

BUSINESS PLAN

LONGTERM INTERACTIVE N.V.

Executive Summary

The Company operates multiple online betting domains with a Curacao eGaming license:

- imajbet.com
- safirbet.com
- vevobahis.com

The company aims to expand its footprint in Eastern Europe and Turkic regions, providing sports betting, casino, and live betting services.

The Company provides the following services:

- sports betting
- live betting
- casino games
- virtual sports

Licensing & Regulation:

Curacao eGaming license; ongoing efforts to meet applicable regulatory standards.

Mission Statement:

To deliver a secure, reliable, and engaging online betting experience tailored to Turkish-speaking players, ensuring full compliance with applicable laws.

Objectives:

- Expand user base in existing markets.
- Maintain and where opportune improve on its profitability levels.
- Strengthen regulatory compliance and customer trust.

Market Analysis

The online gaming industry is rapidly growing, driven by increased internet penetration, mobile adoption, and favorable regulations in some countries.

Target Markets

Eastern Europe and Turkic regions:

Largest online sports betting markets, with high penetration.

Competitive Landscape:

Includes local operators, large international brands, and niche betting sites. The differentiation focus is on localized services, diverse offerings, and compliance.

SWOT Analysis

Strengths	Weaknesses
Multiple established domains	Regulatory complexities in Eastern Europe
Curacao license offers operational flexibility	Limited local brand recognition
Diverse product portfolio	Dependence on external payment providers
Opportunities	Threats
Growing online betting markets in Turkic-regions	Regulatory clampdowns and licensing issues
Partnering with local affiliates	Competition from large operators
Mobile app development	Payment restrictions and anti-fraud measures

Financial Forecast (3-Year Outlook)

Year	Revenue	Operating Expenses	EBITDA	Assumptions
1	\$55 million	\$51.1 million	\$3.8 million	continuing the expansion
2	\$57.7 million	\$53.1 million	\$4.6 million	Increased market penetration, new VIP programs
3	\$60.6 million	\$55.2 million	\$5.5 million	Expanded brand presence, product diversification

Expense Breakdown (per year)

- Marketing & Promotion:** ~40%
- Platform & Technology Maintenance:** ~25%
- Licensing & Regulatory Compliance:** ~10%

- Support & Customer Service:** ~10%
- General & Administrative:** ~15%

Marketing & Sales Strategy

Positioning & Messaging

Market as a trustworthy, customer-friendly platform with localized services and strong customer support.

Digital Marketing Tactics

- SEO & Content Marketing:
Focus on Turkish keywords related to sports betting.
- Paid Advertising:
Google Ads, Facebook Ads, and targeted sports sponsorships.
- Affiliate Partnerships:
Collaborate with local sports sites, bloggers, and influencers.
- Promotions:
Welcome bonuses, free bets, loyalty programs, and seasonal promotions.

Customer Support & Engagement

- Multilingual support team (Turkish, English, etc.).
- 24/7 live chat, email, and phone support.
- Regular engagement through push notifications and email.

Operations & Infrastructure

Platform & Security

- Utilize robust, PCI-DSS compliant platforms.
- Incorporate advanced security measures against fraud and hacking.
- Continuous platform updates and feature rollouts.

Customer Support Desk

- Multilingual, 24/7 availability via chat, email, and phone.
- Investment in CRM and ticketing systems for efficient issue resolution.

Compliance & Regulatory Management

- Maintain Curacao license; ensure compliance with AML, GDPR, and local laws.
- Conduct regular audits and staff training.
- Implement responsible gambling tools: deposit limits, self-exclusion, and player protection measures.
