

Business Plan for Asianconnect NV

1. Executive Summary:

Asianconnect NV is a renowned sports brokerage and gaming company with a history of licensing that positions us as a trusted leader in the sports betting industry. With over 15 years of experience, we are committed to enhancing our services through improved credibility, competitive advantages, and technology-driven solutions. Our goal is to become a top sports brokerage company.

2. Purpose of the Venture:

The primary purpose of this venture is to solidify Asianconnect NV's reputation as a licensed sports broker and expand our market presence. By acquiring a gaming license, we aim to:

Leverage credibility to attract more customer, especially in the wary European and Asian market, where clients prefer licensed operators.

Establish ourselves as a trustworthy and competitive player in the online sports and gaming industry.

3. Components to Achieve Our Targets:

Licensing: Securing a comprehensive gaming license will allow us to operate legally and enhance our reputation as a credible broker.

Platform Development: The development of a user-friendly sportsbook platform is essential. By adopting a streamlined approach to odds compiling and live betting, we can minimize operational costs significantly.

Operational Efficiency: We intend to hire a lean team, focusing on maximum efficiency within our trading and management teams.

4. Marketing Strategy:

Referral Programs: Continue to promote referral schemes that incentivize existing customers to bring in new customers, leveraging our existing network.

Online Advertising: With the acquisition of our gaming license, we will expand our advertising to mainstream sports websites such as livescore.com and other prominent platforms.

Cash Rebates Initiative: Our unique marketing strategy includes offering different promotions to our customers, regardless of whether they win or lose. This policy creates customer loyalty and distinguishes us from competitors who often limit or ban accounts of winning customers.

Content Creation: Develop engaging digital content such as blogs, tutorials, and promotional videos that provide valuable insights into betting strategies, platform usage, and industry trends. This content will inform and educate customers while showcasing our expertise.



Social Media Presence: Strengthen our presence on key social media platforms by sharing insights, promoting unique offerings, and interacting with customers. We will utilize engaging formats like live Q&A sessions, polls, and contests to encourage participation and create a sense of community.

5. Financial Projections: Turnover Prognosis 2025-2027:

Given our established reputation and prior success as a sports brokerage company, we project the following:

2025: Transition year; turning over approximately €300 million by fully establishing licensed operations and attracting customers to our new platforms.

2026: Expansion year; expected turnover of €500 million as customer acquisition ramps up and awareness of our new offerings increases.

2027: Growth year; projected turnover of €800 million, driven by diversified offerings (sportsbook, casino, and poker) and loyalty from customer cash rebates.

6. Operational Plan:

Staffing: Maintain a lean organization staffed with experienced traders, marketers, and customer support to provide a high-quality experience.

Technology Investment: Invest in cutting-edge technology for our sportsbook and gaming platforms to ensure reliability and user engagement.

7. Risk Management:

Compliance: Maintain strict adherence to gaming regulations and licensing requirements to mitigate legal risks.

Market Competition: Closely monitor competitor strategies and adjust our offerings to maintain a competitive edge, focusing on customer experience and service.

AsianConnect N.V.

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