

MCG TECHNOLOGIES N.V.

Business Plan.

Submitted by:

MCG TECHNOLOGIES N.V.

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Executive summary

MCG Technologies N.V. is dedicated to expanding its European user base by strategically venturing into international regulated markets. Our approach entails a gradual progression, prioritizing entry into regulated markets. Initially, our marketing efforts will target Southeast Asian markets, followed by expansion into jurisdictions compliant with Anti-Money Laundering (AML) regulations, ensuring alignment with the standards set forth by the Curacao Gaming Control Board (GCB) to safeguard our licensing status.

Our diverse portfolio of games caters to a wide range of audiences, with no specific demographic being singled out as our primary target.

Based on our projections, we anticipate achieving profitability by 2024, contingent upon securing licensure from the GCB.

MCG TECHNOLOGIES N.V. will debut in the market through a website under development, to be unveiled as win24.com, operating under the brand name "MCG TECHNOLOGIES N.V."

MCG TECHNOLOGIES N.V. is a premier gambling platform where players interact with fellow enthusiasts of live casino games, slots, and sports betting in a secure environment. Our platform enables fans to wager on their favorite events while also indulging in casino games. We are distinguished by our team of analysts who offer profound insights into the evolving sports landscape, our commitment to supporting grassroots movements, and our transparent collaborations with established institutions.

Vision and Mission

Vision: To revolutionize the gaming industry by delivering innovative and immersive experiences that captivate players worldwide, setting new standards for excellence and integrity.

Mission: At MCG TECHNOLOGIES N.V., our mission is to provide cutting-edge gaming solutions that entertain, inspire, and connect people across the globe. We are committed to upholding the highest standards of quality, security, and regulatory compliance, while fostering a culture of creativity, inclusivity, and continuous improvement. Through our unwavering dedication to excellence and customer satisfaction, we aim to become a leading force in the gaming industry, driving sustainable growth and delivering value to the stakeholder.

Why Curacao?

MCG TECHNOLOGIES N.V. are determined that by acquiring a Curacao Gaming License, the company will enhance their competitive advantage in the iGaming Market, and this will open new doors to new and potential business. Apart from the internal competitive advantage – made up of an experienced and young dynamic team, the Curacao license will offer an external competitive advantage, summarised as:

- Curacao being a jurisdiction of great repute in the iGaming world;
- Curacao was the first country to regulate iGaming;
- Excellent hosting infrastructure;
- Competitive corporate tax rate.

Curacao is positioned as one of the leading destinations for iGaming operators, benefiting from its extensive regulatory framework. With the GCB recent overhaul of regulations, we strive to be at the forefront of pioneering new industry standards. MCG TECHNOLOGIES N.V. is well-positioned to take

advantage of being among the first to obtain these licenses.

Market analysis Summary

MCG TECHNOLOGIES N.V. operates within the dynamic and rapidly evolving landscape of the global gambling industry. Our analysis indicates several key trends and factors shaping this market:

- **Growth Trajectory:** The global gambling market continues to expand, driven by increasing accessibility to online platforms, technological advancements, and shifting regulatory landscapes.
- **Digital Transformation:** There is a notable shift towards digital platforms, with online gambling experiencing significant growth compared to traditional brick-and-mortar establishments. This trend is fueled by factors such as convenience, wider game variety, and enhanced user experience.
- **Regulatory Environment:** Regulatory frameworks play a critical role in shaping the industry landscape. Compliance with regulations is essential for market entry and sustainability, with varying legal frameworks across different regions presenting both opportunities and challenges.
- **Emerging Markets:** Emerging markets, particularly in Southeast Asia, represent lucrative opportunities for expansion. These regions exhibit growing disposable incomes, rising internet penetration, and a burgeoning interest in online gambling entertainment.
- **Technological Innovation:** Continuous innovation in technology, including advancements in mobile gaming, virtual reality, and blockchain, is reshaping the gambling experience and creating new avenues for player engagement.
- **Competitive Landscape:** The industry is characterized by intense competition, with numerous operators vying for market share. Key competitors range from established industry giants to agile startups, each leveraging unique strategies to attract and retain players.

In navigating this complex landscape, MCG TECHNOLOGIES N.V. remains focused on strategic expansion into regulated markets, leveraging our diverse game offerings, commitment to compliance, and dedication to delivering exceptional user experiences. Our market analysis informs our decision-making processes, allowing us to capitalize on emerging opportunities while mitigating potential risks.

Marketing Strategy

MCG TECHNOLOGIES N.V. has devised a comprehensive marketing strategy aimed at enhancing brand visibility, driving user acquisition, and fostering customer loyalty. Our approach encompasses the following key elements:

- **Targeted Market Entry:** We prioritize entry into regulated markets, beginning with Southeast Asia and expanding into jurisdictions with robust anti-money laundering (AML) regulations. This strategic approach ensures compliance with regulatory requirements while tapping into high-growth regions.
- **Multichannel Promotion:** We employ a multichannel marketing approach to reach our target audience across various platforms. This includes online channels such as social media, search engine marketing (SEM), display advertising, and affiliate partnerships, as well as offline channels such as events and sponsorships.
- **Personalized Campaigns:** We tailor our marketing campaigns to resonate with different segments of our target audience. By leveraging data analytics and customer insights, we deliver personalized messages and offers that cater to the preferences and interests of

individual players.

- **Content Marketing:** We produce engaging and informative content to establish thought leadership, educate our audience, and drive organic traffic to our platform. Our content strategy includes blog posts, articles, videos, and interactive experiences focused on topics related to gaming, sports, and entertainment.
- **Influencer Partnerships:** We collaborate with influencers and content creators within the gaming and sports communities to amplify our brand message and reach a wider audience. These partnerships enable us to leverage the credibility and reach of trusted voices to drive engagement and user acquisition.
- **Customer Engagement Initiatives:** We prioritize customer engagement and retention through initiatives such as loyalty programs, personalized offers, and responsive customer support. By fostering strong relationships with our players, we aim to build long-term brand loyalty and advocacy.
- **Regulatory Compliance:** We adhere to stringent regulatory standards in all our marketing activities, ensuring transparency, responsible gaming practices, and compliance with advertising regulations in each jurisdiction.

By executing this comprehensive marketing strategy, MCG TECHNOLOGIES N.V. aims to establish itself as a leading brand in the global gambling industry, driving sustainable growth and delivering unparalleled value to our players and stakeholders.

Finance Marketing

Finance marketing refers to the specialized marketing strategies and techniques employed by financial institutions, investment firms, fintech companies, and other entities within the finance industry to attract customers, promote financial products and services, and build brand awareness. This field encompasses a wide range of activities tailored to the unique needs and characteristics of the financial sector, including:

- **Branding and Positioning:** Establishing a strong brand identity and positioning within the competitive landscape is crucial for finance companies. Finance marketers develop branding strategies that convey trust, reliability, and expertise to differentiate their offerings and resonate with target audiences.
- **Product Marketing:** Finance marketers promote a variety of financial products and services, including banking accounts, loans, investment products, insurance policies, credit cards, and more. They create targeted marketing campaigns to highlight the features, benefits, and value propositions of these offerings to prospective customers.
- **Digital Marketing:** With the increasing prevalence of digital channels, finance marketers utilize digital marketing tactics such as search engine optimization (SEO), pay-per-click (PPC) advertising, email marketing, social media marketing, and content marketing to reach and engage with their target audience online.
- **Data Analytics:** Data-driven marketing plays a significant role in finance marketing, as companies leverage data analytics and customer insights to segment their audience, personalize marketing messages, optimize marketing campaigns, and measure the effectiveness of their efforts.
- **Compliance and Regulation:** Finance marketers must adhere to strict regulatory guidelines and compliance standards, particularly concerning consumer protection, privacy, and financial disclosures. They work closely with legal and compliance teams to ensure that marketing activities comply with relevant laws and regulations.
- **Relationship Marketing:** Building and nurturing customer relationships is essential in the finance industry. Finance marketers develop relationship marketing strategies aimed at fostering loyalty, retaining existing customers, and encouraging repeat business through personalized communication, targeted offers, and exceptional customer service.

Thought Leadership and Education: Finance marketers often engage in thought leadership initiatives to position their companies as industry experts and provide valuable educational resources to their audience. This may include publishing whitepapers, hosting webinars, speaking at industry events, and producing informative content on financial topics.

SWOT Analysis

Strengths:

- **Diverse Gaming Portfolio:** MCG TECHNOLOGIES N.V. offers a wide range of gaming options, including live casino games, slots, and sports betting, catering to different preferences and interests of players.
- **Regulatory Compliance:** The company prioritizes entry into regulated markets and adheres to stringent compliance standards, ensuring legal and ethical operations while mitigating regulatory risks.
- **Market Expansion Strategy:** MCG TECHNOLOGIES N.V. has a strategic approach to market expansion, targeting high-growth regions such as Southeast Asia and jurisdictions with robust anti-money laundering regulations.
- **Innovative Technology:** The company leverages technological advancements to enhance the gaming experience, incorporating features such as mobile gaming, virtual reality, and blockchain to stay competitive in the industry.

Weaknesses:

- **Limited Brand Awareness:** Despite offering high-quality gaming experiences, MCG TECHNOLOGIES N.V. may face challenges in building brand awareness and recognition, particularly in new and competitive markets.
- **Dependence on Regulatory Environment:** The company's success is closely tied to regulatory frameworks in different jurisdictions. Changes in regulations or failure to obtain necessary licenses could impact business operations and expansion plans.
- **Competition:** The gaming industry is highly competitive, with numerous established players and new entrants vying for market share. MCG TECHNOLOGIES N.V. faces competition from both traditional and online gaming operators, requiring effective differentiation strategies.
- **Technological Risks:** While technological innovation is a strength, it also presents risks such as cybersecurity threats, system malfunctions, and compatibility issues that could disrupt operations and damage reputation if not adequately addressed.

Opportunities:

- **Emerging Markets:** Expansion into emerging markets presents significant growth opportunities for MCG TECHNOLOGIES N.V., particularly in regions with increasing internet penetration and demand for online gaming entertainment.
- **Strategic Partnerships:** Collaborating with established institutions, content providers, and influencers can enhance brand visibility, attract new customers, and unlock new revenue streams for the company.
- **Product Diversification:** The company can explore opportunities to diversify its product offerings further, introducing new game categories, features, and interactive experiences to meet evolving customer preferences and market demands.
- **Technological Advancements:** Continued investment in technological advancements allows MCG TECHNOLOGIES N.V. to innovate and stay ahead of competitors, delivering cutting-edge gaming experiences and maintaining a competitive edge in the market.

Threats:

- **Regulatory Risks:** Changes in regulatory environments or non-compliance with existing regulations pose significant threats to MCG TECHNOLOGIES N.V.'s operations, potentially leading to fines, license revocations, or legal challenges.
- **Economic Uncertainty:** Economic downturns or fluctuations in consumer spending could impact discretionary spending on gaming activities, affecting the company's revenue and

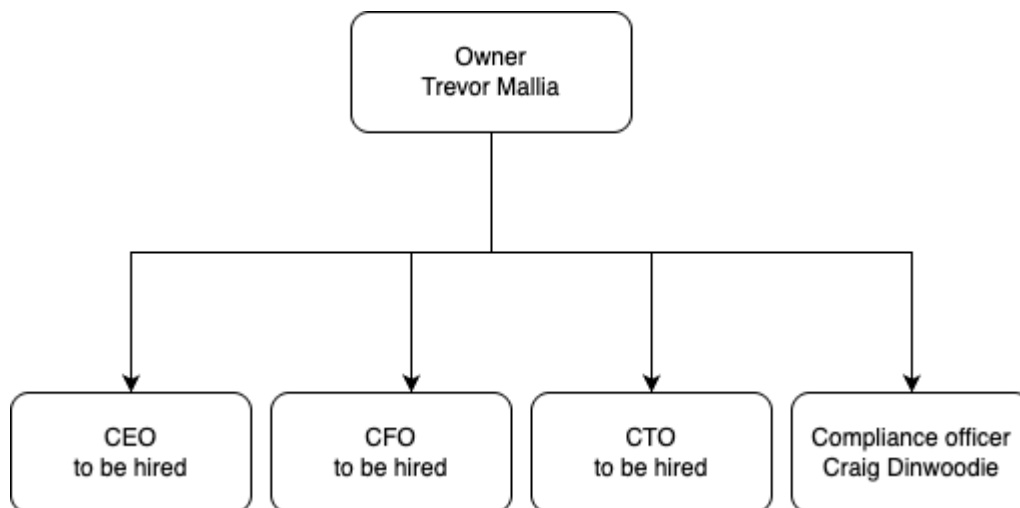
profitability.

- **Cybersecurity Threats:** As an online platform, MCG TECHNOLOGIES N.V. is susceptible to cybersecurity threats such as hacking, data breaches, and phishing attacks, which could compromise customer data and erode trust.
- **Competitive Pressure:** Intense competition within the gaming industry, coupled with the entry of new players and consolidation among existing competitors, poses challenges to MCG TECHNOLOGIES N.V.'s market position and profitability.

Company shareholding structure

Trevor Mallia is sole shareholder holding 100% shares of MCG Technology N.V. and the managing director is Wyze Management B.V. which is located in Curacao.

Organizational plan



Owner : Trevor Mallia

Mr. Trevor Mallia is a strategic and perceptive management professional and entrepreneur with over 25 years of diverse experience spanning sales, marketing, and commercial operations. With a track record of exceptional leadership and astute decision-making capabilities, Mr. Mallia brings a keen attention to detail to every endeavor he undertakes.

As a charismatic leader, Mr. Mallia has a remarkable ability to motivate multinational, cross-functional teams in highly pressured, time-sensitive settings to achieve and surpass business objectives. He possesses an innate talent for building excellent rapport with clients and stakeholders at all levels of business, fostering enduring relationships built on trust and integrity.

With a commitment to continuous improvement, Mr. Mallia consistently analyzes performance data to identify opportunities for time and cost savings, as well as greater sales potential. He is an effective problem solver, trained in conflict management and adept at motivating and mentoring his staff to achieve their full potential.

Mr. Mallia's skill set encompasses a wide range of capabilities, including sales and marketing, public speaking, motivation and support, conflict management, customer relationship management, leadership and training, high-level decision-making, negotiation and presentation,

performance management, business development, and client-oriented service.

With his wealth of experience, unwavering dedication, and proven track record of success, Mr. Trevor Mallia is a valuable asset to any organization, poised to drive growth, innovation, and lasting impact.

Money Laundering Reporting Officer: Craig Dinwoodie

A proven AML and KYC specialist, proactively fashioning a career in Financial Crime Compliance as a MLRO and Business Analyst within Payments, Corporate and Retail Banking. Pivotal in successful completion of high profile regulatory authorisation and remediation projects and top performer in BAU governance environments. Enjoyed success throughout employment career, consistently impressing employers which has resulted in advancement to more senior positions.

Game Providers and Payment Providers

MCG Technology NV collaborates with several game providers and payment providers to offer a diverse and seamless gaming experience for its users. Here are the key partners:

Game Providers:

- **BBIN:** BBIN is a leading provider of online gaming software and solutions, offering a wide range of casino games, including slots, table games, and live dealer games. MCG Technology NV integrates BBIN's high-quality gaming content to enhance its platform's entertainment offerings and attract a broader audience of players.
- **CQ9:** CQ9 Gaming is a reputable game developer specializing in creating innovative and engaging slot games tailored for the Asian market. MCG Technology NV partners with CQ9 to enrich its gaming portfolio with a variety of themed slot titles, catering to the preferences of its target audience in Asia and beyond.
- **CMD368:** CMD368 is a renowned provider of sports betting solutions and online casino games, offering a comprehensive suite of products for players worldwide. By collaborating with CMD368, MCG Technology NV expands its platform's offerings to include a diverse selection of sports betting options and casino games, catering to the interests of sports enthusiasts and casino players alike.

Payment Providers:

- **EasyPay:** EasyPay is a trusted payment solution provider that offers secure and convenient payment processing services for online transactions. MCG Technology NV partners with EasyPay to offer players a seamless and reliable payment experience, supporting various payment methods and currencies to facilitate deposits and withdrawals on its platform.

By partnering with reputable game providers like BBIN, CQ9, and CMD368, as well as payment providers like EasyPay, MCG Technology NV demonstrates its commitment to delivering a premium gaming experience characterized by diversity, reliability, and user convenience. These partnerships enable MCG Technology NV to stay competitive in the online gaming industry and meet the evolving needs of its global player base.

Risk Evaluation Process

Identifying Risks: Begin by identifying potential risks that players may face, including but not limited to:

- **Financial risks:** Such as loss of funds due to gambling addiction or fraud.
- **Legal risks:** Involving compliance with local gambling regulations and potential legal consequences.

- Personal risks: Such as addiction, mental health issues, or social repercussions.

Analyzing Risks: Assess the likelihood and impact of each identified risk. Consider factors such as:

- Frequency of occurrence: How often do similar incidents happen to players in the region?
- Severity of consequences: What are the potential negative outcomes for players if the risk materializes?
- Vulnerability of players: Are certain demographics or player segments more susceptible to specific risks?
- Risk Mitigation Strategies: Develop strategies to mitigate or minimize identified risks. These may include:
 - Responsible gambling measures: Implement tools and resources to promote responsible gambling behavior, such as self-exclusion options, deposit limits, and reality checks.
 - Regulatory compliance: Ensure compliance with local gambling regulations and industry standards to mitigate legal risks for both players and the gaming platform.
 - Education and awareness: Provide educational materials and resources to inform players about the potential risks associated with gambling and how to seek help if needed.
 - Player support services: Offer access to support services such as counseling, helplines, and referral programs for players experiencing gambling-related harm.
 - Enhanced security measures: Implement robust security protocols to protect players' personal and financial information from unauthorized access and fraud.

Monitoring and Review: Continuously monitor the effectiveness of risk mitigation strategies and adjust as needed. Regularly review incident reports, player feedback, and industry trends to identify emerging risks and adapt mitigation measures accordingly.

Communication and Transparency: Maintain open communication channels with players, regulators, and other stakeholders to foster transparency and trust. Clearly communicate the measures in place to address player risks and solicit feedback for improvement.

Legal Framework

Licensing Authority: The main regulatory body responsible for overseeing online gambling activities in Curacao is the Curacao Gaming Control Board (GCB). This authority is tasked with issuing licenses to online gaming operators, ensuring compliance with regulations, and addressing any issues related to online gambling.

Licensing Process: Online gaming operators seeking to operate in Curacao must apply for a gaming license from Curacao Gaming Control Board (GCB). The licensing process involves meeting certain requirements, including submitting detailed documentation, undergoing background checks, and demonstrating financial stability.

Regulatory Requirements: Licensed operators must adhere to various regulatory requirements outlined by Curacao Gaming Control Board (GCB). These requirements may include: Compliance with anti-money laundering (AML) regulations to prevent money laundering and terrorist financing.

Implementation of responsible gambling measures to promote player safety and well-being. Protection of player funds and sensitive information through robust security measures and data protection protocols.

Regular auditing and reporting to ensure transparency and fairness in gaming operations.

Taxation: Online gaming operators licensed in Curacao are subject to taxation based on their revenue generated from gambling activities. The specific tax rates and regulations may vary depending on the type of gaming license held by the operator.

Enforcement: Curacao Gaming Control Board (GCB) is responsible for enforcing compliance with regulatory requirements and addressing any violations or misconduct by licensed operators. This may involve conducting investigations, imposing penalties or sanctions, and revoking licenses if necessary.

Policies and Procedures

In accordance with our commitment to regulatory compliance and transparency, MCG TECHNOLOGIES N.V. ensures that all policies and procedures will be provided to the relevant authorities within six months from the issuance of the license. This timeline demonstrates our dedication to promptly submit our comprehensive framework to the Gaming Control Board (GCB) for review and scrutiny.

By adhering to this timeframe, we showcase our responsible approach to governance and our commitment to fulfilling all regulatory obligations in a timely manner. MCG TECHNOLOGIES N.V. recognizes the importance of aligning with industry best practices and regulatory standards, and providing the complete set of policies and procedures within the designated timeframe reinforces our commitment to regulatory compliance.

We understand that timely submission of these policies and procedures is crucial for establishing a solid foundation for operational excellence. Therefore, MCG TECHNOLOGIES N.V. diligently focuses on finalizing and fine-tuning our framework, ensuring that it meets the requirements of the gaming industry and embeds the highest standards of corporate governance.

By submitting our policies and procedures within six months from the license issuance, MCG TECHNOLOGIES N.V. aims to facilitate a rigorous assessment by the relevant authorities, enabling them to evaluate our commitment to compliance and adherence to industry guidelines. We view this as a crucial step in fostering trust, maintaining transparency, and upholding the regulations set forth by the gaming authorities.

In summary, MCG TECHNOLOGIES N.V. guarantees the provision of all policies and procedures to the relevant authorities within six months from the issuance of the license, demonstrating our unwavering dedication to regulatory compliance and our proactive approach to fulfilling all obligations in a timely manner.

MCG Technology NV
Balance Sheet as at CALENDAR YEAR END

	Year 1	Year 2	Year 3
	€	€	€
Fixed Assets Assets	39,917.33	66,674.67	84,765.33
Tangible Assets	39,917.33	66,674.67	84,765.33
Current Assets	1,954,407.37	3,883,301.09	9,204,136.72
Trade Debtors	0.00	526,698.74	546,698.74
Prepayments			50,000.00
Bank Accounts	1,954,407.37	3,356,602.35	8,607,437.98
Current Liabilities	-25,000.00	-62,172.82	-95,400.95
Trade Creditors	-20,000.00	-50,000.00	-76,768.00
Accruals	-5,000.00	-12,172.82	-18,632.95
Total Assets and Liabilities	1,969,324.70	3,887,802.94	9,193,501.10
Capital & Reserves	1,774,324.70	4,942,647.96	10,248,346.13
Share Capital	5,000.00	5,000.00	5,000.00
Profit & Loss Current Year	1,769,324.70	4,937,647.96	10,243,346.13
Total Capital and Reserves	1,774,324.70	4,942,647.96	10,248,346.13

MCG Technology NV

Cash Flow

	Year 1	Year 2	Year 3
	€	€	€
Net income	1,769,325	3,168,323	5,305,698
Adjustment for change in:			
Accrued expenses (non-cash)	5,000	7,173	6,460
CF from income	1,774,325	3,175,496	5,312,158
Working Capital (+/-)	20,000	30,000	- 23,232
CF operational	1,794,325	3,205,496	5,288,926
CF Investment	- 39,917	- 26,757	- 18,091
CF Shareholder	-	-	-
Change of Liquidity	1,754,407	3,178,739	5,270,836
Issue of Share Capital	5,000		
Change of Financing	5,000		
Liquidity beginning of period	-	1,759,407	4,938,146
Liquidity end of period	1,759,407	4,938,146	10,208,982

MCG Technology NV
Profit and Loss Account for the Period Ending

	Y1 €	Y2 €	Y3 €
Income	5,700,000.00	10,800,000.00	18,000,000.00
GGR	5,700,000.00	10,800,000.00	18,000,000.00
Cost	-2,205,000.00	-3,870,000.00	-5,787,000.00
Promotions	-570,000.00	-1,080,000.00	-1,800,000.00
Affiliates	-855,000.00	-1,620,000.00	-2,700,000.00
Gross Contribution	3,495,000.00	6,930,000.00	12,213,000.00
Operating Expenses	-911,025.00	-2,237,221.50	-4,265,904.06
Marketing	-40,200.00	-334,800.00	-699,840.00
IT Services	-5,360.00	-44,640.00	-108,864.00
Development	-21,440.00	-133,920.00	-435,456.00
Platform Fees	295,875.00	377,338.50	452,955.94
Processing Fees	-228,000.00	-432,000.00	-720,000.00
Supplier Cost	-855,000.00	-1,620,000.00	-2,700,000.00
Annual GCB Licence Fee	-24,600.00	-24,600.00	-24,600.00
GCB Fees	-24,600.00	-24,600.00	-24,600.00
Application Fee	-5,000.00	0.00	0.00
System Audit	-2,700.00	0.00	0.00
Compliance Audit	0.00	0.00	-5,500.00
Gross Profit / (Loss)	2,583,975.00	4,692,778.50	7,947,095.94
Administrative Expenses	-315,610.00	-630,825.60	-1,144,918.80
Accountancy Fees	-34,506.00	-124,221.60	-372,664.80
Audit Fees	-6,500.00	-6,500.00	-6,500.00
Office Expenses	-9,000.00	-40,500.00	-101,250.00
Professional Fees	-23,004.00	-23,004.00	-23,004.00
Rent	-6,000.00	-12,000.00	-14,400.00
Salaries	-225,000.00	-405,000.00	-607,500.00
Telecommunication Expenses	-2,400.00	-2,400.00	-2,400.00
Travelling & Accomodation	-8,000.00	-16,000.00	-16,000.00
Other	-1,200.00	-1,200.00	-1,200.00
Net Profit / (Loss) Before Taxation	2,268,365.00	4,061,952.90	6,802,177.14
Net Profit / (Loss) After Taxation	-499,040.30	-893,629.64	-1,496,478.97
Net Profit / (Loss)	1,769,324.70	3,168,323.26	5,305,698.17