



Business Plan

Introduction and Background

In an industry characterized by dynamic change and technological advancement, Usoftgaming N.V is at the forefront of the iGaming revolution. As a leading developer and provider of cutting-edge online gaming solutions, Usoftgaming N.V has consistently demonstrated its commitment to excellence, delivering unparalleled gaming experiences to users worldwide. With a focus on innovation, reliability, and user-centric design, Usoftgaming N.V is not just a participant in the iGaming industry; it is a trailblazer, shaping the future of online gaming.

The team leaders Francois Casgrain and Nicos Constandinou have over 20 years' experience working in the gambling industry.

Usoftgaming N.V , founded in 2016, began its journey with a clear vision: to revolutionize the online gaming experience. From its inception, the company focused on harnessing the latest technologies to create gaming solutions that are not only entertaining but also secure, fair, and responsible gambling. Over the years, Usoftgaming N.V has expanded its portfolio to include a wide range of gaming products, social features and catering to diverse market needs and preferences. Its offerings typically include innovative online casino games, advanced sports betting platforms, and interactive live dealer games, among others.

The main markets are European, Canadian, South American and Asia.

The company operates currently a total of 5 brands: www.ph.casino, www.playhubcasino.com, www.betswagger.com, www.hustlescasino.com and www.gododds.com

Structure

Our Curacao corporate structure consists of a Curacao company Usoftgaming N.V holding the operating IP License along with a fully owned subsidiary being a Cyprus (European) company Pulsion Processing LTD operating as the payment's agent of Usoftgaming N.V.

Our Principles and Unique Value Proposition

Recognizing the shift towards mobile and social gaming, Usoftgaming N.V has been at the vanguard of mobile optimization and social features integration.

The company's platforms are designed to offer seamless, cross-device gaming experiences, ensuring that players can enjoy their favourite games anytime, anywhere. Additionally, Usoftgaming N.V has invested in state-of-the-art security and fairness measures, upholding the integrity of the gaming experience for all users. Due to the competitive nature of the industry the management have outlined the concepts for new products/features which do not currently exist in



the market, and we will seek to maintain a Brand that is fresh based on the current trends in the industry.

The Usoftgaming N.V Casino Platform

Usoftgaming N.V Platform is an inhouse inbuilt, multifunctional platform for online casinos which comprises the best software solutions for iGaming industry. The product is a reliable, fast and practical instrument for managing your gaming business. Usoftgaming N.V Platform includes 24/7 tech support, a convenient marketing system management, preset module of affiliate program, development, and usability of only reliable software's, which provides a high security level of any project.

With over 20 years in the works, the platform is robust, up to date with new technological innovations and built with great efficiency for casino operations considering all aspects of the operations.

Usoftgaming N.V was conceived with a visionary idea: to integrate the social dynamics of gaming platforms with the excitement of real money gambling. Recognizing the growing demand for more interactive and socially engaging gaming experiences, Usoftgaming N.V developed a platform where players can not only gamble with real money but also interact, compete, and socialize with each other in an online environment. This approach has not only enriched the gaming experience but also fostered a sense of community among users, setting Usoftgaming N.V apart in the competitive landscape.

Innovations and Achievements

Usoftgaming N.V Gaming's platform is at the cutting edge of technology and user experience design, offering a wide array of gaming options that appeal to diverse preferences. The platform seamlessly integrates social features, such as friend lists, chat options, and social media sharing, allowing players to connect and share their successes. Moreover, Usoftgaming N.V places a strong emphasis on safety, security, and responsible gaming, ensuring a fair and protected environment for its users.



New concept in work



Virtual Casino: The Next Frontier in VR Gambling

Overview

Virtual Casino merges the thrill of live gambling with the immersive, interactive world of virtual reality, creating a fully realized virtual casino experience. This platform not only simulates the physical presence in a high-end casino but also introduces unique elements that transcend traditional gambling limitations, such as enhanced social interactions, customizable environments, and adaptive gaming experiences based on AI-driven insights.

Key Features

Immersive Casino Environments: Virtual Casino users can explore and gamble in a variety of meticulously crafted, fully interactive casino environments. From the neon lights of Las Vegas to the opulent halls of Monaco, players can transport themselves to the world's most iconic gambling destinations with the click of a button.

Social Interaction Enhanced: Leveraging VR's potential, the platform facilitates real-time interactions among players. Avatars can converse, observe each other's gameplay, and share tips and celebrations, fostering a sense of community and camaraderie that mirrors the social atmosphere of physical casinos.

Adaptive Gameplay: AI-driven algorithms adapt games to the skill levels and preferences of players, adjusting bets limits, ensuring a challenging yet fair experience for everyone. This dynamic difficulty adjustment keeps games engaging for novices and seasoned gamblers alike.

Customizable Private Rooms: Players can create and customize their virtual gambling rooms, choosing everything from the game types to the décor and ambient music. These private rooms can be opened to friends or selected players, offering a personalized gambling experience.

Realistic Game Mechanics: Virtual Casino leverages advanced VR technology to replicate the physical mechanics of gambling games. Players can physically throw dice, spin roulette wheels, or shuffle and deal cards, enhancing the realism of the virtual gambling experience.

Secure and Transparent Transactions: Utilizing blockchain technology, Virtual Casino ensures that all transactions are secure, transparent, and tamper-proof. This integration not only enhances security but also builds trust among players by guaranteeing fairness.

Wellness and Responsibility Tools: Recognizing the importance of responsible gambling, Virtual Casino includes features to promote wellness, such as session time reminders, loss limit settings, and direct access to support resources for those who need it.

Market Potential

Virtual Casino taps into the growing VR market and the timeless appeal of gambling, offering a novel experience that could attract a diverse demographic of users. By providing an immersive, engaging, and socially interactive environment, it addresses the growing demand for innovative and responsible gambling experiences.

Conclusion

Virtual Casino represents a bold step forward in the convergence of gambling and virtual reality technology. It not only offers an unprecedented level of immersion and interactivity but also prioritizes a responsible and inclusive gaming environment. As the gambling industry continues to evolve, Virtual Casino stands poised to lead the charge, offering players around the globe a new way to experience the thrill of gambling from the comfort of their own homes.

Payment Gateway

Usoftgaming N.V has its own bespoke inhouse payment platform, its been in the works for over 20 years allowing easy integration to multiple payment gateways and solutions. The payment platform is unique, efficient and allows Usoftgaming N.V to integrate any payment solution with ease.

The platform offers several payments methods including

- Credit, debit and prepaid cards, through several providers



- Direct integration with banks
- Crypto Currency
- E-wallet providers
- AMPs
- Interac

Management system

Our management system is developed to maintain to ensure our employees can monitor as well as manage everything with ease. The back-end offer's an extensive functionality which will allow us to manage all the customer's activities on the platform and ensure that we can push promotions to existing users as well as identify trends and implement new strategies for promotion to acquire new customers.

The system is user friendly for our support employees to carry out the KYC verifications such as Identity and Personal details verification, Proof of Address as well as Source of funds (SOF). It also allows the team to manage all KYC and AML policies and protocols all in one easy platform where all data can be viewed and accessed at any given time, allowing efficiency and speed to access data.

Brands

Usoftgaming N.V offers the following information/links in the footer of each page;

- Company Information – details of the licensed company that operates the website and the payments company that acts as a payments agent, the information includes the company names and addresses.
- Licensing information - The sub-licence number shown under which the company is licensed to operate the website.
- About Us Section – informative summary on the company.
- FAQ/ Help Centre – questions and answers for customers to provide information on the most common queries from customers, a quick reference guide for any customers.
- Terms & Conditions – the terms and conditions that customers are bound to by accepting the rules of using the website. These include the following;
 - KYC – Age & Identity Verification
 - Account – rules regulating your account and the use of the account.
 - Deposits and Withdrawals – rules regulating payment activity on the site
- Privacy Policy – declaration of data protection
 - Information on the information collected and its uses.
 - Cookies Policy – information on the types of cookies used and their purposes.
- Responsible Gaming Information.
 - The website provides a range of questions in order for a player to establish if they are truly having gambling issues. And what they should do in the event they are having gambling issues.

- Preventing underage gambling – KYC checks prevent gamblers under the regulated minimum age (standard being 18 years) from using the website.
- Customer Limits – Allowing customers to set a deposit limit within a certain time-frame to prevent customers from playing more than they can afford. Players can set up limits per day/week/month and per year.
- Self-Exclusion – industry standard practice of providing a mechanism for customers to suspend their gambling activity for a predetermined time set by themselves. This feature also allows them to take a break and set a return date (via a calendar selection we offer players) or they can permanently self-exclude themselves.
- Indemnity and Limitation of Liability
- Customer Service and Complaints – dedicated email is allocated for complaints
- Betting Rules & Regulations
 - General Sports Betting Rules
 - Detailed betting rules per Sport
 - General Casino Game rules
 - Specific Casino rules by Game
- Security Policy - encryption, firewall protection, account protection and verification protocols.
- Payment Providers Information – Details of the payment providers integrated on the website.
- Contact us – address, email address is integrated into the website to allow customers to contact and chat with customer service representatives.

And any additional information in compliance with GC rules.

Marketing and Sales Plan

The marketing for Usoftgaming N.V is subcontracted to Devalto LTD, a Hong Kong company, and Ballers Marketing, a Malta company, used to promote and handle all the marketing strategies and online reputation management.

Owned by Francois Casgrain and Nicos Constandinou, the companies do have employees who specialize in marketing campaigns designed and specialized for online casinos and sportsbooks. They also manage: social media promotions (manage Twitter, Instagram and other social media platforms), design for bespoke sporting events, design for bespoke casino promotions and many more marketing related strategies to entice and acquire new players.

The internal strategies used by both companies have helped Usoftgaming N.V become extremely successful in retaining players and acquiring new ones.

The affiliate program, which was also built in house, allows affiliates to promote the site using custom links and banners associated to their accounts. The inhouse interface allows affiliates to



see the activity and progress for their campaigns allowing them to adjust and or improve their own specific strategies in order to acquire more players. Most affiliates are specialized for certain markets which they understand and know how to market efficiently, and our tools allow them to easily promote our brands.

Bonus and Loyalty

Usoftgaming N.V offers a very unique bonus and loyalty rewards program. The program is a tiered system where Usoftgaming N.V rewards players loyalty based on the amount they bet. All bets placed are considered, win or lose, and offer a specific cashback return on net losses to players daily which come with no wagering conditions. This unique approach allows players to get rewarded and use the funds as they wish, they can withdraw the funds or play/bet without any limitations.

And the more they wager with us the more the casino will reward them.

Here is the tier system Usoftgaming N.V offers its players:

#Level, Badge type, Amount Wagered, Cashback

1	Copper	\$30,000	4%
2	Bronze	\$100,000	6%
3	Silver	\$200,000	8%
4	Gold	\$500,000	10%
5	Ruby	\$1,000,000	12%
6	Sapphire	\$1,500,000	14%
7	Diamond	\$2,500,000	16%
8	Platinum	\$4,000,000	18%
9	Emerald	\$5,000,000	20%
10	VIP	\$7,500,000	24%

This cashback is automatically calculated by the system at midnight UTC time and auto posted to the players account for easy access. These funds have no conditions and if lost players will earn cashback as well on lost cashback.

Making this program one of the best rewards programs in the industry!

PROMOCODES

The casino also offers promocodes to players which they can use directly on the deposit page. All offered in the Bonus section of the website, the players can click to see all the terms of the



promocode and if they like, and agree, the terms they can add the promocode on the deposit page directly and receive their bonus.

These promocodes offer a match deposit offer and freespins (freespins are issued with a min deposit amount) and are easily accessed to players.

Social platform

Usoftgaming N.V is one of the only casino companies offering a social network attached to the platform where players get a chance to create a profile, add videos and pictures, add their favorite games and so much more.

This social platform also allows players to communicate and send internal messages to each other offering them a more real casino experience where Usoftgaming N.V removes the 2-dimensional experience and allows them to socialize and personalize their profile. This unique option is more in line with what the new generations are accustomed to when interacting online.

OTHER PROMOTIONS

The casino also offers specialized promotions with certain game providers. Game providers will supply Usoftgaming N.V with special offers which are added to the Bonus section. Some of these promotions are tied to specific games offered by the game provider. And offer thousands in cash prizes to players with no additional cost to the player, all the player needs to do it play those specific games and they can earn extra prizes which adds more value to the players funds when playing in our casino.

All these promotions and rewards allow Usoftgaming N.V to continue to bring more value to its clients, allowing more retention and player loyalty to its brands.

Operational Info

The structure of the customer support's teams, description of the roles and positions and others relevant info for the Usoftgaming N.V operations.

CEO: Francois Casgrain & Nicos Constandinou. This unique duo is a winning solution for Usoftgaming N.V, with more than 20 years of international experience within the online gambling industry. They managed several successful projects, proving as strong-willed trade negotiators and proactive risk manager. Their assignment to a Co-CEO position has quickly borne fruit, as under their supervision projects have successfully filled their market niches and started further expansion at once.

CFO: Francois Casgrain and Nicos Constandinou head this part along with professional accountants in various jurisdictions to assure all the companies in the structure are financially sound, efficient and provide the maximum profitability for the operation. The lean operating structure is designed to keep costs low and provide profitability. This winning recipe has allowed the operations to operate efficiently and without debt for over 10 years.

CTO: Francois Casgrain. Francois is a senior technical genius, extremely efficient in building all aspects of the software to assure all aspects of the operations are served and covered. Being well-experienced in many programming languages Francois has been working on the software for years (20+ years), improving, adjusting, innovating and maintaining all the aspects of the backend and front end of all software's that he custom built.

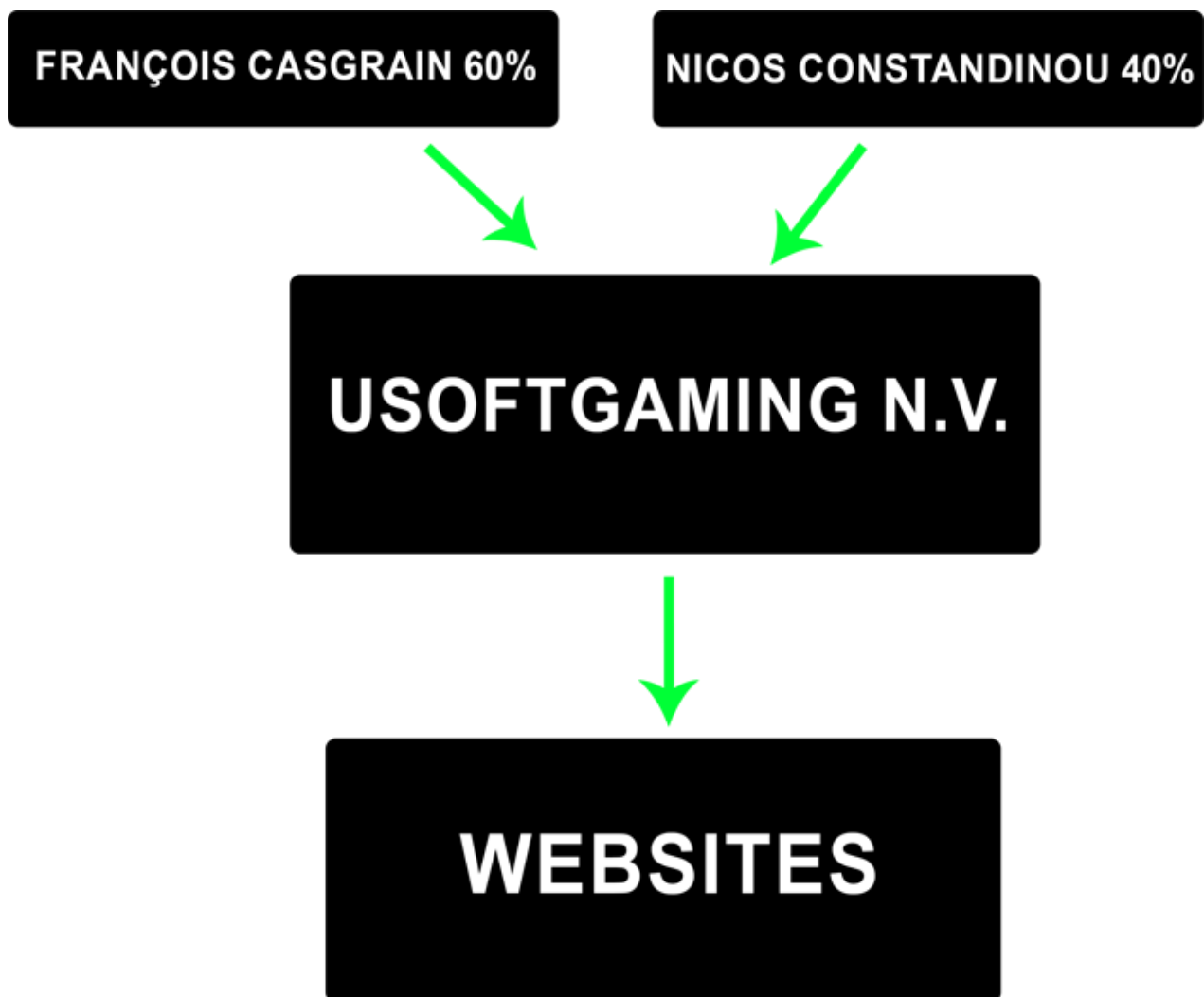


COO: Francois Casgrain and Nicos Constandinou manage the operating company and other companies which support the day to day for the operations. Managing expectations and goals to assure the operation runs smoothly, players are happy and oversee all aspects of the operations in order to maintain a certain quality when it comes to: user experience, compliance, new games and providers, reporting, accounting, marketing, compliance and everything needed to keep good order and a clean image for the company.

MLRO and KYC: Jean Claude Lamarre and Christopher Van Rosberg head this team, checking to assure all KYC is collected on each player, source of funds and report any irregularities from players. This task is necessary for proper compliance with license regulators and bank requirements for payment providers. The information is collected and used to provide to payment suppliers and or regulators to assure the operation is keeping the proper records for reporting and used as well to right any potential claims from players. After a player deposits more than 3k (in any currency) the player is asked to provide source of funds which includes: where the funds came from, bank account statements, payroll proof and deposit proof (or divulge where the funds came from: dividends, inheritance, sale of property, etc). All this information is securely kept in order too, hand on hand when requested by regulators and or payment partners.

Legal: Francois Casgrain and Nicos Constandinou higher many legal firms globally to assure the operations remain compliant and also used to refute any false claims against the company. Francois Casgrain and Nicos Constandinou oversee the strategies and any case brought forward to assure the legal teams can get all the necessary documentation or information needed.

The Corporate Structure

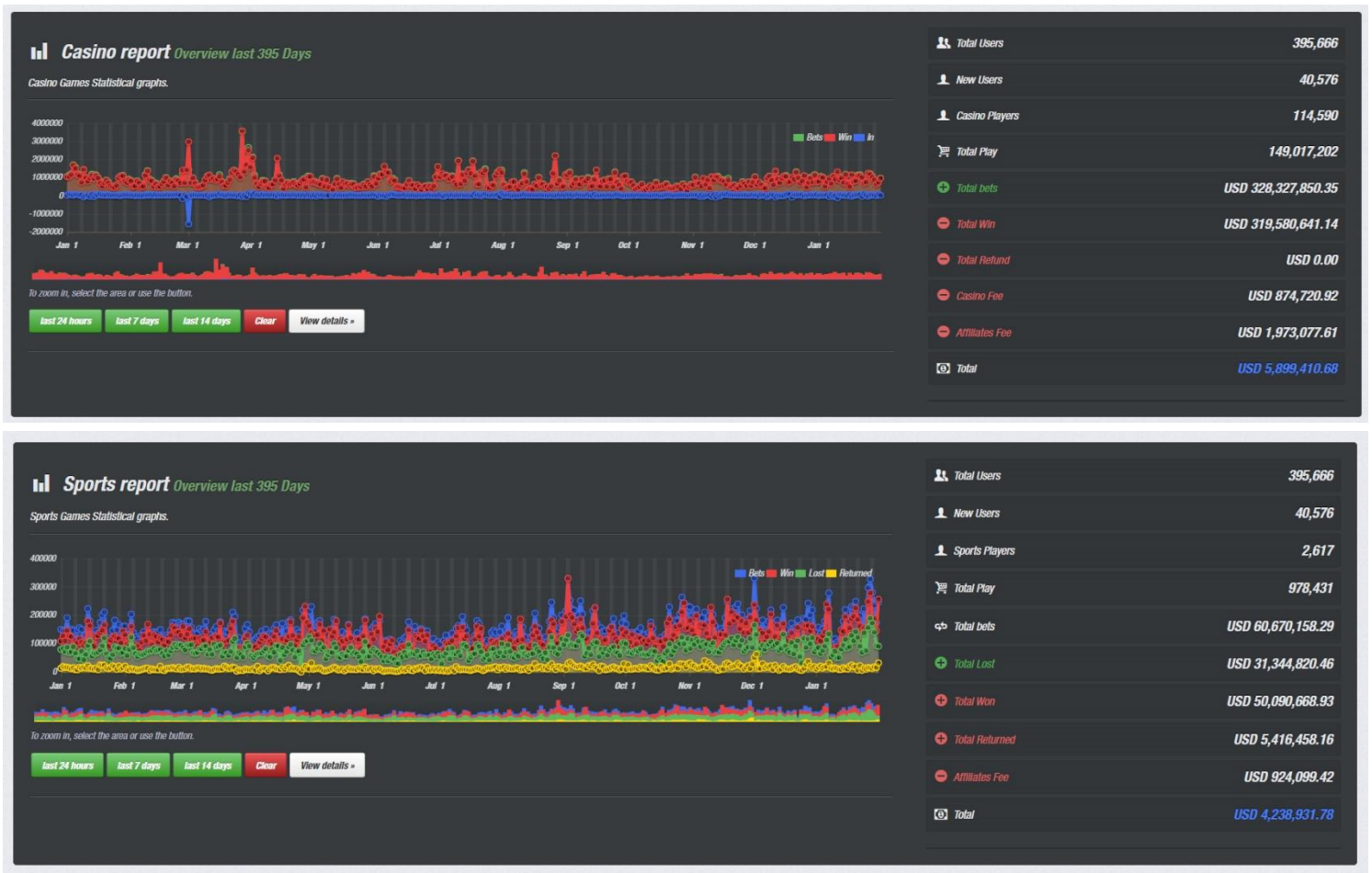


Payments Agent

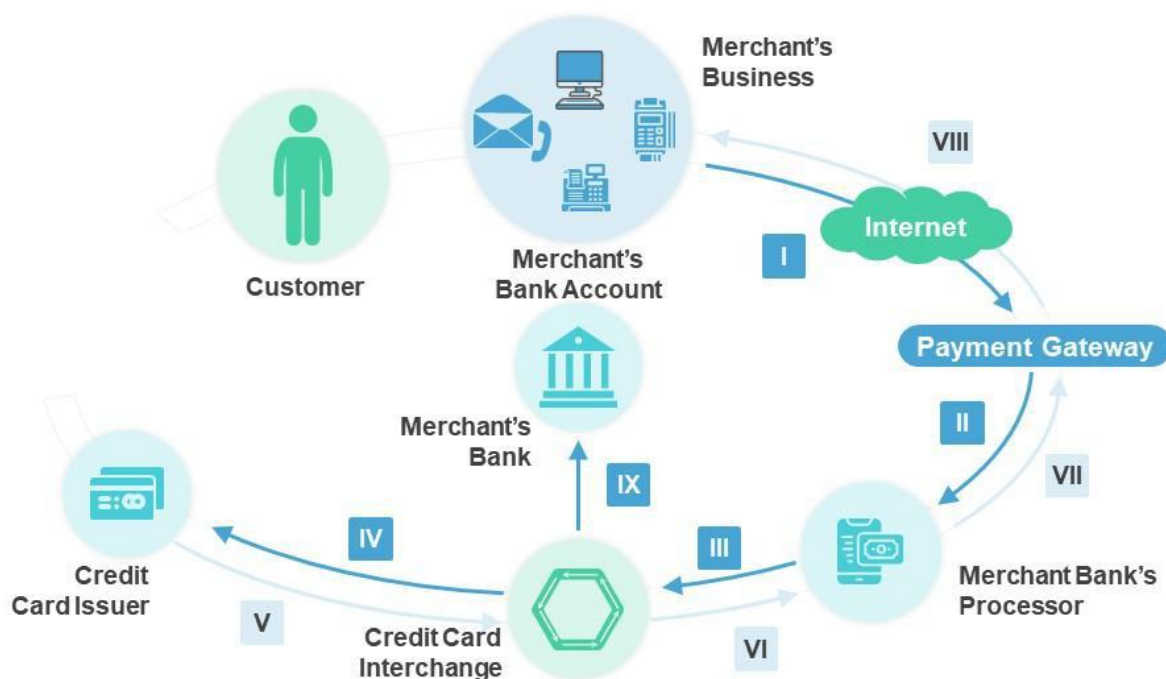
Pulsion Processing LTD, a Cyprus Limited company is the wholly owned by Francois Casgrain and Nicos Constandinou via a Trust co. which will be used as the payments agent and will also be responsible to handle all the operational expenses of the company including marketing, management and administration fees.

Pulsion Processing LTD is used to onboard Payment Services providers that help with processing from all the jurisdictions it accepts players from. Many providers and partners have been added like: Skrill, Neteller, Interac, Visa debit/Credi, Mastercard credit, Bank transfers, crypto currency payments and many more options are being studied and vetted so they can be added to the payment list and platform.

Casino & Sports Report for 2023



MONEY FLOW CHART



Section 5. Financial Plan

We have made a financial plan to accurately report our costs for the year in EURO currency.

UPDATE WITH ESTIMATE AMOUNTS for 3 years.

	2023	2024	2025	2026
Processing + bank fees	2,600,000.00	2,860,000.00	3,146,000.00	3,460,600.00
Marketing + Staff	2,177,000.00	2,394,700.00	2,634,170.00	2,897,587.00
Game Suppliers	1,444,925.90	1,589,418.49	1,748,360.34	1,923,196.37
Gaming Licence	10,000.00	11,000.00	12,100.00	13,310.00
Curacao Fees	9,000.00	9,900.00	10,890.00	11,979.00
Cyprus Fees	10,671.16	11,738.28	12,912.11	14,203.32
Affiliate commissions	1,417,282.66	1,599,010.93	1,758,912.02	1,934,803.00
CSP + Legal fees	150,641.76	165,705.94	182,276.53	200,504.18
Total Expenses	7,819,521.48	8,641,473.63	9,505,621	10,456,182.87
Total Gross Profit from Gaming	9,333,907.40	10,267,298.14	11,294,027.95	12,423,430.75
Net Profit	1,514,385.92	1,625,824.49	1,788,406.95	1,967,247.88

