

BUSINESS PLAN

For operators of games of chance

Equlino N.V.

(viphouse.club)

Our Mission

The objective of Equilino N.V. (hereinafter referred to as the “Company”) is to deliver a diverse array of captivating, engaging, and lucrative online casino and sportsbook options to our esteemed clientele. Our aim is to provide them with an exhilarating experience, allowing them to immerse themselves in the excitement and thrill of sports and games while making well-informed and strategic decisions. Our overarching mission is to emerge as the premier provider of betting products within the region, offering an extensive selection of sports, games, and events tailored to cater to every preference and inclination. We are steadfast in our commitment to utilizing only the most cutting-edge technology and advanced software solutions available in the industry. Additionally, we place utmost importance on delivering unparalleled customer service, facilitated by our team of knowledgeable and approachable staff members who are dedicated to assisting clients in navigating their options and making optimal decisions aligned with their individual needs. In pursuit of our objectives, the Company has strategically chosen to leverage the expertise and capabilities of BTB Betlab Holding, a renowned and seasoned software development provider with a proven track record of excellence. With a global presence spanning across various countries, BTB Betlab Holding is well-equipped to support our endeavors and contribute to the realization of our vision.

Company and Management

Given that the company is a nascent entity and will be operating as a startup, the management team will be comprised of a limited number of individuals who will assume managerial roles within the organization. Among these key personnel, three individuals stand out, each possessing extensive experience in the industry coupled with a deep understanding of the business landscape and market dynamics.

The proprietor of the company, Mr. Girts Heidingers, is poised to seek a Curacao Gaming License. As the primary source of investment, Mr. Heidingers, a distinguished entrepreneur, brings to the table a wealth of experience in the online betting industry. With a profound understanding of online betting and gambling strategies, he has cultivated strong relationships with payment providers over the years. At the onset, Mr. Heidingers will assume the role of

Chief Financial Officer (CFO), leveraging his expertise to oversee business operations, conduct financial planning, and analyze the company's financial position, thereby ensuring sound decision-making.

The Money Laundering Reporting Officer (MLRO) role is a crucial position within a company, especially in industries like finance, banking, and gambling where regulatory compliance and risk management are paramount. The primary responsibility of the Compliance AML Officer is to ensure that the company adheres to all relevant laws, regulations, and guidelines aimed at preventing money laundering, terrorist financing, and other financial crimes.

Our Services

The Company's strategic focus at its inception is on penetrating the Eastern European market, with particular emphasis on countries such as Kazakhstan and Moldova. Eastern Europe presents a landscape of both promise and challenge for the gambling industry. While some nations boast liberal regulations and newly re-regulated markets, others impose high taxes, stringent regulations, or outright bans on gambling activities.

Recent market research indicates significant potential within the region, with the revenue in the Online Gambling sector projected to reach US\$895 million by the conclusion of 2023. Furthermore, forecasts suggest an annual growth rate (CAGR 2023-2027) of 8.31%, culminating in a projected market volume of US\$1,231 million by 2027. The Online Casinos segment is also anticipated to experience substantial growth, with a projected market volume of US\$598 million by the end of 2023.

Of notable consideration is the influx of Ukrainian migrants into Eastern European countries, driven by the desire to escape conflict in their homeland. This demographic shift is expected to contribute significantly to the online gambling market, with a considerable number of Ukrainians seeking entertainment and diversion through online gambling platforms.

Equilino N.V. endeavors to address the needs of this demographic through its latest venture, viphouse.club. This platform aims to provide a welcoming space for individuals displaced from their home countries to engage in recreational activities. In addition to offering a sportsbook, viphouse.club will feature a comprehensive selection of casino games.

Leveraging the robust platform provided by BTB Betlab Holding, we are well-positioned to

seamlessly integrate requisite providers and their gaming offerings, ensuring a seamless and enjoyable experience for our clientele.

Our Competitive Advantage

Central to our gaming ethos is a steadfast commitment to crafting tailored products that cater to the diverse preferences of our players. We envision a future where gaming experiences transcend mere entertainment, offering immersive encounters that resonate with individual tastes and interests. Our mission transcends mere profitability; it encompasses the cultivation of a nurturing work environment for our team while consistently exceeding the expectations of our clientele.

We firmly believe that access to engaging and rewarding betting options should be universally available, and thus, we spare no effort in delivering unparalleled products and services to our esteemed clients. To achieve this goal, we have enlisted the expertise of top-tier sales and marketing professionals to align our strategies with our overarching business objectives.

Our promotional initiatives will commence with a grand unveiling of our online casino business, heralding the dawn of an unforgettable journey. Leveraging the vast reach of social media platforms such as Facebook, Twitter, and Instagram, we will captivate audiences and ignite anticipation through compelling content and targeted advertising.

In tandem with our digital marketing endeavors, we will embark on an extensive outreach campaign, disseminating introductory letters about our online casino business to sports clubs, households, and corporate entities. By casting a wide net and strategically targeting key demographics, we aim to amplify our visibility and attract a diverse clientele eager to immerse themselves in the excitement of our gaming offerings.

Financial Considerations

As for the forecasted financials, for the first five years of operation we foresee the following:

thsd USD	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue total including:	10,362	13,187	16,645	20,682	25,469
Sport	4,725	5,859	7,265	8,863	10,813
Casino	5,637	7,328	9,380	11,819	14,655
COGS					
Royalties	3,005	3,692	4,494	5,584	6,622
Other direct expenses	1,347	1,582	1,831	2,275	2,802
Total COGS	4,352	5,274	6,325	7,859	9,424
Gross Profit	6,010	7,913	10,320	12,823	16,045
Operating Expenses (OPEX)					
Administrative Expenses	1,762	2,242	2,830	3,516	4,330
Marketing Expenses	3,316	4,220	4,661	5,377	6,367
Other Expenses	829	1,055	1,332	1,655	2,037
Total OPEX	5,907	7,517	8,823	10,548	12,734
Net Profit	103	396	1,497	2,275	3,311

The financial projections offer a comprehensive outlook on both Casino and Sports Betting Gross Gaming Revenue (GGR), meticulously detailed in the preceding financial table. Projections suggest that while revenue from Casino GGR is poised for steady growth, Sports Betting is anticipated to demonstrate more robust performance annually. Notably, the projected income growth from Casino revenue is expected to marginally surpass the percentage of royalties owed to casino providers each year.

Marketing expenses are earmarked to initially represent 32% of the GGR in the inaugural year, gradually decreasing to 25% thereafter. This reduction mirrors the varying costs associated with user acquisition and subsequent retention endeavors. Similarly, Other Direct

Expenses, which encompass bonuses aimed at extending player lifespan during the early stages, primarily comprise commission fees to Payment Service Providers (PSPs) covered by the Company rather than players.

Administrative costs are anticipated to remain relatively stable as a percentage of revenue from year to year. This stability is attributed to the business model's emphasis on product development over diversification into new markets or products. As a result, the projected growth in revenue is considered adequate to accommodate any additional administrative support requirements.

Over the initial two-year period, the owner plans to adopt a cost-effective strategy aimed at generating nominal net profits to bolster market share growth. This strategic approach underscores the company's dedication to maximizing its presence within the market during its nascent stages of operation.

Conclusions

In our journey through the realm of gambling, we are propelled by a vision that transcends mere competition—it is a quest for excellence. Our ambition is to forge an online casino enterprise that stands tall among industry giants, charting new frontiers of innovation and distinction.

At the heart of our endeavor lies the unyielding commitment of our team—a collective force driven by a shared conviction in our capacity to achieve greatness. Armed with diverse expertise, innovative strategies, and unwavering determination, we stand poised to redefine the landscape of online gambling and secure our position among industry titans.

Excellence permeates every facet of our operations, from cutting-edge technology to unparalleled customer service. Our mission is to deliver an extraordinary gaming experience that transcends expectations, delighting players and surpassing industry standards.

However, we understand that success is not merely a product of ambition—it demands meticulous planning, flawless execution, and an unwavering pursuit of perfection. With steadfast dedication and the unwavering support of our stakeholders, we are confident that our vision will materialize, propelling us to the forefront of the global online casino arena.