

AMBITION INTERNATIONAL TECH N.V.

BUSINESS PLAN
GOON BAEK YOU

Ambition International Tech N.V.
KAYA W.F.G (JOMBI) MENSING 24 UNIT A, CURACAO

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Company Details

Ambition International Tech N.V. ("Ambition") registered at Kaya W.F.G. (Jombi) Mensing 24, Unit A, Curacao.

Chamber of Commerce Number: 160943

Date of Incorporated: 01/06/2022

Main Contacts

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Business Plan Objective

This document is being provided with the objective of providing a business plan to Curacao Gaming Control Board (GCB) to offer remote gaming services in Armenia, Azerbaijan, Belarus, Georgia, Kazakhstan, Kyrgyzstan, Moldova, Russia, Tajikistan, Turkmenistan, and Uzbekistan ("CIS countries").

Executive Summary

Ambition International Tech N.V. is a dynamic and fully operational casino and sportsbook that provides top-quality gaming services to players worldwide. Ambition International operates its gaming platform under a sublicense issued by Gaming Services Provider N.V. (365/JAZ), with the sublicense number GLH-OCCHKTW0701022023.

Pokerok, a subsidiary of Ambition, offers a wide range of gaming content that is marketed under www.pokerok.com, providing players with exceptional gaming experiences.

The company's primary objective is to expand its gaming services to players in CIS Countries, including Armenia, Azerbaijan, Belarus, Georgia, Kazakhstan, Kyrgyzstan, Moldova, Russia, Tajikistan, Turkmenistan, and Uzbekistan. The company has ambitious expansion plans, and as it grows, so will its target markets.

Ambition International is committed to providing unparalleled user experience and adhering to all regulatory rules and regulations, ensuring that it becomes one of the top online gaming operators worldwide.

By obtaining a license, Ambition International is demonstrating its commitment to providing players and partners with peace of mind, knowing that they are dealing with a responsible operator that is supervised by regulators who respect and prioritize players' interests.

Introduction

Mission Statement

Ambition has a well-grounded set of corporate values that will be accessible to clients and staff. Based on those values, Ambition's mission statement is as follows:

Ambition shall have an uncompromising commitment to excellence. Ambition ensures high-quality services to its clients. Ambition's triumph can only be achieved with happy clients.

Integrity and honesty will be at the heart of Ambition. Ambition will hire experts who will be bound by solid commitment. This is important to allow Ambition to monitor the developments of its clients closely and to scrutinize their continued compliance rigorously.

Ambition will be a dynamic organization. Ambition culture will be dynamic and flexible. Ambition continuously assesses its services to ensure continual relevance to its clients.

Confidentiality is important. Ambition will implement robust systems to safeguard its client's information.

Curacao

Curacao jurisdiction has been at the forefront of eGaming licenses. Ambition's judgment is that Curaçao possesses all the elements of its status as one of the essential eGaming license jurisdictions due to its expertise, stringent compliance and Anti-Money Laundering ("AML") requirements, infrastructure, stability, and access to the world.

Curaçao is a jurisdiction with a great reputation in the eGaming world. The list below outlines why Ambition decided to choose a Curaçao gaming sub-license.

Advantages:

- Curaçao being a jurisdiction of great repute in the eGaming world;
- Excellent hosting infrastructure;
- Advantageous B2C Compliance Contribution;
- Most competitive corporate tax rate

Our Professionals

Goon Baek You (UBO)

Goon Baek You is a highly experienced executive with a strong background in the i-gaming industry. He is the Ultimate Beneficial Owner and Chief Executive Officer of Ambition International Tech N.V., where he has proven to be an expert in cost reduction and budgeting as a business development manager. Mr. Goon also holds the position of Director at Ok Consulting N.V., a company that specializes in Gaming Technology. His extensive experience and leadership skills make him a valuable asset to the industry.

Oleksandr Volkov (CCO)

As the Chief Compliance Officer at Ambition International, Oleksandr possesses over three years of extensive experience in various gambling sectors. He has displayed exceptional abilities to work both independently and as part of a team while accomplishing assigned tasks in strict adherence to high key performance indicators (KPIs). Oleksandr's well-developed skills in managing a team and allocating tasks have been instrumental in streamlining operations and enhancing productivity. He is committed to monitoring payment operations and financial transactions, effectively identifying, analyzing, and addressing non-standard and suspicious activities while assessing and managing risks to ensure compliance with regulatory requirements.

1 Overview of the business products and services/brands

1.1 Game Description

Ambition intends to offer its gaming platform to players in CIS Countries who wish to play Poker, Casino, and Live Casino games. Ambition gaming content will be marketed under www.pokerok.com.

1.2 Prospective games and game/platform providers

Ambition has entered into a service agreement with GG International Limited (“GG”) to offer Poker and Casino services. As per the service agreement between GG and Ambition, GG will also provide the software platform, games, and other technology required to service an i-gaming business.

All of the games and platforms provided by GG are tested and certified by the BMM Test Lab, and all RNGs used are also certified by the same test lab. GG is one of the most famous and well-known poker software and platform operators in the world, and GG has licenses in most of the major regulated markets where their games and platforms are all certified and approved by the most prestigious jurisdictions such as the UK, Germany, Netherlands, Romania, Belgium, Malta, and the Isle of Man.

A range of poker and casino games will be offered. Below is the description of some of the key games that will be provided:

Texas Hold'em: The Cadillac of Poker, Texas Hold'em is the most popular form of poker today. Two cards face down, and five community cards face up. The player with the most substantial hand, or the last player standing, wins.

Pot Limit Omaha: Omaha is an exciting, action-packed poker variant. Players get four hole cards instead of two and make the best hand by combining precisely two of them with three of the five community cards.

Spin & Gold: Spin & Gold is the most exciting form of Sit & Go.

All-in or Fold: Players have two choices – Go All-In or Fold. All-In or Fold is a thrilling, fast poker variant where you choose between moving all your chips in or folding on every hand. It also has a Jackpot feature, where players can win a portion of the jackpot by making a straight flush or royal flush.

Rush & Cash Poker: Rush & Cash Poker is for players who like to play poker at a faster tempo, where each hand is played at a different table with random players.

Tournaments: From freerolls and satellites to the Sunday Series majors, there are tournaments of every shape, size, and format for players. There is a plan to have a full schedule of fun tournaments running daily in both No Limit Hold'em and Omaha variants.

Casino Games: From Slots to table games such as blackjack, roulette, and a range of other such table games will be offered. Live dealer games will also be made available to the players.

2 Company Management Structure showing key management roles and reporting lines

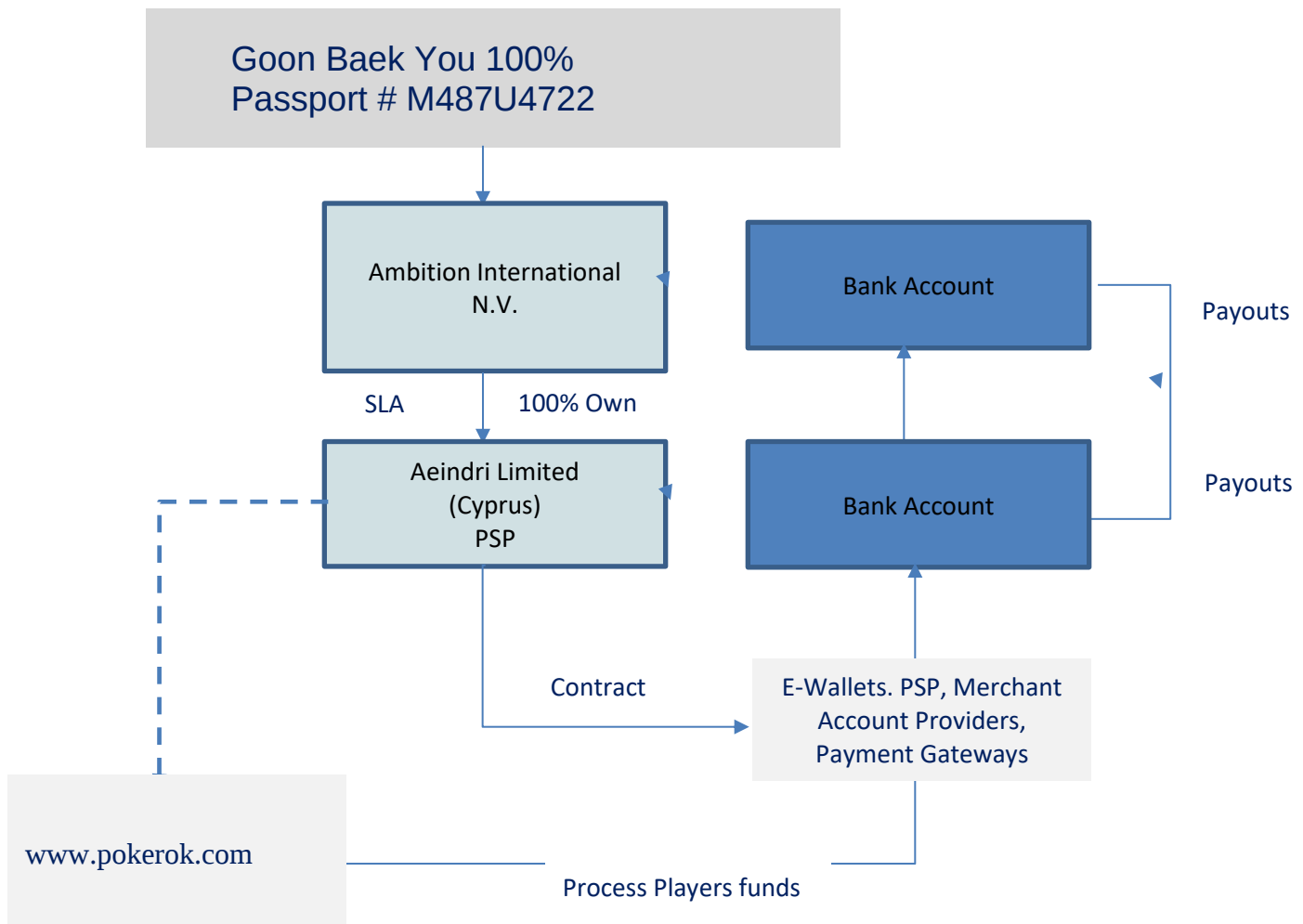
2.1 Ownership Structure



1. Mr. Goon Baek You is a 100% owner and controlling person for Ambition N.V.

In addition, Aeindri Limited (“Aeindri”) is a subsidiary acting as a Payment Service Provider for Ambition, and Aeindri is authorized to manage financial transactions on behalf of Ambition.

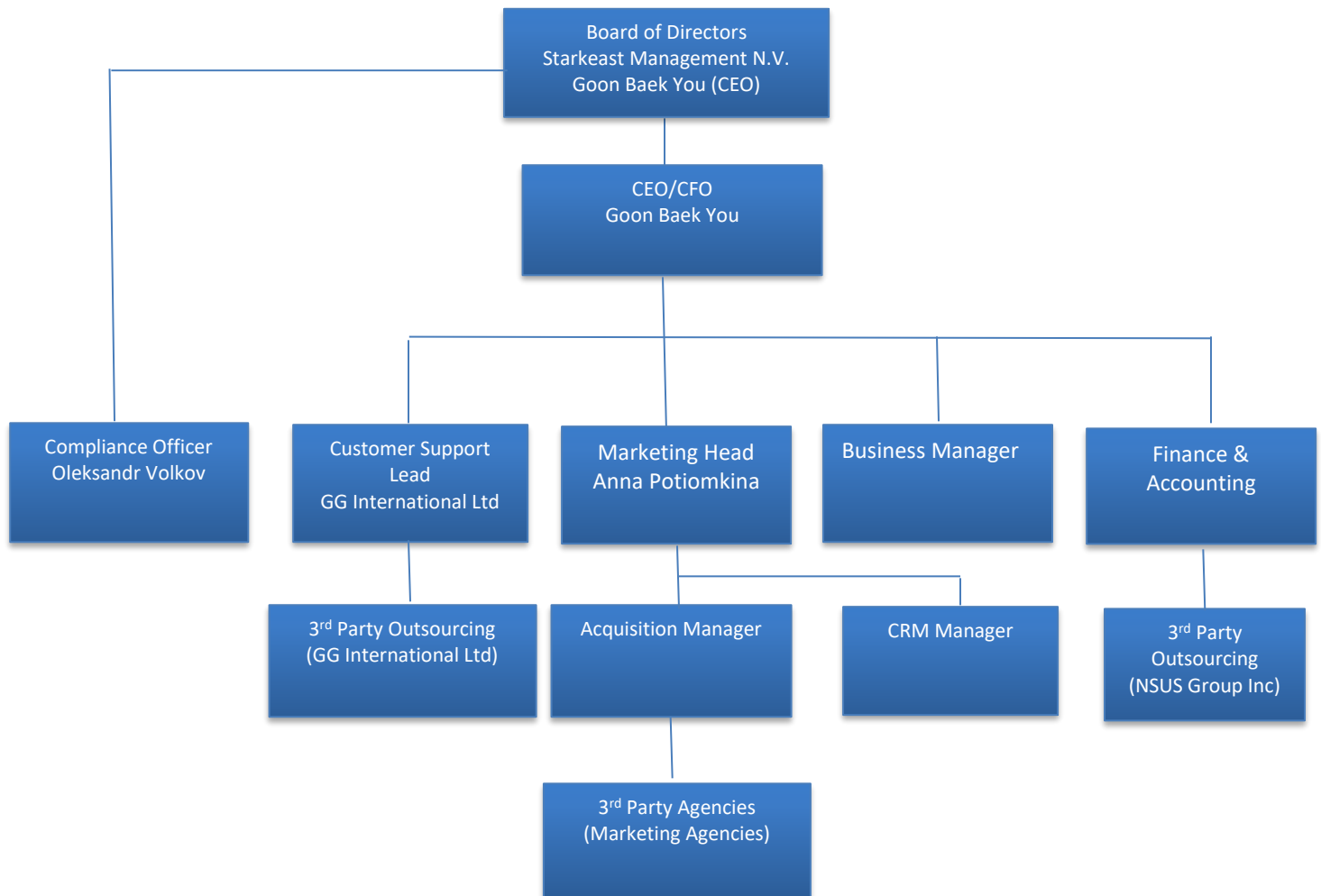
2.2 Corporate Structure



2.3 Internal Cash Flow Structure

1. Mr. Goon Baek You is the 100% owner of Ambition N.V. in Curacao, which will be the entity holding the Curacao Gaming License.
2. Ambition N.V. is 100% owner of Aeindri, which is a subsidiary entity in Cyprus that acts as the PSP for Ambition N.V.
3. Ambition N.V. will instruct Aeindri to function as a Payment processor through an SLA.
4. Aeindri will collect payments from the E-Wallets, PSP's Merchant Account providers.
5. Aeindri will hold a bank account in the name of Ambition N.V. all expenses (for instance, contracts, Licenses, Marketing, Leasing Agreements, etc.) will be paid from this account.

2.4 Management Structure



Ambition International Tech N.V. will be comprised of the following departments:

- **Oversight Committee**
 - Goon Baek You (UBO) – Chief Executive Officer
 - Oleksandr Volkov – Chief Compliance Officer
- **Customer Service** will be managed by a CS representative with outsourced operation (via GG International Limited)
 - Customer Service Representative - Alexander Galkyn
- **Marketing**
 - Head of Marketing - Anna Potiomkina
 - Head of Acquisitions - Ivan Bryksin
 - CRM Manager - Valeria Spinka
- **Financial & Administration**
 - All accounting and financial bookkeeping will be outsourced to NSUS Group Inc., which is in Canada.

Goon Baek You will lead a team of 10-15 employees and focus mainly on marketing and acquisition of players. All non-core functions, such as accounting, customer support, and corporate administration, will be outsourced to 3rd parties.

3 Business Financial Forecast for 3 years

Profit & Loss Projection (Unit in USD)				
	2023 Total	2024 Total	2025 Total	2026 Total
Revenue				
Monthly Active Players	1,666	1,875	2,083	2,083
Cash game rake	2,729,273	3,341,053	3,716,146	3,749,987
Tournament fee	909,758	1,113,684	1,238,715	1,249,996
Gross Gaming Revenue	3,639,030	4,454,738	4,954,861	4,999,982
Expense				
3rd Party Service				
Software Provider	-545,855	-668,211	-743,229	-749,997
Payment processor	-181,952	-222,737	-247,743	-249,999
Marketing	-727,806	-890,948	-990,972	-999,996
3rd Party Cost	-1,455,612	-1,781,895	-1,981,944	-1,999,993
Gaming License				
License Application Fee	-6,000	-10,000	0	0
Annual License Fee	-10,000	-67,000	-67,000	-67,000
Gaming Licensing Fee	-16,000	-77,000	-67,000	-67,000
Labor				
Labor	-360,000	-432,000	-518,400	-622,080
Other Salaries	-600,000	-43,200	-51,840	-62,208
Total Labor Cost	-960,000	-475,200	-570,240	-684,288
Other Costs				
Corporate Service	-27,000	-24,000	-36,000	-36,000
Accounting / Book Keeping	-2,400	-4,800	-5,400	-5,400
Consultancy (Software IP Management)	-4,000	-1,500	-1,500	-1,500
Legal & Professional Fees (IP Management)	-12,000	-4,000	-4,000	-4,000
Motor, Travel & Entertainment	-1,200	-6,000	-12,000	-12,000
Office Expenditure (Printing etc.)	-6,000	-18,000	-24,000	-24,000
Telephone	-1,200	-2,400	-3,000	-3,000
Utilities	-1,800	-2,880	-4,200	-4,200
Insurance	-6,000	-1,500	-1,500	-1,500
Subscription	-1,200	-240	-240	-240
Micellaneous buffer	-6,000	-6,000	-6,000	-6,000
Total Other Cost	-68,800	-71,320	-97,840	-97,840
EBITDA				
Total Income	3,639,030	4,454,738	4,954,861	4,999,982
Total Expenditure	-3,592,121	-3,741,836	-4,203,483	-4,349,116
Profit for tax calcuation	46,909	712,901	751,378	650,867

3.1 Source of Funds

The initial source of funds is from a loan from GG. UBO has a close business relationship with GG, and GG granted the business a loan of USD 100 K. As the business will generate enough cash flow, Ambition will be maintained at a profitable level. The loan agreement between Ambition and GG is attached.

3.2 Financial estimation

Ambition expects profits for the next three years. Below are the projected figures based on the company's current financial performance.

3.2.1 Assumptions

- New acquisition per month – 800 customers in the starting year and increase by 100 per month each year until the new registration reaches 1000 per month
- Monthly Drop off % - 48% (this is the rate at which acquired users become churned)
- Cash game (including casino games) ARPU (Average revenue per user) – USD 150
- Tournament ARPU (Average revenue per user) – USD 50
- Software and platform set-up cost - Waived
- Software and platform fee – 15% of GGR
- Player rakeback/benefit cost – 30% of GGR
- Average payment processing fee – 5% of GGR
- Marketing Cost – 20% of GGR

Major cost items are 1) Software and platform fee, 2) Marketing, and 3) Player rakeback/benefit cost. Software and platform fees also cover a huge part of customer support as GG will provide software-related and promotion-related support for its network partner.

We assumed a monthly drop-off rate of 48% in the first month of acquisition, but this number is a bit conservative as we saw that the GG platform is known to have a higher retention rate. For the processing fee, we assumed 5% of GGR as this is a good approximation of the average processing fee from our previous experience.

4. Overview of intended strategy for the business growth and to secure/grow market share

4.1 Influencers / Affiliate Program

Ambition will develop partnerships with experts and influencers, which can drive the company to more publicity. Among these influencers are famous sports journalists, former soccer players, social network influencers, famous actors, and famous musicians. This approach is supposed to bring credibility to the brand from scratch and a substantial number of users.

Furthermore, Ambition will apply the affiliate program, which means a referral campaign for users to recommend the platform in exchange for credit. Ambition will also use the concept of granting promotional credits for users to enter and test the platform.

4.2 Market Expansion

Ambition's primary target is clearly the audience in CIS countries, but its global and diverse nature means it will also pursue opportunities to expand its presence in other jurisdictions.

5. Key Suppliers and Dependencies

5.1 Software and Platform

GG International Limited will manage the technology, IT infrastructure, and game platform. Ambition will pay GG 15% of GGR (gross gaming revenue) for the total cost of the software and platform. In addition, GG will provide general customer service related to software issues and promotions on the Network, thus allowing Ambition to focus on only marketing and player acquisitions.

5.2 Payments and Counterparties

The payment methods that will be accepted are Bank transfer, Cryptocurrency, Pre-Paid debit & Credit Card, Pre-pay voucher methods, Ewallet and Mastercard/Visa, etc.

The payment services providers that Ambition intends to use for the abovementioned payment method will be:

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- Paysafe Payment Solutions Limited (“PPSL”) - includes the following e-wallets brands: Skrill and Neteller, and Paysafecard vouchers;
- Ecopayz - PSI Ltd - e-wallet;
- Coin Payments - Cryptocurrency processing company
- Card Processing - Kiparis Limited

For e-wallets, the fees are within the range of 5%-7% of transactions depending on various conditions. For card processing methods, the fees are 4%-9% depending on the acquisition requirements and risk appetite of the payment providers. Crypto processing fee is the lowest with 1% fee of the deposit.

Ambition uses Satchel (satchel.eu) for operation and management of the player funds. Player funds are segregated in a separate account from the operating account. All PSP settlements are made to Ambition’s Satchel account and kept in the player fund account, and the operation funds are withdrawn to the operating fund account. Our EMI fees are quite minimal. Monthly maintenance fee of EUR3k and 0.5% to the incoming funds and EUR30 for any SEPA transactions.

6. Risk Evaluation and Management

Risk Tolerance Statement for Ambition International Tech N.V.

Introduction:

At Ambition International Tech N.V., we are committed to maintaining the highest level of integrity, transparency, and responsible business practices in the online casino industry. Our Risk Tolerance Statement outlines the principles and guidelines governing our approach to risk management.

1. Core Values:

Our core values include conducting business with honesty, fairness, and transparency. We prioritize our players' well-being by promoting responsible gambling practices.

2. Risk Identification:

We understand that the online casino industry involves financial and operational risks. We are committed to identifying and understanding these risks comprehensively. Risks may include, but are not limited to, financial volatility, regulatory changes, technological challenges, and player behavior patterns.

3. Risk Appetite:

Our risk appetite is defined by our commitment to ensuring the financial stability and sustainability of our business. We comply with all applicable laws and regulations in the jurisdictions where we operate. We promote responsible gambling practices and provide tools to mitigate the risk of gambling-related harm.

4. Responsible Gambling:

We recognize the potential social impact of our services and are dedicated to minimizing harm. Our commitment to responsible gambling includes providing clear and accurate information about the risks associated with gambling. We implement tools for players to set financial limits, self-exclude, and seek assistance when needed.

5. Regulatory Compliance:

We are committed to complying with all relevant laws and regulations. We maintain proactive measures to stay informed about changes in the legal landscape affecting online gambling.

6. Continuous Improvement:

We are dedicated to continuously improving our risk management processes. This includes regular risk assessments, scenario planning, and learning from industry best practices.

7. Communication:

Effective communication regarding risk is essential. We maintain transparent communication with stakeholders, including players, regulators, and employees, about our risk management practices.

8. Review and Update:

This Risk Tolerance Statement will be periodically reviewed and updated to ensure its relevance and alignment with the evolving business environment.

By adhering to this Risk Tolerance Statement, Ambition International Tech N.V. aims to create a secure, fair, and responsible gaming environment for our players while ensuring the long-term success and sustainability of our operations.

7. Legal and Governance Framework

7.1 Rules & Regulations

Ambition 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, Ambition will establish robust compliance procedures meeting international standards, with detailed explanations provided in the AML Manual.

Additionally, Ambition 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. Ambition 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, Ambition will seek independent legal advice. The Curacao local director (Starkeast Management B.V.) will assume the relevant administrative and management role to ensure Ambition and Aeindri remain in good standing according to local and international requirements.

7.2 Compliance procedures

Ambition acknowledges the potential for money laundering and terrorist financing in remote gaming. However, these risks can be managed effectively through the implementation of appropriate technological measures and controls tailored to address these elevated risks.

It is particularly important for Ambition to know who their prospective players are before they will be accepted as eligible players. Therefore, Ambition adopted the following mix of control methods.

1. Players are required to provide some information in order to open an account:
 - I. First Name and Last Name;
 - II. Place and Country of Residence;
 - III. Date of Birth;
 - IV. Correct e-mail address;
 - V. Password (twice for verification purposes).
2. Players who do not register on the website are not able to play. Upon completion of the registration process and having accepted the terms and conditions and privacy policy, the player will be accepted as an eligible player.
3. Before the player is allowed to login for the first time, an e-mail is sent to the address

specified in the registration form containing an activation link; it does not contain any sensitive information such as the player's username.

4. Players are required to prove their identity when they deposit or withdraw certain amounts. Documents can be submitted to the customer support email address provided on the website. Accepted documents are scanned copies of I.D. card, passport, driver's license and any recent utility bills showing the player's address, as well as any scans of credit cards or bank statements if required.
5. All transactions will be carried out to detect any potential money laundering activities.
6. The customer's deposit history is reviewed to confirm that no suspicious payments have been made to the customer's account. The frequency of deposits and the sum of deposits are reviewed to ensure they are within the normal range for the customer based on his depositing history and the general depositing range throughout our network
7. The customer's turnover is reviewed to ensure that they have played in the casino and are not using Merchant as a method to move money
8. When possible, funds must always be refunded back to the original payment method used by the player to make a deposit
9. Suspicious Activity will be reported to the competent authority (FIU).
10. All staff will receive training on their obligations in respect of money laundering reporting and are aware of the procedures in place for escalation of any suspected incidents to the MLRO

8. Target KPIs and Business Objectives

Pokerok, a reputable online gaming company, measures its success and long-term business objectives using a combination of financial metrics, customer satisfaction indicators, regulatory compliance, and sustainability goals. By leveraging a set of Key Performance Indicators (KPIs), Pokerok can track its progress towards achieving long-term objectives and make informed decisions to drive continued success in a highly competitive market.

Financial performance is a critical measure of success for Pokerok. Key metrics include gross gaming revenue (GGR), net gaming revenue (NGR), profitability margins, and return on investment (ROI). By tracking revenue growth over time, Pokerok can evaluate the effectiveness of marketing strategies, customer retention efforts, and overall business performance.

Customer acquisition and retention are also essential metrics for Pokerok's success. The company relies on attracting new customers while retaining existing ones. Metrics such as player acquisition cost (PAC), customer lifetime value (CLV), churn rate, and customer satisfaction scores help assess customer acquisition and retention rates and increasing player engagement levels.

Pokerok understands the importance of compliance with relevant laws and regulations for its long-term viability. Success in this area is measured by the absence of regulatory violations, successful audits or inspections, and positive relationships with regulatory authorities. Implementing a robust compliance program and staying up-to-date with evolving regulations is critical for maintaining a sustainable business model.

Ensuring responsible gambling practices is another crucial area for Pokerok. The company promotes responsible gambling and minimizes the risk of harm to players by adopting responsible gambling policies, implementing self-exclusion programs, providing support services for problem gamblers, and adhering to industry best practices. Monitoring indicators such as the prevalence of problem gambling among players and the effectiveness of harm minimization measures help assess progress towards long-term objectives.

Building a strong brand reputation and earning trust from customers is essential for Pokerok's long-term success. Success in this area is measured through customer feedback, online reviews, brand recognition surveys, and industry awards or accolades. Maintaining high levels of customer satisfaction, transparency, and integrity in business practices are key drivers of brand reputation and trust.

Pokerok recognizes the importance of sustainability and Corporate Social Responsibility (CSR) initiatives. Metrics related to sustainability goals include carbon footprint reduction, energy efficiency improvements, waste management practices, and community engagement efforts. Implementing environmentally friendly practices, supporting local communities, and fostering a culture of social responsibility will enhance the company's reputation and contribute to long-term business objectives.

9. Policies and Procedures

Pokerok will ensure to always adhere to regulatory rules and obligations. Specifically, KOS has the below key documents developed internally by Oleksandr Volkov (Chief Compliance Officer) that are provided to all users of the platform.

Document / Webpage Links (Links):

- [Withdrawal Policy](#)
- [Cookie Policy](#)
- [Privacy Policy](#)
- [Anti-Money Laundering](#)
- [Terms & Conditions](#)
- [Responsible Gaming](#)

Pokerok 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 that both Ambition International Tech N.V. (Curacao) and Aeindri Limited (Cyprus) are in good standing in accordance with local and international requirements.