



Pistis

BUSINESS PLAN

Pistis Trade N.V.



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Pistis Trade N.V. Business Plan

Overview of Business Products, Services, and Proprietary IP

Business Background and Formation

Pistis Trade N.V. was incorporated on December 21, 2022, in Curaçao. As an online gambling and sports betting operator, we aim to deliver a comprehensive and competitive gaming experience. The company was established to cater to the growing demand for regulated online gambling in regions such as Latin America, Asia, and Africa.

Pistis Trade N.V. was operated under Previous Curaçao License No. GLH-OCCHKW0703172023, ensuring full compliance with international standards of fair gaming, transparency, and financial security. Our primary offerings include:

- **Online Casino Games:** A wide variety of RNG-based slot machines, table games (such as blackjack, roulette, and poker), and virtual games.
- **Live Casino:** High-quality live dealer games, including live roulette, blackjack, and baccarat, in collaboration with top-tier providers.
- **Sports Betting:** A fully integrated sportsbook offering a wide array of betting options across various sports such as football, basketball, tennis, and esports.

Proprietary IP and Competitive Edge

Our platform leverages proprietary technology to offer a seamless and user-friendly experience across both mobile and desktop. We are also integrating innovative features such as AI-driven player insights and customizable player experiences, allowing us to better serve individual customer preferences. *Additionally, we are exploring blockchain-based solutions to enhance transparency in gaming transactions, aligning with the latest industry trends toward decentralized and verifiable gaming ecosystems.*

By maintaining strategic partnerships with the most reputable game developers (e.g., Evolution, Pragmatic Play, and Yggdrasil), Pistis Trade N.V. ensures a steady stream of high-quality content, which differentiates us from competitors in emerging markets.

Company Management Structure

Our management structure is designed to provide clear lines of responsibility, ensuring effective compliance and operational oversight.

Key Management Roles and Reporting Lines



The management team consists of seasoned professionals with extensive experience in the online gaming industry, financial management, and technology innovation. Below is the updated list of key personnel, including their identities and employment status:

- **Chief Executive Officer (CEO):**
Name: Jingbo Chen
Experience: Over 7 years in the online gaming industry,
Status: Already in office since January 2023.
Responsibilities: Oversees the overall strategic direction, ensuring alignment with business goals and regulatory requirements.
- **Chief Financial Officer (CFO):**
Name: Cassie C.
Experience: 5 years of experience in financial management for gaming and fintech companies, with expertise in risk assessment and budgeting.
Status: Already in office since Aug, 2023.
Responsibilities: Manages financial planning, budgeting, and risk assessment, ensuring financial health and compliance with financial reporting obligations.
- **Chief Technical Officer (CTO):**
Name: To be appointed.(act. As Jingbo Chen)
Experience: Recruitment is underway for a candidate with at least 10 years of experience in software development and cybersecurity for online gaming platforms.
Status: Position to be filled by the end of Q3 2025 after system start operation.
Interim responsibilities are managed by an external technology consultant, ensuring platform stability.
Responsibilities: Responsible for the technological infrastructure, including software development, platform maintenance, and cybersecurity.
- **Chief Compliance Officer (CCO):**
Name: To be appointed. (act. As Jingbo Chen)
Experience: Recruitment is underway for a candidate with extensive knowledge of international gaming regulations and AML compliance.
Status: Position to be filled by the end of Q4 2025. *Interim compliance duties are handled by an external legal firm specializing in Curaçao gaming regulations.*
Responsibilities: Ensures adherence to Curaçao Gaming Control Board (GCB) regulations, including Anti-Money Laundering (AML), Responsible Gaming, and data privacy standards.

Organogram

CEO

└— CFO

└— CTO (To be appointed)

└— CCO (To be appointed)



Business Forecasts for 3 Years

Based on historical financial data from 2022-2024 and anticipated market expansion, we project the following financial performance for the next three years (2025-2027). The forecasts reflect our strategic focus on growth in emerging markets and cost optimization.

Historical Financial Summary (2022-2024)

- **2022:**
 - Main Business Income: \$89,577.91
 - Operating Profit: -\$182,076.37
 - Net Profit: -\$182,076.37
- **2023:**
 - Main Business Income: \$1,167,245.39
 - Operating Profit: \$42,215.71
 - Net Profit: \$42,215.71
- **2024:**
 - Main Business Income: \$1,042,100.38
 - Operating Profit: \$28,163.20
 - Net Profit: \$28,163.20

Analysis: The company transitioned from a loss in 2022 to profitability in 2023 and 2024, with significant revenue growth in 2023. The slight dip in 2024 revenue is attributed to market fluctuations, but profitability was maintained through cost control.

Year 1 Projections (2025)

- **Revenue:** \$1,500,000 USD
- **Operating Costs:** \$1,200,000 USD
- **Net Profit:** \$300,000 USD
- **Cash Flow:** \$350,000 USD

Detailed Breakdown:

- **Initial Investment:** *No additional initial investment required; operations funded by retained earnings and cash flow.*
- **Wages:** \$500,000 USD. *Breakdown:*
 - Management team: \$250,000 USD
 - Operational staff: \$200,000 USD
 - Consultants: \$50,000 USD
- **Marketing Expenses:** \$300,000 USD. *Breakdown:*
 - Digital marketing: \$150,000 USD
 - Affiliate marketing: \$100,000 USD



- Brand partnerships: \$50,000 USD
- **Commissions to Platform/Content Providers:** \$250,000 USD. *Breakdown:*
 - Pragmatic Play: \$100,000 USD
 - Evolution Gaming: \$100,000 USD
 - Others: \$50,000 USD
- **Loans/Benefits from Third-Party Providers:** *No loans or benefits utilized.*

Year 2 Projections (2026)

- **Revenue:** \$2,500,000 USD
- **Operating Costs:** \$1,800,000 USD
- **Net Profit:** \$700,000 USD
- **Cash Flow:** \$750,000 USD

Detailed Breakdown:

- **Wages:** \$600,000 USD. *Breakdown:*
 - Management team: \$300,000 USD
 - Operational staff: \$250,000 USD
 - Consultants: \$50,000 USD
- **Marketing Expenses:** \$500,000 USD. *Breakdown:*
 - Digital marketing: \$250,000 USD
 - Affiliate marketing: \$150,000 USD
 - Brand partnerships: \$100,000 USD
- **Commissions to Platform/Content Providers:** \$400,000 USD. *Breakdown:*
 - Pragmatic Play: \$150,000 USD
 - Evolution Gaming: \$150,000 USD
 - Others: \$100,000 USD
- **Loans/Benefits from Third-Party Providers:** *No loans or benefits utilized.*

Year 3 Projections (2027)

- **Revenue:** \$4,000,000 USD
- **Operating Costs:** \$2,800,000 USD
- **Net Profit:** \$1,200,000 USD
- **Cash Flow:** \$1,300,000 USD

Detailed Breakdown:

- **Wages:** \$700,000 USD. *Breakdown:*
 - Management team: \$350,000 USD
 - Operational staff: \$300,000 USD
 - Consultants: \$50,000 USD
- **Marketing Expenses:** \$800,000 USD. *Breakdown:*



- Digital marketing: \$400,000 USD
- Affiliate marketing: \$250,000 USD
- Brand partnerships: \$150,000 USD
- **Commissions to Platform/Content Providers:** \$600,000 USD. *Breakdown:*
 - Pragmatic Play: \$200,000 USD
 - Evolution Gaming: \$200,000 USD
 - Others: \$200,000 USD
- **Loans/Benefits from Third-Party Providers:** *No loans or benefits utilized.*

These projections are based on historical growth trends, planned market expansion, and strategic investments in marketing and technology. The forecasts align with industry standards for online gaming operators in emerging markets.

Strategy for Business Growth and Market Share Expansion

Growth Strategy

- **Geographical Expansion:** Focus on expanding in Latin America (Mexico), Asia (Philippines), and Africa (Nigeria), leveraging high internet penetration rates and favorable regulatory environments.
- **Product Diversification:** Continuously add new gaming titles and sports betting markets to attract and retain a diverse user base. Introduction of esports betting in Year 2 will target younger demographics. *We are also integrating Responsible Gaming tools, such as self-exclusion options and spending limits, to align with global best practices.*
- **Blockchain Integration:** *By Q2 2025, we plan to introduce blockchain-based transaction records to enhance transparency and trust in gaming outcomes, addressing growing player demand for fairness.*

Marketing Strategy

- **Digital Marketing:** Execute targeted digital marketing campaigns, including affiliate marketing, social media, and search engine optimization (SEO).
- **Brand Partnerships:** Build strong partnerships with local sports teams and influencers to enhance brand awareness in key markets.
- **Player Retention:** Implement loyalty programs, VIP services, and personalized offers to boost customer retention.

Financial Strategy

- **Funding:** Operations are funded through retained earnings and cash flow. No additional external funding is required for the forecast period.



Key Suppliers and Material Dependencies

Pistis Trade N.V. collaborates with several critical suppliers essential to the functioning of the business:

- **Gaming Content Providers:** Pragmatic Play, Evolution Gaming, Yggdrasil, and PG Soft for RNG and live casino games.
- **Payment Processors:** Gaia provides secure payment gateways to manage player deposits and withdrawals.
- **Technology Providers:** We utilize Amazon Web Services (AWS) for cloud infrastructure and Cloudflare for DDoS protection and cybersecurity.

Risk Evaluation and Management

Risk Assessment Process

Pistis Trade N.V. has a robust risk management framework to identify, assess, and mitigate risks across all operational areas. Risk assessment includes:

- **Internal Audits:** Quarterly financial and operational audits.
- **External Audits:** Annual audits conducted by independent third parties to ensure compliance with GCB standards.
- **Oversight Committees:** A risk oversight committee consisting of key executives, including the CFO and CCO, meets monthly to review risk exposure.
- *Data Privacy Compliance: We are pursuing GDPR compliance and ISO 27001 certification by Q3 2025 to strengthen data security and align with global privacy standards.*

Key Risks

- **Operational Risks:** Regular system and process audits to ensure platform stability.
- **Financial Risks:** Comprehensive financial oversight to prevent liquidity issues and manage budget allocations effectively.
- **Regulatory Risks:** Compliance reviews to ensure alignment with changing international gaming regulations, including Curaçao's GCB rules.

Risk Register

A detailed risk register is maintained, outlining risk categories, mitigation strategies, and responsibility allocations.

Legal and Governance Framework



Board Oversight

The Board of Directors provides oversight of key business decisions, particularly in compliance and financial matters. Regular interaction with senior management ensures alignment between board directives and operational execution.

Board Membership and Decision-Making

- **CEO:** Responsible for day-to-day decision-making and execution of board directives.
- **CFO:** Ensures financial health and prepares reports for the board.
- **Legal Counsel:** Provides legal advice on contracts, regulatory issues, and any potential disputes.

Reserved Matters and Deadlock Prevention

The board reserves the right to make decisions on critical areas such as:

- Major financial commitments
- Regulatory compliance
- Shareholder agreements

To avoid decision deadlock, a majority voting process has been implemented.

ESG Policy

We are committed to incorporating Environmental, Social, and Governance (ESG) principles into our operations, including responsible gaming, employee welfare, and environmental impact reduction. *Our ESG strategy includes achieving carbon neutrality by 2027 and implementing diversity and inclusion programs to promote a balanced workforce.*

Target KPIs and Business Objectives

Key Performance Indicators (KPIs)

- **Monthly Active Users (MAU):** Target 20% growth year-over-year.
- **Customer Lifetime Value (CLV):** Aim for a 25% increase over three years.
- **Churn Rate:** Maintain a churn rate below 8% through effective retention strategies.
- **Revenue Growth:** Achieve annual revenue growth of at least 60%.

Business Objectives

- Achieve consistent profitability and positive cash flow.
- Expand to additional emerging markets by Year 3.



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- Become a recognized leader in online gaming and sports betting within our target regions.

Policies and Procedures

Internal and External Policies

All policies and procedures are developed internally with external audits conducted to ensure compliance with Curaçao GCB requirements.

- **Timelines:** Compliance policies are updated quarterly.
- **Competency:** The board believes the appointed Compliance Officer, who holds extensive experience in international gaming law, is fully qualified and capable of maintaining compliance.

Conclusion

Pistis Trade N.V. is fully committed to maintaining the highest standards of compliance, innovation, and growth in the online gaming industry. With a solid financial foundation, a strategic growth plan, and robust risk management policies, we are positioned to become a market leader in Latin America, Asia, and Africa.