



**Business Plan**

October 2024

**RECOMBY B.V.**

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## Executive summary

Justyna Gwozdz has made a swift career in online games development. She started her career from a basic position (game tester) and rose to senior positions in online games development (Product owner in Mostbet group). Her experience has allowed her to learn all aspects of the gambling business, to establish close connections with software providers and providers of modern and effective customer acquisition methods.

The Curacao B2B2C gambling license was chosen as the starting point for the brand development because of gambling reputation of Curacao (customer's loyalty to the Curacao based companies) and many other advantages, including the main ones:

- Clear regulation of the gambling industry.
- License confirmation can be obtained online and posted on the site.
- Curacao requires that each licensed operator and player follow certain rules (KYC, AML, responsible gaming).

To implement the project, a team of professionals with extensive experience in managing the gambling business has been formed.

Our vision of starting Amarix is to build a world-class iGaming brand that can favorably compete with leading iGaming brands all across the globe.

Amarix is a provider of innovative iGaming solutions, specializing in the development of crash games, fast games, and slots that engage players with high-speed gameplay and transparent mechanics. We offer operators a unique portfolio of products designed to not only boost player engagement but also ensure fair play through Provably Fair technology.

We offer a diverse range of fast-paced games, including popular crash games that have quickly gained player trust worldwide. Each game delivers an engaging experience with dynamic mechanics and intuitive gameplay, keeping players entertained and coming back for more.

All of our games are built on Provably Fair technology, ensuring full transparency and trust.

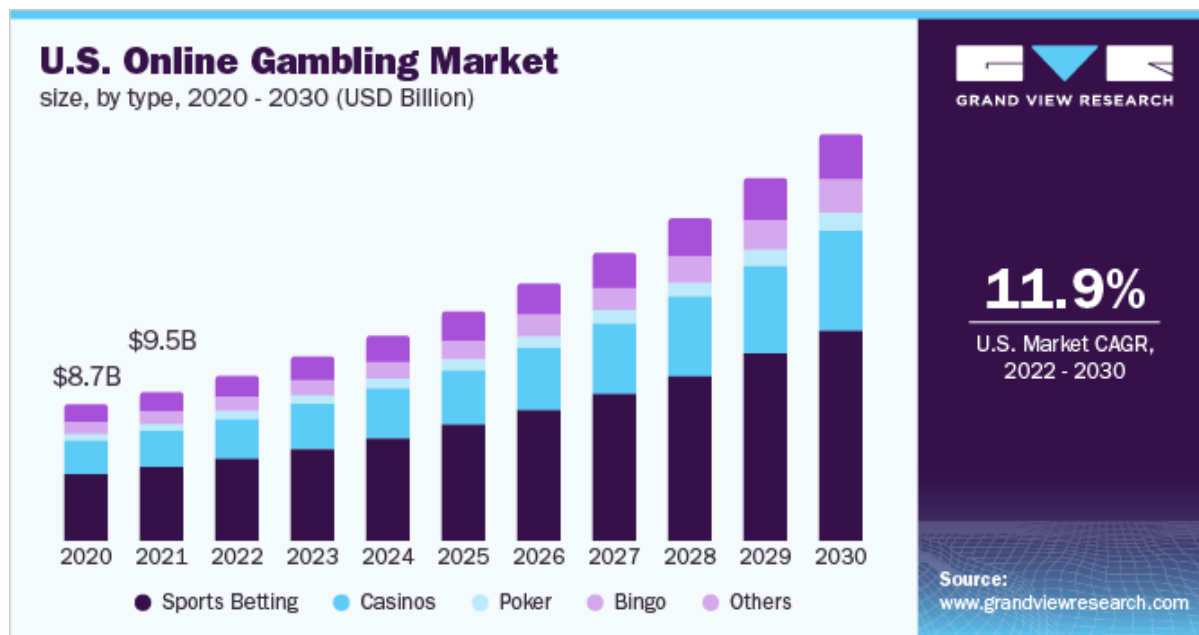
This mechanism allows players to verify the fairness of each game round in real time, a critical feature for attracting and retaining loyal users. Operators can customize the look and feel of the games to align with their brand, offering a personalized user experience.

Our games are designed for optimal performance and integrate seamlessly with any gaming platform through a robust API. They are lightweight and load quickly, ensuring a smooth user experience even on devices with limited resources. In addition, we support multiple currencies and languages, making our solutions ideal for operators in global markets.

## Strategy

### Gambling markets review

The global online gambling market size was valued at USD 57.54 billion in 2021 and is expected to expand at a compound annual growth rate of 11.9% from 2022 to 2030. The increasing use of mobile phones among users for playing online games in public places as well as in their homes, in addition to rising internet penetration, is boosting the market. Furthermore, aspects such as cultural and legal approval, easy access to gambling online, celebrity endorsements, and corporate sponsorships are also propelling the market growth. The market is likely to further expand owing to the availability of cost-effective mobile applications worldwide.



The internet is becoming a universal means of communication and facilitates merchants to provide their offerings in the digital marketplace. Due to increasing smartphone market and internet penetration report, the consumption of services on virtual platforms has increased. For instance, the Southeastern Asia region has experienced an internet growth of more than 93% from 2000 to 2023, providing various business opportunities. Moreover, factors like the increasing number of online gambling applications, online betting offers, and a growth in consumers' disposable income are likely to encourage market expansion.

Trends also suggest that the consumption of services in the global virtual market has risen by 28% annually since the last decade. With the surging use of the internet, the growth rate of online casinos has gone up significantly.

Gambling has been legalized by various countries globally owing to employment opportunities and more tax revenue for local and state governments.

The increasing use of the internet, gambling legalization, significant corporate sponsorships in online gambling, cultural approval, celebrity endorsements, and the growing number of live casinos across the globe are the key factors Amarix platform to flourish.

## **Sales point**

Amarix is a dynamic game development company specializing in fast and crash games, known for their high-quality graphics and fast performance. Focused on creating engaging and innovative gaming experiences, Amarix employs advanced technology like Provably Fair to ensure the transparency and fairness of its games. Portfolio includes a variety of games such as Crash, HiLo, Mines or exciting "Drinko," a game that combines classic Plinko mechanics with a lively bar atmosphere.

With a commitment to excellence, Amarix continually pushes the boundaries of game design, offering features like customizable risk levels and partial cash-out options to enhance player engagement. Amarix prides itself on its ability to create unique, immersive environments that captivate players, evident in the meticulous details and hidden Easter eggs in their game art. Amarix's dedication to quality and innovation makes it a standout in the gaming industry, providing players with thrilling and rewarding experiences.

## **Product approach**

First and foremost, it is worth noting that the Amarix team employs a unique product-driven approach to development. When tasked with creating a new game, we not only analyze the game's mechanics to ensure player satisfaction but also integrate features for operators. Our ultimate customers are people who love casinos, and the interests of those who bring these people to us align and enhance the gaming experience. Therefore, we must consider the needs of operators in our product approach.

In other words, each of our games is a comprehensive platform that on its own meets all the promotional needs of operators.

## **Provably fair technology**

Our provably fair mechanic guarantees transparency and trust in every round, allowing clear communication with players and providing real statistical data. This ensures an honest and reliable gaming experience.

## **Promotion Strategy**

Amarix offers unparalleled flexibility with its free bet system, seamlessly integrating with any operator's system. Our API and BO options support both wagered and non-wagered free bets. Operators can manage expenditures precisely while providing players with an immersive experience where bonuses play an active role.

Operators can issue unlimited free bets while adhering to planned budgets and achieving long-term value (LTV) targets. Our system prevents partial withdrawals, keeping players engaged and invested in the game for extended periods.

Amarix also supports tournament features: turnover-based tournaments for high rollers, win-based tournaments to drive player engagement, max win coefficient tournaments independent of turnover, and total winning coefficient tournaments. Additionally, our API widget allows operators to integrate our tournament tool seamlessly.

## **Risks**

To assess the risks existing in Amarix, internal and external structures are used:

An automated decision-making system has been introduced within Amarix. Each Amarix employee clearly knows his area of responsibility and makes decisions based on complete and detailed information that is disclosed within the system.

Financial controllers and compliance officers (and employees of the compliance department) have access to all business processes of Amarix and at all stages of the implementation of business processes.

In order to motivate employees to identify errors and risks, there is a program of material rewards for employees who identified and reported existing and/or potential risks of the business process that were not previously considered.

The mentioned automated decision-making system integrated with licensed software from independent suppliers: programs for tracking violations of the Amarix's intellectual rights on the Internet, programs for assessing the risks of money laundering and the reliability of information about counterparties, programs for automatically checking players' documents (reducing the influence of the human factor during identification).

## **Policies and procedures**

Amarix is constantly improving its internal policies and procedures.

Policies and procedures are developed both within the group and with the assistance of external consultants. Policies developed internally are sent to external consultants for evaluation before implementation.

The Amarix 's management reasonably believes that all policies in the Amarix are actually being implemented. Before implementing each policy, appropriate business processes necessary to fulfill the policy requirements are developed for the automated decision-making system, and employees responsible for implementation are assigned. Amarix management can check in real time whether certain Amarix policies are being implemented, how effectively, and what difficulties arise.

Amarix places high demands on its employees and primarily hires employees with extensive experience in the gambling industry.

A well-functioning feedback system and experienced HR department specialists allow us to support the effective work of the entire team, avoid internal conflicts, and constantly increase the overall level of competence.

Amarix is prepared to work closely with the Curacao Gaming Board to fulfill licensing requirements and exchange information on an ongoing basis.

## **The purpose of obtaining the gaming license**

Our vision of Amarix is to build a world-class iGaming brand that can favorably compete with leading iGaming brands all across the globe.

The Curacao gambling license was chosen as the starting point for the brand development because of gambling reputation of Curacao and many other advantages:

- Short term for obtaining a license.
- License confirmation can be obtained online and posted on the site.
- Curacao requires that each licensed operator and player follow certain rules (KYC, AML, responsible gaming).
- Affordable license cost.
- Payment solutions — all major payment systems including cryptocurrency solutions.
- Low taxes.

Our rapid rise in the industry is a testament to our ability to anticipate market needs and exceed player expectations through our unique portfolio of crash games, fast games, and slots.

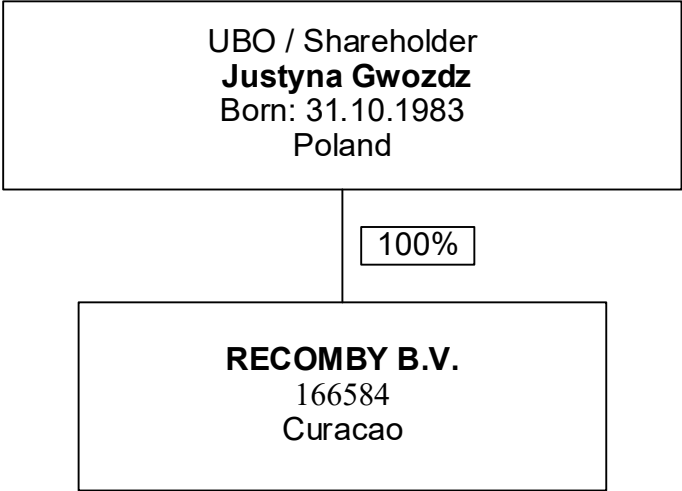
At the heart of our success is our commitment to delivering games that combine excitement with fairness. Every game we offer is built on Provably Fair technology, allowing players to verify the fairness of each round in real time, building a deep sense of trust and loyalty. In a world where transparency is key, this technology sets us apart and ensures long-term player retention.

But we don't stop at developing great games. We empower our partners—operators from across the globe—with advanced tools that elevate their platforms to new heights. Our in-game customization feature allows operators to align the games with their brand identity, providing a fully tailored player experience. The Tournament Tool boosts player engagement by fostering competition, while our Free Bets Bonus System gives operators the flexibility to attract and retain players with ease. All of these tools are designed to help our partners thrive in a competitive marketplace by offering dynamic, engaging experiences for players.

Furthermore, our games are built for seamless integration and optimal performance. Thanks to our robust API, our solutions easily integrate with any gaming platform, are lightweight, and load quickly, ensuring a smooth user experience even on devices with limited resources. Our support for multiple currencies and languages makes Amarix the perfect partner for operators looking to expand globally.

Our vision at Amarix is to create a more engaging, transparent, and rewarding gaming experience for players while driving sustainable growth for operators. Winning this award would recognize not just our innovation, but also our impact on the industry as a whole. Amarix isn't just rising; we're reshaping the future of iGaming, and we are honored to be considered for this prestigious recognition.

**Company Control Structure (schematic)**



## **Management & Operation structure**

### **UBO**

#### **Justyna Gwozdz**

##### Key team members

#### **Aleksandra Mouton** – Chief Operating Officer

Aleksandra has vast experience in business analysis and management of companies, including start-ups in the IT and gambling industries.

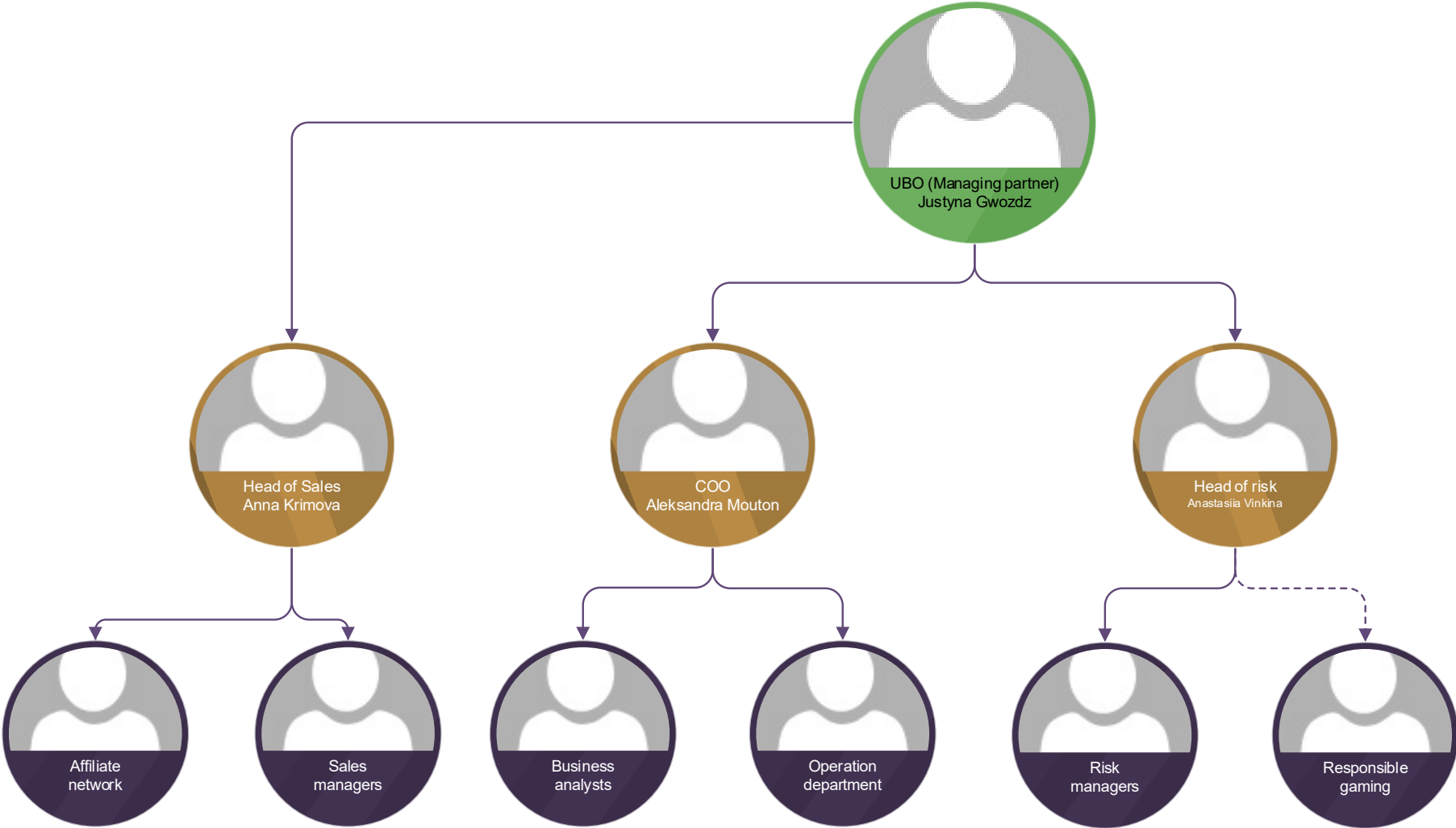
#### **Anastasiia Vinkina** – Head of risk

Anastasia previously worked with Justyna in Mostbet group projects and has proved herself as an excellent risk analyst.

#### **Anna Krimova** – Head of Sales

Anna's experience in promoting gambling sites and attracting operators will provide the project with a quick start and fulfill the immediate goals of the business plan.

Structure



## Financial projections

Information on the initial investment into the project: UBO own funds (savings) from previous workplaces + private entrepreneurship – providing services in the field of project planning, business continuity, business strategy etc (agreements, invoices, bank statements attached).

### First Year

| <b>2025</b>            | <b>Monthly revenues<br/>(EUR)</b> | <b>Monthly expenses<br/>(EUR)</b> | <b>Profit/Loss () (EUR)</b> |
|------------------------|-----------------------------------|-----------------------------------|-----------------------------|
| <b>Month 1</b>         | 50 000                            | 100 000                           | (50 000)                    |
| <b>Month 2</b>         | 75 000                            | 30 000                            | 45 000                      |
| <b>Month 3</b>         | 85 000                            | 80 000                            | 5 000                       |
| <b>Month 4</b>         | 70 000                            | 20 000                            | 50 000                      |
| <b>Month 5</b>         | 80 000                            | 20 000                            | 60 000                      |
| <b>Month 6</b>         | 150 000                           | 100 000                           | 50 000                      |
| <b>Month 7</b>         | 125 000                           | 30 000                            | 95 000                      |
| <b>Month 8</b>         | 100 000                           | 20 000                            | 80 000                      |
| <b>Month 9</b>         | 100 000                           | 20 000                            | 80 000                      |
| <b>Month 10</b>        | 150 000                           | 100 000                           | 50 000                      |
| <b>Month 11</b>        | 175 000                           | 20 000                            | 155 000                     |
| <b>Month 12</b>        | 150 000                           | 30 000                            | 120 000                     |
| <b>Total Year 2025</b> | <b>1 310 000</b>                  | <b>570 000</b>                    | <b>740 000</b>              |

Financial plan 2025-2027

|                 | Monthly revenues (EUR) | Monthly expenses (EUR) | Profit/Loss () (EUR) |
|-----------------|------------------------|------------------------|----------------------|
| Total Year 2025 | 1 310 000              | 570 000                | 740 000              |
| Total Year 2026 | 2 855 000              | 740 000                | 2 115 000            |
| Total Year 2027 | 5 587 000              | 2 115 000              | 3 472 000            |
| Total 3 Years   | 9 752 000              | 3 425 000              | 6 327 000            |

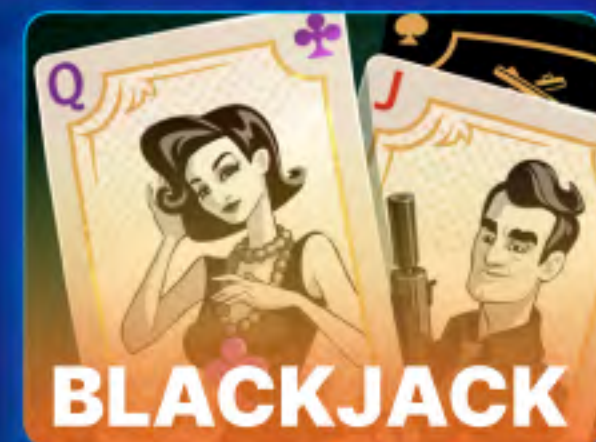


AMARIX

Unlocking fun



## UPCOMING



Provably fair

Fast games RTP 96%

Slot games RTP 95%

We support 23 languages



# AirCrash

Discover the captivating world of **AMARIX Crash games**, offering a diverse selection of thrilling crash experiences.

Whether you're navigating through space in a futuristic spaceship, commanding an airplane or UFO in high-stakes aerial maneuvers, or engaging in heart-pounding car races with up to three simultaneous betting options per round, **AMARIX** delivers adrenaline-pumping excitement.

# CRASH X

# CARCRASH

With a **Crash game** for everyone, whether you prefer car races, UFOs, spaceships, or planes, **AMARIX** ensures there's an exhilarating adventure waiting just for you!

AMARIX offers captivating adventures with both **tower and mines mechanics**. Embark on the exhilarating quest of **MINES**, where you crack open secure safes to uncover precious gems while avoiding alarming spiders.

# TOWERBIT

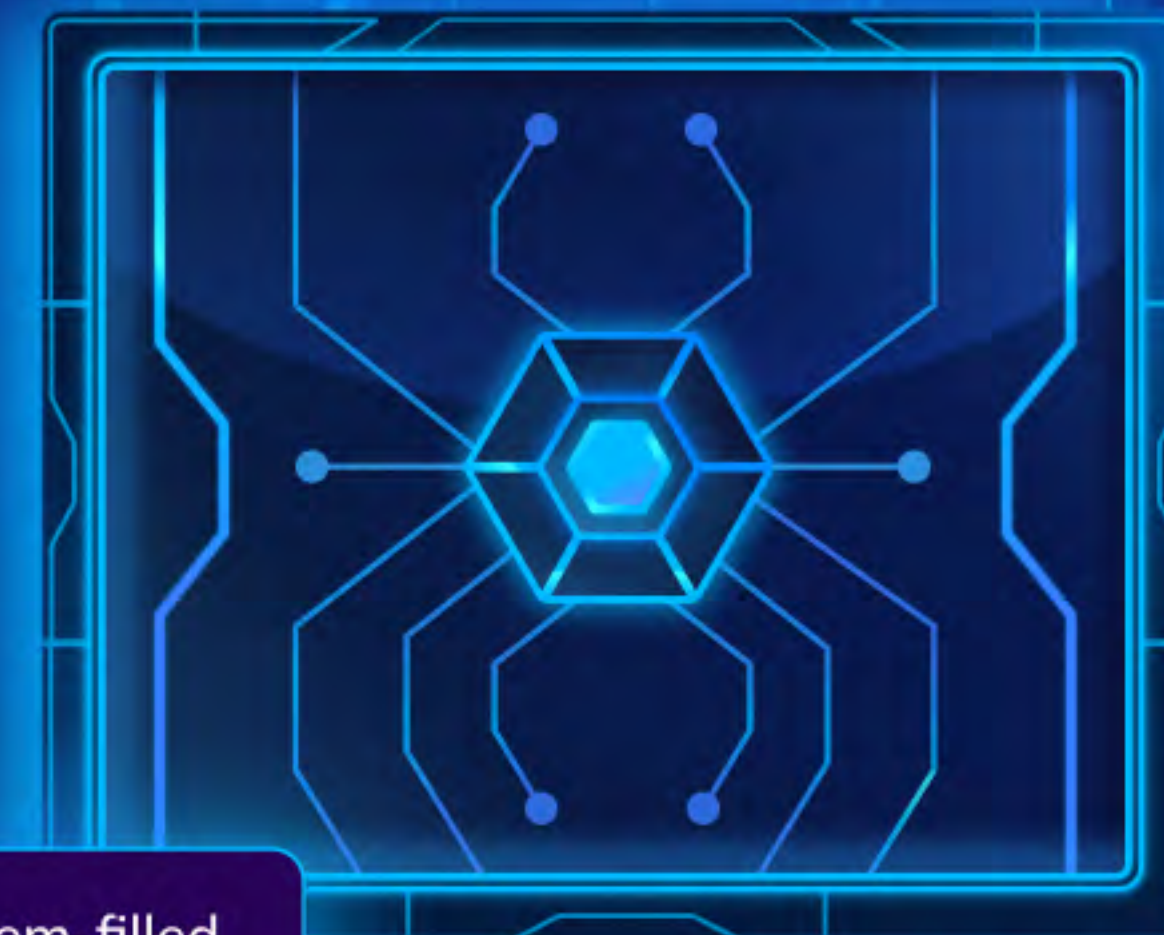
Meanwhile, in **TOWERBIT**, unlock cells to collect coveted bitcoins and ascend the tower, steering clear of treacherous crosses. Place your bet, choose your difficulty level, and brace yourself for the ultimate thrill.

## Mine\$



|   |   |         |   |
|---|---|---------|---|
|   |   |         |   |
|   |   | 1278.56 |   |
|   |   | 958.92  |   |
|   |   | 719.19  |   |
| B |   | 539.39  |   |
|   |   | 404.54  | B |
|   | B | 303.41  |   |
|   |   | 227.56  | B |
| B |   | 170.67  |   |
|   |   | 128.00  | B |

## CRYSTAL MINES



Whether you're delving into the gem-filled **MINES** or the crypto-charged **TOWERBIT**, **AMARIX** promises an exhilarating experience that demands both strategy and precision.

Experience the thrill of **Plinko** as the ball bounces its way down the board, aiming for jackpot glory with every drop. With a unique addition of three bars, place three simultaneous bets, maximizing your chances for big wins.

plinko

Step into the lively atmosphere of **Drinko**, where cherries cascade into shot glasses, revealing exciting rewards in a vibrant bar setting. Whether you prefer the classic challenge of **Plinko** or the engaging excitement of **Drinko**, **AMARIX** delivers exhilarating games of chance that promise to keep you on the edge of your seat.

|        |      |      |      |      |      |        |      |        |
|--------|------|------|------|------|------|--------|------|--------|
| 1.1x   | 1x   | 0.5x | 1x   | 1.1x | 1.5x | 6.58x  |      |        |
| 0.7x   | 0.6x | 0.4x | 0.6x | 0.7x | 5x   | 15.68x |      |        |
| 37.08x | 3.9x | 1.1x | 0.3x | 0.2x | 0.3x | 1.1x   | 3.9x | 37.08x |

Step into the enchanting bamboo forest where the weather changes in the blink of an eye. Embrace the ancient art of **Ronin** cutting bamboo training—guess and slice the bamboo in a sequence of 10 moves. With each correct prediction, your profits double, bringing you closer to mastering the way of the **Ronin**!

# RONIN



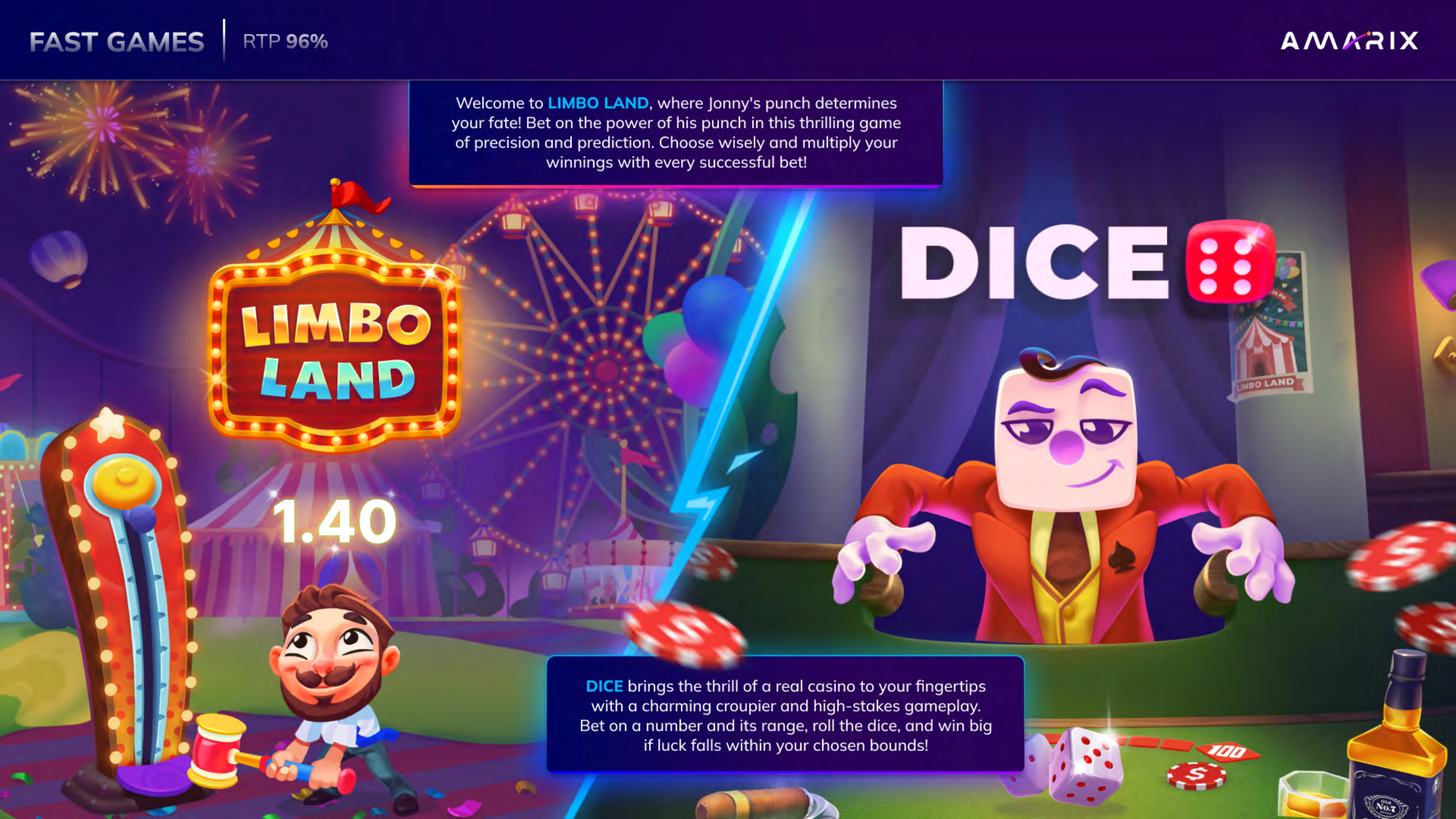
# GOAL

**↑**  
**RISING**  
**REWARDS**



Unleash your inner football genius with **Goal: Rising Rewards**! Face off against a fierce goalkeeper, set your stake, and aim for glory. Outsmart the keeper and score unforgettable goals. With only 5 shots per round, every kick counts—rise to the challenge and conquer the football world with **Goal: Rising Rewards**!

Welcome to **LIMBO LAND**, where Jonny's punch determines your fate! Bet on the power of his punch in this thrilling game of precision and prediction. Choose wisely and multiply your winnings with every successful bet!

**LIMBO  
LAND****1.40****DICE** 

**DICE** brings the thrill of a real casino to your fingertips with a charming croupier and high-stakes gameplay. Bet on a number and its range, roll the dice, and win big if luck falls within your chosen bounds!

# KENO GOLD



Ready for a thrilling adventure and a chance to win big? **Keno** is the ultimate number lottery game, offering not just fun but the opportunity to hit a massive jackpot! Choose your numbers, trust in lady luck, and dive into a world of exhilarating risks and incredible winnings!

Step into the glamor of classic **Roulette** and experience the thrill of European elegance! Predict the number where the ball will land and watch as the wheel spins your way to potential fortune. With every spin, the excitement builds—will your lucky number come up?

SOON

## Roulette



Blast off into excitement with **Orbital Fortune**! Spin the central reel to collect vibrant planets and advance through thrilling orbits, where every sector boosts your winnings. Activate insurance to safeguard your progress and unlock epic bonus games with jaw-dropping multipliers. Reach for the stars and watch your fortune soar to astronomical heights!

# ORBITAL FORTUNE

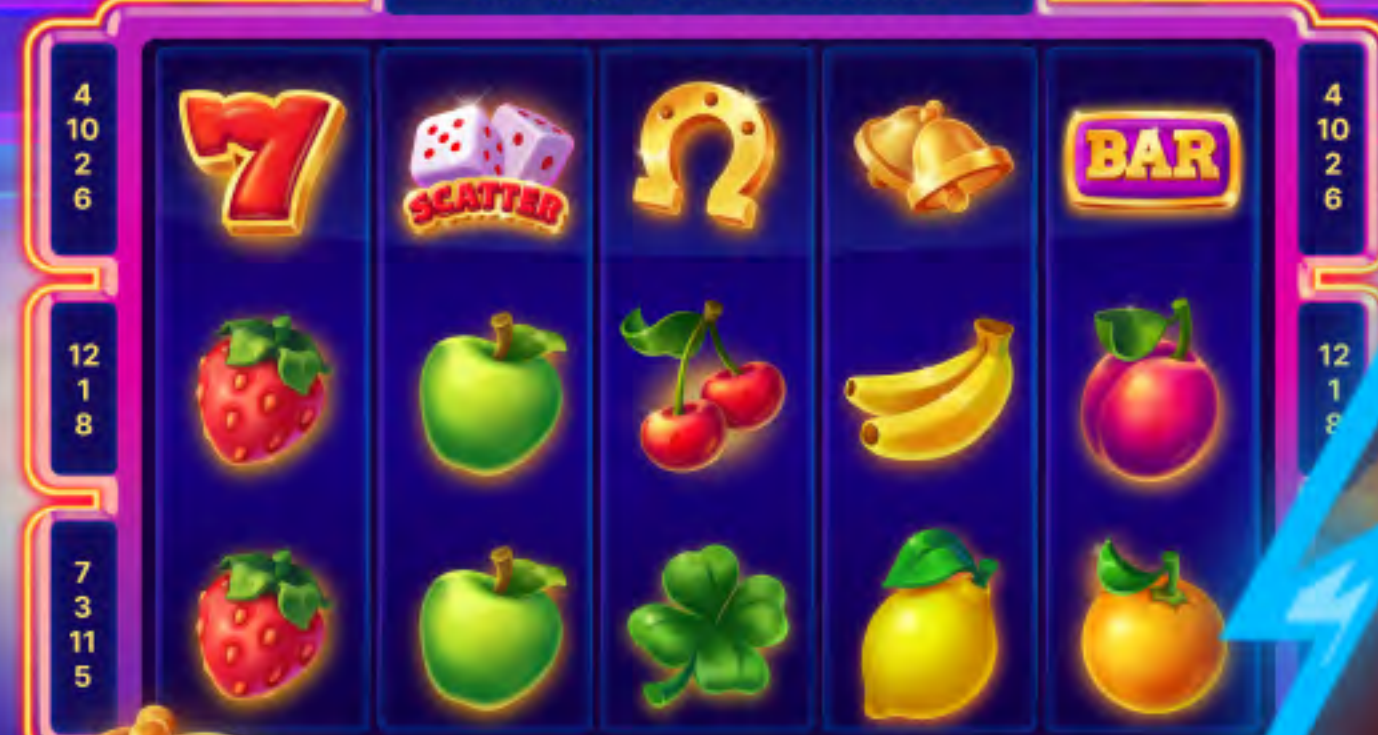


SOON

Get ready for a juicy adventure with **Fruit Rush**, the **slot game** with an exciting **provably fair feature**! Spin the reels and aim to collect as many winning combinations as possible. Watch out for the scatter for even bigger wins. Dive into the fruit frenzy and let the rush begin!

## FRUIT RUSH

Total payout \$ 1.00000000001



SOON

SOON

Unlock the mysteries of ancient Egypt with **Enigma of Bastet**! Spin the 6x5 reels, match mystical symbols, and uncover legendary treasures. Customize your bet and let the allure of Bastet guide you to epic wins!

## Enigma of Bastet



Dive into summer fun with our vibrant 3x3 slot game! Spin the reels, line up three **sunny symbols**, and bask in the glow of big wins. Customize your bet, spin away, and let the summer vibes bring you luck!

## SUNNY WINS



# HiLo



HI

LO



SOON

Step into the heart-pounding world of **HiLo** and test your luck with every card! Guess if the next card will be higher or lower and watch as your winnings soar. Sharpen your instincts, strategize your bets, and let the excitement of **HiLo** lead you to extraordinary rewards! Are you ready to beat the odds?

ROYAL FLUSH  
STRAIGHT

|             |     |          |
|-------------|-----|----------|
| 4 OF A KIND | 22x | 22.00 \$ |
| FULL HOUSE  | 9x  | 9.00 \$  |
| FLUSH       | 6x  | 6.00 \$  |
| STRAIGHT    | 4x  | 4.00 \$  |
| 3 OF A KIND | 3x  | 3.00 \$  |
| 2 OF A KIND | 2x  | 2.00 \$  |
| HIGH CARD   | 1x  | 1.00 \$  |

# Video POKER

Dive into the thrilling world of **Video Poker**! This exciting single-player game brings the classic five-card poker experience with a twist—swap your cards to create the ultimate winning hand. Test your skill, strategy, and luck as you chase the perfect poker hand and experience the rush of victory!



# BlackJack

SOON

Experience the classic thrill of **Blackjack**, where your goal is to craft the perfect hand that's as close to 21 as possible without going over! With its vintage design and timeless appeal, this iconic card game lets you challenge the dealer and test your strategy. Dive into the elegance of Blackjack and chase those high-stakes victories!

## IN-GAME CUSTOMISATION

Amarix offers the **customisation of games** for the Operator's brand by placing its logo on gameplay elements or, upon request, making full customisation to the brand's colour scheme.

**Customised games increase** registration conversion while creating an affiliate offer on them and have increased retention by creating loyalty to the Operator's brand.



## TOURNAMENT TOOL

- Elevate your gaming with **Amarix Tournament tool**, boasting dynamic real-time leaderboards, rewards distribution, and seamless updates.
- Stay engaged with informative pop-ups and widgets seamlessly integrated into the game interface, ensuring players remain informed of tournament progress.
- Accrue points through our proprietary scoring algorithm, which evaluates the relative value of each tournament point across various currency systems.
- Join the global competition with live rankings fostering a competitive atmosphere.
- Dive into the complexities of **Amarix Tournaments**, where the **turnover mechanic**, based on the total bet amount (with more mechanics coming soon), introduces a strategic layer to gameplay, enriching the competitive experience.



**TOURNAMENT**

**PRIZE POOL**  
**5000.00 \$**

Starts in  
**01 d : 00 h : 05 m : 01 s**

- From **29 Feb, 2024** to **3 Mar, 2024**
- 1st place Prize **USD 100.00**
- **50** winning positions
- Available in: **Crash X, Car Crash**
- **Turnover** tournament mechanics

**RULES** **PLAY**

**LIVE AMARIX Lucky Spring**

**PRIZE POOL**  
**5000.00 \$**

|                |          |
|----------------|----------|
| Nº1 USER 123   | 50.00 \$ |
| Nº2 USER 254   | 15.00 \$ |
| Nº3 USER 25498 | 5.00 \$  |

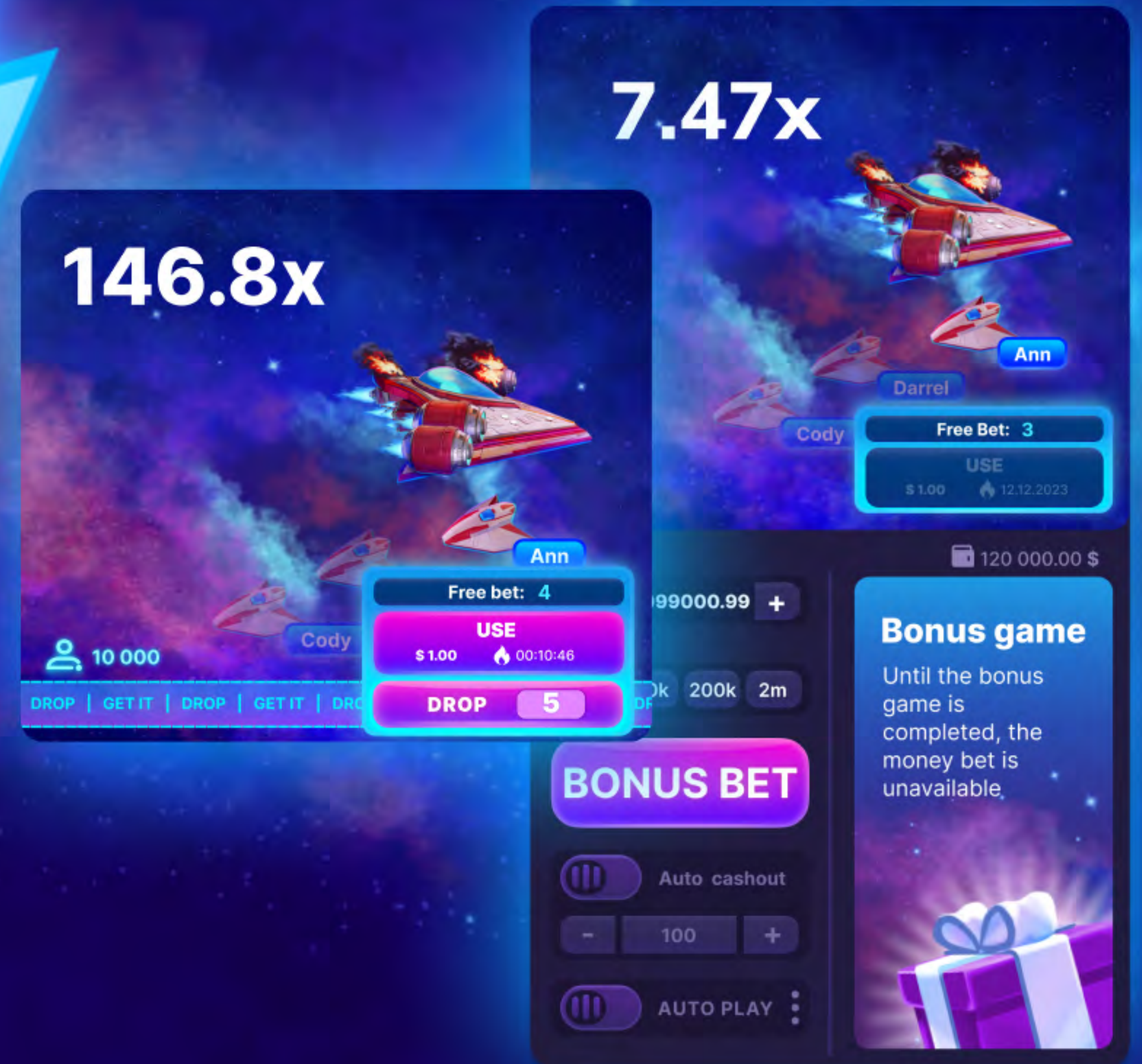
You  
**3 1 2**

**MORE**

## FREE BETS

**Free Bet Bonus** is a feature inside **Amarix games** that provides the ability to issue a bonus to the client from the Operator via API. With the default integration settings, wagering of **free bet** winnings occurs on the operator's side. Amarix has a flexible approach to the integration of the bonus system and, upon request, we can provide wagering on the gaming side.

- Create Deposit Offers for new Customers
- Increase Player Engagement on Platform via Retention Offers
- Retain Crash Game Players
- Set flexible Wagering Requirements



## Certification

I hereby certify, that I have filled out the business plan objectively, and according to my best knowledge and understanding.

08.11.2024

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Justyna Gwozdz, UBO