

AHNAH INVESTMENTS N.V.

Business Plan

Rafael Gentil Pereira

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Company Details

Ahnah Investments N.V. registered at Kaya W.F.G (Jombi) Mensing, 24 Unit A, Curacao

Chamber of Commerce Number: 163136

Date of Incorporation: 23/02/2023

Main Contact

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Business Plan Objective

This document is being provided with the precise intention to relicense with GCB. Currently, Ahnah Investments N.V. holds a sublicense with Gaming Curacao (365/JAZ), under the sublicense number GLH-OCCHKTW0704102023.

Executive Summary

AhnaH Investments N.V. (hereinafter referred to as 'AhnaH') is a company incorporated under the laws of Curaçao. AhnaH aims to offer online gaming services under the GCB License.

AhnaH's vision is to launch an online casino business targeting users in Argentina.

The company intends to use the brand name of AHNAH INVESTMENTS and intends to license the following domains bichomania.bet, sortenobicho.com, www.cassinodosorte.com, www.lotopixdasorte.com and www.cassinomania.com . for this purpose. The mission is to become one of the region's leading operators, developing a user-friendly platform offering an unrivalled gambling experience. The target markets will be expanded as the company expands.

AhnaH is optimistic that by delivering outstanding user experience and strictly complying with regulatory requirements, they will emerge as one of the leading online gaming operators.

Securing this license is expected to reassure players and partners, offering confidence that they are engaging with a responsible operator under regulatory supervision, where players are treated with respect and given proper consideration.

1. Introduction

1.1. Mission Statement

AhnaH is built on a strong foundation of corporate values, which will be transparently shared with clients and staff. These values form the basis of AhnaH's mission statement:

AhnaH is dedicated to an unwavering commitment to excellence. The company strives to deliver top-quality services to its clients, recognizing that its success is intrinsically tied to the satisfaction of those it serves.

Integrity and honesty are core to AhnaH's ethos. The company will recruit highly skilled experts who are deeply committed to upholding these principles. This approach ensures the ability to closely monitor client developments and rigorously assess their ongoing compliance.

AhnaH is a forward-thinking organization with a culture that values dynamism and flexibility. The company will continually evaluate and refine its services to maintain their relevance and value to clients.

Confidentiality is a key priority. AhnaH will implement robust systems to protect the privacy and security of client information.

We will strive to offer innovative next-generation of products and ensure we maintain the platform up to date with the latest animal lottery game by constantly following up with the latest developments in the Gaming Industry.

The management has sufficient industry experience to launch the project and ensure the longevity of user experience which will prove vital to developing the customer base gambling on the platform. Our extensive experience and knowledge of our target markets put us ahead of most of our competitors as we know the market well and we have allocated sufficient funding to promote our product.

We aspire to promote a thrilling gambling experience consequently our user experience will be a priority. We will look to expand our team to employ experienced individuals who are enthusiastic about the industry and that are in line with our vision.

1.2 Curacao

Ahnah Investments N.V. selected the Curacao jurisdiction as its licensing region, due to various key factors:

- **Cost-effective:** The fees associated with obtaining and maintaining a Curacao gambling license are often lower compared to licenses from other jurisdictions.
- **Taxation:** Curacao offers favourable tax rates for gambling operators. This can result in significant cost savings compared to jurisdictions with higher tax rates on gambling revenue.
- **Flexibility:** Curacao offers flexibility in terms of the types of gambling activities covered by the license, including casino games, sports betting, and online lotteries.
- **Global Recognition:** Curacao license provides a level of credibility and recognition in the online gambling industry. Many players are familiar with Curacao-licensed casinos and may feel comfortable playing at sites with this license.
- **Infrastructure:** Curacao has developed a solid infrastructure to support the online gambling industry, including regulatory frameworks, legal support, and technical infrastructure.

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

The promoter of AHNAH, Mr Rafael Pereira, has 15 years of experience working in land-based casinos and a wider understanding of the gambling industry.

AHNAH is a new brand that would be introduced to the online gambling market comprising a team of industry professionals with wide experience in product development, back and front-end development, marketing and online and land-based gambling.

Due to the competitive nature of the industry, the management has outlined the concepts for new products/features which do not currently exist in the market and we will seek to maintain a Brand that is fresh based on the current trends in the industry.

We will introduce a new game called **Animal lottery**; a very popular lottery of numbers associated with animals. In the future, we are considering offering also scratch cards.

The lottery will target Argentina using the following licensed bichomania.bet, sortenobicho.com, www.cassinodosorte.com, www.lotopixdasorte.com and www.cassinomania.com. This mission is to become one of the region's leading operators, developing a user friendly- platform offering an unrivalled gambling experience.

The internally developed Animal Lottery is a very popular lottery of numbers associated with animals and we are currently in processes of testing and obtaining certifications for the software. Additionally we are exploring our options with third party companies that can offer insurance for guaranteed winnings. In our pipeline of development, we are considering developing also a scratch cards game.

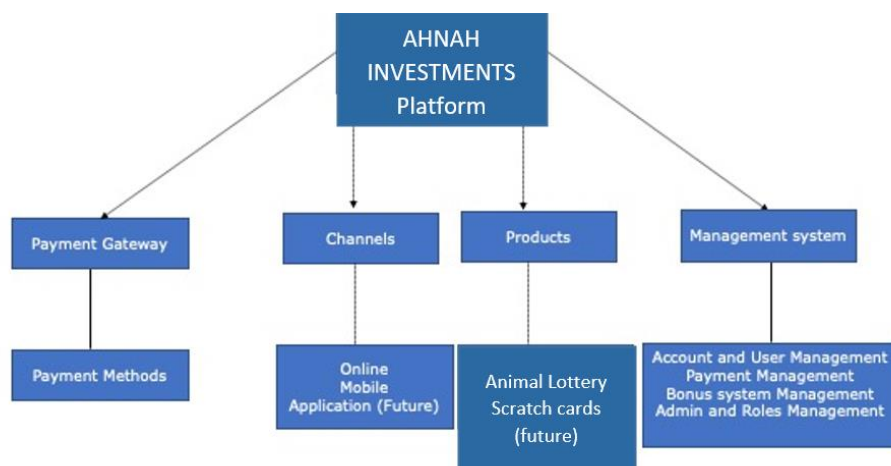
The central customer management system will be developed internally by our team and will be able to facilitate the following functions, management of payments, bonus suite, player management, tracking and re-marketing, back office, and reporting functionalities.

2.1. The AHNAH INVESTMENTS Casino Platform

We believe developing our custom platform will provide us with greater control whilst in the long run enabling us to minimise substantially our costs from the High minimum fees and GGRs provided by developers of casinos.

Platform

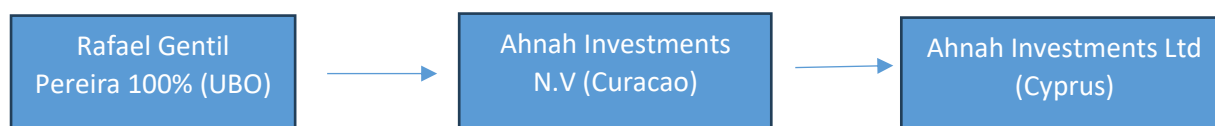
Below you can see a representation of how we intend to design the AHNAH INVESTMENTS Casino Platform including all the fundamentals that we will need to focus on to bring this project to fruition.



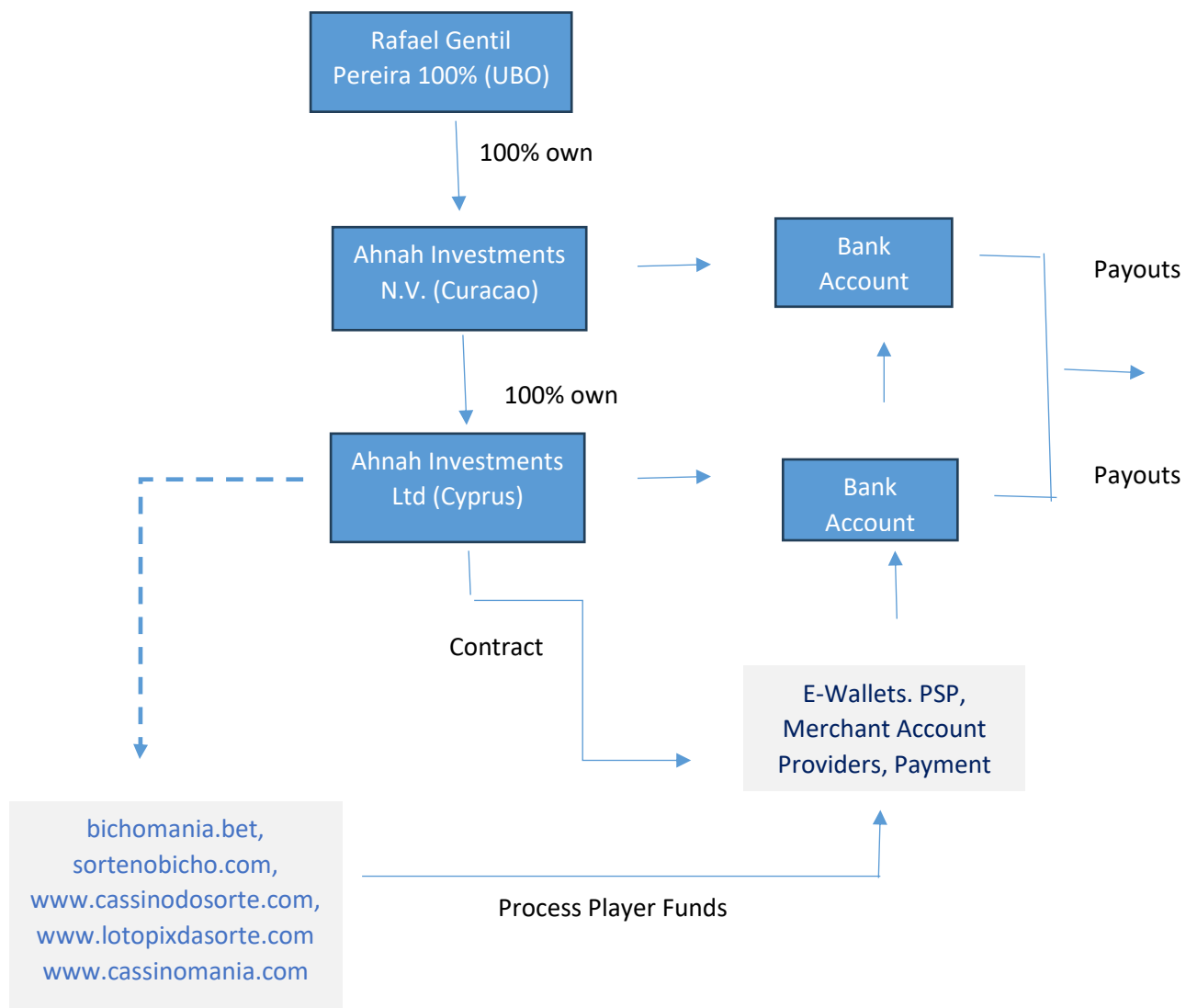
3. Company Management and Structure

Our Curacao eGaming corporate structure will consist of a Curacao company AHNAH INVESTMENTS N.V. holding the operating IP License along with a fully owned subsidiary being a Cyprus (European) company AHNAH INVESTMENTS (CYPRUS) operating as the payment's agent of AHNAH INVESTMENTS.

3.1. Ownership Structure



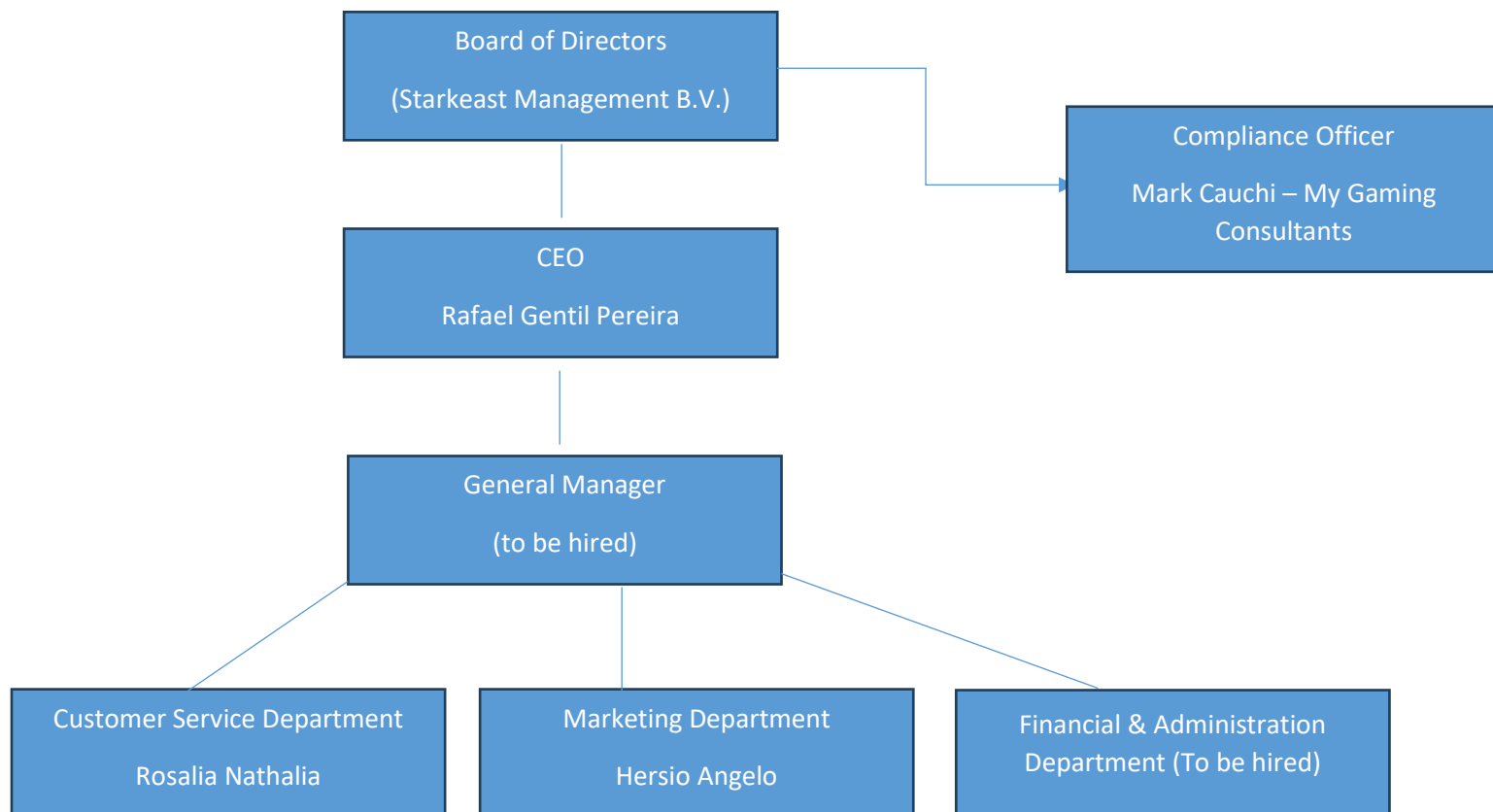
3.2. Corporate Structure



3.3. Internal Cash Flow Structure

- Rafael Gentil Pereria is the 100% owner of Ahnah Investments N.V. (Curacao) which is the entity that will hold the Curacao Gaming License issue by GCB
- Ahnah Investments N.V. is 100% owner of Ahnah Investments Limited (Cyprus) which will act as the payment agent
- Ahnah Investments N.V. will instruct Ahnah Investments Limited to function as the payment agent through an SLA.
- Ahnah Investments Limited will collect all payments PSP's
- Ahnah Investments Limited will hold a bank account in the name of Ahnah Investments N.V. and from this account all expenses will be paid (for instance, contracts, License, Marketing, Leasing Agreements, etc.)

3.4 Organization Structure



Ahnah Investments N.V. will be comprised of the following departments:

- **Oversight Committee**
 - Rafael Gentil Pereira - Chief Executive Officer
 - Mark Cauchi - Chief Compliance Officer
- **General Management**
 - Rafael Gentil Pereira – Chief Executive Officer
 - Starkeast Management B.V. – CSP
- **Customer Service – Rosalia Nathalia**
 - Maintenance and Support
 - Customer Support
 - Risk and Compliance
- **Marketing – Hersio Angelo**
 - Head of Marketing
 - Head of Acquisitions
- **Financial & Administration (To be hired)**
 - Accountant
 - Payroll

4. Business Forecast for the next 3 years

4.1. Funding

Pereira has set an initial budget of up to 150,000 which will be provided to fund the setup and operations of AHNAH INVESTMENTS. Pereira can further support with funding if required, however, we believe that this will be sufficient for AHNAH INVESTMENTS until it becomes profitable.

4.2. Financial Plan

We have made a financial plan to accurately report our start-up costs. The growth is an estimate and depends on the minimum fees and GGR % of the games offered by the AHNAH INVESTMENTS platform.

	2022	2023	2024	2025	2026
Staff Costs/Contractors	(12,000)	(10,000)	(30,000)	(30,000)	(30,000)
Marketing	(120,000)	(150,000)	(200,000)	(250,000)	(300,000)
IT and Platform	(60,000)	(30,000)	(40,000)	(50,000)	(60,000)
Gaming Licence	(9,500)	(9,500)	(9,500)	(9,500)	(9,500)
Curacao Fees	(10,000)	(5,000)	(5,000)	(5,000)	(5,000)
Cyprus Fees	(8,000)	(8,000)	(8,000)	(8,000)	(8,000)
Office Costs	(5,000)	(5,000)	(5,000)	(5,000)	(5,000)
Professional Fees	(5,000)	(8,000)	(10,000)	(10,000)	(10,000)
Total Expenses	(141,000)	(239,000)	(411,000)	(511,000)	(511,000)
Total Gross Profit from Gaming	250,000	600,000	1,000,000	2,500,000	4,000,000
Net Profit	9,000	361,000	589,000	1,989,000	3,489,000

5. Overview of intended strategy for the business growth

Most online gaming operators connect with their audience through extensive marketing campaigns. Ahnah plans to leverage highly effective marketing strategies, including viral marketing, social media platforms, affiliate programs, free bets, bonuses, and collaborations with influencers from sports and social media, to engage target audiences in Argentina.

In the beginning, we intend to launch a web-based version of our licensed websites and in the future we will look for the possibility of developing our own branded mobile app firstly supported only by Android and then expanding to iOS if possible.

Marketing and sales efforts will be tailored to each target market, ensuring communication aligns with local preferences and cultural nuances. To achieve this, the marketing team will include representatives based in these countries, providing valuable insights and fostering a localized approach to outreach.

Marketing and Sales Plan

Marketing Strategy with a focus on core activities – Advertising and Sponsorship for customer acquisition

The marketing plan includes the following Marketing activities:

1. Social Media Ads – Facebook, Instagram and Youtube
2. Google ads
3. Local Campaigns – Local Digital News and agents

Affiliates will be used if needed to expand our operations.

Social Media Ads

Social Media is the cheapest method that we can use to get in front of our audience. We will create short clips that social media platforms favor over static images when it comes to paid advertising and these will be used to promote continuously the gambling experience of AHNAH INVESTMENTS and encourage a call to action with a promo code at the end of the clip.

Google Ads

Google ads will run parallel to social media ads to increase exposure by paying for keywords used by gamblers themselves i.e. online slots, online casino, free slots, and casino bonus. These keywords have approximately 280K monthly searches on average.

Local Campaigns

A small amount of our marketing budget will be allocated to paying for banner ads on local third-party websites which will promote these will be used to promote continuously the gambling experience of the AHNAH INVESTMENTS platform and bonuses. We have discussed already this with local agents that are eager to help with marketing on the ground assisting with print marketing i.e. bonus fliers, taxi adverts etc.

Bonus and Loyalty

Stakes placed on AHNAH INVESTMENTS casino will allow users to accumulate points; once a certain threshold is reached within a given time frame, bonuses will be unlocked. Higher bonuses will be available when users achieve consecutive success.

The scheme will use a tier point structure; the greater the points the higher the tier. Each tier offers a different multiplier of points; further, up the tier system, they climb the greater the multiplication.

The integration between the loyalty system and gaming platform offers immediate updates between bets placed and points earned.

AHNAH INVESTMENTS casino will offer users the following bonus types, Bonus for 1st deposit and Free spins.

Management system

Our management system will be developed and maintained to ensure our employees can monitor as well as manage everything with ease. The back end will offer extensive functionality which will allow us to manage all the customer's activities on the platform and also ensure that we can push promotions to exist users as well as identify trends and implement new strategies for promotion to acquire new customers.

The system will also be user-friendly for our support employees to carry out the KYC verifications such as Identity and Personal details verification, Proof of Address as well as Source of funding.

6. Key Suppliers and Dependencies – Payment Platforms

We will use a payment gateway integrated with an API on our platform. Utilising a payment gateway will enable us to access numerous payment methods offered by the gateway that can help our users facilitate payments on AHNAH INVESTMENTS

The platform will be able to offer several payments methods including

- Credit, debit and prepaid cards, through several providers
- Direct integration with banks
- Mobile money
- E-wallet providers
- AMPs

7. Risk Evaluation and Management

Risk manifests in various forms and can be categorized into four primary areas:

Player Compliance Risk

It is essential to ensure that services are provided only to players who comply with legal requirements. This includes verifying that players are above the legal gambling age and regularly collecting the appropriate documentation.

Bankroll Risk

Maintaining adequate capitalization is critical to accepting bets for the games we offer. We address this by automating key liability metrics to halt betting when certain thresholds are exceeded. This safeguard is in place for our products.

Regulatory Risk

Compliance with regulations in the regions where we operate is paramount. To manage this risk, we regularly seek advice and guidance from legal professionals specializing in the relevant jurisdictions.

Technological Risk

Protecting our software from internal and external threats is vital. This is achieved through continuous monitoring, enhancing security features, and conducting regular audits to minimize vulnerabilities and prevent attacks.

8. Legal and Governance Framework

Rules and Regulations

Ahnah is committed to always operating in compliance with regulations and rules. It will adhere strictly to the provisions and guidelines for detecting and deterring money laundering and terrorist financing, as issued by competent authorities. To achieve this, Ahnah will establish robust

compliance procedures meeting international standards, with detailed explanations provided in the AML Manual.

Additionally, Ahnah will block access to its services for minors and players from jurisdictions strictly prohibited by the GCB (such as the USA, Netherlands, France, Germany, Cyprus, BES Island, Curacao, and Aruba) and countries blacklisted by FATF. Ahnah will ensure that all URLs display pertinent information including Terms of Service, Responsible Gaming, Dispute Resolution, Self-Exclusion, Account & Payouts & Bonuses, KYC policies, Privacy and management of personal data, and Fairness.

Before entering any market, Ahnah will seek independent legal advice. The Curacao local director (Starkeast Management B.V.) will assume the relevant administrative and management role to ensure both the Cyprus and Curacao entities remain in good standing according to local and international requirements.

Compliance Procedures

Ahnah recognizes the inherent risks of money laundering and terrorist financing associated with remote gaming. However, these risks can be effectively mitigated through the implementation of robust technological measures and targeted controls designed to address such elevated risks.

One critical aspect of Ahnah's risk management strategy is understanding and verifying the identities of prospective players before granting them eligibility. To achieve this, Ahnah has adopted the following control measures:

1. Player Registration Requirements

To open an account, players must provide:

- First and last name
- Place and country of residence
- Date of birth
- A valid email address
- Password (entered twice for verification)

2. Mandatory Registration

Players who do not complete the registration process are not permitted to play. After successful registration and acceptance of the terms, conditions, and privacy policy, a player is deemed eligible.

3. Email Verification

Before the first login, an activation link is sent to the player's registered email address. This email contains no sensitive information, such as the player's username, ensuring secure account activation.

4. Identity Verification

Players must verify their identity before depositing or withdrawing specific amounts. Acceptable documentation includes:

- Scanned copies of government-issued identification (ID card, passport, or driver's license)

- Recent utility bills showing the player's address
- Scanned credit cards or bank statements (if required)

Documents are submitted to the designated customer support email address listed on the website.

5. Transaction Monitoring

All transactions are monitored to identify potential money laundering activities.

6. Deposit History Review

The customer's deposit history is analysed to detect suspicious payments. Deposit frequency and amounts are checked to ensure they align with the customer's usual activity and network-wide benchmarks.

7. Turnover Monitoring

Customer turnover is reviewed to verify that funds are being actively played within the casino, rather than being used as a channel for transferring money.

8. Refund Policy

Whenever possible, funds are refunded to the same payment method originally used for deposits, minimizing the risk of misuse.

9. Reporting Suspicious Activity

Any suspicious activity is promptly reported to the relevant authority, such as the Financial Intelligence Unit (FIU).

10. Staff Training

All employees undergo training to understand their obligations concerning money laundering prevention. They are made aware of internal procedures for escalating suspected incidents to the Money Laundering Reporting Officer (MLRO).

By implementing these comprehensive measures, Ahnah ensures a secure and compliant gaming environment that effectively mitigates money laundering and terrorist financing risks.

9. Target KPIs and Business Objectives

Ahnah evaluates its success and tracks progress toward long-term business objectives using a comprehensive set of performance metrics. These encompass financial outcomes, customer satisfaction, regulatory compliance, and sustainability initiatives. Below are the key performance indicators (KPIs) that Ahnah leverages to measure success and maintain strategic focus:

1. Revenue and Profitability

Financial performance is a cornerstone of Ahnah's success. Key metrics include:

- Gross Gaming Revenue (GGR) and Net Gaming Revenue (NGR)
- Profitability Margins
- Return on Investment (ROI)

Tracking revenue growth and profitability over time reflects the effectiveness of marketing strategies, customer retention initiatives, and overall business health.

2. Customer Acquisition and Retention

Sustained success depends on attracting new customers and retaining existing ones. Ahn measures:

- Player Acquisition Cost (PAC)
- Customer Lifetime Value (CLV)
- Churn Rate
- Customer Satisfaction Scores

High retention rates and strong player engagement signal the effectiveness of long-term strategies.

3. Regulatory Compliance

Adherence to legal and regulatory standards is vital for the Company's sustainability. Success is measured by:

- Absence of regulatory violations
- Successful audits and inspections
- Positive relationships with regulatory bodies

A proactive compliance program and staying updated on regulatory changes are crucial to sustaining operations.

4. Responsible Gambling Practices

Ahnah is committed to promoting responsible gambling and reducing harm to players. Performance in this area is evaluated by:

- Adoption of responsible gambling policies
- Effectiveness of self-exclusion programs
- Availability of support services for problem gamblers
- Adherence to industry best practices

Monitoring the prevalence of problem gambling and the impact of harm minimization initiatives helps assess progress.

5. Brand Reputation and Trust

Building trust and a strong brand reputation are essential for long-term success. Ahn tracks:

- Customer feedback and satisfaction levels
- Online reviews and ratings
- Results from brand recognition surveys
- Industry awards and accolades

Transparency, integrity, and customer-centric practices are key drivers of trust and brand strength.

6. Sustainability and Corporate Social Responsibility (CSR)

Ahnah recognizes the significance of sustainability and CSR in its growth strategy. Metrics in this area include:

- Reduction in carbon footprint
- Improvements in energy efficiency
- Adoption of waste management practices
- Community engagement efforts

By embracing environmentally sustainable practices, supporting local communities, and fostering social responsibility, Ahnah enhances its reputation while contributing to its long-term objectives.

Conclusion

By consistently tracking and analysing these KPIs, Ahnah ensures it remains aligned with its long-term goals. This robust measurement framework enables the Company to adapt to market dynamics, maintain competitive advantage, and drive continued success in the online gaming industry.

10. Policies and Procedures

Ahnah have developed the following policies and procedures:

- T&C
- Accounts & Bonus Policy
- Dispute Resolution
- Privacy Policy
- KYC Policy
- AML Policy
- Self-Exclusion Policy
- Responsible Gambling

Ahnah also obtains independent advice prior to entering new markets. The appointed local Curacao director at Starkeast Management B.V. provides relevant administrative and management information to ensure the Ahnah is in good standing in accordance with local and international requirements.