



Business Plan

500 Casino

Perfect Storm B.V

Overview - Products, brands, IP

We started back in the early days as CSGO500, a CSGO skins gambling platform. Over the years and topping things up with the pandemic, we adapted to the market demands and took pivotal steps into becoming a crypto based casino – **500 Casino**

500 Casino currently offers a wide range of gaming options including Slots, Live Dealer games, a Sportsbook section with both Real life Sports and eSports. Last but not least, we are very proud our, “Originals” - in house provably fair proprietary games that remained popular and in style.

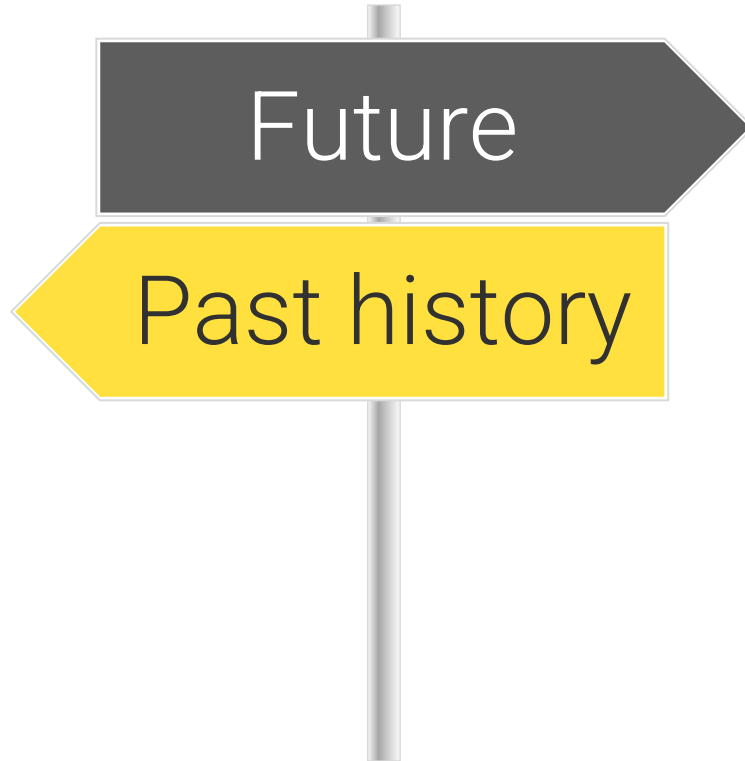
Company Management Structure

CEO: Andrei Boghiu	Vast experience in web products, crypto industry and gaming industry
CTO: Stelian Dima	Excellent strategy planner, code reviewer and vast experience in developing web applications and infrastructure.
CMO: Daniel Hinrichsen	A visionary leader, he blends market insights with creativity, driving brand growth through innovative strategies.
CFO: Yazan-Al Kharouf	Navigates financial complexities, ensuring sustainable growth and stability through meticulous planning and risk management.

Structure: A flat hierarchy with clear reporting lines, emphasizing agility and compliance.

3-years company forecast

We've been a functional and profitable business for a few years now, exceeding our goals and expectations year over year.



We projected a 25-35% increase in profits year-over-year, correlated to our extensive plans of developing new features and ramping up our marketing efforts.

Strategy overview – Growth, Marketing, Financials



Strategic Vision and Marketing

Our growth strategy is centered on leveraging 500 Casino's unique position at the intersection of cryptocurrencies and online gaming to offer a secure, transparent, and innovative gaming experience. We aim to secure, maintain, and expand our market share by focusing on untapped markets, enhancing user experience, and establishing ourselves as one of the main players in the industry.

Players love a clean product and a variety of good features. We are using our vast product and web experience to understand user problems and bottlenecks and fix them into a great and relevant product.

We will utilize social media, content marketing, and community engagement to build brand loyalty. Exclusive promotions, loyalty programs, and regular feedback loops will enhance user experience and retention.

Market Penetration and Expansion

Target Markets: To grow further, we would focus on markets with high cryptocurrency adoption rates and regulatory environments favourable to online gaming. Markets with restrictive regulations will be carefully evaluated and potentially excluded to focus our resources effectively. One other step forward would be focusing on target markets that we have good onramping payment methods available for (for example Latin America)

User Acquisition and reactivation: Through targeted digital marketing campaigns, strategic partnerships with relevant influencers, and one of the best referral programs in the industry, we aim to attract and retain a robust user base, as well as reactivate older users with targeted campaigns via our CRM system.

Responsible Financial Planning

Revenue Targets: We project a revenue growth of 25-35%, based on expanding our game offerings and entering new markets. It's worth noting that revenue growth also takes into account favourable or unfavourable global situations (the pandemic, cryptocurrency hype, etc). For example, our last year's revenue growth was over 300% compared to the previous year.

Funding Strategy: Our funding is secured by reinvestment of profits for sustainable growth. We will maintain a rigorous budgeting process to ensure costs are aligned with our growth targets.

Sustainability and Risk Management

Adaptability: Our strategy includes regular market analysis to adapt to changing consumer preferences and regulatory changes. This flexibility allows us to pivot or expand (or go out of) into markets as opportunities arise.

Risk Mitigation: We have implemented rigorous risk management protocols, including financial audits, operational security measures, and compliance checks, to ensure long-term stability and growth. To manage risk, we have partnered with some of the best providers in the field (for example to help with screening cryptocurrency transactions or prevent money laundering).

Key Suppliers and Providers

Direct partnership
with prestigious
iGaming providers

Direct partnership
with anti-fraud and
compliance
entities



Direct partnership
with RNG
certification
companies

Direct contact with
business- critical
entities (banking,
web hosting,
communication)

Key Suppliers and Providers (1)

Casino Games and Slots:	Hub88 as a main aggregator for smaller providers in the field. Direct integrations with Pragmatic Play, Evolution Gaming, Hacksaw Gaming, Relax Gaming, etc.
RNG Certified:	All of our house games are cryptographically provably fair and the RNG algorithm has been audited and certified by iTechLabs
Crypto Custodian:	Fireblocks offers a best-in-class segregated customer wallets solution where we're always in control of user funds but always protected and secured against malicious actors

Over the recent 500 Casino has achieved a direct integration with most relevant iGaming providers in the industry and has signed contracts with prestigious business-critical companies to help with AML, compliance, custody of user funds, payment processing, and many more

Key Suppliers and Providers (2)

Sportsbook:	BetBy Solutions is a very popular provider for Sport and eSports, offering a wide variety of games, markets and possibilities
Payment Providers:	Depending on available markets and options, we have productive partnerships with payment processors like Cardpay and Jeton, onrampers like BitInvestor and Gift Card platforms like Kinguin as well as reliable banking
Hosting infrastructure:	Cloudflare and Amazon AWS are the backbone of our infrastructure. Very scalable and robust, it can handle everything needed for a small influx of traffic or the biggest event of the year

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Key Suppliers and Providers (3)

Antifraud :

To prevent money laundering and ensure compliance, we're using SumSub one of the industry leaders of KYC services and other relevant services like AML Bot/Chainalysis to screen cryptocurrency transactions, SEON to monitor user abuse and many more

User communication:

Intercom for support tickets, a flexible CRM platform to reactivate and communicate directly with users and Sendgrid to ensure flawless delivery are our main 3 key points for this narrative

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Risk Evaluation and Management

Assessment
and
Identification

Audits



Mitigation
Strategies

Oversight
Committees

Risk Evaluation and Management (1)

Risk Assessment and Identification - We regularly conduct comprehensive risk assessments that involve identifying potential internal and external risks that could impact our operations, finances, and reputation. This process includes market analysis to foresee industry trends, regulatory changes, and technological advancements that might pose risks.

Oversight Committees - Mainly comprises of senior management, responsible for overseeing the implementation of risk management policies and procedures as well as assess risk mitigation strategies and keep things in check

By systematically assessing and mitigating risks through a combination of internal controls, audits, and oversight committees, 500 Casino ensures a robust risk management framework that supports sustainable business growth and builds confidence. Our proactive approach to managing risks not only safeguards our operations but also positions us as a responsible and trustworthy player in the iGaming industry.

Risk Evaluation and Management (2)

Risk Mitigation Strategies:

Operational Risks: We implement strict operational protocols and use state-of-the-art security technology to safeguard our platform against cyber threats and ensure data privacy. Regular training sessions for staff on security best practices are conducted to mitigate human error.

Financial Risks: Diversification of revenue streams, prudent financial planning, and maintaining a healthy cash reserve are key strategies. We employ hedging techniques to mitigate risks related to cryptocurrency volatility.

Compliance Risks: A dedicated compliance team stays in touch with regulatory changes to ensure that all operations remain compliant and transactions are monitored and screened in real time.

Risk Evaluation and Management (3)

Audits:

Internal Audits: Regular internal audits are conducted to review and assess the effectiveness of our risk management strategies, operational controls, and compliance with regulatory requirements. These audits help identify any deficiencies or areas for improvement.

External Audits: We engage reputable external auditors to conduct annual financial audits and on-demand certification of our operations, pen-testing and feature testing. These audits provide an independent assessment of our financial health and operational integrity, ensuring transparency and safety

Legal and Governance Framework

The governance framework of 500 Casino is designed to balance effective oversight with operational agility. Through structured board oversight and clear separation of powers, we ensure that the company operates efficiently, responsibly, and in compliance at all times.

The board maintains a collaborative relationship with UBOs, providing oversight without interfering in day-to-day operations. Strategic decisions, significant financial transactions, and policy changes get initiated by the UBOs and require Board approval.

Other matters reserved for UBOs include: Approval of annual budgets and financial plans, dividend distributions, major changes to the corporate structure and compliance/risk management policies, etc

Target KPIs / Objectives

3 top objectives:

- Increase product profitability
- Increase userbase of players
- Increase in-game skins usage and adoption

Quantifiable KPIS:

- 25-35% increase in revenue year after year
- 3-5% effective increase of First Time Depositors and Unique Players month after month
- 10-15% increase of in-game skins adoption year after year

Policies and Procedures



Policies and Procedures

Our approach to developing policies and procedures is predominantly internal. This decision comes from our desire to ensure that these crucial documents reflect the deep understanding of our unique operational context, corporate culture, and objectives

We are committed to maintaining open lines of communication with the Gaming Control Board. This includes regular submissions of updated policies and procedures, and timely notifications of any significant changes or developments, ensuring full transparency and compliance with your expectations.

The management has conducted a thorough vetting process to ensure that individuals and entities involved in creating our policies and procedures are not only qualified and competent but also free from conflicts of interest. Internal team members are selected based on their operational expertise, commitment to our vision, and ethical standing. External consultants are chosen for their specialized knowledge, industry reputation, and previous track record of unbiased and effective policy development.



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