

BUSINESS PLAN
For operators of games of chance
Castianes N.V.

Business Plan Version: 1.0.

Our Mission

The purpose of Castianes N.V (hereinafter referred to as the “Company”) is to provide to our clients with a wide range of exciting, entertaining, and rewarding online casino and sportsbook options that help them enjoy the thrill and challenge of sports, games, and have fun while making informed and strategic decisions. Our mission is to become the leading provider of betting products in the region, offering a wide range of sports, games, and events to suit every taste and preference. We are committed to using only the finest technology and latest software, and to providing exceptional customer service, with knowledgeable and friendly staff who can help clients understand their options and make the best choices for their needs. To accommodate our goals the Company is planning to use the platform of the BTB Betlab Holdings Limited, which is an experienced software development provider, operating in countries all over the world.

Company and Management

The company is currently in its startup phase, with its product at an early stage having been recently launched. As a result, the company's management team consists of limited personnel, who will hold key managerial positions while non-core services are outsourced.

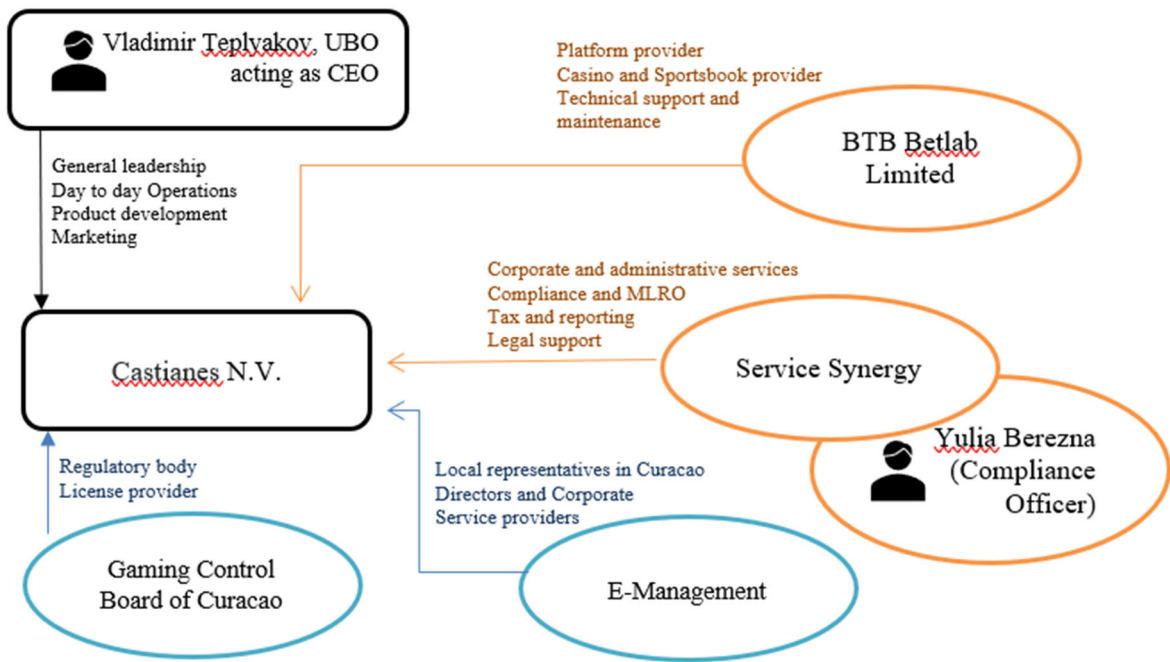
The Owner of the company, Mr. Vladimir Teplyakov, intends to apply for the Curacao Gaming License to replace a current sublicense held with Gaming Curacao. Mr. Teplyakov, the sole shareholder, is a successful and innovative entrepreneur with extensive experience in both the payments and gambling industries. This expertise positions him to serve as a CEO and CFO of the Company.

The business model devised for the company aims to leverage the founder's extensive business network to negotiate favorable terms with counterparties such as Platform, Casino, and Sportsbook providers, payment solutions, and technical and customer support services. The core concept is to optimize variable costs to align with revenue generated, thereby optimizing the investment requirements.

The company has entrusted its routine corporate administration and compliance functions to Service Synergy, a provider with a proven track record of expertise in managing and supporting businesses, particularly within the gaming industry. A dedicated compliance

team offers a comprehensive, turnkey solution, ensuring that all regulatory and industry-specific requirements—such as policy drafting, compliance processes, controls, AML (Anti-Money Laundering), KYC (Know Your Customer), and other key areas—are meticulously structured and seamlessly integrated into the business's day-to-day operations. The service provider also maintains a highly capable team dedicated to ensuring the optimal execution of additional non-core functions, including legal support, financial consulting, tax advisory, and reporting. As per requirement of the Gaming Control Board of Curacao, Yulia Berezna as a member of Service Synergy team was appointed as a Compliance officer for a Company.

In general, the Organizational and functional structure of the company can be described as follows:



As is common in early-stage companies, the majority of operational functions have been outsourced, while core strategic decisions are retained by the Ultimate Beneficial Owner (UBO), who acts as both the business and product owner. This structure aligns with traditional startup models, where the focus remains on agility and core competencies, while leveraging specialized external expertise.

BTB Betlab Holdings Limited, serving as the company's technical partner, provides essential platform, casino, and sportsbook services, while Service Synergy takes on the critical role of major sub-contractor. Service Synergy manages all corporate, administrative, and advisory functions, positioning itself as a strategic business partner that ensures smooth operational and governance practices. In addition, Service Synergy provides the company with Compliance and Money Laundering Reporting Officer (MLRO) services, ensuring that the company's policies, procedures, and controls are fully aligned with regulatory requirements. This safeguards the company's adherence to all relevant legal and compliance frameworks.

Key stakeholders also include eManagement and the Gaming Control Board of Curaçao (GCB). eManagement is a key corporate service provider in Curacao that provides both directorship, and the mandatory role of local representative in Curaçao, ensuring compliance with the jurisdiction's regulatory framework. The GCB, as the new regulatory authority in Curaçao, is set to replace the previously utilized licensing provider, reflecting the evolving compliance landscape for companies operating under Curaçao law. These partnerships and regulatory bodies are fundamental to maintaining the company's legal standing and operational integrity within the global gaming market.

By entrusting key functions to these specialized partners, the company is able to focus on scaling its core business, while remaining compliant with both local and international regulations.

Corporate Governance, Risks and Controls

The company has established a lean yet highly effective corporate governance structure, designed to support both operational efficiency and regulatory compliance. The Ultimate Beneficial Owner (UBO) currently serves as the Chief Executive Officer (CEO) and eManagement the directorship provider and a reputable Corporate Service Provider based in Curaçao, is taking care of all the corporate affairs as well as the directorship duties.

Key operational and technical functions that demand specialized expertise, such as gaming platform development and maintenance, financial and tax reporting, internal audit, regulatory compliance, KYC and Anti-Money Laundering and Risk Oversight (AMRO)

affairs are outsourced to trusted service providers. These partners, as outlined in previous sections, have a proven track record of delivering high-quality services in these areas, allowing the company to focus on its core business activities while ensuring these critical functions are expertly managed. By outsourcing these functions to experienced, certified teams, the company significantly reduces potential risks, ensuring that compliance and governance are handled by experts with in-depth knowledge of the gaming industry's regulatory landscape.

Our Services

The company and its product portfolio have shown strong self-sustainability, establishing a solid foundation for continued growth and brand development in the Indian and LATAM markets. Our dynamic marketing strategy, supported by robust partnership programs and organic social media engagement, has driven Company's products to become one of the most rapidly expanding gaming brands in these regions, particularly as internet adoption and digital entertainment options grow.

The global casino and online gambling industry has undergone a substantial transformation, with rapid technological advancements and evolving consumer behaviors driving new trends. India and LATAM, in particular, stand out as high-potential markets for growth due to increasing digitalization, evolving regulatory frameworks, and rising interest in online gaming.

In India, the online gaming sector is set for accelerated expansion, with the market estimated to grow at a compound annual growth rate (CAGR) of around 20% over the next few years. The widespread popularity of sports betting, especially around cricket, and the increased adoption of mobile payments have contributed to the industry's momentum. LATAM is also emerging as a gaming hotspot, driven by factors such as mobile connectivity improvements, an expanding base of young digital consumers, and growing acceptance of regulated online gaming. Countries like Brazil, Colombia, and Mexico present especially strong opportunities, given their large population bases, increasing smartphone penetration, and evolving gaming laws.

India's unique gaming landscape is fueled by a young, tech-savvy population with an affinity for mobile-first entertainment. Sports betting is popular, particularly around cricket, with increasing demand for both local and international casino games. In recent years, shifts in payment technology

and digital infrastructure have made online gaming platforms more accessible and secure, positioning India as one of the fastest-growing online gaming markets globally.

LATAM's gaming industry is benefiting from improved regulation, growing acceptance of online entertainment, and the cultural significance of sports like football. The Brazilian market, in particular, is seeing notable expansion as new legislation supports legal online betting, and Colombian regulatory frameworks enable smoother market entry. Mexico, with its large population and increasing smartphone usage, also represents a substantial opportunity. These countries provide ample scope for online gaming companies to penetrate and capture market share, with content tailored to cultural preferences.

By focusing on both the Indian and LATAM markets, the company plans to capitalize on the rapid digitalization in these regions and meet the growing demand for online gaming experiences. Our product offerings are designed to appeal to a broad audience, from sports enthusiasts to casino players, and our platform is optimized for mobile access, supporting the strong mobile-first trends in both India and LATAM.

To reinforce our presence and build user trust, the company's product portfolio provides a comprehensive gaming platform that offers a wide selection of entertainment options, including an extensive sportsbook and diverse casino games. Our platform is integrated with seamless, secure payment systems that accommodate popular local payment methods, ensuring smooth transactions across both markets. This approach positions us to become a key player in the dynamic and evolving landscapes of online gaming in India and LATAM.

Our Competitive Advantage

We are committed to building a strong, competitive edge in the gaming industry by focusing on two key pillars: Marketing and Product Differentiation and Compliance and Responsible Gaming. These strategies ensure that we not only deliver an engaging and tailored gaming experience but also operate in a manner that is ethical, safe, and fair to all players.

Marketing and Product Differentiation

Our marketing approach is designed to position us as a leading brand in the gaming industry by adapting our products to local markets, utilizing digital channels, and building partnerships that extend our reach. Key components include:

Product Localization & Tailoring: We tailor our gaming products to meet the preferences and tastes of local markets. This includes adjusting our game offerings, themes, and features to align with regional player behaviors and cultural trends, ensuring that our platform resonates with a diverse audience globally.

Affiliate Programs: Affiliate marketing is a cornerstone of our customer acquisition strategy. By partnering with established affiliates who have in-depth knowledge of local gaming markets, we can effectively promote our brand and expand our customer base. These affiliates will drive traffic to our platform by leveraging their existing networks, resulting in targeted and high-quality player acquisition.

Partnerships with Influencers & Industry Leaders: We plan to collaborate with gaming influencers and thought leaders within the industry to enhance our brand visibility and credibility. These partnerships will help us reach a broader audience, particularly through content-driven strategies like live streaming, gaming reviews, and sponsored social media content, which are popular with gaming enthusiasts.

Social Media & Digital Marketing: Social media platforms such as Facebook, Instagram, Twitter, and emerging channels will play a key role in our digital marketing strategy. Through targeted advertising, engaging content, and interactive campaigns, we will build a strong online presence that encourages user interaction and strengthens brand loyalty. Viral marketing campaigns, combined with influencer partnerships, will ensure widespread recognition and engagement.

Localized Outreach: In addition to digital efforts, we will focus on direct marketing initiatives, sending personalized communications to key demographic groups including sports clubs, households, and corporate organizations. This localized outreach will help build trust and loyalty within specific markets, reinforcing our commitment to offering tailored gaming experiences.

Financial Considerations

As for the forecasted financials, for the first five years of operation we foresee the following:

thsd USD	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue	11,644	18,553	31,371	55,950	102,967
Sport	5,074	7,712	12,726	22,015	39,848
Casino	6,570	10,841	18,646	33,935	63,119
COGS	4,657	7,421	12,235	21,261	38,098
Royalties	3,260	5,195	8,470	14,547	25,742
Other direct expenses	1,397	2,226	3,765	6,714	12,356
Gross Profit	6,987	11,132	19,136	34,689	64,869
Operating Expenses	6,637	10,575	17,568	30,214	51,483
Administrative Expenses	1,979	3,154	5,019	8,952	15,445
Marketing Expenses	3,726	5,937	10,039	16,226	26,771
Other Expenses	932	1,484	2,510	5,036	9,267
Net Profit	350	557	1,568	4,475	13,386

The financial projections encompass both Casino Gross Gaming Revenue (GGR) and Sportbook GGR, as depicted in the preceding Financial table. Projections indicate that revenue from Casino GGR is expected to consistently outperform Sportsbook operations each year. Furthermore, the anticipated income growth from casino operations is forecasted to gradually decrease the percentage of royalties owed to casino providers annually.

Marketing costs are estimated to constitute approximately 20% of GGR, with an additional allocation of 12% for bonuses and promotions. Other direct expenses primarily comprise commission fees to Payment Service Providers (PSPs), which are covered by the Company instead of the players.

Administrative costs are anticipated to increase annually, reflecting the expansion of the company's workforce. Over the initial two-year period, the owner intends to allocate the majority of net profits towards marketing initiatives to maximize market share growth. This

strategic allocation underscores the company's commitment to expanding its presence within the market during its early stages of operation.

Conclusions

Our vision for the gambling industry is to cultivate an online casino enterprise that not only competes favourably with established leaders in the field but also emerges as a formidable contender against top gambling establishments globally. We aspire to establish our online casino business as the premier brand in the industry worldwide.

To realize this ambition, we are assembling a motivated and passionate team with a steadfast belief in our collective ability to achieve success. Our team is committed to innovation and continuous improvement, ensuring that we deliver exceptional gaming experiences to our customers.

In addition to the above, we emphasize the following points in the conclusion:

Commitment to Innovation: We are dedicated to pushing the boundaries of innovation in the gambling industry, constantly seeking new ways to enhance our offerings and stay ahead of the curve.

Regulatory Compliance: We place a strong emphasis on regulatory compliance and uphold the highest standards of integrity, transparency, and responsible gaming practices. Our commitment to compliance ensures a safe and secure gaming environment for our customers.

Strategic Partnerships and Alliances: We recognize the value of strategic partnerships and alliances in enhancing our capabilities, expanding our reach, and driving growth opportunities in the competitive gambling market. We are actively seeking partnerships that align with our values and contribute to our long-term success.

Long-Term Vision for Sustainable Growth: Our long-term vision involves setting clear goals and objectives, implementing robust business strategies, and fostering a culture of innovation,

teamwork, and accountability. We are committed to sustainable growth and success in the gambling industry, ensuring our longevity and prosperity for years to come.