



Business Plan

RAEEN EXCHANGE N.V.

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1. Management Section

Ultimate Beneficial Owner: Danyaal Hasan

The ultimate beneficial owners of the company are as follows:

1. Piyushkumar Vinodbhai Parekh is a professional trader and an entrepreneur specializing in currencies, commodities, and online gaming. He is a seasoned and successful leader with a track record of producing, presenting, and managing the implementation of innovative business solutions. Highly motivated with a proven ability to develop people and commercialize all aspects of a business. He is also well networked and highly successful in implementing business objectives, defining company direction, achieving goals, change and optimizing business process and procedures. He is an Indian national with global business presence and experience.
2. Radhika Hasan is a successful entrepreneur and a seasoned HR, Risk and Operations professional with an entrepreneurial spirit, carrying broad experience in managing critical operational functions, including compliance, MLRO, recruitment, payroll, accounts, and office management. I have a strong educational background and possess excellent communication and interpersonal skills, with a proven track record of building successful teams and businesses.

Both of these individuals are supported by an experienced team of operational staff and gaming advisors – to oversee operations and ensure that commercial targets are being achieved and compliance is being adhered to.

2. Purposes of the Venture

Raeen Exchange N.V. has been incorporated to apply for a Curacao licence which will operate an intermediary sports betting exchange platform, targeting Africa, South Asia (India, Pakistan) and the Middle East markets. The platform will be offered under the brand AU Exchange. The platform will be available through both the website service and a mobile app.

Raeen Exchange is a licensed partner of Betfair International PLC, allowing them to display Betfair data on the website and enabling players to place bets on the Betfair international exchange facility.

Players will be able to wager on the outcome of events by offering and accepting odds directly with other players, rather than against a bookmaker. The sportsbook offering will allow players to place bets on a variety of sporting events predominantly on cricket but also other events including Football, Tennis, American Football, Horse Racing, Basketball and others.

By virtue of the betting exchange model, Raeen Exchange will not encounter the risks of a typical bookmaker, namely by taking bets and exposing themselves to the threat of losses. Instead, Raeen Exchange will operate an aggregated commission model, whereby commission is calculated on the net winnings made by customers on their site. This minimised exposure to the business by way of no direct financial risk, allows the odds displayed to omit a built-in profit margin and as a result, the odds typically deliver better value than a traditional fixed odds bookmaker. The exchange betting platform will provide more market choice to customers via its unique offering, allowing them to continue to trade their position after an event has gone “in play”.

Raeen Exchange believes that Curacao remains a key jurisdiction in reaching its target markets and therefore wishes to establish a presence by obtaining a Curacao e-Gaming licence and operating to Betfair minimum compliance standards.

3. Components to Achieve the Target (Market Analysis Section)



The above diagram provides an overview of global turnover of the largest Global betting operators. Paddy Power Betfair is one of the most vibrant retail estates in the sector with a marketing operation that is globally renowned for its distinct brand of mischief making. The company's returns to shareholders in 2018 totalled £584million through dividends and share buybacks. The company reported overall revenue of £1.87billion in 2018.

The integration of Betfair's exchange platform through API onto Raean Exchange's website will provide the potential for significant scalability.

The global sports betting industry is projected to be valued at USD125.18billion at the end of 2022² growing at a CAGR of 8.62% during 2020-2022. Betting Exchanges currently generate profits that amount to approximately 10% of what bookmakers earn. They are an alternative way for punters to bet on events where the Exchange acts as a middle-man connecting the punter

¹ <https://www.marketresearchreports.com/blog/2019/05/24/top-10-online-gambling-companies-world>

² <https://www.marketwatch.com/press-release/global-sports-betting-market-size-share-2020-global-industry-revenue-business-growth-demand-and-applications-market-research-report-to-2022-2019-12-18>

with somebody who has an opposing view. With Raeen Exchange engaged to offer Betfair's platform, it will be in a strong position to facilitate a betting exchange to the targeted market.

It is also anticipated that in due course, Raeen Exchange will offer loyalty schemes based on regional marketing conditions, consisting of special event bonuses to enhance the customers long term relationship with the brand.

Raeen Exchange will maintain the highest standards of international AML/CFT compliance in accordance with Betfair's minimum standards and as such, a robust set of policies and procedures shall be implemented to ensure that staff members are fully aware of the importance of minimising any money laundering risks. By adhering to the company's policies and procedures, Raeen shall be ensuring that risks can be appropriately mitigated. The following policies shall be implemented by Raeen:

- AML/CFT Manual
- AML Risk Assessment
- Anti-Bribery & Corruption Policy
- CDD Policy
- SAR Process Policy
- Whistleblowing

4. Financing Section (Management Section)

The shareholders have invested in excess of £300,000 into Raeen Exchange N.V. in order to facilitate the initial start-up of the venture. This shall be derived from the UBO's existing ventures.

5. Turnover Prognosis for Next Three Years

	Year 1	Year 2	Year 3
Total Income	€5,000,000	€7,500,000	€10,000,000
Total Direct/Indirect Costs	€3,200,000	€3,400,000	€3,600,000
Net Result	€1,800,000	€4,100,000	€6,400,000
Total Investment (EUR)	€300,000	0	0
Profit Margin %	36%	54%	64%