

REDCOIN N.V.

Registered Office: 9 Abraham de Veerstraat, Curacao
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BUSINESS PLAN

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A. REDCOIN N.V. ("The Licensee Company")

1. Business Overview

Without a doubt the value of the global sports betting market is very hard to estimate because of the lack of consistency on how it is regulated in some countries. Some of the statistics put the value of the sports betting industry at between 700 billion U.S. dollars and 1,000 billion U.S. dollars. But it is known that Illegal sports betting alone could be worth 500 billion U.S. dollars according to some experts.

It is good to know that sports betting, make up for about 13 percent of the global gambling market, which also includes lotteries, casinos, gaming machines, bingo and other gaming paraphernalia. Estimations put the gross win of the global gambling industry at more than 400 billion U.S. dollars.

Gross wins from gambling is actually the amount of money the gambling operation keeps from the customer's stakes, wagers, bets etc, less the winning paid out to the customer and before deducting operating expenses. Asia, is the biggest market for gambling and sports betting in particular.

The online/interactive category is probably the fastest growing segment of the industry. Worldwide gross win from online gambling was at around 41 billion U.S. dollars in 2016 and is projected to reach 57 billion U.S. dollars by 2018. Gross win from online sports betting reached about 21 billion U.S. dollars in 2016. An estimation from several years back, projected a gross win of only around 6 billion U.S. dollars. Within 2012 to 2016, sports betting generated more than 50 percent of the total worldwide online gross win.

2. Executive Summary

REDCOIN N.V. is one of the most respected betting agency and brokerage in the world! We at REDCOIN N.V. satisfy customers all over the World!

We have made sure that we are well equipped to service the whole betting community. We believe that our Company is going to become one of the most favorable betting destinations for all sports lovers all over the world.

We at REDCOIN N.V. have been able to conduct a thorough market research and feasibility studies and we concluded that the betting industry grows in high standards. We at REDCOIN N.V. believe that our client's best interest would always be our utmost priority, and all our activities will be guided by our values and professional ethics. We also aim in hiring professionals who are well experienced in the betting industry.

We at REDCOIN N.V. plan to have the following working hours, from Monday to Friday, 9:00 to 18:00 and on Saturdays and Sundays from 8:00 am to 14:00 enabling us to provide the best services in the industry. This is the reason why we have been able to make adequate provisions for floodlight system and also to recruit enough personnel to run shifts amongst our workforce.

We at REDCOIN N.V. will always show our unadulterated commitment to sustainability, both individually and as a firm, by actively participating in our communities and integrating sustainable business practices wherever possible. Our management, commits to serve the highest standards

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by meeting our client's needs precisely and completely. We will cultivate a working environment that provides sustainable approach to earning a living, and living in our world, for our partners, employees and for our clients.

REDCOIN N.V. is a business owned by Konstantinos Bofilios. The business will be managed by Mr. Bofilios. Mr. Bofilios have well over 5 years of experience in the betting industry.

3. Our Services and Products

REDCOIN N.V. is a Company that aims to provide good betting system and odds for sports lovers all over the world, which is why we have established a facility that can help us achieve this goal. We at REDCOIN N.V. are positive that anyone who leverages on our business will remain satisfied and interested.

These are the services and amenities that will be made available to our clients:

- Betting Brokerage through Service Agreement with REDCOIN N.V. using the domains www.brokerstorm.com and www.asianstorm.com
 - Betting Exchange through the domain www.winfair24.com
- asianstorm.com

asianstorm.com is a betting brokerage domain under Service Agreement with REDCOIN N.V. acts under White Label Agreement with Gambit Research Ltd (Mollybet platform).

Mollybet is a betting platform known for its great **API and betting aggregator services**. Mollybet is a trading platform that acts as a sportsbook as well.

The Mollybet API is integrated with the best betting exchanges and sportsbooks across the world.

The main target market of the business focuses to Europe and Asia.

- Winfair24.com

Winfair24.com is a betting exchange which provides betting solutions to professional trading Companies. Winfair24.com is a betting exchange under Letter of Intent with Fairsports Limited.

We have satisfied customers all over the world! From big robots betting syndicates to recreational players!

Depending on the client's profile and needs, we will accommodate the trader business in the perfect company.

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4. Our Vision Statement

Our vision at REDCOIN N.V. is to create a betting exchange and brokerage company that will serve and support the well-established, easily identifiable, sports lovers in the world.

5. Our Mission Statement

Our mission at REDCOIN N.V. is to provide best-in-class brokerage services to professional gamblers and licensed operators who need to place large trades at industry-best prices.

6. Our Business Structure

Our business structure at REDCOIN N.V. is built to be, a flexible version of a normal business structure. We understand that a cross-functional workforce is key to our success. Our plan is to ensure that the leadership or any staff team community of our business will be able to perform related tasks when the need or technical crises arise. Listed below are the portfolios we wish to start REDCOIN N.V. with;

- I. Managing Director
- II. Operations Manager
- III. Sales & Marketing Manager
- IV. Information Systems Manager
- V. Finance and Administration Manager
- VI. Legal Advisor

6.1. Roles and Responsibilities

Below we will present Key Personnel – Role Description and their main responsibilities based on the previously suggested Organizational Chart. These Key Directors will be initially supported or run by external professionals holding the necessary experience to run such demanding project. Gradually, the company will run a thorough hiring procedure to engage local professionals so as in a period of time which we envisage, it won't take more than five (5) years, will take over the Operations.

MANAGING DIRECTOR	
Role and Indicative Responsibilities	The company's Managing Director reports to the Board of Directors and is responsible for the coordination and implementation of the short-term and long-term objectives of the company concerning the conduct, organization, operation, and support of all games. The Managing Director has the following main responsibilities: • Formulating the Company's overall business strategy and guidelines of operations. • Cooperating with the Regulator concerning proper conduct of business compliance. • Developing and monitoring the company's policy.

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MANAGING DIRECTOR	
	• Managing the company's divisions and establishing effective corporate support. • Building the employees' internal capability as well as promoting a high-performance culture focused on excellent customer service, ongoing learning and continuous improvement. • Supervising the company's financial policy. • Organizing and monitoring interdepartmental reporting. • Acting as the company's spokesperson and directing public relations schemes. • Corporate governance and contact with the relevant government authorities.

SALES & MARKETING MANAGER	
Role and Indicative Responsibilities	The Sales & Marketing Manager provides direction and oversight in the management of all games offered by the Operator, monitors the sales of the online Casino games, and cooperates closely with the Operations and Information Managers to ensure maximization of sales. The Sales & Marketing Manager primary tasks contain the following: • Monitoring the Company's annual marketing plans and ensuring the company's operations adhere to it. • Supervision and Coordination of the Sales and Marketing staff • Setting and monitoring sales targets • Disseminating information of a corporate or marketing nature (Media Releases, announcements, bulletins, promotional material, etc.) • Organizing events and presentations • Proposing, initiating and communicating sponsorship activities and incentive programs • Formulating strategy for new product launch and promotional activities for the Company • Co-operating with the Public Relations Supervisor to align the corporate reputation and brand protection and enhance the gaming products.

OPERATIONS MANAGER	
Role and Indicative Responsibilities	The Operations Manager supervises all daily functions of the company and is responsible for the following main tasks: • Management and coordination of the Operations division personnel • Supervising the flawless Service Offerings to Operators

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OPERATIONS MANAGER	
	• Coordinating and controlling the tasks performed by the Call Center • Ensuring the smooth operation of the Service Center and the provision of optimum service level of the platform • Ensuring the effective cooperation among the Help Desk, the Service Center and the Central Computer Site • Developing reports regarding the effectiveness of the division and the provision of supporting services

INFORMATION SYSTEMS MANAGER	
Role and Indicative Responsibilities	The purpose of the Information Systems Division is to develop and operate the information infrastructure. For this reason, it designs and implements the systems necessary for the optimal functioning of the Company's activities while installing, configuring and maintaining all computer and telecommunications systems, hardware, operating systems software, end-user computer tools and specific online Casino applications. The Information Systems Manager reports to the Managing Director and manages a team of expert personnel responsible for the efficient performance and the smooth operation of Central System and its Applications. The Information Systems Manager is responsible for: • Supervision and Coordination of the Central Computer Site staff • Overall Technical Support of the Central System • Smooth execution of all operational applications • Proper and efficient operation of the Central System according to the required specifications and directions • Supervision of all Information Technology equipment and resources (e.g. LANs, PCs, Management Workstations, etc.).

FINANCE & ADMINISTRATION MANAGER	
Role and Indicative Responsibilities	The Finance & Administration Manager reports to the Managing Director and will lead a team with the following main responsibilities: • Supervision and Coordination of the Finance & Administration staff • Financial administration, which includes the budgetary planning, financial and accounting of the company's financial transactions, budgetary control and performance reviews, taxation issues, the cash flow monitoring, the creation of balance sheets and results of operation, the operation of payments and receipts, etc. • Purchasing and Supplies of goods and services • Warehousing

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	• Monitoring and analysis of the financial results of the games • Payment of the winners (agents & players) • Provision of all the necessary reporting to the General Management • Monitoring and analysis of the financial results of the games.
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LEGAL ADVISOR	
Role and Indicative Responsibilities	The Legal Advisor provides consulting on statutory and legal issues as well as on any-related judicial matters. The Legal Advisor also supports contract negotiations and will advise on issues ranging from contract legal compliance, to the development of recommendations for lottery rules and regulations. The Legal Advisor will be the executive / professional custodian of the corporate governance, supporting the Board of directors and management. In brief, the primary duties of the Legal Advisor will be: • Legal Consulting • General Legal Counsel • Contract Negotiations • Contract Compliance • Gaming related Litigations • Rules and Regulations • Advise on Administrative Procedures.

7. SWOT Analysis

We at REDCOIN N.V. made our research and the following below has been resulted through SWOT Analysis;

Strength

According to the SWOT Analysis our strengths lies on our zeal, publicity budget and our workforce. It is believed that we have a standard A list team with excellent qualifications and experience in their various niche areas in the gambling, betting and computer programming industry. It is believed that our workforce is made up of competent, result driven, eager and well educative individuals.

Weakness

It was very easy to note in the SWOT Analysis that the sports betting industry is very competitive. Our SWOT Analysis also explained that our weakness includes the time it might take us to development an identity and consumer brand acceptance, develop and execute effective marketing communications, identify and execute ongoing affiliate revenue generation, advertising, and ecommerce revenue stream. We believe all these are issues we can handle properly and very fast.

Opportunities

It was also noted categorically that the opportunity available in the social media industry is so large. Sports is an act or a hobby that brings people of different race together and will forever remain relevant in our world. We understand how eager people are to gain more money or supplement their income.

Threat

The SWOT Analysis conducted for us also pointed out the threats we might be facing in the industry. It pointed out clearly that we may encounter threats like acquiring strategic investment and consistent funding stream, enforcing a technological and strategic site development and content planning, developing of content/link generation, user functionality and programming development and execution, the vast nature of the industry, and the level of competition in the sports betting industry.

8. MARKET Analysis

Market Trend

In the world of betting, the use of a mobile phone or tablet to place a bet has made it a lot easier and accessible. But just as the global in-play markets have grown rapidly in recent years, the problems posed by illegal gambling and match-fixing are very real and growing ones. Below are the very important trends in the industry.

Match fixing

There have been various cases of match fixing in most sports in the sports industry. Fixing the final outcome of a match is not considered the major threat to sport all of the world these days, but what is seem to be the major threat to sports is fixing a part of a match or performance which may not affect the final result – what is known as “spot-fixing”.

Nowadays, you can bet on an individual player being cautioned during a match, but gamblers are confined to small stakes for fear that such betting opportunities can be manipulated. And it is a known fact that bribed players can make a fortune from gambling from bets placed with illegal bookmakers around the globe such as South Asia where gambling occurs outside the control of the sports authorities.

Illegal betting

Quite close to match fixing, an alarming concern for bookmakers is the proliferation of illegal betting. It has been estimated that the industry could be worth as much as \$500bn per year. While it is vastly believed that most function in Asia, it is very hard to put a figure on the size and manner of illegal gambling because there are no official figures there.

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9. Sales and Marketing Strategies

We at REDCOIN N.V. aim and achieving in becoming and remaining the best in the industry. We have the know how through extensive research, how competitive the industry is and we hope to make it our hub and zone. We at REDCOIN N.V. aim to employ high caliber sales and marketing team personnel based on their vast experience in the industry and they will be trained on a regular basis so as to be well equipped to meet their target and the overall business goal of REDCOIN N.V.

Our goal is to follow the strategies below in becoming a top Betting industry;

- We will leverage branding efforts in marketplaces across multiple media and technologies.
- Introduce our company by sending introductory letters alongside our brochure to individuals, corporate organizations, religious organizations and key stake holders.
- Promptness in bidding for marketing contracts from the government and other cooperate organizations.
- Attend relevant international and local expos, seminars and business fairs et al.
- Create different packages for different category of clients in order to work with their budgets and still deliver excellent design and services.
- Leverage on the internet to promote our business.
- Engage direct marketing approach.
- Make use of referrals.

10. Our Target Market

Our Target Market at REDCOIN N.V. cuts across people of different walks of life. We at REDCOIN N.V. will work towards providing services, facilities and environment that will help us reach out to our target market. These are the category of people that we intend marketing;

- Working Class Adults/Corporate Executives
- Business People/Entrepreneurs
- Government Officials
- Celebrities
- Applicants/School Leavers
- Sports Men and Women
- College Students

11. Sources of Income

It is important to note that REDCOIN N.V. is a business which we believe will reach all continents of the world and we have plans of using our own funds. Our source of income is focused strictly on the business niche of the industry. We hope to get our income and maximize profits by offering the following services;

1. Football bets
2. Basketball bets
3. Ice Hockey bets

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4. Tennis bets
5. Cricket bets
6. American football bets
7. Boxing bets
8. MMA bets
9. Baseball bets

12. Sales Forecast

SALES FORECAST			
Online Sales Retail Projection on Sales Days	Annual Rate of Increase		
	12	12	12
DESCRIPTION	Year 1	Year 2	Year 3
Gross Sales	\$ 432,692.31	\$ 432,692.31	\$ 519,230.77
Pay Out	\$ 324,519.23	\$ 324,519.23	\$ 389,423.08
GROSS GGR	\$ 108,173.08	\$ 108,173.08	\$ 129,807.69
DIRECT TAXES	\$ 2,163.46	\$ 2,163.46	\$ 2,596.15
SUPPLIER FEES	\$ 21,634.62	\$ 21,634.62	\$ 25,961.54
NET GGR	\$ 73,557.69	\$ 73,557.69	\$ 88,269.23
GROSS REVENUE	\$ 73,557.69	\$ 73,557.69	\$ 88,269.23
OPEX	\$ -26,480.77	\$ -26,480.77	\$ -31,776.92
OFFICE COST & UTILITIES	\$ -2,206.73	\$ -2,206.73	\$ -2,648.08
PAYROLL	\$ -22,067.31	\$ -22,067.31	\$ -26,480.77
ADVERTISING	\$ -2,206.73	\$ -2,206.73	\$ -2,648.08
NET INCOME	\$ 47,076.92	\$ 47,076.92	\$ 56,492.31

Our Sales forecast for the operation is presented in the above table. In brief, we believe that it is a very realistic scenario, taking into consideration all the parameters related to Sales performance of the industry, competition, technological process and personal commitment.

Gross Sales for the 1st and 2nd year shall remain stable at €432.692.

Gross GGR shall range from €108,173 for the 1st and 2nd year and for the 3rd year shall reach €129,807 app.

Net GGR after subtracting Curacao Taxes and Supplier fees shall reach €73,577 for the 1st and 2nd year and €88,269 the 3rd year.

OPEX costs shall stay relatively low at €26,480 for the 1st and 2nd year, and €31,776 for the 3rd year, due mainly to personal work and working remotely from home and by utilizing Digital Marketing actions to promote our work.

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Net Income is estimated to reach €47,000 (1st and 2nd year) and €56,492 the 3rd year.

B. MollyBet ("The Gaming Platform")

MollyBet is the most advanced sports trading platform, designed exclusively for professional traders to give them the best odds and highest stakes across multiple bookmakers and exchanges.

The platform is registered to the United Kingdom under the Company Gambit Research Limited with registration number 08897206 and registered office at Colet Court, 100 Hammersmith Road, London, W6 7JP.

Since its beginning, in 2008, Mollybet has become one of the leading players in the world of high stakes sports betting. It is particularly well-established among professional bettors who are looking for best possible tools that will allow them to beat the market. The use of Mollybet's state of the art, the multi-account betting software gives the punter access to the best odds and highest limits while only having to keep track of one account.

Mollybet is a betting platform known for its great API and betting aggregator services. Available only through brokers, they provide the best odds for certain sports with lowest juice in the market. Their unique website and integration with top bookmakers make them a hit with many seasoned bettors.

Mollybet acts mostly as a **betting odds aggregator**. With their API integrated with some of the best bookmakers and betting exchanges, **your chances of getting the best average odds really shoots up**. Once you select a sport and place your stake, the API automatically calculates if the stake amount is higher than the available amount at selected odds. If the stake amount turns out to be higher, then the next best odds are shown to you. This allows you to make your decision on the fly without having to go through multiple accounts for odds comparison. And getting the best average price this way also **increases your chances of winning**. If your requested stake cannot be filled by any bookmaker, Mollybet's API automatically spreads the bet across different bookmakers.

1. Mollybet's Reputable Partners

Many of the world's largest Bookmakers, in particular, the Asia-based operators, partner with authorized Agents (Drinbet) to provide account and settlement services to their clients. Our role is to establish betting accounts, manage client funds (e.g. receive deposits, send withdrawals, manage client credit and settle outstanding balances between the client and the bookmaker) and provide customer support.

At MollyBet, they focus entirely on providing a world-class execution platform. They do not provide betting accounts and they don't accept client deposits. However, through their 10+ years of experience, they have established lasting relationships with a handful of highly reputable Agents like Drinbet.

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2. Why Mollybet?

Mollybet will give you access to betting on all of the major Asian bookmakers, including:

- Pinnacle Sports
- SBObet
- IBCbet
- Singbet
- Bet ISN

and the betting exchanges

- Betfair
- Matchbook
- Betdaq

All these are bookmakers/exchanges that will not limit or close the accounts of long-term and repeat winners.

A Mollybet account is free of use for punters, and the bets placed are automatically placed with the bookmaker/exchange offering the best odds, in both in-running and Early Market. If one bookmaker can't fill the whole stake wanted, Mollybet will place the total bet stake across a number of different bookmakers.

3. What sports does Mollybet cover?

Mollybet offers odds on:

- Football (including Half/Full Time, Corner bets, Extra Time, Under/Over Goals)
- Tennis
- Basketball (including Half Time)
- American Football
- Baseball
- Ice Hockey (including Half Time)
- Rugby Union
- Boxing
- Rugby League
- MMA

For large syndicate and professional punters, Mollybet offers two APIs: a Pull API and a Push API. This makes it possible for the traders to use different algorithms and trading tools to automatically execute the betting on Mollybet. The price to use the API varies depending on the amount of use.

4. Payment Options

Mollybet's list of supported payment methods is pretty slim with support for Neteller, Skrill (Moneybooker) and bank transfer. The payment is completely secured which is a comfort for bettors. The currencies supported are EURO, GBP, HKD and USD which should serve most customers across the board. Deposit and withdrawals are pretty fast with deposits hitting the

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account instantaneously. Withdrawals can take about 24 hours to complete which is still fast if you take into consideration most other bookmakers. Apart from the traditional payment methods, Mollybet also supports Bitcoin deposits and withdrawals. This cryptocurrency support is critical in this day and age.