

## **1.0 Company Description**

### *1.1 General Company Description*

Founded in 2023, Kikabet.com is an innovative crypto casino start-up based in Dubai, wholly owned by a single investor with a rich background in the crypto industry. The idea behind Kikabet.com was conceived with a dual passion for the crypto and iGaming communities. Our mission is to create an iGaming hub that caters to the unique needs and expectations of these audiences.

### *1.2 Team and Management*

Our dynamic team, composed of seasoned professionals in the B2C iGaming industry, consists not only of industry experts but also of passionate gamblers at heart. This deep-seated understanding of player needs and our personal affinity for the gaming world grant us a unique perspective that influences our decision-making and product development strategies.

### *1.3 Products and Services*

Kikabet aims to be more than just another iGaming platform; we seek to be a comprehensive entertainment and community hub. Here's a look at our multifaceted product offerings:

Core Products:

- **Kikabet Casino Games:** We offer a wide array of casino games including slots, table games like Blackjack, Roulette, and Poker, as well as live dealer games. Our games are sourced from Slotegrator, a leading software supplier and aggregator for online casinos. In addition, Kikabet will also feature custom-built, in-house games with innovative design and game mechanics to resonate with our target audience of 18-26-year-old crypto users.
- **Sportsbook:** Our sportsbook, powered by Betsby, provides extensive betting options across a range of sports and global events. Betsby offers a robust portfolio that includes pre-match and live sports events, eSports, and virtual games. Live streaming of major events, such as the NBA, is also included, along with a wide variety of live bet options.

#### User Experience:

- **Innovative Features:** Our platform goes beyond traditional iGaming services by offering in-game chat rooms, social sharing features, and a tiered loyalty program. Special emphasis is on Kikabet's exclusive, in-house designed games to enhance player experience and community interaction.
- **User Interface:** To make Kikabet truly unique, we've decided to design our front-end in-house, staffed by a team of experienced designers and developers. Our UI and UX are specially crafted to be intuitive and engaging, ensuring seamless navigation for our users.

#### Access and Mobility:

- **Multi-Platform Availability:** Kikabet's services will be accessible via desktop and mobile browsers. To further enhance user accessibility and convenience, we are also developing a dedicated mobile app.

#### Added Services:

- **Customer Support:** We prioritize customer service with 24/7 multi-lingual support via live chat, email, and dedicated social media chat groups. Specialized customer support agents will be assigned to VIP players for a more personalized experience.
- **Bonuses and Rewards:** Kikabet will roll out exclusive bonuses and an innovative loyalty system, with the majority of casino bonuses targeted towards our in-house developed games to increase their popularity and player engagement.

By putting the player first in every aspect of our service, we aim to create a holistic gaming experience that transcends conventional platforms. Kikabet is not just a place to play; it's a community to be a part of.

## *1.4 Company Culture and Values*

Our company culture and values are built around:

**Innovation:** A commitment to pushing the boundaries and constantly refining our platform and offerings.

**Community:** A focus on nurturing a strong, vibrant community where players feel seen, heard, and appreciated.

**Integrity:** Upholding a culture of transparency and fairness in our operations.

**Passion:** The drive to create the best experiences for our fellow gaming enthusiasts.

**Service Excellence:** A commitment to exceed player expectations with exceptional service.

## *1.5 Growth Strategy and Unique Selling Propositions*

Kikabet.com's growth strategy is centered on continual product development, market expansion, and establishing strategic partnerships. Long-term plans include the development of proprietary operational products, further enhancing our ability to innovate.

Our competitive edge lies in our unwavering focus on crafting unparalleled player experiences. Every aspect of Kikabet.com is designed with the player in mind. We aim to create an environment where commitment and loyalty are rewarded, fostering a sense of belonging among our players.

## **2.0 Vision and Mission**

### *2.1 Vision Statement*

Our vision is to revolutionize the crypto iGaming industry by becoming the leading operator with our own proprietary platform and game solutions. We aspire to cultivate a community-centric platform where players are not just users, but part of a community. In a landscape where technology can often

feel impersonal, we aim to humanize the iGaming experience, making safety, support, and a sense of belonging our top priorities. Within the next decade, Kikabet.com envisions setting new industry standards in player experience, innovation, and community engagement.

## *2.2 Mission Statement*

At Kikabet.com, our mission is to elevate the crypto iGaming entertainment landscape by offering unparalleled player experiences. We are committed to creating an environment that goes beyond gameplay, one where players don't just play, but feel, connect, and belong. In our mission to deliver unparalleled service, we firmly believe that every player is important. Our commitment is to provide each one with the highest level of customer care. We strive to provide an exceptional, immersive, and secure gaming experience that sets us apart from the rest. Through our commitment to innovation, community, and service excellence, we aim to redefine what it means to be a crypto iGaming operator.

## *2.3 Unique Value Proposition*

Kikabet.com offers a unique blend of immersive gaming and community experience. We deliver not just a platform, but a space where gamers can feel safe, supported, and rewarded. Our unique value propositions include:

- **Unparalleled User Experience:** Designed with our players in mind, our platform offers a seamless, immersive, and engaging gaming experience.
- **Innovative Gaming Solutions:** Our commitment to innovation means we're constantly developing new, proprietary games to keep our offerings fresh and exciting.
- **Community-Building:** We're not just a gaming platform; we're a community. Through shared experiences and rewards, we foster a sense of belonging among our users.
- **Robust Customer Support:** Our players are never alone. With a robust customer support system, we ensure our users feel supported at every step of their gaming journey.
- **Safe and Secure Environment:** With a strong emphasis on security, we provide a safe space where our users can enjoy their gaming experience without worry.
- **Exclusive Bonuses and Loyalty Program:** We value our players' commitment and loyalty, and we show our appreciation through exclusive bonuses and a rewarding loyalty program.

### 3. Market Analysis

Our primary target markets are regions accepting Curacao licenses for iGaming operators, specifically targeting individuals aged 18-26. These young, tech-savvy individuals have a passion for both cryptocurrencies and gaming. Key competitors include Betfury, Rollbit, and Betify. Kikabet.com aims to set itself apart with its innovative spirit, youthful brand image, and commitment to delivering a reliable, enjoyable user experience.

- **North - Central America** (excluding the excluded countries): Mexico, El Salvadore and Canada are countries with a high level of internet penetration and a young, tech-savvy population. The country has a favorable view of cryptocurrencies, and online gaming is legal and regulated in many provinces.

| NORTH-CENTRAL AMERICA SUMMERY 2023 |                      |                          |                       |                      |
|------------------------------------|----------------------|--------------------------|-----------------------|----------------------|
|                                    | TOTAL                | Canada (English, French) | El Salvador (Spanish) | Mexico (Spanish)     |
| GDP PPP (2023 est.)                | \$ 5 379 050 000 000 | \$ 2 385 000 000 000     | \$ 74 050 000 000     | \$ 2 920 000 000 000 |
| GDP PPP/Population                 | \$ 96 229            | \$ 61 756                | \$ 11 661             | \$ 22 813            |
| GGR USD                            | \$ 505 490 880       | \$ 100 864 320           | \$ 12 528 000         | \$ 392 098 560       |
| GGR Casino/Other                   | \$ 404 392 704       | \$ 80 691 456            | \$ 10 022 400         | \$ 313 678 848       |
| GGR Sport                          | \$ 101 098 176       | \$ 20 172 864            | \$ 2 505 600          | \$ 78 419 712        |
| Player GGR/Year                    |                      | \$ 120,00                | \$ 120,00             | \$ 168,00            |
| Player GGR/Month                   |                      | \$ 10,00                 | \$ 10,00              | \$ 14,00             |
|                                    |                      |                          |                       |                      |
|                                    |                      |                          |                       |                      |
|                                    |                      |                          |                       |                      |
|                                    | TOTAL                | Canada (English, French) | El Salvador (Spanish) | Mexico (Spanish)     |
| Population                         | 172 970 000          | 38 620 000               | 6 350 000             | 128 000 000          |
| Internet Users                     | 141 330 000          | 36 230 000               | 4 500 000             | 100 600 000          |
| Internet Users/Population %        | 81,71%               | 93,81%                   | 70,87%                | 78,59%               |
| Total Players/Internet Users.      | 3 278 856            | 840 536                  | 104 400               | 2 333 920            |
| Players Casino/Other               | 2 623 085            | 672 429                  | 83 520                | 1 867 136            |
| Players Sport                      | 655 771              | 168 107                  | 20 880                | 466 784              |

- **South America** (excluding the excluded countries): The region is experiencing a surge in both cryptocurrency usage and online gaming. Countries like Brazil, Argentina, Venezuela and Columbia have a large, young, and tech-savvy population. The region as a whole is seeing increased internet penetration and mobile usage, which are key drivers for online gaming.

| SOUTH AMERICA SUMMERY 2023    |                      |                      |                      |                            |                     |
|-------------------------------|----------------------|----------------------|----------------------|----------------------------|---------------------|
|                               | TOTAL                | Argentina (Spanish)  | Brazil (Portuguese)  | Colombia (Spanish English) | Venezuela (Spanish) |
| GDP PPP (2023 est.)           | \$ 6 671 000 000 000 | \$ 1 270 000 000 000 | \$ 4 200 000 000 000 | \$ 1 010 000 000 000       | \$ 191 000 000 000  |
| GDP PPP/Population            | \$ 73 591            | \$ 27 833            | \$ 19 626            | \$ 19 438                  | \$ 6 695            |
| GGR USD                       | \$ 314 424 000       | \$ 47 748 000        | \$ 198 360 000       | \$ 47 208 000              | \$ 21 108 000       |
| GGR Casino/Other              | \$ 251 539 200       | \$ 38 198 400        | \$ 158 688 000       | \$ 37 766 400              | \$ 16 886 400       |
| GGR Sport                     | \$ 62 884 800        | \$ 9 549 600         | \$ 39 672 000        | \$ 9 441 600               | \$ 4 221 600        |
| Player GGR/Year               |                      | \$ 120,00            | \$ 120,00            | \$ 120,00                  | \$ 120,00           |
| Player GGR/Month              |                      | \$ 10,00             | \$ 10,00             | \$ 10,00                   | \$ 10,00            |
|                               |                      |                      |                      |                            |                     |
|                               |                      |                      |                      |                            |                     |
|                               |                      |                      |                      |                            |                     |
|                               | TOTAL                | Argentina (Spanish)  | Brazil (Portuguese)  | Colombia (Spanish English) | Venezuela (Spanish) |
| Population                    | 340 120 000          | 45 630 000           | 214 000 000          | 51 960 000                 | 28 530 000          |
| Internet Users                | 262 020 000          | 39 790 000           | 165 300 000          | 39 340 000                 | 17 590 000          |
| Internet Users/Population %   | 77,04%               | 87,20%               | 77,24%               | 75,71%                     | 61,65%              |
| Total Players/Internet Users. | 6 078 864            | 923 128              | 3 834 960            | 912 688                    | 408 088             |
| Players Casino/Other          | 2 096 160            | 318 320              | 1 322 400            | 314 720                    | 140 720             |
| Players Sport                 | 524 040              | 79 580               | 330 600              | 78 680                     | 35 180              |

- **Asia** (excluding the excluded countries): This region is home to some of the most tech-savvy populations in the world. Countries like Japan, South Korea, Thailand and Singapore have a high level of cryptocurrency usage and a strong interest in online gaming.

| ASIA SUMMERY 2023             |                       |                      |                    |                      |                      |
|-------------------------------|-----------------------|----------------------|--------------------|----------------------|----------------------|
|                               | TOTAL                 | Japan                | Singapore          | South Korea          | Thailand             |
| GDP PPP (2023 est.)           | \$ 11 729 726 000 000 | \$ 6 457 000 000 000 | \$ 757 726 000 000 | \$ 2 924 000 000 000 | \$ 1 591 000 000 000 |
| GDP PPP/Population            | \$ 257 151            | \$ 52 241            | \$ 126 288         | \$ 56 448            | \$ 22 174            |
| GGR USD                       | \$ 744 717 216        | \$ 285 360 000       | \$ 17 792 544      | \$ 168 910 848       | \$ 272 653 824       |
| GGR Casino/Other              | \$ 595 773 773        | \$ 228 288 000       | \$ 14 234 035      | \$ 135 128 678       | \$ 218 123 059       |
| GGR Sport                     | \$ 148 943 443        | \$ 57 072 000        | \$ 3 558 509       | \$ 33 782 170        | \$ 54 530 765        |
| Player GGR/Year               |                       | \$ 120,00            | \$ 132,00          | \$ 144,00            | \$ 192,00            |
| Player GGR/Month              |                       | \$ 10,00             | \$ 11,00           | \$ 12,00             | \$ 16,00             |
|                               |                       |                      |                    |                      |                      |
|                               |                       |                      |                    |                      |                      |
|                               |                       |                      |                    |                      |                      |
|                               | TOTAL                 | Japan                | Singapore          | South Korea          | Thailand             |
| Population                    | 253 150 000           | 123 600 000          | 6 000 000          | 51 800 000           | 71 750 000           |
| Internet Users                | 220 080 000           | 102 500 000          | 5 810 000          | 50 560 000           | 61 210 000           |
| Internet Users/Population %   | 86,94%                | 82,93%               | 96,83%             | 97,61%               | 85,31%               |
| Total Players/Internet Users. | 5 105 856             | 2 378 000            | 134 792            | 1 172 992            | 1 420 072            |
| Players Casino/Other          | 4 084 685             | 1 902 400            | 107 834            | 938 394              | 1 136 058            |
| Players Sport                 | 1 021 171             | 475 600              | 26 958             | 234 598              | 284 014              |

- **Africa** (excluding the excluded countries): This region has a growing interest in both cryptocurrencies and online gaming. Countries like South Africa, Kenya and Nigeria, have a relatively young population and a growing tech sector.

| AFRICA SUMMERY 2023           |                      |                    |                      |                        |                          |
|-------------------------------|----------------------|--------------------|----------------------|------------------------|--------------------------|
|                               | TOTAL                | Kenya (English)    | Nigeria (English)    | South Africa (English) | Tunisia (Arabic, French) |
| GDP PPP (2023 est.)           | \$ 2 832 284 000 000 | \$ 333 100 000 000 | \$ 1 360 000 000 000 | \$ 990 000 000 000     | \$ 149 184 000 000       |
| GDP PPP/Population            | \$ 41 793            | \$ 6 105           | \$ 5 891             | \$ 17 055              | \$ 12 742                |
| GGR USD                       | \$ 1 437 000 576     | \$ 79 555 584      | \$ 886 704 000       | \$ 375 249 792         | \$ 95 491 200            |
| GGR Casino/Other              | \$ 1 149 600 461     | \$ 63 644 467      | \$ 709 363 200       | \$ 300 199 834         | \$ 76 392 960            |
| GGR Sport                     | \$ 287 400 115       | \$ 15 911 117      | \$ 177 340 800       | \$ 75 049 958          | \$ 19 098 240            |
| Player GGR/Year               |                      | \$ 192,00          | \$ 312,00            | \$ 372,00              | \$ 420,00                |
| Player GGR/Month              |                      | \$ 16,00           | \$ 26,00             | \$ 31,00               | \$ 35,00                 |
|                               |                      |                    |                      |                        |                          |
|                               |                      |                    |                      |                        |                          |
|                               |                      |                    |                      |                        |                          |
|                               | TOTAL                | Kenya (English)    | Nigeria (English)    | South Africa (English) | Tunisia (Arabic, French) |
| Population                    | 355 159 445          | 54 560 000         | 230 842 743          | 58 048 332             | 11 708 370               |
| Internet Users                | 193 640 000          | 17 860 000         | 122 500 000          | 43 480 000             | 9 800 000                |
| Internet Users/Population %   | 54,52%               | 32,73%             | 53,07%               | 74,90%                 | 83,70%                   |
| Total Players/Internet Users. | 4 492 448            | 414 352            | 2 842 000            | 1 008 736              | 227 360                  |
| Players Casino/Other          | 3 593 958            | 331 482            | 2 273 600            | 806 989                | 181 888                  |
| Players Sport                 | 898 490              | 82 870             | 568 400              | 201 747                | 45 472                   |

- **Eastern Europe** (excluding the excluded countries): This region has a growing interest in both cryptocurrencies and online gaming. Countries like Sweden and North Macedonia, Albania are known for their tech-savvy populations and favorable regulatory environments.

| EUROPE SUMMERY 2023           |                    |                   |                   |                    |
|-------------------------------|--------------------|-------------------|-------------------|--------------------|
|                               | TOTAL              | Albania           | North Macedonia   | Sweden             |
| GDP PPP (2023 est.)           | \$ 813 000 000 000 | \$ 51 100 000 000 | \$ 49 900 000 000 | \$ 712 000 000 000 |
| GDP PPP/Population            | \$ 110 242         | \$ 17 993         | \$ 24 703         | \$ 67 547          |
| GGR USD                       | \$ 37 298 925      | \$ 6 319 680      | \$ 5 066 880      | \$ 25 912 365      |
| GGR Casino/Other              | \$ 29 839 140      | \$ 5 055 744      | \$ 4 053 504      | \$ 20 729 892      |
| GGR Sport                     | \$ 7 459 785       | \$ 1 263 936      | \$ 1 013 376      | \$ 5 182 473       |
| Player GGR/Year               | \$ 120.00          | \$ 120.00         | \$ 120.00         | \$ 120.00          |
| Player GGR/Month              | \$ 10.00           | \$ 10.00          | \$ 10.00          | \$ 10.00           |
|                               |                    |                   |                   |                    |
|                               |                    |                   |                   |                    |
|                               |                    |                   |                   |                    |
|                               | TOTAL              | Albania           | North Macedonia   | Sweden             |
| Population                    | 15 400 886         | 2 840 000         | 2 020 000         | 10 540 886         |
| Internet Users                | 13 397 602         | 2 270 000         | 1 820 000         | 9 307 602          |
| Internet Users/Population %   | 86,99%             | 79,93%            | 90,10%            | 88,30%             |
|                               |                    |                   |                   |                    |
| Total Players/Internet Users. | 310 824            | 52 664            | 42 224            | 215 936            |
| Players Casino/Other          | 248 659            | 42 131            | 33 779            | 172 749            |
| Players Sport                 | 62 165             | 10 533            | 8 445             | 43 187             |

The regulatory environment varies by country so it's important to stay updated on any changes.

In terms of cryptocurrency usage, Bitcoin (BTC), Ethereum (ETH), Cardano (ADA), Binance Coin (BNB), Ripple (XRP), Dogecoin (DOGE), Polkadot (DOT), Uniswap (UNI), Litecoin (LTC), and Chainlink (LINK) are among the most popular cryptocurrencies globally.

## 4. Product Description

### 4.1 Overview

Kikabet.com is a crypto-centric online casino designed to serve the next generation of iGaming enthusiasts. While our primary focus lies in offering a vast array of casino games, we are more than just a traditional gaming platform. Kikabet.com aims to be a multi-faceted hub that encompasses proprietary games and a robust sportsbook, catering to a tech-savvy audience aged 18-26 who are both crypto and iGaming enthusiasts.

## *4.2 Games and Services*

Casino Games: Provided by Slotegrator, a top-tier software supplier and aggregator in the online casino and sportsbook space, our platform offers an extensive selection of games. This includes popular slots, classic table games like Blackjack, Roulette, and Poker, as well as engaging live dealer games. As the gaming market evolves, Slotegrator's flexibility allows us to continually integrate new and exciting offerings.

Kikabet Original Games: Developed in-house, these innovative games feature captivating design elements and a groundbreaking in-game loyalty system, all complemented by a cutting-edge UI/UX specific to Kikabet's offerings.

Sportsbook: Powered by Betsby, offers a wide range of betting options and provides an expansive array of pre-match and live betting options across a multitude of sports, esports, and virtual events. Live streaming is available for all major events, complemented by real-time betting features.

## *4.3 Platform Experience*

User Interface: Developed in-house by Kikabet's team of skilled designers and developers, our user interface aims to break the mold. Far from relying on conventional, overused templates, we are creating a unique and innovative UI that is highly intuitive and optimized for smooth navigation.

Innovative Features: Our platform goes beyond the ordinary with user chat rooms, private chat rooms, and social sharing capabilities. A unique tiered loyalty program elevates the player experience, along with Kikabet's own in-house-designed, innovative games that are specially crafted to enrich user interaction and enjoyment.

## *4.4 Technology and Security*

In an industry where security and reliability are of paramount importance, Kikabet.com leverages the best technological infrastructure and security protocols.

Platform Providers:

- Advabet: A seasoned platform provider with comprehensive solutions designed to meet diverse iGaming requirements.
- Slotegrator: A leader in casino software aggregation, providing a wide range of games and reliable systems.

Both Advabet and Slotegrator are licensed by Curacao and have garnered additional major operating licenses in the iGaming industry, demonstrating their commitment to providing secure, reliable platforms.

#### Security Measures:

- ✓ Encryption: All user data is protected using state-of-the-art encryption algorithms.
- ✓ Two-Factor Authentication (2FA): An added layer of security to prevent unauthorized access.
- ✓ Regular Audits and Monitoring: Continuous assessment of systems to identify and rectify vulnerabilities.
- ✓ Curacao iGaming License: Operating under this license adds another layer to our security measures, requiring us to adhere to stringent regulations related to player protection, data security, and financial transactions.

By partnering with these highly reputable and secure platform providers, Kikabet.com ensures that our players enjoy a safe, dependable environment for their gaming activities. Our commitment to robust security measures is part of our broader dedication to customer satisfaction and sets us apart in a highly competitive market.

#### *4.5 Payment and Transactions*

Kikabet.com aims to provide a frictionless payment experience for its users by leveraging state-of-the-art payment technology and robust security measures.

#### Payment Methods:

##### Crypto Payments:

Recognizing the increasingly digital landscape of the gaming industry, Kikabet's platform has been optimized for a tech-savvy audience through the integration of a diverse array of cryptocurrency payment options. This approach not only adds an extra layer of privacy and security for our users but also caters to a global audience unrestricted by traditional financial systems.

Our platform accepts a wide variety of cryptocurrencies to offer our customers a comprehensive, flexible payment solution. The following is a list of supported cryptocurrencies:

ADA (Cardano); BC1 (Bitcoin1); BSV (Bitcoin SV); BTT (BitTorrent); CNB (CoinBundle); CNG (CoinGather); DOGE (Dogecoin); DOT (Polkadot); EOS (EOS.IO); ET2 (Ether-2); ET6 (Ether-6); FTN (Fountain); ICX (ICON)

LT2 (Litecoin-2); MA1 (MenaPay1); mBC2 (micro Bitcoin2); mBCH (micro Bitcoin Cash); mBNB (micro Binance Coin); mBTC (micro Bitcoin); mDSH (micro Dash); mEOS (micro EOS); mETH (micro Ethereum)

MHC (MetaHash); mLTC (micro Litecoin); mXMR (micro Monero); mSOL (micro Solana); mXMR (micro Monero); NEO (NEO); SHIB (Shiba Inu); TRX (TRON); uBCH (micro-unit Bitcoin Cash); uBTC (micro-unit

Bitcoin); uETH (micro-unit Ethereum); uLTC (micro-unit Litecoin); US1 (USD1); USDT (Tether); XB2 (X-Bank2); XB3 (X-Bank3); XMR (Monero); XVG (Verge); XRP (Ripple)

#### Transaction Speed:

- Instant Deposits: Players can instantly deposit cryptocurrencies, ensuring they can start gaming without any delays.
- Rapid Withdrawals: Quick withdrawal processes are essential to our commitment to customer convenience, enabling players to access their winnings almost instantly.

#### Traditional Payment Conversion:

MoonPay Integration: For players who do not own cryptocurrencies, we will integrate MoonPay as a payment provider. This allows them to purchase cryptocurrencies using traditional payment methods such as Visa and Mastercard, directly on the Kikabet website. This ensures that even those new to the crypto world can participate with ease.

#### Security Measures:

All our transactions are secured with advanced encryption technologies to ensure the utmost security for our users.

By offering a multitude of payment options and rapid transaction times, we aim to offer unparalleled convenience to our players, thereby encouraging long-term loyalty to our platform.

### *4.6 Customer Support*

Exceptional customer support is a cornerstone of our business. We believe that a prompt and responsive customer service experience contributes significantly to player satisfaction and long-term loyalty.

#### Availability:

- ✓ 24/7 Support: Our support staff is available around the clock to provide immediate assistance.
- ✓ Communication Channels:
- ✓ Live Chat: Instant access to support agents for immediate resolution of issues.
- ✓ Email: For more detailed queries and concerns that do not require instant attention.

- ✓ **Dedicated Social Media Chat Groups:** Creating a community around the brand and offering on-the-go support.

#### Multilingual Support:

To serve our diverse user base, our customer support will be available in multiple languages. We'll also employ an AI-powered chat tool to handle real-time translations, ensuring all players get the support they need, regardless of language.

#### Highly Skilled Team:

Our customer support agents are not just experienced but also undergo regular training programs. This ensures they are up-to-date with the latest industry trends and are prepared to address a full range of customer needs.

#### VIP Support:

We recognize the value of our VIP players and offer them dedicated customer support agents who provide personalized service tailored to their unique needs.

By offering a comprehensive, multilingual, and highly responsive customer support system, Kikabet.com aims to set a new standard in the iGaming industry for customer care.

### *4.7 Bonuses and Promotions*

In line with our mission to provide unparalleled player experiences, Kikabet.com has developed a strategic approach to bonuses and promotions. Our aim is to reward both new and existing players, fostering a sense of community and belonging, while also providing tangible incentives for continued play.

#### Types of Bonuses:

- **Welcome Bonus:** New players will be welcomed with an exclusive package that includes free spins and deposit matches, allowing them to explore and enjoy the platform without a substantial initial investment.

- **Reload Bonus:** To reward the commitment of our existing players, we offer reload bonuses, ensuring that every deposit comes with added value.
- **High Roller Bonus:** For our VIP players, special high roller bonuses will be made available. These include higher deposit matches and exclusive gaming opportunities.
- **Innovative Loyalty System:**
- **KikaPoints:** Players will earn loyalty points, termed 'KikaPoints,' for every game they play. These points can be redeemed for various perks including free spins, game credits, and even exclusive merchandise.
- **Tiered Membership:** Our loyalty program will feature tiered levels, each offering its unique set of benefits including faster withdrawals, a personal account manager, and unique in-game opportunities.
- **Birthday and Anniversary Bonuses:** Special bonuses will be given to players on significant dates as a token of our appreciation.
- **Referral Program:** Existing players can earn extra bonuses by referring new players to our platform, further fostering a sense of community.
- **Special Promotions:**
- **Seasonal and Event-based Promotions:** We plan to offer seasonal bonuses during major holidays and events, and also during significant sporting events for our sportsbook users.
- **In-Game Rewards:** Our custom-built, in-house Kikabet games will feature innovative in-game loyalty rewards to keep players engaged and invested in the platform.

By offering a wide array of bonuses and a truly innovative loyalty program, Kikabet.com aims to set a new standard in player engagement and satisfaction in the crypto iGaming industry.

#### *4.8 Compliance and Regulation*

Kikabet.com places the utmost importance on operating within a legal and ethical framework. To that end, we have secured a license from the Curacao eGaming Licensing Authority, a recognized body in the iGaming industry. We are committed to adhering to all the regulations and guidelines laid out by this authority as well as other global standards relevant to cryptocurrency and online gambling.

Holding a Curacao eGaming License provides Kikabet.com with the legal right to operate various forms of online gambling including casino games and sports betting. This license obliges us to maintain a high level of security and fairness, ensuring a safe and transparent gaming environment for our players.

#### Cryptocurrency Regulations:

- As a crypto-based iGaming platform, we are cognizant of the evolving legal landscape surrounding the use of cryptocurrencies. We are committed to following all relevant laws and regulations related to cryptocurrency transactions, both on a local and international scale.

#### Responsible Gambling:

- Kikabet.com is dedicated to promoting responsible gambling. We offer various tools and resources to help our players gamble responsibly, including self-exclusion options, deposit limits, and reality checks.

#### Data Protection and Security:

- We are compliant with General Data Protection Regulation (GDPR) as well as other data protection laws to ensure the privacy and security of our users' data. Our website employs the latest SSL encryption technology and robust cybersecurity measures to protect against any unauthorized access or data breaches.

#### Age Verification:

- In compliance with our Curacao eGaming license and to ensure responsible gambling, we have an age verification process in place. Only users who are 18 years or older are allowed to participate in any of our gambling activities.

#### Partners and Suppliers:

- All our technology providers, including Advabet and Sloteagragator, are licensed and regulated entities. These partnerships underscore our commitment to operating within a compliant and secure environment.

#### Ongoing Compliance:

- We have a dedicated Legal, Compliance and Regulation team that continuously monitors changes in laws and regulations. They ensure that Kikabet.com remains in compliance and adapts to new legal landscapes.

## **5. Marketing and Advertising**

### *5.1 Market Research and Analysis*

Prior to launching, we will conduct exhaustive market research focusing on our target audience, which primarily consists of 18-26-year-olds who are both crypto users and interested in gambling. We will analyze the competitive landscape, assessing strengths and weaknesses of competitors, and monitor industry trends to optimize both our product and marketing strategies.

### *5.2 Branding and Positioning*

Kikabet.com will be branded as the premier community for crypto and iGaming users. Our visual language, logo, and overall brand persona will echo this positioning. Our unique value proposition centers around delivering unparalleled player experiences, fortified by our in-house innovative game designs and unique loyalty systems.

### *5.3 Online Presence*

Our online presence is rooted in an intuitively designed website that focuses on a player-centric UI/UX, ensuring an engaging and effortless gaming experience. To maintain a robust connection with our target demographic, we will uphold active and customized social media profiles on platforms that are most relevant to our audience.

To complement these initiatives, we will leverage the most effective affiliate programs for each of our target markets, further enhancing our customer acquisition strategies. We will also engage with both global and local influencers, as this approach allows us to reach a wider yet more targeted audience, creating genuine engagement and excitement around our brand.

### *5.4 Content Strategy*

Content is at the heart of our marketing strategy. From blog posts discussing the latest industry trends and how-to guides to social media testimonials from satisfied players, we aim to cover a diverse array of topics relevant to our audience. We will also produce video content, offering game tutorials and exclusive behind-the-scenes glimpses, along with infographics to simplify complex subjects like 'Safe Crypto Gambling.' Our commitment to high-quality, meaningful content is designed to foster and maintain brand loyalty. This includes a rich variety of articles, interactive social campaigns, captivating videos, and instructive gaming guides.

### 5.5 Budget Allocation and Channels

- Initially, 500.000 \$ will be earmarked for marketing, distributed as follows:
- Social Media Advertising: 20%
- Influencer Marketing: 20%
- Content Marketing: 15%
- Other marketing expenses: 5%
- Affiliate:20%
- Loyalty programs and Bouses:20%

| Marketing Expenses                    | %           | Month 1       | Month 2       | Month 3       | Month 4       | Month 5       | Month 6       | Total Marketing Budget |
|---------------------------------------|-------------|---------------|---------------|---------------|---------------|---------------|---------------|------------------------|
| Loyalty Programs and Bonuses          | 20%         | 15 000        | 15 000        | 20 000        | 20 000        | 15 000        | 15 000        | 100 000                |
| Content Creations                     | 16%         | 10 000        | 14 000        | 14 000        | 14 000        | 14 000        | 14 000        | 80 000                 |
| Social Media Ads                      | 20%         | 15 000        | 20 000        | 20 000        | 15 000        | 15 000        | 15 000        | 100 000                |
| Affiliate Payments & User Acquisition | 24%         | 20 000        | 20 000        | 20 000        | 20 000        | 20 000        | 20 000        | 120 000                |
| Influencer Collaborations             | 12%         | 10 000        | 10 000        | 13 000        | 10 000        | 10 000        | 7 000         | 60 000                 |
| Other Marketing Expenses              | 8%          | 6 000         | 6 800         | 6 800         | 6 800         | 6 800         | 6 800         | 40 000                 |
| <b>TOTAL</b>                          | <b>100%</b> | <b>76 000</b> | <b>85 800</b> | <b>93 800</b> | <b>85 800</b> | <b>80 800</b> | <b>77 800</b> | <b>500 000</b>         |

### 5.6 Customer Acquisition Cost (CAC)

#### 5.6.1 Initial Estimates and Targets

In our initial year of operation, we project a Customer Acquisition Cost (CAC) of \$50 per user. This figure is a comprehensive measure, encompassing all direct costs associated with acquiring a new customer, such as advertising expenses, promotional offers, and any fees paid to third-party marketing agencies.

#### 5.6.2 Strategies for CAC Reduction

Our goal is to reduce the CAC to \$30 by the end of the third year. We intend to achieve this reduction through a multifaceted approach:

- ✓ **Efficient Marketing:** As we refine our marketing strategy and gain more insights into what works best for our target demographic, we expect to allocate our marketing budget more efficiently, thereby reducing the CAC.

- ✓ Organic Growth: As the brand becomes more well-known, we anticipate a higher rate of organic sign-ups through word of mouth, social sharing, and organic search, which will contribute to a lower CAC.
- ✓ Customer Retention: By focusing on customer satisfaction and engagement through a superior product and excellent customer service, we expect a higher customer lifetime value (CLV), allowing us to offset the initial CAC.
- ✓ Optimized Sales Funnel: We plan to continually test and optimize our sales funnel to improve conversion rates, which will effectively reduce the CAC.
- ✓ Automated Outreach: The use of automated marketing tools for emails, social media, and customer relationship management will help us to reach a larger audience with less manual effort, thus lowering the CAC.

### *5.6.3 Performance Metrics and Monitoring*

- We will employ several key performance indicators (KPIs) to track our success in reducing the CAC:
- Monthly and Quarterly Reviews: Regular internal reviews will be conducted to assess the effectiveness of our customer acquisition strategies.
- ROI Assessment: Each marketing channel will be analyzed for its return on investment (ROI) to determine its efficacy in customer acquisition.
- User Surveys: User feedback will be actively sought to understand the customer experience, which will, in turn, help us fine-tune our acquisition strategies.

### *5.6.4 Risk Mitigation*

Should the CAC not decrease as planned, we will reassess our strategies and make necessary adjustments. This may include changing marketing channels, revising our budget allocations, or introducing new promotional tactics.

## 5.7 Special Campaigns and Promotions

### *5.7.1 Overview*

To take advantage of peak traffic times and special events, we will launch targeted seasonal and event-based marketing campaigns. These campaigns aim to boost customer engagement, increase brand awareness, and maximize revenue during these strategically important periods.

### *5.7.2 Types of Campaigns*

- **Seasonal Campaigns:** These will be aligned with major holidays and seasons, such as Christmas, New Year's, and summer holidays.
- **Event-Based Campaigns:** Special promotions will be launched to coincide with major sports events, industry conferences, or other relevant happenings that resonate with our target audience.
- **Product Launch Campaigns:** Whenever we release a new game or feature, a corresponding promotional campaign will be rolled out to create buzz and encourage users to try it out.

### *5.7.3 Key Components*

- **Exclusive Bonuses:** Special offers and bonuses will be offered during these campaigns to incentivize participation and play.
- **Themed Content:** Marketing material will be designed in accordance with the theme of the season or event, enhancing its relevance and appeal to our target demographic.
- **Social Media Hype:** We will leverage our social media channels to generate excitement before the launch of each campaign.
- **Email Marketing & Push Notifications:** Special newsletters featuring the promotions will be sent out to our existing customer base to encourage participation.

### *5.7.4 Execution Strategy*

- ✓ **Planning:** Each campaign will be planned at least two months in advance, ensuring enough time for the design, content creation, and other logistics.
- ✓ **Coordination:** Cross-functional teams will work together to coordinate the various components of each campaign.
- ✓ **Monitoring and Analysis:** Real-time tracking will be implemented to monitor key performance indicators such as engagement rate, conversion rate, and ROI.

#### *5.7.5 Budgeting and ROI*

A separate budget will be allocated for special campaigns, factored into our overall marketing budget. The ROI for each campaign will be meticulously analyzed to guide future marketing decisions.

#### *5.7.6 Customer Engagement Metrics*

Post-campaign, we will conduct customer surveys and analyze user behavior metrics to gauge the effectiveness of our campaigns in terms of customer engagement and satisfaction.

#### *5.7.7 Focus on Kikabet's Proprietary Games for Bonuses*

One of our unique strategies for maximizing both player engagement and cost-efficiency involves centering the majority of our casino bonuses around Kikabet's own in-house developed games.

Why This Matters:

- **Reduced Provider Costs:** By focusing the bonuses on our proprietary games, we significantly decrease the costs associated with third-party game providers. This enables us to offer more attractive bonuses and promotions, creating a competitive advantage.
- **Brand Loyalty & Engagement:** Offering bonuses on our games encourages players to try them out, which we believe will lead to higher engagement and loyalty towards Kikabet-branded content.
- **Increased Game Popularity:** This strategy will also serve to boost the popularity of our proprietary games, establishing them as go-to options for players on our platform.
- **Data-Driven Insights:** Operating our own games also allows us greater control over data and analytics, helping us continuously optimize both the games and associated promotional strategies.

By steering our bonuses in this direction, we aim to achieve a synergistic effect: enriching player experience while promoting our in-house games and achieving operational cost-efficiency. This

approach aligns well with our broader marketing and operational goals, ultimately aiming to deliver elevated returns on investment (ROI).

### *5.8 Regulatory Compliance in Marketing and Promotions*

As we navigate the complex landscape of iGaming and cryptocurrency regulations, maintaining strict regulatory compliance is a cornerstone of our business operations.

Key Compliance Measures:

- **Internal Review Mechanism:** Every piece of marketing and promotional material will undergo rigorous internal scrutiny. Our compliance team, trained in Curacao eGaming regulations as well as cryptocurrency laws, will review each campaign before it goes live.
- **Legal Consultation:** We will collaborate closely with legal experts specialized in iGaming and cryptocurrency regulations. This ensures that our marketing activities not only align with Curacao regulations but also meet international compliance standards.
- **Regular Training:** Our compliance team will receive ongoing training to stay up-to-date with the latest in legal developments, including periodic briefings and updates.
- **Automated Compliance Tools:** We will utilize specialized software to track and manage compliance risks, thereby making our review process more efficient and robust.
- **Compliance Documentation:** Comprehensive records of all compliance checks will be maintained for auditing purposes.
- **Cryptocurrency Guidelines:** Given the specific regulatory environment surrounding the use of cryptocurrencies, we'll ensure all marketing and promotional activities adhere to anti-money laundering (AML) and Know Your Customer (KYC) rules specific to crypto transactions.
- **Stakeholder Communication:** Clear lines of communication will be established between the marketing and compliance teams to swiftly address any potential regulatory concerns.

## 6. Operational Plan

### 6.1 Timeline

Curacao Company Establishment: October 2023

License Acquisition: November - December 2023

Official Kikabet Launch: January 2024

Staff Expansion: Q1-Q2 2024

Marketing and Scaling: Throughout 2024

### 6.2 Budget Estimations:

| Operational Expenses                                            | Month 1        | Month 2        | Month 3        | Month 4        | Month 5        | Month 6        | Month 7        | Month 8        | Month 9        | Month 10       | Month 11       | Month 12       | TOTAL            |
|-----------------------------------------------------------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|------------------|
| Platform fee (Advabet)                                          | 5 300          | 7 900          | 10 600         | 13 500         | 16 000         | 18 500         | 32 250         | 36 000         | 39 750         | 43 500         | 47 400         | 51 750         | 322 450          |
| Casino&Sportsbook provider                                      | 29 150         | 43 450         | 58 300         | 74 250         | 88 000         | 101 750        | 177 375        | 198 000        | 218 625        | 239 250        | 260 700        | 284 625        | 1 773 475        |
| Payment Processing Fees                                         | 4 929          | 7 347          | 9 858          | 12 555         | 14 880         | 17 205         | 19 995         | 22 320         | 24 645         | 26 970         | 29 388         | 32 085         | 222 177          |
| Employee Salaries                                               | 60 000         | 60 000         | 60 000         | 60 000         | 60 000         | 60 000         | 60 000         | 60 000         | 60 000         | 60 000         | 60 000         | 60 000         | 720 000          |
| Licensing and Compliance                                        | 11 000         | 4 000          | 4 000          | 4 000          | 4 000          | 4 000          | 4 000          | 4 000          | 4 000          | 4 000          | 4 000          | 4 000          | 55 000           |
| Curacao Company Establishing                                    | 13 000         | 1 000          | 1 000          | 1 000          | 1 000          | 1 000          | 1 000          | 1 000          | 1 000          | 1 000          | 1 000          | 1 000          | 24 000           |
| Third party software and tools                                  | 5 000          | 5 000          | 5 000          | 5 000          | 5 000          | 5 000          | 5 000          | 5 000          | 5 000          | 5 000          | 5 000          | 5 000          | 60 000           |
| Website Maintenance and User Experience                         | 1 500          | 1 500          | 1 500          | 1 500          | 1 500          | 1 500          | 1 500          | 1 500          | 1 500          | 1 500          | 1 500          | 1 500          | 18 000           |
| Regulatory and Legal Costs                                      | 500            | 500            | 500            | 500            | 500            | 500            | 500            | 500            | 500            | 500            | 500            | 500            | 6 000            |
| Administrative and Overhead software costs                      | 500            | 500            | 500            | 500            | 500            | 500            | 500            | 500            | 500            | 500            | 500            | 500            | 6 000            |
| Miscellaneous Expenses (Training and development for employees) | 1 000          | 1 000          | 1 000          | 1 000          | 1 000          | 1 000          | 1 000          | 1 000          | 1 000          | 1 000          | 1 000          | 1 000          | 12 000           |
| <b>TOTAL Operational Expenses</b>                               | <b>131 879</b> | <b>132 197</b> | <b>152 258</b> | <b>173 805</b> | <b>192 380</b> | <b>210 955</b> | <b>303 120</b> | <b>329 820</b> | <b>356 520</b> | <b>383 220</b> | <b>410 988</b> | <b>441 960</b> | <b>3 219 102</b> |

### 6.3 Pre-launch KPIs:

Regulatory Approval Time: Aim to get Curacao eGaming License within 2 months.

Budget Adherence: Keep establishment and regulatory costs within €20,000.

Team Recruitment: Fill all key positions (legal, compliance, customer support) within 2 month.

Platform Readiness: Achieve 100% functionality in all beta tests at least 1 week before launch.

#### *6.4 Post-launch KPIs:*

Monthly Active Users : Reach 20,000 active players within the first 3 months.

Customer Acquisition Cost (CAC): Start at \$50 and reduce to \$30 within first years.

Customer Lifetime Value (CLV): Aim for a CLV to CAC ratio of at least 3:1.

Churn Rate: Keep customer churn rate below 5%.

Customer Support Metrics: Response time under 3 minutes.

Customer satisfaction rate above 90%.

Gross Gaming Revenue (GGR): Target a GGR of \$3 million in the first year.

Affiliate Program Performance: Sign up at least 100 affiliates in the first 3 months.

## **7. Regulatory Compliance Plan**

### *7.1 Curacao iGaming Licensing Authority Compliance*

- ✓ To operate legally and ethically, we will strictly adhere to the guidelines established by the Curacao eGaming Licensing Authority. Compliance will span several critical areas:
- ✓ **Transparent Operations:** We will maintain full transparency in all operations, including financial reporting, player disputes, and conflict resolution procedures.
- ✓ **Secure Transactions:** All transactions on our platform will be encrypted and securely stored, with additional layers of protection against fraud and unauthorized access.
- ✓ **Player Protection:** We will employ protective measures such as self-exclusion options, responsible gambling reminders, and age verification to ensure a safe gambling environment for our players.
- ✓ **Responsible Marketing:** Our marketing and advertising materials will be reviewed to ensure they are in line with ethical standards, avoiding any misleading or aggressive tactics.

## *7.2 Cryptocurrency Regulations Compliance*

To accommodate the use of cryptocurrencies on our platform, we will comply with industry-specific regulations:

**Anti-Money Laundering (AML):** We will integrate AML measures that screen transactions for suspicious activity. This includes automated tracking systems and regular auditing to detect unusual or illegal transactions.

**Know Your Customer (KYC):** To prevent fraudulent activities, we will implement a robust KYC process for all our users. This will include multiple stages of identity verification, such as document submission and live verification.

## *7.3 Data Protection and Privacy*

Given the sensitive nature of player data and financial information, we will also adhere to data protection standards similar to GDPR. This includes secure data storage, restricted access, and encrypted data transmission.

## *7.4 Continuous Monitoring and Auditing*

We will commit to regular internal and external audits to ensure continued compliance with all regulatory requirements. This includes ongoing staff training and regular updates to our Compliance Plan as regulations evolve.

## *7.5 Employee Training*

All employees, especially those in critical compliance roles, will undergo comprehensive training on regulatory compliance, ethical conduct, and responsible gambling. This will be a part of the onboarding process and continued as an ongoing part of staff development.

## *7.6 Legal Consultation*

We will engage legal experts in the field of iGaming and cryptocurrency to regularly review our operations and ensure we are always up to date with the latest regulations and best practices.

## **8. Financial Information and 3-Year Forecast**

### **Year 1:**

With an aggressive marketing strategy and an array of iGaming offerings, we aim to onboard 238,900 depositing players in the first year. With total bets amounting to \$161,225,000 and a GGR of \$8,061,250, we are geared for a prosperous start. After accounting for operational costs of \$3,308,102 and marketing expenses of \$500,000, we anticipate a Net Annual Result of \$4,168,085.

### **Year 2:**

Building on the momentum of the first year, we aim for a 20% increase in the number of depositing players, reaching an estimated 286,680. This expected surge in player base, coupled with continuous improvements in our service offerings, should drive our GGR up to \$9,673,500. After covering operational costs of \$3,985,128 and marketing expenses of \$625,000, we expect a Net Annual Result of approximately \$4,962,105.

### **Year 3:**

In the third year, we aim to fortify our market presence with a 20% growth in the number of depositing players, pushing the figure to 344,016. With the total bets estimated at \$232,164,000, we anticipate a GGR of \$11,608,200. After managing operational costs of \$4,770,153 and marketing expenses of \$750,000, we project a Net Annual Result of around \$5,966,286.

### **Across all Years:**

**Profit Margins:** We project a steady increase in profit margins due to economies of scale and operational efficiencies.

**Tax Strategy:** We plan to reinvest a portion of our net profits back into the business, which should also mitigate our corporate tax liability.

By employing data analytics and customer feedback for continuous improvements in our service and product offerings, we are optimistic about exceeding these financial projections.

## **9. Risk Assessment**

- **Regulatory Changes:** The online gambling industry is highly regulated, and changes in these regulations can have a substantial impact on our operations. For instance, a change in tax structures or licensing requirements could shrink our profit margins. We aim to mitigate this risk by keeping a legal team abreast of changes in regulations in the markets we operate in.
- **Market Volatility:** Our revenue is dependent on economic conditions and consumer discretionary spending. Economic downturns can severely affect our bottom line. We have, therefore, set aside a risk reserve fund, amounting to 10% of our net profits, to provide a financial buffer in case of unexpected downturns.
- **Cybersecurity Threats:** Our business relies heavily on digital platforms, making us susceptible to cyber threats like data breaches or DDoS attacks. We will maintain high levels of security, both in terms of software and personnel training, to mitigate this risk.

## **10. Growth Strategy**

- **New Market Expansions:** Our financial projections already include the expansion into new geographical markets. We are particularly interested in markets that have recently regulated online gaming or are on the verge of doing so.
- **Strategic Partnerships:** By the end of Year 3, we aim to form at least one significant partnership, either with a game developer or a crypto platform. This will not only diversify our offerings but also provide a competitive edge. We anticipate that this could require an investment of \$500,000 to \$1,000,000, and are prepared to allocate resources accordingly.
- **Technology Investment:** To keep up with the rapidly evolving gaming industry, we also plan to invest in emerging technologies, like virtual reality, to offer new gaming experiences and payment options.

- Long-Term Operational Scaling: Lastly, we have the option of elevating Kikabet into a full-fledged gaming platform. We aim to develop our own platform, payment solutions, and proprietary online games, effectively becoming our own provider. This would not only diversify our revenue streams but also serve as a robust case study and presentation platform for attracting future investors. This model would allow us to continue operating Kikabet, but at a scale and with an operational independence that substantially increases our market value.
- By adopting our own platform and products, we would reduce dependency on third-party providers, potentially increasing our net profit margins and offering a unique value proposition in a crowded market. We anticipate this transition would involve substantial investment and development time but believe it's a direction worth considering for the long-term sustainability and growth of Kikabet.

## **11. Exit Strategy**

- IPO: If we manage to maintain our growth trajectory and market standing, an Initial Public Offering (IPO) becomes a viable exit strategy. An IPO would not only provide liquidity to our investors but also value us at potentially 20 times our net profit in the IPO year.
- Merger or Acquisition: Alternatively, if the landscape becomes highly competitive or consolidation becomes the industry trend, we might consider becoming an acquisition target for a larger player in the market.