

BUSINESS PLAN

CW Technologies B.V

Contents

1. Executive Summary - Our Mission
2. Company and Management
3. Our Services
4. Our Competitive Advantage
5. Financial Considerations
6. Timetable
7. Conclusions

1. Executive Summary - Our Mission

CW Technologies B.V. is a company incorporated in Curacao, dedicated to obtaining a gaming license to operate in the online gambling industry.

Our mission is to establish a reputable online gambling platform that offers a diverse range of gaming products while ensuring compliance with regulatory requirements and promoting responsible gaming practices. This business plan outlines our strategy for obtaining a gaming license and launching a successful online gambling operation in Curacao.

Our focus is to offer a wide variety of high-quality games, a fully-fledged sportsbook, fast and secure payment options, and excellent customer support to ensure that our customers have a positive experience on our platform.

Our mission is to provide innovative and entertaining gambling experiences to players worldwide while ensuring compliance with all relevant regulations.

Leveraging our expertise in digital marketing and strategic partnerships, we aim to establish CW Technologies B.V. as a leading player in the global online gambling market. We also prioritize responsible gaming and compliance with the Curaçao gaming regulations to maintain our license and reputation.

2. Company and Management

CW Technologies BV was incorporated in Curacao on 18th of October 2022. The Managing Director of the company is Morganite Corporate Services B.V. , the shareholder of the company is Plamera Holdings Limited and the Ultimate Beneficial owners are Mr Marinos Shiapanis, Mr Alexandros Manios and Mr Avraam Tosounidis.

CW Technologies B.V. aims to establish an online gambling platform that offers a wide variety of casino games, sports betting, and other gaming products to players worldwide. Our platform will provide a user-friendly interface, secure payment processing, and efficient customer support to ensure an exceptional gaming experience for our users. We will focus on building

trust and credibility with our players by adhering to strict regulatory standards and implementing robust responsible gaming measures.

The management team at CW Technologies B.V. consists of seasoned professionals with extensive experience in the gambling sector. Our team is dedicated to ensuring the success and sustainability of our business through strategic leadership, innovation, and operational excellence. We prioritize compliance with all relevant regulations and strive to maintain the highest standards of integrity and transparency in everything we do.

As a gambling company, our primary focus is on operating online casinos, sports betting platforms, and other gambling-related services. We adhere to strict regulatory standards to ensure the integrity and fairness of our gaming offerings while delivering a seamless and enjoyable experience for our players.

3. Our Services

CW Technologies B.V. aims to operate a diverse portfolio of online gambling platforms, offering an extensive array of casino games, sports betting options, and other gambling-related services. Our commitment to providing a secure and fair gaming environment is reinforced by the implementation of advanced technologies and stringent security measures to safeguard our players' personal and financial information.

Our team comprises seasoned professionals with specialized expertise in gaming operations, customer support, marketing, and regulatory compliance. With a strong focus on delivering excellence, we ensure that our platforms meet the highest industry standards while prioritizing the safety and satisfaction of our players.

In terms of marketing strategy, we employ a multifaceted approach to reach our target audience effectively. This includes leveraging digital marketing channels such as search engine optimization (SEO), social media marketing, email marketing, content marketing, and targeted advertising campaigns. Additionally, strategic partnerships with affiliate marketers play a crucial role in expanding our reach and attracting new players to our platforms.

4. Our Competitive Advantage

Here are some potential competitive advantages of CW Technologies B.V. in the gambling industry:

1. Strategic Partnerships:

CW Technologies B.V. has established strategic partnerships with leading online casinos, sportsbooks, and gaming providers. These partnerships enable CW Technologies B.V. to offer a diverse range of high-quality gambling products and services to its clients, giving it a competitive edge in the market.

2. Expertise in Digital Marketing:

With a team of experienced digital marketers, CW Technologies B.V. possesses expertise in online marketing strategies tailored specifically for the gambling industry. This allows the company to effectively reach and engage target audiences, drive traffic to its clients' platforms, and maximize player acquisition and retention.

3. Regulatory Compliance:

CW Technologies B.V. places a strong emphasis on regulatory compliance and operates with integrity and transparency in all its business dealings. The company ensures that its clients adhere to all relevant laws and regulations governing the online gambling industry, reducing the risk of regulatory issues and penalties.

4. Innovative Technology Solutions:

CW Technologies B.V. leverages innovative technology solutions to enhance the user experience, improve operational efficiency, and stay ahead of the competition. This includes state-of-the-art gaming platforms, mobile optimization, data analytics tools, and security measures to protect player data and transactions.

5. Global Reach:

With a presence in Curacao and a focus on the global market, CW Technologies B.V. has the ability to serve clients and players worldwide. The company's international reach allows it to tap into diverse markets, capitalize on emerging trends, and expand its client base beyond geographical boundaries.

6. Customized Solutions:

CW Technologies B.V. takes a tailored approach to serving its clients, offering customized marketing and consulting solutions that are specifically designed to meet their unique needs and objectives. This personalized approach sets the company apart from competitors and enhances its value proposition in the eyes of clients.

By leveraging these competitive advantages, CW Technologies B.V. is well-positioned to thrive in the highly competitive gambling industry and achieve sustained growth and success.

5. Financial Plan

The financial projections for CW Technologies B.V. include initial startup costs, licensing fees, development expenses, and ongoing operational costs. We anticipate generating revenue through player deposits, betting activity, and other gaming-related transactions. Our financial plan includes budget allocations for marketing, technology infrastructure, regulatory compliance, and customer support to support our growth objectives and ensure long-term profitability.

A three-year forecast is as follows :

2025				
	Q1	Q2	Q3	Q4
Gaming Contribution				
Active Players	13,225	14,547	13,093	15,057
Turnover	€ 53,298,358	€ 55,770,299	€ 48,520,160	€ 55,798,184
Casino GGR	€ 2,464,516	€ 2,587,742	€ 2,251,335	€ 2,589,036
Sports GGR	€ 616,129	€ 646,935	€ 562,834	€ 647,259
Total GGR	€ 3,080,645	€ 3,234,677	€ 2,814,169	€ 3,236,295
% Margin	5.8%	5.8%	5.8%	5.8%
Bonus Cost	€ (400,484)	€ (420,508)	€ (365,842)	€ (485,444)
% Bonus to GGR	13.0%	13.0%	13.0%	15.0%
NGR	€ 2,680,161	€ 2,814,169	€ 2,448,327	€ 2,750,850

Costs				
Casino & Sportsbook Provider Fees	€ 382,000	€ 401,100	€ 348,957	€ 401,301
Platform Fee	€ 154,032	€ 161,734	€ 140,708	€ 161,815
Payment Provider Fees	€ 160,000	€ 170,000	€ 160,000	€ 190,000
Marketing Costs	€ 750,000	€ 500,000	€ 650,000	€ 850,000
Operational Costs	€ 125,000	€ 140,000	€ 150,000	€ 160,000
IT Infrastructure Costs	€ 100,000	€ 100,000	€ 100,000	€ 100,000
Total Costs	€ 1,671,032	€ 1,472,834	€ 1,549,665	€ 1,863,115
EBITDA	€ 1,009,129	€ 1,341,335	€ 898,662	€ 887,735

2026				
	Q1	Q2	Q3	Q4
Gaming Contribution				
Active Players	16,562	18,219	16,397	18,856
Turnover	€ 58,790,820	€ 64,446,903	€ 58,002,212	€ 63,802,434
Casino GGR	€ 2,718,488	€ 2,990,336	€ 2,691,303	€ 2,960,433
Sports GGR	€ 679,622	€ 747,584	€ 672,826	€ 740,108
Total GGR	€ 3,398,109	€ 3,737,920	€ 3,364,128	€ 3,700,541
% Margin	5.8%	5.8%	5.8%	5.8%
Bonus Cost	€ (441,754)	€ (485,930)	€ (437,337)	€ (555,081)
% Bonus to GGR	13.0%	13.0%	13.0%	15.0%
NGR	€ 2,956,355	€ 3,251,991	€ 2,926,792	€ 3,145,460

Costs				
Casino & Sportsbook Provider Fees	€ 421,366	€ 463,502	€ 417,152	€ 458,867
Platform Fee	€ 169,905	€ 186,896	€ 168,206	€ 185,027
Payment Provider Fees	€ 210,000	€ 235,000	€ 220,000	€ 250,000
Marketing Costs	€ 800,000	€ 750,000	€ 650,000	€ 850,000
Operational Costs	€ 180,000	€ 190,000	€ 200,000	€ 220,000
IT Infrastructure Costs	€ 100,000	€ 100,000	€ 100,000	€ 100,000
Total Costs	€ 1,881,271	€ 1,925,398	€ 1,755,358	€ 2,063,894
EBITDA	€ 1,075,084	€ 1,326,593	€ 1,171,433	€ 1,081,566

We will continuously monitor our financial performance and adjust our strategies as needed to optimize profitability and achieve our long-term goals.

6. Risk Management:

Risks associated with operating in the online gambling industry include regulatory compliance, cybersecurity threats, market competition, and financial volatility. CW Technologies B.V. will implement risk management strategies to mitigate these risks effectively. This includes maintaining strict regulatory compliance, investing in robust cybersecurity measures, conducting regular audits and assessments, and diversifying revenue streams to minimize financial risks.

7. Timeline and Milestones:

Key milestones for CW Technologies B.V. include submitting the gaming license application, obtaining regulatory approval, launching the online gambling platform, acquiring players, and achieving profitability. We will establish a detailed timeline and track progress towards these milestones to ensure timely execution and successful operation of our online gambling business in Curacao.

8. Conclusion:

CW Technologies B.V. is committed to obtaining a gaming license in Curacao and launching a successful online gambling platform that offers a safe, secure, and entertaining gaming experience to players worldwide. With a focus on regulatory compliance, responsible gaming practices, and customer satisfaction, we are confident in our ability to establish a reputable presence in the online gambling industry and achieve long-term success. Thank you for considering our business plan.