

Business Plan

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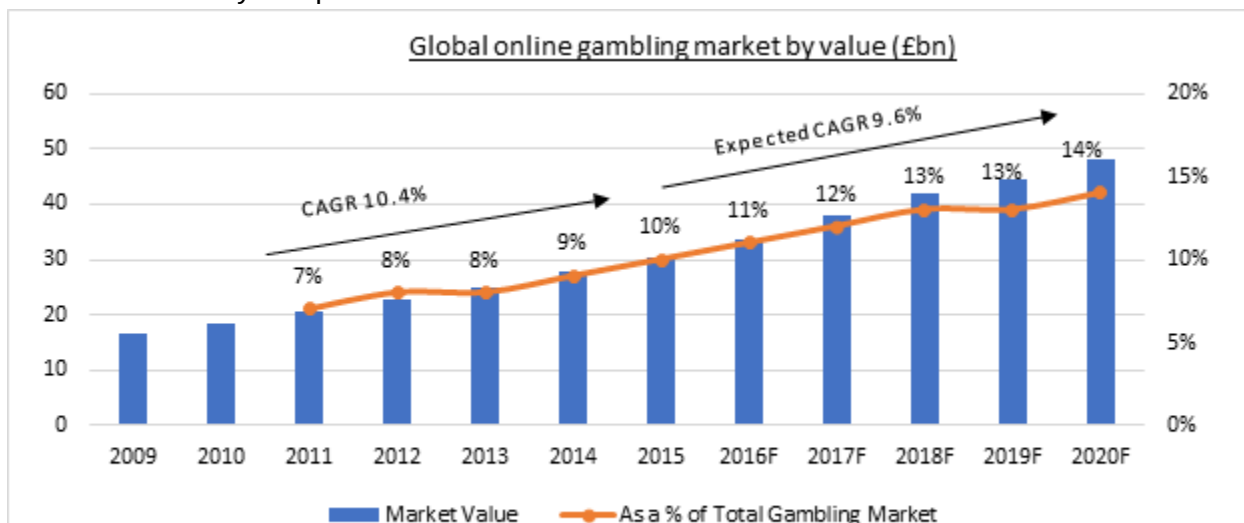
Executive Summary

The idea of the formation of the company came about by a team of veterans in the online gaming industry wanting to maximise the potential of the online gaming industry but simplifying the industry with the help of technology and user experience. The industry has grown a lot in a short period of time and with such growth comes opportunity, however the team feels the growth of the business and the technology has not been growing at the same rate. Using the latest technologies along with the simplified customer workflows & the speed of transaction processing which web 3 & digital currencies offer we aim to offer a fast secure and easy product to the markets.

Opportunity

Problem Summary

The current casino market is a very lucrative and growing business and it was valued at over 50 billion EUR in 2020. However it is also very competitive and also very saturated with most of the business offering the same product, games and promotions offers. The Competition offers the same product based on the fact that the technology used is most of the time limited and outdated. Which in return creates a negative user experience as well as promotional offerings which are normally complicated and difficult for the users to understand.



Source: H2 Gambling Capital and iGaming Business Magazine

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Solution Summary

The product we are proposing for the market is based on the latest technology keeping the user experience in mind. This is why we have developed a product which is extremely fast and responsive and offers a very simple user flow for registration login and play. It is also heavily weighted towards digital currencies bringing the end user a more frictionless experience. The second selling point of our product is that the promotional offer is based on a very fair and understandable offer where the user can see what is offered to him and can get compensated without any complicated wagering requirements. The third point we are proposing relies on leveraging digital currency technology which allows users to have a seamless pay in and pay out experience.

Product

The product will be a Curacao licensed online casino website integrated with the best providers in the industry to offer casino games as **well as the payment methods to the customer.**

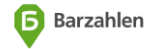
The Website will be offering the below providers

Content Suppliers



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Payment Suppliers

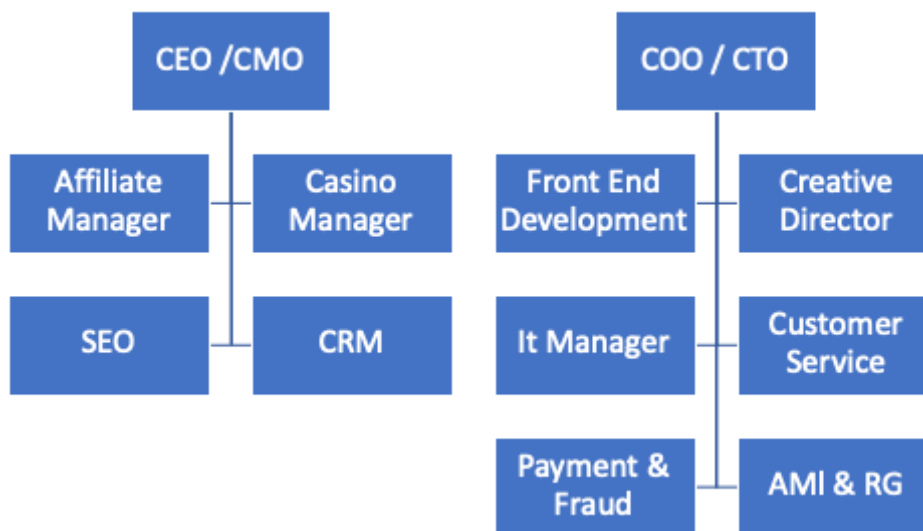


Other Suppliers



Corporate Overview

MIBS N.V will be built & supported by key experts with over 70 years combined experience in the online gaming space. The business will offer a white label solution from which operators can utilise state of the art technology stack which promises a quick and smooth onboarding journey. White label partners can then utilise strong relationships of the business for the running of the operations to ensure the best customer experience along with the necessary safety and security for the players. This department will consist of technical positions, designers as well as customer service, payment, and player safety.



In this corporate structure, the Ultimate Beneficial Owner (UBO) directly owns MIBS Digital Limited which is the 100% parent entity of MIBS N.V. MIBS Digital Limited is incorporated in Cyprus. The UBO holds ownership and control over the organization. Additionally, there is one subsidiary company under the main company, where the main company holds full ownership. This structure allows for centralized control and decision-making by the UBO while also enabling diversification or specialization through the subsidiary.

Competition

As mentioned previously the competition in the market is quite saturated for Casino users and our sites will join big operators and compete with a number of other operators such as www.betsson.com, www.mrgreen.com, www.videoslots.com etc.

Why Us?

Technology

As a business we will be offering a product which will offer a fast and secure way to register and open an account by working with newer technologies as well as automating a lot of the KYC and registration process.

Promotional Offering

MIBS N.V has analysed the promotional offering in the current market and by taking the approach of simplicity and fairness we have developed a promotional package such as cashback as well as cashdrops which the user can see and under the promotion offered. Also ensuring that there are no complicated wagering requirements to fulfill will retain and attract customers. In summary the bonuses given are directly credited to the customer account as cash.

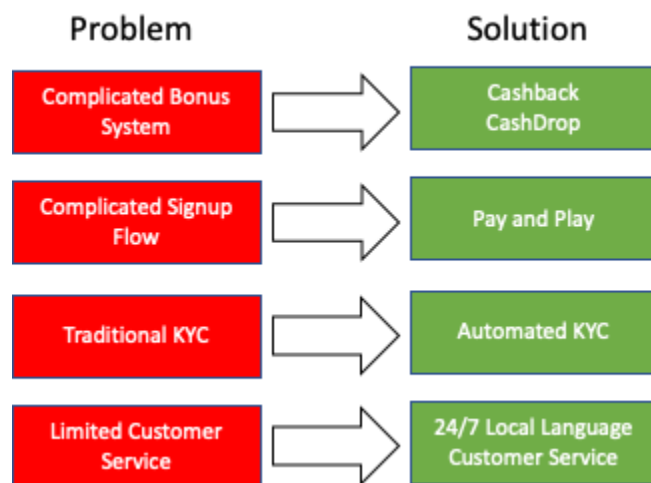
Local

The company will ensure that the product is tailored to the market. This will be achieved by ensuring the right language on content on the site as well as offering 24/7 customer support in the same language. Promotions and marketing will also be based on the country of operation such as specify bonus based on holidays of the country. The payments providers and content providers will also be offered based on a localized service thus ensuring the player has the option to use his favorite method of payment as well as playing his favorite game depending on the country of origin.

Pay In Pay Out

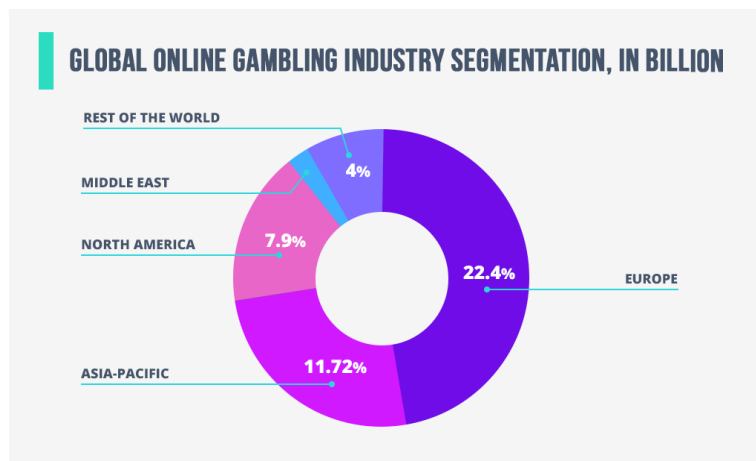
Combining both the technology and automation of process but also having the right and experienced staff we will ensure that all payments coming into and also going out of the system are executed as fast as possible thus give the customer the comfort and trust that his money is available to him.

Problem & Solution Overview



Target Markets

Markets MIBS NV will operate in are located in Europe as well as outside of Europe. We believe that there is a big possibility of markets driving revenues outside of Europe, however we also believe in having an European customer base since it is a valued, stable and mature market. European focus will be on countries such as Finland and Norway. Additional target markets will be Canada and New Zealand to start with. Thereafter a further evaluation will be done on other markets of interest.



Gambling Market Overview

Competition

- In the proposed market that MIBS N.V initially will enter the competition is fierce with most of the big operators such as Betsson, Leo Vegas, Comeon Group, Kindred etc. active.
- There are also new players entering the markets every month. However, the overall market is still growing and older brands with big organisations are losing market share to more innovative and fast moving organizations.

Our Advantages

- Unique product designed for the markets we enter with localization of the product.
- Modern design of brands with unique technical features.
- Unique, segmented, tailored approach for retention execution.
- State of the art technology platform
- Experienced and skillful team that can work agile and understand the players needs.

Marketing Acquisition Plan

- The main acquisition source will be affiliate collaborations through extensive networks
- Aggressive and attractive promotional offers will make sure the brands are very competitive.
- Strong SEO focus to create organic traffic and also safeguard against affiliates cannibalizing on traffic towards our brands,
- Programmatic (Twin and retargeting traffic) and Social media digital marketing focus.

Marketing Retention Plan

- Segmentation of players per market
- Data and analysis driven approach

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- Automated instant rewards to players based on their game performance will increase session time as well as decrease churn.
- Daily, weekly, monthly promotions to reduce churn
- Anti-churn actions (reactivation by email, sms)

Financial Forecast

The below 3-year forecast which includes the Key metrics such as GGR, NGR, Casino GGR, Sports GGR and Deposits will be closely monitored to track the company's financial performance. The revenue breakdown shows the estimated Casino Revshare, Sportsbook margin, setup fees, content margin, payments margin and fixed cost recovery. Additionally, the Summary section shows the gross profit and operating costs. This information will help stakeholders understand the company's projected financial trajectory and make informed decisions to drive sustainable growth and profitability.

3 year forecast - MIBS NV															
	Q1	Q2	Q3	Q4	FY24	Q1	Q2	Q3	Q4	FY25	Q1	Q2	Q3	Q4	FY26
Key metrics															
GGR	13,730,678	17,550,438	18,427,960	19,349,358	69,058,434	19,929,839	20,527,734	21,143,566	21,777,873	83,379,011	20,010,963	22,012,059	25,013,703	33,018,088	100,054,813
NGR	11,671,076	14,917,872	20,032,738	28,607,864	75,229,551	29,466,100	30,350,083	31,260,585	32,198,403	123,275,170	29,586,041	32,544,645	36,982,551	48,816,967	147,930,204
Casino GGR	11,671,076	14,917,872	20,032,738	28,607,864	75,229,551	29,466,100	30,350,083	31,260,585	32,198,403	123,275,170	29,586,041	32,544,645	36,982,551	48,816,967	147,930,204
Sports GGR	2,059,602	2,632,566	3,535,189	5,048,447	13,275,803	5,199,900	5,355,897	5,516,574	5,682,071	21,754,442	5,221,066	5,743,173	6,526,333	8,614,759	26,105,330
Deposits	45,768,927	58,501,460	61,426,533	64,497,860	230,194,780	66,432,795	68,425,779	70,478,553	72,592,909	277,930,037	66,703,209	73,373,530	83,379,011	110,060,295	333,516,044
Revenue Breakdown															
Casino revshare	507,387	642,143	878,357	1,260,975	3,288,861	1,298,804	1,337,768	1,377,901	1,419,238	5,433,711	1,282,356	1,410,591	1,602,945	2,115,887	6,411,778
Sportsbook margin	57,959	79,461	108,311	156,719	402,450	161,421	166,263	171,251	176,389	675,324	160,727	176,800	200,909	265,200	803,636
Set up fees	90,000	210,000	120,000	210,000	630,000	90,000	210,000	120,000	210,000	630,000	90,000	210,000	120,000	210,000	630,000
Content margin	243,969	361,581	536,105	871,432	2,013,088	897,575	924,503	952,238	980,805	3,755,120	916,249	1,007,874	1,145,312	1,511,811	4,581,247
Payment margin	640,765	819,020	1,099,837	1,570,628	4,130,250	1,617,747	1,666,279	1,716,267	1,767,755	6,768,049	1,624,332	1,786,765	2,030,415	2,680,147	8,121,658
Fixed cost recovery	285,100	351,600	375,000	375,000	1,386,700	386,250	397,838	409,773	409,773	1,603,633	368,836	405,719	461,044	608,579	1,844,178
	1,825,180	2,463,806	3,180,210	4,630,854	12,100,049	4,451,796	4,702,650	4,747,430	4,963,960	18,865,836	4,442,499	4,997,749	5,560,624	7,391,624	22,392,497
Summary financials															
Gross profit	1,825,180	2,463,806	3,180,210	4,630,854	12,100,049	4,451,796	4,702,650	4,747,430	4,963,960	18,865,836	5,342,156	5,643,180	5,696,916	5,956,752	22,639,004
Operating Costs	2,202,516	2,408,692	2,435,018	3,962,660	11,008,886	3,980,074	4,099,477	4,222,461	4,306,910	16,608,922	4,776,089	4,919,372	5,066,953	5,168,292	19,930,707
EBITDA	(377,336)	55,113	745,192	668,194	1,091,163	471,722	603,174	524,969	657,049	2,256,914	566,066	723,808	629,963	788,459	2,708,297

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