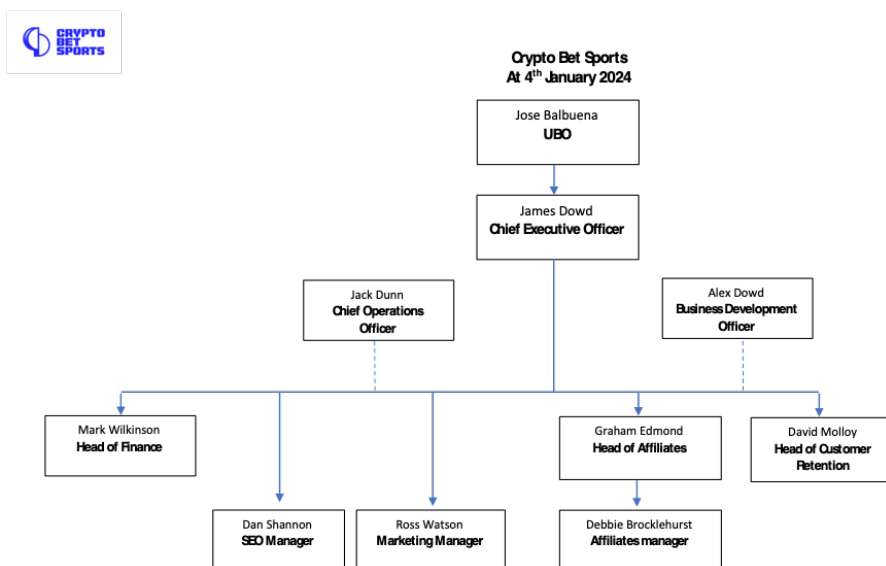


Business Plan

CBS Global N.V is the proud owner of the established brand Crypto Bet Sports, a successful and operational Casino and Sportsbook. Our journey began in July 2023, when a passionate group of casino and sports betting enthusiasts identified a gap in the market. With meticulous attention to detail, it took us one year to develop a product that met our exacting standards before entering the market.

Prior to our launch, we conducted extensive research on our target markets and diligently ensured that all our projects complied with responsible gaming requirements. Our commitment to excellence goes beyond meeting expectations – we continuously strive for improvement in both visual appeal and innovative features. This relentless pursuit of perfection sets Crypto Bet Sports apart from its competitors.

Crypto Bet Sports was launched in July 2023. Our topmost priority is to provide exceptional service to gamers, whether they prefer crypto or fiat currency. To achieve this, we have assembled a team of 11 experts with extensive backgrounds in iGaming. Their wealth of knowledge and expertise will enable us to chart a path towards becoming the premier online Casino and Sportsbook.



The online Casino and Sportsbook industry is experiencing remarkable growth, and CBS Global N.V is poised to capitalise on this trend. We project a significant increase in revenue and popularity as we enter into what could potentially be a boom period for our project. To achieve this, we will employ a comprehensive marketing strategy, utilising channels such as affiliates, streamers, sponsorship, and online advertising. Our primary focus will be on customer retention and conversion, as we aim not only to establish Crypto Bet Sports as a successful product, but also to expand our portfolio to include three online Casino and Sportsbook platforms that work synergistically to drive revenue.

See attachment:1 (Financial projections)

Success Framework

The success of our business growth is ensured within a realistic timeframe through meticulous market research, comprehensive analysis of the current market landscape, and a deep understanding of customer trends and key competitors. This thorough examination allows us to identify successful strategies, avoid pitfalls, and most importantly, uncover untapped opportunities.

To support our growth, we have made substantial investments in the project. Our team includes a highly skilled and experienced Finance Director who diligently oversees budget allocation and forecasts financial trends in the market.

In terms of marketing, we have implemented a promotional price penetration strategy that includes enticing bonuses. This approach is designed to generate significant attention for our product and enhance the popularity of our website.

Transparency and integrity are fundamental principles that underpin our operations. We hold ourselves to a higher standard than conventional Casinos and Sportsbooks, which is reflected in every aspect of our company, whether it's Finance, Marketing, or Risk Management. We have dedicated managers who are solely responsible for ensuring that this standard is not only met but surpassed consistently.

Collectively, these implementations make a substantial impact when executed to the highest standards.

Processes

Our business relies on key suppliers to ensure smooth operations. Soft Gaming serves as our software provider, specifically providing us with the Crypto Bet Sports platform. We have established a turnkey partnership with them, allowing us to leverage their expertise and technology for our business needs.

In addition, we have established relationships with reputable banking providers and OTC desk providers. BCxPRO, our chosen OTC provider, has a strong track record and solid financial backing, positioning them as a reliable partner for our financial transactions. Their exponential growth further adds to their credibility and stability.

It is however, crucial to recognise the potential risks associated with the closure or loss of any of these accounts. To mitigate these risks, we have implemented robust risk management practices. These practices involve contingency plans and alternative arrangements to ensure the continuity of our operations in the event of any unforeseen circumstances.

By maintaining strong partnerships with reliable suppliers and implementing effective risk management strategies, we aim to safeguard our business and ensure uninterrupted growth and success

Risk

In order to ensure the smooth operation and financial stability of CBS, we have implemented a robust risk evaluation and management system. Here's how we assess, mitigate, and oversee risks:

1. **Risk Assessment:** We conduct a comprehensive analysis of potential risks that may impact our business. This includes internal risks such as operational, financial, and compliance risks, as well as external risks like regulatory changes, market fluctuations, and cybersecurity threats.
2. **Risk Mitigation:** We develop strategies and measures to mitigate identified risks. This involves implementing internal controls, policies, and procedures to minimise the likelihood and impact of risks.

For example, we have strict financial controls in place such as identity checks regarding our KYC/AML policy to prevent fraud and ensure the integrity of our financial transactions.

3. Auditing: We will regularly conduct internal and external audits to assess the effectiveness of our risk management processes. Internal audits are performed by our finance team and would look to employ the services of an external audit team as and when the business grows. These internal audits ensure compliance with regulatory requirements and identify any weaknesses or areas for improvement in our risk management practices.

4. Oversight Committee: We have established an oversight committee of experienced professionals from various disciplines. This committee regularly reviews and monitors the risk management framework, assess the effectiveness of risk mitigation strategies, and provide guidance on risk-related matters. Their expertise helps us stay proactive in managing risks and adapting to changing market conditions.

5. Risk Registers: We maintain comprehensive risk registers that document identified risks, their potential impacts, and the actions taken to mitigate them. These registers are regularly updated and reviewed to ensure that any emerging risks are promptly addressed.

The legal and governance framework of CBS, is designed to ensure effective oversight and decision-making processes.

Management

The board of CBS provides oversight and guidance to senior management in day-to-day decision-making. The board membership comprises individuals with diverse expertise and experience in the industry. They actively participate in discussions and provide strategic direction to the company. Certain matters are reserved for the board and ultimate beneficial owner (UBO). These include major financial decisions, corporate strategy, significant partnerships, and policy changes. This ensures that key decisions are made collectively, considering the long-term interests of the company.

To ensure smooth functioning, mechanisms are in place to avoid deadlocks within the board. In case of disagreements, the board follows a structured process to reach a consensus or make decisions through voting mechanisms.

CBS engages external legal counsel to provide expert advice and support on legal matters. The legal counsel plays a vital role in ensuring compliance with relevant laws and regulations, mitigating legal risks, and providing guidance on contractual agreements.

In addition to board members, board meetings may include invited guests who bring specific expertise or insights relevant to the agenda. The selection of these guests follows a policy that ensures their contribution aligns with the company's objectives and interests.

CBS also has an Environmental, Social, and Governance (ESG) policy in place. This policy outlines the company's commitment to responsible business practices, sustainability, and social impact. It guides decision-making processes, promotes transparency, and ensures alignment with broader societal goals.

Overall, CBS maintains a robust legal and governance framework, enabling effective oversight, decision-making, and adherence to legal requirements.

Longevity

Along with profitability and compliance, longevity is our prime focus, the company believes that tomorrow is not a beneficial time to plan and that the long terms is always the correct vision to have. Kpi can vary as the operations focus on website speed and a broad product offering, the finance focus on ROI and also FTDs being the number one indicator of success. Although the company proudly would rely that retention is its number one KPI to focus on. In terms of business objectives it is all about scaling the organisation without losing the brand's message of community. The global

presence has always been a contributing factor of why the project was started to have a large target audience to be able to market to.

The policies and procedures of our company are developed internally. We have a dedicated team with extensive experience in the industry who are solely focused on ensuring compliance and the ongoing success of the business. By having an internal team, we can tailor the policies and procedures specifically to our organisation's needs and industry requirements.

We are committed to conducting quarterly reviews of all our policies and procedures to keep the GCB (Gaming Control Board) apprised of any updates or changes. This regular review process allows us to stay up-to-date with evolving regulations and best practices, ensuring that our policies and procedures remain effective and compliant.

The board believes, acting reasonably, that our internal team responsible for developing the policies and procedures is qualified, competent, and not conflicted. Our team members have a wealth of experience in the industry, and their expertise enables them to understand the intricacies of our business and the regulatory landscape. They have a deep understanding of compliance requirements and are committed to ensuring the company's ongoing success in a responsible and ethical manner, when necessary we would consult with external experts to ensure the most accurate and up to date information including emerging ideas and technologies.

The GCB mandates an audit/review of the policies and procedures after their submission. We welcome this as it provides an additional layer of validation and ensures that our internal processes are in line with regulatory expectations.

With a strong emphasis on longevity, profitability, and compliance, our company prioritises the future over immediate gains. We firmly believe that long-term vision is the key to success. Our key performance indicators (KPIs) are diverse, reflecting our focus on both operational efficiency, such as website speed and product range, and financial performance, including return on investment (ROI) and customer acquisition through first-time purchases (FTs).

While we proudly prioritise customer retention as our primary KPI, our overarching business objective is to scale our organisation without compromising the core values and community-centric message of our brand. The global presence has always been a driving force behind our project, as it enables us to reach a large target audience and effectively market our offerings.

CBS already has a proven track record of growth, high standards, unique marketing and an exciting customer experience. This new licence is the next step in our journey to becoming the number one Crypto gaming and gambling company in the market. We look forward to working with the Gaming Control Board successfully for many years to come.

CBS Financial Projections												

