



Sendosa B.V.

Applying for Curacao Gaming License, supervised by Gaming Control Board (GCB).

1. EXECUTIVE SUMMARY

1.1 Summary:

Sendosa B.V. is a cutting-edge gaming software reseller operating on a business-to-business (B2B) model. Specializing in e-gaming software, Sendosa B.V. aims to provide technological advancements solutions to its clients in the e-gaming industry. With a focus on innovation, Sendosa B.V. is poised to become a leader in the global e-gaming software market.

1.2 Company Description:

Sendosa B.V. is a Curacao-based company established to meet the growing demand for advanced gaming software solutions in the casino industry. Our primary objective is to provide top-tier gaming software to our B2B clients, enabling them to deliver immersive and secure gaming experiences to their customers. Sendosa B.V. is committed to delivering superior products and services that exceed industry standards.

1.3 Vision:

To be a leading provider of casino games globally, recognized for innovation, quality, and exceptional user experience.

1.4 Mission:

Deliver high-quality, casino games that cater to the unique needs of our business clients while ensuring a secure and enjoyable gaming environment for players.

2. BUSINESS MODEL

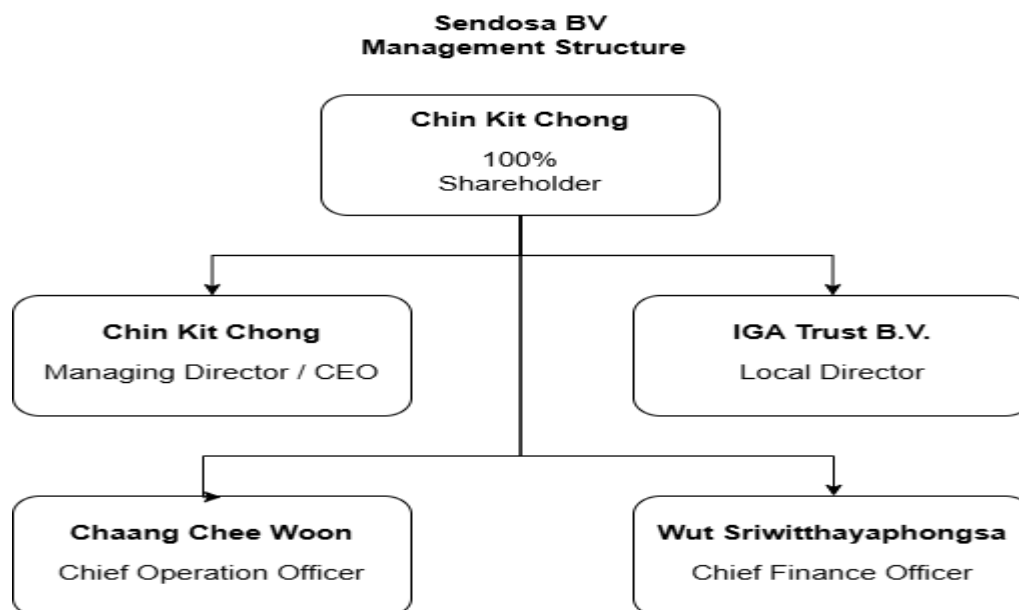
2.1 Revenue Streams:

- Gross Gaming Revenue (GGR) share. Clients pay based on a percentage of their GGR
- Service fees for casino games services
- Customization fees for tailored offerings

2.2 Pricing Strategy:

- Competitive pricing based on customization and service levels
- Flexible pricing models to accommodate various business sizes

2.3 Management Structure:



- Director/CEO - Responsible for the company's overall strategy, leadership, and operations, driving business growth through startups, business development, and strategic partnerships.
- Local Director - Oversees local operations and compliance, ensuring the company adheres to local laws, regulations, and industry standards while managing daily business functions.
- Chief Operation Officer (COO) - Oversees day-to-day operations, ensuring efficiency across all business functions. Responsible for process optimization, strategic execution, and operational growth to support the company's goals.
- Chief Financial Officer (CFO) - Manages the company's financial planning, risk, and compliance, overseeing budgeting, reporting, and long-term financial sustainability.

2.4 Key Suppliers and Material Dependencies

Our company works with a select group of key suppliers and partners who provide essential services and materials necessary for our operations. Below are the main suppliers and dependencies:

- Skyline Solutions Inc. A gaming license reseller. We are in advanced negotiations to sign a sub-licensing agreement with Skyline Solutions Inc., which will enable us to operate legally and offer our services across various jurisdictions. We leverage the Evolution suite of games, which includes a wide variety of live dealer games and innovative online casino solutions. Evolution's gaming offerings are integral to our platform, providing engaging content and ensuring our partners have access to the latest trends in live gaming.

2.5 Risk Assessment and Mitigation Procedures

We have developed a risk management framework to identify, assess, and mitigate these risks.

Key Risks and Mitigation Strategies:

- Regulatory Compliance Risk:
Mitigation: We ensure that we stay up to date with licensing requirements, local gaming laws, and anti-money laundering (AML) regulations. We are in the process of finalizing sub-licensing agreements with resellers like Skyline Solutions Inc.
- Credit Risk:
Mitigation: To manage credit risk, we implement strict customer credit terms. We evaluate the creditworthiness of potential clients before offering extended payment terms, using credit checks and financial reviews. We also ensure that payment terms are clearly defined in the contract, with milestones for payments to reduce exposure to outstanding debts.
- Legal Risk:

Mitigation: To manage legal risk, we ensure that all contracts are carefully reviewed by our legal team before signing. This includes a thorough review of terms to ensure fairness, clarity, and alignment with local laws and industry regulations. We also ensure that all agreements are in compliance with international standards and gaming regulations, including anti-money laundering (AML) and data protection laws.

2.6 Target KPIs and Business Objectives

Our business objectives are aligned with our long-term growth strategy. Below are our key performance indicators (KPIs) and business objectives for the next three years:

KPIs:

- Revenue Growth: Targeting an annual revenue growth per year.
- Customer Acquisition: Aiming to onboard at least 5 new B2B clients per year.
- Customer Retention: Achieving a retention rate of 85% through continued product improvements and customer service excellence.

SENDOSA B.V.

Applying for Curacao Gaming License, supervised by Gaming Control Board (GCB).

Business Objectives:

- Strengthen strategic partnerships with major game developers and license resellers.
- Achieve a 25% EBITDA margin by the end of Year 3.

3. MARKET ANALYSIS & PRODUCTS

3.1 Market insights:

The global gaming industry is experiencing rapid growth, fueled by technological advancements and changing consumer preferences. According to industry reports, the global online gambling market is projected to reach USD 127.3 billion by 2027, with a compound annual growth rate (CAGR) of 11.5%. This growth presents significant opportunities for companies like Sendosa B.V. to capitalize on the increasing demand for high-quality e-gaming software.

3.2 Product - Live Casino/ Non-Live Games:

- Baccarat
- Roulette
- Jackpot
- Live-casino

3.2 Casino Services:

- Operational Support
- Seamless integration of games into platform

3.3 3-Year Financial Forecast

For a detailed breakdown of the 3-year financial forecast, please download the Excel file from the following link:

[Download Financial Forecast – Sendosa B.V](#)

4. MARKETING & SALES STRATEGY

Sendosa B.V. will implement a targeted marketing and sales strategy to reach potential clients and establish strong partnerships within the gaming industry. Key elements of our strategy include:

4.1 Digital Marketing

Leveraging online channels such search engine optimization (SEO), and content marketing to raise brand awareness and generate leads.

4.2 Industry Events

Participating in gaming industry conferences like ICE and SIGMA.

4.3 Strategic Partnerships

Collaborating with gaming operators & software providers to expand our reach and enhance our product offerings.

5. CONCLUSION

Sendosa B.V. is poised to be a game-changer in the online casino gaming industry by combining innovative games with professional online casino services. With a commitment to excellence and a unique business model, we anticipate significant success and growth in the ever-evolving e-gaming landscape.