



Business Plan
Gareton B.V.

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BUSINESS OBJECTIVE

Gareton B.V. is a company with the purpose to provide online gambling products targeting the relevant various players (except the restricted countries) which are interested in its variety of Casino, as will be demonstrated further on.

Gareton B.V. makes it a priority to understand the needs of every customer by controlling and operating technical and customer support staff, to provide better service and build a true, honest, and reliable relationship with clients and partners.

The priorities are:

- Creating the most favorable conditions and best conditions in comparison to other Online companies:
- Providing high quality of service.
- Providing high quality support to its clients.
- Providing the newest and most desirable games in the market.

Gareton B.V. operates the <http://kennyslot.com/> - website for online casino-game, Live Casino, where the client can play and/or place bets on any kind of events.

SERVICES

The services offered by Gareton B.V. will be:

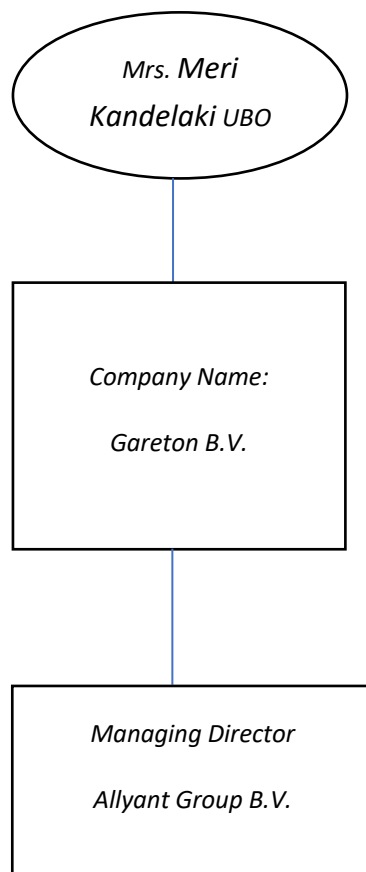
Casino

- Slots
- Live Casino
- Sports betting

CORPORATE STRUCTURE, DIRECTORS AND SHAREHOLDERS

Mrs. Meri Kandelaki, possessing 100% ownership interest in Gareton B.V., serves as the ultimate beneficial owner of the company. With vast experience in the gambling industry, Mrs. Kandelaki will assume crucial roles in overseeing the company's operations.

Allyant Group B.V. acts as the representative of Gareton B.V. in the capacity of Managing Director.



GENERAL CONTROLS & DUTIES

Gareton B.V. has established distinct departments for development, finance, casino management, customer support, payments & fraud, business intelligence, and marketing, ensuring clear roles and responsibilities for all individuals with defined reporting lines. This structured approach ensures that each department can effectively pursue its goals and objectives.

To comply with legal requirements, Gareton B.V. strictly enforces the minimum legal age of 18+ for players accessing online gaming products.

The Compliance department oversees all transactions to and from Gareton B.V., verifying the identities of all registered online players. Both senior management and employees are fully committed to adopting a risk-based approach to anti-money laundering (AML), focusing efforts where they are most needed to ensure the secure processing of payment transactions. An AML manual outlining policies and procedures for risk assessment and management has been prepared to support these efforts.

Gareton B.V. has developed internal systems and procedures tailored for remote gaming operations, recognizing the importance of ongoing assessments of money laundering and terrorist financing risks to ensure the effectiveness of their approach at all times.

COMMERCIAL STRATEGY

MARKETING PLAN

Over the last years, online Gaming has been making towards the online world. That is why it is necessary for the successful online business to have a competent marketing strategy with the emphasis on internet-marketing. Such instruments as SEO services, affiliate marketing services, PPC services, social media, emailing services and Mobile Marketing services to help to attract the target audience.

PROBLEM WORTH SOLVING

The significant marginality of the online Gaming industry shows us that there's room for a wider offer of this kind of service. There aren't significant regional operators that we could identify as leaders, but the biggest and well-known platforms are European.

OUR SOLUTION

We have multiple years of experience in gaming and sports betting activities. We will make use of geo blocking for the Dutch Caribbean, Netherland, United States, France, North Korea Syria, Israel and Iran.

OUR ADVANTAGES

Our team has experience related in gaming and sports betting activities, which gives us the possibility to offer a product that serves an engaging user experience. We are acquainted with the AML/KYC requirements and have compliance document from our related activities.

FINANCIAL**FORECAST**

We have prepared a forecast based on our own experience in the market, the overview shows the development from Year 1 through Year 3. Our forecast is that we will go live on June, 15th, 2024.

	2024	2025	2026
<i>Gross Gaming Revenue</i>	<i>134 813 253</i>	<i>148 294 578</i>	<i>162 738 855</i>
<i>Setup revenue</i>	<i>305 130</i>	<i>335 642</i>	<i>368 335</i>
<i>Support revenue</i>	<i>562 179</i>	<i>618 397</i>	<i>678 631</i>
<i>Other revenue</i>	<i>4 319 438</i>	<i>4 751 382</i>	<i>5 214 179</i>
Total	140 000 000	154 000 000	169 000 000
<i>Direct Expenses</i>	<i>119 930 104</i>	<i>131 923 115</i>	<i>144 772 769</i>
<i>Casino direct expenses</i>	<i>73 582 796</i>	<i>80 941 075</i>	<i>88 824 946</i>
<i>Software services</i>	<i>15 353 478</i>	<i>16 888 825</i>	<i>18 533 841</i>
<i>Payment agents commissions Expenses</i>	<i>675 379</i>	<i>742 917</i>	<i>815 279</i>
<i>General Affiliate expenses</i>	<i>1 920 573</i>	<i>2 112 630</i>	<i>2 318 406</i>
<i>Operators Profit</i>	<i>28 397 879</i>	<i>31 237 667</i>	<i>34 280 297</i>
<i>Overheads</i>	<i>13 710 718</i>	<i>15 081 790</i>	<i>16 550 796</i>
<i>Bank services</i>	<i>245 808</i>	<i>270 389</i>	<i>296 726</i>
<i>Legal services</i>	<i>93 475</i>	<i>102 822</i>	<i>112 838</i>
<i>Marketing and advertising</i>	<i>8 347 706</i>	<i>9 182 476</i>	<i>10 076 873</i>
<i>Other overhead expenses</i>	<i>4 310 806</i>	<i>4 741 887</i>	<i>5 203 759</i>
<i>Loans interest Expense</i>	<i>712 923</i>	<i>784 216</i>	<i>860 600</i>
Total	133 640 823	147 004 905	161 323 565
<i>Currency remeasurement</i>	<i>0</i>	<i>0</i>	<i>0</i>
Current PL	6 359 177	6 995 095	7 676 435

TECHNOLOGY, SOFTWARE & PROVIDERS

SOFTWARE AND PAYMENT ARCHITECTURE

The games/services that will be provided will be mainly, slots, live casino. To stay competitive in this fast-growing era and to reach end users who prefer using electronic payments as a means of payment we have chosen to adopt on-line payments methods (safe and secured).

3RD PARTY PROVIDERS

- Games
 - Evolution
 - Playson