

2024

Maxi Technology N.V.

BUSINESS PLAN
MIN-KAI YEN

MAXI TECHNOLOGY | Abraham de Veerstraat 7, Willemstad, Curaçao

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Company Details

Maxi Technology N.V. registered at Abraham de Veerstraat 7, Willemstad, Curaçao

Chamber of Commerce Number: 162443

Main Contact

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Business Plan Objective

This document is being provided with the precise intention to relicense with GCB. Currently, Maxi Technology N.V. holds a sublicense with Gaming Curacao (365/JAZ), under the sublicense number GLH-OCCHKTW0701022023.

Summary

Maxi Technology N.V. (hereinafter referred to as “Maxi Tech”) is a company incorporated under the laws of Curaçao. Maxi Tech has the precise intention to relicense with GCB.

Currently, Maxi Tech holds a sublicense with Gaming Curacao (365/JAZ), under the sublicense number GLH-OCCHKTW0701022023.

Kings of Sport (www.kingsofsport.com) is directly owned by Maxi Tech and is already a fully operational casino and sportsbook.

Maxi Tech is also currently licensed for the MaxiBet (www.maxibet.com), however this website is not yet operational.

While, Kings of Sport (KOS) is made available to all permitted under the Gaming Curacao License, the current target markets include; Japan, South Korea and Brazil.

KOS licenses content from over 40 leading (certified) providers, including; Playtech, Microgaming, Evolution, Habanero, Spribe, BetBy, etc.

The management team is comprised of industry professionals, with over 50 years combined experience and success in iGaming. The team currently manages over 900 casino and sportsbook brands, with over 10m active players.

The organization intends to replicate its success in FIAT iGaming and become one of leading FIAT & Crypto iGaming operators.

1. Introduction

1.1. Mission Statement

Maxi Tech curated a mission statement to reflect a commitment to providing a safe, entertaining, and responsible gambling environment.

At Maxi Tech, our mission is to provide a thrilling and secure gaming experience for our players while upholding the highest standards of integrity, transparency, and responsibility.

We strive to offer a diverse range of high-quality games, superior customer service, and innovative features to ensure that every interaction with our platform is enjoyable and rewarding.

Our commitment to responsible gambling practices guides everything we do, as we aim to foster a culture of awareness and support among our players. By continuously evolving and adapting to meet the needs of our community, we aspire to be the premier destination for online gaming entertainment worldwide.

1.2. Curacao Jurisdiction

Maxi Tech 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 favorable 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.

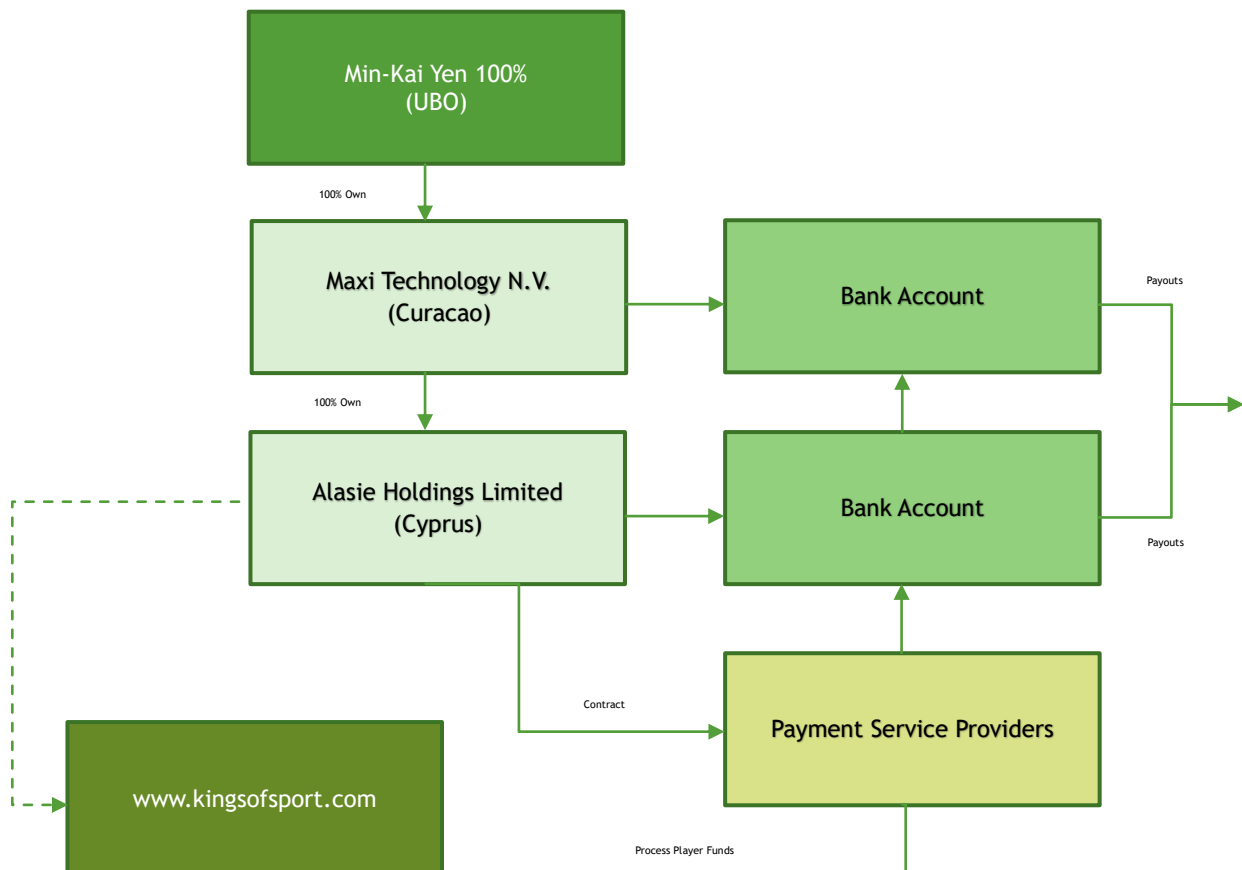
2. Maxi Technology Structure

2.1. Ownership Structure

Min-Kai Yen is the 100% Beneficial owner of Maxi Technology N.V.



2.2. Corporate Structure



- Min-Kai Yen is the 100% owner of Maxi Technology N.V. (Curacao) which is the entity that holds the Curacao Gaming License issue by GCB
- Maxi Technology N.V. is 100% owner of Alasie Holdings Limited (Cyprus) which will act as the payment agent
- Maxi Technology N.V. will instruct Alasie Holdings Limited to function as the payment agent through an SLA.
- Alasie Holdings Limited will collect all payments PSP's

- Alasie Holdings Limited will hold a bank account in the name of Maxi Technology N.V., and from this account all expenses will be paid (for instance, contracts, License, Marketing, Leasing Agreements, etc.)

2.3. Organisation Structure

Maxi Technology N.V. will be comprised of the following departments:

- General Management
 - UBO (Min-Kai Yen)
 - CSP (Starkeast Management B.V.)
 - CFO (Currently outsourced)
 - Customer Service (To be hired)
- Customer Service
 - Maintenance and Support (2 employees)
 - Customer Support (2 employees)
 - Risk and Compliance (2 employees)
- Marketing
 - Head of Marketing (Carolina Durante)
 - Head of Acquisitions (To be hired)
- Financial & Administration
 - Accountant (Currently outsourced)
 - Payroll (Currently outsourced)

Min-Kai Yen will lead a team of 10-15 employees until the operation grows.

3. Kings of Sports Products and Services

3.1. Platform & Content

Kings of Sport will offer its casino and sportsbook in all permitted jurisdictions under the GCB license. With that said, the current focus is on Japan, South Korea and Brazil.

KOS leverages its own proprietary iGaming platform, that is specifically designed to facilitate both FIAT and Crypto currencies.

Also, KOS leverages the GM-AG aggregator system provided by Nasdaq listed Golden Matrix Group. This system provides content from 40 leading providers, including Playtech, Microgaming, Spribe, PGSoft, Pragmatic and BetBy (Sportsbook).

At this time, KOS does not have plans to directly integrate any providers and will continue to leverage certified providers through the GM-AG system.

4. Customer Acquisition and Marketing

Kings of Sport runs an ‘affiliate first’ approach to acquire customers. Within the first month of operation, KOS has integrated over 25 affiliates, driving over 9,000 registrations. KOS will continue to onboard new, qualified affiliates weekly.

In addition to affiliates, KOS will leverage various other marketing channels:

- Social Media Campaigns (Instagram, Facebook, Twitter, etc.)
- Paid Ads (Google)
- Influencers (Athletes, Streamers, etc.)
- Programmatic Ads (Coinzilla)

All marketing is region specific and is translated by professionals into native language.

Currently, the KOS website is offered in 6 languages:

- English
- Spanish
- Portuguese
- Korean
- Thai
- Chinese

While KOS is open to all regions permitted under the Curacao License, the current focus is on Japan, South Korea and Brazil.

5. Technology and Payment Platforms

5.1. Platform Infrastructure

Kings of Sport leverages its own proprietary technology, developed by its inhouse team with over 50 years of experience.

This platform is currently hosted on AWS servers located in Korea.

5.2. Payment Service Providers

KOS leverages leading payment service providers, of which the management team has done extensive business in the past.

Currently, the platform is only offering Crypto payment solutions through CoinsPaid, however the system will also be live with FIAT solutions in April.

KOS will leverage Nuvei to offer localised FIAT payment methods (APMs) including Credit Card, Debit Card, Bank Transfer, eWallet, etc.

In addition, KOS will leverage Simplex to offer users the ability to procure Crypto currency with FIAT on our website.

PSP's will also conduct their own KYC, beyond the already collected documents by KOS.

6. Compliance

Kings of Sport will ensure to always adhere to regulatory rules and obligations. Specifically, KOS has 5 key documents that are provided to all users of the platform.

Documents (extensive documents provided):

- AML
- Coin Mixing
- Privacy Policy
- Self-Exclusion
- Terms & Conditions

Kings of Sport 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 Maxi Technology N.V. (Curacao) and Alasie Holdings Limited (Cyprus) are in good standing in accordance with local and international requirements.

7. Financial Forecast

The below financial forecast shows projections for KOS Year 1 operation. These figures are based on previous iGaming operations.

As mentioned, we are currently in a soft-launch with our Gaming Curacao license and in month 1 we have acquired over 9,000 players.

Kings of Sport Financials			
	Year 1 (FY24)	Year 2 (FY25)	Year 3 (FY26)
New Registrations	120,000	144,000	172,800
New Players (Depositors)	6,000	7,200	8,640
Total Players	6,000	13,200	21,840
Deposit amount	3,000,000	6,600,000	10,920,000
Withdrawal amount	1,350,000	2,970,000	4,914,000
Net deposit amount	1,650,000	3,630,000	6,006,000
Bank comissions	41,250	90,750	150,150
Payments fee	41,250	90,750	150,150
GSP fee	33,000	72,600	120,120
Platform fee	8,250	18,150	30,030
Marketing cost	120,000	150,000	187,500
SEO, SMM	15,000	18,750	23,438
Annual License*	60,000	60,000	60,000
Cost per communication (Email, SMS, etc)	24,000	36,000	54,000
Total services cost	342,750	537,000	775,388
CEO	60,000	72,000	86,400
Director Marketing	45,000	54,000	64,800
Affiliate Manager	45,000	54,000	64,800
Director Financial	25,000	30,000	36,000
Support Officers	60,000	72,000	86,400
Total wages cost	235,000	282,000	338,400
Total Expenses	577,750	819,000	1,113,788
Profit	1,072,250	2,811,000	4,892,213