

Top Gold B.V.

Business Plan

| November 2023

Executive summary

Top Gold B.V. is a dynamically developing company working in the field of affiliate marketing. We carefully monitor all changes and trends in the online advertising market in order to be always one step ahead of competitors and offer our clients only the most relevant and effective solutions.

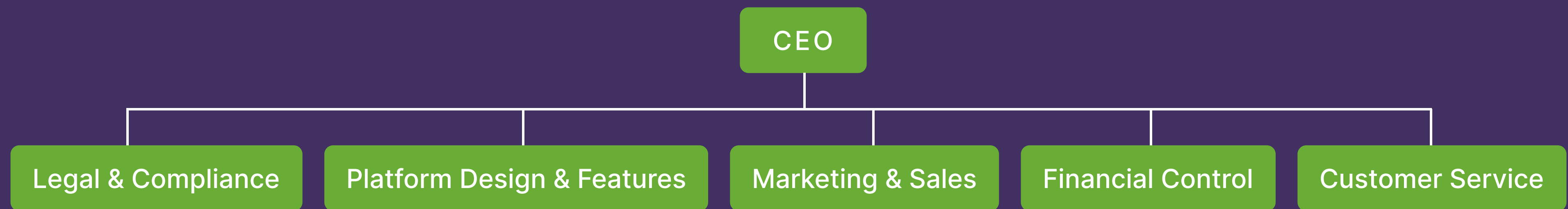
One of our key competencies is a deep understanding of the cryptocurrency market, which we are confident will become an integral part of online gambling in the near future. This knowledge allows us to offer our clients innovative and high-tech solutions that will help them achieve a leading position in the market.

Our company has a media-buying department that tests various hypotheses and brings the product to perfection. This allows us to guarantee a high level of conversion and successful entry of the product into the market.

Cooperation with **Top Gold B.V.** will be beneficial for every client. We guarantee stability, safety and the best working conditions. We offer not just services, but a reliable partner who will lead your business to developing and prospering.

- **Our key activities are focused on the markets of the following countries:**
 - ✓ Brazil
 - ✓ India
 - ✓ Kazakhstan
 - ✓ Moldova
 - ✓ Azerbaijan
- **We do our best to get the most out of these markets. Once we achieve our goals and realize the full potential provided by these countries, we plan to expand our geo-targets further.**
- **We understand the importance of customer support, which is why we offer 24/7 support in regional languages. Our specialists are always ready to help in resolving any issues.**
- **In addition, we offer convenient and secure payment systems so that every player feels confident and comfortable, regardless of the chosen payment method.**

Business structure



We are only focused on cooperation with licensed providers. Our main partner is the SOFTSWISS company, which has multi-million-dollar turnover in the gambling market. Many of the top online casinos trust their services as a gaming provider, confirming their reliability and security.

Management and Operation Structure

Our strategy is aimed at taking a leading position among online casino operators. This ambitious plan can only be realized with highly qualified and professional personnel. That is why we are forming the following management team:

- **General Director - Valeria Minina** plays a key role in determining the strategic direction of the company, setting the main vectors of development and determining ways to achieve set goals. She takes responsibility for creating a clear vision of how the company should develop and progress to successfully attract new customers and retain existing ones.

- **Head of KYC/AML: Denis Makarov** He is responsible for compliance with all aspects of regulation, including KYC/AML norms. Denis has significant experience in areas where KYC/AML requirements are particularly stringent.
- **Design and features of the platform: Stanislav Fedorov**, in his role as a designer and platform functionality specialist, performs an extremely important task - he is responsible for ensuring that the platform interface is not only beautiful and attractive, but also intuitive and user-friendly. Modern UX (User Experience) and UI (User Interface) standards dictate high requirements for the design and functionality of platforms. Stanislav strives to ensure that every design element is in its place and fulfills its purpose, helping to ensure maximum user comfort when interacting with the platform.
- **Marketing and sales: Olga Morozova**, holding the position of head of the marketing and sales department, is a key figure in the development and implementation of marketing strategies aimed at attracting new customers and increasing sales. Thanks to her wealth of experience and deep knowledge in the field of marketing, Olga is able to analyze the market, identify the needs of the target audience and develop effective strategies for promoting a product or service.
- **Financial control: Sergey Smirnov**, holding the position of head of the financial control department, plays a key role in ensuring the financial stability and transparency of our company. His main task is to ensure that the company's financial statements fully comply with all existing standards and requirements, which is extremely important for maintaining the confidence of investors, partners and clients.

- **Customer Service: Dmitry Ivanov**, plays a key role in providing high quality service to our customers. He leads a 24/7 customer support team based in two strategic regions - India and Brazil, thereby ensuring efficient and timely resolution of customer queries across multiple time zones.

Fluency in several languages allows Dmitry to effectively communicate with clients from different countries, which is an undeniable advantage in the modern globalized world. He has an excellent understanding of the cultural characteristics and needs of clients from different regions, which helps create a positive experience with our company.

- **Affiliate software and traffic development: Qualitance-Ulimate**. This is a progressive team, consisting of programmers, testers and team leads, numbering 30 people. They work to ensure that our platform is stable, secure and enjoyable for customers to use.

Marketing and sales strategy

Our marketing efforts are focused on creating a powerful strategy that takes a multi-layered approach to driving traffic and increasing brand recognition. We are mainly focused on key social platforms such as Facebook, Google and Bing, where we launch targeted advertising campaigns to attract interested users. These platforms are the cornerstones of our digital presence; they allow us to engage with our audience effectively.



In addition to the digital space, we actively participate in offline events such as conferences and trade fairs. This helps us not only strengthen the brand in the eyes of the consumer, but also creates opportunities for networking and partnerships.



Our ASO (App Store Optimization) efforts are aimed at improving the visibility of our app in app stores that leads to organic growth in recognition and installs.



In addition, we implement marketing communications via SMS and email, providing valuable news and updates to subscribers interested in online gambling. This not only promotes customer engagement and retention, but also serves as a channel for personalized offers and promotions.



Lastly, we cooperate with influential media personalities and influencers to amplify our message and reach new audiences. Integration with influencers allows us to reach different market segments and leverage their trust in said individuals to increase traffic flow and interest in our services.

Bringing these elements together as part of the strategy allows us not only drive a consistent flow of traffic to our platform, but also continuously deepen our market penetration and brand recognition.

Purpose of obtaining a gaming license

Obtaining a Curacao license will open the door for us to cooperate with key platforms in the field of online gambling, provide favorable tax conditions, legal protection and increased trust from our clients.

Financial projections

It is nearly impossible to predict annual expenses precisely, but it is critically important for us to create high -qualit y revenue budgets and establish a relevant baseline.

Pre-Launch expenses		After-Launch expenses, 1st year	
Company set up	2 - 5%	Company running	3%
License set up	10 - 25%	License fees	5%
Software set up	10 - 15%	Software support	15%
Staff hiring	20 - 25%	Games suppliers	11%
Pre -Marketing	20 - 25%	Marketing	50%
Other costs	5 - 10%	Staff	16%

2024	Monthly revenue (EUR)	Monthly expense (EUR)	Profit/Loss (EUR)
January	17 000	-59 000	-42 000
February	21 000	-65 000	-44 000
March	35 000	-55 000	-20 000
April	41 000	-53 000	-12 000
May	76 000	69 000	2 000
June	98 000	95 000	3 000
July	128 000	89 000	39 000
August	170 000	90 000	80 000
September	209 000	89 000	120 000
October	305 000	98 000	207 000
November	456 000	101 000	355 000