

BUSINESS PLAN

For operators of games of chance
under License no 365/JAZ Sub-License

Company name: Novogames Lab N.V.

Contents

Our Mission

Company and Management

Our Services

Our Competitive Advantage

Financial Considerations

Timetable

Conclusions

Our Mission

The Company's mission is to offer fun and excitement to our customers with innovative and credible products. The strategic goal of the company is to become a leading brand within in the online gambling market. The Company's operation shall offer games supported by the most popular game providers. As the project develops, the Company plans to further expand its presence in other countries.

The strategy is to utilize a customer centric strategy with regards to UX design, customer support and payments services and outperform the competition on all these areas. The Company has the 'know how', the brand recognition and the financial resources to outperform the competition in said areas. The services are offering across the Internet, across all suitable devices such as PC, tablets and smart phones.

Markets and Marketing

The company will focus its marketing efforts on three main types of marketing.

1. Purchased advertising
These investments will focus on digital marketing across the target markets.
2. PR / Social / Viral marketing
The company will employ PR and Social Media specialists to continuously explore organic growth opportunities.
3. Affiliate Marketing
The company will employ its own in-house affiliate marketing team to ensure maximum presence on the iGaming affiliate market space. This will be the main driver of acquisitions given the experience of the owners of the company in the affiliate sector, allowing the Company to strike a key affiliate partnership deals.

Company and Management

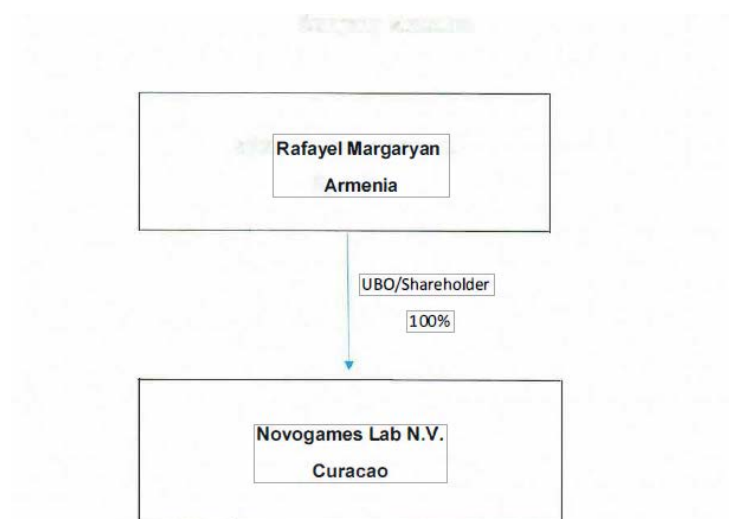
Rafayel Margaryan (owner and manager) has over 5 years' experience in the management and in the gambling business. He served for more than 3 years as a business development manager for one of the biggest casino in Armenia. After that he started his path as a Head of office in Cabarco Casino LLC, the company with the big potential and lot of fans.

The advantage of Rafayel Margaryan is working in different departments of both offline and online casinos. A great advantage is the list of contacts of high professionals in the field of online gambling that has been accumulated over the years. One more advantage is the list of contacts of high professionals in the field of online gambling that has been accumulated over the years. His plan includes expanding the geographical markets of the company.

It is from this person that the company expects to achieve stable profit indicators in the next 3 years as well as the expansion of the market presence.

Among key business partners PLATFORM2WIN ENTERPRISES LTD and Softswiss can be mentioned. We are ready to provide cooperation agreements and RNG certificates.

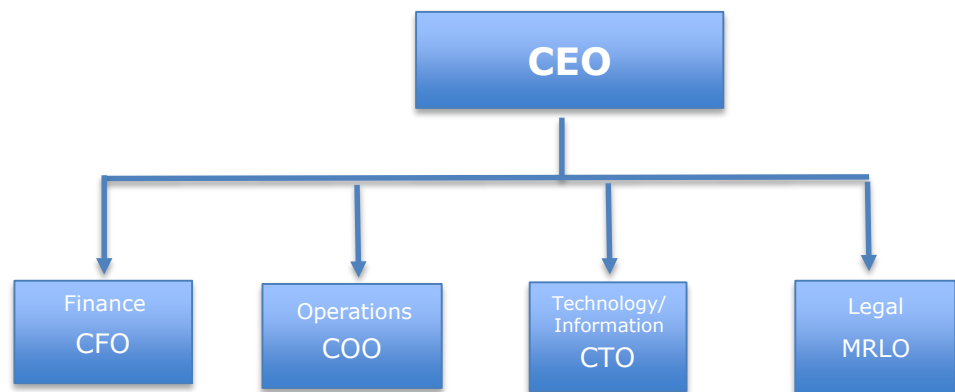
Company Structure



Organizational Chart

Board Level

Executive Level



Our Services

Our product will be the online casino for b2c clients - blackjack, casino, roulette, etc. The games will be licenced from various third party B2B suppliers that are certified or recognised by the iGaming authorities, for example Softswiss. We are ready to provide cooperation agreements and RNG certificates.

Methods

We will be a design and service driven company, never letting anything to get in the way of the perfect user experience. The Company is going to head hunt top calibre user centred UX Designers, Art Directors, tech teams as well as business leaders from across the world in order to ensure we can live up to our vision. In addition to these areas we aim to be at the forefront of, not only the iGaming industry, but the ecommerce industry as a whole, in terms of customer service, payments processes and internet security.

Target audience

Our target audience is active people aged 18-55 (the main core is people aged 25-45 years) with average and above average income. They live in large and medium-sized cities. They appreciate beautiful design, convenience and stability. They are subject to advertising, reviews, recommendations.

Based on the already established online concept, it is expected that the company will market its gaming services in Peru and Brazil.

The company will translate the website in the following languages – English, Spanish, Portuguese in order to serve the intended target market Peru and Brazil.

Our Competitive Advantage

The main advantages of our platform are efficiency and quality of services, as well as our strong team and potential partnerships.

SWOT Analysis

<u>Strengths:</u> - Key business partners. - Key affiliate partners. - Key deals. - Strong website design team.	<u>Weaknesses:</u> - Product offering is not original and distinct since it is being offered by other operators using the platform. - Lack of products offered under seal of reputable jurisdiction
<u>Opportunities:</u> - Worldwide estimates indicating a rise in profits for online gaming. - Greater uptake by population globally of smart phones and mobile casinos, accelerated by the closure of land-based casinos in 2021.	<u>Threats:</u> - Political decisions might affect the industry in the future - Regulation of foreign market with high barriers to enter the market, or high rate of taxation.

Financial Considerations

Financial Projections

We made a forecasts for calculating net profit and expenses for the next 5 years.
You can see the forecast for the next 5 years below.

Financial Forecast:

	Year 1	Year 2	Year 3	Year 4	Year 5
Total revenue EUR	1300120	1569122	2286396	2786951	3245685
Total (direct/indirect) expenses EUR	1255829	1444069	1718845	1984587	2258964
Net result EUR	44291	125052	567551	802364	986721
Profit margin (%)	3,5%	8%	25%	29%	31%

Total expenses consist of vendor games expenses - 200,000 USD, royalties and platform maintenance expenses - 75,000 USD, marketing costs - 600,000 USD, 75,000 USD has been allocated for technical support, the remaining expenses are payroll, administrative and legal expenses.

The structure of the invested funds will consist of shareholder funds.

Source of wealth/income

Source of income of Rafayel Margaryan is salary from Cabarco Casino LLC, where he holds the position of “Head of the office” with salary in the amount of 6 000 EUR per month, also he is also involved in working projects and currently staying with the company LiquiTrade Limited at the position “Consultant of Commercial Department” and at this moment his approximate monthly income is equivalent to 4950 EUR there.

The funds totaling about \$30 003 and the authorized capital of \$100, which will be used for the registration and capitalization of Novogames Lab N.V., represent salary and savings.

Timetable

We are ready to start launching our online casino immediately upon obtaining the license. We already have the agreement with the provider of licensed games Softswiss, the games are hosted on the domain. We plan to further expand the range of games offered, make a beautiful design, do everything so that the client is satisfied.

Our Marketing team is responsible for promoting the casino among potential players. We are ready to launch advertising campaigns, manage the presence of casinos on social networks and conduct promotions.

Our productologists have already developed bonus policies, deposit and withdrawal policies. Everything is ready.

Customer Support: Responsible for answering players' questions and solving any problems they have. They are available 24 hours a day, 7 days a week to help players.

Conclusions

Summing up all the above, the growth and market share are Company's main strategies and, as a consequence, Company already have a strong Commercial team. Company has a fantastic team when it comes to the Business Development Sector and Sales team who will be in a strong position to identify any opportunities to come out of the target market. During the initial phases of the operation, different roles will be collated into main roles and employees will have more than one single responsibility. The drive and experience of the team will allow the satisfaction of the short term objectives.

Name: Rafayel Margaryan

Position: Shareholder

Signature:



Date: 27/03/2024