

## **Carbon Games N.V. Business Plan**

1. Domains to be licensed <http://carbonbase.com>

2. Software platform intended to be licensed

The Software will be developed internally by back-end and front-end developers and games will be provided by Slotegrator.

3. Detailed description of operations

Casino platform

Slot Machines:

Slot machines are the most popular online casino games. The major gaming sites offer thousands of slot machines that differ in theme, design, technical features and functions. Each video slot machine is a distinct game world where you can win real money prizes.

Dozens of companies are engaged in the development of online slot machines. The most popular among players are software produced by EGT, IGT, Playtech, Aristocrat, BetSoft, NetEnt, Konami, WMS, Bally and Real Time Gaming. Thanks to modern HTML5 technology, slot machines can be played on smartphones and tablets without being limited in features and payouts.

Online table games

The second step in our exploration of online casino games could only be table games. Illustrious entertainment through which the first casinos were born, there are dozens, if not hundreds of variants of table games today.

The most famous card games are available at online casinos. Among the table game variations are:  
Online poker and video poker: Poker is the most played card game in the world. We want to offer players all variants of online poker. There are the most classic ones like Texas Hold'em (limit, no limit and pot limit), Omaha or even rarer video poker variants like Caribbean Stud', Three Card poker, Joker Poker or Jacks or Better.

Online Blackjack: Just as well known as poker, and almost as played, is the illustrious Blackjack. Very popular with online casino players, Blackjack 21 will be one of our favorite table games.

Online Roulette: Probably the most famous casino game, it is not played with cards, yet it is one of the most played games in the world. Roulette and its many variations are available at our internet casino. There are different types of roulette such as French, American or European roulette for the most classic ones, but also lightning roulette, speed roulette or even double ball.

Online craps: A little less known in Europe, but played a lot on the other side of the Atlantic, craps is an exceptional dice game that can be seen in many American movies about the casino world.

Online Baccarat: We will finish this selection of table games with baccarat or online baccarat. This game of chance is a sort of variant of blackjack. With different rules but a rather similar spirit. This exceptional card game can be found in most mobile casinos on the market.

### Live games:

To compensate for the lack of proximity that players can find in real casinos, we want to implement live games. Thanks to innovative game manufacturers like Evolution Gaming, it is now possible to bring the physical casino right into the home. Indeed, live casino games or live casino with dealers have become commonplace. It is possible to play on a blackjack or roulette table against a casino dealer from your couch or from public transportation.

We want to offer the 2 main families. Firstly, the classic live casino games: Live blackjack (Speed blackjack, vip blackjack, classic blackjack...) Live roulette

(Lightning roulette, speed roulette live, immersive roulette, instant roulette live...) Live baccarat (Baccarat squeeze, lightning baccarat...) Live poker (Three card poker live, Texas Hold'em Live...) ) All other classic live table games (Craps live, dragon & tiger live, lightning dice, side bet city...) In addition to the classic live casino game, there are also dozens of exclusive televised live casino games with presenters. We also want to offer games that can be found on television, with for example: The Crazy Time Cash or Crash Live Megaball x100 Monopoly Live Deal or no Deal live And many others ...

### Free games:

An important part of our services will be the free games. Indeed we are here for entertainment so the demo options of the different games offer players many advantages. The first one being of course to test our casino without investing real money. This is essential for the player to make sure that we are reliable by checking if the platform and its games are smooth.

Secondly, playing for free will allow our customers to discover the latest games and slot machines that are released. See if a free slot machine is something they might enjoy.

The third advantage of free games is the opportunity for our new players to practice. If our users have never played blackjack, roulette or casino games in general, it is essential for us to let them practice. It is essential for us to let them test the different techniques, tricks and solutions of a 100% free game.

### Online betting:

Our second product line will be online betting which is divided into 2 segments. Firstly, the classic bets.

With the single bet our players will be able to bet on one result at a time. For example, on the winner of a tennis match or a soccer match. There will also be multiple bets with the possibility of betting on several results at the same time, but in order to win, all predictions must be correct.

Another of our proposals will be the system bets which are combinations of different multiple bets. For example, a system bet based on three matches consists of placing a multiple bet on matches 1 and 2, a second multiple bet on matches 2 and 3, and a third on matches 3 and 1. Our players will also be able to bet on the final score in sports where the scores are close, such as soccer. Handicap betting will also be in our offer where our players will be able to bet on the size of the score difference on a match. The last two ranges of bets we will offer in classic betting will be over/under bets: these bets consist of betting on the height of the score, all goals or points of both opponents are combined and exotic bets: these are special bets, depending on each sport. For example, you can bet on the number of aces in a tennis match, or on a finish by KO before a certain number of rounds in boxing.

Secondly, LIVE sports betting which is live and includes most of the classic pre-match bets, plus many stakes in the heart of the game. For example on the score at half time, or on the team that will score the next goal. We will also offer a cash-out feature that allows you to withdraw a bet while the game is still in progress.

#### Lottery:

For our online lottery where participants can win different prizes such as free spins and many other gifts. We will send all the information to the participants. This is to inform them about the terms and conditions of the game they choose to enter:

- The nature and price of the tickets
- The opening date of the raffle ticket subscription and the closing date
- The method and date of the draw
- The time period allowed for winners to collect their prizes
- The destination of the withdrawn prizes
- The destination of the profits made by the raffle

When setting up our online ticketing service, we will clearly indicate this information in the description of your event in order to avoid any misunderstanding and to correctly inform participants before they register.

The online ticketing system will then be configured to allow participants to register for our event.

The participants will be able to access their online space using their ticket number and the email address they used when ordering. On the day of our event, we will stream the Lotto live directly to this dedicated area and provide an interactive experience for our participants.

The lottery will be in intern so for each game we will have a certificate RNG to be able to offer our game to our client.

## 5. Customer segment and locations

### A. Socio-economic criteria:

The socio-economic criteria of our players are people with stable employment who will be able to play without putting themselves at risk of debt. We therefore target executives, young professionals and middle-aged workers with above-average or average incomes.

Education does not matter as long as the person is aware of the risks associated with gambling, but we know that most gamblers have a high school diploma or post-graduate studies. For example, in African countries such as Kenya, gambling participation rates are higher among lower income segments of the population, and higher among the unemployed. In contrast, Canadian online gamblers have an average annual income of nearly \$75,000 and tend to have at least a university education. In Australia, lower income gamblers spend a higher percentage of their income on gambling, but those who earn more spend more overall.

### B. Psychological Criteria

The interests of our players will mainly be anything related to sports, hip hop culture, cars, luxury and anything related to the world of blockchain, crypto, nft and web3. Our main customers will already be crypto wallet holders which means notions in the crypto world.

The personality of the players we are targeting are mainly people who like to have fun with a taste for risk while knowing how to control themselves. Also the fact that the application will be available on smartphones means that it's people who can fill their boredom on their phones while having fun playing.

Of course, we are only looking for people with values, especially the value of money. Because we know that greed is a flaw that can lead some players to put themselves in risky situations on this kind of platform. This is why psychological questionnaires will be asked before accounts are created to measure the relationship that the person has with money.

Our target are people with a certain technological maturity. Indeed, our market is composed of people who know how to use a cell phone or a computer. They will not have any difficulty with the use of our platform. The fact that it plays with crypto moneys insists on this point because the blockchain and wallet terms are essential elements.

#### C. Criteria related to buying behavior

The frequencies of use depend on the players and limits will be offered to him for daily , daily , ...The size and frequency of the players' bets will help us to set betting limits, as well as to make revenue projections and other predictions. We have seen that European players can be very high frequency bettors with a bet placed every 2.5 days on average throughout 2018. That year, 16.5 million European players placed a total of 31.6 billion bets.

In the UK, players place bets with some regularity, but less often than European bettors. On average, 16% play less than once a month, 33% play once a month, 31% play once a week and 20% play twice a week.

A study in the UK shows that 38.7% of online bettors bet between £10 and £100 (\$13.80 and \$138).

In African countries, players tend to place a higher volume of low-value bets. An estimated 30% of Nigerians bet daily, placing average bets of 300 naira (about

\$0.78). According to a 2019 Geopoll survey, 58% of male gamblers in Kenya placed bets at least once a week. According to the Kenya National Bureau of Statistics, the average bet in the country is £1.30 (\$1.80), with Kenyan bettors placing up to 180 million individual bets in a single month.

That's why the frequency of use depends on the players and limits will be proposed for daily bets, daily bets, ...

Indeed, if you are a professional of this game or a player who play as a sport . The professional appears as the one who wants to make money or who makes this game an investment activity. He has only one goal in the casino, to make money. However, he or she invests in betting as he or she would in any other source of income. The professional gambler adopts a psychological behavior that of finding all the gambling strategies in order to be able to make a profit. Unlike the risk-taker or the gambler who

gambles for fun, the professional gambler does not exhibit disturbing addictive behavior or abandon his or her family or other passions in life. The crucial element is that he or she is gambling for a living and winning well. He or she is experienced in gambling and has a better understanding of the features and benefits of each casino game.

The second is the risk-taking gambler

Addictive behavior is the most dangerous for an online casino player. It consists of gambling with one's money in an uncontrolled way. These people are motivated and often fall into categories:

- *Players who gamble with the intention of replenishing their bank account or making a huge profit;*

This brings us to the players we want to avoid in our platform who are gambling addicts. These are players who are deeply addicted to gambling. They gamble large sums of money compulsively and risk giving up their lives. Times of loss motivate you to put off gambling too. On the occasions when you are lucky, you will realize the full amount you have won.

This way of gambling is very dangerous in that you put aside other passions in life and other activities. More dramatically, if you are a father or mother, you will forget about your family.

So the category we are going to focus on is the player who bets for fun. In general, all games have potential risks for everyone who plays them. In the special case of casino gambling, those who play for fun are different from other players. They appear sporadically just to try their luck and leave. The fun gambler has no initial goal and does not necessarily expect to make a profit. He or she is just aiming to:

- *To have fun and restore his mind after a good moment of reflection;*
- *To disconnect from worries.*

In the first case, the casino is the ideal game to satisfy one's passion to have fun all the time. It is about playing for fun, to spend enough time in distraction after an exhausting day of work. In the second case, it should be noted that this type of profile concerns the majority of players who see the casino as an activity to entertain themselves and disconnect from their worries. These are just casual gamblers who want to replace their down time with casino gambling. They are therefore able to stop playing at any time and are often aware of their stake.

Many players also see it as a way to spend time with friends; it's even increasingly common for social media users who try social casino games to switch to real money games, especially if they're tempted by bonuses and other offers.

#### D. Socio-demographic criteria

On a global level, there is no single portrait of the average online gambler. However, while the details vary from country to country, two things tend to be true about online casino players and sports bettors: they tend to be younger (18-35 years old) and they tend to be male (but the difference in the male/female ratio can be as little as one percentage point).

These are the same trends you would expect among land-based players, but they are exaggerated in the online space; an in-depth study of Canadian players found that while 58% of land-based casino players were male, the percentage rose sharply - to 78% - when it came to online participation. A 2017 Geopoll

study found that 69% of men and 44% of women in Kenya had bet on sports. Gambling participation rates increase dramatically when it comes to young men; 77% of men aged 25-34 had gambled, and nearly 60% of them gambled once a week.

In terms of age, in many markets, older players - particularly those aged 60 and over - are more likely to prefer land-based venues. However, this could change, as in the future, older demographics are likely to be more comfortable with technology than they are now.

A 2019 UKGC survey found that online gambling engagement is up among both women and men; 25% of men and 17% of women surveyed had gambled online in the past four weeks, both figures representing a 2% increase from the previous year.

According to the Journal of Industrial and Intelligent Information, Chinese gamblers are more likely to be male than female. In addition, just over 50% of Chinese gamers are 35 years old or younger, 37% are between 36 and 50 years old, and 9% are between 51 and 65 years old. They also tend to have a lower level of education.

Gambling is widespread in Canada, where six out of ten citizens participate in some form of gambling activity. According to a University of Lethbridge study, 70% of online gamblers are between the ages of 18 and 39, with 47% between the ages of 20 and 29. Men are heavily overrepresented in online gambling; while 17.6% of online gamblers are female, 82.4% are male.

In Australia, too, a higher percentage of gamers are male than the general population. According to a 2017 study, while only 49% of the country's population is male, men make up 54% of the country's gamers, and 45.8% of Australian gamers are female, while 51% of the country is female.

But while online gamblers tend to be young and male, there are still significant numbers of gamblers in other age brackets, up to the over 60s - and in many countries, the number of female gamblers is steadily increasing. The online gaming audience is large enough that the smaller demographics are still important.

In France, according to the statistics of the ARJEL (Autorité de régulation des jeux en ligne), the average online casino player is 36 years old and has an income of more than 1500 euros. Indeed, after analysis of the various data collected, the majority of online casino players are employees with an average level of BAC +2. It must be said that in the lot of players, sports betting and poker are those who have the most young followers. About 60% of sports bettors and poker players are under 35 years old. Conversely, horse bettors are between 35 and 55 years old. The majority of online casino players are "renters", living with a partner and without children. Approximately 64% of online casino players have a net monthly salary of more than 1,500 euros, while 22% are in the 1,500 to 2,000 euro range. Almost 50% of online casino players bet less than 50 euros, while only 8% bet more than 200 euros. The remaining 42% make monthly bets between 50 and 200 euros.

Europe, which by some measures is the largest gambling market in the world, has very high rates of gambling participation. A 2019 report from the European Gaming and Betting Association showed that 16.5 million Europeans placed bets in 2018. Interestingly, of all European countries, Sweden has the highest percentage of its gambling market taking place online, with nearly 60% of the country's bets

placed online. With a 34% share of the European market, the United Kingdom is perhaps one of the largest markets in the world. According to surveys conducted by the United Kingdom Gambling Commission (UKGC), participation rates in online gambling have been steadily increasing for years. A survey conducted by the UKGC in 2020 showed that 47% of respondents had gambled in the last four weeks, with 21% reporting online gambling.

Gambling is also very common in many Asian countries. There may not be any official figures or statistics, but it is well known that gambling is extremely popular in China. Although almost all forms of gambling are banned in China, a large number of offshore operations based in the Philippines cater to Chinese players.

African countries are experiencing a sports betting boom, with large numbers of Nigerians and Kenyans regularly betting on soccer, especially on European league games. Approximately 60 million Nigerians between the ages of 18 and 40, or about one-third of the population, bet regularly, and a 2019 Geopoll survey showed that 57 percent of Kenyans had bet in the past. Gambling participation rates jump when focusing on the younger population; 76% of Kenyans aged 17-35 have tried gambling.

Elsewhere in Africa, 57% of youth in Uganda and 42% of youth in Ghana have at least tried gambling. The continent's largest gambling market is South Africa, where engagement rates are estimated at 50%, but the development of the country's online space is hampered by prohibitive laws that only allow online branches of established land-based betting stores.

Many Latin American countries are known for their love of soccer - and where there is a passion for a sport, passion for betting is never far behind; nearly 60% of adults in Colombia reported taking part in some form of betting. The Latin countries with the most frequent bettors are Brazil and Peru, where 18% of respondents in a survey conducted by public relations firm Sherlock Communications said they bet once a week.

According to the same survey, 16% of Peruvians and Colombians bet once a month or more, and 38% of respondents - including citizens of Argentina, Brazil, Chile, Mexico, Colombia and Peru - said they had gambled before.

The most important factors for Latin American players when choosing a bookmaker are free games, welcome bonuses and special offers - except in Colombia, where the most important factor is using a local payment processor.

According to many estimates, Australians gamble more than any other nationality; over 47% of them engage in some form of gambling. They also lose by far the most money per capita through gambling, spending nearly \$1,000 per year on gambling, far ahead of second place Singapore, where gamblers lose just over \$600 per year.

Online casino gambling and sports betting have only recently been regulated in the United States, the country with the highest overall spending on gambling in the world. However, players in states that have already embraced iGaming are quickly coming to prefer online betting; in the first year of legalization, 75% of sports betting in New Jersey was placed online. Social casino games are also very popular in the United States.

In a country with a widespread passion for sports and betting, and a love of convenience, it is likely that the state-by-state rollout of iGaming systems will be met with marked enthusiasm by American gamblers

#### D. Corelation games and crypto

A considerable factor to take on our platform is therefore the people who have a foot in the world of cryptocurrency. In 2021, we estimated the global crypto-currency ownership rate to average 3.9%, with over 300 million crypto-currency users worldwide. And more than 18,000 businesses are already accepting crypto-currency payments. with :

79% male, 21% female

58% are under the age of 34

82% have a bachelor's degree or higher

36% have an annual income of over \$100,000 USD.

Based on the different countries we are targeting we have calculated the number of people who own a cryptowallet.

| Country            | People     | percentage of crypto worldwide |
|--------------------|------------|--------------------------------|
| Kenya              | 4,580,760  | 8.52%                          |
| Nigeria            | 13,016,341 | 6.31%                          |
| Colombia           | 3,122,449  | 6.14%                          |
| Brazil             | 10,373,187 | 4.88%                          |
| Philippines        | 4,360,579  | 3.98%                          |
| South Korea        | 1,942,933  | 3.79%                          |
| Peru               | 1,233,892  | 3.74%                          |
| Canada             | 1,206,627  | 3.2%                           |
| Poland             | 945,298    | 2.5%                           |
| Portugal           | 241,389    | 2.37%                          |
| Belgium            | 272,99     | 2.36%                          |
| Sweden             | 228,309    | 2.26%                          |
| Czech Republic     | 238,285    | 2.23%                          |
| Romania            | 423,496    | 2.2%                           |
| Italy              | 1,309,499  | 2.17                           |
| Singapore          | 549,903    | 9.4%                           |
| Panama             | 85,779     | 1.99%                          |
| Austria            | 171,578    | 1.91%                          |
| Cameroon           | 499,423    | 1.88%                          |
| Finland            | 104,241    | 1.88%                          |
| Greece             | 194,86     | 1.87%                          |
| Dominican Republic | 201,516    | 1.86%                          |
| Switzerland        | 157,695    | 1.82%                          |
| Israel             | 109,493    | 1.27%                          |
| Luxembourg         | 7,325      | 1.17%                          |

6. Location of server

AWS (TBC)

7. Estimated date of going live

August 2022

8. 3 to 5 years financial estimates

[Link 1](#)

[Link 2](#)

[Link 3](#)

[Link 4](#)