

JB.COM Business Plan

Casino Games & Sports Operations



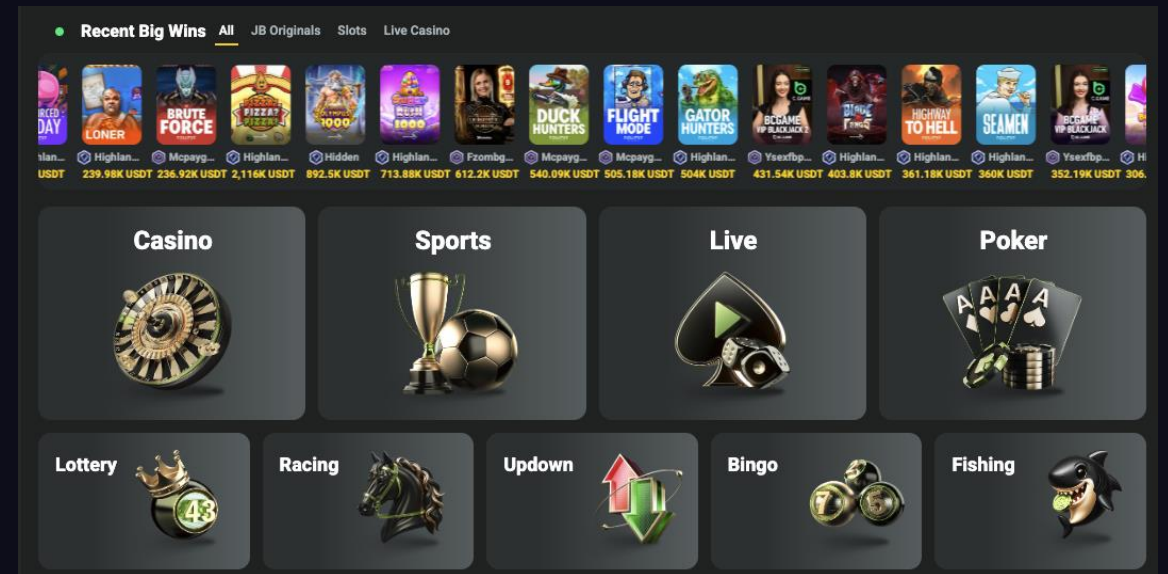
Market Outlook & Opportunity

- Global iGaming market > USD 153B by 2030 (11.7% CAGR)
- Drivers: Digitalisation, mobile-first, crypto adoption
- JB.COM launch in 100+ countries with localisation
- Aggressive expansion into LATAM & Africa



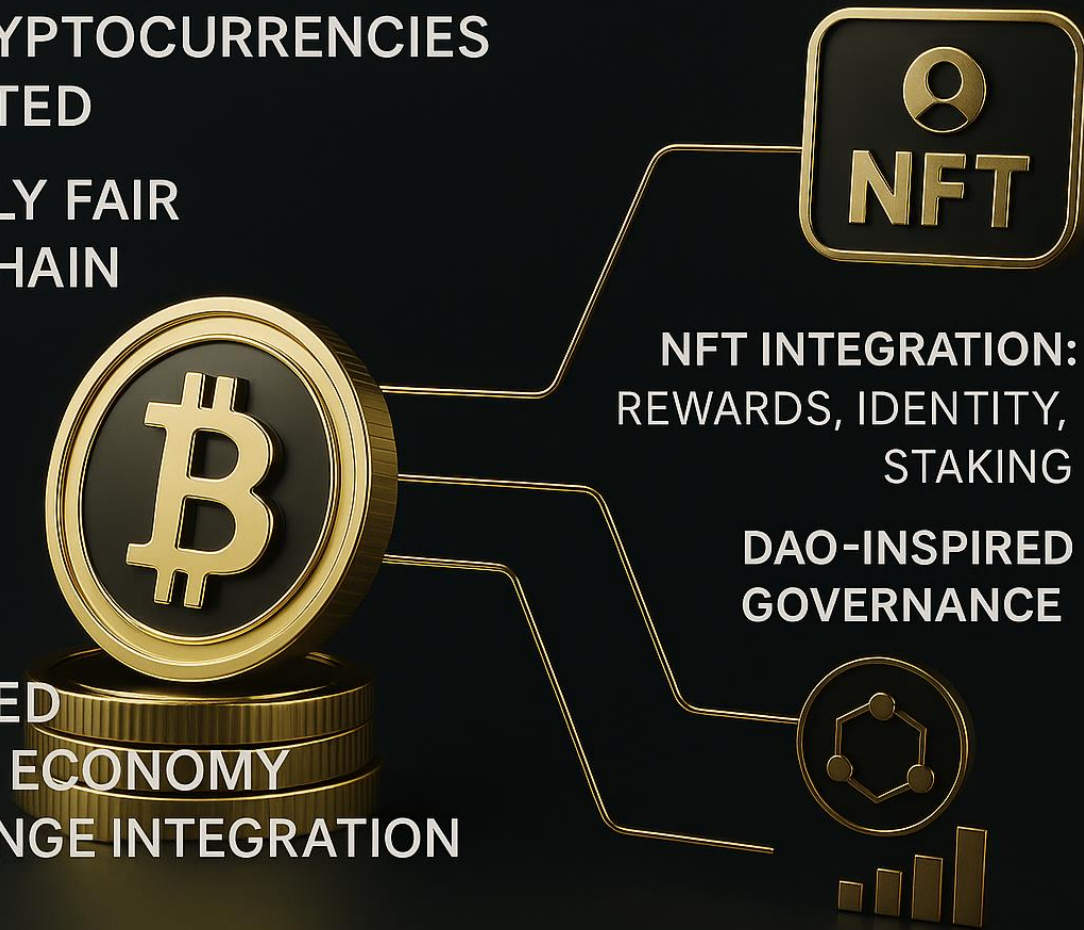
JB.COM Overview

- Next-gen crypto-native online entertainment platform
- Focus: Casino Games, Sports, Poker, Lottery
- Active in 100+ countries
- Core mission: Transparency, fairness, innovation
- Strict AML / KYC / CFT compliance
- 9M+ users, Target for € 30B+ bet volume, € 1B GGR in 5 years
- Strong brand partnerships & global recognition
- Robust Licensing framework
- Commitment to responsible gaming
- Diversified revenue streams
- Proven scalability



Infrastructure & Innovation

- 150+ CRYPTOCURRENCIES SUPPORTED
- PROVABLY FAIR BLOCKCHAIN GAMES
- TOKENISED IN-GAME ECONOMY & EXCHANGE INTEGRATION



Statutory Board

Gouloud Hammoud – Director A

- Representing GFC Group, headquartered at Kaya Richard J. Beaujon z/n, Landhuis Joonchie II, Curaçao, Dutch Caribbean (P.O. Box 6248, Tel: +599 (9) 733 1839).
- Brings corporate governance expertise and local market presence, supporting the company's long-term sustainability and regulatory compliance.
- Provides administrative oversight, approves major business decisions, and ensures regulatory alignment with Curaçao Gaming Control Board (GCB) regulations.
- The Board meets regularly to review financial, operational, and compliance reporting.
- Review financial, operational, and compliance reports. Matters reserved to the Board include approval of strategic initiatives, review of enterprise risk assessments, and oversight of compliance reporting.
- The Board will ensure continuous engagement with regulators, adapting swiftly to any changes in Curaçao or international frameworks to maintain uninterrupted operations and licensing compliance

CEO & UBO

Tai-Chun Yeh



- Mr. Yeh is the principal founder, ultimate beneficial owner, and active board director.
- With over a decade of experience in iGaming & blockchain infrastructure and decentralized systems, he has been instrumental in shaping the strategic direction, compliance framework, and technical architecture of the platform.
- Proven experience in product development, platform operations, and B2B partnerships across Asia, Europe, and LATAM. Provides entrepreneurial leadership and global market insight.

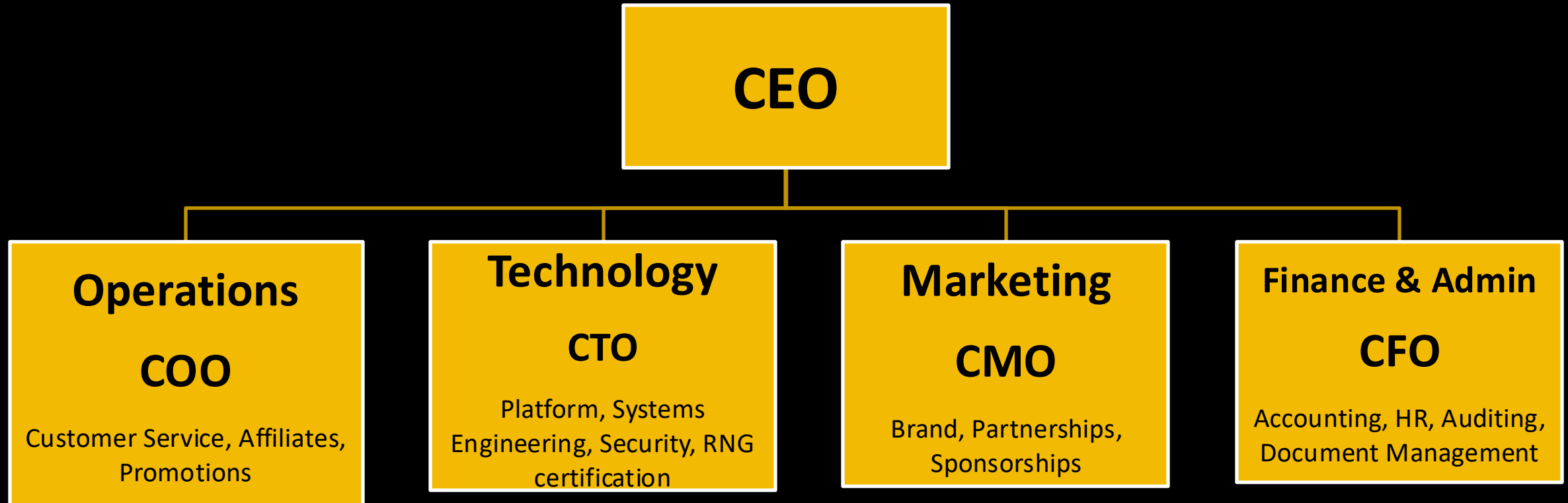
Compliance Officer

Emmanuel Waruga Kimani

- Legal and compliance professional with 5+ years' cross-border experience in East Africa.
- Former Legal Counsel at Rubis Energy Kenya PLC and BonRezo Ltd. Expertise in AML/CFT compliance, corporate governance, and regulatory reporting.
- Independent function reporting directly to the Board.
- Will establish enhanced due diligence protocols, independent monitoring dashboards, and quarterly compliance reporting to the Board to strengthen oversight



Functional Departments under CEO



Senior Management to be Filled

Certain senior management roles are currently in the process of being filled:

- Chief Financial Officer (CFO) – To Be Recruited (TBR)
- Chief Technology Officer (CTO) – To Be Recruited (TBR)
- Chief Commercial Officer (CCO) – To Be Recruited (TBR)
- Chief Marketing Officer (CMO) – To be Recruited (TBR)

Recruitment processes are underway, with the CEO and Board providing interim oversight of these functions until suitable candidates are appointed.

The Org Chart

Job.com



Administration



Finance

Accounting, Auditing



Legal and Compliance

License Management



Admin

Document Management,
Project Support, and Task
Tracking



HR

Hiring, Recruitment,
Compensation, and
Promotion



Platform Technology



Platform System

Wallets, Members,
Promotions



Systems Engineering

Frontend, Backend



Security

Testing, Anti-Fraud,
System maintenance



Design

Art design, Company
branding



Operations



Marketing

Affiliate, Ads, Influencers,
Exhibitions, Sponsors



Operations

Product content &
Promotion, Risk
management, Data Analysis



Customer Service

Membership Management,
VIP client care

Financial Forecast & Sustainability

- Revenue: house edge, tokenised economies, NFTs, crypto exchange
- Double-digit YoY growth expected
- First-mover advantage in LATAM, Africa, Web3 gaming
- Prudent cost management
- Scenario-based planning
- Diversified revenue streams
- Focus on sustainable profitability

Unit: EUR'000	Sept~Dec 2025	2026	2027
Games (Slot, Live, Sportsbook, Affiliate Program) Players Deposit	92,000	195,200	254,500
(minus) Withdraw	82,894	176,727	229,014
Total Income	9,106	18,473	25,485
Game & Software Providers Fee	723	1,497	1,955
Affiliate/Referral Program Bonus	212	374	520
Total Operation Cost	935	1,871	2,475
Total Gross Revenue	8,171	16,602	23,010
Marketing Expenses	1,679	3,979	4,011
Operation System Expenses	960	2,551	2,571
Employees Expenses	1,681	2,347	2,543
Other Operating Expenses	480	1,326	1,131
Total Operation Expenses	4,801	10,204	10,256
Net Profit / Loss before Tax	3,370	6,398	12,754

Marketing & Partnerships

Promotion

**Great Deposit Bonus
in Casino or Sports
Up TO 150% Bonus + 20
FB/400 FS**

Deposit Now **More Details**

01	02	03	04
			
120% Bonus	100% Bonus	150% Bonus	100% Bonus
1st Deposit	2nd Deposit	3rd Deposit	4th Deposit

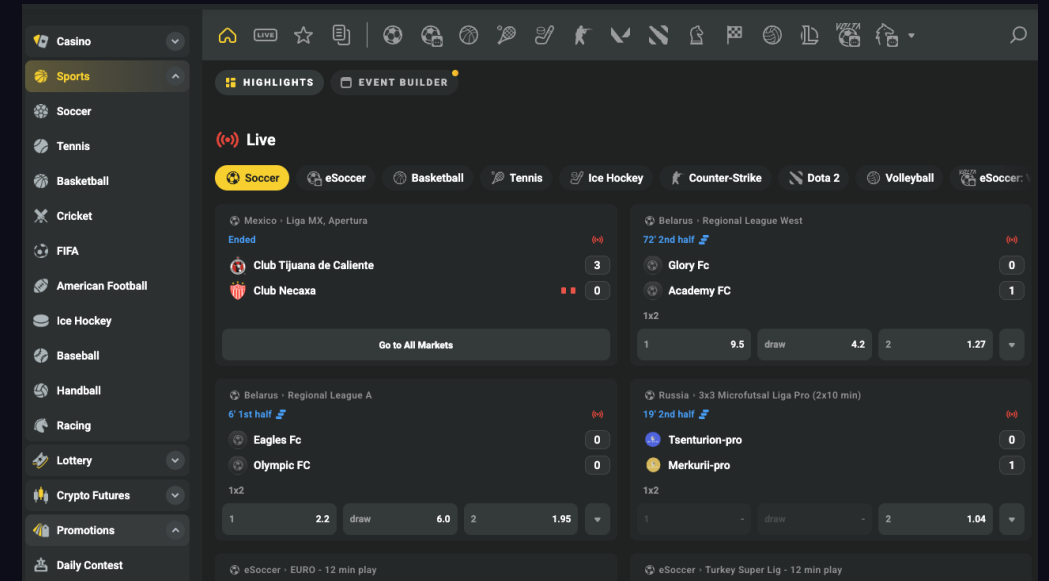
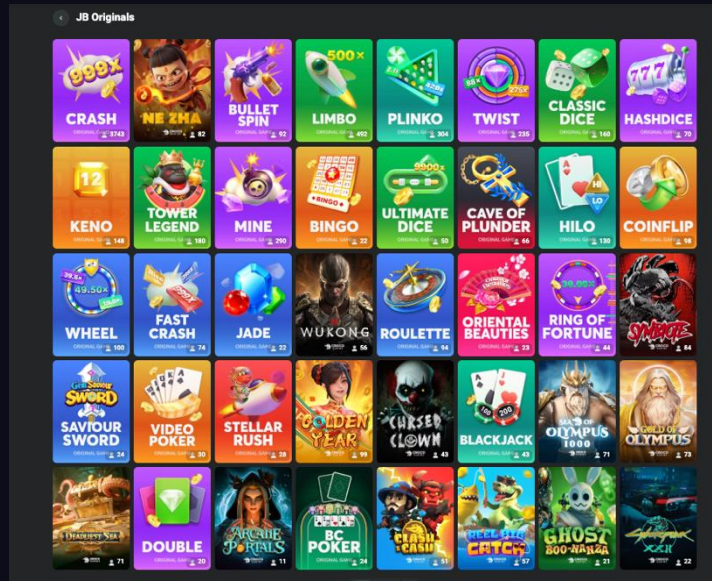
- Endorsed by SiGMA, InsideBitcoins, Bitcoin.com
- Game providers partnerships with over Best 100+ companies (ie. Evolution, Pragmatic Play, Hacksaw, Nolimit City, Push Gaming, Play'n GO, Playtech, etc.)
- Strategic brand positioning, Focus on player acquisition & retention, data driven marketing and partnership diversification.
- Sponsorships: Esports teams

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Games Profile



- Types & Number of Games: Self-developed games, Casino games, Sports, Poker, Lottery (Several thousands games in total)
- Software Used: Proprietary self-developed platform (provably fair, RNG-certified)
- Game Process: Conducted via RNG-certified software; secure, transparent mechanisms
- Available Prizes: Cash prizes credited to accounts; occasional promotional bonuses
- Payment Acceptance: Deposits via bank cards, e-wallets, cryptocurrencies
- Winnings Payout: Automatically credited to player's account balance
- Sports Betting Regulation: Odds provided by licensed providers, aligned with fair betting practices

Excluded / Blacklisted Countries

In accordance with Curaçao licensing obligations and internal risk policies, JB.COM does not permit players from the following countries or regions to access its services:

NL ANTILLES	EU	ASIA	N. AMERICA
Aruba, Bonaire, Curaçao, Saba, Statia, Sint Maartin	Austria, France, Germany, Malta, Netherlands, Spain, UK	Australia	USA and outlying territories

PLUS, the following default areas are restricted:

- French Guiana, French Polynesia, French Southern Territories
- Isle of Man
- Saint Barthelemy, Saint Martin (French), Sint Maarten (Dutch)
- United Kingdom (excluding Northern Ireland), United Kingdom of Great Britain and Northern Ireland, Virgin Islands (British)
- United States Minor Outlying Islands, Virgin Islands (U.S.)

Key Suppliers & Material Dependencies

Game Content Providers

- Partnerships with leading studios such as Evolution, Pragmatic Play, Hacksaw, Nolimit City, Push Gaming, Play'n GO, Playtech, and others.

Payment Gateways

- Multi-currency support through global partners covering fiat and crypto rails, with redundancy in case of service disruption.

KYC/AML Providers

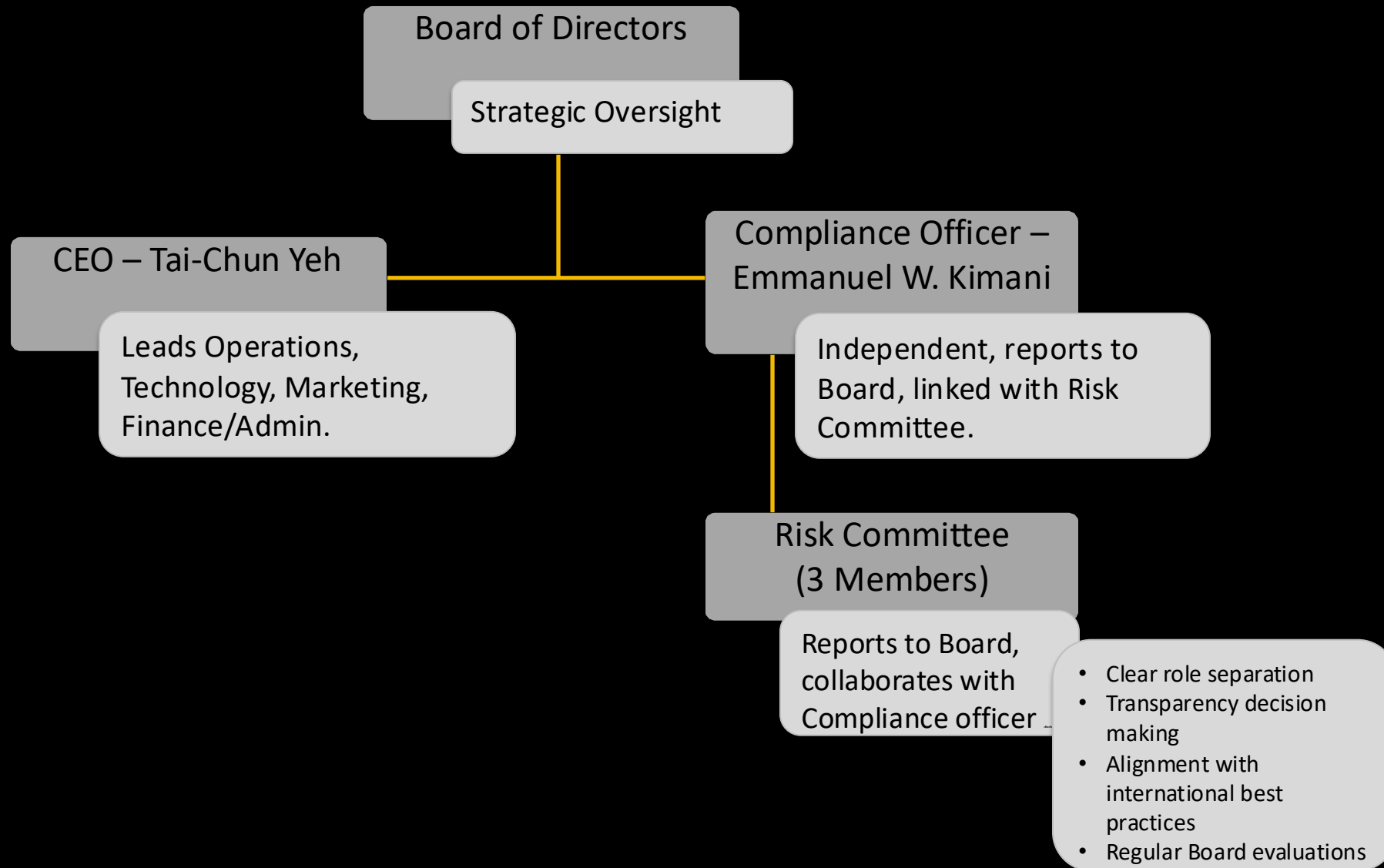
- Integration with specialized providers ensuring robust identity verification and sanctions screening.

Hosting & Security

- Cloud infrastructure partners offering scalable, secure hosting with DDoS protection and RNG certification.

- ❖ JB.COM's operations rely on carefully selected, reputable suppliers and partners
- ❖ Supplier performance is reviewed quarterly. Contracts include continuity clauses, and alternative providers are pre-identified to reduce operational dependency.
- ❖ Supplier due diligence
- ❖ Diversification strategy
- ❖ Business continuity planning
- ❖ Regular performance audits

Legal and Governance Framework



Risk Committee

- Established with 3 members, reporting to the Board.
- Monitors enterprise risk, reviews internal audits, and ensures mitigation measures are implemented.
- Independent oversight role ensuring objectivity in risk assessment and reporting.
- Regular risk reviews integrated with compliance and audit cycles.
- Dynamic risk register updated quarterly to capture emerging regulatory, operational, and market risks.
- Direct escalation channel to the Board for material risk events.

Risk & Compliance Framework

- Clear separation between business leadership (CEO) and compliance oversight (Compliance Officer).
- Risks are assessed, documented in a risk register, and reviewed by the Risk Committee and Board.

ESG & Sustainability

Committed to sustainable and responsible growth.

Promotes environmental sustainability by prioritizing digital operations over paper-based processes and working with suppliers who adopt eco-conscious practices.

Upholds strong social responsibility through responsible gaming policies, fair employment practices, and community engagement in its key markets.

Governance standards are reinforced by independent compliance oversight, a three-member Risk Committee, and a transparent Board structure.

Ensure JB.COM operates in line with international ESG principles while maintaining long-term business resilience

KPIs & Objectives

Revenue growth

- Sustained double-digit year on year growth, driven by diversified revenue streams and innovate products.

Market expansion

- LATAM and Africa as priority regions.
- Continuous expansion of the global user base with strong focus on retention and loyalty.

Compliance

- 100% AML/CFT audit readiness.
- Zero regulatory fines; 100% timely reporting to regulator.

Operations

- Maintain uptime of 99.9% on platform services.
- 24/7 Platform uptime with 0,1% critical incident rate.

Responsible Gaming

- Continuous monitoring and reporting framework.

Customer-Centric Metrics

LTV (Lifetime Value)

- Tracking the net value generated per player over time.

CAC (Customer Acquisition Cost)

- Monitoring marketing and promotional spend efficiency.

LTV/CAC Ratio

- Targeting a ratio above 3.0, aligning with industry benchmarks for sustainable growth.

Policies & Procedures Outline

- JB.COM maintains comprehensive internal policies and procedures covering AML/CFT, Responsible Gaming, Data Privacy, and Operational Integrity.
- These policies are developed by qualified professionals under the oversight of the Compliance Officer, with external reviews and audits conducted where necessary.
- The company is committed to keeping the Curaçao Gaming Control Board informed of any material updates and ensuring that all procedures remain current, effective, and fully compliant with applicable regulations.
- Regular training & awareness programs for all staff to ensure policies are embedded in daily operations.
- Independent audit cycle scheduled annually to validate effectiveness and compliance.
- Dynamic policy updates aligned with evolving regulatory requirements across jurisdiction.
- Centralized documentation system to track implementation, version control and staff acknowledgment.