



SA Technology NV - Business Plan

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Executive Summary

Mission

SA Technology NV stands at the forefront of innovation in the online gaming industry, poised to redefine the gaming experience with its cutting-edge live dealer gaming platform. With a vision to bridge cultural divides and deliver unparalleled entertainment value, SA Technology NV aims to revolutionize the way players worldwide engage with online gaming. With a steadfast commitment to integrity and excellence, our mission is to provide operators with a transformative platform that seamlessly blends Eastern and Western gaming preferences while delivering the perfect balance of casino excitement and entertainment immersion. We strive to exceed expectations and set new standards for immersive gameplay, providing players worldwide with an unparalleled gaming experience that transcends cultural boundaries.

Company and Management

SA Technology NV is a privately-owned limited-liability company registered in the Curacao. The company is solely owned by Mr. Trever Mallia and run by a dedicated team of experienced professionals driving the company's vision and growth.

Services

SA Technology NV offers a comprehensive suite of services centered around its cutting-edge live dealer gaming platform. Our platform boasts a full suite of traditional casino favorites, carefully curated to cater to diverse player preferences across multiple geographical regions. From timeless classics like Baccarat, Roulette and Blackjack to culturally immersive games such as Andar Bahar and Teen Patti, players worldwide can indulge in an unparalleled gaming experience. Additionally, our platform includes customizable features that allow operators to tailor the gaming environment to their specific audience, ensuring maximum engagement and satisfaction. With exciting campaign tools designed to boost player acquisition and maximize retention, SA Technology NV is dedicated to delivering innovative solutions that elevate the gaming experience and drive sustainable growth for operators.

Market Focus

SA Technology NV targets a diverse array of clients, including online gaming operators, white-label solution providers, and aggregator platforms. Our cutting-edge live dealer gaming platform is designed to deliver a competitive and adaptable live gaming solution.

Competitive Advantage

SA Technology NV distinguishes itself within the market through a well-established brand and a proven track record extending over a decade. This legacy of trust and performance provides a significant edge over emerging startups. The company's strategic application of advanced technology, coupled with extensive regional insight, ensures the delivery of a superior and culturally nuanced gaming experience. Our commitment to quality, dependability, and bespoke service offerings positions us as the preferred partner for clients seeking robust and adaptable live gaming solutions.

Financial Projections

Projected to attain substantial revenue growth through strategic market penetration and expansion endeavors, with the objective of achieving profitability within the initial two years of operation, followed by a consistent upsurge in profits thereafter. We are targeting EUR 500,000 in revenue for the first year, with a minimum annual revenue escalation of 20% facilitated by the expansion of our active customer base utilizing our platform. Our focus remains steadfast on maintaining steady customer acquisition and retention rates. The company's resilient financial forecasts are rooted in a proactive approach to market expansion, ongoing innovation, and an unwavering dedication to delivering exceptional value to our clientele.



Company Overview

SA Technology NV is a dynamic player in the online gaming industry, dedicated to redefining the gaming experience for players and operators alike. Founded with a vision to bridge cultural and geographical divides, SA Technology NV aims to create a live dealer gaming platform that offers a perfect balance between Eastern and Western gaming preferences, catering to a diverse spectrum of players worldwide.

With over a decade of industry experience and a deep understanding of player preferences and market trends, SA Technology NV is committed to delivering innovative solutions that exceed client expectations and enhance player engagement. Our near-term objectives include expanding our market presence, enhancing our product offerings, and establishing strategic partnerships to drive growth and profitability.

Mission Statement

At SA Technology NV, our mission is to revolutionize the online gaming industry by providing a cutting-edge live dealer gaming platform that transcends cultural boundaries and delivers unparalleled entertainment experiences to players globally.

We are committed to:

- Empowering operators with customizable solutions that cater to the diverse needs of their player base.
- Fostering a culture of innovation, integrity, and excellence in everything we do.
- Enhancing player satisfaction and engagement through immersive gaming experiences and superior customer service.
- Maximizing value for our stakeholders, including customers, employees, shareholders, and partners, by driving sustainable growth and profitability.

Driven by our mission and guided by our core values, we strive to be the leading provider of live dealer gaming solutions, trusted by operators and players alike for our commitment to quality, reliability, and innovation.

Company History

SA Technology NV represents a brand that traces its roots back to 2009, when it emerged as a dynamic player in the Asian gaming space. With a strong emphasis on innovation and customer satisfaction, our brand quickly gained traction and established itself as a trusted name in the industry. Over the years, we have garnered invaluable experience and insights, honing our expertise in delivering exceptional gaming experiences to players across Asia.

In 2022, SA Technology NV was officially founded with a bold vision: to redefine the gaming experience on a global scale. Building upon our decade-long legacy of success in the Asian gaming market, we set out to expand our reach and influence beyond regional borders. Central to our mission was a commitment to integrity, trust, and player satisfaction.

Today, SA Technology NV stands as a testament to our unwavering dedication and determination. From humble beginnings, we have evolved into a respected player in the global gaming industry, known for our innovative solutions and customer-centric approach. As we embark on the next phase of our journey, we remain steadfast in our pursuit of excellence, aiming to elevate the gaming experience for players worldwide while maintaining our core values of integrity and trust.

Markets and Services

SA Technology NV aims to cater to a diverse range of clients within the online gaming industry, including online gaming operators, white-label solution providers, and aggregators. Our services are designed to meet the needs of both established gaming platforms seeking to enhance their offerings and emerging players looking to enter the market with innovative solutions.

Offered Services

Live Dealer Gaming Platform:

Our flagship offering is a state-of-the-art live dealer gaming platform, designed to deliver immersive and engaging gaming experiences to players worldwide. With a diverse portfolio of live dealer games and customizable features, our platform enables clients to differentiate their offerings and attract and retain players.

Custom Development Services:

In addition to our core platform, we offer custom development services to clients seeking tailored solutions to meet their unique requirements. Our experienced team of developers can design and implement bespoke features, games, tables, and functionalities to enhance the client's gaming platform and optimize performance.

Consulting and Support:

SA Technology NV provides consulting services and ongoing support to help clients navigate the complexities of the online gaming industry. From regulatory compliance and licensing to marketing strategies and player acquisition, our team offers expert guidance and assistance every step of the way.

Targeted Markets and Customer Types

Global Reach:

While our roots may lie in the Asian gaming market, we aspire to expand our reach and influence on a global scale. Our services are tailored to meet the needs of clients operating in diverse geographic regions, including but not limited to Asia, Europe, North America, Latin America and Africa.

Established Operators:

SA Technology NV targets established online gaming operators seeking to enhance their offerings with cutting-edge technology, innovative games and features. By partnering with us, operators can differentiate their platforms, attract new players, and increase player engagement and retention.

Emerging Players:

We also cater to emerging players looking to enter the online gaming market with scalable and cost-effective solutions. Our services are ideal for startups and entrepreneurs seeking to launch white-label gaming platforms or aggregator solutions and capitalize on the growing demand for online gaming experiences.

Operational Structure

SA Technology NV's operational structure comprises a diverse team of professionals, each playing a critical role in driving the company's success. From software engineers and designers to marketing specialists and compliance officers, every team member contributes their expertise and dedication to delivering exceptional products and services, positioning SA Technology NV as a trusted leader in the online gaming industry.

Team Structure

Executive Leadership:

- **CEO:** The Chief Executive Officer (CEO) provides strategic direction and leadership for SA Technology NV. With a deep understanding of the gaming industry and a vision for innovation, the CEO drives the company's growth and expansion initiatives, fosters a culture of excellence, and ensures alignment with the company's mission and values.
- **COO:** The Chief Operating Officer (COO) oversees the day-to-day operations of SA Technology NV, ensuring operational efficiency, scalability, and performance across all departments. With a focus on process optimization and organizational development, the COO plays a critical role in driving execution and achieving strategic objectives.
- **CTO:** The Chief Technology Officer (CTO) is responsible for shaping SA Technology NV's technological vision and strategy, driving innovation, and leading the development of cutting-edge solutions. By leveraging emerging technologies and best practices, the CTO ensures the company remains at the forefront of technological advancement, delivering value to clients and stakeholders.

Departmental Structure:

- **Head of Product:** Responsible for overseeing the development and enhancement of SA Technology NV's live dealer gaming platform, the Head of Product plays a critical role in driving innovation and delivering cutting-edge solutions to meet client needs. By leading a team of software engineers and designers, this role ensures the continuous evolution and improvement of the company's flagship product, positioning SA Technology NV as a leader in the online gaming industry.
- **Head of Marketing:** The Head of Marketing is tasked with developing and executing comprehensive marketing strategies to promote SA Technology NV's brand and offerings, attract new clients, and increase market share. By leveraging digital marketing channels, industry events, and strategic partnerships, this role drives awareness and demand for the company's products and services, ultimately contributing to revenue growth and profitability.
- **Head of Sales:** As the primary driver of revenue generation, the Head of Sales oversees all sales activities and client relationships for SA Technology NV. With a focus on identifying and pursuing new business opportunities, this role cultivates strategic

partnerships, negotiates contracts, and ensures customer satisfaction, driving top-line growth and market expansion.

- **Head of Finance:** The Head of Finance is responsible for managing SA Technology NV's financial operations, including budgeting, forecasting, financial reporting, and risk management. By providing financial insights and analysis, this role supports strategic decision-making and resource allocation, ensuring the company's financial health and sustainability.
- **Head of Compliance:** Ensuring regulatory compliance and maintaining integrity are paramount in the online gaming industry. The Head of Compliance oversees SA Technology NV's compliance efforts, ensuring adherence to relevant regulations and industry standards. By implementing robust compliance processes and procedures, this role mitigates risk and safeguards the company's reputation and license integrity.

Operational Needs

To support our operational structure and meet the demands of our growing business, SA Technology NV may require additional employees on the payroll, including:

- Software Engineers
- Graphic Designers
- Marketing Managers
- Sales Representatives
- Financial Analysts
- Compliance Specialists

Training and Development

Investing in employee training and development is essential to SA Technology NV's success. By providing ongoing opportunities for skill enhancement and career growth, the company ensures that its team members are equipped with the knowledge and expertise needed to excel in their roles and contribute to the company's growth and innovation.

Financial Goals

Start-up Capital Needed

As SA Technology NV is not starting from scratch but rather focusing on acquiring the Curacao gaming license, there is no immediate need for initial capital. The underlying brand already boasts over a decade of experience in the gaming industry, with established development offices in place. However, ongoing expenses for company and license renewal, marketing activities, and the hiring of key personnel will be necessary to support business operations and growth.

Projected Revenue and Profits

SA Technology NV aims to achieve positive profitability within the first two years of acquiring the Curacao gaming license. Leveraging its expertise and experience in the gaming industry, the company expects to generate revenue from other registered licensees in Curacao, capitalizing on its comprehensive suite of services and solutions. The goal is to achieve a minimum of 20% annual increase in revenues thereafter, driven by market expansion, product innovation, and strategic partnerships.

Forecast and Budget

While specific financial projections may vary based on market conditions and business performance, SA Technology NV has developed a comprehensive financial forecast and budget to guide its operations and growth initiatives. The budget includes allocations for ongoing expenses such as company and license renewal fees, marketing activities, and key personnel hiring, as well as contingency reserves to mitigate unforeseen challenges or opportunities.

Financial Management

SA Technology NV is committed to prudent financial management practices to ensure long-term sustainability and profitability. The company will closely monitor its financial performance, regularly reviewing revenue and expense trends, and adjusting strategies and resource allocations as needed to optimize results. By maintaining a strong focus on financial discipline and accountability, SA Technology NV aims to achieve its revenue and profit goals while delivering value to its stakeholders.

Business Description

Opportunity

The online gaming landscape is diverse and segmented, with live dealer gaming platforms often tailored to specific markets and player preferences. Traditionally, platforms have been characterized as either heavily influenced by Western or Eastern gaming cultures, with distinct game varieties and aesthetics.

SA Technology NV aims to disrupt this paradigm by introducing a live dealer gaming platform that strikes a perfect balance between Western and Eastern influences. Our platform is designed to appeal to a broad spectrum of players across cultures and geographical regions, offering a diverse range of games and aesthetics that resonate with players worldwide.

Furthermore, while some platforms prioritize casino gambling elements, others focus more on entertainment. SA Technology NV seeks to achieve the ideal balance between these two aspects, catering to the widest possible range of player needs and preferences. By offering a comprehensive and inclusive gaming experience, our platform sets itself apart as a versatile and appealing choice for online gaming operators.

Product Overview

SA Technology NV's live dealer gaming platform features a diverse selection of games carefully curated to cater to players from various cultural backgrounds and preferences. Our game portfolio includes popular casino classics such as Baccarat, No Commission Baccarat, Dragon Tiger, Blackjack, and Roulette, ensuring a familiar and engaging experience for players worldwide.

In addition to these traditional games, we also offer a range of culturally specific favorites, for the Indian and South East Asian audience. This diverse game selection reflects our commitment to offering a platform that appeals to players across different regions and cultural contexts.

Key Participants

SA Technology NV collaborates with a network of trusted service providers to ensure the reliability and stability of our live dealer gaming platform. From local internet service providers (ISPs) to cloud service providers and content distribution networks (CDNs), we partner with industry-leading providers to deliver a seamless and uninterrupted gaming experience to our customers.

Our commitment to working with the most reputable service providers underscores our dedication to providing top-tier service quality and performance to online gaming operators and players. By leveraging the expertise and infrastructure of our partners, we ensure that our platform meets the highest standards of reliability and scalability.

Pricing

SA Technology NV's pricing framework is intricately linked to the success of our clients, structured around a percentage of the Gross Gaming Revenue (GGR) generated by their traffic. This performance-based model ensures that our interests are aligned with those of our clients, as our earnings are directly correlated with their revenue streams.

Our tiered pricing strategy offers further adaptability, providing scaled rates that reflect the varying degrees of GGR across our client base. This allows us to effectively serve a range of online gaming operators, from burgeoning platforms to well-established casinos, by offering a pricing model that grows in tandem with their business.



Market Analysis

Industry Overview

The live dealer gaming market is a rapidly growing segment of the online gambling industry. Live dealer games offer players a more immersive and interactive experience than traditional online casino games, as they are played with real dealers in real time.

The live dealer gaming market is expected to reach \$12.7 billion by 2027, growing at a CAGR of 10.5% from 2020 to 2027. This growth is being driven by a number of factors, including:

- The increasing popularity of online gambling.
- The growing demand for more immersive and interactive gaming experiences.
- The advancements in technology that have made live dealer gaming more accessible and affordable.

Target Market

The online gaming market can be segmented into various categories based on factors such as game preferences, demographics, geographic location, and gaming platforms. SA Technology NV targets several market segments, including:

- Traditional casino games enthusiasts seeking authentic live dealer experiences.
- Casual gamers looking for immersive and entertaining gaming options.
- Players from diverse cultural backgrounds, including both Eastern and Western demographics.
- Online gaming operators seeking customizable and innovative solutions to differentiate their offerings.

Within these segments, SA Technology NV aims to capitalize on the growing demand for live dealer gaming experiences and cater to the evolving preferences of players worldwide. By offering a diverse portfolio of games, customizable features, and regulatory-compliant solutions, SA Technology NV aims to capture a significant share of the market and establish itself as a leader in the online gaming industry.

Competitive Landscape

The competitive landscape for live dealer gaming is fragmented, with a number of established and emerging players. Some of the key competitors include:

- Evolution Gaming,
- Playtech, and
- Pragmatic Play.

Competitive Advantage

SA Technology NV faces competition from various players in the online gaming industry, including established live dealer platform providers, game developers, and traditional casino operators expanding into the online space. Direct competitors may offer similar live dealer gaming solutions, targeting specific market segments or geographic regions.

However, SA Technology NV differentiates itself from competitors through its unique value proposition, including:

- A perfect fusion of East-West gaming preferences, appealing to a broader spectrum of players.
- Customizable solutions tailored to the needs of each operator, providing flexibility and differentiation in a competitive market.
- Emphasis on regulatory compliance and integrity, ensuring trust and confidence among players and regulators.
- Continuous innovation and investment in technology to deliver cutting-edge gaming experiences and stay ahead of market trends.

By focusing on these key differentiators and leveraging its expertise and experience in the online gaming industry, SA Technology NV aims to carve out a distinct position in the market and drive sustainable growth and profitability.

Market Opportunities

There are a number of market opportunities for SA Technology NV to capitalize on, including:

- Growing demand for live dealer games: The demand for live dealer games is growing rapidly, as players seek a more immersive and interactive gambling experience.
- Expansion into new markets: The company can expand into new markets, such as Africa, North America and South America, where there is a growing demand for live dealer games.
- Development of innovative new games: The company can develop innovative new games to attract new players and keep existing players engaged.
- Strategic partnerships with industry leaders: The company can partner with industry leaders to cross-promote its platform and reach a wider audience.

Market Challenges

There are also a number of market challenges that SA Technology NV will need to address, including:

- Competition from established industry giants: The company will face fierce competition from the established brands in the live dealer gaming market.
- Regulatory compliance: The company will need to comply with the regulatory requirements of each market in which it operates.
- Player churn: The company will need to implement strategies to retain players and minimize churn.



Operating Plan

Order Fulfillment

SA Technology NV's order fulfillment process is streamlined to ensure timely delivery of services to customers. Upon signing agreements with clients, our dedicated account managers liaise with them to gather requirements, customize solutions, and schedule integration timelines. We utilize a robust customer relationship management (CRM) system to keep track of customer interactions, communications, and project progress. Regular communication channels, including but are not necessarily limited to, instant messaging, email, phone calls, and virtual meetings, are employed to maintain transparency and address any concerns promptly.

Payment

SA Technology NV operates on a unique pricing model based on monthly profit-sharing arrangements with its clients, providing operators with a flexible and performance-driven approach to pricing. The company offers customized pricing tiers tailored to the specific needs and requirements of each operator, ensuring fairness and transparency in revenue sharing agreements.

Under this model, SA Technology NV and its clients enter into profit-sharing agreements where the company receives a percentage of the monthly gross gaming revenue (GGR) generated through its live dealer gaming platform. The percentage share varies based on the selected pricing tier, which is determined by factors such as the volume of traffic, game offerings, customization requirements, and level of support needed.

By aligning pricing with actual performance and revenue generation, SA Technology NV incentivizes operators to maximize their gaming revenue while providing the company with a steady stream of income proportional to its contribution to their success. This mutually beneficial arrangement fosters long-term partnerships and ensures that SA Technology NV remains invested in the success and growth of its clients' gaming operations.

Technology

Technology is fundamental to SA Technology NV's business operations, enabling the delivery of cutting-edge gaming solutions and ensuring seamless customer experiences. Our proprietary live dealer gaming platform utilizes advanced technologies such as high-definition low-latency video streaming, real-time data processing, automatic physical game result recognition and secure encryption protocols. Data security is paramount, and we implement stringent measures to safeguard company and customer data against unauthorized access or breaches. Backup and recovery protocols are in place to mitigate the risk of data loss or system downtime.

Key Customers

Identifying key customers is critical to the success of SA Technology NV, particularly those who contribute significant volumes of business or offer pathways to new markets. Strategic partnerships with leading online gaming operators, both domestically and internationally, play a pivotal role in driving revenue growth and market expansion. Additionally, we closely monitor customer relationships to identify emerging opportunities and tailor our services to meet evolving needs and preferences.

Key Employees and Organization

SA Technology NV's success is attributed to its talented team of professionals, each bringing unique skills and experiences to the table. Our recruitment process focuses on identifying individuals with expertise in online gaming, software development, regulatory compliance, and customer service. Proprietary training programs are implemented to onboard new employees and enhance their skills to meet the demands of our dynamic industry. Key employees include executive leadership, department heads, and frontline staff, all working collaboratively to achieve company goals and deliver exceptional value to customers.

Facilities

SA Technology NV operates with minimal reliance on traditional brick-and-mortar office spaces, embracing a flexible and agile approach to business operations. With a distributed workforce spanning various geographic locations, the company leverages virtual collaboration tools and remote work arrangements to facilitate seamless communication and collaboration among team members.

The majority of SA Technology NV's teams operate remotely, utilizing cloud-based technologies and virtual communication platforms to coordinate tasks, conduct meetings, and deliver projects efficiently. This decentralized approach allows the company to tap into global talent pools, foster a culture of innovation, and adapt quickly to changing market dynamics.

While the need for physical office space is minimal, SA Technology NV may establish small satellite offices or shared co-working spaces in strategic locations to accommodate specific business needs or client engagements. These facilities serve as temporary meeting spaces or hubs for local team members, providing flexibility without the overhead costs associated with traditional office leases.

By prioritizing remote work and virtual collaboration, SA Technology NV maximizes operational efficiency, minimizes overhead expenses, and empowers its workforce to thrive in a dynamic and interconnected digital environment.

Market and Sales Plan

SA Technology NV's marketing strategy revolves around conveying key messages that resonate with our target audience and elevate our live dealer gaming platform in their eyes.

Our key messages include:

- **Cultural Fusion and Innovation:** Offering a dynamic cross-cultural fusion of gaming elements, combined with innovative features and interactive gameplay, to deliver an unparalleled gaming experience that transcends cultural boundaries.
- **New Player Acquisition and Retention:** Providing operators with powerful tools and strategies to attract new players, enhance player engagement, and foster long-term loyalty, driving sustained growth and profitability.
- **Trust and Integrity Assurance:** Ensuring a commitment to trust, integrity, and transparency in all aspects of our operations, instilling confidence among players, operators, and regulatory authorities alike.

Marketing Activities

SA Technology NV employs a multi-channel approach to marketing, leveraging both traditional and digital channels to reach our target audience and drive engagement. Our marketing activities include:

- **Digital Marketing:** Utilizing social media, email marketing, search engine optimization (SEO), and content marketing to increase brand visibility, generate leads, and drive website traffic.
- **Industry Events and Conferences:** Participating in industry-specific events, seminars, and conferences to showcase our offerings, network with potential clients, and stay abreast of market trends.
- **Strategic Partnerships:** Collaborating with complementary businesses and industry stakeholders to expand our reach, access new customer segments, and enhance brand credibility.
- **Word of Mouth:** Leveraging positive customer experiences and referrals to build trust and credibility within the gaming community, fostering organic growth through word-of-mouth marketing.

Sales Strategy

SA Technology NV's sales approach is tailored to the unique needs of the online gaming industry, where relationship-building and trust are paramount. Our sales strategy includes:

- **Relationship Selling:** Cultivating long-term relationships with operators through personalized interactions, understanding their business needs, and providing tailored solutions.
- **In-house Sales Team:** Employing a dedicated team of sales professionals, including regional representatives who are local experts in their respective markets. These regional representatives play a crucial role in understanding the nuances of local gaming regulations, market dynamics, and player preferences, allowing us to provide personalized and localized support to operators across different regions.
- **Commissioned Sales:** Offering commission-based incentives to motivate sales representatives and align their interests with the company's growth objectives.
- **Customer Success Management:** Implementing a customer-centric approach focused on delivering value and ensuring customer satisfaction throughout the entire lifecycle, from onboarding to ongoing support and optimization.

Financial Plan

Projected Start-up Costs

Starting a new online gaming company requires careful financial planning. We have estimated the following start-up costs for SA Technology NV:

- Licensing and legal fees: EUR 50,000
- Office space and equipment: EUR 30,000
- Marketing and advertising: EUR 50,000
- Staff salaries and training: EUR 50,000
- Miscellaneous expenses: EUR 20,000

Total Start-up Costs: EUR 200,000

These projected start-up costs will cover the initial expenses involved in setting up SA Technology NV and getting the business operations off the ground.

Projected Profit and Loss Model

We have developed a comprehensive Profit and Loss model to project the financial performance of SA Technology NV over the next three years. Please note that these figures are based on assumptions and market analysis, and actual results may vary.

Year 1:

- Revenue: EUR 500,000
- Operating Expenses: EUR 400,000
- Net Profit: EUR 100,000

Year 2:

- Revenue: EUR 600,000
- Operating Expenses: EUR 450,000
- Net Profit: EUR 150,000

Year 3:

- Revenue: EUR 720,000
- Operating Expenses: EUR 520,000
- Net Profit: EUR 200,000

Our projected Profit and Loss model reflects a steady growth in revenue over the next three years, driven by our marketing efforts, expanding customer base, and continuous game development. We have also factored in operating expenses, including staff salaries, game development costs, marketing expenses, and other overheads.

It is important to note that these projections are based on market analysis and industry trends specific to the online gaming sector in Curacao. We recommend regularly reviewing and updating the financial forecasts to ensure they remain aligned with the actual performance of SA Technology NV.

We are confident that, with a solid financial plan in place, SA Technology NV will achieve profitability and long-term success in the highly competitive online gaming industry.