



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 also enjoyed a relationship with TGP in which TGP offered 12BET a 'White Label' UK licensed Sportsbook for the UK market. This enabled 12BET to advertise in the UK market. Currently, 12BET is exploring possible licenses from other jurisdictions, as well as other White Label License.

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;
- Putting our customers and their experience with us FIRST, this is a non-negotiable value in our setup;
- 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 has maintained 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 Southeast Asia, 12BET built a consistent presence in UK-based sports that are popular in Southeast Asia, and received TV exposure in the same region. Sponsorship over more than ten 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 12Bet brand has also been present at the Taekwondo World Championships, as well as renowned snooker tournaments. The 12BET brand is well known throughout Southeast 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 include 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 focuses 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 (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 offers virtual sports and has 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

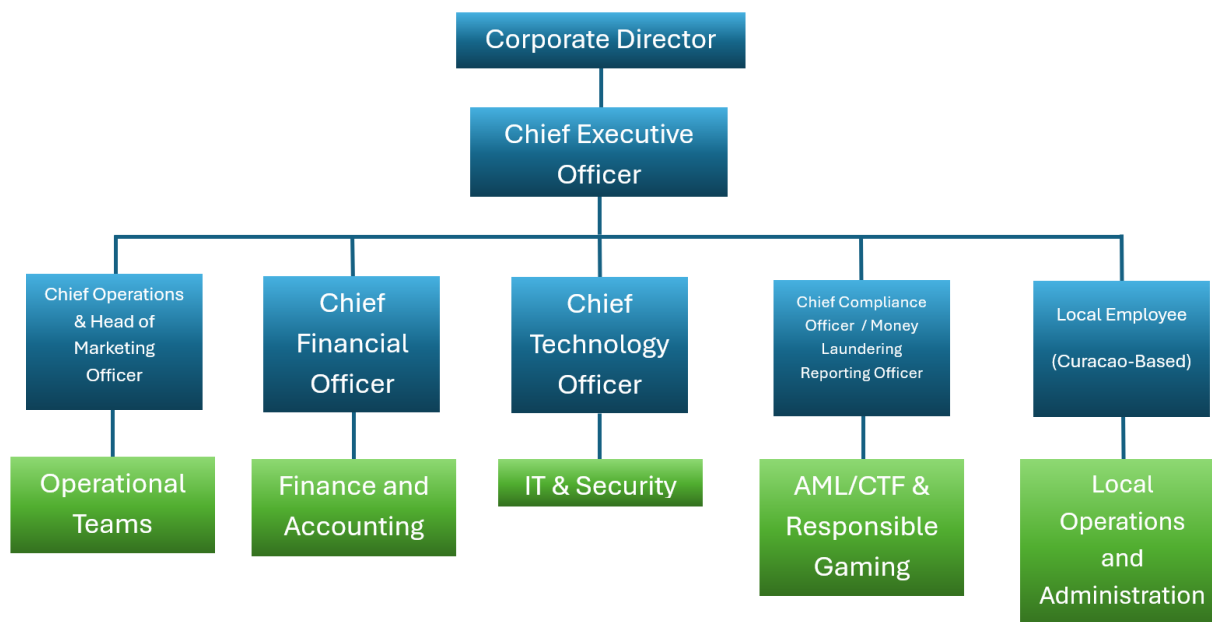
12BET will use 128-bit encryption, to ensure the security and privacy of its customer's data. 12BET keeps all the customer's information confidential, and 12BET will never share it or sell it to third parties, except in accordance with its existing laws and its Privacy Policy.

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.

Organizational Chart



Key Persons and Allocated Responsibilities

Chief Executive Officer (CEO) – Mr. Chia Tze Weng

* Responsibilities: Overall strategic direction and leadership of the company; ultimate accountability for the company's performance, regulatory compliance, and achievement of corporate goals; fostering a culture of integrity and responsible gaming.

Chief Operating Officer (COO) – Ms. Thong Woon Qi

* Responsibilities: Overseeing all operational processes, including game management, customer support, and platform functionality; ensuring efficient and effective daily operations; optimizing resource allocation and budget management; implementing operational policies and procedures.

Chief Financial Officer (CFO) – Mr. Marvin C. Zambale

* Responsibilities: Managing all financial aspects of the company, including budget planning, financial forecasting, and reporting; ensuring financial stability and compliance with all financial regulations; liaising with financial institutions and auditors; implementing robust financial controls.

Chief Technology Officer (CTO) – Mr. Tseng Chuan Shen

* Responsibilities: Managing the overall technology strategy and infrastructure of the gaming platform; ensuring the security, stability, and scalability of all IT systems; overseeing cybersecurity measures, data protection, and technical compliance; ensuring RNG certification and game fairness.

Chief Compliance Officer (CCO)

* Responsibilities: Developing, implementing, and monitoring the company's compliance framework; ensuring adherence to all the relevant jurisdiction's gaming laws, AML/CFT regulations, and responsible gaming policies; conducting internal audits and risk assessments; acting as the primary liaison with the relevant Gaming Authority.

Local Employee (Curaçao-based Key Person)

* Responsibilities: Ensuring the company's compliance with local Curacao legal and regulatory requirements; representing the company in local matters; facilitating communication with local authorities and service providers; overseeing the physical office and local administrative operations. This individual must be registered in the Curacao Population Register.

FINANCIAL PROJECTIONS

A. Projected Statement of Financial Position Years 2024, 2025, and 2026 (Amount in US Dollars)

PROJECTED STATEMENT OF FINANCIAL POSITION (Amount in US Dollars)		
	Growth Set	
YEARS 2025 AND 2026	<u>2025</u>	<u>2026</u>
ASSETS		
Cash & Cash Equivalents	1,672,496	1,923,370
Advances & Prepayments	180,319	194,671
Receivable from Shareholders	<u>5,670,000</u>	<u>10,500,000</u>
TOTAL ASSETS	<u>7,522,815</u>	<u>12,618,041</u>
LIABILITIES & EQUITY		
Trade Creditors	252,106	327,738
Customer's Deposit- Sportsbook	717,279	932,463
Accruals & Other Liabilities	<u>399,005</u>	<u>478,806</u>
TOTAL LIABILITIES	<u>1,368,390</u>	<u>1,739,007</u>
Paid-up Capital	109	109
Retained Earnings	<u>6,154,316</u>	<u>10,878,925</u>
TOTAL EQUITY	<u>6,154,425</u>	<u>10,879,034</u>
TOTAL LIABILITIES AND EQUITY	<u>7,522,815</u>	<u>12,618,041</u>
	-	-
B. Profit and Loss Projections Years 2025, and 2026		

PROFIT AND LOSS PROJECTIONS YEARS 2025 AND 2026		
(Amount in US Dollars)	<u>2025</u>	<u>2026</u>
Revenues	11,341,679	14,177,098
Less: Cost of Sales	<u>4,488,678</u>	<u>5,161,979</u>
Gross Profit	6,853,001	9,015,119
Less: Operating Expenses	<u>3,638,414</u>	<u>4,184,176</u>
Operating Income	3,214,587	4,830,943
Add: Other Income	98,877	113,709
Less: Other Expense	<u>78,544</u>	<u>90,325</u>
Income/(Loss) Before Comprehensive Item	3,234,921	4,854,326
Foreign Exchange (Gain)/Loss	<u>112,798</u>	<u>129,717</u>
Net Income	<u>3,122,123</u>	<u>4,724,609</u>