

Simplified Business Plan

CHAMPION GROUP MEDIA N.V.

Vision

We are going to build the next best online casino and poker site(s) based on vast experience in this market. We are going to function as an igaming operator, using Playtech's One software for casino, poker and sports and affiliate management tool. We are still in the process of picking the right PSP(s). We will try to grow strategically and fairly conservatively, extending our business reach and operation in an opportunistic fashion.

Our plan is to grow as big as possible and possibly sell the business for a profit for a larger entity.

Business Overview (or Mission)

Services we will provide will mainly be online games along the igaming vertical, mainly focusing on poker, casino and sports.

Target markets will be the openly accessible main markets as well as some of the newer, pioneer markets like India or Africa.

Our gaming service offerings will try to address the needs of customers in a unique way, based on our several years of experience in this field.

We are planning to provide our services solely online.

Pricing Strategy

The pricing strategy we are intending to use will make our business competitive, yet profitable. We will not engage in any price war however, we will rather rely on our expertise and create a better offering with a unique value proposition.

Our financial estimation of the coming five years:

	Year 1	Year 2	Year 3	Year 4	Year 5
Total Revenue (EUR)	50,000	250,000	500,000	1,000,000	1,500,000
Total Expenses (EUR)	50,000	200,000	300,000	700,000	1,050,000
Net Result (EUR)	0	50,000	200,000	300,000	450,000
Total Investments (EUR)	150,000	50,000	150,000	200,000	250,000
Profit Margins (%)	20%	25%	30%	30%	30%

Pricing will be competitive enough to attract customers but be high enough to generate a profit after subtracting expenses.

Advertising and Promotion

We intend to get the word out to customers about our services online mainly:

Via various websites that we own, email campaigns, social media and blogs.

We will use sales promotional methods such as pricing discounts for new customers, loyalty scheme for recurring customers and re-activation campaigns for churned customers.

Since it is our strong suit and expertise we will also put an emphasis on utilising our existing and building new affiliate and referral partner networks

Objectives

We will try and capture 1-2% of the local market share by year end on our key market(s).

We are planning to acquire at least 500 new depositing customers in the first six months of operation

We do not aim to make a profit for the first fiscal year, but from the second onwards.

Our main obstacles or concerns are the competitors and the rapidly changing regulation in this space.

Action Plans

By 01/01/2022 business licenses and all software partnership deals acquired.

By 15/06/2022 launch our flagship website with key offerings in at least two products.

By 30/06/2022 complete marketing plan with tailored offerings in place and potential customers connected via social media and affiliate partners.

By 01/08/2022 reach the first milestone of 500 new depositing customers.

By 15/11/2022 reach the second milestone of 1% market share in our number one market.

By 01/12/2022 reach the third milestone of at least 1000 active consecutive monthly customers.