

Bluestream N.V.

Business Plan Version: 1.0.

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Our Mission

The primary goal of Bluestream N.V. (hereinafter referred to as the “Company”) is to offer a diverse selection of captivating, engaging, and profitable 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 establish ourselves as the leading provider of betting products within the region, offering an extensive range of sports, games, and events tailored to cater to every preference and inclination. We are committed to utilizing only the most cutting-edge technology and advanced software solutions available in the industry. Moreover, we prioritize 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.

To achieve our objectives, the Company has strategically partnered with BTB Betlab Holding, a renowned and seasoned software development provider with a proven track record of excellence. With a global presence spanning various countries, BTB Betlab Holding is well-equipped to support our endeavors and contribute to the realization of our vision.

Company and Management

As the company embarks on its journey as a startup, the management team will consist of a select few individuals who will assume key managerial positions within the organization. Among these key figures are individuals with extensive experience in the industry, possessing a profound understanding of both the business landscape and market dynamics.

At the helm of the company is Mr. Girts Heidingers, the Owner, who intends to apply for the License. As the main source of investments, Mr. Heidingers has demonstrated his prowess as an uncommonly successful entrepreneur, particularly in the marketing sector of the gambling industry. With a profound understanding of online betting and gambling strategies, Mr.

Heidingers is well-equipped to navigate the complexities of the industry. Initially, he will assume the role of Chief Financial Officer (CFO), leveraging his knowledge and experience to oversee the company's financial operations, conduct comprehensive financial planning, and analyze the organization's financial strengths and weaknesses.

In his capacity as CFO, Mr. Heidingers will play a important role in shaping the financial trajectory of the company, ensuring prudent financial management, and driving sustainable growth. His responsibilities will encompass a wide range of financial activities, including budgeting, forecasting, financial reporting, and risk management. Additionally, Mr. Heidingers will collaborate closely with other members of the management team to develop strategic initiatives aimed at maximizing profitability and optimizing financial performance.

As a seasoned entrepreneur with a keen understanding of financial intricacies, Mr. Heidingers is poised to steer the company towards success, laying the foundation for long-term viability and prosperity in the competitive gambling industry landscape.

The role of Compliance and Legal within the company is of paramount importance, especially in the highly regulated gambling industry. Compliance ensures that the company operates within the bounds of all applicable laws, regulations, and industry standards, while Legal manages all legal matters pertaining to the company's operations.

The Compliance function is responsible for developing, implementing, and monitoring policies and procedures to ensure adherence to anti-money laundering (AML) and counter-terrorism financing (CTF) regulations. This includes conducting ongoing risk assessments, monitoring transactions for suspicious activity, and ensuring that all employees receive adequate training on compliance-related matters. Additionally, Compliance serves as the primary point of contact for regulatory agencies and oversees the submission of regulatory reports and filings.

On the other hand, the Legal department is tasked with handling all legal aspects of the company's operations. This includes drafting and reviewing contracts, licenses, and other legal documents, as well as providing legal guidance and support to various departments within the organization.

Our Services

The Company's targeting market at its beginning stage planning to take a Eastern Europe Market, particularly Moldova, Ukraine and CIS countries of Central Asia such as Kazakhstan, Uzbekistan, Tajikistan.

Eastern Europe holds the potential for both success and frustration. While some countries have liberal regulations and newly re-regulated markets, others exploit the gambling industry with skyrocketing taxes, constrain it with tight restrictions, or ban gambling and betting outright. Nevertheless, the latest research of the market shows that the Revenue in the Online Gambling is projected to reach US\$895m by the end of 2023.

Revenue is expected to show an annual growth rate (CAGR 2023-2027) of 8.31%, resulting in a projected market volume of US\$1,231m by 2027.

The Online Casinos market has a projected market volume of US\$598m by the end of the 2023. Since many Ukrainians left their home Country and currently allocated in Eastern Europe trying to escape from the War, we expect a huge numbers of Ukrainians who will attend the online gambling at this brand.

Bluestream N.V. is planning to offer through its new project, globalpari.com, a new place where the customers alienated from their home country could enjoy spending their time. We plan to offer not only sport book on the website, but casino games included. Being based on the platform provided by the BTB Betlab Holding, this allow us to quickly integrate the required providers and their games.

Our Competitive Advantage

We highly believe that the future of gaming consists in fitting the product to the needs of the players

We aim to provide a safe, efficient, and enjoyable working environment for our team, and to deliver exceptional results that exceed our clients' expectations. We believe that to provide our clients with the best products and services available, offering betting options, and we strive

We will be able to guide our casino sales and marketing strategies toward the direction of our business goals after contacting top sales and marketing specialists. The following is how we have decided to promote our business to potential customers:

First and foremost, we will ensure that we launch our online casino business with a bang.

We will do very well in promoting our online casino business on the internet. This will be accomplished with social media platforms such as Facebook, Twitter, Instagram, and others.

We will make certain that introductory letters about our online casino business are sent to various sports clubs, households, and corporate organizations.

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:	10,180	12,293	14,630	17,447	20,605
Sport	4,852	5,580	6,305	7,125	7,909
Casino	5,328	6,713	8,324	10,322	12,696
COGS					
Royalties	2,952	3,442	3,950	4,711	5,357
Other direct expenses	1,222	1,475	1,609	1,919	2,267
Total COGS	4,174	4,917	5,559	6,630	7,624
Gross Profit	6,006	7,376	9,071	10,817	12,981
Operating Expenses (OPEX)					
Administrative Expenses	1,731	2,090	2,487	2,966	3,503
Marketing Expenses	3,461	3,934	4,096	4,536	5,151
Other Expenses	814	983	1,170	1,396	1,648
Total OPEX	6,006	7,007	7,753	8,898	10,302
Net Profit	0	369	1,318	1,919	2,679

The financial projections provided offer a comprehensive overview of both Casino and Sports Betting Gross Gaming Revenue (GGR), shedding light on the company's expected earnings. While Casino GGR is forecasted to see moderate growth, Sports Betting is anticipated to demonstrate stronger performance annually. It's worth noting that the projected income growth from Casino revenue is expected to slightly exceed the percentage of royalties owed to casino providers each year.

Regarding expenses, marketing costs are initially projected to represent 34% of the GGR in the first year, gradually decreasing to 25% over time. This reduction mirrors the dynamic nature of costs associated with user acquisition and retention efforts. Similarly, Other Direct Expenses, including bonuses aimed at extending player engagement during the early stages,

primarily consist of 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, reflecting the business model's emphasis on product development rather than expansion into new markets. Consequently, the projected revenue growth is deemed adequate to accommodate any additional administrative support requirements.

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

Conclusions

In our pursuit within the gambling industry, we are driven by a vision to not only compete but to excel. We aspire to forge an online casino enterprise that stands shoulder to shoulder with the giants of the industry, setting new benchmarks of innovation and excellence worldwide.

Central to our mission is the unwavering dedication of our team—a collective force propelled by a shared belief in our potential to achieve greatness. Leveraging our diverse expertise, innovative strategies, and unyielding resolve, we are poised to reshape the landscape of online gambling and claim our position among the industry's foremost leaders.

In addition to the above, we emphasize the following points:

Commitment to Innovation: We are committed to pushing the boundaries of innovation in the gambling industry, continuously seeking new ways to enhance our offerings and provide exceptional gaming experiences to our customers.

Regulatory Compliance: We place a strong emphasis on regulatory compliance, upholding the highest standards of integrity, transparency, and responsible gaming practices. Our commitment to compliance ensures a safe and secure gaming environment for our customers.

Strategic Partnerships and Alliances: We recognize the value of strategic partnerships and alliances in enhancing our capabilities and driving growth opportunities. We actively seek partnerships that align with our values and contribute to our long-term success.

Long-Term Vision for Sustainable Growth: Our long-term vision involves setting clear goals and objectives, implementing robust business strategies, and fostering a culture of innovation, teamwork, and accountability. We are committed to sustainable growth and success, ensuring our longevity and prosperity in the gambling industry for years to come.