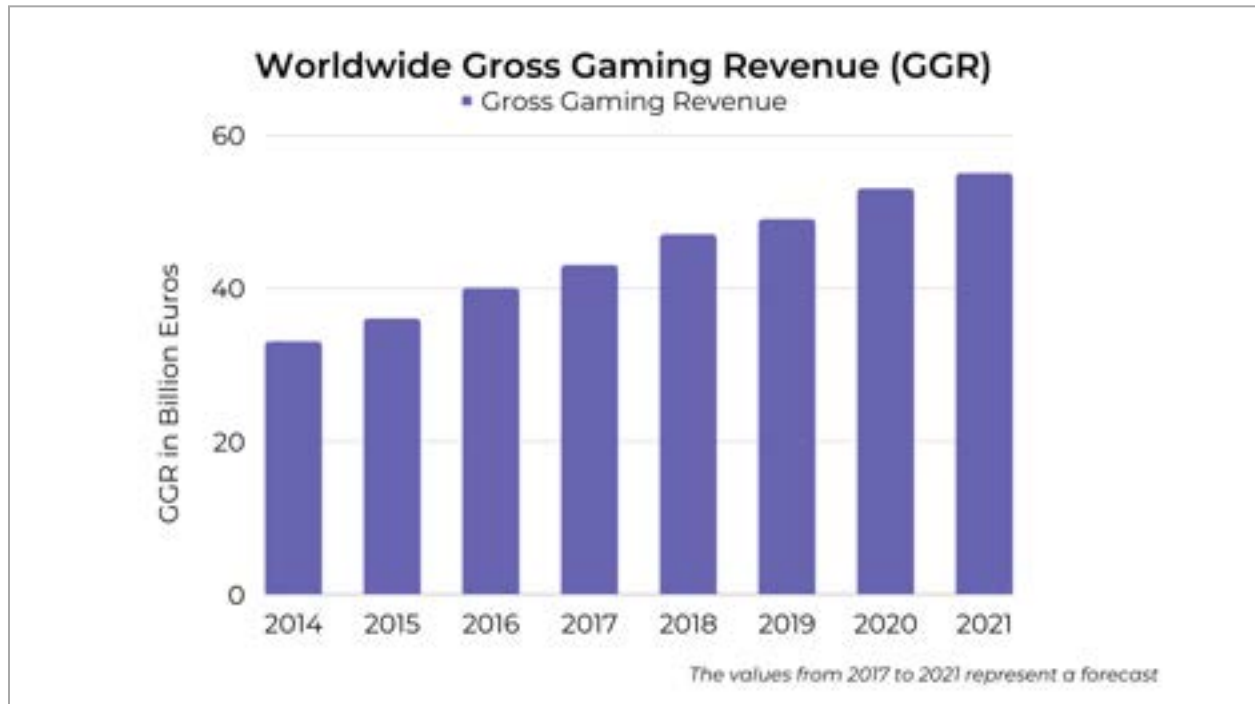
The Alea Group AG will launch its crypto casino under the “Awbit” brand. The pertinent business description, when summarized in a single sentence, reads “Awbit is a crypto online casino that rewards players with a bonus reward program for wagering on the site.

The concept of Awbit was envisioned during the Covid-19 pandemic. The global lockdown forced land based casinos to shut down temporarily, resulting in an additional boost to the already growing online gambling industry. Since then, the team has actively worked on turning the idea into reality. As of right now, a complete mockup of the website (frontend) is available. The website was created in coordination with the backend provider EveryMatrix and can be implemented to a working site, ready for launch, within 3 months. The Alea Group AG has worked together with EM Group to prepare the application for a gambling license (from the Master License Holder “Antillephone N.V.”) and company incorporation in Curacao. Section 4 fully outlines the current development status.

3. Industry Overview

3.1 Market Analysis

Extensive internal and external market research was performed to assess the current state of the industry. The external market research was carried out by a experienced market researcher and consultant.



The first key metric to assess is the size of the market. The worldwide Gross Gaming Revenue has seen growth in recent years, as depicted in the following figure:

As displayed, projections suggested a worldwide gross gaming revenue of EUR 58 billion in 2021, with the CAGR (Cumulative Annual Growth Rate) of the online gambling market at approximately 7.6%.¹ At the same time, cryptocurrency has transitioned from a niche financial asset, scepticised by many, to a driving force in modern finance, making the online crypto gambling market (an area that combines two industries that, as standalones, have experienced significant growth) a lucrative industry with plentiful business opportunities.

¹<https://www.globenewswire.com/en/news-release/2022/09/12/2513697/0/en/Global-Online-Gambling-Market-Betting-Market-Size-Worth-145-6-Billion-by-2030-at-a-12-CAGR-Custom-Market-Insights.html>

Europe was found to account for the largest fraction of the worldwide gambling market, accounting for 48% of the total gross gaming revenue in 2021².

A complete breakdown of the distribution of the worldwide gambling market is displayed in the following chart:



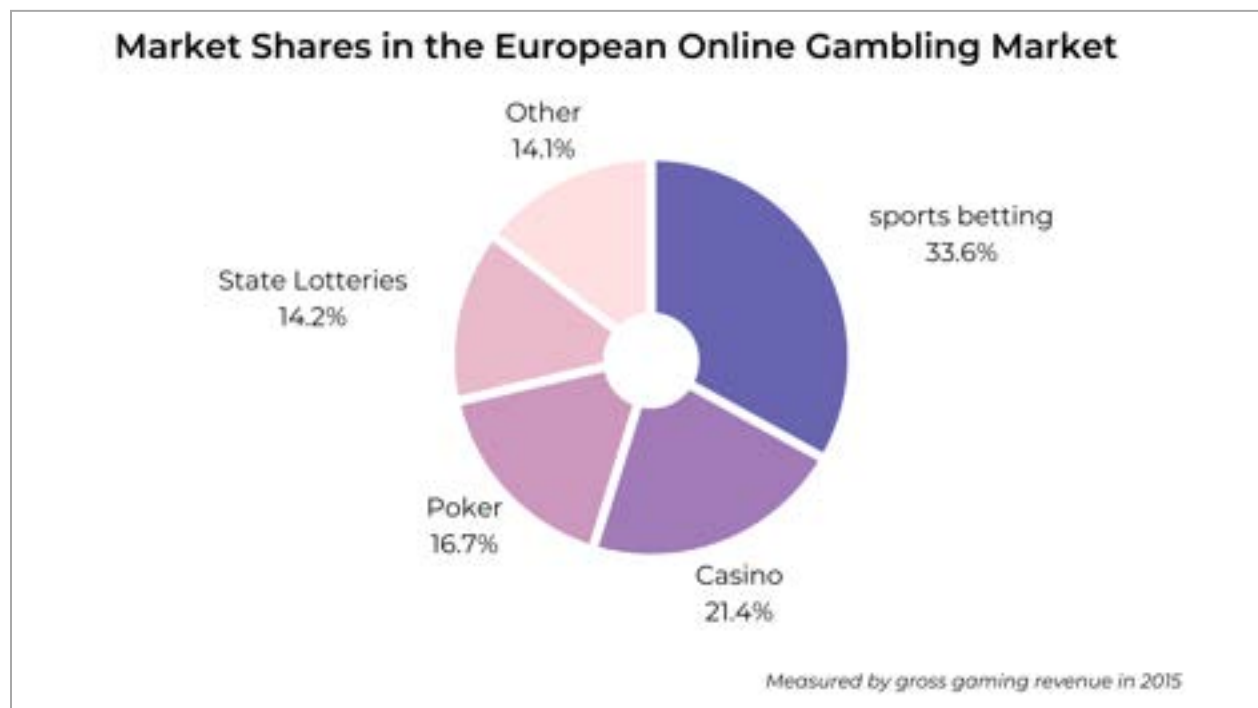
Notably, the second highest share of the worldwide gambling market is held by Asia and the Middle East, surpassing North America. That being said, online gambling is still vastly popular in North America, with approximately 60% of adults in the United States gambling in some form at least once a year³. This goes to show that online gambling is a worldwide phenomenon. The Alea Group AG has designed Awbit in a way that primarily targets the European market, without excluding other markets, within the regulatory framework of the Curacao License.

²<https://de.statista.com/statistik/daten/studie/168636/umfrage/verteilung-des-weltweiten-online-gluecks-spielmarktes-nach-region-2009/>

³<https://www.ncpgambling.org/help-treatment/faq/#:~:text=Approximately%2085%25%20of%20U.S.%20adults,plus%20the%20District%20of%20Columbia.>

In 2015, the casino segment was found to account for 21.4% of the European online gambling market⁴. While sports betting still accounts for the greatest fraction of the European online gambling market, casino (slot games) represents the second largest segment. It can further be observed that many slot gamblers are shifting away from land based casinos towards online options, with 63% of gamblers globally now preferring to gamble online⁵.

These are promising trends for operators, such as the Alea Group AG, that plan to enter the online gambling industry. The full breakdown of the European online gambling market is represented in the following chart:



⁴<https://de.statista.com/statistik/daten/studie/789442/umfrage/marktanteile-im-europaeischen-online-gluecksspielmarkt/>

⁵ <https://www.prolificnorth.co.uk/sites/default/files/youngov-global-gambling-report-1.pdf>

Assuming that the European statistics are somewhat representative for the worldwide online gambling market and using a top down approach, with an assumed 1% **Serviceable Obtainable Market**, we arrive at:



Therefore, when assuming that casino gambling accounts for 21.4% of the total market share of EUR 55 billion, it may be derived that the online casino market was worth an estimated 11.8 billion Euros as of 2021.

A further driving factor in the growth of the online gambling industry is the mass adoption of smartphones and the increase in mobile gaming. In 2020, 70% of online gambling revenue in the United States came from mobile gambling, with smartphones having become the most popular device among people playing slots⁶. Thanks to smartphones and the availability of internet services almost anywhere in the world at any time, online casinos are now accessible to players whenever they want.

It is also important to consider the rapidly expanding adoption of a wide range of payment methods, including cryptocurrencies⁷. This is found not only in modern, digital tech companies but also in a big variety of established companies from various different industries.

⁶ <https://time2play.com/gambling-statistics/>

⁷ <https://time2play.com/gambling-statistics/>

Finally, casino games have come a long way from simple, one-dimensional land-based casino games to complex and engaging immersive game experiences⁸. Here, the future holds possibilities for even more interactive, eye-catching game designs. While one may expect that online casinos cannot offer users the same social experience as land-based casinos, a solution to this problem has long been found. Online casinos offer the users interactive live games (Blackjack, Poker and more), where users can communicate with each other and the host.

3.2 Competitor Analysis

Awbit's competitors can be categorized as follows:

- Direct Competitors - Casinos operating within the online crypto gambling industry (i.e. Casinos that allow users to deposit with cryptocurrencies).
- Indirect Competitors - Casinos operating within the online gambling industry, but do not offer users to deposit with cryptocurrencies.

The online crypto gambling industry is relatively young. There is limited data available regarding their finances. Therefore, when analyzing the performance of Awbit's direct competitors, a less conventional approach had to be used.

The indirect competitors include established businesses in the online gambling industry. More data is available, allowing for a more in depth analysis of their growth and performance. Even though these casinos are less comparable with Awbit, they offer context on the potential of the crypto gambling industry as cryptocurrencies approach mass adoption.

⁸ <https://blog.chainalysis.com/reports/2021-global-crypto-adoption-index/>

3.2.1 Direct Competitors

Market research found Awbit's direct competitors, that is casinos operating within the online gambling industry that allow for crypto deposits, to be:



These are the three leading competitors in the online crypto casino space, boasting high spending with regards to marketing. For instance, stake.com has recently partnered up with the likes of Drake, one of the most recognisable names in the music industry, and the two Premier League teams FC Watford and FC Everton, demonstrating the effectiveness of building awareness for casino websites on a large scale, even outside of the gambling segment to acquire new customers, hinting at the increased acceptance of online gambling in the mainstream.

Due to limited data being available with respect to the financial statements of these online crypto casinos, alternative approaches to gauge the growth and customer satisfaction of Awbit's competitors were applied. The growth on social media and customer reviews were chosen as two metrics for this.

The average increase in twitter followers of Stake, Roobet and Rollbit over the last year was $\approx 94\%$, demonstrating the rapid growth of the industry. Similar numbers were recorded on instagram, while Facebook is lagging behind, suggesting that Facebook is less popular among online gamblers.

Evaluating the customer reviews allowed us to identify several strengths and weaknesses present among the leading competitors.

Notable Strengths

- I. Visually appealing designs
- II. Customer support available 24/7
- III. Extensive cashback/bonus availability

Notable Weaknesses

- I. Less convenient for non-crypto enthusiasts
- II. Low differentiation from competitors

The Alea Group AG made sure to tap into the strengths that have made competitors popular, whilst also addressing the identified weaknesses when building the Awbit casino.

First off, the Alea Group AG has worked with MoneyMatrix to set up a payment solution that allows users outside of the crypto space to deposit using FIAT currencies. This allows the Alea Group AG to tap into a larger market by making deposits convenient and easy with popular payment methods (including, but not limited to, the likes of GooglePay and ApplePay).

3.2.2 Indirect Competitors

More data is available when considering the online gambling industry as a whole. That is, when also considering competitors that do not offer cryptocurrency deposits.

The revenue achieved by major players in the online gambling industry in the calendar years 2020 and 2021 as represented in the following figure⁹:



The company Flutter Entertainment plc achieved a revenue of around EUR 7.2 billion in 2021. Flutter is the parent company for a range of international brands and operations, including FanDuel, Sky Betting & Gaming, Sportsbet, PokerStars, Betfair, Adjarabet and others. They serve as an example for the potential size a business can aspire to reach within the online gambling industry.

⁹<https://de.statista.com/statistik/daten/studie/168693/umfrage/einnahmen-von-gluecksspiel-und-wettan-bietern/>

4. Product Development & “Prototype”

4.1 Current Prototype

The Alea Group AG has covered various aspects required to operate the platform through the use of personal funds. This includes, but is not limited to, the set-up of the company/legal entity, development of the Front-End and acquisition of the Curacao License. Furthermore all contracts required to operate the platform are finalized and ready to be signed upon receiving investor funds.

The casino will be launched under the “Awbit” brand. A team of highly qualified UI/UX web designers have worked to develop a user-friendly, engaging front-end to the Awbit casino - incorporating all elements of the revolutionary ecosystem. As a part of this process, a pre-launch prototype (mockup) of the website has been created and serves as an example of how the final product will launch.

Work on the site continues, and further adjustments are likely to be made before the launch.

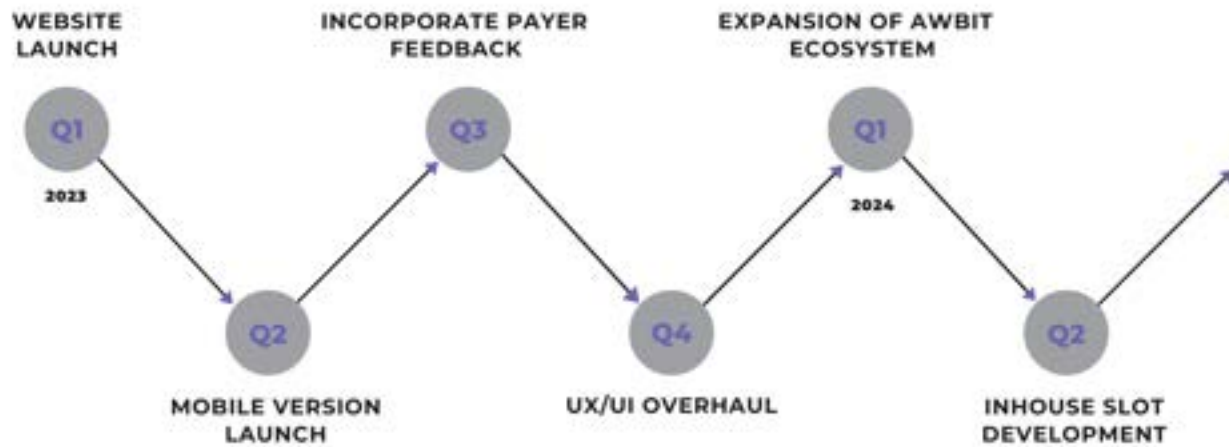
4.2 Pre-Launch Development Timeline

The Alea Group AG worked hard to create a comprehensive plan that allows for all outstanding development aspects to be completed within 3 months. To ensure that this is possible, all contract negotiations, including the preparation of all documents required to apply for the Curacao license, as well as the creation of the frontend have been completed. This is in line with the timeframe required for a successful pre-launch marketing campaign, as outlined in Section 5.2.1. Within the aforementioned 3 month period, the Alea Group AG will:

1. Finalize contracts
2. Launch the Pre-Launch Marketing Campaign
3. Commission Integration of Front- and Backend

4.3 Post-Launch Development Timeline

The Alea Group AG has several plans in place to ensure the Awbit casino remains competitive and innovative Post-Launch. Notably, there are plans to expand on the Awbit ecosystem and begin the development of inhouse slots. This is summarized in the following post-launch development timeline:



5. Marketing

5.1 Our Target Market

The Alea Group AG worked together with a marketing agency to accurately define the target market for the project. On a broader scale the target demographic was determined to be predominantly male, aged 18-40 with some disposable income. It is important to note that the age of 18 represents the legal age in most European countries, but it may vary in different jurisdictions.

The target market that Awbit.com looks to address revolves around European countries.

This target group may be further segregated into two more specific groups that Awbit wants to reach:



Young males aged 18-40 with a certain degree of cryptocurrency affinity (i.e. own or have owned cryptocurrencies)



Young males aged 18-40 with a history of gambling (including not only other casinos, but also popular gambling features in the video game industry.)

Here, in general, it may be assumed that the average disposable income scales with age.

The first group is to be targeted using Awbit's unique selling point, the Awbit ecosystem. Members of this demographic will be more interested in the possibility of earning money while gambling than the gambling experience itself.

The second group is to be targeted with the extensive cashback system which, irrespective of the Awbit ecosystem, surpasses what competitors offer. Here the bonus rewards will serve mainly as a way to increase retention.

It is also important to note that, as cryptocurrencies become even more accessible to the broad public, new demographics will open up for the Alea Group AG to target. Awbit is invested in following cryptocurrency trends and developments and will be able to adapt and seize new opportunities quickly.

Regarding the geographical breakdown of the target market, the Alea Group AG will make sure to adhere to all legislative requirements and will thereby not target the Netherlands, France, Singapore, USA and the Dutch Caribbean. Aside from that, while the website will be designed in a way that appeals specifically to western

cultures, the Alea Group AG will not exclude any locations as long as there are no regulatory requirements to do so.

5.2 Marketing Strategy

In a competitive field with low customer loyalty arising from similar experiences on competing sites (availability of the same games and providers), marketing is quintessential. The Alea Group AG has developed a strategy to both effectively acquire new customers and increase customer retention beyond the current industry standard. To achieve this, The Alea Group AG has worked closely with a marketing agency and has created an all encompassing marketing strategy.

The marketing strategy is segregated into 3 phases:

- I. Pre-launch marketing
- II. Post-launch marketing
- III. Long-term marketing

To ensure the viability of our marketing strategy, extensive research was performed regarding both the quantitative and qualitative aspects of all marketing elements included in the plan. Based on this, different models were created to map out the range of results that can be expected at given marketing budgets.

5.2.1 Pre-Launch Marketing

In the pre-launch marketing phase Awbit will focus on building brand awareness. To achieve this, Awbit will incorporate tried and tested strategies. The pre-launch marketing campaign is set to begin 3 months ahead of launch.

Early Registration Campaign

Awbit will launch an early registration campaign that grants early registrants access to additional bonuses upon launch. Registrants will be entered into our mailing list and receive regular, automatic updates regarding the site and related projects.

This step will also be used to generate an initial dataset regarding our target market (age, location and gender of users).



Social Media

Awbit will become active on all relevant social media platforms. The social media profiles will be used to provide updates about the launch and features of the site, but also engage and interact with users. This is a key step in securing trust, as new Social Media profiles with low engagement appear less trustworthy.

Once the social media profiles are established, placements with influencers from the cryptocurrency and gambling space will be purchased to generate followers and awareness regarding the casino launch. The use of influencer placements allows for a targeted marketing campaign. Influencers will be provided with personalized links for early registration, making it possible to track the performance of influencers.

Search Engine Optimization (SEO)

SEO will be used to ensure the webpage is optimized upon launch. The comprehensive SEO strategy created by our marketing team in cooperation with the our marketing agency will cover:

- I. **Keyword Analysis**
The content on the web page will be optimized to ensure it ranks highly for specific keywords.
- II. **Technical Analysis**
The technical aspects of the site will be checked to ensure there are no crawl errors.
- III. **Backlinks**
Backlinks will be purchased and prepared to go live when the site launches to further improve SEO and ensure Awbit is included on well optimized casino ranking sites.

Further SEO will only need to be performed when the website is updated, or it is deemed necessary based on other factors.

Pre-Launch Marketing Cost Breakdown

Our pre-launch marketing campaign is designed to be effective, cost efficient and scalable. The costs were calculated by our marketing agency. The costs for the early registration campaign, social media content and SEO are fixed. The rest of the budget will be used to purchase influencer payments. The target budget for the pre-launch marketing campaign is between 50,000€ and 100,000€. Assuming a budget of 80,000€ we arrive at the following cost breakdown for the pre-launch campaign:

Early Registration Campaign	Social Media Content Manager	Search Engine Optimization	Influencer Placements
€10,000	€6,000	€5,500	€58,500

5.2.2 Post-Launch Marketing

Upon launch, Awbit's marketing strategy will strive to create fast, but sustainable growth. In the first year, the Alea Group AG strives to reach a 10% growth rate with respect to the number of monthly active users by employing an aggressive, growth oriented marketing strategy. A multitude of marketing methods will result in growth, whilst also maximizing retention to ensure the long term success of the casino is not dependent on the continued acquisition of new customers.

Advertisement Campaign

Marketing campaigns will be launched to reach different segments of our target market. During this campaign, different landing pages will be tested. The quantitative results of the different campaigns and landing pages will be used to further improve the advertisement campaign. In doing so, Awbit will not only see growth but also work towards optimizing the long-term advertisement campaign strategy.

Affiliate Marketing

Additional bonuses will be granted to both referrers and referents who sign up and play on the website early on after launch. Affiliate marketing will act as a multiplier on the website's growth at a very low cost.

SEO Improvement

Further SEO will take place. This will include, but not be limited to, the building of backlinks on relevant sites, embedded in high quality, SEO-optimized content and performing SEO analysis on any fresh content released on the site.

In the gambling industry, customers often have trust issues and rely on

third party ranking websites to decide which casino they want to play on. This can be especially challenging for new casinos attempting to enter the market, as few reviews are available. Therefore a special focus will be placed on backlinks from ranking pages, building trust within the community.

Customer Retention

Awbit was designed with customer retention in mind. The cashback system that enables users to profit from wagering on the website, will be complemented by retargeting campaigns that rely on the established mailing lists and state of the art tracking data.

Influencer Marketing

Expanding on the pre-launch influencer marketing deals, Awbit will move forward with influencers that performed well in the pre-launch marketing phase. Further influencers will be added to the program. Influencers will be provided with preferential conditions on their referral links. Having well known and respected personalities from the gambling community advertise Awbit is an essential aspect of building a trustworthy brand.

Post-Launch Marketing Cost Breakdown

Extensive research regarding marketing costs on noteworthy platforms (Facebook, Instagram, Twitter) in related industries was performed to calculate ranges and expected values of key marketing indicators. Using these, we calculated the **cost per deposit** to be in the range €180 to €240.

The largest fraction of the post-launch marketing budget will be assigned to influencer marketing. The focus will be on micro to mid-tier influencers, where costs will range from €0.50 to €1.00 per view. Based on this, we were able to also calculate the **cost per deposit** from influencer marketing to be in the range €140 to €200.

Combining these two approaches and assuming that 75% of the budget will go towards influencer marketing while 25% of the budget will go towards advertising campaigns, we arrive at an expected cost per deposit in the range €180 to €220.

As previously mentioned, Awbit strives to pursue a 10% monthly growth rate of active users (users who deposit in a given month) during the first year of operation. The projected costs of marketing are reflected in the Financial & Growth Projections section of this document (Section 6).

5.3.3 Long-Term Marketing

After pursuing a growth oriented strategy in the first year of operation, Awbit will gradually shift focus towards customer retention in the following years. Here, a target growth rate ranging from 2% to 5% will be pursued. Instead of investing more in direct marketing channels, Awbit will work to improve retention by offering more bonuses and rewards to returning customers. Furthermore, Awbit will prioritize retargeting “sleeper” customers (i.e. customers that had previously played on Awbit, but haven’t deposited in several months) over new customer acquisition.

It is important to note that, depending on the success of the business and the early marketing approach, it may become strategically advantageous to pursue a growth oriented strategy long-term. Therefore the long-term marketing aspect will be reassessed as first hand data on Awbit’s marketing strategy becomes available.

6. Financial & Growth Projections

6.1 Profitability Forecast

Profitability and Cashflow forecasts were created to provide an overview of the financial and growth projections that can be expected from the Alea Group AG once the Awbit Casino launches.

The following underlying assumptions were used to forecast profitability and cashflow:

- The Awbit Casino will launch in **Q1 2023**.
- In the first month, **800 unique users** will play on the site.
 - These users will be the result of a pre-launch marketing campaign costing €80,000
- The **average deposit per user per month** is assumed at **€183.65**, it was calculated as the mean value from three sources.
- The **customer retention rate** was assumed to be **38,5%**, the derivation is explained in Section 6.2 (Growth Model).
- This results in a **customer lifetime value** of **€298.61**.
- The **customer acquisition cost** was assumed at **€203.57**, the derivation is explained in Section 7.2 (Growth Model).
- The **monthly user growth rate** was assumed to be:
 - 10% in the first year.
 - 3% in the second year.
 - 2% in the third year.

The Profitability and Cashflow Forecasts are presented in the following three pages.

FINANCIAL PROJECTIONS

2023	Q1	Q2	Q3	Q4	Sum
Revenue	306.178 €	407.813 €	543.212 €	723.357 €	1.980.560 €
Running Costs	430.342 €	486.762 €	607.816 €	740.463 €	2.265.382 €
Software / Product	110.571 €	128.536 €	152.470 €	184.314 €	575.891 €
Marketing	221.923 €	241.647 €	316.746 €	388.250 €	1.168.567 €
Employee Wages	32.300 €	34.500 €	34.500 €	34.500 €	135.800 €
Rent (Office Space)	5.250 €	5.250 €	5.250 €	5.250 €	21.000 €
Other Costs	80.798 €	76.828 €	98.850 €	128.149 €	384.624 €
Depreciation	-	-	-	-	-
EBIT	-124.164 €	-78.949 €	-64.604 €	-17.106 €	-284.822 €
Interest	-	-	-	-	-
Taxes	-	-	-	-	-

2024	Q1	Q2	Q3	Q4	Sum
Revenue	842.105 €	920.500 €	1.006.179 €	1.099.951 €	3.868.734 €
Running Costs	824.533 €	871.135 €	930.809 €	990.363 €	3.616.841 €
Software / Product	205.305 €	152.470 €	234.307 €	250.883 €	842.965 €
Marketing	390.966 €	419.760 €	450.354 €	478.081 €	1.739.162 €
Employee Wages	65.300 €	61.500 €	61.500 €	61.500 €	249.800 €
Rent (Office Space)	10.500 €	10.500 €	10.500 €	10.500 €	42.000 €
Other Costs	152.462 €	160.213 €	174.148 €	189.399 €	676.222 €
Depreciation	-	-	-	-	-
EBIT	17.572 €	49.365 €	75.369 €	109.588 €	251.894 €
Interest	-	-	-	52.159 €	52.159 €
Taxes	-	-	-	30.000,55€	30.000,55€

2025	Q1	Q2	Q3	Q4	Sum
Revenue	1.179.155 €	1.251.768 €	1.329.007 €	1.410.986 €	5.170.916 €
Running Costs	1.071.260 €	1.107.136 €	1.154.225 €	1.201.318 €	4.533.938 €
Software / Product	264.884 €	277.719 €	291.529 €	306.571 €	1.140.702 €
Marketing	491.795 €	511.826 €	532.543 €	551.260 €	2.087.423 €
Employee Wages	92.300 €	88.500 €	88.500 €	88.500 €	357.800 €
Rent (Office Space)	15.000 €	15.000 €	15.000 €	15.000 €	60.000 €
Other Costs	207.281 €	214.091 €	226.654 €	239.987 €	888.013 €
Depreciation	-	-	-	-	-
EBIT	107.895 €	144.632 €	174.782 €	209.668 €	636.977 €
Interest	-	-	-	131.897 €	131.897 €
Taxes	-	-	-	75.864 €	75.864 €

CASHFLOW FORECAST

2023	Q1	Q2	Q3	Q4	Sum
Cashflow	696.336 €	-78.949 €	-64.604 €	-17.106 €	535.678 €
Running Cashflow	-124.164 €	-78.949 €	-64.604 €	-17.106 €	-284.822 €
Cashflow from Investment(s)	800.000 €	-	-	-	800.000 €
Remaining Cashflow from Private Funding	20.500 €	-	-	-	20.500 €
Effective Liquidity	696.336 €	617.388 €	552.784 €	535.678 €	535.678 €

2024	Q1	Q2	Q3	Q4	Sum
Cashflow	17.572 €	49.365 €	75.369 €	79.587 €	221.893 €
Running Cashflow	17.572 €	49.365 €	75.369 €	79.587 €	221.893 €
Cashflow from Investment(s)	-	-	-	-	0 €
Cashflow from Private Funding	-	-	-	-	0 €
Effective Liquidity	553.250 €	602.615 €	677.984 €	757.571 €	757.571 €

2025	Q1	Q2	Q3	Q4	Sum
Cashflow	107.895 €	144.632 €	174.782 €	133.804 €	561.113 €
Running Cashflow	107.895 €	144.632 €	174.782 €	133.804 €	561.113 €
Cashflow from Investment(s)	-	-	-	-	0 €
Cashflow from Private Funding	-	-	-	-	0 €
Effective Liquidity	865.467 €	1.010.099 €	1.184.881 €	1.318.685 €	1.318.685 €

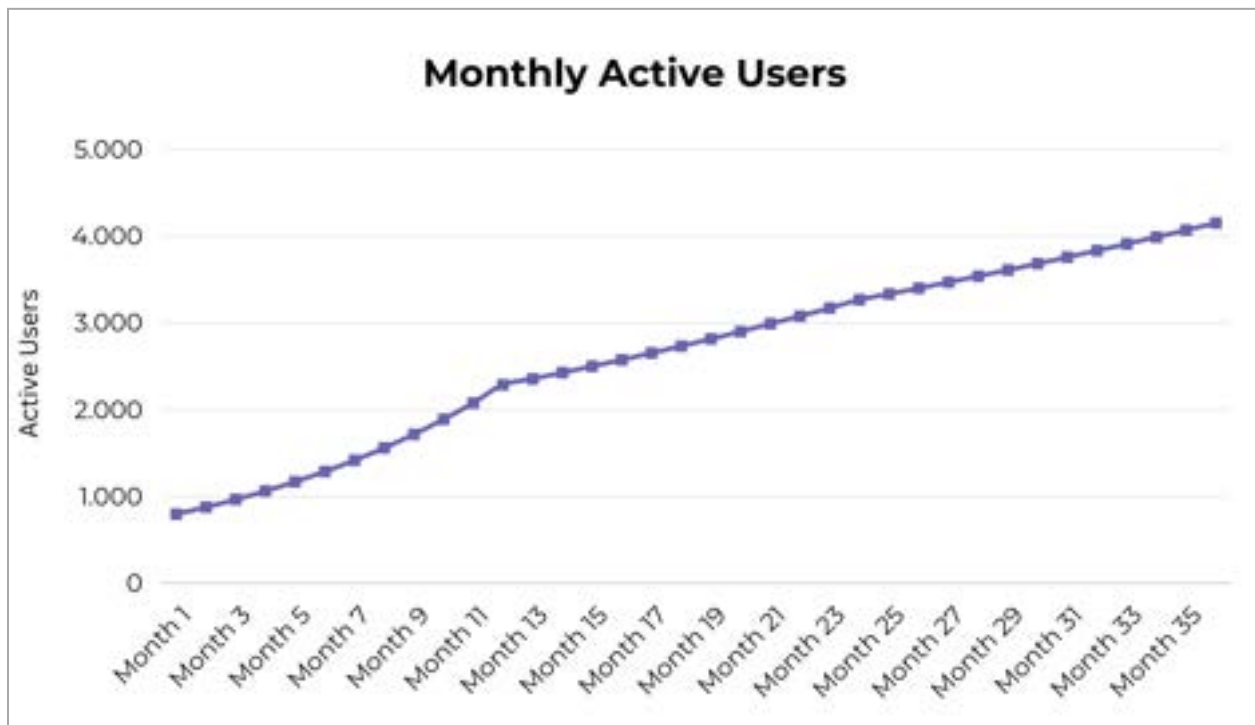
6.2 Growth Model

A comprehensive growth model was created in consultation with a marketing agency and a business consultant. The growth model is also discussed in detail in Section 5.2. Therein, we assume the following monthly user growth rates:

- Year 1 - 10% monthly growth
- Year 2 - 3% monthly growth
- Year 3 - 2% monthly growth

The cost of the growth associated with the model incorporates several factors. These assumptions, as well as the associated costs, are outlined in Section 6.1.

The projected growth is displayed in the following figure:



Within 3 years, Awbit's user base will scale from a projected 800 initial users to a projected 4149 active users.

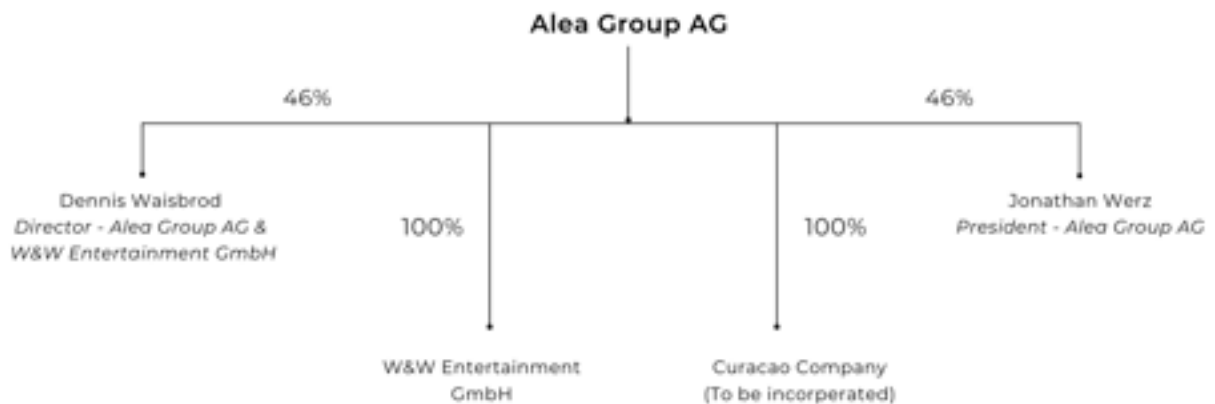
7. Business Structure

7.1 Subsidiaries

The Alea Group AG's business structure is made up of three entities. The structure is set up as follows:

- I. The Alea Group AG is a Swiss holding company based in Wollerau, Zug, under which the following subsidiaries will operate.
- II. W&W Entertainment GmbH, a German limited liability company, to which the German operating office will belong.
- III. A Curaçaoan company, to be incorporated, which is required for the curacao iGaming license.

Company Structure



7.2 Essential Roles

The following outlines the required positions to ensure all operational aspects are covered:

- I. **CEO:** Increases management's effectiveness by recruiting, selecting, developing incentives; developing a climate for offering information and opinions; providing educational opportunities.
- II. **CTO:** Manage the technical development of the website including; Frontend, Backend and oversight of the technical team.
- III. **CMO:** Increases the effectiveness of marketing related content through the oversight of marketing campaigns, SEO, SEM as well as CRM.
- IV. **AMLCO:** An AMLCO (Anti Money Laundering Compliance Officer) is in charge of enforcing the AML policy and procedures within the system. The AMLCO is also in charge of constantly adjusting the AML to deal with all upcoming difficulties when preventing money laundering.

The AMLCO is placed under the direct responsibility of the general Management and part of the comprehensive Management.

7.3 Shareholders/UBOs

The list of UBOs and their experience:

The founders

The Founders Dennis Waisbrod and Jonathan Werz came up with the idea for Awbit in 2020, due to a shared interest in cryptocurrency and investments. Both founders brought cryptocurrency experience to the table, having been active in the scene since 2014 and advising the early stages of crypto projects such as **Spot9**, a crypto ATM business, as well as supporting in the business development of the **WOM protocol**. Having spent almost over a decade in the cryptocurrency space, both founding partners have had the opportunity to not only watch the space evolve, but grow along with it.

Each business partner brings a unique skill set relevant to the online gambling industry. Dennis Waisbrod has successfully completed a degree in economics with a focus on operational and strategic business management. In addition, Dennis Waisbrod has 5 years of experience in the land based gambling industry in Germany, having been involved in the management and set-up of over 15 land based casinos.

Jonathan Werz has a degree in psychology, with a focus on the neural processes involved in addiction. The website and its mechanics are designed to provide the player with the most enjoyable gambling experience possible. Jonathan also has a certificate from the London School of Economics in the field of “cryptocurrency and disruption”. His deep understanding of human psychology as well as cryptocurrencies and the gambling industry make Jonathan Werz an invaluable member of the Alea Group AG.

The founders vast experience allows them to adapt to current trends and ultimately transfer novel ideas from the cryptocurrency space to the casino industry, thus creating an ultimate mixture between the two industries.

The unique combination of business and psychology contributed to a rare synergy that covers the most vital aspects of founding and successfully running an online crypto casino.

7.4 Location of employees

The head office is located in Berlin, Germany. Most employees working on Awbit, except for external third parties, will be located and working from Berlin, Germany. This includes, but will not necessarily be limited to, the CEO, CMO, CTO and AMLCO. The Curacao subsidiary also has an office with a small team operating out of Curacao, ensuring direct and easy contact to the MLH (Master License Holder). Finally, the inhouse legal consulting department is located in Zug, Switzerland where the holding company resides.

7.5 List of Third Parties and partnerships

The Alea Group AG has partnered up with several third parties that provide key services, such as customer support, KYC management and marketing consulting. These third parties include, but are not limited to:



8. Compliance

8.1 KYC, AML and AVS compliance

The Alea group AG takes great measures to ensure minors and underaged customers have limited access to the services provided on Awbit.com.

The Alea Group AG will collect and verify proof of identity and proof of Address. Users will be able to submit their passport, voter's ID card, driving license as a proof identity and to verify that they meet the age requirement. As a proof of address, Awbit will accept an electricity/telephone bill, a letter from an employer or any recognized public authority. Awbit will ensure that all players are of legal age. This effort will be supported by ShuftiPro, to ensure that players which don't comply to legal industry standards (players location & age) are exempt from playing on awbit.com.

All data generated in the KYC process will be stored on a separate server. This server is located in Curacao. The collected information will include, but not necessarily be limited to, the IP address, the mac address and the user's browser information. Based on this information Awbit can ensure that all deposits and withdrawals are to/from the same user. To ensure this information is secured, Awbit will also store all collected KYC data on an additional secure server.

A proof of balance will be made available to the MLH upon request at all times. In addition, Alea Group AG will submit proof of solvency to the MLH in accordance with the requested time frame (weekly, monthly) and provide full transparency of the balance sheet. Furthermore all cryptocurrency holdings including deposits and withdrawals from wallets are stored with the curacao entity, owned by the Alea Group AG. This ensures that funds are sufficient to cover all bets and jackpots at all times.

Users will be provided with regularly updated exchange rates from cryptocurrencies to FIAT currency on the home page. These rates will be imported from established cryptocurrency price tracking sites, such as CoinMarketCap, via API.

To offer users full transparency, Awbit will include in its Terms and Conditions, awbit.com will offer its users a downloadable, up-to-date version of all terms and conditions at any time.

Awbit will only accept fiat as a means of payment. That is, while players may choose cryptocurrencies as a deposit option, a third party provider will convert the funds to fiat. As a result, at no point in time will Awbit hold or convert fiat to cryptocurrency. All deposits, wagers and payouts will be displayed and occur in FIAT currency.

8.2 Age Verification Service (AVS)

The Alea group AG takes great measures to ensure minors and underaged customers have limited access to the services provided on Awbit.com. In order to certify that no such activities take place, Awbit requires customers to provide a kyc upon registration. The kyc includes but is not limited to: Email Address, Age, Name and address. These parameters are verified and checked by Shufti Pro and “Money Matrix”.

8.3 Curacao Master License 8048/JAZ

After comprehensive research into potential online casino licenses, the Alea Group AG decided to acquire a Antillephone N.V. Curacao license **(8048/JAZ)**. This is motivated by several factors:

- I. Openness to cryptocurrency
- II. Positive master license holder reputation



These factors have contributed to the Curacao license becoming the most popular choice for entities wanting to operate in the cryptocurrency iGaming industry.

8.4 Domain(s):

The Alea Group AG will operate the casino under the “Awbit” brand. For this, the following domain has been acquired:

- Awbit.com

More relevant domains will be purchased before launch, ensuring that the “Awbit” brand is not a risk of being impersonated by competitors.

The Alea Group AG will hold all traderights for the “Awbit” brand in all operational regions.

8.5 Payment Processing Solutions

Awbit relies on EveryMatrix and, more specifically, MoneyMatrix with regards to payment processing. EveryMatrix has partnered up with established providers, allowing them to process payments from a variety of sources efficiently.

8.6 Customer Support

Customer support will be provided by BetCare and available to players around the clock. BetCare is experienced in the iGaming industry and boasts extremely fast response times across multiple channels of communication. These channels include online chat, email, social media messengers and phone calls.

BetCare operates out of Spain, Barcelona and utilizes Zendesk as an online chat platform for its customer support queries. The founders of BetCare have a longstanding history in the iGaming industry and have worked together with EveryMatrix, Awbit's backend provider, several times. Therefore they have a full understanding of the backend and potential issues at any time.

Awbit's inhouse customer support officer will be in direct contact with both EveryMatrix and BetCare allowing for any issues that are out of the scope for the customer support agent to be resolved efficiently.

BetCare is also experienced with KYC and fraud issues and will be in contact with our KYC team regarding potential issues. That is, BetCare will assist in identifying possible cases of fraud and escalate them to the appropriate representatives at both Alea Group AG and EveryMatrix.

8.7 Responsible Gambling

The Alea Group AG strives to be transparent and fair to players, ensuring that guidance is available to players that are affected by Problem Gambling. For the Alea Group AG, gambling is a form of entertainment. We take the possible side effects of the participation in gambling services seriously. Consequently, Alea Group AG will try to promote "Responsible Gaming" and limit the adverse effects of gambling.

A key instrument against the negative side effects that gambling services can cause is knowledge and education, especially about gambling risks. Alea Group AG will provide a page that outlines said risks, whilst also providing guidance to those affected in order to support players in any way possible.

9. Definitions of Key Terms

Cashback - a form of incentive offered to players whereby they receive a cash refund after making their bets.

Return to Player (RTP) - The return to player figure is the percentage of money that a machine is programmed to pay out to its players over its lifetime.

iGaming - Refers to the term used to describe the online gambling industry.

House Edge - Refers to the advantage the casino has over the players. A game with RTP of 96% would have an effective house edge of 4%.

Wager - An agreement under which each bettor pledges a certain amount to the other depending on the outcome of an unsettled matter.

Fiat - Money that has indirect market value or is given legal tender status by government fiat.

Leveling System - A loyalty tier based system wherein the player receives increasing rewards as he wagers more on the platform.

VIP - Refers to a loyalty based status earned through wagering on the platform.

Cryptocurrency - A cryptocurrency is a digital, encrypted and decentralized medium of exchange.

Effective RTP (eRTP) - The Return To Player attributed to a slot machine when also accounting for cashback.

Effective House Edge -The House Edge attributed to a slot machine when also accounting for cashback.

Anti money laundering (AML) - Anti-money laundering controls are designed to prevent financial criminals from disguising illegally obtained funds as legitimate funds.

Age verification service (AVS) - A tool provided by credit card processors and issuing banks to merchants in order to detect suspicious credit card transactions.

Know your client (KYC) - The know your client verification is a set of standards and requirements used in the investment and financial service industry to prevent fraud, money laundering and restrict underaged access.