



THRONE
ENTERTAINMENT

Throne Entertainment B.V
Registration Number: 150615
Mahaalweg 7,
Willemstad, Curacao

Throne Entertainment B.V. Business Plan

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1. Executive Summary:

- **Company's Overview:**

Throne Entertainment B.V. is a private limited liability company, incorporated in Curaçao, with company registration number 150615 and registered office at Mahaaiweg 7 (the "Company"); holding a sublicense with C.I.L. Curacao Interactive Licensing N.V., holder of Master License No. 5536/JAZ.

Its main activity is to organise, market, promote, manage, support and operate all types of remote gaming activities, comprising all types of games, betting and other operations of betting exchange, interactive casinos, bingos, lotteries and other interactive games for clients established or residing outside of Curaçao.

- **Mission:**

The Company's mission is to provide the best online gaming experience online gambling has to offer, from sportsbook and live betting to virtual sports, live casino and games of chance such as slots and all sorts of table games.

The Company seeks to provide superior gaming experience to its players by offering multiple payment solutions and services that are based on the latest market trends and innovative technologies.

-Background information about the company.

The Company is part of a group of companies with offices located in Cyprus and Curacao (the 'Group'). The Group has made a strategic decision to pursue a Curacao iGaming License in accordance with the new guidelines and regulations being implemented in Curacao. This decision aims to maintain the scope of its activities and achieve its business objectives.

Below is an outline of each entity within the group and their respective activities:



The Group is managed by some of the best specialists in the industry who deliver experience and extensive technology expertise.

Fivona Limited: Incorporated in Cyprus, under register address Stasikratous, 22, Olga Court, flat/Office 104, 1065, Nicosia; is the holding company of the UBO's Group, which comprises a number of entities, that includes Throne Entertainment B.V.

TPM Services Limited: This group entity, incorporated in Cyprus and was established on May 19th, 2021. It is registered under the number HE 421716, located at Athinon 5, Agios Antonios, 1015, Nicosia. TPM Services Limited functions as a Business-to-Business (B2B) provider of payment services to intra-group companies. It is exempt from licensing requirements under the Payment Services Directive (PSD2).

2. Management Structure:

1. Board of Directors:

- Oversees the strategic direction and overall management of the company.
- Makes key decisions related to business operations, finances, and corporate governance.

2. Executive Directors:

- Responsible for overall strategic direction and management of the company.
- Reports to the Board of Directors.

3. Head of Finance:

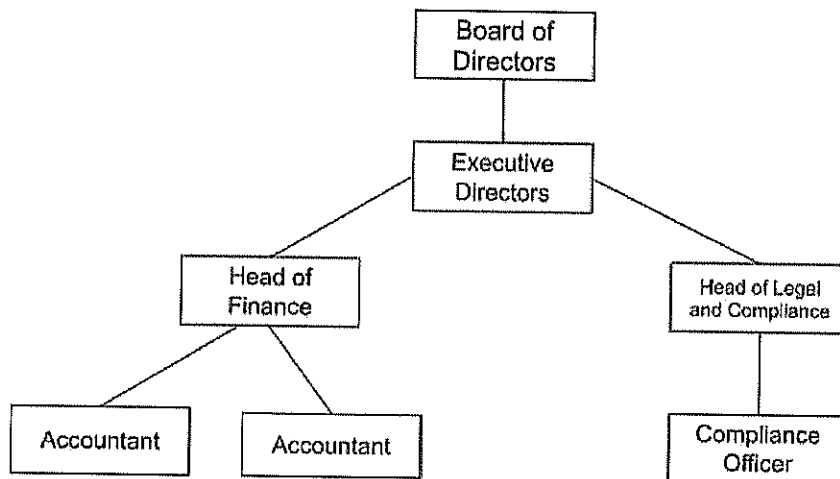
- Manages financial operations, including accounting and treasury functions.
- Reports to the Directors.

4. Head of Legal and Compliance:

- Implements compliance programs and ensures adherence to regulatory requirements.



- Provides legal guidance and manages legal affairs, including contracts and agreements
- Reports to the Directors.





3. Financial Projections:

	YEAR 1	YEAR 1	YEAR 1
Projected Number of Active Players	80,750	84,788	89,027
Average Revenue per Player	€600.00	€600.00	€600.00

	YEAR 1	YEAR 2	YEAR 3
Income			
Gross Revenue	48,450,000.00	50,872,500.00	53,416,125.00
Costs			
Cost of Sale	-33,915,000.00	-35,610,750.00	-37,391,287.50
OPEX			
Total OPEX	-13,081,500.00	-13,735,575.00	-14,422,353.75
Net Revenue	1,453,500.00	1,526,175.00	1,602,483.75

4. Marketing and Sales Strategy:

-Marketing Strategy.

- **Localized Content and Customer Support:**

-With a multi-brand approach, we ensure to cater to and meet the unique needs and requirements of each market, thereby maximizing our chances for success.

-Offer localized gaming experiences tailored to each market's preferences and regulations.

-Provide customer support in multiple languages spoken in the target markets, ensuring a personalized experience for players.



- **Wide Range of Payment Options:**

- Accept a variety of payment methods popular in each target market, including local currencies, e-wallets, Credit Cards, and Crypto currency payments.

- Offer seamless deposit and withdrawal processes to cater to diverse player preferences.

- **Exclusive Game Selection:**

- Partner with top game providers to offer exclusive titles and popular games customized for each market's tastes.

- **Attractive Bonuses and Promotions:**

- Design tailored promotional campaigns and bonuses for players in each target market, taking into account cultural preferences and gaming habits.

- Offer enticing welcome bonuses, loyalty programs, and VIP rewards to attract and retain players.

- **Strategic Partnerships and Affiliations:**

- Forge partnerships with local businesses, influencers, and affiliates to increase brand visibility and attract a wider audience.

- Market Analysis:

Throne Entertainment is focused on determining markets to position its different brands, aiming to potentially grow and become one of the most attractive betting companies, through its different brands, which are:

- Discount Casino
 - Jetbahis
 - Rexbet
 - Jackburst
 - Betroad



- Hovarda
- Intobet
- Almazcasino
- Genzobet
- Betelli
- Betchip
- Davegas
- VidaVegas
- Milyar
- Bluffbet
- Casino Maxi

- **Global expansion:**

In Addition to the mentioned Brands, Throne Entertainment will expand its number of global brands, to reach the highest number of potential customers. The countries that will be geo blocked for regulatory reasons include:

- Dutch Kingdom (Netherlands, Curacao, Aruba, Bonaire, Sint Maarten, Sint Eustatius, Saba)
- France
- United States of America
- United Kingdom
- Sweden
- Australia
- Austria
- Czech Republic
- Belgium
- Germany
- Hungary
- Slovakia
- Estonia

-Products and Services:

The company will target online gaming markets, accepting bets (only from permitted territories) for various gaming categories, including:

Casino: Offering a wide range of virtual casino games such as slots, table games, and card games.



Live Casino: Providing an immersive gaming experience with live dealer games streamed in real-time.

Lottery: Featuring lottery-style games with exciting draws and jackpots.

Sportsbooks: Offering a comprehensive sports betting platform covering a variety of sports events and markets.

• **Key Suppliers:**

Gaming Providers:

- EG Overseas Services B.V. ("Evolution")
- Intuition Software Solutions Limited ("Pragmatic")
- Play'n Go Hungary Kft ("PlaynGo")
- Yggdrasil Gaming Isle of Man Limited ("Yggdrasil")
- Switch It NV ("Helio")
- Quickfire Limited ("Microgaming")

Payment Providers and Banking:

- **Banking providers:** Finance Incorporated Limited, FreemarketFX Ltd., Payment Execution s.r.o.
- **Payment Providers for players deposits and payouts:**
- BVNK (WD Global Services Limited)
- Payment IQ Gateway to process Credit Card transactions
- Inpay A/S (e-wallet provider)
- Minfinity UK Limited
- Paysafe Financial Services Limited
- Skrill Limited

5. Risk Analysis

Loss or Interruption of Banking, Payment Providers, and Gaming Providers

The loss or interruption of banking services, payment providers, and gaming providers presents significant operational and financial risks to the iGaming company. These risks may arise due to various factors such



as technical failures, regulatory issues, financial instability of providers, or contractual disputes.

- **Impact:**

Loss or Interruption of Banking Services:

- Disruption of cash flow and financial transactions.
- Regulatory non-compliance due to inability to meet financial requirements.

Loss or Interruption of Payment Providers:

- Inability to process player deposits and withdrawals.
- Difficulty in accepting player payments and processing transactions.
- Negative impact on player experience and customer satisfaction.
- Revenue loss due to transaction failures and declined payments.

Loss or Interruption of Gaming Providers:

- Unavailability of popular games and gaming content.
- Decrease in player engagement and retention.
- Loss of revenue from gaming activities.

- **Risk Mitigation Strategies:**

Loss or Interruption of Banking Services:

- Maintain relationships with multiple banking partners to mitigate reliance on any single institution.
- Implement backup banking solutions or alternative payment methods to ensure continuity of financial transactions.
- Regularly monitor banking services for signs of instability or potential disruptions.

Loss or Interruption of Payment Providers:

- Diversify payment provider relationships to reduce dependency on any single provider.



- Implement robust payment processing systems with failover mechanisms to handle transaction failures.
- Stay informed about regulatory changes and compliance requirements affecting payment providers.

Loss or Interruption of Gaming Providers:

- Establish relationships with multiple gaming providers to offer a diverse portfolio of games and content.
- Negotiate contracts with gaming providers that include service level agreements (SLAs) and contingency plans for service interruptions.
- Monitor gaming provider performance and reliability regularly to identify potential issues proactively.

Risk Evaluation and Management (apart from the mentioned above)

- Conduct a thorough assessment to identify potential risks across various aspects of the iGaming business, including regulatory compliance, operational processes, technology infrastructure, financial management, and market volatility.
- Engage key stakeholders, including management, legal advisors, compliance officers, and finance professionals, to participate in risk identification activities.
- Categorize risks based on their severity and prioritize them according to their potential impact on business operations, financial stability, and reputation.

Risk Mitigation Strategies:

- Implement controls, policies, and procedures to minimize the likelihood of risk occurrence and mitigate their potential impact

External Audits:

- Engage external audit firms to conduct independent audits of the business's financial statements, operations, and compliance with regulatory requirements.



- External audits provide an unbiased assessment of the company's financial health, internal controls, and adherence to industry standards and regulations.
- Address any audit findings and recommendations promptly to enhance transparency and accountability.

Continuous Monitoring and Improvement:

- Establish mechanisms for continuous monitoring of risks and performance indicators to detect emerging threats and opportunities.
- Regularly review and update risk management strategies and controls based on changing business conditions, regulatory requirements, and industry trends.
- Foster a culture of risk awareness and accountability throughout the organization to promote proactive risk management practices.

6. Legal and Governance Framework

-Licensing and Regulation: The first guideline followed by the company is the regulation to be applied according to the Curacao Gaming Authority (GCB). Compliance with regulations related to player protection, responsible gaming, anti-money laundering (AML), and data protection is crucial.

-Corporate Governance Policies: Throne Entertainment has a detailed Corporate Governance Policy, this includes defined the roles and responsibilities of the board of directors, executive management, and other key stakeholders. It also covers issues such as conflict of interest, insider trading, and whistleblowing procedures.

-Anti-Money Laundering (AML) Compliance: Throne Entertainment has robust customer due diligence (CDD) procedures, monitoring transactions for suspicious activity, and reporting suspicious transactions to regulatory authorities.

-Data Protection and Privacy: data protection and privacy are a critical concern within the company's Group. Compliance with data protection laws, involves implementing appropriate security measures, obtaining consent for data processing, and providing individuals with rights regarding their personal data.

-Compliance Monitoring and Reporting: We recently implemented a transaction monitoring system to automate transaction checks, ensuring compliance with local regulations and procedures. This includes reporting suspicious activities to the Gaming Control Board (GCB) when necessary.



-Contractual Agreements: Throne Entertainment enters into various contractual agreements with suppliers, partners, and service providers. These contracts outline the terms and conditions of the business relationship, including obligations, responsibilities, and dispute resolution mechanisms. Contractual agreements are reviewed and negotiated carefully to protect the interests of the company.

7. Target KPIs

1. Player Acquisition:

- Number of new player registrations per month.
- Cost per acquisition (CPA): Total marketing spend divided by the number of new players acquired.
- Conversion rate: Percentage of website visitors who sign up as new players.

2. Player Retention and Engagement:

- Monthly active users (MAUs): Number of unique players who engage with the platform each month.
- Player churn rate: Percentage of players who stop using the platform within a specified period.
- Average session duration: Average amount of time players spend on the platform per session.

3. Revenue and Profitability:

- Gross gaming revenue (GGR): Total revenue generated from player bets minus winnings.
- Average revenue per user (ARPU): Total revenue divided by the number of active players.
- Return on investment (ROI): Revenue generated from marketing efforts divided by marketing expenses



8. Policies and Procedures

In our company, we have a wide range of internally created Policies and Procedures, each developed by the respective department, including:

1. Compliance and Regulatory Policies and Procedures:

- AML Policy
- KYC Policy
- Complaints Handling Procedure

2. Data Security Policies and Procedures:

- Privacy Policy: Outlines how the company collects, uses, stores, and protects player data in compliance with applicable privacy laws and regulations. It includes information on data security measures, consent mechanisms, and rights of data subjects.
- Security Policy: Establishes protocols and controls to protect the integrity and confidentiality of the company's systems, networks, and data. It includes measures such as access controls, encryption, intrusion detection, and incident response procedures.

3. Operational Policies and Procedures

- Payment Policy

4. HR Policies and Procedures

- Training and Development Policy
- Employee Handbook
- Employee Wellness Policy



Alejandra Guerrero
Director