



BUSINESS PLAN

REDSTAR



Contents

1. Company Description and Market Standing.....	3
2. Products and services	5
3. Organization structure	6
4. Marketing	9
5. Screenshots and links to operations	11



1. Company Description and Market Standing

RedStar is a brand operating worldwide under the license of Curacao.

RSP Entertainment N.V. is a company incorporated in Curacao, registered number 101703. Licensed by Gaming Services Provider N.V., holder of license master number 365/JAZ.

RedStar was founded in 2005 by Vladimir Shushkovsky.

RedStar is fully owned by Vladimir Shushkovsky and is operating under the brand name RedStar. The Group behind RedStar are all well-seasoned Gaming entrepreneurs who have been in the industry for a long period and are very well respected.

RedStar is a Ukrainian brand and had an operational office in Kyiv, Ukraine till the war started. Now the operational office is located in Limassol, Cyprus.

Brand has over 15 years of experience in online casino games, online poker and sports betting.

RedStar top markets are: Ukraine, Kazakhstan, Moldova, Hungary, Argentina, Brazil, Slovakia and Slovenia.

Currently, RedStar is seeking to adopt strategies of Market development and Market Penetration to enhance their growth and presence in the gaming market together with their gaming partners. As part of the ongoing strategy and to satisfy their partners and potential needs of clients, RedStar is seeking to enter into new markets and continue to grow in existing markets. The company's mission is for RedStar to provide the highest level of online gaming entertainment and superior service in a secure and safe environment, which in turn will create a large base of loyal customers together with providing the best technology within the industry. The company's mission is for RedStar to provide a comfortable and secure poker, casino and betting experience to players worldwide. RedStar always strives to be



regarded as safe and reliable partner by all players looking for a high-quality gaming solution that focuses on cutting edge games and innovative promotions.



2. Products and services

Key suppliers

The key partner of RedStar is **Playtech** - the world's largest online gambling software supplier.

RedStar Poker is a part of **iPoker Network** (Playtech) which is currently the 2nd biggest poker network in the world. Except poker software RedStar is offering to its customers Casino and Live Casino games from Playtech.

The key partner of RedStar for betting is **BetConstruct** - a global award-winning technology and services provider for online and land-based gaming industry.

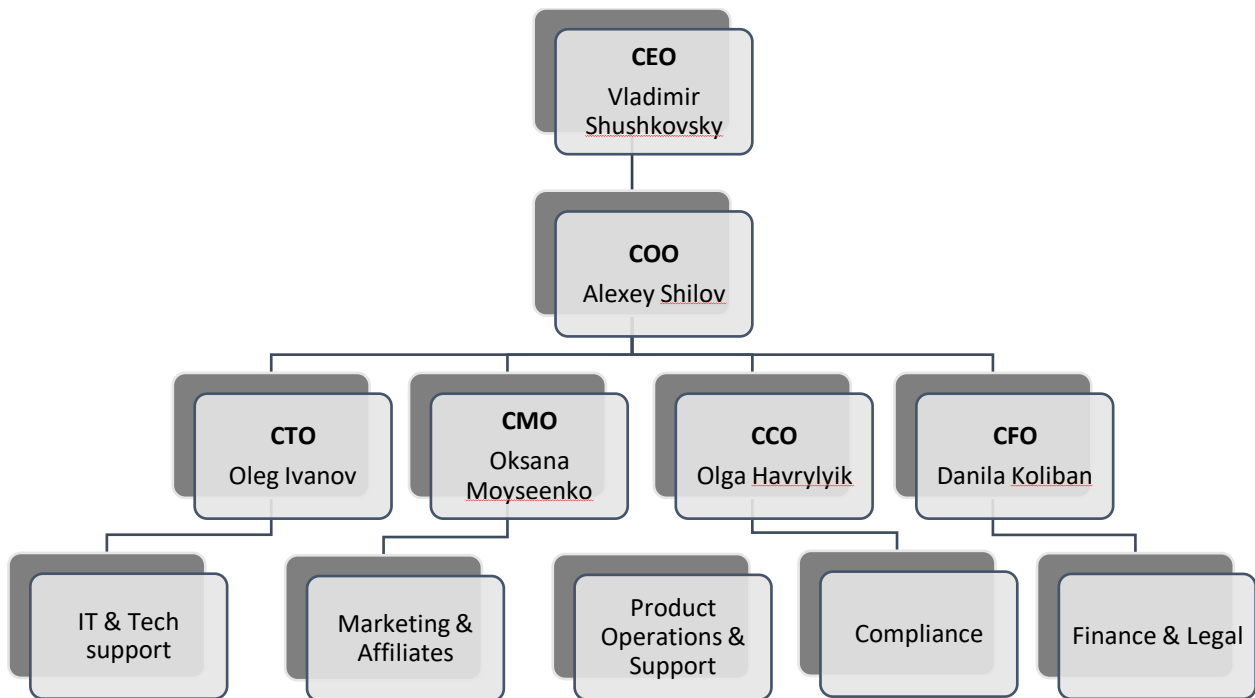
The casino games offering includes top world providers:

- Playtech- Netent- Microgaming- PlaynGo- Quickspin- Yggdrasil- ELK- PragmaticPlay- NoLimit CityLive Casino Games are offered by our partners Playtech and Evolution Gaming.





3. Organization structure



- Growth and Market Share are RedStar's main strategies and as a consequence, RedStar will invest in a growing team who will be capable at achieving the desired objectives. The intention is to grow the entire team in parallel and with market share growth.
- RedStar has the next business lines: Operations and support, Finance and legal, Compliance, IT and technical support, Marketing and affiliates. Our professional team has a vast experience in the area. Executive team is showed on the next slides.



CHIEF EXECUTIVE OFFICER

Vladimir Shushkovsky is the CEO and founder of RedStar. Since 2005, Mr. Shushkovsky has been in the iGaming industry as a managing partner and director of RedStarPoker, RedStarCasino and RedStarSports. Mr. Shushkovsky is a Registered NHLPA agent and has represented Professional Hockey Players since 1993.

CHIEF OPERATING OFFICER

Alexey Shilov is experienced Director of Operations with a demonstrated history of working in the iGaming industry for 15 years. Skilled in Management, Leadership, Security. Strong operations professional with a Master's degree focused in Public Relations/Image Management from Udmurt State University (Russian Federation) and Bachelor Degree in Business Administration (University of Nicosia, Cyprus). Alex is responsible for the day-to-day operations of RedStar and for assisting the CEO in different tasks. Alex oversees company operations for all three products (Poker, Casino, Bets) and employee productivity of all company departments - marketing, support, affiliate, finance, security.

CHIEF FINANCIAL OFFICER

Danila Koliban, FCCA is an Experienced professional graduated from ACCA with a demonstrated history of working in different industries – External audit, Agriculture, Oil and Gas, FMCG, Metals and mining. Skilled in Financial control and analysis, Budgeting, IFRS and GAAP reporting and consolidation, financial management and corporate finances.

CHIEF TECHNOLOGY OFFICER

Oleg Ivanov is the Chief Technology Officer, overseeing all development, software engineering, integration and due diligence functions for RedStar. With over 10 years of commercial software development experience and numerous successful launches of production projects, Mr. Ivanov brings invaluable hands-on experience across various fields to RedStar. Mr. Ivanov is a Zend Certified Engineer and holds a Master of Science Degree in Radio physics, with honours, with a specialization in Information Systems and Technologies from Altay State University in Russia.



CHIEF MARKETING OFFICER

Oksana Moyseenko is the Chief Marketing Officer. She has 15+ years' experience in Media & Marketing, worked in international media agencies with various categories of services. Clients' portfolio: Ferrero, Carlsberg, Renault, Karcher, Arterium, Qatar Qirways, Imperial Tobacco etc. In RedStar – since 2019 and is responsible for brand promotion & efficiency analysis. Has Master's degree in International Business Administration from Kyiv National Economic University and a Bachelor degree in foreign languages with honours.

CHIEF COMPLIANCE OFFICER

Olga Havrylyk has 5 years' experience in gaming industry and compliance. She works with KYC, verification and due diligence controls, ensuring a smooth set up and on-boarding process, developing compliance programs, creating and maintaining compliance documentation and processes, providing day to day support to internal and external stakeholders on any compliance issues. As the Compliance Officer, she works to ensure that all terms, conditions and policies, such as Responsible gambling, AML and Anti-fraud policies monitoring are reviewed and updated properly.

Certificates: Certified Gaming Compliance Specialist certificate by Association of Certified Gaming Compliance Specialists. ICA Specialist certificate in Money Laundering Risk in Betting and Gaming. iGaming Academy certificate in Anti-Fraud and Payments Handling. iGaming Academy certificate in Anti-Money Laundering and Anti-Terrorist Financing. iGaming Academy certificate in Responsible Gaming.



4. Marketing

RedStar will market through Affiliates, SEO, PPC and Programmatic Media Buying channels. We target Ukraine, Kazakhstan, Moldova, Hungary, etc., through the following Marketing channels. We believe that our main strengths of the company lie in the fact that we have a very experienced Marketing team, and we are aware of the requirements and what we need to deliver in order for this project to be a success. The following will be the different Marketing channels.

- **Affiliates** The management of RedStar has a good network of affiliate partners who are ready to promote RedStar. This help the brand to get known within audiences who are accustomed to online casino play.
- **SEO** The site structure and content is built in an SEO friendly approach in order for Google crawlers to be able to recognize RedStar as a valid suggestion to users who are searching for online casino play sites within the targeted markets.
- **PPC** The company owner has a vast experience with PPC and this is utilized to best showcase the brand to the ideal target audiences.
- **Programmatic Media Buying** Users who fall within the demographic and behavioural characteristics of the company's target audience can be reached via the use of cookies, and such audiences are targeted with relevant advertising material which will present to them the ideal content about why they should play at RedStar.

This setup is advantageous to RedStar in many ways, mainly due to:

- By having different intermediaries who are specialist in their particular market, RedStar will have an edge in that it will have specialised local knowledge and expertise that is crucial in marketing. The Intermediaries will know what media are best for a particular market to ensure optimisation of marketing money spent.
- The Intermediaries can focus their resources on their core competency which is marketing.



RedStar also plans to promote its own company and products to potential customers mostly by:

- Attending the major online gaming exhibitions and trade shows.
- Ensure key personnel from RedStar speak at major meetings helping build the RedStar brand and generate interest from potential interested partners.
- Attendance of key personnel from RedStar at the major online gaming meetings and seminars that offer very good networking opportunities.

The main objective here is to ensure that the market is well aware and educated about the RedStar product offering and also to facilitate the enquiries by potential partners interested in RedStar products.



5. Screenshots and links to operations

a. Registrations and opening of an account:

https://www.redstarpoker.com/players/sign_up

https://www.redstarpoker.com/player/sign_up

Privacy & Cookies Policy

Log out

Home

RedStar

Poker

Casino

Live Dealer

Bets

Log in

Registration

Flag

Download

Cashier

How to play

Promotions

Support

Registration

Account Details

Login

Password

8 to 14 characters - must contain both letters, at least 1 number or at least one symbol (@#%&*~) or 1 uppercase and uppercase letters
Complexity: _____

Password confirmation

Email

Currency

EUR

Personal Details

First Name

Last Name

Birthday

2004

February

1

Address Details

Country

Russia

ZIP

Region

City

Address

Click here if you received a signup code from an affiliate that you want to use

☐ I confirm that I accept Terms and Conditions of this website, and that I have understood and will comply with its KYC and AML requirements

b. Log in and logout:

<https://www.redstarpoker.com/login>

[illegible]



RedStar

c. Terms and conditions/ Rules and procedures:

<https://www.redstarpoker.com/terms>

The screenshot shows the RedStar website's Terms and Conditions page. The header includes the RedStar logo and navigation links for Poker, Casino, Live Dealer, and Bets. A sidebar on the left contains links for Download, Cashier, How to play, Promotions, and Support. The main content area is titled "Terms and Conditions of Use" and dated December 28, 2021. It includes an important notice to read carefully before accepting the agreement. The text describes the legal binding agreement between the user and RedStar, detailing the company's structure and its role as a service provider. It outlines the applicability of terms and conditions, registration requirements, rules and procedures of the games, limited use, and the legality of participation. A chat button is visible in the bottom right corner.

d. Obligations as a player:

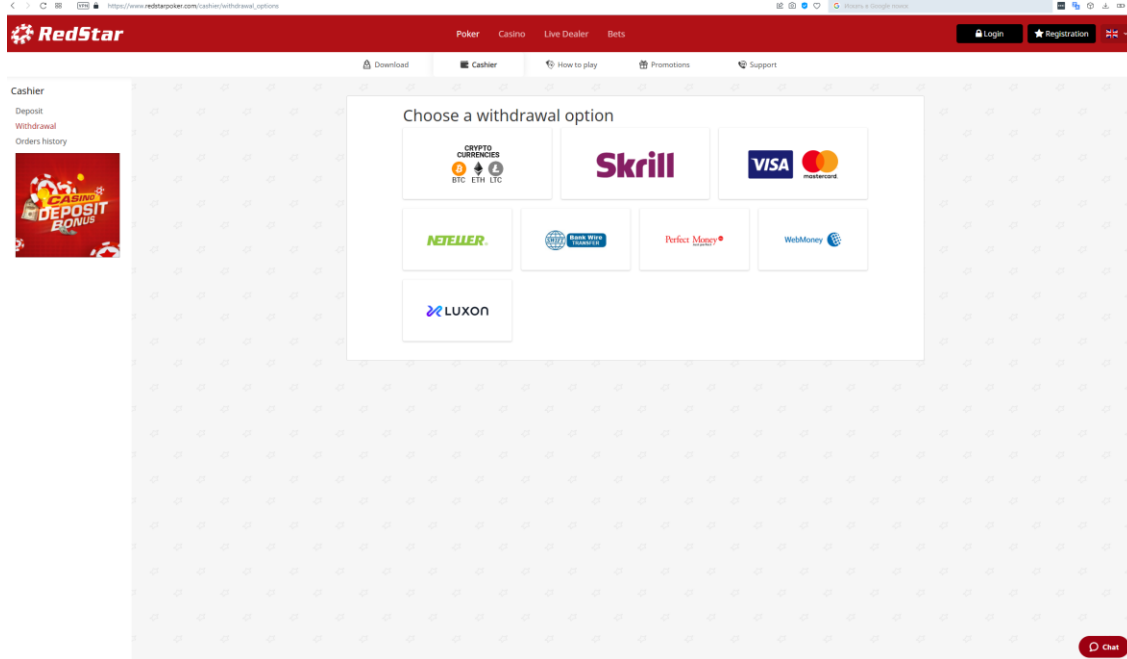
<https://www.redstarpoker.com/policies/privacy>

The screenshot shows the RedStar website's KYC, Privacy, Personal Data page. The header and sidebar are identical to the previous page. The main content area is titled "KYC, Privacy, Personal Data" and explains the company's commitment to protecting user privacy. It details the collection and use of personal information, including the KYC procedure which requires users to provide certain identification documents. The page also outlines how personal information is collected and used for anti-money laundering (AML) purposes. A chat button is visible in the bottom right corner.



e. Payouts:

https://www.redstarpoker.com/cashier/withdrawal_options



f. A list of the games that will be provided:

<https://www.redstarcasino.eu/casino>

