

Buffalo N.V.
BUSINESS PLAN

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Company Details

Buffalo N.V. registered at Kaya W.f.G (Jombi) Mensing # 24 unit A
Willemstad, Curacao

Chamber of Commerce Number: **163505**

Main Contacts

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Object of the business plan

This document is being provided with the objective to obtain the rights to operates under the Master License of Curacao Gaming Control Board (GCB) to offer remote gaming services in Poland, Turkey and Czech Republic.

Abstract

The business plan is separated into the following six (6) chapters.

Chapter one	(1): Introduction of Buffalo N.V.
Chapter Two	(2): Buffalo N.V. Corporate Structure
Chapter Three	(3): Buffalo N.V. Product & Services
Chapter Four	(4): Buffalo N.V. Marketing & Sales Plan
Chapter Five	(5): Systems
Chapter Six	(6): Regulatory Compliance
Chapter Seven	(7): Financial forecast

Summary

Buffalo N.V. (**hereinafter referred to as “Buffalo”**) is a company incorporated under the laws of Curaçao. Buffalo aim is to offer online gaming services under a license issuing by Curacao Gaming Control Board.

Buffalo (www.Buffalo-casino.com) are directly owned by Buffalo N.V. and focus to be fully operational on 1st July 2024.

The target market will be Polish, Turkey and Czech Republic. The target market will be expanded as the company expand.

Buffalo is confident that providing the players with excellent user experience and adhere to the regulatory rules and regulations, Buffalo will become one of the top online gaming operator.

It is anticipated that obtaining this license will provide peace of mind to the players and partners knowing that they are dealing with a responsible operator that are supervized by regulators and where the players are given due consideration and respect.

1 Introduction

1.1 Mission Statement

Buffalo has a well-grounded set of corporate values that will be accessible for clients and staff. Based on those values, Buffalo's mission statement is as follows:

Buffalo shall have an uncompromising commitment to excellence. Buffalo ensure to provide high qualities services to its clients. The triumph of Buffalo can only be achieved with happy clients.

Integrity and honesty will be at the heart of Buffalo. Buffalo will hire experts who will be bound by solid commitment. This is important to allow Buffalo to closely monitor the developments of its clients' and to scrutinize their continued compliance rigorously.

Buffalo will be a dynamic organization. Buffalo culture will be dynamic and flexible. 'Buffalo continuously assess its services to ensure continual relevance to its clients'.

Confidentiality is important. Buffalo will implement robust systems to safeguard its client's information.

1.2 Curacao

Curacao jurisdiction has been at the fore front in GCB license. Buffalo judgment is that Curaçao possess all the elements to its status as one of the most important GCB license jurisdictions due to the expertise, stringent compliance and Anti-Money Laundering ("AML") requirements, infrastructure, stability and access to the world.

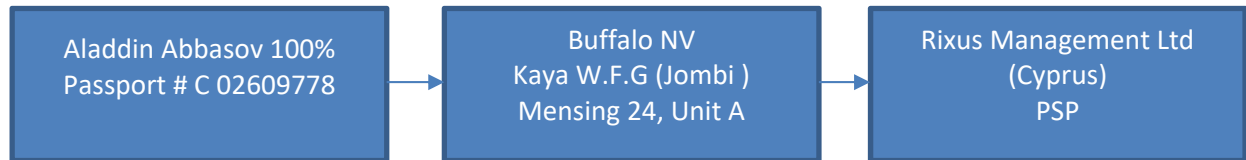
Curaçao is a jurisdiction of great reputation in the eGaming world. The list below, outlines why Buffalo decide to choose for a Curaçao gaming license.

Advantages:

- Curaçao being a jurisdiction of great reput in the eGaming world;
- Excellent hosting infrastructure;
- Advantageous B2C Compliance Contribution;
- Most competitive corporate tax rate

2 Buffalo Control (Ownership) and Corporate Structure

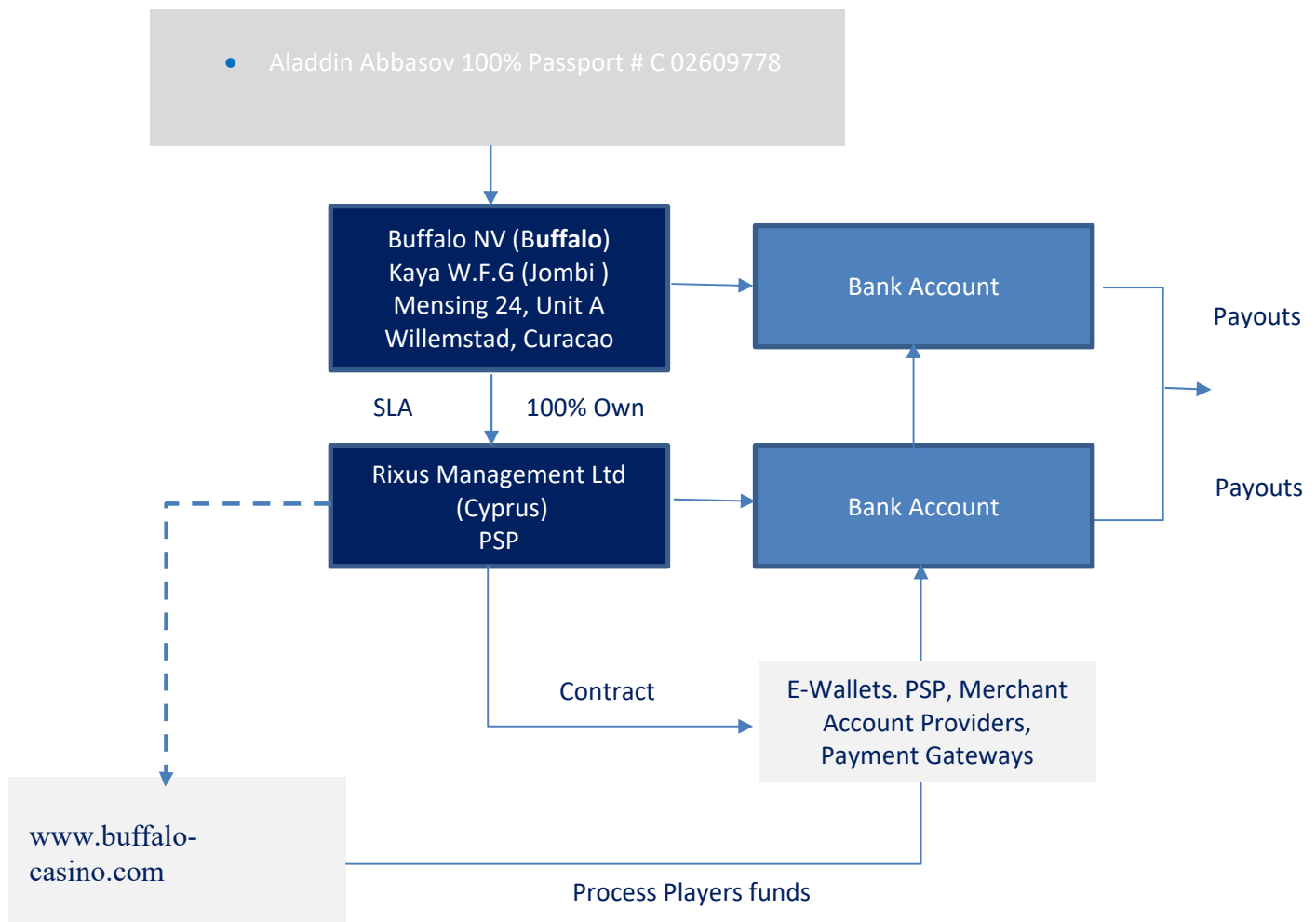
2.1 Control (Ownership) Structure



1. Mr. Aladdin Abbasov is a 100% owner and controlling person for Buffalo N.V.

In addition the letter from SoftGamings confirming that the owner and controlling person of Buffalo is sent along with the Business Plan.

2.2 Corporate Structure



1. Mr. Aladdin Abbasov is the 100% owner of Buffalo N.V. in Curacao which will be the entity holding the Curacao Gaming License issue by Curacao Gaming Control Board (GCB).
2. Buffalo N.V. is 100% owner of Rixus Management Ltd (Cyprus entity) which will be the subsidiary entity in Cyprus acting as the PSP for Buffalo N.V.
3. Buffalo N.V. will instruct Rixus Management Ltd to function as a Payment processor through an SLA.
4. Rixus Management Ltd will be the collector of payments flowing from the E-Wallets, PSP's Merchant Account providers.

5. Rixus Management Ltd will hold a bank account in the name of Buffalo N.V. and from this account all expenses will be payout (for instance, contracts, License, Marketing, Leasing Agreements, etc.)

2.3 Organization structure

Buffalo will be composed of the following departments:

- General Management;
- Customer Service Department;
- Marketing Department;
- Financial & Administration Department.

- **General Management team**

The key Foreign Management team is composed as follow:

- **CEO;** (Aladdin Abbasov 100% owner)

In the first 6 months the CEO will take ownership of the majority of aspects of the business including but not limited to performing the duties of human resource, CFO, Marketing. During this period, the complex legal, financials and/or marketing affairs will be outsourced but will eventually be brought in-house.

- **CSP:** Starkeast Management B.V.

Furthermore, the general management along with Starkeast Management B.V., takes care of the business plus the ongoing Curacao license process

- **CFO;** (To be hired)

Will be in charge will the financials aspects of the company

- **Manager Customer Service;** (To be hired)

Will be in charge with the customer support activities of the company

- **Manager Marketing.** (To be hired)

Will be in charge of the marketing activities of the company

- **Customer Service Department**

- First line customer support.

- **Marketing Department**

- Direct media buying;
- Social media and SEO marketing;
- Affiliate marketing;
- Promotion and bonus management.

- **Financial & Administration Department**

- Accounting;
- Payroll.

2.3 Employees

Each department will be looking to hire the following professionals:

CRM: 1 Manager Customer Service, 2-3 Customer support officers;

Marketing: 1 Manager Marketing, 1 Affiliate manager, 1 Digital manager;

Finance: 1 CFO.

will be leading a team of 9-10 employees.

3 BuffaloProducts & Services

3.1 Game Description

Buffalo intends to offer its gaming platform to players in Poland, Turkey and Czech Republic who wish to play Slots, Casino, Live Casino, Sports Bettings, Vitrua! sport and Esport games. Buffalo gaming contents will be market under www.Buffalo-casino.com.

The content and software platform used under www.Buffalo-casino.com are provided by some of the most reputable contents and software provider that possess all the appropriated licences and test.

Name of the game provider	Type of game	RNG Test
Habanero	Games	Annex
Pariplay	Games	Annex
Apollo	Games	Annex
WorldMatch	Games	Annex
EVERVEO INTERACTIVE LIMITED	Platform	

3.2 Prospective game providers

Buffalo is not planning to integrate new games in the nearest future, but potentially considers integration with:

- SoftSwiss - Dama N.V.;
- Slotegrator - WESTHART VENTURES LIMITED;
- Spinomenal - Mikai Tech Ltd.;
- Qtech - Mitratech Curacao B.V.

4 Buffalo Marketing & Sales Plan

It is obvious that online gaming operators reached their customers through intense marketing campaigns. Buffalo will utilize some of the most successful marketing channels (such as; Viral Marketing, Social Platforms, Affiliate programs, Grant of coupons, influencers (Sport, Social Media) to reach the targets in Poland, Turkey and Czech Republic.

The marketing & sales will be held in each target market to adapt the communication to the local specifications. As the primary target markets are Polish, Turkey and Czech Republic, the marketing team will consist of persons in these particular countries (Poland, Turkey and Czech Republic). They will be hired as the business advanced (between the second quarter of 2024 or in the third quarter of 2024).

4.1 Influencers / Affiliate program

Buffalo will develop partnership with experts and influencers which can drive the company to more publicity. Among these influencers there are famous sports journalists, former soccer players, social network influencers, famous actors, and famous musicians. This approach is supposed to bring credibility to the brand from scratch and a substantial number of users.

Furthermore, Buffalo will apply the affiliate program which means a referrals campaign for users to recommend the platform in exchange for credit. Additionally, Buffalo will also use the concept of granting credit coupons for users to enter and test the platform.

4.2 Market expand

It is obvious that Buffalo initial focus is to target the audience in Poland, Turkey and Czech Republic. However, Buffalo was born with a global and diverse DNA. Therefore, Buffalo will seek for the opportunities to amplify its presence in others jurisdictions (such as in; LATAM & Asia region) as the company activities grows.

It is evident that Europeans players are well adapted to sportsbook gaming. At the contrary, In the LATAM, the presence of fantasy products have growing year over year. Hence, Buffalo will enter the LATAM market targeting Esports and Virtual sport gaming players on a later stage.

4.3 Protential conterparties

At the beginning and later stages Buffalo is planning to collaborate with the following companies, i.e.:

- Blexr LTD – well established network of SEO websites in Europe;
- KaFe Rocks LTD - well established websites network in Europe and LATAM;
- ODDSPEDIA AD - well established websites network in Brazil;
- DreamLead Media - well established websites network in Brazil
- Joelsson Media Group - SEO websites network and bloggers network for Europe;
- Game Lounge - well established websites network in Europe;
- House Tech Ads LTD - well established websites network in Europe and LATAM.

5 Systems and Payments

5.1 IT infrastructure

The technology, IT infrastructure and the technical development will be management by EVERVEO INTERACTIVE LIMITED.

5.2 Payments and Counterparties

The payments method that will be accepted are: Bank transfer, Cryptocurrency, Pre-Paid debit & Credit Card, Pre-pay voucher methods, Ewallet and Mastercard/Visa, etc.

The payment services providers that Buffalo intent to used for the abovementioned payment method will be:

- Unlimint - Unlimint EU Ltd - card processing for the wide range of markets;
- eMerchantpay - eComprocessing - card processing for the wide range of markets;
- xPate - MUVON PAYMENTS LTD - card processing for the wide range of markets;
- PaySafeGroup - Paysafe Payment Solutions Limited (“PPSL”) - includes the following e-wallets brands: Skrill and Neteller, and Paysafecard vouchers;
- Jeton - LA Orange GE LLC - Jeton e-wallet; also includes the option of connection of the vouchers of the same name;
- Ecopayz - PSI Ltd - e-wallet;
- Astropay - AP Global Corporation LLP - wide range of solutions for LatAm countries;
- eZeeWallet - eZeeWallet or EZW - e-wallet.

6 Regulatory Compliance

6.1 Rules & Regulations

Buffalo will ensure to act always in line with the rules and regulatory obligations. Buffalo will in turn adhere to all the Provisions and Guidelines on the Detection and Deterrence of Money Laundering and Terrorist Financing issued by the competent authorities. Buffalo will setup a robust compliance procedures that will meet all international standards. To ensure this, tasks will be allocated and adhere to strict procedures which are explained in detail in the AML Manual.

Buffalo will ensure to block access to the services for minors and for players from the jurisdictions strictly forbidden by Curacao Gaming Control Board Such as: USA, Netherlands, France, Germany, Cyprus, BES Island, Curacao and Aruba) and from countries listed by FATF.

Buffalo will make sure that all the Url's display appropriate information such as Term of Service, Responsible gaming, Dispute Resolution, Self-Exclusion, Account & Payouts & Bonuses, KYC policies, Privacy and management of personal data, Fairness etc.

Buffalo will seek independent advice prior to enter a market. Furthermore, the Curacao local director (**Starkeast Management B.V.**) will take the relevant administrative and management role in order to ensure that both companies (Buffalos (Curacao) and Rixus Management Ltd (Cyprus) will be always in good standing accordance with the local and international requirements.

6.2 Compliance procedures

Buffalo is aware of the risk for money laundering and terrorist financing in the remote gaming. However, this risks can be mitigate as long as technological measures and controls to address the heightened risk of players risk are adopted.

It is particularly important for Buffalo to know who their prospect players are before they will be accepted as a eligible player. Therefore, Buffalo adopted the following mix of controls methods.

1. Players are required to provide some information in order to open an account:
 - I. First Name and Last Name;
 - II. Place and Country of Residence;
 - III. Date of Birth;
 - IV. Correct e-mail address;
 - V. Password (twice for verification purposes).
2. Players who do not register on the website are not able to play. Upon completion of the registration process and having accepted the terms and conditions and privacy policy, the player will be accepted as an eligible player.
3. Before the player is allowed to login for the first time, an e-mail is sent to the address specified in the registration form containing an activation link; it does not contain any sensitive information such as the player's username.
4. Players are required to prove their identity when they deposit or withdraw certain amounts. Documents can be submitted to the customer support email address provided on the website. Accepted documents are scanned copies of I.D. card, passport, driver's license and any recent utility bills showing the player's address, as well as any scans of

credit cards or bank statements if required.

5. Players are not allowed to transfer any funds from one player account to another player account.
6. All transactions will be carried out to detect any potential money- laundering activities.
7. The customers deposit history is reviewed to confirm that no suspicious payments have been made to the customer's account. The frequency of deposits and the sum of deposits are reviewed to ensure they are within normal range for the customer based on his depositing history and the general depositing range throughout our network
8. The customer's turnover is reviewed to ensure that they have played in the casino and are not using Merchant as a method to move money
9. When possible, funds must always be refunded back to the original payment method used by the player to make a deposit
10. Suspicious Activity will be reported to the competent authority (FIU).
11. All staff will receive training on their obligations in respect of money laundering reporting and are aware of the procedures in place for escalation of any suspected incidents to the MLRO

As `Buffalo` activities continue to expand, `Buffalo` will hire more employees including a compliance/ legal officer at management level which will be in charge with compliance affairs. In the first year the complex legal and compliance activities will be outsourced, but will eventually be brought in-house on a later stage.

In the first year the CEO (Aladdin Abbasov 100% owner) will take the compliance responsibilities and act as the MLRO and will be the contact person in connection for the Combined Quarterly Report (CQR) as required by the **Curacao GCB**.

7 Financial Forecast

7.1 Source of Funds

The major investment to have Buffalo fully operational is coming from a Mr. Aladdin Abbasov salary. Total borrowed amount is 75 000 USD is Mr. Aladdin Abbasov personal savings.

75 000 USD should cover all expenses to have Buffalo fully operational. The costs are as follows:

- 1) Payment to Starkeast Management B.V. – the second tranche to be paid as soon as the license is granted in the amount of 10 000 USDT;
- 2) Payment to GCB - to be paid after receiving the invoice in the amount of 16,625 EUR;
- 3) Payment to Katsis LLC - 20 180 USDT;
- 4) Payment to CCO Care - 2 840 USDT;
- 5) Payment to 4H Agency - 10 000 USDT success fee.

Along with the Business Plan you can find all screenshots with incoming and outgoing transactions from Bohdan Podilchuk crypto account with a description of each transaction.

7.2 Financial estimation

Buffalo is expecting a net small profit for the first year and a slight profit for the second year. A decent profit is expected as the 3rd year projection.

	Year 1 (2024-2025)	Year 2 (2025-2026)	Year 3 (2026-2027)
Product Numbers			
New Registrations	40000	25000	33000

BUSINESS PLAN BUFFALO N.V.

New Players (Depositors)	3800	2200	3000
Total Players	3800	6000	9000
Deposit amount	€ 1 026 000,00	€ 1 710 000,00	€ 2 700 000,00
Withdrawal amount	€ 605 340,00	€ 991 800,00	€ 1 485 000,00
Net deposit amount	€ 420 660,00	€ 718 200,00	€ 1 215 000,00
Services costs			
Bank commissions	€ 10 260,00	€ 17 100,00	€ 27 000,00
Payments fee	€ 65 510,10	€ 108 927,00	€ 170 775,00
GSP fee	€ 42 066,00	€ 71 820,00	€ 121 500,00
Platform fee	€ 21 033,00	€ 35 910,00	€ 60 750,00
Marketing cost	€ 116 820,36	€ 200 617,20	€ 344 790,00
SEO, SMM	€ 16 000,00	€ 16 500,00	€ 17 500,00
Annual License*	€ 0,00	€ 12 500,00	€ 12 500,00
Cost per communication (Email, SMS, etc)	€ 12 000,00	€ 15 000,00	€ 20 000,00
Total services cost	€ 283 689,46	€ 478 374,20	€ 774 815,00
Employees			
CEO	€ 30 000,00	€ 39 000,00	€ 42 000,00
Director CRM	€ 23 000,00	€ 26 000,00	€ 28 000,00
Affiliate Manager	€ 20 000,00	€ 19 000,00	€ 20 000,00
Director Financial	€ 24 000,00	€ 26 000,00	€ 28 000,00
Support Officers	€ 25 000,00	€ 26 500,00	€ 28 000,00
Total Expenses	€ 122 000,00	€ 136 500,00	€ 146 000,00
PROFIT	€ 14 970,54	€ 103 325,80	€ 294 185,00

*First year license fee is payable from investments. Please see the respective paragraph 7.1.