

Fun Extreme NV

BUSINESS PLAN

Table of contents:

1.	Overview of the Bussines	4
2.	Company Management Structure:	5
2.1.	Control (Ownership) Structure	5
2.2.	Corporate Structure	6
2.3.	Organization structure	6
2.4.	Employees	8
3.	Business Forecast: Fun Extrem NV	8
3.1.	Source of Funds	8
3.2.	Financial estimation	9
4.	Overview of intended Strategy:	10
5.	Fun Extreme NV Key Suppliers and Material Dependencies	11
5.1.	Game Description	11
5.2.	Prospective game providers	12
6.	Risk evaluation and management	12
7.	Legal and governance frameworks:	12
7.1.	Rules & Regulations	12
7.2.	Compliance procedures	13
8.	Target KPIs and Business Objectives:	15
9.	Fun Extreme NV Marketing & Sales Plan	15
9.1	Influencers / Affiliate program	16
9.2	Market expand	16
9.3	Potential counterparties	16
10.	Systems and Payments	17
10.1	IT infrastructure	17
10.2	Payments and Counterparties	17

Company Details

Fun Extreme NV registered at Abraham de Veestraat 9 Curacao P.O Box 3421

Main Contacts

Luisa Bisogni

Phone: +393714580401

Email: luisa.bisogni@gmail.com

The objective of the business plan

This document is being provided to obtain the Master License of Curacao-eGaming (Curacao Gaming Control Board).

1. Overview of the Bussines

Fun Extreme NV is a dynamic company dedicated to providing a diverse range of high-quality on line games to enthusiasts of all gendels. Founded 2021, our journey began with a vision to entertiments and fun. Since then, we have evolved into a leading provider of on line games and betting, driven by a commitment to excellence and customer satisfaction.

Business Products and Services/Brands:

Our product catalog includes different tipos of games, ensuring there's something for every type of gamer. The games offer is supported by our providers, that possess all the certifications, we offer entertainment and fun to enhance the gaming experience. Our commitment to excellence and customer satisfaction sets us apart in from other gaming companies.

Jili Games (Games: Super Ace, Tongits Go, Pusoy Go)

Evolution (Games: Crazy Time, Lightning Baccarat, Mega Ball)

BetConstruct (No Commission Baccarat, Super Six Baccarat A, No Commission BaccaratB)

Pragmatic Play (Sweet Bonanza, Gates of Olympus 1000™, Wisdom of Athena™)

Popok Gaming (Yummy, Diamond Flash, Ultra Hot)

Business Products and Services/Brands:

Background and History:

Fun Extrem was founded by Luisa Bisogni with the aim of customer satisfaction fun and entertiment. Over the years, we have grown from a small startup to a thriving enterprise, thanks to our unwavering dedication to innovation and quality. Our leadership team, led by Luisa Bisogni, brings together a wealth of experience and expertise in e gaming, guiding the company towards continued success.

Unique Features and Competitive Edge:

What sets Fun Extrem NV apart from the competition is our relentless pursuit of quality assistance of clients and our unwavering commitment to customer satisfaction.

Our unique features and competitive edge include:

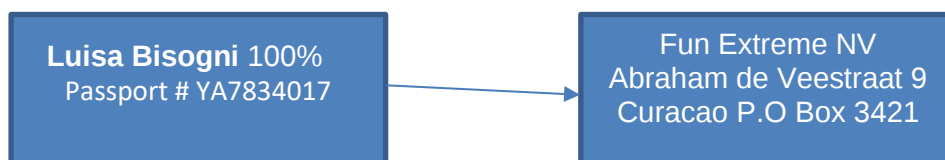
- **Exceptional Quality:** We adhere to the highest standards of quality and craftsmanship, ensuring that every product or service bearing our name meets or exceeds customer expectations.
- **Customer-Centric Approach:** We prioritize the needs and preferences of our customers, striving to provide personalized solutions and exceptional service at every touchpoint.
- **Agility and Adaptability:** We are agile and adaptable, capable of responding swiftly to changes in the market landscape and seizing new opportunities as they arise.

It is anticipated that obtaining this license will provide peace of mind to the players and partners knowing that they are dealing with a responsible operator that are supervised by regulators and where the players are given due consideration and respect.

2. Company Management Structure:

Fun Extrem NV's management structure is designed to facilitate effective decision-making and operational efficiency. The key management roles and report lines include:

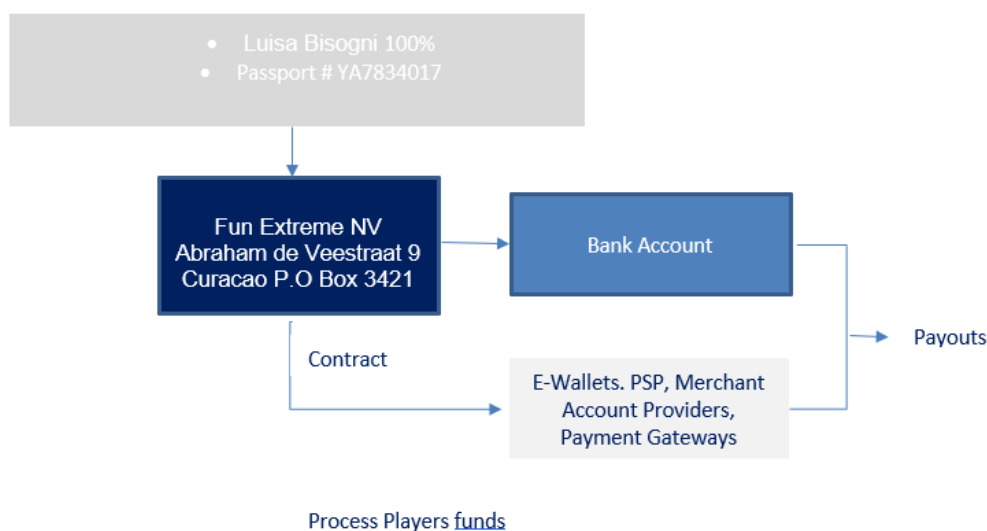
2.1. Control (Ownership) Structure



Ms. Luisa Bisogni is a 100% owner and controlling person for Fun Extreme NV

In addition, the letter from SoftGamings confirming that the owner and controlling person of Fun Extreme NV is sent along with the Business Plan.

2.2. Corporate Structure



1. Ms. Luisa Bisogni is the 100% owner of Fun Extreme N.V. in Curacao which will be the entity holding the Curacao Gaming License issued by Curacao eGaming (Curacao Gaming Control Board).
2. Fun Extreme NV. Is processing the Payment through an agreement with the payment systems provider and Bank account.
3. Fun Extreme will be the collector of payments flowing from the E-Wallets, PSP's Merchant Account providers.
4. Fun Extreme N.V hold a bank account and from this account all expenses will be paid out (for instance, contracts, License, Marketing, Leasing Agreements, etc.)

2.3. Organization structure

Fun Extreme NV will be composed of the following departments:

- General Management;
- Customer Service Department;
- Marketing Department;

- Financial & Administration Department.
- **General Management team**

The key Foreign Management team is composed as follow:

- **CEO;** ([Luisa Bisogni, 100% owner](#))

In the first 6 months the CEO will take ownership of the majority of aspects of the business including but not limited to performing the duties of human resource, CFO, Marketing. During this period, the complex legal, financials and/or marketing affairs will be outsourced but will eventually be brought in-house.

- **CSP:** ([Starkeast Management B.V.](#))

Furthermore, the general management along with Starkeast Management B.V., takes care of the business plus the ongoing Curacao license process

- **CFO;** ([To be hired](#))

Will be in charge will the financial aspects of the company

- **Manager Customer Service;** ([To be hired](#))

Will be in charge of the customer support activities of the company

- **Manager Marketing.** ([To be hired](#))

Will be in charge of the marketing activities of the company

- **Customer Service Department** (First-line customer support).
- **Marketing Department**
 - Direct media buying;
 - Social media and SEO marketing;
 - Affiliate marketing;
 - Promotion and bonus management.
- **Financial & Administration Department**
 - Accounting;

- Payroll.

2.4. Employees

Each department will be looking to hire the following professionals:

CRM: 1 Manager Customer Service, 2-3 Customer support officers;

Marketing: 1 Manager Marketing, 1 Affiliate manager, 1 Digital manager;

Finance: 1 CFO.

will be leading a team of 9-10 employees.

3. Business Forecast: Fun Extrem NV

This forecast provides a structured overview of expected financial performance over three years, outlining revenue projections, expense management strategies, and cash flow projections to guide decision-making and strategic planning.

Maintain a focus on revenue growth while ensuring profitability through prudent cost management. Continuously monitor market dynamics and adapt strategies accordingly to capitalize on emerging opportunities. Prioritize customer satisfaction and retention to foster long-term relationships and sustain business growth.

3.1 Source of Funds

The major investment to have Fun Extreme NV fully operational is coming from a Loan Agreement executed between Ms. Luisa Bisogni and Mr. Enrico Menghini who is a familiar to Ms. Luisa Bisogni. Total borrowed amount is 150 000 USD is Mr. Enrico Menghini's personal savings. Mr. Enrico Menghini has no and will have no any ownership or control under the Fun Extreme NV.

150 000 USD should cover all expenses to have Fun Extreme NV fully operational.

The costs are as follows:

1. **Licensing cost and Management fee – to be paid as soon as the license will be delivered – 80,000 USD**
2. **IT Service provider- monthly fee for guarantee full operations – 20,000 USD per year**
3. **Salaries, Marketing, Affiliate System, and Media Buyer Agency- 50 000 USD**

Luisa Bisogni received in USDT in the amount of 150 000 USDT in one tranche to guarantee the full operations.

3.2. Financial estimation

Fun Extreme NV is expecting a net small profit for the first year and a slight profit for the second year. A decent profit is expected as the 3rd year projection.

	Year 1 (2024-2025)	Year 2 (2025-2026)	Year 3 (2027-2028)
Product Numbers			
New Registrations	40000	50000	60000
New Players (Depositors)	3800	48000	57000
Total Players	3800	6000	9000
Deposit amount	\$ 1 140 000	\$ 1 800 000	\$2 700 000
Withdrawal amount	\$ 700 000	\$ 1 080 000	\$ 1 620 000
Net deposit amount	\$ 440 000	\$ 720 000	\$ 1 080 000
Services costs			
Bank commissions	\$12 000	\$ 15 000	\$ 20 000
Payments fee	\$ 36 000	\$ 129 600	\$ 194 400
Platform fee	\$ 88 000	\$ 144 000	\$ 216 000
Marketing cost	\$ 60 000	\$ 150 000	\$ 200 000
SEO, SMM	\$ 12 000	\$ 20 000	\$ 23 000
Annual License*	\$ 66 000	\$ 66 000	\$ 66 000
Cost per communication (Email, SMS, etc)	\$ 6 000	\$ 6000	\$ 7000
Total services cost	\$ 280 000	\$ 530 600	\$ 726 400
Employees			

CEO	\$ 30 000	\$ 39 000	\$ 42 000
Operation Manager	\$ 23 000	\$ 26 000	\$ 28 000
Affiliate Manager	\$ 20 000	\$ 19 000	\$ 20 000
Director Financial	\$ 24 000	\$ 26 000	\$ 28 000
Support Officers	\$ 25 000	\$ 26 500	\$ 28 000
Total Expenses	\$ 122 000	\$ 136 500	\$ 146 000
PROFIT	\$ 38 000	\$ 52 900	\$ 207 600

*First year license fee is payable from investments.

4. Overview of intended Strategy:

Our strategy for business growth focuses on several key areas:

- Diversifying product offerings to appeal to a broader customer base.
- Expanding our online presence through e-commerce platforms and digital marketing initiatives.
- Strengthening relationships with existing customers through loyalty programs and personalized marketing efforts.
- Partnering with influencers and content creators to increase brand visibility and reach new audiences.
- Investing in customer service training and infrastructure to ensure a seamless gaming experience.

Curacao

Curacao jurisdiction has been at the fore front in eGaming license. Fun Extreme NV judgment is that Curaçao possess all the elements to its status as one of the most important eGaming license jurisdictions due to the expertise, stringent compliance and Anti-Money Laundering (“AML”) requirements, infrastructure, stability and access to the world.

Curaçao is a jurisdiction of great reputation in the eGaming world. The list below, outlines why Fun Extreme NV decide to choose for a Curaçao gaming license.

Advantages:

- Curaçao being a jurisdiction of great repute in the eGaming world;
- Excellent hosting infrastructure;
- Advantageous B2C Compliance Contribution;
- Most competitive corporate tax rate

5. Fun Extreme NV Key Suppliers and Material Dependencies

Fun Extreme NV relies on a network of trusted suppliers to provide a consistent inventory of e games and related products. Our key suppliers include certificated established publishers and distributors within the gaming industry. While we strive to maintain strong relationships with our suppliers, we recognize the importance of diversifying our sourcing channels to mitigate potential risks.

5.1. Game Description

Fun Extreme NV intends to offer its gaming platform to players in **Philippines** and **latam** who wish to play Slots, Casino, Live Casino, Sports Bettings, Virtual sport and Esport games. Fun Extreme NV gaming content will be marketed under www.747.live and www.Millionaire.bet

The content and software platforms used under www.747.live and www.Millionaire.bet are provided by some of the most reputable content and software providers that possess all the appropriate licenses.

Name of the game provider	Type of game
Jili Games	Games
Evolution	Games
BetConstruct	Games
Pragmatic Play	Games
Popok Gaming	Games

5.2. Prospective game providers

Fun Extreme NV is using one certified IT platform, BetConstruct, this give to Fun Extreme NV the possibility to access to a pull of licensed games and games providers.

6. Risk evaluation and management

We conduct regular risk assessments to identify potential threats to our business operations and implement strategies to mitigate these risks. Common risks include changes in consumer preferences, and economic fluctuations. By staying informed about industry trends, and fostering a culture of innovation, we can adapt to changing market conditions and minimize the impact of potential risks.

7. Legal and governance frameworks:

Fun Extrem NV operates in compliance with all relevant laws and regulations governing consumer protection, and intellectual property rights. We prioritize transparency and ethical conduct in all aspects of our business, adhering to best practices in corporate governance and accountability.

7.1. Rules & Regulations

Fun Extreme NV will ensure to act always in line with the rules and regulatory obligations. Fun Extreme NV will in turn adhere to all the Provisions and Guidelines on the Detection and Deterrence of Money Laundering and Terrorist Financing issued by the competent authorities. Fun Extreme NV will set robust compliance procedures that will meet all international standards. To ensure this, tasks will be allocated and adhere to strict procedures which are explained in detail in the AML Manual.

Fun Extreme NV will ensure to block access to the services for minors and for players from the jurisdictions strictly forbidden by Curacao eGaming Such as: USA, Netherlands, France, Germany, Cyprus, BES Island, Curacao, and Aruba) and from countries listed by FATF.

Fun Extreme NV will make sure that all the Url's display appropriate information such as Terms of Service, Responsible gaming, Dispute Resolution, Self-Exclusion, Account & Payouts & Bonuses, KYC policies, Privacy and management of personal data, Fairness etc.

Fun Extreme NV will seek independent advice before enter a market. Furthermore, the Curacao local director (**Starkeast Management B.V.**) will take the relevant administrative and management role in order to ensure that Fun Extreme NVs (Curacao) will be always in good standing in accordance with the local and international requirements.

7.2 Compliance procedures

Fun Extreme NV is aware of the risk for money laundering and terrorist financing in the remote gaming. However, these risks can be mitigate as long as technological measures and controls to address the heightened risk of players risk are adopted.

It is particularly important for Fun Extreme NV to know who their prospective players are before they will be accepted as eligible players. Therefore, Fun Extreme NV adopted the following mix of control methods.

1. Players are required to provide some information in order to open an account:
 - I. First Name and Last Name;
 - II. Place and Country of Residence;
 - III. Date of Birth;
 - IV. Correct e-mail address;

V. Password (twice for verification purposes).

2. Players who do not register on the website are not able to play. Upon completion of the registration process and having accepted the terms and conditions and privacy policy, the player will be accepted as an eligible player.
3. Before the player is allowed to login for the first time, an e-mail is sent to the address specified in the registration form containing an activation link; it does not contain any sensitive information such as the player's username.
4. Players are required to prove their identity when they deposit or withdraw certain amounts. Documents can be submitted to the customer support email address provided on the website. Accepted documents are scanned copies of I.D. card, passport, driver's license and any recent utility bills showing the player's address, as well as any scans of credit cards or bank statements if required.
5. Players are not allowed to transfer any funds from one player account to another player account.
6. All transactions will be carried out to detect any potential money- laundering activities.
7. The customers deposit history is reviewed to confirm that no suspicious payments have been made to the customer's account. The frequency of deposits and the sum of deposits are reviewed to ensure they are within normal range for the customer based on his depositing history and the general depositing range throughout our network
8. The customer's turnover is reviewed to ensure that they have played in the casino and are not using Merchant as a method to move money
9. In case of winning, the funds must always be paid back to the original payment method used by the player to make a deposit.
10. Suspicious Activity will be reported to the competent authority (FIU).
11. All staff will receive training on their obligations in respect of money laundering reporting and are aware of the procedures in place for escalation of any suspected incidents to the MLRO.

As `Fun Extreme NV activities continue to expand, `Fun Extreme NV will hire

more employees including a compliance/ legal officer at management level which will be in charge with compliance affairs. In the first year the complex legal and compliance activities will be outsourced, but will eventually be brought in-house on a later stage.

In the first year the CEO (Luisa Bisogni 100% owner) will take the compliance responsibilities and act as the MLRO and will be the contact person in connection for the Combined Quarterly Report (CQR) as required by the **Curacao eGaming**.

8. Target KPIs and Business Objectives:

Our key performance indicators (KPIs) and business objectives include:

- Revenue growth: Achieving annual increases in sales revenue.
- Customer satisfaction: Maintaining high levels of customer satisfaction through positive reviews and feedback.
- Market share: Expanding our market share within the gaming industry.
- Brand awareness: Increasing brand recognition and visibility among target demographics.

9. Fun Extreme NV Marketing & Sales Plan

Online gaming operators reach their customers through intense marketing campaigns. Fun Extreme NV will utilize some of the most successful marketing channels (such as; Viral Marketing, Social Platforms, Affiliate programs, grants of coupons, and influencers (Sport, Social Media) to reach the targets in the **Philippines and LATAM**.

The marketing & sales will be held in each target market to adapt the communication to the local specifications. As the primary target market is the **Philippines and LATAM**, the marketing team will consist of persons in these countries **Philippines and LATAM**. They will be hired as the business advances (between the first quarter of 2024 and in the second quarter of 2024).

9.1 Influencers / Affiliate program

Fun Extreme NV will develop partnerships with experts and influencers which can drive the company to more publicity. Among these influencers, there are famous sports journalists, former soccer players, social network influencers, famous actors, and famous musicians. This approach is supposed to bring credibility to the brand from scratch and a substantial number of users.

Furthermore, Fun Extreme NV will apply the affiliate program which mean a referrals campaigns for users to recommend the platform in exchange for credit. Additionally, Fun Extreme NV will also used the concept of granting credit coupons for users to enter and test the platform.

9.2 Market expand

It is obvious that Fun Extreme NV initial focus is to target the audience in the **Philippines and LATAM**. However, Fun Extreme NV was born with a global and diverse DNA. Therefore, Fun Extreme NV will seek for the oportunities to amplify its presence in others jurisdictions (such as in; LATAM & Asia region) as the company activities grows.

It is evident that LATAM and **Filipino** players are well adapted to sportsbook gaming. At the contrary, In the LATAM, the presence of fantasy products have growing year over year. Hence, Fun Extreme NV will enter the LATAM market targeting Esports and Virtual sport gaming players on a later stage.

9.3 Protential counterparties

At the beginning and later stages, Fun Extreme NV is planning to collaborate with the following companies, i.e.:

- DreamLead Media - well well-established website network in Brazil

- Lupon WXC- well-established affiliate website in ASIA.
- Affpapa- a well-established affiliate platform website in LATAM and the rest of the world.
- PropellerAdds- media buyer, marketing, and affiliates website well established in Brazil and rest of the world.

10. Systems and Payments

10.1 IT infrastructure

The technology, IT infrastructure, and technical development will be managed by **BETCONSTRUCT**.

10.2 Payments and Counterparties

The payment methods that will be accepted are: Bank transfer, Cryptocurrency, Pre-Paid debit & Credit Card, Pre-pay voucher methods, Ewallet and Mastercard/Visa, etc.

The payment services providers that Fun Extreme NV intends to use for the abovementioned payment method will be:

- PaySafeGroup - Paysafe Payment Solutions Limited ("PPSL") - includes the following e-wallets brands: Skrill and Neteller, and Paysafecard vouchers;
- Astropay - AP Global Corporation LLP - wide range of solutions for LatAm countries;
- Connectee OÜ - eZeeWallet or EZW - e-wallet.