

Data Link Digital B.V.
164124

Business Plan Version: 1.1

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Our mission

Overview of the business products and services/brands as well as proprietary IP.

Data Link Digital B.V. was incorporated in June 2023 under the leadership of its sole UBO MD Sahab Uddin Prodhania.

Curacao has been chosen as the preferred jurisdiction for obtaining a full B2C license, known for its strong reputation in regulating online gambling platforms worldwide. Data Link Digital B.V. is committed to adhering to high regulatory standards and has developed a framework in line with the latest AML (Anti-Money Laundering) and CTF (Counter-Terrorism Financing) regulations, ensuring positive outcomes for suppliers, operators, and players.

The company's primary focus is to provide gambling websites that offer a wide variety of casino games, delivering a tailored and engaging gaming experience for players.

Company and Management

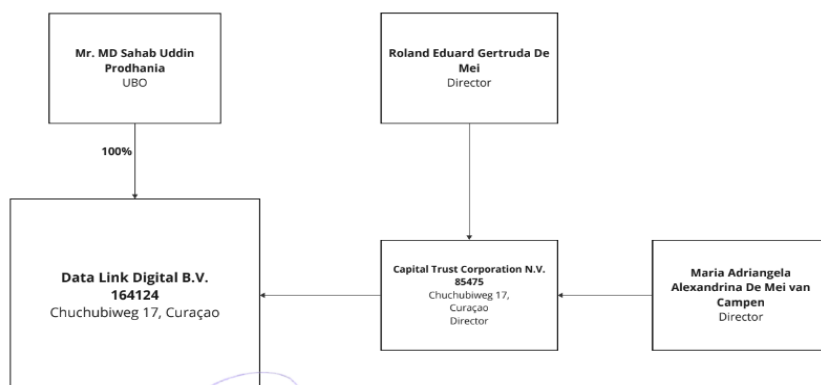
Company management structure showing key management roles and reporting lines.

Data Link Digital B.V. consists of the UBO MD Sahab Uddin Prodhania who provides strategic direction and oversees key decision-making.

Capital Trust Corporation N.V., the company's Corporate Service Provider (CSP) and Director manages all the necessary functions in its capacity as a director.

A detailed chart outlining the current management and ownership structure is provided below:

Data Link Digital B.V. Company Structure



Acknowledged by: Roland E.G. de Mei

Title: Managing Director
Signed on: September 12, 2024

Business Forecasts

Business forecasts

Over the next three years, we anticipate steady growth, beginning with a more gradual increase in revenues during the first year as we establish our presence and strengthen our operational foundation. In the second year, we expect a more significant growth trajectory, driven by expanded brand recognition, effective marketing, and a broader range of gaming offerings. By the third year, we project continued growth through market expansion, further enhancements to the user experience, and the introduction of new features.

We are confident in our ability to achieve these milestones and sustain growth over the long term. If needed, we can provide a detailed forecast to support our projections.

Regarding costs, we expect the primary expenses to include the GCB license, which will involve an initial payment of approximately 18,000 EUR, followed by monthly costs of around 3,500 EUR.

Business strategies

Overview of intended strategy for the business growth and to secure/maintain/grow market share with specific financial and marketing plans.

Data Link Digital B.V. plans to achieve growth through a multi-brand strategy. Rather than relying on a single brand, we will launch and manage multiple brands to maximize market presence. This approach aims to dominate the market by the number of brands, allowing us to capture customers across different platforms.

Growth will be funded through ongoing cash flows from our existing businesses, ensuring a self-sustaining model for reinvestment into new brands and expansion.

Key Providers

Who are the key suppliers and material dependencies?

Platform Provider

The primary platform provider for Data Link Digital B.V. is BetConstruct, a leading platform licensed in Malta. BetConstruct has been thoroughly vetted through comprehensive audits conducted by the three largest global testing labs, ensuring its reliability and trustworthiness. As the central technical backbone of our operations, BetConstruct offers a wide range of services, including platform management, game integration, and backend support. This partnership is integral to the smooth functioning of our gaming business.

Game Providers

We work with a variety of well-established game providers, including Pragmatic Play, Evolution Gaming, EvoPlay, and Spinomenal. These providers offer an extensive selection of casino and live dealer games, which play a crucial role in attracting and retaining customers. Our collaborations extend beyond these key partners, enabling us to maintain a diversified game portfolio. This approach minimizes our reliance on any single supplier and helps reduce risks associated with potential disruptions from individual providers, ensuring uninterrupted operations.

Through strategic partnerships with industry-leading providers and a diverse supplier base, Data Link Digital B.V. effectively mitigates the risks related to service interruptions or over-dependence on a single supplier.

Risk evaluation and management

Risk evaluation and management.

Risk Assessment:

Data Link Digital B.V. has outsourced technical operations to BetConstruct, making the primary risk tied to the success of our marketing strategies. To manage this, monthly evaluations are conducted using detailed performance reports from the platform. These reports offer insights into the performance of each brand, focusing on metrics such as customer acquisition, revenue growth, and brand engagement.

Currently, the UBO personally oversees risk evaluation. If a brand underperforms, measures are taken to wind it down to prevent adverse effects on the overall business. As the company grows, this process will become more structured and include external expertise.

Risk Mitigation:

To minimize marketing-related risks, Data Link Digital B.V. employs a multi-brand strategy. Operating multiple brands reduces the impact of any single brand's failure on the business. Quick corrective actions, such as terminating underperforming brands or refining their marketing strategies, are taken to avoid significant losses.

Oversight and Audit:

At present, the UBO manages risk oversight. As the company expands, external specialists will be engaged to take on this role.

Future Strategy:

As Data Link Digital B.V. grows, formal risk oversight systems will be introduced. These systems will include routine audits by external firms to evaluate financial performance, ensure regulatory compliance, and assess operational stability, effectively managing all identified risks.

Legal and governance framework

Legal and governance framework.

Data Link Digital B.V. consists of MD Sahab Uddin Prodhania (UBO), alongside Capital Trust Corporation N.V. (Director), a local trust company.

When necessary, the company seeks legal counsel from local law firms to ensure compliance with relevant regulatory and operational standards.

Given the company's current scale, expanding the structure is not deemed necessary. However, this structure is expected to evolve as the business grows, allowing for broader representation and oversight in the future.

Business objectives

Target KPIs and business objectives

The primary measure of success for the business is whether income covers costs, a typical profit and loss assessment. However, this is evaluated on a brand-by-brand basis rather than at the company level. In the unlikely event that a brand becomes unprofitable, we can swiftly take action to scale down or wind down the underperforming brand, as we do not rely on a single brand for our business operations.

Policies and Procedures

Policies and Procedures

The policies and procedures of the company were obtained from templates available from Curacao eGaming. We have not modified their examples given that they were the experts in gaming for the last 25 years, so we trust that our policies are compliant. We are however happy to adjust them if required by the GCB.