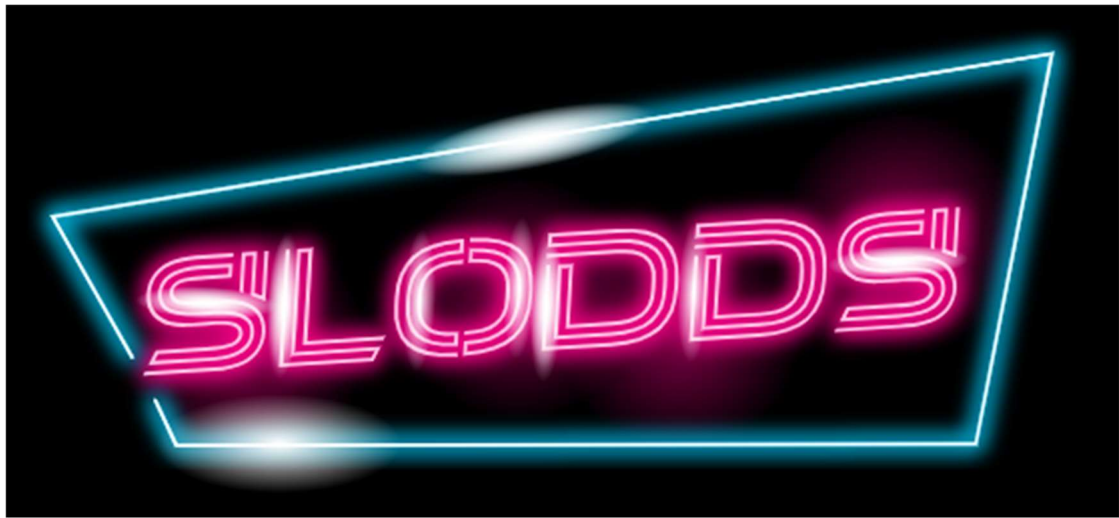




Slodds

BUSINESS PLAN

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1. Confidentiality Statement

The information contained herein is confidential between Slodds and Curacao eGaming. (hereinafter 'CEG'). This document contains private information that may not be divulged or discussed with anyone outside the aforementioned organisations without written consent from Slodds. The information contained herein shall limitedly and exclusively be used for the purpose it is being provided, that is, the issuance of a remote gaming license by CEG.

2. Brief Overview

The Business Plan indicates the Company's intention to incorporate a company, named Slodds which shall obtain a B2B accreditation from one of Curacao's Master Licence's CEG. Initially Slodds shall be offering an iGaming Software Platform with 3rd party integrations for Casino and Sportsbook websites.

3. Description of the Company

Type of Licence

The licence being requested by the Company is a **B2B** Licence

Channel

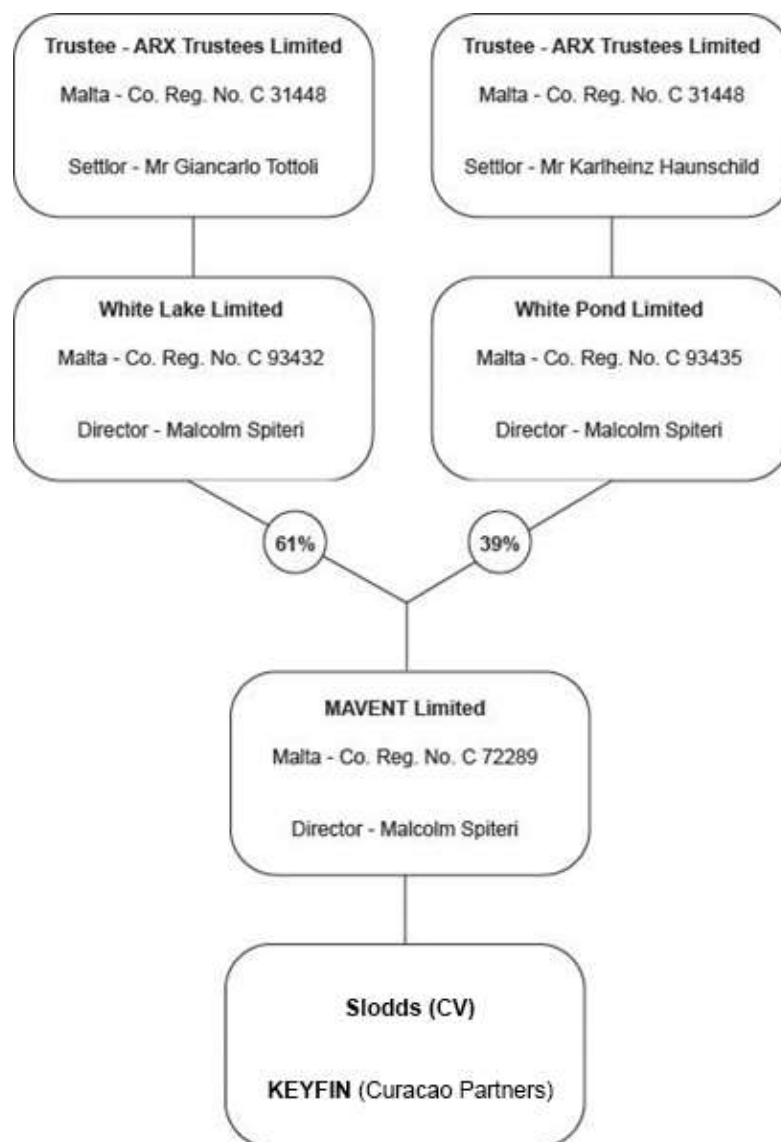
The online website will offer it games via a url: www.slodds.io

Type of Games

- Sportsbetting
- Casino

4. Group Structure

Both UBOs have many years of experience in the sectors such as telecoms, sponsors, TV, national and international sports associations, Internet and online gaming. Their knowledge of marketing divisions with full responsibility for revenues and budget, strategic planning, financial controlling, and internal and external communication will be the company's backbone.



5. The Team

The team behind the Company has been operating in the respective industries for a number of years and brings a wealth of experience and expertise to this venture.

The skills and expertise of the key roles required in the team is provided below:

Key Role	Name	In house/outourced
CEO/General Manager	Michael Tosch	In House
Day to Day management	Michael Tosch	In House
CTO	Patrick Frießnegg	In House
Compliance	Patrick Frießnegg	In House
Marketing	Michael Tosch	In House
CFO	Patrick Frießnegg	In House
Legal	WH Partners	Outsourced

6. Overview of the Software

The platform used for the Slodds operation is a software developed by Synesc, an Austrian company. The software was already used several years by another operator under a Maltese license.

The software comprises two main modules: the front-end website used by players and the back-end system used by operations staff (outsourced or otherwise) to manage the process.

The software offers the possibility to integrate different 3rd party providers for sportsbook, casino and payment

At the beginning the following 3rd party providers are integrated:

- Softgamings
- Altenar
- Apcopay

Softgaming: Current integrated solution for providing Live and RNG Casinos. The Casino is hosted on Softgamings infrastructure and communicates with Slodds over an API.

Altenar: Altenar is the current available sportsbook. Odds compilation together with risk management shall be managed internally and externally via the back office and sportsbook software provider.

Apcopay: For deposits and withdrawals, Apcopay is currently integrated and available.

7. Operations

The day-to-day gaming operations of the licensee, including but not limited to, the management of the financial obligations of the licensee, such as the payment of tax and fees due to the Authority, the processes of making payments to, and receiving payments from, players, the management of the risk strategies for the operation of the licensee, and the prevention of fraud to the detriment of the licensee shall be sub contracted to Customer support company with vast experience in:-

Compliance with the obligations of the licensee as may be applicable by virtue of the Act and any binding instrument issued thereunder, including but not limited to, obligations relating to responsible gaming, obligations relating to player support, obligations relating to the rules relating to marketing, advertising and promotional schemes, and where applicable, obligations relating to sports integrity.

The **legal affairs** of the licensee, including but not limited to matters relating to contractual arrangements and dispute resolution;

The **technological affairs** of the licensee, including but not limited to the management of the back-end and control system holding essential regulatory data, and the network and information security of the licensee

A process of evaluating and assessing the effectiveness and efficiency of the company's internal controls, risk management processes, and financial reporting procedures. The goal of an internal audit is to ensure that the company is operating in compliance with legal and regulatory requirements, and to identify areas for improvement in the company's operations. Overall, **internal audit** will help ensure that the company is operating effectively and efficiently, and that it is meeting its obligations to regulators and shareholders.

8. Marketing Research and Plan

Industry Analysis

Market Size and Growth: The grey market in online gaming is estimated to be worth billions of dollars annually, with significant growth potential due to the increasing demand for online gaming worldwide. The growth of the grey market in online gaming is expected to continue, especially in developing countries where online gaming regulation is still evolving.

Competitive Landscape: The competitive landscape in the grey market in online gaming is fragmented, with a large number of small and medium-sized operators. These operators compete primarily on game offerings, quality of software, and user experience. However, larger operators are starting to enter the grey market, attracted by the potential for high profits.

Regulatory Environment: The regulatory environment for grey market online gaming is uncertain and varies widely from country to country. Some countries have taken steps to legalize and regulate online gaming, while others have banned it outright. The lack of regulation in some regions makes it difficult for legitimate operators to enter the market, and creates opportunities for illegal operators to thrive.

Industry Trends: One of the significant trends in the grey market in online gaming is the increasing popularity of mobile gaming. As more people have access to smartphones and the internet, the demand for mobile gaming is expected to continue to grow. Another trend is the adoption of cryptocurrencies as a payment method, due to the difficulty of accessing traditional banking services in some regions.

Key Success Factors: The key success factors in the grey market in online gaming are a strong brand reputation, diverse game offerings, quality software, efficient payment processing, and user-friendly interfaces. Operators that can successfully navigate the regulatory environment, offer innovative games and payment solutions, and provide a high-quality user experience are likely to succeed.

Conclusion: The grey market in online gaming presents significant opportunities for growth and profitability. However, operators must navigate a complex regulatory environment, address payment processing challenges, and offer high-quality user experiences to succeed in this industry. As the demand for online gaming continues to grow worldwide, the grey

Swot Analysis

Strengths

1. Access to a large pool of potential customers who may not be able to participate in legal online gaming due to geographic or regulatory restrictions.
2. Ability to offer unique and diverse gaming experiences and options that may not be available in legal online gaming markets.
3. Lower operating costs compared to legal online gaming due to less regulation and licensing fees.
4. Potential for higher profits due to the lack of competition in some grey market regions.

Weaknesses

1. Legal risks and uncertainty as grey market online gaming operates in a legal grey area.
2. Limited access to traditional banking and payment processing services.
3. Dependence on third-party service providers for hosting, software, and other essential components.
4. Limited advertising and marketing opportunities due to restrictions in some jurisdictions.

Opportunities

1. Expansion into new geographic markets where legal online gaming is not yet available.
2. Innovation in game offerings, software, and technology to attract new customers and differentiate from competitors.
3. Partnerships with established gaming operators in legal markets to increase legitimacy and access to banking and payment processing services.
4. Acquisition or consolidation of smaller grey market operators to increase market share and reduce competition.

Threats

1. Increasing regulation and enforcement in some jurisdictions that may lead to shutdowns or fines.

2. Negative publicity and public perception due to association with illegal or unregulated activities.
3. Competition from illegal or unregulated operators.
4. Vulnerability to cyber threats and hacking due to limited resources for cybersecurity measures.

Marketing Strategy

Here are some marketing strategies that this online gaming company will use to build its brand image and attract more customers:

1. **Identify your target audience:** The first step in developing a marketing strategy is to identify your target audience. Understand the demographics, interests, and behavior of your ideal customer. This will help you create a message that resonates with your audience and drives engagement.
2. **Build a strong brand image:** Create a brand that stands out in the market. Develop a unique logo, color palette, and messaging that reflects your brand's personality and values. Use social media and influencer marketing to increase brand awareness and reach a wider audience.
3. **Optimize your website and SEO:** Ensure that your website is optimized for search engines. Use keywords, meta tags, and relevant content to improve your website's visibility in search results. This will help attract organic traffic to your site and increase your chances of converting visitors into customers.
4. **Leverage social media:** Social media is a powerful tool for marketing online gaming services. Develop a social media strategy that includes regular posts, engaging content, and contests or promotions to drive user engagement. Use social media influencers to reach a wider audience and increase brand awareness.
5. **Partner with other businesses:** Partner with other businesses in the online gaming industry to increase visibility and attract more customers. For example, you could collaborate with a gaming hardware company to offer a bundle deal or sponsor gaming events or tournaments to increase brand exposure.
6. **Offer promotions and incentives:** Use promotions and incentives to attract new customers and retain existing ones. This could include free trials, discounts, or loyalty programs to incentivize users to continue using your services.
7. **Monitor and analyze performance:** Track your marketing efforts and analyze the results to optimize your strategy. Use analytics tools to measure the effectiveness of your campaigns, identify areas for improvement, and make data-driven decisions.

By focusing on these strategies, an online gaming company can build its brand image, increase visibility, and attract a larger customer base.

Overview of Market Locations

With a Curacao gaming license, a company can operate an online casino or other online gaming services. Here are some potential markets that a company with a Curacao gaming license could penetrate:

1. **Global Market:** A Curacao gaming license allows companies to operate globally, offering online gaming services to customers worldwide. This can be a significant advantage for companies looking to expand their reach and target a global customer base.
2. **Emerging Markets:** Online gaming is becoming increasingly popular in emerging markets, such as Asia and Africa. Companies with a Curacao gaming license can tap into these markets, providing online gaming services that meet the needs and preferences of these markets.
3. **Niche Markets:** With a Curacao gaming license, a company can cater to specific niche markets, such as online sports betting or online poker. This can be a great way to differentiate from competitors and appeal to a specific audience.
4. **Mobile Gaming:** Mobile gaming is a growing market, with more people playing games on their smartphones and tablets. Companies with a Curacao gaming license can develop and distribute mobile games, providing online gaming services to customers on-the-go.
5. **Cryptocurrency Markets:** The use of cryptocurrencies in online gaming is gaining traction. Companies with a Curacao gaming license can accept cryptocurrency payments, providing a convenient and secure payment option for customers who prefer to use digital currencies.

It's important to note that regulations and requirements for obtaining and maintaining a Curacao gaming license may vary depending on the specific regulations in each location. Therefore, it's important to research and understand the specific requirements and regulations for each market that a company wishes to penetrate.

9. Financial Forecast

General operational Costs

The general operational costs for Slodds N.V. are as follow

Employees	€ 8.000,00
Marketing	€ 2.500,00
OPEX	€ 3.500,00
Software Contract	€ 15.000,00
Total costs per month	€ 29.000,00

Additional Costs for operating the platform

For operating the platform Slodds N.V. will have the following costs per month:

Server (per 5k users)	€ 4.900,00
Total costs per month	€ 4.900,00

Costs for Sportsbook and Casino Feed (per customer)

	Contract GGR	Minimum fee	Fixed fee
Altenar	6%	€ 6.000,00	€ -
Softgaming	6%	€ 6.000,00	€ -

Basis calculation for one customer:

The calculation is the view of one of our customers and his expected business growths.

Beside the Setup Fee and the fee for hosting the servers from the customer, Slodds N.V. will get a GGR based fee with a minimum fee for the services (Platform, Sportsbook, Casino)

Customer1	Q2/2024			Q3/2024			Q4/2024			Q1/2025			Q2/2025		
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dev	Jan	Feb	Mar	Apr	May	Jun
revenue estimations															
unique active depositing players	-	30	130	192	287	430	613	818	1.050	1.190	1.250	1.400	1.680	1.900	2.150
total payins	€ -	€ 6.000	€ 26.000	€ 38.400	€ 57.400	€ 86.000	€ 122.600	€ 163.600	€ 210.000	€ 238.000	€ 250.000	€ 280.000	€ 336.000	€ 380.000	€ 430.000
total turnover	€ -	€ 42.000	€ 182.000	€ 268.800	€ 401.800	€ 602.000	€ 858.200	€ 1.145.200	€ 1.470.000	€ 1.666.000	€ 1.750.000	€ 1.960.000	€ 2.352.000	€ 2.660.000	€ 3.010.000
GGR	€ -	€ 2.520	€ 10.920	€ 16.128	€ 24.108	€ 36.120	€ 51.492	€ 68.712	€ 88.200	€ 99.960	€ 105.000	€ 117.600	€ 141.120	€ 159.600	€ 180.600
complete package, ggr based															
general ggr share (20 to 25%)	0%	€ -	€ -	€ -	€ -	€ -	€ -	€ -	€ -	€ -	€ -	€ -	€ -	€ -	€ -
sportsbook	40%														
sportsbook ggr share	14%	€ 141	€ 612	€ 903	€ 1.350	€ 2.023	€ 2.884	€ 3.848	€ 4.939	€ 5.598	€ 5.880	€ 6.586	€ 7.903	€ 8.938	€ 10.114
sportsbook minimum fee	€ 7.000,00														
sportsbook fixed fee	€ -														
sportsbook total fee		€ 7.000	€ 7.000	€ 7.000	€ 7.000	€ 7.000	€ 7.000	€ 7.000	€ 7.000	€ 7.000	€ 7.000	€ 7.000	€ 7.903	€ 8.938	€ 10.114
casino	60%														
casino ggr share	14%	€ 212	€ 917	€ 1.355	€ 2.025	€ 3.034	€ 4.325	€ 5.772	€ 7.409	€ 8.397	€ 8.820	€ 9.878	€ 11.854	€ 13.406	€ 15.170
casino minimum fee	€ 7.000,00														
casino fixed fee	€ -														
casino total fee		€ 7.000	€ 7.000	€ 7.000	€ 7.000	€ 7.000	€ 7.000	€ 7.000	€ 7.409	€ 8.397	€ 8.820	€ 9.878	€ 11.854	€ 13.406	€ 15.170
hosting fee															
fixed hosting fee (per 5000 player)	€ 4.000,00	€ 4.000	€ 4.000	€ 4.000	€ 4.000	€ 4.000	€ 4.000	€ 4.000	€ 4.000	€ 4.000	€ 4.000	€ 4.000	€ 4.000	€ 4.000	€ 4.000
setup fee (one time)	€ 20.000,00	€ 20.000													
payment commission															
commission on payins	1%	€ 60	€ 260	€ 384	€ 574	€ 860	€ 1.226	€ 1.636	€ 2.100	€ 2.380	€ 2.500	€ 2.800	€ 3.360	€ 3.800	€ 4.300
operating costs		€ 38.060	€ 18.260	€ 18.384	€ 18.574	€ 18.860	€ 19.226	€ 19.636	€ 20.509	€ 21.777	€ 22.320	€ 23.678	€ 27.117	€ 30.144	€ 33.584
profit		-€ 35.540	-€ 7.340	-€ 2.256	€ 5.534	€ 17.260	€ 32.266	€ 49.076	€ 67.691	€ 78.183	€ 82.680	€ 93.922	€ 114.003	€ 129.456	€ 147.016
costs % of ggr		1510,32%	167,22%	113,99%	77,04%	52,21%	37,34%	28,58%	23,25%	21,79%	21,26%	20,13%	19,22%	18,89%	18,60%
altenar contract cost		€ 6.000	€ 6.000	€ 6.000	€ 6.000	€ 6.000	€ 6.000	€ 6.000	€ 6.000	€ 6.000	€ 6.000	€ 6.000	€ 6.000	€ 6.000	€ 6.000
softgaming contract cost		€ 6.000	€ 6.000	€ 6.000	€ 6.000	€ 6.000	€ 6.000	€ 6.000	€ 6.000	€ 6.000	€ 6.000	€ 6.000	€ 6.000	€ 6.000	€ 6.502
guv		€ 26.060	€ 6.260	€ 6.384	€ 6.574	€ 6.860	€ 7.226	€ 7.636	€ 8.509	€ 9.777	€ 10.320	€ 11.678	€ 15.117	€ 18.144	€ 21.082

Forecast for Slodds N.V. based on customer calc

Based on the basis calculation for one customer Slodds N.V. will have the following forecast for the first year, where the goal is to get 3 customers.

Slodds NV	Q2/2024			Q3/2024			Q4/2024			Q1/2025			Q2/2025		
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dev	Jan	Feb	Mar	Apr	May	Jun
costs															
OPEX	€ 29.000	€ 29.000	€ 29.000	€ 29.000	€ 29.000	€ 29.000	€ 29.000	€ 29.000	€ 29.000	€ 29.000	€ 29.000	€ 29.000	€ 29.000	€ 29.000	€ 29.000
customers	0	1	1	1	1	2	2	2	2	3	3	3	3	3	3
unique players	-	30	130	192	287	460	743	1.010	1.337	1.650	1.993	2.410	3.017	3.520	4.013
costs per customer	€ -	€ -	€ -	€ -	€ -	€ -	€ -	€ -	€ -	€ -	€ -	€ -	€ -	€ -	€ -
number of server racks	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
costs for playerbase	€ -	€ 29	€ 127	€ 188	€ 281	€ 451	€ 728	€ 990	€ 1.310	€ 1.617	€ 1.953	€ 2.362	€ 2.957	€ 3.450	€ 3.933
empty servercosts	€ 4.900	€ 4.871	€ 4.773	€ 4.712	€ 4.619	€ 4.449	€ 4.172	€ 3.910	€ 3.590	€ 3.283	€ 2.947	€ 2.538	€ 1.943	€ 1.450	€ 967
sportsbook contract	€ -	€ 6.000	€ 6.000	€ 6.000	€ 6.000	€ 12.000	€ 12.000	€ 12.000	€ 12.000	€ 18.000	€ 18.000	€ 18.000	€ 18.000	€ 18.000	€ 18.000
casino contract	€ -	€ 6.000	€ 6.000	€ 6.000	€ 6.000	€ 12.000	€ 12.000	€ 12.000	€ 12.000	€ 18.000	€ 18.000	€ 18.000	€ 18.000	€ 18.000	€ 18.502
revenues															
customer 1	€ -	€ 38.060	€ 18.260	€ 18.384	€ 18.574	€ 18.860	€ 19.226	€ 19.636	€ 20.509	€ 21.777	€ 22.320	€ 23.678	€ 27.117	€ 30.144	€ 33.584
customer 2	€ -	€ -	€ -	€ -	€ -	€ 38.060	€ 18.260	€ 18.384	€ 18.574	€ 18.860	€ 19.226	€ 19.636	€ 20.509	€ 21.777	€ 22.320
customer 3	€ -	€ -	€ -	€ -	€ -	€ -	€ -	€ -	€ -	€ 38.060	€ 18.260	€ 18.384	€ 18.574	€ 18.860	€ 19.226
Operating Profit	-€ 33.900	-€ 7.840	-€ 27.640	-€ 27.516	-€ 27.326	-€ 980	-€ 20.414	-€ 19.880	-€ 18.817	€ 8.797	-€ 10.094	-€ 8.202	-€ 3.700	€ 881	€ 4.728

1. Financing Plan

The Company shall pay CEG in advance for the twelve (12) running months following the issue of the licence and every anniversary thereof, throughout the duration of the licence the annual licence fee of fourteen thousand Euro (€14,000).