

WUNGROUP B.V.

BUSINESS PLAN

2024

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Executive Summary

We live in an increasingly digital age that manifests itself by a clear need among people of different nationalities and cultures to save time through the use of the Internet.

Nowadays, people tend to prefer on-demand services rather than being physically present somewhere to consume content or be entertained. Understanding the above, in 2022 we have received a sublicense from Curacao eGaming (Cyberluck Curacao N.V.) to cater to exactly that audience, to people of productive age who are familiar with technology and do not want to waste their time and energy commuting somewhere to have a little fun. Entertainment will always be in their pocket, easily accessible via smartphone, laptop, or computer.

Therefore, it is important to define fun so that you could understand how we see it. Our team is represented by WUNGroup B.V., the company which has been in operation for the last two years under a Curacao sublicense granted by Curacao eGaming for two authorized domains chillbet.net and tivitbet.net. At the Chillbet we define entertainment as:

- many different slots of all colors, motifs, and visual delights;
- interactive games that make time disappear while being extremely fun and engaging;
- poker rooms for those who trust their skills, roulette for the lucky ones, and a number of other card games for the fastidious;
- bets on classic sports, e-sports, and virtual sports that will test your luck and ingenuity and bring substantial cash rewards;
- mobile apps to provide a quality mobile experience at your fingertips.

Fun is fun, but we can't ignore the competition. The market is full of such offers. But quantity never equals quality, this is a well-known fact that applies to online games just like everything else in this world.

Firstly, not all operators and aggregators monitor the quality of the services provided. In addition, many sites operate without a real license, which, in our opinion, is at least unethical in relation to players and has a negative impact on the industry as a whole.

Online gambling is a hobby, and for some, even a way of life. But for every player, it all starts with the very first experience, which shapes their attitude towards gambling for the rest of their lives. If a player has a bad experience the first time they play, the gaming community may

lose a member who will never return. If enough people have a bad experience due to bad players in the industry, the general consensus on gambling may change in society.

Chillbet is a different matter, Chillbet is the gambling that we all love. The feeling when all your worries disappear, time stops and you are *in the zone*. Not only that, but you get something in return. Not only your winnings but also bonuses are an integral part of the gaming process. We offer a step-by-step system of privileges that increases player loyalty to the product.

We believe that gambling operators define the industry experience and we have a responsibility to ensure that this experience is nothing short of a joy for any player who interacts with us. We plan to develop and enhance the product until there is no path left for it, but to move forward into the hearts of players around the world. Our team will carefully monitor the loyalty of our players and promptly resolve all issues. Customer satisfaction is what sets us apart from others. Our goals:

- constantly improve the level of player retention;
- constantly register new players;
- increase customer satisfaction.

We have defined for ourselves the following success indicators:

- the project must generate stable income;
- within 5 years of work we can return the capital invested in the project.

To achieve our success rate we will use the skills of our team: UBO - Alexander Vysotsky, CEO - Sergey Pukhov, CTO - Aleksejs Dorohov. Mr. Vysotsky has direct experience in marketing for gaming sites, which he honed over years of working as a freelancer, specializing in promotion of gaming platforms.

The company already has positive results in the market and, despite high competition, is moving closer to the goal of becoming a consistently profitable business within three years.

We are proud that during our work under the auspices of the Curacao sublicense with eGaming, we have created a good reputation for our brands not only in front of CEG but also in the online community. Currently total number of active aliases is 67257.

Since we have successfully launched our project based on the CEG sub-license, in compliance with the new legal realities, we want to obtain a Curacao Master license.

Staff

Beneficiary/Founder/General Management

Our beneficiary's main task and passion is marketing, he directly oversees the Marketing Department. Apart from that he oversees the whole operation and makes sure everything goes according to plan. Thanks to Mr. Vysotskyi's experience in marketing online gambling websites, he managed to get to know quite a few game developers and providers. The services of these developers and providers will be used in order to facilitate the project. Mr. Vysotskyi establishes key performance indicators for each department. The company is managed by a local trust company - Capital Trust Corporation N.V. Day-to-day activities, however, under Mr. Vysotskyi's management.

Advertising Procurement (Marketing) Department

The marketing department carries out promotional campaigns for Chillbet. One of the primary tasks for our marketing specialists is to iron out the bonus system in order to attract and retain players on the site. Apart from that they oversee SEO optimizations the site receives, and control various performance indicators. The end goal is to maximize the profitability of the product. Marketing consists of 3 people, not including the UBO who is the key individual within the department.

The marketing department also runs affiliate marketing campaigns.

CEO

During the existence of the company and due to rapid development, Sergey joined the team of Mr. Pukhov, bringing and strengthening the competencies of the management team, his high competencies in the development and implementation of product development strategies in different geographies, experience in finance - PnL, understanding of the unit economics of the product, IGaming metrics, experience working at an expert level with research and testing hypotheses, experience in communication, including product communication – ability to explain complex things in simple language to different audiences and convey the value of the product through the website and other related communication channels, as well as experience in management, optimization, and development of teams, personnel performance management.

The competence of CEO includes solving the following tasks:

- Analysis of market and choice of strategic directions for the development of marketing campaigns together with the Founder;

- Preparation and implementation of business and functional strategies;
- calculation of financial and marketing plans, responsibility behind financial indicators business;
- standardization of business processes inside companies;
- control business, productivity, processes, personnel;
- based on delivered business goals (strategies), development of real payable solutions and products;
- control operating room activities within the project.

Directly subordinate to the CEO is the Payment Department (Business Development) carrying out activities to organize the debit and credit of funds. The department also monitors the performance of payment methods on the website and with the help of specialized services, chargeback risk management and anti-fraud monitoring, payment analytics, response to critical situations, regulation, implementation, and control over the integration of payment gateways.

CTO

Aleksejs headed the technical wing of the company as CTO. Mr Dorohov is a high-class engineer with Hard Skills like

- Knowledge of different stacks and skills to figure them out,
- Knowledge of modern processes development,
- Formation and organization of teams for development and testing,
- Development of a project architecture.
- Grade quality and efficiency software code.

United under his guidance:

Product Development Department

The main task of our product development department is to make sure the site operates with 100% uptime, and that any software hosted on the site works as intended. Apart from that the department is involved in data collection (e.g. logs). There are 2 developers and a short list of freelancers.

Support (Tech) Department

Our player support department is in direct and constant contact with players. Technical support staff promptly resolves issues at any stage of a player's journey, whether it is a problem with

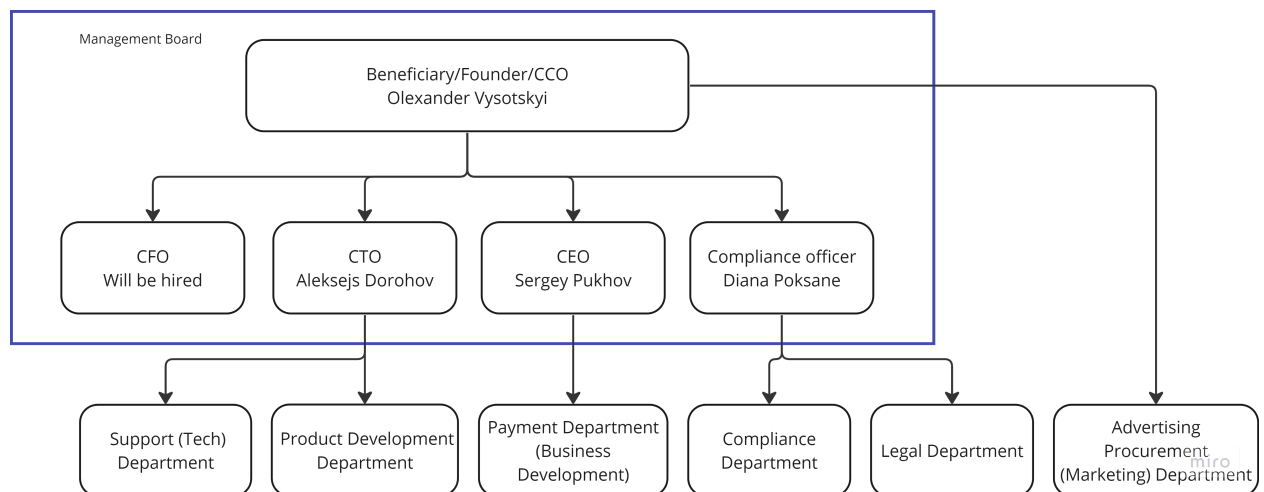
replenishment or withdrawal of funds or a software malfunction. The main task of the support department is to ensure the most comfortable conditions for every player. It includes 9 people; 2 people work 12-hour shifts.

Compliance and Legal Department

The Compliance and Legal Department is subdivided into Legal and AML branches. The head of C&LD and the role of Compliance Officer successfully combine Diana Poksane, who has the necessary knowledge in AML areas such as how: to grade risks by totality identified factors, deal with fraud, anti-fraud, compliance anti-sanctions requirements, development templates documentation in that including Anti-Money Laundering Policy, Risk Policies and Compliance/KYC Manual for the Prevention of Money Laundering and Terrorist Financing and having rich experience corporate law.

Any business needs a legal department and our product is no exception. This department is responsible for validating transactions, providing various certificates for the legal conduct of business, as well as resolving disputes, thereby maintaining a high level of reputation for our online platform. The Legal team consists of two freelance lawyers with experience in supporting payment services providers and gambling companies and is also reinforced by an outsourcing law firm specializing in supporting gambling companies in Curacao.

General management structure



Legal and governance framework.

In the present structure, the Shareholder's Board is represented by Mr. Vysotsky. The exclusive prerogative of the Shareholders Board is:

- determine company goals;
- Determine the values that guide the company in carrying out its daily responsibilities;
- Decisions related to the creation/purchase/sale of daughter companies, M&A transactions,
- decisions about reorganization/liquidation of companies,
- decisions on conducting financial audits,

Also, the Shareholder's Board is the body that makes the final decision in case of disputes within the Management Board. In the current composition of the Board of Directors, deadlock is impossible.

For effective management, the Management Board is a council consisting of the executive directors of the company, as presented in the structure above. Main functions of the Management Board:

- Implementation of operational management of the company/departments,
- monitoring and management of risks,
- development of long-term and short-term development strategies, by the objectives of the company, established by the Board of Directors, and the criteria for their achievement,
- constant synchronization of activities of departments of the company, definition of priority tasks and deadlines for their execution,
- informing members about changes in company policy, making proposals for development,
- anti-crisis management, and other fundamental issues of the company's activities.

Meetings Management Board occur on a monthly basis in online-conference mode, the Shareholder's Board is present at meetings as necessary, but not less than once a quarter. Within the framework of monthly meetings, short-term priority tasks are first determined and top-level synchronization of departments takes place. The existence of such meetings does not negate the constant routine interaction of departments.

There is no practice of introducing ESG policy in the company.

Risk evaluation and management

Responsibility for risk management also lies with the Management Board.

Chillbet identifies the following categories of risks in its activities:

Financial risk – loss of funds, e.g. due to fines for violations.

Regulatory risk – e.g. legislation changes.

Cyber risk – e.g. website functionality loss, loss of data, or a security breach.

Risks associated with money laundering and terrorist financing – self-explanatory.

Reputational risk – e.g. negativ media coverage.

Each of the above factors can, to some extent, influence the profit or financial position of the company, therefore, when assessing and predicting the future of the company, it is important to take them all into account.

Financial risk management.

At Chillbet, we manage financial risks by employing several straightforward strategies. We avoid potential financial threats by not engaging in risky transactions, avoiding borrowed funds, working only with reputable payment providers, and maintaining sufficient funds to cover any necessary player refunds. We also spread our financial activities across different regions and use multiple payment gateways to diversify our income sources and enhance security. For unavoidable risks, we minimize their impact through strategic agreements that include guarantees and contractual protections from our partners.

Regulatory risk.

Chillbet reduces the risks associated with legislative changes, and regulatory and supervisory authorities through the following main methods:

A. Compliance with standards and requirements for activities by the law and best business practices in the market.

B. Constant monitoring of the legislation of Curacao and the regions of presence, this monitoring is carried out both by outsourcing employees and through constant cooperation with local law firms and consultants.

C. Quick response to requests from supervisory and regulatory authorities, transparency in the provision of information.

Cyber risk.

Risks associated with the stability and availability of the company's domains are minimized due to a 24/7 technical support service, formulated procedures for the sequence of actions in case of critical errors, systems for logging actions and data backup, internal testing for security threats, the use of reliable software providers and additional software solutions for monitoring and protection.

Risks associated with money laundering and terrorist financing.

Chillbet covers the main risks associated with money laundering and terrorist financing through the implementation of the AML policy, as well as compliance with its provisions. AML policy was developed within the company, with the involvement of independent consultants. The company independently fulfills the requirements in the field of AML and tries to keep the provisions of the AML policy up to date. An additional method of avoiding risks is constant interaction with PSPs, which take on part of the functions of transaction monitoring and anti-FRAUD monitoring. Since the requirements in this part for financial institutions are much higher than the requirements for merchants in the gambling industry. There is also constant interaction between the Compliance officer and the Payment Department on issues related to transaction monitoring, KYC, and others.

Finance

Currently, WUNGroup is financed from its funds; the Management Board arranges financial flows in such a way as to make maximum use of the company's current resources, minimizing costs and directing all cash flows to development. As part of this company policy, the Beneficiary made several important decisions:

- A. The company does not withdraw dividends until stable positive profit indicators are achieved,
- B. The company does not assign bonuses or perks of a material nature to the management until stable positive profit indicators are achieved.

Such decisions allow the company to direct all available funds toward achieving the goals.

Basic principles of financial management:

- A. No withdrawal of dividends until stable positive Net profit indicators are achieved,
- B. Marketing budgets are formed using the RevShare model from NGR,
- C. Constant search for optimal solutions for routing financial flows based on conversion rates, throughput, and transaction costs when making payments. The company tries to avoid unnecessary transfers of funds, and tries to carry out acceptance and disbursement payments within one PSP, reducing transaction costs,
- D. Attracting the necessary expensive specialists "per task" on a piece-by-piece basis, which allows you to keep employee costs at an adequate level.

Financial plan 2024-2026

It is important to note that this financial plan reflects a moderately pessimistic forecast of financial performance, based on the Beneficiary's belief that unrealistic and overly optimistic forecasts create additional risks of financial instability for the company.

Our second comment, which is essential for understanding the planned indicators, is that the structure of the marketing budget is largely formed based on the RevShare model from NGR. Despite the high figures in Opex, the actual payment of remuneration to partners is carried out from the available profit funds, therefore the actual balances and costs, despite the negative values, differ from those presented in the table. At the growth stage, the Managing Board consciously decided to make the conditions for partners as attractive as possible by setting conditions in the range of 70%-100% RevShare from NGR.

2024	Actual	Actual	Actual	Forecast	Forecast	Forecast	Forecast	Forecast	Forecast	Forecast	Forecast	Forecast
	Jan.24	Feb.24	Mar.24	Apr.24	May.24	Jun.24	Jul.24	Aug.24	Sept.24	Oct.24	Nov.24	Dec.24
In	1 198 731	1 057 239	1 139 006	1 200 000	1 264 260	1 331 961	1 403 288	1 478 434	1 557 604	1 641 014	1 728 890	1 821 472
Out	763 647	676 550	731 297	840 000	884 982	932 373	982 301	1 034 904	1 090 323	1 148 710	1 210 223	1 275 031
In/out	435 084	380 689	407 709	360 000	379 278	399 588	420 987	443 530	467 281	492 304	518 667	546 441
%	36%	36%	36%	30%	30%	30%	30%	30%	30%	30%	30%	30%
Opex	452 309	600 482	520 197	545 673	557 827	570 424	604 932	599 959	613 978	628 506	643 567	659 180
Marketing*	113 614	273 153	210 257	200 000	206 000	212 180	218 545	225 102	231 855	238 810	245 975	253 354
Staff and outsource	153 698	171 414	175 851	187 732	187 732	187 732	187 732	187 732	187 732	187 732	187 732	187 732
Servers & Hosting	32 982	24 098	27 183	24 387	24 874	25 372	25 879	26 397	26 925	27 463	28 012	28 573
Finance services	94 695	93 370	84 258	91 458	95 116	98 921	102 877	106 992	111 272	115 723	120 352	125 166
Royalty	34 316	33 206	30 842	35 192	37 076	39 062	41 153	43 357	45 679	48 125	50 702	53 417
Administrative expenses	22 404	4 621	-8 386	6 263	6 388	6 516	6 646	6 779	6 915	7 053	7 194	7 338
License fees	600	620	192	641	641	641	22100	3600	3600	3600	3600	3600
Operating Profit	-17 225	-219 793	-112 488	-185 673	-178 549	-170 836	-183 945	-156 429	-146 697	-136 202	-124 900	-112 739
Operating margin	-3,96%	-57,74%	-27,59%	-51,58%	-47,08%	-42,75%	-43,69%	-34,60%	-31,39%	-27,67%	-24,08%	-20,63%
Net profit	-17 225	-219 793	-112 488	-185 673	-178 549	-170 836	-183 945	-156 429	-146 697	-136 202	-124 900	-112 739
Net margin	-3,96%	-57,74%	-27,59%	-51,58%	-47,08%	-42,75%	-43,69%	-34,60%	-31,39%	-27,67%	-24,08%	-20,63%

2025	Forecast	Forecast	Forecast	Forecast	Forecast	Forecast	Forecast	Forecast	Forecast	Forecast	Forecast	Forecast
	Jan.24	Feb.24	Mar.24	Apr.24	May.24	Jun.24	Jul.24	Aug.24	Sept.24	Oct.24	Nov.24	Dec.24
In	2 043 692	2 293 022	2 572 771	2 886 649	3 238 820	3 633 957	4 077 299	4 574 730	5 132 847	5 759 054	6 461 659	7 249 981
Out	1 430 584	1 605 116	1 800 940	2 020 654	2 267 174	2 543 770	2 854 109	3 202 311	3 592 993	4 031 338	4 523 161	5 074 987
In/out	613 108	687 906	771 831	865 995	971 646	1 090 187	1 223 190	1 372 419	1 539 854	1 727 716	1 938 498	2 174 994
%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%
Opex	717 921	769 124	824 921	885 751	952 098	1 024 489	1 122 007	1 189 789	1 284 033	1 387 008	1 499 556	1 622 599
Marketing*	278 689	306 558	337 214	370 936	408 029	448 832	493 715	543 087	597 396	657 135	722 849	795 133
Staff and outsource	203 454	207 523	211 674	215 907	220 226	224 630	229 123	233 705	238 379	243 147	248 010	252 969
Servers & Hosting	29 430	30 313	31 222	32 159	33 124	34 117	35 141	36 195	37 281	38 399	39 551	40 738
Finance services	136 431	148 710	162 094	176 682	192 583	209 916	228 808	249 401	271 847	296 314	322 982	352 050
Royalty	58 759	64 635	71 098	78 208	86 029	94 632	104 095	114 505	125 955	138 551	152 406	167 646
Administrative expenses	7 558	7 785	8 019	8 259	8 507	8 762	9 025	9 296	9 575	9 862	10 158	10 463
License fees	3600	3600	3600	3600	3600	3600	22100	3600	3600	3600	3600	3600
Operating Profit	-104 813	-81 218	-53 090	-19 756	19 548	65 699	101 183	182 630	255 821	340 708	438 942	552 395
Operating margin	-17,10%	-11,81%	-7,72%	-2,28%	2,01%	6,03%	8,27%	13,31%	16,61%	19,72%	22,64%	25,40%
Net profit	-104 813	-81 218	-53 090	-19 756	19 548	65 699	101 183	182 630	255 821	340 708	438 942	552 395
Net margin	-17,10%	-11,81%	-7,72%	-2,28%	2,01%	6,03%	8,27%	13,31%	16,61%	19,72%	22,64%	25,40%

2026	Forecast	Forecast	Forecast	Forecast	Forecast	Forecast	Forecast	Forecast	Forecast	Forecast	Forecast	Forecast
	Jan.24	Feb.24	Mar.24	Apr.24	May.24	Jun.24	Jul.24	Aug.24	Sept.24	Oct.24	Nov.24	Dec.24
In	7 409 481	7 572 489	7 739 084	7 909 344	8 083 349	8 261 183	8 442 929	8 628 674	8 818 504	9 012 512	9 210 787	9 413 424
Out	5 186 636	5 300 742	5 417 359	5 536 541	5 658 345	5 782 828	5 910 050	6 040 072	6 172 953	6 308 758	6 447 551	6 589 397
In/out	2 222 845	2 271 747	2 321 725	2 372 803	2 425 004	2 478 355	2 532 879	2 588 602	2 645 551	2 703 754	2 763 236	2 824 027
%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%
Opex	1 687 315	1 707 649	1 728 247	1 749 113	1 770 251	1 791 665	1 831 859	1 835 335	1 857 600	1 880 156	1 903 008	1 926 160
Marketing*	803 085	811 116	819 227	827 419	835 693	844 050	852 491	861 016	869 626	878 322	887 105	895 976
Staff and outsource	300 588	303 593	306 629	309 696	312 793	315 921	319 080	322 271	325 493	328 748	332 036	335 356
Servers & Hosting	41 145	41 557	41 972	42 392	42 816	43 244	43 677	44 113	44 554	45 000	45 450	45 904
Finance services	357 331	362 691	368 131	373 653	379 258	384 947	390 721	396 582	402 531	408 569	414 697	420 918
Royalty	170 999	174 419	177 908	181 466	185 095	188 797	192 573	196 424	200 353	204 360	208 447	212 616
Administrative expenses	10 567	10 673	10 780	10 887	10 996	11 106	11 217	11 329	11 443	11 557	11 673	11 790
License fees	3600	3600	3600	3600	3600	3600	22100	3600	3600	3600	3600	3600



Operating Profit	535 530	564 098	593 478	623 690	654 753	686 690	701 020	753 267	787 951	823 598	860 228	897 867
Operating margin	24,09%	24,83%	25,56%	26,28%	27,00%	27,71%	27,68%	29,10%	29,78%	30,46%	31,13%	31,79%
Net profit	535 530	564 098	593 478	623 690	654 753	686 690	701 020	753 267	787 951	823 598	860 228	897 867
Net margin	24%	25%	26%	26%	27%	28%	28%	29%	30%	30%	31%	32%

Software, games, site experience

During its operation, the company has established stable relationships with licensed game suppliers and is constantly searching and expanding available game content, sensitively responding to the needs of its customers. Our competitive advantage is also our agreement with some game suppliers to publish their new products first on the market, giving our players quick access to the newest and most advanced games.

Our sites have a wide variety of offerings:

- Slots;
- Interactive games;
- Betting;
- Poker & various other card games.

The following software providers were engaged:

St 8 Tech N. V., IOGr B. V., Combobet N. V., and we are also negotiating about connecting to such aggregators software solutions for gambling such as SoftSwiss and SoftGaming.

The player's initial path on the site looks the following way:

- A. Registration on the platform;
- B. Verification of the user via email or SMS;
- C. KYC verification;
- D. Deposit;
- E. Choice of game;
- F. Quality gambling experience;
- G. Winnings' withdrawal.

Customers will have to upload an appropriate identification document to be able to receive winnings.

We also want to note that in order to avoid dependency, our players are given the right to refuse subscriptions and opt out of our advertisements in a clear and obvious manner.

Payment Gates

The digital revolution of modern times has brought about many innovations that have impacted finance as much as any other part of our lives. The innovation we're talking about is, of course, cryptocurrency. Although Bitcoin is not the best medium of exchange, its invention has spawned many other cryptocurrencies that make payments easier.

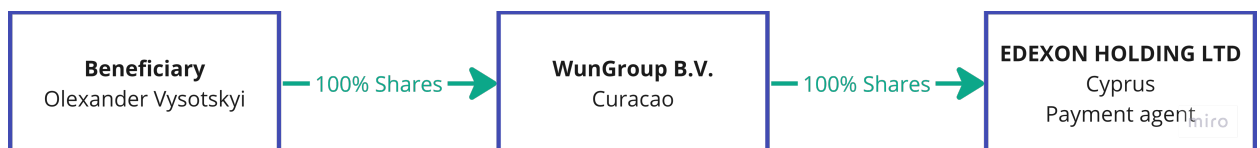
In the world of online gambling, the so-called "crypto" has helped to significantly increase the independence of casinos, as a result of which the dependence on the requirements of centralized systems has decreased. This made it possible to meet the needs of players in countries with strict currency regulations, thereby expanding the market for all participants.

However, the turnover of cryptocurrency in the gambling industry is still very modest. It is just starting to gain momentum. Despite this, it is already very important and significant for many industry participants.

We have successfully implemented for our players the ability to safely and easily make payments in both cryptocurrency and fiat currencies, which allows us to simultaneously cover two financial areas. Cryptocurrency has a huge opportunity for growth, so we don't want to miss out on it. Although paper money is now an accepted medium of exchange, it makes sense to include it on this list.

This duality allows us to serve a broader group of people. Each player will have a choice that allows them to participate most conveniently. In the end, it's all about experience.

To ensure stability, we have established a subsidiary in Cyprus (Edexon Holding LTD), which, in the interests of our company, interacts with payment service providers as a payment agent. This solution is widely used in the industry. We stick to time-tested solutions to ensure stable performance.



As part of ensuring the reliability and safety of our players' funds, we have entered into Merchant Payment Services Agreements with leading companies in the payment industry, such as Monetix, CommerceGate, ConstantPay, Bitolo, Unlimint, PagSmile, Calypso, and are constantly expanding our connections in search of new reliable payment service providers.

During our work, we came to the correct decision to abandon the storage of player deposits on our accounts in favor of storing funds on the merchant balance account on specialized (safeguard) PSP accounts. In our opinion, such risk mitigation provides additional guarantees to our players in the event of financial problems, since it is impossible to foreclose on the funds of third parties located in such accounts in the event of financial problems. A side benefit of this solution is the reduction of financial costs that would have to be additionally borne with each withdrawal of funds to the account of Chillbet or its payment agent.

This solution is an additional tool for reducing financial risks since the model includes the constant maintenance of a sufficient amount of funds to return deposit amounts at the request of players. Withdrawal of funds in favor of the company is carried out only within the limits of the company's profit, in the amounts necessary to pay the company's obligations.

Our Payment Department is constantly working to improve the scenarios for replenishing deposits, optimizing the payment page by the expectations and convenience of players, and also monitoring the performance and availability of payment gateways and their interchangeability, building the system in such a way that there are at least two spare ones for each direction payment gateway for acceptance and payments, as well as together with the technical support service ensures a timely response to player requests. The presence of different payment gateways within the accepted payment methods ensures the stability of the business even in the event of technical problems on the side of one of the suppliers.

Target market and player

As a result of a study we conducted, there is a clear understanding of our player's portrait. The ideal user of our platform is a male, with formal education, whose age is between 25 and 45 years old, with an average income.

The focus of our product is primarily set on Asia and Latin America, and stems from several factors:

- fastest-growing segments in the international gambling market;
- High profitability over the long term;
- Enormous number of players;
- Constantly rising degree of IT infrastructure development;

All these factors point to enormous growth potential for our business in this region. iGaming is the fastest-growing segment in LatAm, soaring with an annual growth rate of 38% – but to make the most of its opportunities, understanding the current and future regulatory landscape of the industry is fundamental.

With such an impressive CAGR, it's easy to understand why worldwide betting businesses have their eyes on the Latin American market: the 38% annual growth rate until 2026 means it will go from a volume of \$ 21 billion in 2023 to an impressive \$ 54 billion by 2026. This reflects the wider acceptance betting has been finding with LatAm customers – the once-stigmatized practice is now seen as a legitimate form of entertainment, with sponsorship deals, millions of users, and extraordinary opportunities.

Another major aspect that pushes betting volumes across Latin America is regulation. Betting regulation is at different stages in each of the region's Top Six Markets – Brazil, Mexico, Colombia, Chile, Argentina, and Peru –, directly impacting the current volume and the prospects for the segment.

In particular, Bangladesh, the Philippines, Vietnam, India, and Indonesia deserve attention. Asia-Pacific Online Gambling Market was valued at nearly US\$ 35.99 Bn. in 2023. Asia-Pacific Online Gambling Market size is estimated to grow at a CAGR of 10.59% & is expected to reach US\$ 72.81 Bn. by 2030.

Additional markets we plan to cover are Uzbekistan and Azerbaijan.

Targeting of 3rd world countries and India specifically results from the unsophisticated nature of the players. In such countries, players are just beginning to explore the Internet, they are open to incentives and are capable and willing to buy. We want to make sure we provide them with top-notch gaming experience so that they can develop a healthy interest in gambling.

Despite the fact that purchasing power in the 3rd world countries is low, a large amount of available internet traffic presents an opportunity to establish our brand on the market.

Market analysis

Strengths	Weaknesses
• Prioritizing customer experience would make repeat customers promote the site • Variety of payment methods would help retain more prospective customers • Good SEO optimization and referral links would secure a lot of traffic • Understanding of the industry and its constant monitoring would allow swift adaptation to change • 24/7 player support	• Chillbet needs a lot of marketing to make it recognizable • Color palette of the site needs further testing • Mobile version of the site needs further improvement
Opportunities	Threats
• Heavy use of technology might increase brand loyalty and customer experience • The industry is on the rise • IT infrastructure in the regions constantly develops providing access to the Internet for a lot of new people • Mobile apps for better mobile experience	• Lots of competitors

Marketing Strategy

As we've been developing our project, we've mapped out several crucial marketing steps and growth areas. We plan to focus on brand development by emphasizing a unique selling proposition that includes advanced sports betting options, live dealer games, and high-stakes tournaments which are likely to attract our target demographic. Our aim is to establish a masculine, sleek, and professional brand identity that resonates with our audience's preferences for sophistication and excitement.

In our analysis of the target audience, we've identified men aged 25-45 who generally have a moderate to high disposable income and favor platforms offering competitive betting options and social engagement. Understanding their gaming preferences, peak playing times, and preferred platforms (mobile vs. desktop) will guide our marketing and promotional strategies.

For website and mobile optimization, a mobile-first design approach is key, given the high mobile usage among this demographic. The interface will be intuitive, featuring high-performance graphics that ensure fast loading times on both desktop and mobile devices. Our SEO strategies will focus on keywords that are most likely to be searched by this group, such as sports betting and competitive online poker.

When it comes to gaming content, we will emphasize live sports betting, live dealer games, and multiplayer tournaments that promote competition and skill. Offering exclusive content only available on our platform will help us stand out.

In terms of promotions and bonuses, we will implement targeted bonuses specifically for high rollers and frequent bettors. This could include better odds on sports bets or higher payout percentages. Additionally, a tiered loyalty program will reward frequent play with progressively better perks, focusing on exclusive events and personalized service.

Addressing regulatory compliance and security, we will communicate clearly about our security measures and the legitimacy of our gaming license to build trust. Prominent tools and support for responsible gambling will also be featured, tailored specifically to men who might be at higher risk of gambling-related problems.

Customer support will be readily accessible, especially during peak gaming times for activities such as live betting and tournaments. VIP support services for high-stake gamblers will include direct access to support staff through dedicated channels.

Our advertising and partnerships will include collaborating with sports blogs, men's lifestyle influencers, and gaming forums to effectively reach our audience. Sponsorships of sports events and eSports tournaments will also play a key role in increasing brand visibility.

On social media and community engagement fronts, we will focus on platforms where our demographic is active, like Twitter, Reddit, and Facebook. These platforms will be used to share tips, celebrate big wins, and run contests. The content strategy will cater to the competitive nature and interests of our group, such as analysis of sports games and betting tips.

Finally, performance measurement and adjustment will involve regularly analyzing the effectiveness of our marketing strategies and user preferences to continually refine our approach. Actively seeking and incorporating player feedback will help us enhance user experience and adjust our offerings accordingly.

This comprehensive strategy is designed to capture and maintain the interest and loyalty of our target demographic by leveraging their interests in competitive and skilled gaming while ensuring a trustworthy and engaging online gambling environment.