

**BUSINESS PLAN OF
HAPPYLUCK B.V.**

Happyluck B.V. shall be formed with the intention to provide remote gaming services, namely, download-based online casino activities that give Players the possibility of playing or placing wagers on casino games through online casino software.

While Happyluck B.V. is being launched as a new operation, the Promoter has no many experience in the sector, but our local directors comprised of highly technical personnel with diverse backgrounds ranging from experience in project management, marketing and software consultancy. In addition, Happyluck B.V. shall also be backed by a team of experienced local professionals who shall provide to the directors assistance and guidance with regards to the implementation and observance of local regulations.

Website is championcasino.net. Visitors can access the homepage of the Website, from where they can subsequently access other sub-pages.

Visitors may access general information about the Games, prizes and downloadable media as well as play the Games with Virtual Money. On the other hand, an Account shall always be required for playing the Games with Real Money.

1. Website

The Website's main pages shall be the following:

- Home
- News
- My Account
- Gallery
- Downloads
- Support

The Website's main pages can be divided into further sub-pages with the final structure of the website looking as follows:

Home page – This part of the Website contains general information about the Games, namely casinos and jackpots. On this part of the Website Players may also access news and industry developments on casinos. This part shall also include a description of the steps that Visitors must undertake to register and become Players and subsequently be able to play the Games.

News – The Website shall provide Visitors with the possibility of accessing updates that reflect recent or current events of wide interest in the casino industry. Updates shall be listed in chronological order, with the most recent articles appearing first and shall not be sorted by degrees of importance or significance.

My Account - Through this part of the Website, Players may log-in and access the Games, make payments or manage their personal Account. Visitors may, on the other hand, register as new Players and open their Account.

Gallery- This section of the Website showcases the Games that Players may access and participate in.

Downloads – In this part of the Website, Players may download the software necessary for them to play with Virtual Money or with Real Money.

Support – Details on how Players may obtain assistance shall be available through this part of the Website that shall contain information on contact details of company, access to online support facilities as well as the rules on general use.

2. The Games

General Overview

Happyluck B.V. shall be offering Players the possibility of playing several casino games through both an online and a downloadable casino. While anyone accessing the Website may download the Games, a distinction applies between Players and Visitors with the latter being restricting to playing the Games only using Virtual Money.

Playing the Games

A distinction applies between Games played through the downloadable casino or the online casino. While in the case of the latter, Players will be required to log-in through the Website and play the Games directly, in the case of the former, Players and Visitors must download Happyluck B.V.'s software which may be downloaded at nil cost from the 'Downloads' page of the Website. While Visitors may use the software without being required to register, Players using Real Money must undertake the procedure indicated hereunder:

Registration

The following procedure must be undertaken by all Players using Real Money, irrespective of whether the said money is being used in the online or downloadable casino.

Application Form

The Online Registration process will be divided into two stages. In the first stage, a Visitor shall be required to agree with the Terms and Conditions by clicking on the applicable button that confirms that he had read the Terms and Conditions and that he agrees with them. Visitors must also confirm that they are over 18 years of age.

Upon confirmation of the above two conditions, Visitors may proceed with the setting up of an Account by undertaking the Online Registration available on the Happyluck B.V. Website. Registration is free of charge:

Registration Fees

Happyluck B.V. shall not be imposing any charges or fees which individuals will have to incur to register as Players with Happyluck B.V..

Account activation

Upon undertaking the Online Registration procedure, an email with a personalised code is sent to the email address or phone indicated during the registration process. Through this email, the Player may activate his Account.

2. Procedure for playing the Games

Having activated his Account, a Player must deposit funds by accessing the 'Deposit' sub-page. Funds, which may be deposited through the various payment methods. Subsequent to the transfer of funds, Players may proceed to participate in the Games, provided that they have sufficient Real Money in their Account to satisfy the wagering requirements of the Game in question.

A. Securing the Prizes

Operating on a certified Random Number Generator and algorithms, Players may secure prizes by playing either one of the games available, which include 3-reel video slots, 5-reel video slots, roulette, blackjack. Players have the possibility of winning monetary prizes, jackpots and bonuses, including a combination thereof.

In this regard, the full details of the possibilities of the game shall be outlined in the Rules of the Games, which Players would be able to freely access from the Happyluck B.V. Website.

B. Claiming the Prize

Players may deposit funds through various payment methods. These funds are received automatically into the Players' account. Players may withdraw their winnings by effecting withdrawals through the same route through which the deposit was made. Withdrawal may be requested through the option available in each Player's account accessible solely through a successful log-in. Players will be required to indicate the withdrawal amount and the payment method and pass full identification process.

Depending on the withdrawal route involved, processing time may vary from 1 minute to 15 days and may be gratuitous or against an administrative charge. Notwithstanding the variances that different payment methods create, Happyluck B.V. is committed to ensure the secure, legal but briskness pay-out process possible.

C. Cancellation of Games

Aimed at ensuring that the rights of the Players are secured, Happyluck B.V. shall adopt a system that retains a complete log of online activity. Through the control system used by Happyluck B.V., in the case that a Game is interrupted due to a malfunction of the system the full Game history shall be restored during 1 week. In exceptional cases where the history of online activity may not be restored, Happyluck B.V. shall refund the Player the wager placed by the latter during the interrupted Game.

3. Risk Management

Happyluck B.V. shall adopt a risk avoidance approach and hence, shall have policies in place to assess and budget its risks. Happyluck B.V. does not intend on performing any activity that could carry any risk. To minimise the risk, Happyluck B.V. shall adopt a system that addresses hacking and shall introduce filters and firewalls.

Furthermore, Happyluck B.V. shall adopt strict Know Your Client procedures during withdrawing of funds. During registration and deposit process, Name, Surname and valid email address/phone is required.

4. Control System and Gaming Software

A. General Outline

Happyluck B.V. will lease software from third-parties. The hardware shall be leased by Happyluck B.V. from a third party. The maintenance of the software and hardware shall be provided by third parties.

B. Fairness of the Games

The system shall use a random number generator.

C. System Support and Maintenance

Happyluck B.V. shall engage system administrators that will ensure that the software and hardware is maintained. Since system administrators will be available on a shift basis, a 24/7 support service for software maintenance shall be introduced.

5. Handling & Flow of Funds

A. Bank Accounts

Happyluck B.V. intends on opening one main bank accounts. Deposits and withdrawals will be processed through EU company.

B. Currency of Operation

The currency of operation will be the Euro. Deposits will be automatically converted in EUR.

C. Deposits, Withdrawals and Transfers

Deposits - The methods for accepting deposits and making withdrawals where possible shall be:

- (i) Bank Transfers;
- (ii) Credit Cards; and
- (iii) E- Wallets

6. Players' Protection

Happyluck B.V. will provide various security measures envisaged to protect both the Players and itself. The security measures can be principally divided into three main categories as follows:

A. Legal Protection

Happyluck B.V. shall observe all the rules and regulations of Curacao.

B. Information Technology Protection

Happyluck B.V. will carry out thorough in-house testing and regular verifications on the functionality of their system. In accordance with the Regulations, the software will be controlled continuously.

Data confidentiality will be ensured by the encryption of all the pages in which the Players will insert their personal and bank data. This encryption will be achieved via the use of the SSL Certificates which are issued by the authorities for the safety of electronic commerce and of transmission of data and communications through the internet. Confidential data such as username and passwords will be encrypted with industry strength ciphers such as triple DES.

C. Players' Financial Protection

Happyluck B.V. is conscious that gaming can be addictive on the one hand, and that players expect to feel secure and confident in Happyluck B.V. on the other hand. In this regard, Happyluck B.V. shall adhere to all regulations protecting its Players with regards to the financial protection of Players. In particular:

- (i) The Website will display at all times and in a prominent place warnings of the addiction possibilities of gaming and links to associations which can assist compulsive players. Happyluck B.V. intends to obtain game certificates from independent associations which promote responsible gaming in different countries. Happyluck B.V. will also be looking for collaborators which provide advice to Players having gambling disorders.
- (ii) The Players will be able to set limitations on themselves while playing with Happyluck B.V.

7. Customer Support

A. General Outline

Happyluck B.V. takes pride in its customer care services. In this regard its grievance procedures and contact details will be clearly laid out on its Website. This is to ensure that the Players will then be able to contact Happyluck B.V. either by email or chat with their complaints, requests for assistance or general queries. Happyluck B.V. is committed to send a reply within a reasonable period of time.

For the safety and protection of both the Players' and Happyluck B.V.'s interest, a copy of all correspondence will be kept for a period of not less than 6 months from resolution of the grievances.

8. MARKETING RESEARCH AND PLAN

8.1 Industry Analysis

Happyluck B.V. is considering placing itself in the gaming industry which has had a positive and constant growth in recent years. Within the gaming industry, the online sector has a more evident growth when compared to the traditional one, thus giving more confidence of success to Happyluck B.V..

Prior to committing itself to this project, the Promoters have studied closely the gaming sector, in particular, the trends in the online casino industry. This includes the fact that online casino provides a comfortable setting for the players who can play from home or from anywhere with connection to Internet.

8.2 Swot Analysis

Attractiveness of the Games

At the forefront of the Happyluck B.V.'s strengths is the fact that all offered Games are well-known and are among the most popular in the industry. An added advantage is that the ease with which these Games may be played and the attractiveness of the bonus system that Players shall have access to.

An added strength of Happyluck B.V. is the wide range of Games that shall be offered as this can attract a wide range of Players.

Player safety and experience

Happyluck B.V. deems its internal policies on Player security as being a strong point. This includes a multi-tiered customer support system. Happyluck B.V. is confident that this will attract more players seeking to play with companies that are deemed to be safe.

In addition, Players shall have attractive graphics and sounds that ameliorate the player experience and make the Website's interface more inviting.

Since the graphics and sound functionalities are located within the software rather than requiring loading from the internet, Happyluck B.V. can deliver games that run faster than those offered by web-based casinos.

Accessibility

An added strength of Happyluck B.V. is its relationship with several payment systems that ensure that Players may access Happyluck B.V.'s services in a convenient and safe manner.

8.3 Weaknesses

The need for adequate brand value of Happyluck B.V.

In the initial stages of conducting business, Happyluck B.V. shall address the weakness of not having a brand name that is well-known. Addressing the fact that a well-known brand name will attract more Players and generate revenue from casinos that are less well-known, Happyluck B.V. shall invest to ensure recognition of its logo and other visual elements.

Regulatory changes

Conscious of the evolving nature of the remote gaming industry, Happyluck B.V. is aware of the importance that it remains updated on the manner in which the industry is regulated particularly in those countries where its Players are established. To ensure this, Happyluck B.V. has engaged legal advisors to provide guidance with such.

Interaction with many organisations

The main weakness identified by Happyluck B.V. is the high dependence on a number of organisations when conducting its business. This includes service providers, such as the bank, the co-location centre and payment gateways, among others. However, Happyluck B.V. believes that by taking care to work solely with trustworthy and reputable service providers and by maintaining good relations with same, this weakness will be considerably diminished.

8.4 Marketing Strategy

Happyluck B.V. shall be outsourcing its marketing activities, focusing on marketing strategies related to web marketing and traditional marketing; therefore including a mix of both ends to attract as many internet users as possible, with the aim that such Visitors become Players and increase the number of transactions undertaken.

In the initial phase the Happyluck B.V.'s strategy will be focused on building a recognisable brand name. Following that, Happyluck B.V. will primarily dedicate its marketing resources towards attracting more prospective Players.

8.5 Online Marketing

Promotions

Happyluck B.V. intends on providing promotions, advertised on its Website, to its Players from time to time. Promotions shall also be available for Visitors in order to encourage them to register and become Players.

Financial Prognosis

Revenue	Yr 1	Yr 2	Yr 3
	€	€	€
Players Bets			
Estimated number of players	12 775	25 550	54 750
Estimated bets per player in Euro	100	150	200
Total	1 277 500	3 832 500	10 950 000
Players Winnings			
Commissions & Bonuses payable	932575	2 797 725	7 993 500
Chargebacks	51100	153300	438000
Total	6387	19162	54550
	990 062	2 970 187	8 486 050
Advertising & Promotion			
Software	20 000	25 000	30 000
Hardware	150 000	250 000	300 000
	15 000	15 000	20 000