



DECEMBER 31, 2023

BUSINESS PLAN
VELORUM CORPORATION N.V. | 2023-2026



Table of Content

1. Executive Summary	2
2. Company Description	3
3. Products & Services	4
4. Marketing Plan	5
5. Operational Plan	6
6. Management & Organization	7
7. Startup Expenses & Capitalization	8
8. Financial Plan	9



1. Executive Summary

Velorum is a premier online casino and sports betting platform targeting high net worth individuals and VIPs in Central Europe and South East Asia. Leveraging a sophisticated online marketing strategy that includes Search Engine Optimization (SEO) and Search Engine Advertising (SEA), as well as offline marketing through word of mouth, Velorum aims to establish itself as the go-to destination for discerning players seeking luxury and exclusivity. With a commitment to excellence, integrity, and responsible gambling practices, Velorum is designed for rapid growth and success in these lucrative markets.

Considering Velorum being a seasoned operator in the industry, the business plan at hand is less verbose than it would have been required in the early stages. Markets and penetration strategies have been identified and a solid client base got established as being substantiated by the numbers presented later within this document.



2. Company Description

Velorum is a cutting-edge online gambling platform that offers a premium gaming experience. Our platform features a diverse range of casino games, including slots, table games, live dealer games, and more, as well as a comprehensive sports betting platform covering a wide range of sporting events from around the world.

At Velorum, we understand the importance of catering to the needs and preferences of our high-net-worth clientele. That's why we offer personalized customer service, exclusive promotions, and tailored rewards programs to enhance the overall gaming experience and provide added value to our VIP players.



3. Products & Services

Velorum provides a wide array of products and services designed to meet the demands of our target market. Our online casino boasts a vast selection of games from top-tier software providers, ensuring a high-quality and immersive gaming experience for players of all tastes and skill levels. From classic casino favorites to innovative new offerings, Velorum has something to offer every player.

Additionally, Velorum offers a comprehensive sports betting platform that covers a diverse range of sports and events from around the globe. Whether players are passionate about football, basketball, tennis, or any other sport, they'll find plenty of opportunities to wager and win on our platform.

Furthermore, Velorum provides a range of amenities and benefits for high net worth individuals and VIPs, including personalized customer service, exclusive promotions, and tailored rewards programs. We are committed to delivering a premium experience that exceeds the expectations of our most discerning customers.

Details on products used by Velorum can be found in Annex 1.



4. Marketing Plan

Velorum's marketing strategy combines online and offline channels to reach our target audience effectively. Online, we utilize SEO and SEA to increase our visibility and attract qualified traffic to our platform. By optimizing our website and content for relevant keywords and targeting high-value search terms through paid advertising, we aim to drive engagement and conversions among our target audience.

Offline, we rely on word of mouth to generate buzz and attract high net worth individuals and VIPs to our platform via our network. By cultivating relationships with influencers, affiliates, and industry insiders, we aim to leverage their networks and recommendations to expand our reach and attract new players.



5. Operational Plan

Velorum operates with efficiency and integrity, prioritizing the security, reliability, and fairness of our platform. We invest in state-of-the-art technology and employ rigorous security measures to safeguard player data and ensure a secure gaming environment. Our platform is continuously monitored and updated to maintain optimal performance and compliance with regulatory standards.

Additionally, we have established strategic partnerships with leading payment providers to offer a wide range of secure and convenient payment options for our customers. Our customer support team is available 24/7 to assist players with any inquiries or issues they may encounter, further enhancing the overall customer experience.

Best in class content and service providers are being contracted to deliver superb UI/UX for our clientele.



6. Management & Organization

Velorum is led by a team of seasoned professionals with extensive experience in the online gambling industry. Our leadership team brings together expertise in technology, finance, marketing, and regulatory compliance to drive the success of the company. We are committed to fostering a culture of innovation, transparency, and accountability throughout the organization.

Furthermore, we recognize the importance of corporate social responsibility and are dedicated to promoting responsible gambling practices and supporting initiatives that benefit the communities in which we operate. By prioritizing integrity and ethical business practices, Velorum aims to build lasting relationships with our customers and stakeholders, ensuring sustainable growth and success in the dynamic online gambling market.

Our strong team of IT and operations experts have contributed to the rapid growth of the company.



7. Startup Expenses & Capitalization

Velorum's startup expenses primarily include technology infrastructure, software development, licensing fees, marketing, and personnel costs. There is no requirement for initial funding as Velorum generates positive cashflows from operating activities.

Funding for Velorum's growth and expansion plans will be sourced through a combination of equity investment and potential partnerships with strategic investors in the near future. We are confident in our ability to scale our operations effectively given the numbers that are being generated to date.



8. Financial Plan

Velorum's financial projections on 2024 are based on conservative estimates and assumptions regarding player acquisition, retention, and revenue generation. We anticipate steady growth in revenue and profitability as we ramp up our marketing efforts and expand our customer base.

Key financial metrics, including gross revenue, net profit, and return on investment, are outlined in our financial plan in Annex 2. We are committed to maintaining financial discipline and transparency as we execute our growth strategy and deliver value to our stakeholders.

Overall, Velorum is well-positioned for success in the online gambling market, and we are excited about the opportunities that lie ahead. With a focus on delivering a premium gaming experience, cultivating strong customer relationships, and driving innovation, we are confident that Velorum will emerge as a leader in the industry and deliver substantial returns for our investors.



ANNEX 1 – Product Description

Table of Content

1. List of operational Websites.....	10
2. Products	10

1. List of operational Websites

- 1.1 “Website 1”: bonkersbet.com
- 1.2 “Website 1”: star7.casino

2. Products

- 2.1 A definition of [products](#) offered can be found on the Software Owners website. The products used consist of:
 - 2.1.1 [The Platform](#)
 - 2.1.2 [Bonus Engine](#)
 - 2.1.3 [Content Hub](#)
 - 2.1.4 [Payment Hub](#)
 - 2.1.5 [Frontend Code](#)
 - 2.1.6 [Affiliate Center](#)



ANNEX 2 – Financials

Table of Content

1. Year end 2023	11
2. Projections on 2024-2026 P&L.....	14

1. Year end 2023

The following tables contain the P&L statement as well as the balance sheet for the period starting January 1st, 2023, ending December 31st, 2023.



1. Profit & Loss Statement 2023

Profit and Loss Statement (in k€)	2023
Casino income	€ 454,861.9
Affiliation income	€ 1,905.1
Support Adjustment Income	€ 19.2
Income	€ 456,786.2
Casino Expenses	€ (438,241.2)
Bonus Expenses	€ (9,775.9)
Casino Adjustment Expenses	€ (0.1)
Other Expenses	€ (1.5)
Expenses	€ (448,018.7)
Net Gaming revenue	€ 8,767.5
Software development income	€ 114.6
Other revenues	€ 11.2
Other revenue/expenses	€ 125.8
Provider fee	€ (1,421.8)
Software licence fee	€ (800.0)
Gaming licence fee	€ (5.9)
Server Fees	€ (18.4)
Payment processing fees	€ (88.8)
Operational Costs	€ (2,334.9)
Management and Operational Services	€ (257.6)
Travel expenses	€ (3.2)
Technical consulting	€ (640.6)
Software development expenses	€ (590.0)
Administration expenses	€ (10.7)
Bank charges	€ (57.7)
General and admin. Exp.	€ (1,559.8)
Operational Expenses	€ (3,894.7)
EBIT	€ 4,998.5
interest income	€ 1.3
interest expense	€ (2.6)
Income tax	€ (10.8)
Profit after Taxes	€ 4,986.4



2. Balance Sheet 2023

Balance Sheet (in k€)	
ASSETS	
Shareholding VSL (former IP-Sample)	€ 1.0
Non-current assets	€ 1.0
Clearing Account VSL	€ 327.1
Deposit Playtech	€ 725.8
Accounts Receivables Playtech	€ 4,893.7
Spacewind current account	€ 154.4
ISS Current account	€ 1,717.5
Spacewind loan	€ 24.2
Receivables	€ 7,842.7
Prepaid expenses	€ 9.9
Skrill	€ 11.2
Skrill USD	€ 0.3
Other assets	€ 21.3
Paymix B2C account	€ 4.7
Paymix B2B account	€ 4,654.7
Paymix Debit card account	€ -
Cash at bank	€ 4,659.5
Current assets	€ 12,523.4
Total Assets	€ 12,524.4
EQUITY AND LIABILITIES	
Share capital	€ 0.0
Equity	€ 0.0
Retained earnings	€ 2,715.1
Profit loss	€ 4,986.4
Total equity	€ 7,701.5
Total non-current liabilities	€ -
Player liabilities	€ 4,648.8
Accounts payable	€ 27.4
Current liabilities	€ 4,676.2
UBO loan	€ 104.9
Payables to related party	€ 104.9
Tax accrual PY	€ 20.0
Tax accrual 23	€ 10.8
Accruals	€ 11.1
other payables and accrued expenses	€ 41.9
Total current liabilities	€ 4,823.0
Total liabilities	€ 4,823.0
TOTAL EQUITY AND LIABILITIES	€ 12,524.4

Velorum Corporation N.V.

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2. Projections on 2024-2026 P&L

Profit and Loss Statement (in k€)	2024	2025	2026
Income	€ 491,250.0	€ 614,062.5	€ 767,578.1
Expenses	€ (481,900.0)	€ (602,375.0)	€ (752,968.8)
Net Gaming revenue	€ 9,350.0	€ 11,687.5	€ 14,609.4
Other revenue/expenses	€ 12.0	€ 15.0	€ 20.0
Operational Costs	€ (2,673.9)	€ (3,059.4)	€ (3,539.3)
General and admin. Exp.	€ (1,637.8)	€ (1,719.7)	€ (1,891.6)
Operational Expenses	€ (4,311.7)	€ (4,779.1)	€ (5,430.9)
EBIT	€ 5,050.3	€ 6,923.4	€ 9,198.5