

BUSINESS PLAN

I. EXECUTIVE SUMMARY / MANAGEMENT DETAIL

Services

Glory Multimedia B.V. is a start-up company that is designed to offer betting shop and online / gaming entertainment for clients around the world.

We are a new company in the target market and therefore we will have to meet market acceptance. To this end, the company is working to identify trends in the industry, the customer's needs and how best to meet the customer's needs.

Market

We hope to compete with our knowledge and skill as a thriving company in the online gaming industry. The online gaming market has long been one of the fastest growing markets.

Our target markets are Ukraine, Georgia, Middle East and South/North Africa.

We see South / North Africa and several European countries as very promising market as well, however in our opinion we will need more struggle find our market place there.

The company has a moderate start-up investment. Our Company expects to achieve profitability during the first year of beginning operations.

Company

Glory Multimedia B.V. (hereinafter referred to as Company) has been incorporated on 21 September 2021

ultimate beneficial owner is Abdallah Saleh

II. BUSINESS DESCRIPTION / JOB DESCRIPTION PROCEDURE

We will enter the online / gaming and retail betting service market. We have developed an online gaming website based on the latest trends in the gaming industry. Currently, the site offers a range of languages to as many customers as possible. Thus, we are ready to appeal to a wider market.

To offer a wide range of game options thanks to our understanding of professionalism. Based on our previous experience, we will be presenting some good prize fund tournaments that are very interesting for casino customers. In order to expand the selection of RNG games, we will offer more and more branded slot games that are rare for our competitors. We plan to gradually expand our offerings.

The strongest factor for success in the gaming industry is: TRUST and providing loyalty programs to customers. We have already prepared very competitive bonuses for our customers.

The most important rule: to be accessible to the customer. In this context, we offer 24/7 customer support.

III. PRODUCTS AND SERVICES / PRESENTATION

Some of the commercial companies we work with: Evolution, isoftgaming, EGT, Pragmatic, GoldenRace, Playson, Habanero.

As mentioned here and above, our website will offer a wide variety of games. We will also provide our customers with extensive betting services.

The odds are chosen to be of interest to the widest possible range of customers. The related risk management department carries out teamwork 24/7.

IV. MARKETING PLAN

Our main target markets are Ukraine, Georgia and the other target countries we mentioned are the biggest markets of the world. Our research and development department carries out its work perfectly in this regard.

We are aware of the potential in this market.

Well-known and reliable payment systems will be presented on our sites. We are currently working to expand payment system options, thus making the site more accessible and secure payments for our customers.

V. OPERATIONAL PLAN

Company itself is located in Curacao

The daily operation of the company will mostly be busy with sales, marketing, support and monitoring.

Since our company's main target market is Ukraine, the Company will use most of its daily services in Ukraine (eg customer support, sales / marketing, IT) supported by office staff.

VI. MANAGEMENT & ORGANIZATION

The CEO of the company name is Abdallah Saleh. He will manage the business activities of the company on a daily basis. Abdallah Saleh has great experience in management and IT. Starting from technical issues: computer equipment, including software problems, network equipment, etc., interaction with developers, from the formation of customers and the organization of the work of the support team, is the area of responsibility.

He has great experience in gambling and betting website. He has managed the sport and casino risks team, following up all the risk components of the players. And he also made organization for call center department, marketing department and customer support

The company currently will not employ more than 6 employees.

VII. FINANCIAL PLAN

36 MONTHS PLAN OF INCOME AND EXPENSES

	Monthly revenues (EUR)	Monthly expenses (EUR)	Profit/loss (EUR)
May, 2024	70,000.00	68,500.00	1,500.00
June, 2024	100,000.00	95,000.00	5,000.00
July, 2024	120,000.00	114,000.00	6,000.00
August, 2024	140,000.00	130,000.00	10,000.00
September, 2024	160,000.00	150,000.00	10,000.00
October, 2024	180,000.00	170,000.00	10,000.00
November, 2024	210,000.00	200,000.00	10,000.00
December, 2024	245,000.00	225,000.00	20,000.00
January, 2025	290,000.00	270,000.00	20,000.00
February, 2025	330,000.00	310,000.00	20,000.00
March, 2025	380,000.00	360,000.00	20,000.00
April, 2025	450,000.00	410,000.00	40,000.00

May, 2025	495,000.00	455,000.00	40,000.00
June, 2025	548,000.00	502,000.00	46,000.00
July, 2025	601,000.00	549,000.00	52,000.00
August, 2025	654,000.00	596,000.00	58,000.00
September, 2025	707,000.00	643,000.00	64,000.00
October, 2025	760,000.00	690,000.00	70,000.00
November, 2025	813,000.00	737,000.00	76,000.00
December, 2025	866,000.00	784,000.00	82,000.00
January, 2026	919,000.00	831,000.00	88,000.00
February, 2026	972,000.00	878,000.00	94,000.00
March, 2026	1,025,000.00	925,000.00	100,000.00
April, 2026	1,078,000.00	972,000.00	106,000.00
May, 2026	1,131,000.00	1,019,000.00	112,000.00
June, 2026	1,184,000.00	1,066,000.00	118,000.00
July, 2026	1,237,000.00	1,113,000.00	124,000.00
August, 2026	1,290,000.00	1,160,000.00	130,000.00
September, 2026	1,343,000.00	1,207,000.00	136,000.00
October, 2026	1,396,000.00	1,254,000.00	142,000.00
November, 2026	1,449,000.00	1,301,000.00	148,000.00
December, 2026	1,502,000.00	1,348,000.00	154,000.00
January, 2027	1,555,000.00	1,395,000.00	160,000.00
February, 2027	1,608,000.00	1,442,000.00	166,000.00
March, 2027	1,661,000.00	1,489,000.00	172,000.00
April, 2027	1,714,000.00	1,536,000.00	178,000.00

PROFIT AND LOSS FOR 1 YEAR (PROJECTED)

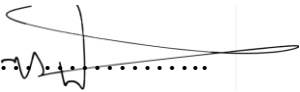
	Position	Value (EUR)
1	Gaming revenue	2 500 000,00 €
2	Cost of sales (% Providers)	385 000,00 €
3	Other (% commission)	315 000,00 €

4	TOTAL COST OF SALES	700 000,00 €
5	Gross margin	1 800 000,00 €
6	Gross margin %	72%
	EXPENSES	
7	Sales and marketing expenses	1 000 000,00 €
8	Salaries	200 000,00 €
9	Depreciation	n/a
10	Research and development	250 000,00 €
11	Utilities (hosting, domains etc)	75 000,00 €
12	Insurance	n/a
13	Rent	n/a
14	Licensing	20 000,00 €
15	Other	20 000,00 €
16	TOTAL EXPENSES	1 565 000,00 €
17	Profit before tax and interest	235 000,00 €
18	Taxes	7 050,00 €
19	Net profit	227 950,00 €

VAT is not applicable for the game. The company has no plans to operate in the UK. According to UK tax legislation, no profit tax will be charged in this case.

The revenue estimate is based on average starting income for similar online gaming operators.

Owner/Director: /Abdallah Saleh/

Signature: .....

Date: 19.04.2024.....