



Business Plan

EXECUTIVE SUMMARY

12BET consists of a group of companies registered in different jurisdictions all focused towards maintaining and elevating 12BET's services, customer numbers, and ultimately net profit.

12BET operates under a ".com" model targeting markets throughout Asia. It does not accept bets from prohibited jurisdictions under Curacao regulations.

Having previously had a UK license of its own, 12BET now enjoys a relationship with TGP in which TGP offers 12BET a 'White Label' UK licenced Sportsbook for the UK market. This enables 12BET to advertise in the UK market.

12BET has no plans to enter the US market, preferring to concentrate its resources in areas where it's already profitable. Our aim is to profitably grow market share in core markets.

Having been ranked in the eGR Power 50 for the past ten years, 12BET's aim is to maintain its place in the top tier sports betting operator in Asia, using the most secure, efficient, and advanced software to ensure a fair and safe gaming experience for its customers.

12BET is a customer-centric business which puts its customers at the forefront of all decisions. The remote gaming industry is highly regulated and extremely competitive. The 12BET group has always ensured that it can adapt quickly to regulatory changes, and thus remain continuously available and relevant by:

- Operating under more than one license at a time;
- By spreading out its operations in numerous jurisdictions in line with what area or line of business is allowed by Authorities;
- Maintaining good relations with service providers, suppliers, regulators, and customers;

- Choosing service providers and suppliers that are well known for their reliability and credibility;
- Having a well-equipped marketing team that operates under aggressive brand marketing and positioning - 12BET is constantly monitoring and in the look- out for ways to attract new customer and retain 12BET's solid hold on the market;
- Making sure that 12BET is accessible to customers keeping in mind the wide variety of equipment and gadgets available;
- Closely observing and learning from its competitors;
- Providing wide product range with aggressive pricing;
- Making sure its credibility remains solid;
- Making sure its future development plans are implemented.

COMPANY OVERVIEW

Mission Statement

To provide accessible, reliable, and safe entertainment for our customers.

Vision

To provide the best core product by providing superior, unsurpassed, innovative, and exciting products, through a superior gaming platform and safe, transparent, socially responsible, regulated environment where the customer's needs will always be primordial and corporate activities are conducted to the highest ethical and professional standards.

Values

Safety, fairness, transparency, socially responsible, customer-oriented, and hard working.

MARKET ANALYSIS

The prevalence of wireless connectivity, mobile gadgets, alternative currency transactions, and the evolving digital infrastructure continue to drive the exponential growth of the remote gaming business.

The restrictions to movement and gathering brought about by COVID-19 pandemic also made possible the “discovery” of interest in remote gaming entertainment by the previously disinterested sector of the adult population.

Grand View Research (“GVR”) reported that the global sports betting market size was valued at USD 76.75 billion in 2021 and is anticipated to grow at a compound annual growth rate (CAGR) of 10.2% from 2022 to 2030. The market in terms of the platform was led by the online platform segment which is expected to dominate the market at the end of the forecasted period, showing growth at the CAGR of 12.6%.

GSV attributed the anticipated growth to the increased use of smartphones and the internet worldwide with the Asia Pacific region accounting for the largest revenue share of around 30.0% in 2021 and is expected to maintain the highest CAGR during the forecasted period.

MARKETING PLAN

12BET’s Management believes in the power of the brand. Due to advertising restrictions in core markets in South East Asia, 12BET has built a consistent presence in UK based sports that are popular in South East Asia, and receive TV exposure in the same region. Sponsorship over the last 12 years include La Liga side Sevilla FC, and English teams such as Wigan Athletic, Hull City, Newcastle United, Swansea City, Arsenal, WBA, and Wolverhampton Wanderers. 12BET also sponsored events in table tennis including the Team World Cup and the World

Championships. 12Bet also sponsored the Badminton World Championships and are a long terms sponsor of the All England Badminton Tournament. The 4

12Bet brand has also been present at the Taekwondo World Championships, as well as renowned snooker tournaments. The 12BET brand is well known throughout South East Asia and has a strong association with football which is linked to 12BET's key product offering. 12BET will continue with high profile sponsorships that receive TV exposure in Asia.

The brand marketing is complimented by direct response let online marketing (including affiliate marketing). Other acquisition marketing tools includes promotions, client referrals, and bonuses offered to the customers. 12BET also places heavy emphasis on retention marketing. It costs a lot of money to attract customers, so 12BET does its best to keep hold of its customers! 12BET's retention marketing team focus on squeezing the lemon, and continuously optimizing each part of 12BET's offering. 12BET has weekly retention marketing activities to ensure its customers are fully up to speed with what's going on in the world of sports.

12BET will engage in continuous review of the remote gaming market to deliver the best possible price and value for money to its customers. Continuous product improvement made to user interface, odds management, and betting types. 12BET is always looking to make improvements in product, price, and customer service.

Excellence in Customer Care

12BET's customer support services are available 24 hours a day, 7 days a week, and 365 days per year, contactable through various easy methods. 12BET wants to ensure that a person will always be available to answer comments and questions in a courteous and efficient manner. 12BET's top-most priority is ensuring the highest level of customer care. Good customer service is the core of 12BET's business.

Social Media Marketing

12BET is aware of the amount of time current and potential customers spend on social media and thus has established presence in all the major 5

(and localized) social media channels including but not limited to Facebook, Instagram, Tiktok and YouTube.

12BET is also always researching and aware of what are the latest social media trends so that relevant content can be created to take advantage of a trend in its early stages. Aside from creating promotional content, 12BET also works on sports related content that is entertaining to entice social media users who have an interest in sports thus creating brand awareness.

OPERATIONS PLAN

Sports betting is 12BET's core product offering. 12BET offers a huge amount of in- play events with all the popular markets. 12BET's pre-match offering is as good as anything on the market, if not better. 12BET also offer virtual sports and have an extensive casino offering with both RNG and live casino games. Casino partners include Microgaming, Playtech and Pragmatic Play.

12BET is also constantly researching and is well aware of the upcoming sports betting trends in the industry so that 12BET can make timely decisions to integrate new products to enhance the betting experience of their customers.

A Safe and Private Environment

12BET will use 128-bit encryption, to ensure the security and privacy of its customer's data. 12BET keeps all the customer's information confidential, and 12BET will never share it or sell it to third parties, except in accordance with its existing laws and its Privacy Policy.

MANAGEMENT

12BET is managed by individuals with years of experience in running a successful remote gaming business. Staff retention has been key to 12BET's success and its core sports betting team has remained loyal to 12BET giving the brand a huge edge. It has grown over the years and now has combined experience in remote gaming, information technology, and marketing.

USE OF WEBSITE

A. Registration and opening of an account



Opening of an account with 12BET is simple and will only take a few minutes of the customer's time.

Once inside 12BET's website, click on the "**JOIN NOW**" button in the top right-hand corner of the page. This will take the customer to the registration page.

QUICK REGISTRATION

* Preferred Username

* Password

Password must be (8-20) characters, and contain at least one uppercase letter, one lowercase letter and a number.

* Email Address

* First Word Of the Name same as Bank Records

* Remaining Name same as Bank Records

Your deposit maybe delayed if full name entered below does not match your bank records. [Check Example](#)

* Country

Country

* Contact Number

* My Preferred Currency

My Preferred Currency

* Validation

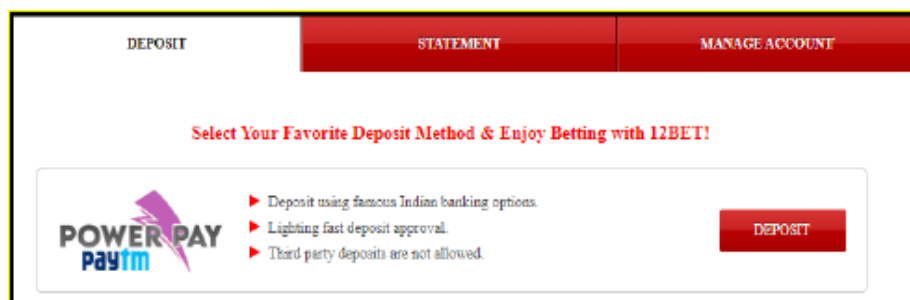
1321

☐ I agree to the [Terms & Conditions](#) and the [Rules & Regulations](#) of 12BET. I acknowledge I am at least 21 years of age.

Submit

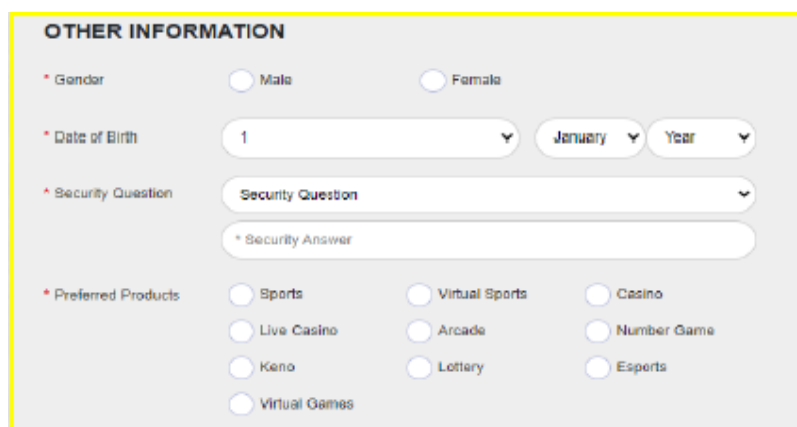
B. Log in and Log out

Once the customer's registration is completed, the customer may immediately log in, deposit and then start to place bets. The customer will be redirected to 12BET's banking page where various deposit options can be seen.



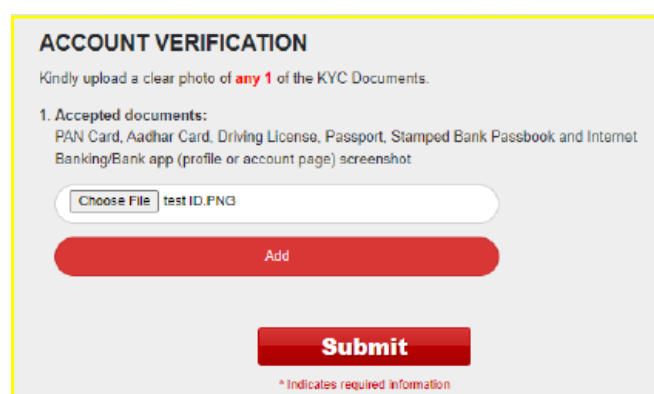
The screenshot shows the 'DEPOSIT' tab selected in a navigation bar with 'STATEMENT' and 'MANAGE ACCOUNT' options. Below the navigation bar, a red banner reads 'Select Your Favorite Deposit Method & Enjoy Betting with 12BET!'. The main content area features the 'POWER PAY paytm' logo on the left. To the right of the logo, there are three bullet points: 'Deposit using famous Indian banking options.', 'Lightning fast deposit approval.', and 'Third party deposits are not allowed.'. A red 'DEPOSIT' button is located on the right side of the content area.

To complete the customer's profile, the customer will be redirected to another page where some necessary details have to be filled in.



The screenshot shows the 'OTHER INFORMATION' form. It includes the following fields and options: 'Gender' with radio buttons for 'Male' and 'Female'; 'Date of Birth' with a dropdown for the day (showing '1') and dropdowns for 'Month' (showing 'January') and 'Year'; 'Security Question' with a dropdown menu; 'Security Answer' with a text input field; and 'Preferred Products' with radio buttons for 'Sports', 'Virtual Sports', 'Casino', 'Live Casino', 'Arcade', 'Number Game', 'Keno', 'Lottery', 'Esports', and 'Virtual Games'.

The customer will also have to upload any of the mentioned documents such as National ID or Bank Passbook to complete the **account verification** and then click on **Submit**.



The screenshot shows the 'ACCOUNT VERIFICATION' form. It includes the following elements: a heading 'ACCOUNT VERIFICATION'; a sub-heading 'Kindly upload a clear photo of any 1 of the KYC Documents.'; a list of '1. Accepted documents: PAN Card, Aadhar Card, Driving License, Passport, Stamped Bank Passbook and Internet Banking/Bank app (profile or account page) screenshot'; a file upload section with a 'Choose File' button and a text input field containing 'test ID.PNG'; an 'Add' button; and a large red 'Submit' button. At the bottom, there is a small note: '* Indicates required information'.

C. Terms and Conditions / General Betting Rules and Regulations

All Betting Information supplied by 12BET is provided in good faith. However, 12BET cannot accept liability for any errors or omissions with respect to dates, times, venues, competitors, odds, results, statistics, jersey (displayed at Live Streaming) or other Betting Information. 12BET reserves the right to correct any obvious errors and shall take all reasonable steps to ensure that Markets, which are defined as different Bet Types offered on a certain sporting event, are administered with integrity and transparency. The Company reserves the right to make the final decision.

If an Event, which is defined as organized sports match or event between two teams or between individuals, begins before the scheduled time then only bets placed before the start of the Event (excluding specified live betting) will be considered valid. If a Market is not closed or suspended at the correct time then 12BET reserves the right to void all bets placed after the actual start time (excluding specified live betting). In the event of any inconsistency between the translation of different languages used for the events or teams on the Website, the Company reserves the right to make the final decision.

At all times, it is the customer's responsibility to be aware about the match score and all relevant match information and it is advised that the customer verify match status before placing a bet. 12BET reserves the right to amend these Rules at any time for any reason(s). Any such revision will be binding and effective immediately upon posting on the Website.

The customer acknowledges that the current score, time elapsed and other data provided on the site, while coming from a "live" feed provided by a third party is subject to a time delay and/or may be inaccurate, and that any bet placed based on this data is entirely at the customer's own risk. 12BET provides this data as-is with no warranty as to the accuracy, completeness or timeliness of such data and accepts no responsibility for any loss (direct or indirect) suffered by the customer as a result of reliance on it.

12BET, in its sole and absolute discretion, reserves the right to cancel or declare a bet void or suspend the customer without prior notification, under any of the following circumstances:

- The bet details are incomplete or erroneous;
- The bet placed is in excess of the limits allowed by the rules;
- The bet has been placed in contravention of the rules;
- Human errors in typing or transmission resulting to the use of an incorrect gaming data or odds;
- If and when there appears to be an abnormal or irregular use of the gaming platform or there appears to have an excessively high number of losses or winnings.

12BET reserves the right to suspend a game or specific product to correct any obvious errors, maintain integrity and fairness of the said game. Once a bet is confirmed by 12BET, the bet can no longer be amended or cancelled by the customer. If the customer has any doubt or suspects that something is wrong in the system, the customer is advised to stop playing and coordinate with 12BET's customer support department. If the customer continues to play, the customer accepts responsibility for the outcome of the bets and 12BET has the sole discretion whether or not to address the issue.

Where a live match or game begins and bets were made while the event is in running and if for any reason the stream is disconnected, regardless of the cause of such disconnection, or the stream freezes or crashes, any and all bets taken will still stand and be settled when the event has been completed and when the result is known. This general rule shall not apply in cases where a game or a product has a specific rule on disconnection in which case, the specific rule shall apply and the result based on the specific rule shall be binding upon the customer.

12BET reserves the right to suspend and/or close the customer's account at any time if it is believed that the customer violated any of the applicable

rules and regulations or cheated, hacked, attacked, manipulated or damaged the normal betting procedure or if the customer is engaged in money laundering or other illegal activities or is below the legal age required to engage in gambling in customer's jurisdiction or actual location. Once the account of the customer is closed for the said reason, all winnings and/or payment including the balance in the customer's account shall be forfeited.

12BET reserves the right to set maximum amount of pay-outs for its existing products and products to be offered.

12BET reserves the right to withhold payment if it has evidence that the prices or the pool has been manipulated or where a race, event or match has been rigged. Evidence of the above may be based on the size, volume or pattern of bets placed across any or all of our betting channels. If there is any dispute over the interpretation of these rules, 12BET's interpretation shall prevail.

12BET reserves the right to void and cancel all bets that are involved with illegal betting activities.

12BET reserves the right to refuse customers to enter the games or kick customers from the games. The software is provided 'as is' without any warranties, conditions, undertakings or representations, express or implied, statutory or otherwise on the part of 12BET. 12BET does not warrant the merchantability, quality, fitness for a particular purpose, that the software will meet the customer's requirements and that the software is non-infringing. While 12BET undertakes that it will act with reasonable care, 12BET makes no warranties that the software will be error free or uninterrupted or that any defects in the software will be corrected or that the software or the servers are virus-free.

12BET is not liable for all costs, expenses, losses or claims arising from or resulting from communications or system error in connection with the settlement of accounts. 12BET reserves the right to take any appropriate

action to correct such errors including the removal of all relevant games from the software.

In placing bets and using the software, the customer acknowledges that 12BET has no control as to how the customer will use the software. Moreover, the customer places bets and use the software at own risk and 12BET shall not be liable for any direct, indirect, consequential, incidental or special damage or loss of any kind.

The customer is prohibited to disclose any confidential information belonging to 12BET or the software provider which may be included in the software.

In order to play the games and place bets, the customer is granted a personal, non- exclusive, non-transferable right to use the software.

The customer is prohibited to:

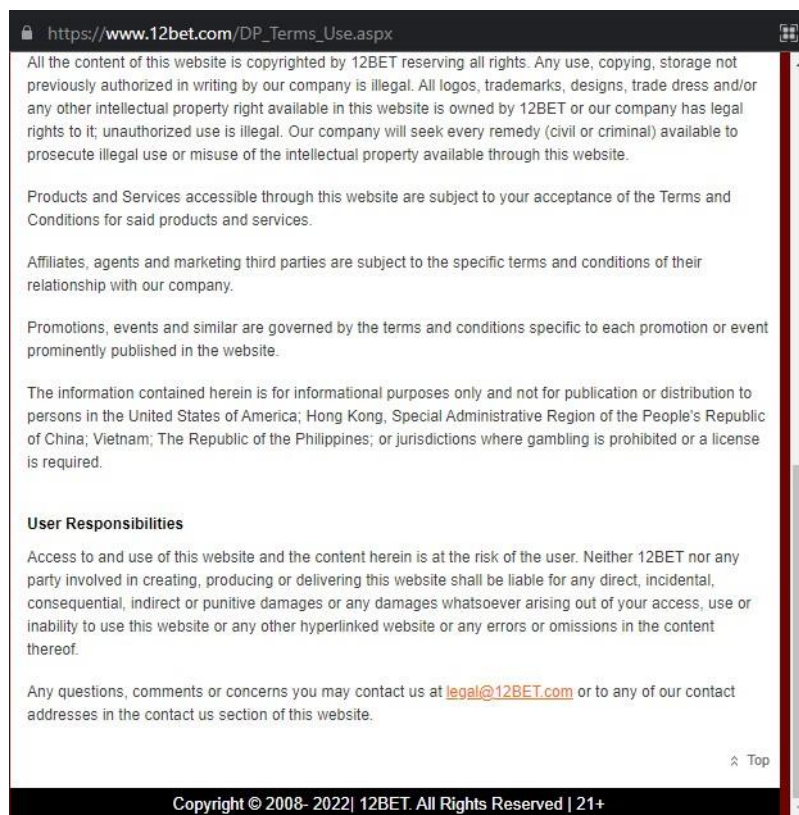
- Install or load the software onto a server of another device or take steps to make the software available online to any other person;
- Sub-license, assign, lease, loan, transfer, copy or distribute copies of the software;
- Decode, reverse engineer, disassemble, translate, decompile, modify, create derivative works based on the software, any part of it or any copy, adaptation transcription or merged portion of the software, convert the software or any part of it or make any attempt to discover the source code of the Software;
- Remove any copyright, proprietary or similar notices from the software provider; and
- Enter, access, or attempt to enter or access or otherwise bypass 12BET's security system or interfere in any way with the software, games and the website.

The use of the software does not give the customer ownership of any intellectual property rights in the software.

For more information as to Rules and Regulation and Terms & Conditions of the Use of the Website, Customers may refer to the 12BET Website.

D. Obligations as a Customer

Please refer to the “User Responsibilities”, under “Terms of Use” page of the 12Bet Website:



E. Payment and Withdrawals

1. How can customers withdraw funds from 12BET account?

12BET adheres to a strict professional conduct in processing payment transactions of its customers. In order to protect the customers from fraudulent situations, 12BET will need to obtain necessary information required in accordance with its Withdrawal Policy.

2. What is 12BET's Withdrawal Policy?

The customer can only withdraw in the currency that is currently registered in betting account.

All withdrawal can only be made in the name and details as registered.

The customer is required to bet at least 100% of the deposit amount before the customer can request a withdrawal. All rejected, voided, draw and tie bets shall

be excluded in the calculation of turnover requirements. If this betting condition is not met, there will be a 20% administrative fee imposed for withdrawal.

12BET reserves the right to request for further information pertaining to customer's account such as:

- A copy of passport displaying the photograph and passport number; or
- A copy of driver's license displaying the license number; or
- A copy of government-issued photo ID card showing the photograph and ID number.

12BET reserves the right to modify the mode or method of payment for withdrawal (fund-out) request at 12BET's sole and absolute discretion and to deduct part or all of the fund transfer charges incurred as a result thereof. 12BET shall inform the customer of its decision by e-mail. 12BET's decision is final and binding.

For more information about 12BET's Withdrawal Policy, particularly on step-by-step procedure on withdrawal through local bank, wire transfers, and online, customers may refer to the link here to the 12BET Website.