

# **Digibet N.V.**

## **Business Plan**

### **2024–2027**

*Prepared for: Gaming Control Board (GCB)*

*Prepared by: Georgios Antinou*

*Date: July 2025*

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## Organogram – Management Structure & Reporting Lines

| Role                           | Name / Reporting Line                                          |
|--------------------------------|----------------------------------------------------------------|
| Managing Director              | eMoore N.V.                                                    |
| Chief Executive Officer (CEO)  | Georgios Antinou – Reports to Managing Director                |
| Chief Technology Officer (CTO) | To be appointed – Reports to CEO                               |
| Chief Compliance Officer       | Anastasios Sapatakidis – Reports directly to Managing Director |
| Chief Financial Officer (CFO)  | To be appointed – Reports to CEO                               |

The above structure ensures clear separation of responsibilities and a logical reporting hierarchy. Compliance Officer maintains independent oversight by reporting directly to the Managing Director. Operational departments report to the CEO, who in turn reports to the Managing Director. This ensures accountability, efficiency, and regulatory alignment.

# Digibet N.V. – Business Plan (with GCB Compliance)

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## Business Plan Summary

### The Business

Business name: Digibet  
Business structure: Limited Liability Company  
Business location: Curacao  
Date established: April 2021  
Business owner(s): Digital EAD  
UBO: Mr Georgios Antinou  
Products/services: Online gambling services  
Brands: goalbet.com, baysansli.com, betnbet.com

### Marketing Strategy

Our main marketing strategy includes sponsorships of sports clubs and events, broadcast advertising, and online campaigns.

### The Future

Vision: Expand our name globally and compete with major industry players.  
Immediate Objective: Obtain operating license from Curacao.  
User Goal: Reach 100,000 registered users.  
Profit Goal: GGR profit of €100,000 by end of 2026 500,000 by 2027.

## The Business

### Business Details

Digibet N.V. offers online gambling services, including bet brokerage and industry-relevant products. The company may acquire interests in other companies with similar purposes.

### Registration Details

Business name: Digibet N.V.  
Trading name(s): Digibet  
Date registered: 2021  
Location: Curacao  
Structure: Limited Liability Company  
License: Curacao Sub-Licence (eGaming)

## Business Premises

Established in Curacao, address: Groot Kwartierweg 10.

## Management & Ownership

Owner: Digital 2020 EAD (100%)

UBO: Georgios Antinou

Managing Director: eMoore N.V.

# Digibet N.V. – Business Plan (Continuation)

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## The Market

### Market Targets

We target global users, with emphasis on Bulgaria, LATAM, Lebanon, and South Africa.

### Our Customers

Demographics:

- 80%: Men aged 19–40
- 18%: Men aged 41–70
- 2%: Women aged 21–50

We offer competitive odds, a friendly environment across devices, and periodic loyalty bonuses.

### S.W.O.T. Analysis

Strengths:

• Odds • Technology • Affiliate Model • Licensing • Experience • Fast Payment • Multilevel Marketing

Weaknesses:

• Local Setup • Staffing • Casino Platform • Brand Awareness • Payment Fees • Tech Dependence

Opportunities:

• Emerging Markets • Network Growth • New Casino Tech • White Labeling • CSR Campaigns

Threats:

• Regulatory Changes • Illegal Operations • Online Competition

## Advertising

We dedicate 15% of annual profits to advertising. Planned activities for 2025 include:

- €5,000 for sports sponsorships
- €5,000 for internet ads
- €5,000 for affiliate programs

## The Future

### Vision Statement

By 2027, we aim to achieve €500,000 GGR and 30,000+ annual registered users.

### Mission Statement

We will invest 15% of net profit in advertising and obtain licenses in trustworthy jurisdictions.

### Goals/Objectives

- Apply for licenses in multiple jurisdictions
- Grow customer base and revenue
- Reinvest in marketing and partnerships

### Expansion Plan

Target regions: Central & Southern Africa, Albania, Bulgaria, Isle of Man

Selection based on: market size, gaming trends, entry cost, local partnerships, and regulatory clarity.

### Action Plan

- 12/2025: Reach €120,000 GGR
- 12/2026: Reach 500,000 users
- 09/2025: Obtain GCB license
- 2027–2028: Reach €500,000 GGR

## The Finances

### Key Objectives & Financial Review

Financial Goals:

- 2025: €100,000 GGR
- 2026: €250,000 GGR
- 2027–2028: €500,000 GGR

Licensing cost: ~€50,000 per jurisdiction

Advertising budget: 15% of yearly profit

## **Additional GCB Requirements**

### **1. Overview of Business Products, Services, Brands and Unique Features**

Digibet N.V. provides online gambling services including sports betting and casino games under the brands betibo.com and bazookabets.com. The company was established in April 2021 and operates under a Curacao sub-license. The UBO, Mr. Georgios Antinou, has a long-standing background in the online gambling and payments industry since 2007. Our competitive edge lies in our contemporary licensing, fast payments, affiliate-driven growth, and multilevel marketing strategies.

### **2. Management Structure and Key Roles**

The company is fully owned by Digital 2020 EAD. eMoore N.V. serves as the Managing Director, offering expertise in Curacao's gaming and regulatory framework. A full management organogram is maintained with clearly defined roles for CEO, CFO, CTO, Compliance Officer, and other key personnel. For any unfilled roles, a hiring plan with defined timelines is in place.

### **3. Business Forecasts (3 Years)**

2025: GGR Profit target – €100,000

2026: GGR Profit target – €250,000

2027–2028: GGR Profit target – €500,000

### **4. Strategy for Growth and Market Share**

Our growth strategy includes licensing expansion (for example Isle of Man), aggressive digital marketing (15% of profits annually), and affiliate programs. Target markets include LATAM, Africa, and Eastern Europe. We plan to exclude high-risk or prohibited jurisdictions. A strategic partner has been identified to support promotional and regulatory access.

### **5. Key Suppliers and Dependencies**

Critical suppliers include platform providers for casino games, third-party KYC/AML verification services, and payment service providers. Contingency planning is in place for supplier interruption including multi-vendor backup arrangements.

### **6. Risk Evaluation and Management**

Risk is actively managed through odds line monitoring, transaction analysis, and player behavior evaluation. Independent audits, internal controls, and an MLRO handle reporting and escalation. Risk registers and fraud mitigation tools are continuously reviewed.

### **7. Legal and Governance Framework**

The board includes the UBO and external advisors. Governance ensures separation of strategic oversight and operational decisions. Legal support is provided by Management Services N.V. ESG policy eMoore NV includes protection of minors, responsible gaming, and fair marketing.

## **8. Target KPIs and Business Objectives**

KPIs include registered users (target: 500,000 by 2027), customer retention, average bet size, and profit margins. Long-term goals include expansion to at least 5 licensed jurisdictions and steady annual profit growth.

## **9. Policies and Procedures**

All policies are drafted internally with support from external advisors where required. They include AML, KYC, Responsible Gambling, and Data Protection. Procedures are updated quarterly, and the GCB will be kept informed. The board ensures that responsible parties are qualified, competent, and conflict-free.