

EXECUTIVE SUMMARY

This business proposal is being submitted on behalf of GMFY TECH N.V. in relation to an application for the opening of the above mentioned company with the purpose of obtaining and operating a gaming licence issued in Curacao (to cover sport and casino games).

GMFY TECH N.V. is looking to provide facilities for gambling in Eastern European countries using one of the following url: casinobet.com or netbet.com, from which it will offers online casino games and sports betting.

The software platform for the online casino is provided by: iSoftBet

The software platform for the online sports betting belongs to SBTECH.

ULTIMATE SHAREHOLDER AND FINANCING SUMMARY

The Ultimate beneficial owner of GMFY TECH N.V. is M. Meir Gabay Edery, Israeli citizen, born 17.01.1964, with current address in Panama, Punta Paitilla, edificio Ph. Mar de Plata, Apt no. 14A.

M. Gabay has been a successful manager for the last 32 years, his expertise in management covering different areas from sales, to restaurants and in the last years real estate. The capital planned for the start of this new company comes from his own savings, and if needed for the marketing plan he can contract a family loan of up to 300.000 USD.

MARKET STRATEGY

GMFY TECH N.V. relies on the help of Netbet for the start of its operation. Netbet is an experienced online gambling company and currently hold numerous local licences in Europe, being in the market for more than 10 years.

In order to offer the gaming facilities, GMFY TECH N.V. has already contacted iSoftBet for the casino games and SBTECH for the sport. Both of these companies are well known and respected in the online market, their games are fully compliant.

Regarding the payment providers, GMFY TECH N.V. plans to contract with Safecharge, Paysafe, Accentpay, EcoPayz, Credorax.

GMFY TECH N.V. is looking to:

1. offer an excellent customer service; focus on customer loyalty and retention;
2. advertise through banner exchange, Google advertising and affiliates; and

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3. offer bonuses, promotions and other incentives to spur business

The target market for GMFY TECH N.V. is composed of the Eastern European countries.

Target market group is 30-55 years old, male and female.

It's to be known that online operation can spread on multiple countries and continents, and that GMFY TECH N.V. through its partners has a system of Geo Localisation and IP addresses blocking, so that it ensures not to target **in any way** the following countries:

- France
- Belgium
- Italy
- Romania
- United Kingdom
- Russia
- Spain
- United States of America
- Israel

+ NL
+ Dutch Caribbean
+ Singapore

Any players from these countries will not be able to register, deposit or play.

GMFY TECH N.V. plans to have its website in the following languages:

- English
- Russian (For Russian speakers, non Russia residents)
 - o Ukraine (closely following the situation in Ukraine)
 - o Kazakhstan (No regulation)
 - o Tajikistan (No regulation)

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FINANCIALS

Financial Projections are in Euros:

	Year 2018	Year 2019	Year 2020
Sport betting Hold	3,600,000.00	4,800,000.00	6,000,000.00
Casino NGR	3,600,000.00	4,320,000.00	5,184,000.00
Gross Profit	7,200,000.00	9,120,000.00	11,184,000.00
Operating expenses			
Sales and marketing	600,000.00	600,000.00	600,000.00
Online	1,000,000.00	1,200,000.00	1,500,000.00
Offline	200,000.00	300,000.00	400,000.00
Total marketing expenses	1,800,000.00	2,100,000.00	2,500,000.00
R&D	120,000.00	240,000.00	360,000.00
IT Security	120,000.00	200,000.00	280,000.00
Tech Support	35,000.00	50,000.00	75,000.00
H&W	60,000.00	80,000.00	100,000.00
Operational expenses			
Sports provider annual fee	360,000.00	480,000.00	600,000.00
Sports provider annual fee	40,000.00	40,000.00	40,000.00
Casino providers fees	432,000.00	518,400.00	622,080.00
Payment provider fees	500,000.00	600,000.00	720,000.00
Total R&D	1,667,000.00	2,208,400.00	2,797,080.00
General & Administrative			
Customer Service	600,000.00	800,000.00	1,000,000.00
Salaries	600,000.00	800,000.00	1,000,000.00
Directors' Remuneration	90,000.00	90,000.00	90,000.00
Rent, Internet, Telephone	600,000.00	600,000.00	600,000.00
Marketing, Legal consultations	360,000.00	360,000.00	360,000.00
Gambling Licenses Costs	350,000.00	350,000.00	350,000.00
Other Fees	271,622.00	271,622.00	271,622.00
Donation, Training, Education	5,000.00	5,000.00	5,000.00
Total General&Admin fees	2,876,622.00	3,276,622.00	3,676,622.00
Total Costs	6,343,622.00	7,585,022.00	8,973,702.00
Net Profit	856,378.00	1,534,978.00	2,210,298.00

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OPERATION OF THE WEBSITES

Casino : The type of betting offered will be casino games controlled by a random number generator (RNG). The RNG in use is under the control of iSoftBet .

Sports betting : The type of betting offered will be Sport Games controlled by a risk management team. The risk management team is under the control of SBTECH.

GMFY TECH N.V. will be responsible for player registration, customer support, and handling of funds and marketing.

GMFY TECH N.V. providers will record in real time information on all the activities of the player, including all the games he played and all the money won or lost in complete detail. This information will be made available to the player via the GMFY TECH N.V. website. It's to be noted that GMFY TECH N.V. will not install nor adapt software used in gambling records.

iSoftBet will record in real time information for GMFY TECH N.V. on the Casino activities (bets/wins)

SBTECH will record in real time information for GMFY TECH N.V. on the sports betting activities (bets/wins/hold)

RISKS

Online Casino

Risks may arise from malfunctions of software leading to excessive winnings by players, or by bonuses which can be abused. Every precaution will be taken to ensure that quality controls and operational controls prevent malfunctions or abuse to happen on the production environment. The algorithms for Casino games give the house the advantage and over the long run, the house will win with little risk to the Casino (GMFY TECH N.V.).

Online Sportsbetting

Risks may arise from players doing arbitrage or match fixing. Every precaution is taken to ensure that quality controls and operational controls prevent malfunctions or abuse to happen on the production environment.

The algorithms for Sports Betting games give the house the Ability to find and report players involved in such frauds.

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Financial

With regards to handling of funds, fraud and chargebacks, this will be managed by GMFY TECH N.V. working closely with the service providers.

Limits

GMFY TECH N.V. will place limits on how much money players can place on a bet. This will help reduce the risk of fraud and also the risk of loss to GMFY TECH N.V.. GMFY TECH N.V. will always make sure that it's able to cover the winnings.

Additional limits are also placed via the responsible gaming functionality. These are the limits self-imposed by the player.

Cancellation of Games

Games can be cancelled if aborted for technical reason.

SITE SECURITY

GMFY TECH N.V. will provide the following securities to safe-guard both the clients and itself. The security measures can be broadly divided into these categories.

Legal Safety

- Clear terms and conditions on the website
- Change of term of conditions means for player to reapprove these.
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Information Technology safety

- Regular PCI/RTS Compliance checks
- Regular intrusion testing (Using tools such as Patator, Acunetix, Nessus)
- Website code review
- Security hardening procedure
- Change and management policy
- Captcha on registration
- Regular checks on the CERT for Oday vulnerability and patches
- Account blocking on too many invalid passwords (3)

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Financial transactions safety

- Use of payment providers that are regulated
- Encrypted connection for transaction (SSL)
- Player risk checks on deposits and withdrawal

GAMES TO BE PROPOSED ON THE WEBSITES:**SPORTS BETTING:**

- Live Betting
- Soccer
- BasketBall
- American Football
- Tennis
- BaseBall
- Ice Hockey
- Handball
- Rugby League
- Specials
- Golf
- Snooker & Pool
- Motor Racing
- Darts
- Cycling
- Speedway
- VolleyBall
- Boxing
- Cricket
- Winter Sports
- Badminton
- MMA
- Surfing

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ONLINE CASINO:

Unlike sports betting, Casino games are always coming out. Current games that iSoftBet is offering are as below.

- Slot "Super Fast Hot Hot" (Web and Mobile)
- Slot "Rango" (Web and Mobile)
- Slot "Mona Lisa Jewels" (Web and Mobile)
- Slot "Illusions 2" (Web and Mobile)
- Video Poker "Joker Poker" (Web and Mobile)
- European Roulette (Web and Mobile)
- BlackJack Multi Hand (Web and Mobile)
- Slot "Super Multi times Progressive" (Web and Mobile)
- Slot "Super Lucky Reels" (Web and Mobile)
- Slot "Absolute Super Reels" (Web and Mobile)
- Slot "Ultimate Super Reels" (Web and Mobile)
- Slot "Basic Instinct" (Web and Mobile)
- Slot "Bewitched" (Web and Mobile)
- Slot "Bruce Lee" (Web and Mobile)
- Slot "Million Cents" (Web and Mobile)
- Slot "Miraculous Lady Bug" (Web and Mobile)
- Slot "Rambo" (Web and Mobile)

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