

BUSINESS PLAN

www.celtabet.com, www.parmabet.com,
www.lordcasino.casino

CPL CONSULTING B.V.

Business Plan Version: 1.0

Contents

About Us

Company and Management

Financial Considerations

Key Suppliers

SWOT Analysis

Our Target

Policies and Procedures

About Us

We have proudly been providing our services for over 5 successful years, beginning with Celtabet, and expanding our business with Parmabet and Lordcasino.

After working in this sector for over five years, we have gained a deep understanding of its dynamics. Our experience has given us a competitive advantage, allowing us to handle challenges and seize opportunities with ease.

Company and Management

Denis Bekjir - UBO - The management is responsible for operating the website and providing support to the employees. It is the duty of the management to effectively manage the website and ensure that the employees receive adequate support and assistance. This includes overseeing the day-to-day operations of the website and addressing any issues or concerns that may arise. The management plays a crucial role in maintaining a smooth and efficient workflow, and in creating a positive and productive work environment for all employees.

Eyup Doan - Responsible for marketing and consultancy within our company. Eyup plays a crucial role in defining and promoting our organization. His efforts ensure that our external image aligns with our values and goals, ultimately enhancing our reputation and attracting more business opportunities. Eyup will take a great care to ensure that each and every consultation runs smoothly and effectively.

Company Ownership Structure

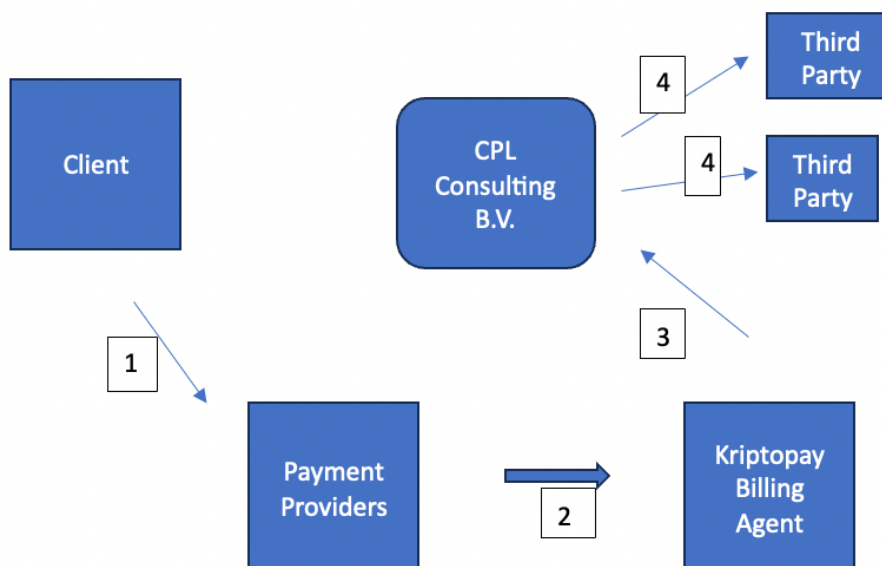
STRUCTURE CHART

CPL CONSULTING B.V.



Financial Considerations

Money Flow



Since we've been in this sector for over 5 years, our company operates using its own trading cash flow. Our company has established a strong foothold in this sector, having operated for more than four years now. We pride ourselves on using our own trading cash flow to conduct our business operations, which has been a key factor in our success thus far. This approach allows us to maintain greater control over our financial resources and make strategic decisions that align with our long-term goals.

Our business will be primarily funded through the steady income generated by the UBO's business. The initial investment is estimated at 50,000 EUR.

Costs made to date include:

- 20,000 EUR - Company incorporation, compliance expenses
- 10,000 EUR – Marketing

Financial projections:

The financial estimations for the next three years project a promising trajectory for our business. Leveraging a comprehensive analysis of market trends, user behaviour, and

industry benchmarks, we anticipate steady revenue growth. In Year 1, our projections indicate an initial investment recovery and a positive net profit, with an expected revenue of 250,000 EUR. As we progress into Year 2, the implementation of strategic marketing initiatives is anticipated to drive further revenue growth of 400,000 EUR. Year 3, is expected to contribute to substantial revenue gains of 600,000 EUR. These financial estimations underscore our commitment to sustainable growth and financial stability, providing a roadmap for achieving our business objectives over the coming years. Regular reviews and adjustments will be conducted to ensure alignment with evolving market dynamics and business goals.

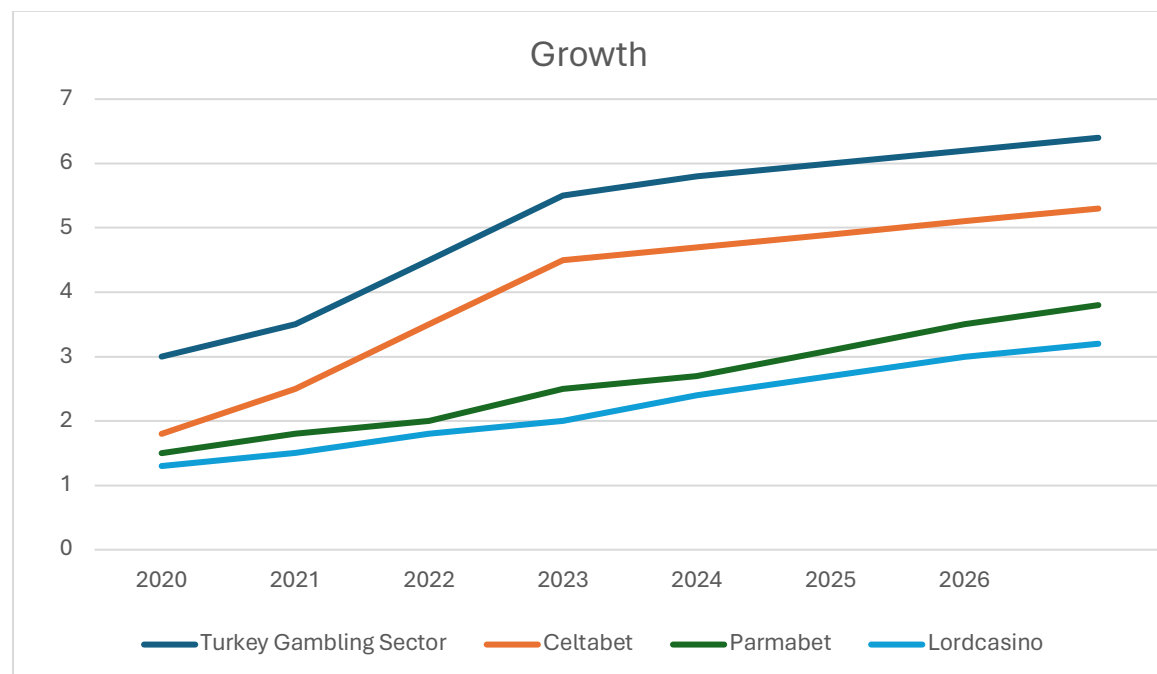
Projected costs:

License fees – 40,000 EUR per annum

Marketing- 15,000 EUR per annum

Company fees – 5,000 EUR per annum

Business Growth



We have gained strong momentum since the first day we started and continue to grow similarly.

Since the very first day we began our venture, we have experienced a consistent increase in momentum. Our growth has been fueled by our unwavering commitment and effort to provide excellent services/products to our customers. Through the implementation of innovative strategies and our team's dedication, we have been able to build a strong foundation for our company, which has allowed us to continue our upward trajectory. Our success has been a result of our collective efforts, and we are excited to continue to push forward and expand our reach in both the short and long term.

We apply many strategies to grow your market share.

Client Support: Ensuring customer satisfaction is our top priority. Our 24/7 customer service team provides excellent support to meet each customer's requirements. At our company, we place great emphasis on the satisfaction of our customers. As a result, we provide customized guidance in order to ensure that their needs are met to the fullest extent possible

Marketing Strategies: Our strong marketing partnerships have enabled us to continually gain momentum in the market. Our marketing plan encompasses various strategies including Search Engine Optimization (SEO), social media, and content marketing. Each strategy is carefully crafted and executed. By partnering with strong companies for each step of our marketing plan, we ensure that our efforts are effective, efficient, and yield the desired results.

Key Suppliers

We are currently working with BetConstruct, one of the best companies in the sector, renowned for their impeccable service. Our current business partner is BetConstruct, a highly experienced and reputable company that operates in the top 3 positions within the sector. The company has built a strong reputation in the industry for providing exceptional service to its clients. We are proud to be working with such a distinguished partner and look forward to continuing our successful collaboration. There is a comprehensive disaster recovery plan prepared and available.

SWOT Analysis

Strengths:

1. Diverse Game Portfolio: Offering a wide range of games catering to various interests enhances our appeal to a broader audience.

2. User-friendly Platform: An intuitive and seamless user interface fosters a positive gaming experience, promoting customer satisfaction and retention.
3. Strong Community Engagement: Building and maintaining a vibrant online community through forums, social media, and in-game interactions can foster brand loyalty and word-of-mouth marketing.
4. Brand Recognition: Establishing a strong brand identity in the online gaming space.

Weaknesses:

1. Technical Issues: Potential technical glitches or server downtimes that may impact user experience.
2. Limited Marketing Budget: Constraints on marketing expenditure may limit our ability to reach a wider audience and compete effectively in the market.
3. Dependency on Third-party Providers: Relying on external technologies or services may expose the business to risks such as outages or disruptions beyond our control.
4. Monetization Challenges: Balancing the monetization strategy to generate revenue without alienating players with excessive in-app purchases is a critical challenge.

Company Control Structure

UBO/Management

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Marketing and consultancy

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Our Target

As a company, we consider customer satisfaction to be a crucial factor in our success. We strive to meet our customer's needs and requirements in every possible way. Our objective is to maintain the highest standards of quality in our work with the GCB license. To gauge our performance, we regularly conduct satisfaction surveys among our customers. Our annual objectives are based on metrics such as growth rate and site volume, and we aim to grow at a pace that is in line with the market.

Policies and Procedures

Our team handles the development of policies and procedures internally. We have a strict policy regarding compliance with licensing requirements. We will notify you every 3 months, depending on your preference.