



Asobi N.V.

Business Plan

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1. Background

Asobi N.V., a company incorporated on March 19th, 2020, embarked on a journey of innovation and entertainment with the launch of its MetaWin brand in 2022. Since its inception, Asobi N.V. has been committed to providing unparalleled gaming experiences to its customers. Operating under a Sub License in Curacao, the company has navigated the dynamic landscape of the online gaming industry with resilience and adaptability.

However, in response to the announcement of a total revamp of the Curacao license framework, Asobi N.V. now stands at a pivotal juncture. With a keen eye on sustainable, long-term growth, the company is actively pursuing the acquisition of a License from the Curacao Gambling Commission. This strategic move is poised to elevate Asobi N.V.'s standing within the industry, enabling it to solidify its position as a leader in the online gaming market and effectively execute its meticulously crafted roadmap for the future.

By obtaining a license directly from the Curacao Gambling Commission, Asobi N.V. aims to enhance its credibility, expand its market reach, and deliver on its promise of delivering cutting-edge gaming experiences while adhering to the highest standards of integrity and responsibility.

2. Objectives

The company is actively pursuing its vision to establish MetaWin as the premier online crypto casino and sweepstakes brand, distinguished by its commitment to trustworthiness and player-centricity. This ambitious objective of attaining market leadership is underpinned by a multifaceted approach centered on continual enhancement and optimization of products and experiences.

Key strategies include ongoing investment in the proprietary platform, with updates informed by business intelligence data, industry insights, and user input. Leveraging cutting-edge on-chain technologies ensures full transparency and instills confidence in the fairness of gameplay. Regular evaluation, testing, and refinement of the user interface and experience are paramount, striving to deliver an intuitive, user-friendly website. The provision of a diverse selection of high-quality casino content, optimized for the highest return-to-player percentages, enriches the gaming experience for players. Harnessing top-tier customer relationship management technologies enables tailored retention marketing initiatives targeting hundreds of highly segmented customer demographics. The cultivation of unique selling points sets MetaWin apart from competitors, bolstering acquisition marketing efforts.

Continuous enhancement of the customer support team, supported by the latest communication platforms and technologies, ensures best-in-class customer experiences. This comprehensive strategy is poised to sustainably drive business growth in the foreseeable future. By prioritizing user experience, the company anticipates expanding its player base without significant increases in acquisition costs. Simultaneously, investments in product development, CRM, and customer support are expected to enhance user engagement and loyalty, providing a competitive edge and attracting new players to the platform efficiently.

3. The iGaming Industry and Curacao

The ever-evolving landscape of the iGaming industry demands constant adaptation from operators. Regulatory frameworks are being established across numerous countries to ensure player protection and generate revenue through gaming taxes. Moreover, the global iGaming arena is experiencing sustained expansion, attracting new entrants eager to carve out a niche in this burgeoning market. This influx of competitors has led to market fragmentation, particularly with the introduction of iGaming regulations in various jurisdictions such as the United Kingdom, Sweden, Denmark, Germany, Ontario, and LATAM markets like Peru, among others. Operators seeking to tap into European markets must secure multiple licenses to cater to the diverse player base across these regions.

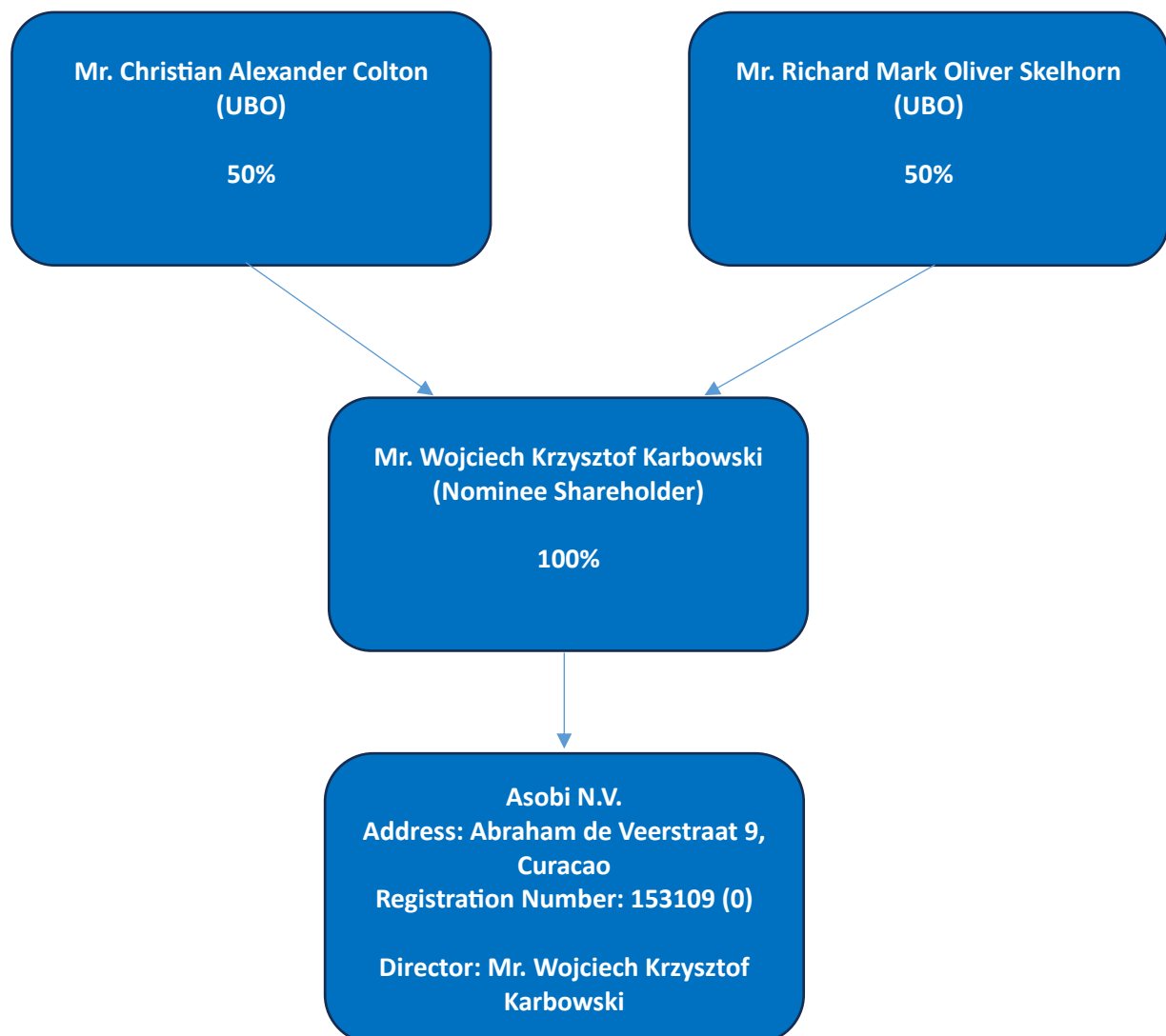
In line with our strategic objectives, Asobi is actively pursuing a Curacao Gaming License to strengthen our competitive position in the iGaming landscape. Leveraging our internal capabilities, characterized by a skilled and adaptable team, the acquisition of the Curacao license will afford us an external competitive advantage, capitalizing on Curacao's esteemed reputation within the iGaming community.

4. Structure

4.1 Shareholding Structure

Mr. Wojciech Krzysztof Karbowski, serving as a nominee shareholder of Asobi N.V. whilst the Ultimate Beneficial Owners (UBOs) of Asobi NV are Mr. Christian Alexander Colton and Mr. Richard Mark Oliver Skelhorn, each holding 50% of the shares. This arrangement ensures transparency and accountability within the company, with Mr. Colton and Mr. Skelhorn assuming key decision-making responsibilities and strategic direction.

Their equal ownership stake underscores a balanced leadership approach, fostering collaborative decision-making and long-term stability. Asobi NV's company structure embodies a commitment to effective governance and shared ownership, laying a solid foundation for sustained growth and success in the competitive business landscape.



4.2 Company Structure

The management team of Asobi N.V. collectively boasts an impressive wealth of experience exceeding 50 years within the dynamic realm of the iGaming industry. With each member contributing a diverse set of skills and expertise, their combined tenure underscores a deep understanding of the complexities within this fast-paced sector. Having navigated through various phases of iGaming operations over the years, the team brings invaluable insights gleaned from hands-on experience in areas such as regulatory compliance, product development, marketing strategies, customer relations, and technological innovations. This extensive and versatile background positions the management team as adept navigators of industry trends, adeptly steering Asobi N.V. towards continued growth, innovation, and success in the ever-evolving landscape of online gaming.

Mr. Richard Skelhorn (Chief Executive Officer):

Mr. Richard Skelhorn is a seasoned entrepreneur with extensive experience in digital advertising and iGaming. He has successfully founded, grown, and sold multiple companies, including Mandalay Media, acquired by Intertain for £60 million in 2014, and Atemi, sold to Better Collective for £40 million in 2020. His entrepreneurial journey showcases his ability to identify opportunities, navigate market trends, and deliver significant returns on investment.

Mr. Kris Kulula (Chief Operating Officer):

Kris boasts a decade of regulated iGaming experience, specializing in operations, retention marketing, and B2B relationship management. He cultivated his skills at Jumpman Gaming, a reputable operator with UKGC, AGCC, and AGCO licenses. Kris is known for his adept use of data to optimize operations and drive company profitability. His strategic approach integrates data insights into broader business strategies, enhancing performance across all stages of growth. Kris's track record demonstrates his ability to leverage analytics for sustained success in the iGaming industry.

Ms. Hannah Westley (Compliance Officer):

Hannah is an accomplished Compliance and Operations Specialist, boasting more than two decades of expertise in the online media, marketing, and entertainment sectors. Her illustrious career includes pivotal involvement in the launch of the highly successful Costa Bingo/Mandalay Media Brand, a venture that later commanded a remarkable sale price of £60 million in 2014. Hannah's role as part of the core team behind this triumph underscores her strategic judgement and operational expertise. With a comprehensive understanding of all facets of Compliance and Operations, she serves as a key business enabler, adept at navigating regulatory landscapes and optimizing operational frameworks to drive sustained success.

Ms. Chelsey Brahimi (Financial Controller):

Chelsey serves as a pivotal Financial Controller, contributing over 8 years of expertise within the iGaming sector. At the heart of her role is the meticulous oversight of accounting functions for the company, ensuring accuracy and compliance at every turn. Beyond traditional accounting duties, Chelsey plays a vital role in shaping the company's strategic direction by leveraging her proficiency in forecasting and budgeting. Her keen insights and financial

acumen empower decision-making processes, enabling the company to navigate challenges and capitalize on opportunities with confidence and precision.

5. Product Overview

In our unwavering dedication to delivering a comprehensive gaming experience, our strategic vision encompasses a diverse range of offerings, including slot games, live dealer games, and sweepstakes meticulously tailored to meet the varied demands of our player base. These captivating gaming options are proudly sourced from reputable B2B game suppliers, including Pragmatic Play, Evolution and SoftSwiss.

Our primary objective is to establish a robust gaming hub that caters to the eclectic tastes of our players, drawing both existing enthusiasts and new audiences alike. By strategically diversifying our portfolio, we not only aim to adapt to evolving player expectations but also position ourselves as a premier destination for immersive gaming experiences. This strategic endeavor is anchored by our unwavering commitment to staying attuned to market trends and remaining responsive to evolving player needs, ensuring our sustained leadership in the gaming industry.

Embedded within our business blueprint is a meticulous strategy for seamlessly introducing our gaming offerings, guided by rigorous adherence to regulatory standards and the principles of responsible gaming. This initiative reflects our dedication to fostering a safe and enjoyable gaming environment for our players. Through the precise execution of this plan, our aim is to heighten player engagement, foster customer loyalty, and unlock new revenue streams. Ultimately, we envision solidifying our reputation as a dynamic and player-centric gaming platform within the competitive market landscape.

To ensure seamless integration and retain control over the quality and user experience of our gaming offerings, we proudly offer these games under our own brand, www.metawin.com. This approach closely aligns with our brand values and fulfills player expectations, reinforcing our commitment to delivering a superior gaming experience.

5.1 Suppliers and Partners

Listed below are the suppliers and partners that Asobi will collaborate with as service or solution providers:

Hosting Servers:

The servers will be hosted at AWS, Ireland via App Tech.

Website Development:

Website development will be undertaken collaboratively by App Tech Development and Metawin Limited. These two entities will synergize their expertise to create an innovative and user-friendly website that meets the needs and expectations of our audience. Through this partnership, we aim to deliver a seamless online platform that reflects our commitment to excellence and enhances the overall user experience for our customers.

Game and Platform Providers:

We prioritize offering top-quality gaming experiences to our customers. To achieve this, we have secured partnerships with renowned game suppliers such as Evolution and PragmaticPlay. These suppliers are licensed in various jurisdictions and will provide us with an extensive selection of slot and live casino games, ensuring a diverse and engaging gaming portfolio for our players. Additionally, we have collaborated with SoftSwiss which will provide us with aggregation services to curate a comprehensive library of games sourced from multiple studios.

Leveraging our proprietary platform, we are poised to deliver a seamless and immersive gaming experience that sets us apart in the market. Through these strategic partnerships and technological innovations, we are well-positioned to exceed the expectations of our audience and achieve success in the competitive gaming industry.

Payment Provision:

The company will engage with Fireblocks, a leading platform for securing digital assets. This strategic partnership will enable us to enhance the security and integrity of our digital asset transactions.

6. Risk Evaluation and Management

Risk assessment involves the process of recognizing potential threats and conducting a comprehensive evaluation of their likelihood and potential impacts. Conversely, risk management involves formulating comprehensive strategies designed to mitigate, transfer, or accept risks in order to effectively pursue organizational objectives. Through meticulous analysis and strategic planning, businesses can proactively address and navigate potential risks, thereby safeguarding their operations and promoting sustainable advancement.

6.1 Risk Assessment

Our organization has instituted a robust risk assessment framework, which classifies risks into three pillars which are Low, Medium, and High. Each participant undergoes a meticulous risk evaluation process, taking into account various factors such as their country of residence, geographical location, and identification as a politically exposed person (PEP), in addition to any indicators of suspicious transactions upon establishing a business relationship. Our Money Laundering Reporting Officer (MLRO) is entrusted with the authority to adjust risk categorization as deemed necessary. Any alterations made are diligently recorded within the system, ensuring a comprehensive audit trail for reference purposes. This methodical approach facilitates a thorough examination of potential risks, enabling the organization to effectively mitigate its risk exposure and uphold stringent risk management protocols.

6.2 System Security

Ensuring the utmost security for our system remains our paramount concern, and we employ an array of proactive measures to uphold the integrity of our platform. A vital aspect involves the meticulous maintenance of an updated asset register, which involves closely tracking all essential components of our system. Additionally, we conduct regular and thorough risk assessments to promptly identify and mitigate potential vulnerabilities and threats.

Our dedicated team employs effective risk management strategies to proactively mitigate these risks, thereby safeguarding the integrity of our gaming platform. Furthermore, we leverage advanced encryption protocols, stringent access controls, and robust intrusion detection systems to bolster our defenses against unauthorized access and protect user data from potential breaches. These meticulous security measures collectively contribute to fostering a secure environment for our users, affording them peace of mind as they engage with our gaming services while minimizing the likelihood of security breaches.

6.3 Administrative Panel for Efficient Management and Oversight

We hold our cutting-edge administrative panel in high regard, meticulously designed to elevate management efficiency and oversight. This advanced tool grants our team streamlined access to vital data and resources, facilitating swift decision-making and thorough supervision of operations. By incorporating this innovative administrative panel, we strategically position ourselves to optimize processes, monitor performance metrics, and foster seamless coordination across departments. Leveraging the capabilities of this platform underscores our unwavering dedication to attaining operational excellence and providing unmatched service to our valued clients.

6.4 Financial Controls and Audit

The company has instituted a comprehensive framework aimed at upholding operational integrity and ensuring compliance with regulatory standards. A wide range of reports, including those detailing player deposits, withdrawals, wagering activities, and winning outcomes, are systematically generated to offer insights into revenue streams and popular game preferences. Furthermore, daily transaction monitoring is carried out to mitigate the risk of suspicious activity. These reports serve as indispensable tools in fostering transparency and accountability within the organization's operations.

Regular inspections are meticulously conducted to assess compliance with established protocols and identify any potential vulnerabilities. Any issues unearthed during these inspections are promptly addressed and rectified to uphold the company's commitment to maintaining a secure and reputable gaming environment. Through diligent monitoring and proactive measures aimed at tackling operational challenges, the company reaffirms its unwavering dedication to upholding the highest standards of security and regulatory compliance.

6.5 Onboarding Process and KYC Verification.

Our onboarding process is intricately designed to ensure strict compliance with regulatory standards and fortify security measures, particularly in the domain of Know Your Customer (KYC) verification. Central to this process is the submission of requisite documentation, which may encompass identity cards and/or passports, each subjected to rigorous validation criteria. Our vigilant compliance team meticulously examines and approves these documents, conducting comprehensive checks on credit cards to authenticate user identities and thwart potential fraudulent activities.

All verified documents and associated details are securely stored within our platform, facilitating streamlined management and preserving the confidentiality of sensitive information. This meticulous approach underscores our unwavering commitment to upholding the highest levels of integrity and security throughout the entirety of the onboarding process.

7. Legal and Governance Framework

Our company maintains a robust legal and governance framework, conferring sole decision-making authority to the Director and Ultimate Beneficial Owner (UBO). Board meetings are exclusively attended by these pivotal stakeholders, facilitating prompt and resolute actions aligned with our strategic goals. This streamlined decision-making process ensures agility and alignment with our organizational objectives.

8. Marketing Plan

Our focus will encompass all .com markets permissible under the Curacao license, provided there are no local targeting restrictions. It's important to note that this list undergoes continuous scrutiny and is subject to alterations to remain compliant with regulatory updates. The marketing strategy for player acquisition and client retention will be anchored on several core pillars.

The strategy for customer acquisition aims to engage a diverse audience by highlighting the on-site offerings and the unique selling points (USPs) of the brand. Subsequently, post-acquisition communication will be tailored based on individual player interests and on-site activity. The main channels utilized for acquisition include:

- X (Twitter),
- Affiliate Marketing, and
- Display Network Marketing,

with an aggregate monthly expenditure of approximately \$260,000 across all platforms. Regular weekly reviews of acquisition marketing activities provide the business with the flexibility to fine-tune its marketing mix and allocate budgets as needed, allowing for optimal utilization of seasonal opportunities.

The strategy for customer retention revolves around delivering an exceptional customer experience, which includes prioritizing intuitive user journeys, offering a diverse array of high-quality casino content, and providing top-notch customer support.

In addition to enhancing user experience, we plan to leverage Bloomreach as a CRM platform to segment users into hundreds of highly specific campaign target groups and deliver personalized and relevant marketing communications through their preferred channels. The spectrum of retention marketing communications encompasses various messages, ranging from updates on new game launches and sweepstakes to incentive-driven communications aimed at reactivating dormant users. The customer retention team collaborates closely with the Business Intelligence (BI) and customer acquisition teams to identify the most successful user cohorts. Key metrics actively monitored by the CRM team include conversion rates, new player lifetime value (LTV), predicted LTVs, and depositor retention rates.

9. Technical Setup

The entirety of our gaming operations relies on servers hosted at Amazon Web Services (AWS) located in Ireland. At present, these servers encompass a web and queuing server, an application server, and various database servers. Crucial regulatory data, such as player information, gaming records, and financial transactions, are securely stored on these servers and subjected to regular backups to mitigate potential crashes or data corruption incidents.

The data centers are equipped with comprehensive security measures, including robust firewalls, anti-DDoS protection, and continuous monitoring systems. Continuous server surveillance is maintained through administrative software, which closely monitors usage patterns, temperature levels, and any irregularities. Additionally, the server rooms are outfitted with surveillance cameras, temperature sensors, fire suppression equipment, and other advanced security features.

Both data centers are certified with ISO/IEC:27001 accreditation, underscoring our adherence to stringent international security standards and commitment to maintaining the highest levels of data security and integrity.

10. SWOT Analysis

10.1 Strengths

Our strategic marketing approach is tailored to capture an untapped market segment comprised of devoted Asobi enthusiasts, showcasing our adept grasp of market dynamics and consumer preferences. Our diverse portfolio features state-of-the-art online gambling products, positioning us as trailblazers in the industry and enhancing our brand reputation for providing unparalleled gaming experiences. The driving force behind our success is a team of experienced professionals committed to innovation and excellence, further cementing our stature as a prominent contender in the fiercely competitive online gaming landscape.

10.2 Weaknesses

Our company confronts specific challenges that demand prudent management and strategic foresight. The highly competitive nature of our industry compels us to adopt a nuanced approach to differentiate ourselves amidst a crowded marketplace. As we endeavor to carve our unique niche, it becomes imperative to assess the potential ramifications of significant investments in advertising.

While advertising serves as a pivotal tool for enhancing brand visibility and expanding market reach, allocating substantial financial resources requires meticulous planning to ensure a favorable return on investment. Striking the delicate balance between standing out in a competitive landscape and effectively managing advertising expenditures is paramount for long-term sustainability and profitability. Crafting a well-defined strategy to navigate these challenges will be pivotal for our triumph in this dynamic and ever-evolving industry.

10.3 Opportunities

Our company is primed to seize numerous promising opportunities that have the potential to propel sustained growth and success. Legislative changes across diverse countries are reshaping the regulatory landscape, offering a more favorable operating environment. By remaining vigilant of these legal shifts, we can strategically position ourselves to navigate emerging markets and regulatory frameworks adeptly.

Furthermore, the prospect of venturing into the global market presents yet another avenue for expansion. Breaking through current boundaries unlocks access to new demographics and previously unexplored customer bases, fostering diversification and resilience against regional economic fluctuations. Additionally, exploring avenues for expansion, whether through product diversification, strategic partnerships, or targeted acquisitions, affords us the flexibility to capitalize on evolving market trends and shifting consumer preferences. Embracing these opportunities allows us to maintain agility and forward-thinking in an ever-evolving business landscape.

10.4 Threats

Our company encounters various potential threats that necessitate strategic attention and proactive management. The looming risk of an economic downturn poses a significant concern, potentially impacting consumer spending habits and market stability. To counter this

external risk, meticulous financial planning and effective risk mitigation strategies are imperative to safeguard our operations.

Moreover, the possibility of customer attrition, whether due to heightened competition or shifts in consumer preferences, presents a critical challenge. Addressing this threat requires a customer-centric approach, emphasizing retention efforts and continuous enhancement of our products and services.

Furthermore, the expenses associated with outsourcing services represent a notable obstacle, prompting a thorough evaluation of the associated benefits and risks. Achieving a delicate balance between cost-effectiveness and service quality is essential to mitigate the potential impact of outsourcing costs on our financial performance. In summary, embracing a comprehensive risk management approach is paramount to adeptly navigate these threats and ensure the long-term resilience of our organization.

11. Financial Projections

Assumptions for Financial Projections:

- An average of 300,000 active players in Year 1, 500,000 players in year 2 and 800,000 players in year 3.
- Application fee at EUR 4,600 has been calculated for the 1st year along with Due Diligence Fees between EUR 125-250 per role.
- The LOK licence fee has been calculated at EUR 24,600 per year (payable on license issuance).
- Monthly Fee under the LOK of EUR 2,050 has been calculated.
- Fees in relation to brands offered has been calculated at EUR 250 per annum per brand. The company will be offering one brand.
- Third-party fees:
 - Consultancy Fees;
 - Office Expenses;
 - Legal and Professional are calculated.
- Payment Processing fees has been calculated.
- Gaming Royalties has been calculated.
- The Marketing Budget has been allocated accordingly, amounting to EUR 3,000,000, EUR 3,500,000 and EUR 4,000,000 respectively for the first three years of operations amounting to a total of EUR 10,500,000.
- The shareholders will put up 500 share(s) with a nominal value of U.S.A. Dollar 10 amounting to \$5,000 equivalent to EUR 4,660.
- Corporate tax has been deducted from profit accordingly.

Document “Asobi N.V. - Financial Forecasts v1.0” attached.