



Adonio N.V.

Business plan



Adonio N.V.



Business overview and objectives



Company structure



Games



Marketing plan



Financial projections

Business overview



Adonio N.V. is duly incorporated under the laws of Curacao to provide the wide range of gaming portals offering entertaining experience to its customers.



Gaming websites would have outstanding design, better functionality and various special offers.



We maintain the principles of honesty and openness. To meet the customers' request, the company would be focused on operating in transparent manner, working exclusively within the regulatory framework.



The company is intended to build the internal processes ensuring all gaming software operates correctly and all the customers' winning withdrawals requests are processed in timely and accurate manner.



Adonio N.V. is applying for the Curacao Gaming License necessary to comply with applicable regulations. Availability of the licensing information on the website would allow the company to expand its activity to the other markets.



The websites operated by the company will accept the most popular payment systems to simplify funding and withdrawal procedures.

Company details and organizational structure

Adonio N.V. (Curacao) would be the Curacao Gaming License holder offering services to the customers

ADONIO N.V.

- Incorporation date: January 21, 2021
- Registration number: 156480
- Country of incorporation: Curacao
- Shareholding: 100% owned by Mozy Limited, Cyprus

(SMES) Solutions for Management and Employment Support N.V. will provide corporate services and Anti-Money Laundering Officer



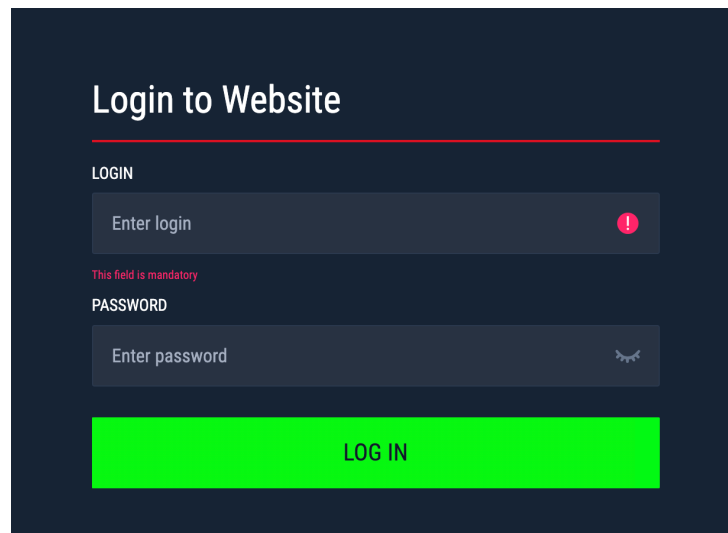
Games offered

Adonio N.V. will provide a wide range of slots and traditional table games for online casino

 PlayNGo	 Pocket Games
 Pragmatic	 Belatra
 Push Gaming	 Mr. Slotty
 Spinomenal	 Atmosfera
 Elysium	 High 5
 Red Tiger	 Nucleus
 Microgaming	 Apollo Games
 Nolimit city	 Lucky Streak
 BF Games	 KAGaming
 Merkur	 Eurasian Gaming
 Red Rake	 SlotMill
 Betsoft	 FBM
 GameBeat	 Booming Games
 1x2gaming	 Stakelogic
 Gaming Corps	 3oaks
 Swintt	 Kalamba
 Tom Horn	 Fazi
 Felix Gaming	 Ruby Play
 Spribe	 Apparat
	 Bally Wulff

Gambling process in detail

**all website screenshots represent the current design version. The design could be subject to changes while the functions and features available will remain the same.*



Login to Website

LOGIN

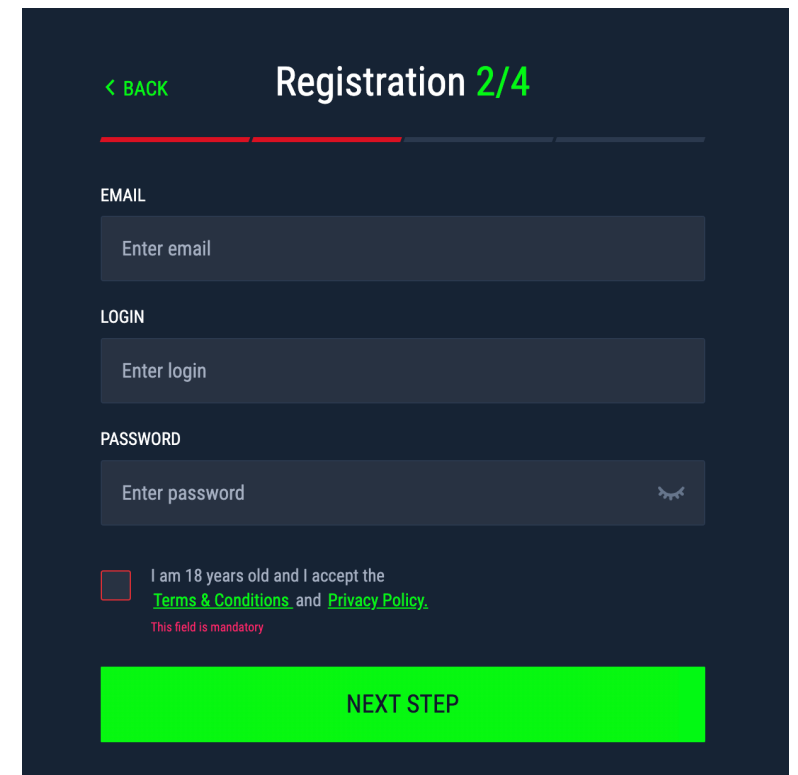
Enter login 

This field is mandatory

PASSWORD

Enter password 

LOG IN



[< BACK](#) **Registration 2/4**

EMAIL

Enter email

LOGIN

Enter login

PASSWORD

Enter password 

☐ I am 18 years old and I accept the [Terms & Conditions](#) and [Privacy Policy](#).

This field is mandatory

NEXT STEP

Marketing plan

Finding a proper way to approach the markets

Marketing promotional steps

- Promotion in social networks
- Marketing campaigns and lotteries
- Communications with the database of existing and potential customers
- Websites promotions in search engines
- Establishing a high-quality technical support
- Placing information about the license and other regulatory aspects to build trust with the customers

Expected statistical and financial indicators

All estimate calculations provided below are based on the following data:

Indicator	Value
Crunch rate	35%
Conversion from visits to registration	0.52%
Conversion from registration to FTDs	70%
Fees payable to game providers	8%
Marketing/affiliate costs	40%



Expected statistic indicators (for month 1-6 of operations)

	1	2	3	4	5	6
Registrations	2600	2626	2652	2678	2704	2730
FTD	1820	1838	1856	1875	1893	1911
Active players	637	643	650	656	662	669
Existing players	2800	2800	2800	2800	2800	2800
Bets	8,019,667	8,034,530	8,049,393	8,064,257	8,079,120	8,093,983
Wins	6,816,717	6,829,351	6,841,984	6,854,618	6,867,252	6,879,886
GGR	1,202,950	1,205,180	1,207,409	1,209,639	1,211,868	1,214,098



Expected statistic indicators (for month 7-13 of operations)

	7	8	9	10	11	12	13
Registrations	2756	2782	2808	2834	2860	2886	2912
FTD	1929	1947	1966	1984	2002	2020	2038
Active players	675	682	688	694	701	707	713
Existing players	2800	2800	2800	2800	2800	2800	3507
Bets	8,108,847	8,123,710	8,138,573	8,153,437	8,168,300	8,183,163	9,847,857
Wins	6,892,520	6,905,154	6,917,787	6,930,421	6,943,055	6,955,689	8,370,678
GGR	1,216,327	1,218,557	1,220,786	1,223,016	1,225,245	1,227,475	1,477,179



Expected statistic indicators (for month 14-20 of operations)

	14	15	16	17	18	19	20
Registrations	2938	2964	2990	3016	3042	3068	3094
FTD	2057	2075	2093	2111	2129	2148	2166
Active players	720	726	733	739	745	752	758
Existing players	3507	3507	3507	3507	3507	3507	3507
Bets	9,862,720	9,877,583	9,892,447	9,907,310	9,922,173	9,937,037	9,951,900
Wins	8,383,312	8,395,946	8,408,580	8,421,214	8,433,847	8,446,481	8,459,115
GGR	1,479,408	1,481,638	1,483,867	1,486,097	1,488,326	1,490,556	1,492,785



Expected statistic indicators (for month 21-27 of operations)

	21	22	23	24	25	26	27
Registrations	3120	3146	3172	3198	3224	3250	3276
FTD	2184	2202	2220	2239	2257	2275	2293
Active players	764	771	777	784	790	796	803
Existing players	3507	3507	3507	3507	4291	4291	4291
Bets	9,966,763	9,981,627	9,996,490	10,011,353	11,854,407	11,869,270	11,884,133
Wins	8,471,749	8,484,383	8,497,017	8,509,650	10,076,246	10,088,880	10,101,513
GGR	1,495,015	1,497,244	1,499,474	1,501,703	1,778,161	1,780,391	1,782,620



Expected statistic indicators (for month 28-34 of operations)

	28	29	30	31	32	33	34
Registrations	3302	3328	3354	3380	3406	3432	3458
FTD	2311	2330	2348	2366	2384	2402	2421
Active players	809	815	822	828	834	841	847
Existing players	4291	4291	4291	4291	4291	4291	4291
Bets	11,898,997	11,913,860	11,928,723	11,943,587	11,958,450	11,973,313	11,988,177
Wins	10,114,147	10,126,781	10,139,415	10,152,049	10,164,683	10,177,316	10,189,950
GGR	1,784,850	1,787,079	1,789,309	1,791,538	1,793,768	1,795,997	1,798,227



Expected statistic indicators (for month 28-34 of operations)

	35	36
Registrations	3484	3510
FTD	2439	2457
Active players	854	860
Existing players	4291	4291
Bets	12,003,040	12,017,903
Wins	10,202,584	10,215,218
GGR	1,800,456	1,802,686

**The numbers presented reflect the projections with one active website.*

Financial Projections

*Projected numbers for 3 years
with one active website*

UBO of Adonio N.V.
Mykhailo Liubymov
15.11.2023

	Period 1	Period 2	Period 3
Number of visits			
Registrations	32,916	36,660	40,404
FTD	23,041	25,662	28,283
Active players	8,064	8,982	9,899
Bets	97,216,980	119,155,260	143,233,860
Wins	82,634,433	101,281,971	121,748,781
GGR	14,582,547	17,873,289	21,485,079
Bonus	2,187,382	2,680,993	3,222,762
NGR	12,395,165	15,192,296	18,262,317
<i>Gaming provider fees</i>	1,166,604	1,429,863	1,718,806
<i>Payment service providers</i>	1,020,778	1,251,130	1,503,956
<i>Marketing/ Affiliate costs</i>	5,833,019	7,149,316	8,594,032
<i>License fee</i>	25,000	25,000	25,000
SG&A	2,187,382	2,680,993	3,222,762
Operational expenses and bank fees	2,187,382	2,680,993	3,222,762
EBITDA	2,162,382	2,655,993	3,197,762
Corporate tax	0	0	0
NET INCOME	2,162,382	2,655,993	3,197,762