

BUSINESS PLAN

For operators of game of chance
under Curacao gaming license (GCB)

Bespinex N.V.

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Our Mission

Bespinex N.V. (hereinafter referred to as the "Company") with its new brand, slotobets.com strives to provide online casino and sportsbook solutions to the South American Market, more specifically on Bolivia and Brazil speaking clients from various markets. To achieve these plans, the Company will develop its brand on the platform offered by the strategic partner company - B2B Betlab Holdings. In perspective, we want to expand the brand to various other markets.

We see opportunity in these new markets, primarily due to the fact that they are part of a region which is home to more than 410 million people. This makes it home to over 307 million players based on the standard demographic rate, which indicates that roughly 75% of a population is over 18 years of age. Also, the online gambling market has experienced significant growth in recent years due to the increasing popularity of internet-based betting and gaming activities, especially due to advancements in technology and the widespread availability of high-speed internet.

The company and its brand are new to the market; however, they have the assistance of a team of experienced specialists with a vast knowledge in what relates to the gambling industry. More specifically the assistance is provided by a shared business center which serves various clients in the gaming industry.

Company and Management

At the initial stage, the company's management team will be of a limited number. However, these individuals possess huge experience in the industry, especially in what comprise legal side of the business.

Starting with the owner of the company, which will also act as its CEO, Mykhailo Dvorskyi. He has decided to make an investment and try entering the market with its first online brand. Being aided by his extensive experience in what relates to legal counselling, Mr. Dvorskyi understands the potential risks as well as benefits of operation in the new region. Depending on the success registered on the initial markets, Mr. Dvorskyi plans to further expand the business to other regions.

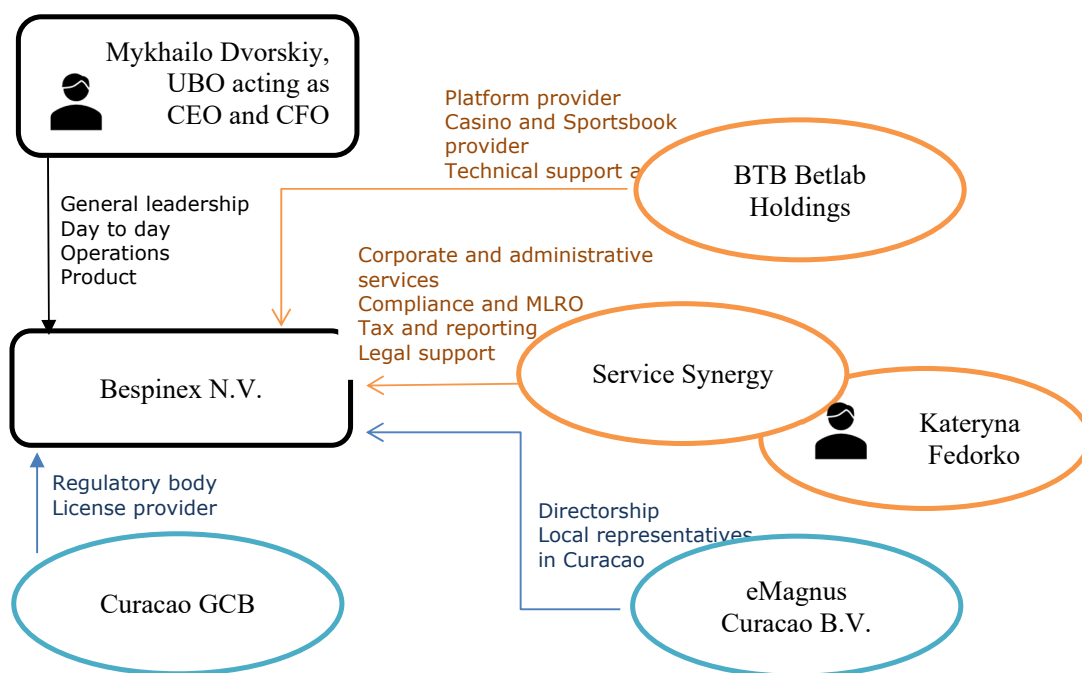
The company's business model is strategically designed to leverage the founder's extensive business network, securing favorable terms from key stakeholders, including platform providers, casino and sportsbook operators, payment solution vendors, as well as technical and customer support services. This approach aims to optimize variable costs in proportion to the revenue generated, thus minimizing the need for significant upfront investment and ensuring a lean operational setup.

To manage the company's day-to-day administrative and compliance functions, the business has partnered with Service Synergy, a well-established provider with extensive expertise in supporting and managing businesses within the gaming sector. Service Synergy's dedicated compliance team offers a comprehensive, turnkey solution, ensuring full adherence to regulatory frameworks and industry-specific requirements. This includes policy development, the implementation of compliance processes and controls, AML (Anti-Money Laundering) and KYC (Know Your Customer) protocols, as well as other critical operational areas.

The service provider also maintains a specialized team tasked with overseeing non-core

functions, such as legal support, financial consulting, tax advisory, and regulatory reporting. This allows the company to remain agile and focus on its core business activities while ensuring that all ancillary functions are managed with professionalism and efficiency. In compliance with the Curaçao Gaming Control Board's requirements, Kateryna Fedorko, a member of the Service Synergy team, has been appointed as the company's Compliance Officer, further reinforcing the company's commitment to regulatory adherence.

The company's organizational and functional structure can be summarized as follows:



As is common in early-stage companies, the majority of operational functions have been outsourced to specialized partners, while core strategic decisions remain under the direct oversight of the Ultimate Beneficial Owner (UBO), who serves as both the business and product owner. This structure follows a typical startup model, focusing on agility and core competencies while leveraging external expertise to manage essential non-core functions.

BTB Betlab Holdings Limited acts as the company's key technical partner, providing the platform, casino, and sportsbook services that form the backbone of the business. In parallel, Service Synergy plays a critical role as a major sub-contractor, responsible for handling corporate, administrative, and advisory functions. Service Synergy's comprehensive support includes managing day-to-day operations, ensuring compliance with governance practices, and providing the company with dedicated Compliance and Money Laundering Reporting Officer (MLRO) services. These services are crucial in ensuring that the company's policies, procedures, and controls adhere to all relevant regulatory requirements, safeguarding compliance across various jurisdictions.

Additional key stakeholders include eMagnus Curacao B.V. (eMagnus) and the Gaming Control Board of Curaçao (GCB). eMagnus serves as the company's corporate service provider in Curaçao, fulfilling directorship responsibilities and the mandatory role of local representative, thereby ensuring that the company complies with the regulatory framework.

in Curaçao. With the GCB set to replace the previous licensing providers, this transition reflects the evolving compliance landscape in Curaçao, a critical jurisdiction for global gaming companies. The new regulatory structure under the GCB will provide a more robust framework, further ensuring that the company remains in full compliance with local and international gaming regulations.

By entrusting key operational and compliance functions to these specialized partners, the company can maintain a strong focus on scaling its core business offerings while ensuring that it remains compliant with both local and international legal requirements. This outsourcing model not only streamlines operations but also ensures that the company's growth is built on a solid foundation of governance and regulatory adherence.

Corporate Governance, Risks, and Controls

The company has implemented a lean yet highly effective corporate governance structure, designed to balance operational efficiency with rigorous regulatory compliance. At the helm, the Ultimate Beneficial Owner (UBO) serves as the Chief Executive Officer (CEO), ensuring direct oversight of strategic decisions and business development. eMagnus, a well-established Corporate Service Provider based in Curaçao, is responsible for managing corporate affairs, including fulfilling the company's directorship obligations. This partnership with eMagnus ensures seamless governance and adherence to local jurisdictional requirements.

To further enhance operational efficiency and mitigate risks, key functions that require specialized expertise—such as gaming platform development and maintenance, financial and tax reporting, internal auditing, and regulatory compliance—are outsourced to trusted service providers. These partners are carefully selected based on their proven track record of delivering high-quality services in critical areas such as KYC (Know Your Customer), Anti-Money Laundering (AML), and Risk Oversight (AMRO).

By outsourcing these complex functions to experienced and certified teams, the company ensures that all regulatory requirements are expertly managed. This not only reduces potential operational risks but also enhances compliance with the intricate legal and regulatory frameworks governing the gaming industry. The strategic delegation of these roles allows the company to concentrate on scaling its core business activities while maintaining robust corporate governance and risk management practices.

This governance model ensures that the company remains agile and competitive in a rapidly evolving market while upholding the highest standards of regulatory compliance and corporate responsibility.

Our Services

The Company is strategically focusing on the online gambling markets in Eastern Europe and Central Asia, with an emphasis on Ukraine, Moldova, Kazakhstan, and Georgia. These regions are rich in opportunities for growth, especially among international players seeking connections to global, well-regulated gaming products. As these countries become more integrated into the global digital economy, there is increasing demand for platforms that offer a seamless connection to the international gaming ecosystem, catering to diverse audiences looking for high-quality gaming experiences that transcend local boundaries.

Market Size and Growth

Recent research shows that the online gambling markets in these regions are poised for

significant expansion. In Ukraine and Moldova, the re-regulation and liberalization of online gambling have spurred industry growth. The online gambling market across these regions is projected to reach around US\$1 billion by the end of 2024. This sector is expected to grow at an impressive compound annual growth rate (CAGR) of 7.9% from 2024 to 2028, reaching a volume of US\$1.45 billion by 2028.

Kazakhstan and Georgia are also emerging as key markets. Kazakhstan's growing tech sector, increasing internet penetration, and rising disposable incomes make it a promising market for online gaming. Meanwhile, Georgia has established itself as a popular destination for gaming due to its favorable tax regime and government support of the sector. These trends highlight the potential to tap into both local and international players seeking reliable and secure platforms for online gambling.

Consumer Trends and Demographics

The influx of international residents and displaced individuals, particularly from Ukraine due to ongoing conflict, presents a unique market opportunity. Many of these individuals, especially those with previous connections to global gambling platforms, are seeking international-standard products that can offer familiarity and trust. This influx of tech-savvy and digitally connected individuals is creating a burgeoning customer base across these regions.

In Kazakhstan, mobile internet usage is growing rapidly, with a high percentage of the population engaging with online content via smartphones. Similarly, in Georgia, the tech-savvy population is drawn to the ease of access provided by online gambling platforms, particularly in poker and sports betting. In all these regions, there is a growing appetite for mobile-first, globally connected gambling services.

Product and Marketing Strategy

To successfully penetrate these markets, the Company plans to take a multi-dimensional approach tailored to the specific needs and expectations of international players living in these regions, as well as local consumers seeking a global connection. The following strategies will drive growth:

1. Localized and Globalized Content:

- The platform will cater to diverse audiences by offering content in Ukrainian, Russian, Kazakh, Georgian, and English, providing a familiar experience for both local and international users.
- The focus will be on offering a globally recognized gaming experience, featuring popular international casino games, sports betting markets, and poker tournaments that appeal to players from around the world.

2. Targeted Marketing Campaigns:

- The Company will implement highly targeted marketing campaigns using social media, local influencers, and international partnerships. By collaborating with well-known influencers in the gaming and sports communities, particularly those with global appeal, the brand can effectively reach both local audiences and international players residing in these countries.
- Marketing will also focus on creating awareness of the platform's global connectivity, highlighting its partnerships with leading gaming providers and the high standards of regulatory compliance it adheres to.

3. Bonuses, Loyalty Programs, and Global Competitions:

- Exclusive bonuses and promotions will be tailored to the needs of international players, especially those who are seeking entertainment during their time abroad. These offers will include loyalty programs, weekly bonuses, and high-stakes international tournaments that

connect players across borders.

4. Mobile-First Platform:

- Given the high mobile internet usage in Kazakhstan and other Central Asian countries, the Company will prioritize developing a mobile-first platform that allows users to engage with casino games, sports betting, and poker seamlessly from their devices. This approach ensures ease of access and increases user engagement and retention.

Marketing Expansion Plans

In the initial phase, the Company will focus on brand recognition and customer acquisition in Ukraine, Moldova, Kazakhstan, and Georgia. This will be achieved through aggressive digital marketing, partnerships with local influencers and sports organizations, and media collaborations. Given the increasing demand for global experiences, the brand will also market itself as a gateway to international gaming, emphasizing its global presence and connections.

Once the brand has established a foothold in these markets, the Company will explore further expansion into other Central Asian countries like Uzbekistan and Turkmenistan, where gambling regulations are slowly evolving. As online gaming grows in popularity in these regions, the Company will be well-positioned to capture a large share of this burgeoning market.

By focusing on product localization, regulatory compliance, and a globalized gaming experience, the Company is poised to capture a significant portion of the online gambling market in Eastern Europe and Central Asia. As digitalization continues and demand for online entertainment grows, the Company's offerings will meet the need for convenience, variety, and secure, international-standard gaming experiences, solidifying its position as a leader in these regions.

Our Competitive Advantage

We strongly believe that the future of gaming hinges on delivering personalized experiences that cater to the diverse needs of players. Our vision extends beyond financial success; it includes cultivating a safe, efficient, and enjoyable work environment for our team while consistently surpassing the expectations of our clients. Everyone should have access to exciting, entertaining, and rewarding betting experiences, and we are committed to offering the highest-quality products and services available in the market.

To ensure our casino sales and marketing strategies are aligned with our broader business goals, we have engaged leading sales and marketing experts. Our approach to promoting the brand and reaching potential customers is multifaceted:

- Grand Launch: We are planning a high-impact launch for our online casino that will create significant buzz and establish a memorable presence in the market.
- Comprehensive Digital Promotion: Our marketing efforts will leverage a wide array of digital platforms, including Facebook, Twitter, Instagram, and others, to build brand awareness and engagement. Through creative content and targeted campaigns, we aim to generate excitement and draw in a large audience.
- Direct Outreach Initiatives: We will actively reach out to key target audiences by distributing personalized communications to sports clubs, households, and corporate organizations. This direct engagement strategy will broaden our market reach and introduce our brand to a wide range of potential customers.

By adopting this well-rounded promotional strategy—combining digital and direct marketing efforts—we are confident in our ability to build a strong market presence and cultivate a loyal customer base.

Financial Considerations

Financial part of this project is covered by the funds of the Company's owner, Mykhailo Dvorskyi. As the owner of Audevie Trading Corp., Mr. Dvorskyi has been paid dividends, which he later used to purchase the interest in Bespinex N.V. Also, the second part of the capital represents the savings Mr. Dvorskyi managed to have from his employment at Dragomine Limited. Mr. Dvorskyi plans to reinvest the profits of the company from its first years of operation, allowing to accelerate the further grow the business.

As for the forecasted financials, for the first five years of operation we foresee the following:

Thsd USD	Year1	Year2	Year3	Year4	Year5
Revenue total Incl:	1,207	1,479	1,803	2,198	2,694
Casino	757	939	1,155	1,420	1,761
Sport	450	540	648	778	933
COGC					
Royalties	338	414	505	615	754
Other Direct expenses	157	192	234	264	323
Gross Profit	712	872	1,064	1,319	1,616
Operating expenses (OPEX)					
Administrative expenses	145	177	216	264	323
Licensing Expenses	65	70	90	100	100
Marketing Expenses	435	518	595	659	674
Other Expenses	60	74	108	132	162
Total OPEX	705	839	1,009	1,155	1,258
PBIT	7	34	54	164	358

The financial projections provide a detailed analysis of both Casino and Sports Betting Gross Gaming Revenue (GGR), as outlined in the accompanying financial table. While steady growth is expected in Casino GGR, Sports Betting is projected to outperform it in terms of annual growth, demonstrating more dynamic revenue potential. Notably, the income from Casino revenue is projected to slightly exceed the percentage of royalties owed to casino providers over time, allowing for favorable profit margins.

Cost Structure and Expense Breakdown

- **Marketing Expenses:** Marketing costs are anticipated to account for 36% of GGR in the initial year, gradually reducing to 25% in subsequent years. This decline corresponds to the fluctuating costs associated with user acquisition and retention strategies as the business matures.
- **Other Direct Expenses:** These include bonuses designed to boost player

engagement, particularly in the early stages, and mainly consist of commission fees to Payment Service Providers (PSPs), which are covered by the company. This investment aims to optimize player retention and satisfaction.

- Administrative Costs: Administrative expenses are expected to remain relatively stable, constituting approximately 12% of annual revenue. This stability reflects the company's focus on product development rather than diversifying into new markets. The projected revenue growth is deemed sufficient to cover any additional administrative support needs. Licensing-related expenses primarily include the cost of the license and associated reporting obligations, with the possibility of hiring an in-house employee to replace the current outsourcing model if necessary.

Strategic Focus on Profitability and Market Growth

In the initial two years, the company will implement a cost-efficient strategy aimed at generating nominal net profits while aggressively expanding its market share. This approach is aligned with the company's long-term vision of building a strong foothold in the competitive online gambling space, prioritizing sustainable growth over immediate profitability.

Conclusion

Our vision for the gambling industry is to create an online casino enterprise that not only competes effectively with established industry leaders but also positions itself as a top contender in the global market. We aim to establish our brand as a premier name in the online gambling industry worldwide.

To achieve this goal, we are assembling a team of dedicated, innovative professionals who share a common belief in our collective success. The team's focus on continuous improvement and innovation will ensure we deliver exceptional gaming experiences to our customers.

Our long-term success is anchored in a commitment to continuous innovation, regulatory compliance, and strategic partnerships. We are dedicated to pushing the boundaries in the gambling industry, always seeking new ways to enhance our offerings and maintain a competitive edge. Upholding the highest standards of integrity, transparency, and responsible gaming, we ensure a safe and secure environment for our customers. We also recognize the importance of forming strategic alliances that expand our capabilities and provide growth opportunities. By fostering a culture of teamwork, accountability, and innovation, we are confident that our business strategies will drive sustainable growth and establish us as a leader in the global online gambling industry for years to come.

Through this comprehensive and strategic approach, we are confident in our ability to become a formidable force in the global online gambling industry.