

Business & Financial Plan

PR Entertainment N.V

Shock.com

Table of Contents

Business Plan.....	3
I- Scope	3
Our Mission.....	3
Our Key Points	3
II- Company Description	3
Company Background	3
Company Structure	3
Overview of the Industry and Positioning	5
Target Markets.....	Error! Bookmark not defined.
Market Trends.....	Error! Bookmark not defined.
Competitors	Error! Bookmark not defined.
SWOT Analysis	Error! Bookmark not defined.
III- Overview of the Platform/Software.....	Error! Bookmark not defined.
Price & Partnerships	Error! Bookmark not defined.
IV- Marketing Plan.....	Error! Bookmark not defined.
Online Advertising.....	Error! Bookmark not defined.
Affiliate Marketing	Error! Bookmark not defined.
Customer Acquisition.....	Error! Bookmark not defined.
Customer Support.....	Error! Bookmark not defined.
V- Legal.....	Error! Bookmark not defined.
Regulatory Compliance	Error! Bookmark not defined.
Terms & Conditions	Error! Bookmark not defined.
Risk Evaluation	Error! Bookmark not defined.
VI- Overview of the products	Error! Bookmark not defined.
Services offered	Error! Bookmark not defined.
Revenue Model.....	Error! Bookmark not defined.
VII- Financial Projections	6

Business Plan

I- Scope

Our Mission

PR Entertainment N.V. is planning to secure a remote gambling license in Curacao, in line with the most recent regulatory standards. The aim of this business plan is to present the company's planned actions and tactics for securing the new license. This encompasses compliance with all pertinent regulations and a comprehensive documentation of our proposed business procedures.

PR Entertainment N.V. is committed to offering a safe, enjoyable, and accountable online gaming environment for its users. The website "shock.com" aims to revolutionize gaming.

Our Key Points

- **Regulatory Excellence:** We pledge to uphold the utmost standards of regulatory compliance, ensuring a secure, efficient, and equitable gaming environment. We also promise to develop and enforce regulatory frameworks, guidelines, procedures, and policies that are effective, transparent, and cater to the needs of our stakeholders.
- **Diverse Gaming Offer:** Our goal is to offer a wide variety of online gaming services, which includes casino games, sports betting, poker, and immersive live casino experiences.
- **Experienced Management:** Our management team boasts a wealth of combined experience in the iGaming industry.

II- Company Description

Company Background

Our company is registered as a Limited Liability Company (LLC) under the legal framework of Curaçao, ensuring compliance with local laws and accountability. Our headquarters are located at Abraham de Veerstraat 9, Curaçao.

Company Structure

UBO

Both of the Ultimate Beneficial Owners (UBOs) are tasked with guiding the organization towards success, they blend vision, leadership, and adaptability to navigate the unique complexities of the online gaming industry.

Key Responsibilities:

- **Vision and Strategy:** The UBO is responsible for setting the company's vision and strategy. This involves forecasting market trends, understanding player behaviour, and devising strategies to stay competitive.
- **Leadership and Team Management:** The UBO provides effective leadership to cultivate a unified and motivated team. They inspire innovation, creativity, and excellence among employees, recognizing that the team's collective skills and expertise are vital assets.
- **Regulatory Compliance:** It's crucial for the UBO to effectively navigate both global and local regulations. Staying informed about legal frameworks, licensing requirements, and compliance standards is essential to ensure the company operates within ethical and legal boundaries.
- **Technological Innovation:** In the ever-evolving iGaming sector, embracing and driving technological advancements is crucial. The UBO will focus on fostering innovation within the company, staying abreast of emerging technologies such as blockchain, artificial intelligence, and virtual reality to enhance the gaming experience and maintain a competitive edge.
- **Risk Management:** Given the dynamic nature of the industry, the UBO will implement robust risk management strategies to protect the company's assets and ensure operational resilience.
- **Stakeholder Relations:** A key aspect of the UBO role is to build and maintain positive relationships with stakeholders, including investors, regulators, and business partners.

Compliance Officer

The Compliance Officer is required to possess thorough knowledge of local Gaming and AML legislation, as well as the regulatory framework in Curacao. The appointment and approval of the compliance function shall be conducted prior to licensing. The Compliance Officer holds a senior position within the company, with direct reporting lines to the Ultimate Beneficial Owner (UBO).

Compliance Officer responsibilities include:

- To represent the licensee and act as the primary point of contact with regulatory authorities.
- To directly oversee the licensee's operations and compliance with the law on a day-to-day basis.
- To maintain comprehensive awareness of its operations and effectively respond to inquiries from authorities.
- To ensure the functionality of the gambling systems and to maintain full access to them.
- To ensure the licensee's tax is paid on time and in full.
- To assist in the certification, investigation, and enforcement process.
- Ensure the company follows financial laws, particularly regarding money laundering.

AML Department

The AML Department will comprise a team of dependable and optimistic individuals who possess a strong operational acumen, specializing in risk management, fraud prevention, and Anti-Money Laundering (AML) and Responsible Gaming (RG) procedures. They will also demonstrate extensive experience in various areas related to the field, including chargebacks, lost transactions, and Know Your Customer (KYC) processes, coupled with a genuine enthusiasm for AML and RG practices. The AML Officer in charge will be a senior officer within the company, with direct reporting lines to the Ultimate Beneficial Owners (UBOs).

The responsibilities include, but are not limited to:

- Prepare and maintain sound AML procedures.
- Conduct risk assessments.
- Conduct Enhanced due diligence.
- File Suspicious Activity Reports (SARs) and/or Suspicious Transaction Reports (STRs).
- Ensuring that the staff is properly trained to detect money laundering.
- Conduct activities aimed at detecting the placement of bulk cash proceeds (physically placing them into the financial system), layering (separating the proceeds of criminal activity from their origins through complex financial transactions), and integration (providing an apparently legitimate explanation for the illicit proceeds).
- Following and implementing company policies in relation to anti-money laundering.
- Providing regular reports to the Board and ensuring diligent follow-up on matters pertaining to the Financial Intelligence Analysis Unit (FIAU).

Overview of the Industry and Positioning

The online gaming industry in Curacao is thriving with players seeking diverse, safe, and engaging gaming experiences. The market is characterized by a growing interest in online gaming across all demographics.

PR Entertainment N.V. will offer, through an aggregator agreement with Soft Swiss, a range of casino games.

In comparison to existing market operators, our solution bears similarities to our competitors, yet stands out due to our unique operational approach. We place a strong emphasis on Responsible Gaming, offering players the best Return to Player (RTP) rates, swift payouts, and superior overall services. We perceive the rapidly growing market as a significant opportunity for growth, positioning us as a competitive operator with a significant industry role.

Target Markets

We aim to reach a demographic spanning from 18 to 40 years old, a group easily reachable via social media and advertising channels. We've crafted a detailed profile of our ideal customer, drawing insights from their comfort with online purchases and trust in e-commerce transactions. This demographic is familiar with internet usage and has shown previous engagement with online gaming and casino platforms. Therefore, our strategy aligns with this generation's preferences and

behaviors. Our primary focus is on individuals with a standard balance who maintain stable work and personal lives.

Market Trends

- **Live Casino Games:** We've noted an increasing demand for live casino or live dealer games that offer an immersive casino experience.
- **Regulatory focus:** With regulatory authorities enforcing stricter requirements, we understand the importance of compliance and responsible gaming to ensure player security.

Competitors Identifying direct competitors in the rapidly evolving online gaming industry, especially with the surge of new brands launched in late 2023 and throughout 2024, is challenging. However, the broad and flourishing online gaming market suggests promising growth opportunities, providing us with a conducive environment to build a solid customer base and promote our brand's continuous expansion. We believe our solution should match or surpass the current offerings, based on our expertise in providing player-preferred services, quick transactions, and an appealing Welcome Offer.

SWOT Analysis Our company prides itself on an exceptional team with vast gaming industry experience, having significantly contributed to numerous companies' growth. With a deep understanding of the industry, we use our expertise to negotiate optimal deals with our extensive network of affiliates. This allows us to secure the most profitable arrangements per player, thereby maximizing profitability. These profits are strategically reinvested in our company to maintain continuous growth. Our challenge is to establish a robust presence in a competitive market, having entered it just eight months ago. Despite our experience, we're diligently working towards building a reputable brand. Our primary goal is to achieve rapid growth, enabling us to reinvest profits into the company to enhance stability and adaptability to changing circumstances.

III- Overview of the Platform/Software PR Entertainment N.V. has entered into a software agreement with Dama N.V. for the provision of the Gaming Platform. Dama N.V. offers a complete B2B gaming platform for rapid deployment and success in iGaming, committing to continuously improve the iGaming experience. Their product works as a comprehensive platform or independently and can be easily integrated to accommodate different types of clients, from existing large operations to newcomers.

III- Financial Projections

Income Projections:													
Year	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	Total Year
Year 1	€ 37,500.00	€ 39,375.00	€ 41,343.75	€ 43,410.94	€ 45,581.48	€ 47,860.56	€ 50,253.59	€ 52,766.27	€ 55,404.58	€ 58,174.81	€ 61,083.55	€ 64,137.73	€ 596,892.24
Year 2	€ 67,344.61	€ 70,711.84	€ 74,247.43	€ 77,959.81	€ 81,857.80	€ 85,950.69	€ 90,248.22	€ 94,760.63	€ 99,498.66	€ 104,473.60	€ 109,697.28	€ 115,182.14	€ 1,071,932.71
Year 3	€ 120,941.25	€ 126,988.31	€ 133,337.73	€ 140,004.61	€ 147,004.84	€ 154,355.08	€ 162,072.84	€ 170,176.48	€ 178,685.31	€ 187,619.57	€ 197,000.55	€ 206,850.58	€ 1,925,037.14
Expense Projections:													
Year	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	Total Year
Year 1	€ 39,450.00	€ 39,477.50	€ 40,557.68	€ 41,688.98	€ 42,873.93	€ 44,115.13	€ 45,415.34	€ 46,777.45	€ 48,204.49	€ 49,699.65	€ 51,266.27	€ 52,907.85	€ 542,434.27
Year 2	€ 54,628.07	€ 56,430.80	€ 58,320.09	€ 60,300.21	€ 62,375.61	€ 64,550.99	€ 66,831.27	€ 69,221.62	€ 71,727.46	€ 74,354.49	€ 77,108.68	€ 79,996.31	€ 795,845.58
Year 3	€ 83,023.97	€ 86,198.57	€ 89,527.37	€ 93,017.98	€ 96,678.41	€ 100,517.05	€ 104,542.72	€ 108,764.66	€ 113,192.60	€ 117,836.73	€ 122,707.76	€ 127,816.93	€ 1,243,824.75
Cash Flow Projections:													
Year	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	Total Year
Year 1	€ (1,950.00)	€ (102.50)	€ 786.07	€ 1,721.95	€ 2,707.56	€ 3,745.43	€ 4,838.25	€ 5,988.81	€ 7,200.09	€ 8,475.16	€ 9,817.28	€ 11,229.88	€ 54,457.98
Year 2	€ 12,716.54	€ 14,281.04	€ 15,927.34	€ 17,659.60	€ 19,482.19	€ 21,399.70	€ 23,416.95	€ 25,539.02	€ 27,771.21	€ 30,119.11	€ 32,588.60	€ 35,185.83	€ 276,087.13
Year 3	€ 37,917.28	€ 40,789.74	€ 43,810.36	€ 46,986.63	€ 50,326.44	€ 53,838.04	€ 57,530.12	€ 61,411.82	€ 65,492.70	€ 69,782.84	€ 74,292.79	€ 79,033.65	€ 681,212.40