

Dynamic group N.V.
157474

Business Plan Version: 1.0

Contents

Our mission...[3]

Company and Management...[4]

Business Forecasts...[5]

Business strategies...[6]

Key Providers...[7]

Risk evaluation and management...[8]

Legal and governance framework...[9]

Business objectives...[10]

Policies and Procedures...[11]

Our mission

Overview of the business products and services/brands as well as proprietary IP.

Dynamic Group N.V., incorporated on 27th May 2021, is an expanding company in the online gambling sector.

The company is under the ownership of Imad Shamsadin Saleh Ahmed, who also controls DG Innovations B.V., providing synergies across both businesses with Capital Trust Corporation N.V. acting as its Corporate Service Provider (CSP) and local Director.

The company's main objective is gambling websites that feature a diverse selection of casino games, offering players a personalized and immersive gaming experience.

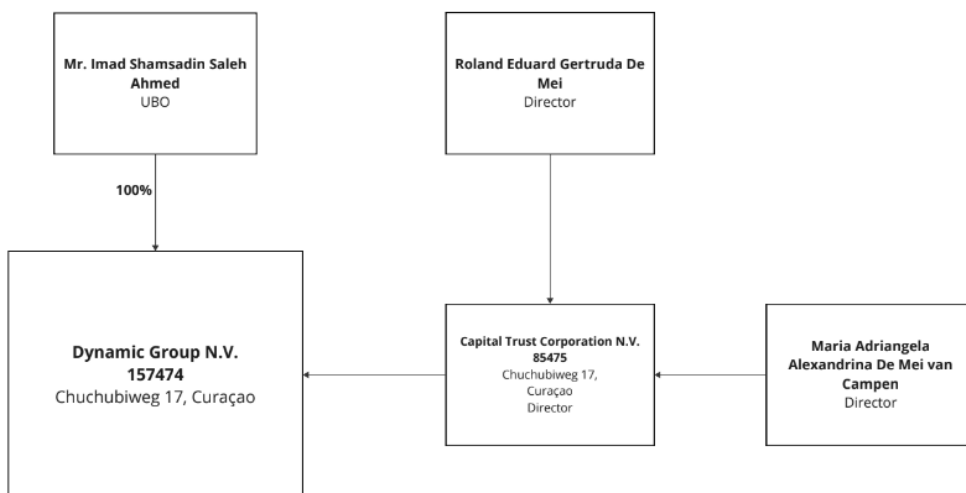
Company and Management

Company management structure showing key management roles and reporting lines.

Dynamic Group N.V. has implemented a well-structured management framework to ensure a clear division of responsibilities and strong oversight, with a focus on compliance and operational effectiveness.

Capital Trust Corporation N.V., acting as the company's **Corporate Service Provider (CSP)** and **Director**, manages all key functions within its directorial role. Imad Shamsadin Saleh Ahmed, the **Ultimate Beneficial Owner (UBO)**, plays a pivotal role in providing strategic direction and overseeing key decision-making, ensuring the company remains aligned with its long-term objectives.

Dynamic Group N.V. Company Structure



Business Forecasts

Business forecasts

Dynamic Group N.V. has over three years of stable and consistent operations, demonstrating reliability in its core business areas. Since the company is already well-established, no forecasts have been prepared. However, if required, we can provide further details upon request.

Regarding costs, our primary expenses are expected to include the GCB license, with an initial payment of approximately €18,000, followed by recurring monthly costs of around €3,500.

We remain confident in our ability to achieve key milestones and sustain long-term growth.

Business strategies

Overview of intended strategy for the business growth and to secure/maintain/grow market share with specific financial and marketing plans.

Market Targeting and Approach: Dynamic Group N.V. is strategically targeting the Turkish market, a promising region in the online gambling industry. The company seeks to stand out by adopting a multi-brand strategy instead of relying on a single flagship brand for growth. This approach enables Dynamic Group N.V. to secure and sustain a substantial market share by catering to a wide range of customer preferences through its diverse brand portfolio.

The objective is to achieve market dominance through a wide range of brands, ensuring that if a customer does not connect with one brand, they are likely to switch to another, also managed by Dynamic Group N.V. This expansive brand portfolio strengthens customer retention and acquisition by providing multiple engagement opportunities within the market.

Key Providers

Who are the key suppliers and material dependencies?

Platform Provider: The critical platform provider for Dynamic Group N.V. is BetConstruct, a leading platform licensed in Malta. BetConstruct has been thoroughly vetted through audits conducted by the three largest testing labs globally, ensuring reliability and trustworthiness. As the primary technical backbone of our operations, BetConstruct provides a comprehensive range of services including platform management, game integration, and backend support. This partnership is essential for the smooth running of our gaming operations.

Game Providers: We collaborate with a variety of established game providers, including but not limited to, Pragmatic Play, Evolution Gaming, EvoPlay, and Spinomenal. These providers deliver a wide range of casino and live dealer games, crucial for attracting and retaining customers. However, we are not solely dependent on these few companies; we have partnerships with many other game providers, ensuring a diversified game portfolio. This variety also mitigates the risk of any single provider experiencing issues that could affect our operations.

Risk evaluation and management

Risk evaluation and management.

Risk Assessment: Dynamic Group N.V. employs a comprehensive approach to risk assessment and management to safeguard its operations and financial stability. Risk is assessed through regular internal audits, which evaluate compliance with regulatory requirements and internal policies, and external audits conducted by independent firms to ensure accuracy and transparency in financial reporting. The company maintains a detailed risk register that identifies potential risks, including operational, financial, and regulatory threats, and outlines mitigation strategies for each risk.

Currently, the UBO personally oversees risk evaluation. If a brand underperforms, measures are taken to wind it down to prevent adverse effects on the overall business. As the company grows, this process will become more structured and include external expertise.

Risk Mitigation: To reduce marketing-related risks, Dynamic Group N.V. takes a multi-brand approach. With numerous brands operating in the market, the failure of any one brand has limited impact on overall business health. We take quick corrective action—such as terminating the underperforming brand or adjusting its marketing strategy—to avoid any significant loss.

Oversight and Audit: At present, the UBO handles risk management. However, as the company expands, we plan to engage external specialists to take over this function.

Future Strategy: As Dynamic Group N.V. grows, we will implement formal risk oversight systems, including routine audits by external firms. These audits will review financial performance, compliance with regulations, and operational stability, ensuring all risks are effectively managed.

Legal and governance framework

Legal and governance framework.

DG Innovations B.V. is composed of Imad Shamsadin Saleh Ahmed, the Ultimate Beneficial Owner (UBO), and Capital Trust Corporation N.V., a local trust company serving as its Director.

The company consults local law firms when needed to ensure adherence to applicable regulatory and operational standards.

Given the company's current scale, expanding the structure is not deemed necessary. However, this structure is expected to evolve as the business grows, allowing for broader representation and oversight in the future.

Business objectives

Target KPIs and business objectives

The business measures its success primarily through the profitability of its operations, evaluated via a profit-and-loss analysis for each individual brand rather than at the company level. This method enables a more focused assessment of each brand's performance, offering clearer insights and actionable data.

Long-term business objectives focus on market expansion, technological innovation, and financial stability. Dynamic Group N.V. aims to capture a significant share of the online gaming market by continuously enhancing its platform and broadening its game offerings. The company is committed to maintaining a strong financial position with positive cash flow and profitability, ensuring sustainable growth and operational excellence.

Policies and Procedures

Policies and Procedures

The company's policies and procedures are based on templates supplied by Curaçao eGaming. These templates have been adopted unchanged, leveraging Curaçao eGaming's 25 years of expertise in the gaming industry to ensure a high standard of compliance and relevance.