



Executive Summary: GRAND COMPLICATIONS NV



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Introduction to Grand Complications NV

Grand Complications NV is an innovative online casino company dedicated to transforming the gaming experience in the South East Asian market. We differentiate ourselves by prioritizing unparalleled customer support, engaging gamification strategies, and a steadfast commitment to creating a safe and risk-free environment. Our mission is to redefine online gaming by centering on the needs and well-being of our players.

Target Market and Unique Positioning

Focusing exclusively on the South East Asia market, Grand Complications NV addresses the unique preferences and challenges of regional online gamers. We understand the cultural nuances and regulatory landscape of the area, enabling us to tailor our offerings to ensure maximum relevance and appeal. Our platform is designed to cater to both seasoned gamers and novices, providing an inclusive, intuitive, and immersive gaming experience.

Commitment to Customer Support

At Grand Complications NV, we believe that exceptional customer support is the cornerstone of a successful gaming platform. We offer 24/7 support through various channels, ensuring that our players feel valued, understood, and assisted at every step of their journey. Our multilingual team addresses queries and resolves issues promptly, maintaining high standards of customer satisfaction and loyalty.



Innovative Gamification and Engagement

Our platform stands out by seamlessly integrating gamification elements into the gaming experience. By rewarding player achievements, offering personalized challenges, and fostering a competitive yet friendly community, we enhance user engagement and enjoyment. This approach not only attracts new players but also retains existing ones, promoting a vibrant and dynamic gaming environment.

Safety and Responsible Gaming

Grand Complications NV is committed to providing a secure and responsible gaming environment. We implement cutting-edge security measures to protect our players' data and transactions, ensuring a safe and trustworthy platform. Additionally, our responsible gaming policies are designed to prevent burnout and minimize the social impact of online gaming. By offering tools such as self-exclusion, deposit limits, and activity monitors, we empower our players to enjoy gaming responsibly and sustainably.

Ensuring Long-Term Player Engagement

Our commitment to high player engagement and responsible gaming practices ensures the long-term success and loyalty of our players. By continuously updating our games, offering new challenges, and adhering to ethical gaming standards, we create a welcoming and enjoyable platform. This approach not only mitigates the risks associated with online gaming but also fosters a healthy, engaged, and dedicated player community.



Company Organogram

The company's key figures in the organogram are as follows:

CEO: Yavor Nikolov

CFO: Antonio Dzaja

CTO: Kristian Perina

Head Compliance Officer: Slaven Maticic



Business Forecast and Intended Strategy for Growth

	2023	2024	2025	2026
Revenue	€ 2,297,784.19	€ 3,216,897.87	€ 4,181,967.23	€ 5,227,459.03
Operational Costs	€ 1,863,296.30	€ 2,389,177.39	€ 2,965,153.68	€ 3,610,329.69
Software	€ 71,078.50	€ 81,740.28	€ 94,001.32	€ 108,101.51
Provider	€ 618,466.72	€ 865,853.40	€ 1,125,609.42	€ 1,407,011.78
PSP Costs	€ 134,025.02	€ 187,635.03	€ 243,925.54	€ 304,906.93
Office	€ 11,098.55	€ 12,763.33	€ 14,677.83	€ 16,879.51
Development	€ 230,969.50	€ 265,614.92	€ 305,457.16	€ 351,275.73
Other	€ 91,940.65	€ 105,731.75	€ 121,591.51	€ 139,830.24
Salaries and Compensation	€ 585,491.07	€ 702,589.28	€ 843,107.14	€ 1,011,728.57
HR and development	€ 5,337.08	€ 6,404.49	€ 7,685.39	€ 9,222.47
Increase in Capital reserve	€ 114,889.21	€ 160,844.89	€ 209,098.36	€ 261,372.95
Marketing Costs	€ 434,487.89	€ 827,720.48	€ 1,216,813.55	€ 1,568,237.71
Affiliate programs	€ 141,638.34	€ 269,827.90	€ 396,668.03	€ 511,228.49
Media Buys	€ 133,624.34	€ 254,560.84	€ 374,224.25	€ 482,302.79

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Business Plan and Executive Summary 2024

	€	€	€	€
Content Giveaways	30,127.84	57,395.00	84,375.11	108,743.23
	€	€	€	€
Ultra VIP gifts	94,158.63	179,376.75	263,697.79	339,855.53
	€	€	€	€
Social Media	14,895.16	28,376.00	41,714.94	53,762.50
	€	€	€	€
SEO	50,171.42	95,578.99	140,508.55	181,088.39
Sales Bonuses and promos	€	€	€	€
	12,911.93	24,597.86	36,160.76	46,604.24
	€	€	€	€
Profit	-	-	-	48,891.63



THE GROWTH STRATEGY

Revenue targets

The targets for revenue growth are

- 2024 - 40% YoY growth
- 2025 - 30% YoY growth
- 2026 - 25% YoY growth

Operational costs

- Software: With the targets of high automatization, the expected increase in Software costs would be 15% YoY for the foreseeable future
- By hitting economy of scale, we are forecasting a 15% increase YoY for the foreseeable future for Salaries and compensation, HR and development, Office expenses, development of the platform, and other miscellaneous expenses.
- Providers' costs (or game aggregators as ones like BetConstruct, Slotegrator etc) as well as PSP costs we believe will stay at the same percentage level compared to revenue.

Cashflow

- There is no plan to have any external funding in the foreseeable future.
- Strong capital reserve ensures our positive cash flow even in a very cash flow volatile industry.
- We are planning to allocate 5% of revenue each year to increase the capital reserves. This will sustain capital reserve levels for any eventuality even with increased risk coming from achieving revenue targets.



Marketing costs

- We are planning to reinvest all profits back into marketing activities until we reach the targeted 30% of revenue to be allocated to marketing which is planned for 2026.
- Once the target of 30% of revenue is allocated to marketing activities the remaining funds will be declared as profit



Risk Management Framework for Grand Complications NV

Risk Assessment Procedures

At Grand Complications NV, risk assessment is an integral part of our operational strategy. We systematically identify potential risks in areas such as AML (anti-money laundering), KYC ("know your customer" policies), regulatory compliance, market dynamics, financial transactions, cybersecurity, and customer welfare. Our risk assessment process involves analyzing the likelihood and impact of these risks, enabling us to prioritize them effectively. Regular risk assessments ensure that we stay ahead of potential challenges and adapt our strategies accordingly.

Risk Mitigation Strategies

To mitigate identified risks, we have implemented robust internal controls and procedures tailored to the unique aspects of the gambling industry. These include advanced data protection measures to secure customer information, strict adherence to anti-money laundering (AML) standards, and responsible gaming policies designed to prevent gambling-related harm. Our comprehensive training programs ensure that all employees understand their roles in mitigating risks.



Auditing and Monitoring

Our internal audit team conducts regular audits to evaluate the effectiveness of our risk management strategies and compliance with regulatory requirements. Audit findings are addressed promptly, with corrective actions tracked until resolution.

Oversight and Governance

Oversight of our risk management framework is provided by our Board of Directors. This governance structure ensures that risk management remains a central focus at all levels of the organization. Findings from risk assessments and audits are reported directly to senior management and the Board, ensuring transparency and accountability.

Business and Financial Audits

Our commitment to financial integrity is reflected in our rigorous business and financial audit processes. These processes are designed to ensure accuracy in financial reporting and compliance with statutory and regulatory obligations.

Through our systematic approach to risk management, Grand Complications NV demonstrates a strong commitment to maintaining a secure, compliant, and responsible gaming environment. This approach not only protects our customers and stakeholders but also supports the sustainable growth and success of our business.



Key Suppliers and Material Dependencies

Payment Service Providers

We prioritize integrity, responsibility, and compliance in every aspect of our operations, including our payment service providers (PSPs). We recognize the critical role PSPs play in ensuring the safety and security of financial transactions within the iGaming industry. As such, we have diligently assessed and selected PSPs that align with our commitment to operating in good faith and with the utmost seriousness.

Our chosen PSPs, including B2BinPay, Coinspaid, eZeeWallet, Skrill, and Neteller, have undergone thorough scrutiny to ensure they meet stringent standards of reliability, security, and regulatory compliance. By partnering with these PSPs, we demonstrate our dedication to fostering a transparent, trustworthy, and compliant gambling environment.

We have implemented a robust risk management strategy to mitigate potential disruptions in case one of our PSPs becomes unavailable. This strategy ensures that any such eventuality will not compromise our ability to deliver seamless services to our players, safeguarding their experience and maintaining the integrity of our operations. Our collaboration with these PSPs, coupled with our proactive risk management approach, reflects our unwavering commitment to upholding the highest standards of integrity, responsibility, and uninterrupted service delivery in all our endeavors. The sheer number of different PSP providers ensures that all our customers have uninterrupted service.



Game Providers

Key parts of our business strategy are game providers and game aggregators which provide games for our platform. We mitigated the dependence on any single game provider by broadening our offer to many providers.

Game providers by volume of transactions:

- Evolution Gaming
- Pragmatic Play
- Hacksaw Gaming
- Relax Gaming
- CreedRoomz
- Gaming Corps
- Elk Studios
- No Limit City
- Spinomenal
- Platipus



Board membership, roles, and reserved rights

Board Composition and Responsibilities

Grand Complications NV current governance structure is streamlined for efficiency and effective decision-making. The board comprises a sole company director represented by Envision Managers N.V., reflecting our strategic approach to lean and focused leadership. In guiding the company's trajectory, the board collaborates closely with senior management on significant corporate decisions, ensuring alignment with the overarching strategic vision and operational goals.

Board Reserved Matters

Key responsibilities reserved for the board include:

- Approval of the Group's strategic plan, oversight of the Group's operations, and review of performance in light of the Group's strategy, objectives, business plans, and budgets, ensuring that any necessary corrective/transformational action is taken;
- Approval of acquisitions, disposals, and other transactions outside delegated limits;
- Assessment of the Group's viability and ability to continue as a going concern.
- Financial reporting and controls, including approval of the Full-Year Results, approval of the Financial Statements, approval of any significant changes in accounting policies or practices, and ensuring maintenance of appropriate internal control and risk management systems.



Shareholder/UBO Reserved Matters

The Shareholder/Ultimate Beneficial Owner (UBO) holds specific prerogatives critical to maintaining the integrity and direction of the company:

- Appointment and removal of Directors;
- Amending the company's constitution.
- Altering the company's capital structure.
- Issuing dividends or making other distributions.
- Modifying the rights attached to shares.
- Initiating winding up or restructuring procedures.
- Managing the company's intellectual property.
- Buying or selling shares or engaging in collaborations or joint ventures.
- Introducing significant changes to business operations.
- Altering the employment terms of key executives.
- Meeting obligations towards third parties, such as borrowing money or providing guarantees.
- Engaging in transactions involving directors or shareholders



Board Deadlock and Decision-Making

The governance framework of Grand Complications NV is designed to prevent deadlock scenarios within the board, ensuring smooth and uninterrupted decision-making processes that facilitate the company's growth and responsiveness to market dynamics.

Legal Support and Advisory

Dr. Michael Muscat, L.L.D from Helix Partners, provides Grand Complications NV with legal support and advice, ensuring compliance with regulatory requirements and guidance on legal matters affecting the company's operations and strategic direction.



Board Meeting Attendance and Policy

In addition to board members, key executives such as the CEO and CFO are typically invited to board meetings. This practice ensures that decision-making is informed by comprehensive insights into the company's financial and operational status. The policy governing attendance aims to foster transparency, strategic alignment, and informed deliberation on critical matters.

Environmental, Social, and Governance (ESG) Policy

Currently, Grand Complications NV does not have a formal ESG policy in place. However, we recognize the importance of sustainable and responsible business practices and are in the process of evaluating how best to integrate ESG principles into our corporate strategy and operational frameworks.



Target KPIs and business objectives

In the strategic landscape of our business plan, defining Target Key Performance Indicators (KPIs) and business objectives stands as a pivotal element for steering the company toward sustainable growth and success. This section is dedicated to outlining specific, measurable, achievable, relevant, and time-bound (SMART) objectives that align with our overarching mission and vision. By establishing clear Target KPIs, we aim to create a framework that not only tracks our progress but also ensures accountability and continuous improvement across all facets of the organization. The following will detail our targeted outcomes, set the benchmarks for performance, and map out the pathways to achieve exceptional results that meet or exceed stakeholder expectations. Through this systematic approach, we are committed to transforming strategic intentions into tangible achievements, driving the business forward in its pursuit of excellence and market leadership.

- We will increase our revenue through the increased user base
- We will reduce the social impact by promoting responsible gaming.
- We will improve the employee satisfaction survey results by increasing compensation plans and providing a wide range of benefits.
- We will grow organically and steadily increase our market segment.



Policies and Procedures

We commit to creating all company policies and procedures internally. The decision to create all policies internally stems from a strategic determination to align our company's operational practices, culture, and objectives closely. By leveraging the intimate knowledge our team possesses regarding our business processes, customer needs, and market dynamics, we ensure that each policy is not only tailored to our unique operational framework but also embodies our corporate ethos and strategic vision. This approach facilitates greater ownership and accountability across all levels of the organization, enhancing adherence and effective implementation. Additionally, internal policy creation promotes agility, allowing us to respond swiftly to evolving industry standards, regulatory changes, and business needs. While acknowledging the expertise external consultants might provide, the board believes that leveraging our internal resources will foster a more cohesive and adaptable policy framework, ultimately driving sustainable growth and competitive advantage.

We commit to regular, transparent, and comprehensive communication regarding any major change of the organization's performance, compliance, significant risk, or strategic decisions toward GCB every quarter.

The board believes, acting reasonably, that the individual tasked with developing policies and procedures is highly qualified and competent, as evidenced by their extensive background and successful track record in the relevant field. Their qualifications include advanced degrees, professional certifications, and years of hands-on experience, ensuring they possess the necessary expertise and skills. Furthermore, the board has implemented stringent oversight and due diligence processes to verify the individual's or entity's credentials and past performance.

Our lead compliance officer, Slaven Maticic, holds the licenses and educations of the highest industry standards and has years of experience in his job role. Which include, but are not limited to, KYC, AML, and Risk Management.

In terms of conflicts of interest, the board has conducted a comprehensive review, including a conflict-of-interest disclosure process, to ensure that the individual or entity is acting in the best interest of the organization without any divided loyalties. This includes reviewing financial



disclosures and affiliations that could impact their objectivity. The board also ensures ongoing monitoring to maintain this status, fostering an environment of transparency and accountability. Consequently, the board, acting in a prudent and informed manner, has full confidence in their capabilities and integrity in developing and implementing effective policies and procedures.

Conclusion

Grand Complications NV is set to become a major player in the South East Asian online gaming industry, offering a unique blend of entertainment, innovation, and safety. Our focus on customer support, gamification, and responsible gaming positions us as a trusted and preferred choice for online gamers in the region. We are committed to providing an unparalleled gaming experience, ensuring the well-being of our players, and shaping the future of online gaming in South East Asia.