



BUSINESS PLAN BITEMPIRE BV

29.03.2024

CONTENTS

Overview:.....	2
Company Management structure:.....	2
Forecast	2
KEY Suppliers	3
Risk evaluations and management.....	3
Legal and governance framework	4
Legal framework.....	4
Corporate governance.....	5
Target KPIs and business objectives.....	6
Policies and procedures	6

OVERVIEW:

Founded in 2022 by Givi Kizivadze, Bitempire NV is on a mission to become the leading online entertainment platform in India and beyond. With a focus on providing top-notch gaming experiences, Bitempire is dedicated to setting new standards in the online gaming industry.

COMPANY MANAGEMENT STRUCTURE:

Bitempire is proud of its dynamic HR structure, which includes 11 departments led by seasoned experts committed to propelling the company forward.

1. **HR Department:** This department is responsible for fulfilling the organization's human resources needs efficiently.
2. **PSP Department:** Specializing in payment service provider operations, this department ensures smooth financial transactions for an enhanced user experience.
3. **Financial Department:** Tasked with overseeing the company's financial health and strategic financial planning, this department is essential for Bitempire's sustained growth and profitability.
4. **CTO and Head of Product:** Under the leadership of the Chief Technology Officer, this department is at the forefront of technological innovation and product development, ensuring Bitempire's offerings are cutting-edge.
5. **Gaming Department:** Composed of four skilled professionals, the Gaming Department is dedicated to developing and optimizing games, providing users with an array of entertaining options.
6. **Marketing Department:** With a team of five specialists, the Marketing Department devises and executes strategic campaigns to attract and retain customers, thereby driving brand visibility and revenue growth.
7. **Risk and Fraud Department:** This department is responsible for protecting the platform against potential threats, ensuring a secure and trustworthy gaming environment.
8. **Sportsbook Team:** Overseeing sports betting operations, the Sportsbook Team caters to the diverse interests of users who enjoy sports wagering.
9. **CRM Team:** Focused on customer relationship management, this team enhances user engagement and satisfaction through personalized interactions and targeted communication.
10. **Customer Care Department:** Providing prompt and efficient support, the Customer Care Department addresses customer inquiries and concerns to maintain high levels of satisfaction.
11. **Legal and Compliance:** The Legal and Compliance Department ensures that Bitempire adheres to regulatory standards and legal requirements, thereby mitigating risks and upholding ethical business practices.

FORECAST

Column1	2024	2025	2026
Turover	386 445	38 644 511	42 509 052
GGR	181 629	18 162 920	19 979 255
NGR	163 466	16 346 628	17 981 329
Aquisitaion/ Marketing	39 350	3 935 018	4 328 529
Platform Cost	5 064	506 357	556 994

IT Expenses	1 688	168 786	185 665
Software services	6 213	621 251	683 378
GSP and SPBK Cost	23 630	2 363 000	2 599 306
PSP Cost	46 685	4 668 542	5 135 407
Gross profit	40 837	11 115 216	12 226 764
Operational expenses	28 342	2 834 153	2 927 680
Net Income	12 495	8 281 063	9 299 084

KEY SUPPLIERS

Bitempire's success hinges on a constellation of core collaborators:

1. **Payment Service Providers (PSPs):** Our alliance with premier PSPs is instrumental in guaranteeing secure and fluid financial exchanges on our platform. These partners are the linchpin in the reliability and swiftness of our transactional processes.

2. **Game and Sportsbook Providers:** The allure of our platform is fortified by our association with esteemed entertainment and sportsbook content providers, offering a rich tapestry of thrilling user experiences.

3. **Technology Platform Providers:** To remain at the vanguard of the industry, we form alliances with leading technology infrastructures that bolster our operational capabilities and enrich the user interface.

4. **Promotional and Media Allies:** The propulsion of our brand into the consumer psyche is a result of our tactical collaborations with top-tier marketing entities and media conduits, sharpening our market penetration strategies.

5. **Regulatory Compliance Consultants:** In the intricate world of finance and gaming, our adherence to regulations is unwavering, guided by sagacious legal experts who ensure our unwavering compliance, thus securing stakeholder confidence.

6. **Communications and Customer Relations Technology Partners:** For seamless communications and CRM, we rely on advanced solutions from Fast Track Solutions Ltd. Additionally, our operations are underpinned by data services from Segment, while SumSub fortifies our KYC procedures. These partnerships are the cornerstone of our operational edifice, solidifying our commitment to reliability, safety, and efficiency.

RISK EVALUATIONS AND MANAGEMENT.

At Bitempire, we have instituted an exhaustive risk management strategy to fortify regulatory adherence, financial robustness, and operational tenacity:

I. Risk Assessment:

- We undertake exhaustive evaluations to spotlight potential risks across our operations, particularly in compliance, financial exchanges, digital security, and brand esteem.
- These risks are scrupulously classified to gauge their frequency and prospective business impact.

2. Risk Mitigation:

- Identified risks are met with bespoke countermeasures, such as intensified security protocols to protect user information, rigorous compliance with gaming legislations, and the cultivation of diverse income sources to lessen financial reliance risks.
- Our mitigation tactics are meticulously crafted, aiming at the specific risks uncovered, assuring a calculated and preemptive risk management *modus operandi*.

3. Auditing:

- Bitempire engages in rigorous auditing, leveraging both internal and external resources to examine our risk management effectiveness, control mechanisms, and compliance with regulatory mandates.
- Our internal audit division, in concert with eminent third-party auditors, scrutinizes our operational processes, while independent auditors provide an impartial analysis of our financial and regulatory adherence.

4. Risk Registers:

- We maintain expansive risk ledgers that document, monitor, and trail the risks identified, alongside their impacts and the mitigation steps undertaken.
- These ledgers act as centralized compendiums for risk-related intelligence, streamlining communication and facilitating informed decision-making throughout our establishment.

This comprehensive risk management framework ensures that Bitempire's iGaming operations are not only resilient and compliant but also strategically equipped to handle the sector's multifaceted challenges.

LEGAL AND GOVERNANCE FRAMEWORK

LEGAL FRAMEWORK

The cornerstone of Bitempire's judicial integrity is our legal team, which is crucial in upholding compliance, mitigating legal exposure, and defending our business interests within the iGaming sector. The roles and responsibilities include:

- 1. Regulatory Adherence:** Our legal cadre diligently tracks and interprets regulatory changes, advising on alignment with gaming statutes and directives across operational territories. This includes the acquisition and maintenance of requisite legal permissions and persistent regulatory conformity.
- 2. Contract Management:** Our legal professionals are charged with the composition and negotiation of contractual agreements with partners, suppliers, and service providers. This task spectrum covers the execution of service terms and the procurement agreements, safeguarding Bitempire's legal interests in all commercial engagements.
- 3. Intellectual Property Protection:** The legal authorities at Bitempire oversee the company's proprietary rights, ranging from trademarks to intellectual patents. This includes ensuring the legal protection of company assets and vigorously defending against any infringement activities.

4. Data Protection and Privacy: The legal department is responsible for ensuring that Bitempire's data handling complies with prevailing privacy regulations, endorsing best practices in data stewardship, and mitigating breach risks through policy and procedural governance.

5. Dispute Resolution and Litigation: Our legal team is equipped to represent Bitempire across various forums, from arbitration to courtroom settings, to address and resolve disputes in a manner that is efficient and protective of the company's interests.

6. AML and Fraud Prevention: The legal experts are advisors on strategies against money laundering and fraud, deploying stringent controls to detect and avert financial malfeasance within our platforms.

7. Corporate Governance and Compliance: Our legal team ensures adherence to governance norms and ethical compliance, advising on the duties of the executive board, rights of stakeholders, and corporate conduct to foster an environment of transparency and accountability.

8. Emerging Legal Issues: Our legal team remains abreast of emerging legal concerns and market trends, delivering forward-thinking counsel to navigate evolving regulatory frameworks and seize new market opportunities within the iGaming sector.

This proactive legal oversight and strategic advice are essential in upholding Bitempire's commitment to legal excellence, safeguarding the company's interests, and maintaining its esteemed standing in the iGaming community.

CORPORATE GOVERNANCE

Our governance model is anchored by a centralized command structure:

1. Chief Executive Oversight: The CEO, as the chief architect, wields extensive authority and responsibility, charting the company's strategic trajectory, delineating objectives, and supervising the operational framework. This role involves direct accountability for the company's performance and serves as the principal conduit between executive management and external stakeholders.

2. Senior Management Team: Composed of departmental chiefs and key executives, this group works in concert with the CEO to manifest the company's strategic vision and operational strategy. Their collective expertise spans various operational realms, thereby enhancing strategic planning and enterprise efficacy.

3. Decision-Making Processes: Core decisions emanate from a centralized locus, with the CEO propelling critical dialogues and rendering decisive verdicts on strategic endeavors, resource distribution, and major corporate resolutions. The executive ensemble provides critical evaluations and insights, ensuring these verdicts are congruent with the organization's objectives.

4. Openness and Responsibility: Despite the lack of a traditional board, principles of transparency and responsibility are paramount. The leadership maintains candid communication with all constituents, elucidating company metrics, challenges, and strategic focal points.

5. Risk Management: The CEO, along with senior managers, underpins the risk strategy framework, pinpointing and addressing potential business vulnerabilities. This encompasses the oversight of compliance, financial stability, operational risk, and brand integrity.

6. Internal Controls: In the absence of a board, the imperative for rigorous internal control systems is intensified to shield corporate assets, validate financial reporting, and avert malfeasance. These control mechanisms are enacted and supervised by the leadership to guarantee corporate probity and internal accountability.

7. Corporate Culture: The CEO and executive managers are the sculptors of Bitempire's corporate ethos, endorsing ethical conduct, professional diligence, and cooperative spirit. They nurture a culture marked by clarity, innovation, and perpetual refinement.

TARGET KPIS AND BUSINESS OBJECTIVES

At Bitempire, we've defined a suite of strategic KPIs that underpin our ambitious objectives:

1. **Financial Goals:** Our financial aspirations are to hit the benchmarks set forth in our economic plan, focusing on critical indicators such as revenue streams and customer deposits, as forecasted in our fiscal outlook.

2. **Market Positioning:** Our goal is to ascend to a leading position as a preferred online casino and sportsbook in every new market we enter. We will rigorously assess our market standing against competitors, especially within the Indian landscape, and adopt robust methodologies to bolster our market presence and financial achievements.

POLICIES AND PROCEDURES

Integral to Bitempire's operations are our carefully curated directives and protocols, vital for legal conformity, operational excellence, and the perpetuation of high ethical norms:

1. **Responsible Gaming Policy:** This policy encompasses a series of measures dedicated to fostering ethical gambling habits and averting gaming-associated adversities. It includes the provision of self-regulation tools such as deposit ceilings, reality checkpoints, and support resources for patrons seeking assistance with gaming moderation.

2. **Anti-Money Laundering (AML) Policy:** Our AML policy delineates a comprehensive framework to identify and curb financial malfeasance. This encompasses due diligence on customers, meticulous transactional oversight, and the obligation to report any dubious activities to the relevant authorities in compliance with legal stipulations.

3. **Know Your Customer (KYC) Procedures:** This protocol ensures the authentication of our clientele's identities, which is critical in reducing instances of fraud, preventing underage individuals from gaming, and safeguarding against

identity usurpation. This process involves the meticulous collection and corroboration of personal data at the point of user onboarding.

4. **Data Protection and Privacy Policy:** In alignment with the prevailing data protection legislation, this directive details the methodologies for the responsible acquisition, retention, processing, and safeguarding of customer data, emphasizing consent procurement, data security practices, data retention norms, and breach management protocols.

5. **Compliance and Regulatory Procedures:** These protocols are put in place to guarantee compliance with the stringent legalities and regulatory frameworks that govern our industry. This involves a regimen of audits, vigilant tracking of legislative amendments, and the refinement of internal protocols to maintain statutory compliance.

6. **Security Measures:** To protect the platform's integrity and confidentiality, we have instituted comprehensive digital defense measures that are designed to shield against cyber hazards, unauthorized intrusions, and fraudulent activities. Our strategy includes the deployment of encryption technology, fortified payment systems, and periodic security evaluations.

7. **Customer Support and Dispute Resolution Procedures:** This protocol prescribes the procedures for the equitable and expedient handling of customer inquiries and grievances. It establishes customer service standards, delineates the escalation process, and furnishes mechanisms for impartial dispute resolution.

8. **Employee Training and Code of Conduct:** We provide extensive training and maintain a code of conduct that mandates our team to fully comprehend their responsibilities, commit to our operational protocols, and embody the highest ethical standards in all dealings with our client base and collaborators.

Bitempire's unwavering dedication to these operational and regulatory principles not only fosters a secure, forthright, and accountable gaming milieu but also addresses the legal and operational risks head-on. Our commitment to the continuous review and refinement of these principles ensures they stay relevant and effectively aligned with the dynamic regulatory environment and sector best practices.