

## **Hexa N.V. – Business Plan 2024**

Hexa's mission is to consolidate and streamline access to a wide range of gaming software RNG, live dealer and streaming providers.

The gaming industry is rapidly evolving, with an ever-increasing number of providers and services available to businesses. This prosperity can also lead to confusion and lack of efficiency in content preference. Hexa aims to address this point by providing access to leading content providers.

Hexa aims to provide a single point of entry to a diverse range of gaming software application providers.

Hexa integration with various providers enables Operators seamless integration to numerous content providers.

### **Overview**

Hexa integrates and resells leading content provider's content in the market enabling its clients great diversity with one seamless integration.

Some of Hexa's notable content providers are:

- Vivogaming
- Spinominal
- Betsoft
- SA Gaming
- Spribe
- Redrake
- Tomhorn Gaming
- 7Mojos

And more

### **Management Structure**

Leo manages the company's affairs and alongside the commercial team use their connections in the industry to source the providers, clients and technological integrations.

Hexa runs an integrations and support platform and mainly uses professional technological providers and experts for its operations, including sales and account management.

Hexa intends to grow, acquire an independent Curacao license and engage with heads of Sales, Account Management and Operations.

### Growth Strategy and Forecast

Hexa intends to engage with premium content providers and expand its offering by 5-10 new providers per year. Hexa additionally expects to add 10 new clients in year 1, 10 new clients in year 2 and that same number in year 3.

Hexa is concurrently in negotiations with 10 new content providers and 5 new clients.

Hexa expects to meet the following growth targets over the next 3 years:

|                                 | 2024                | 2025                | 2026                |
|---------------------------------|---------------------|---------------------|---------------------|
| Revenues                        | \$ 16,933,444       | \$ 17,610,018       | \$ 18,177,602       |
| COGS                            | \$ 12,347,058       | \$ 12,840,383       | \$ 13,254,238       |
| <b>Gross Profit</b>             | <b>\$ 4,586,386</b> | <b>\$ 4,769,634</b> | <b>\$ 4,923,363</b> |
| <b>Operating expenses</b>       |                     |                     |                     |
| G&A                             | \$ 241,041          | \$ 250,672          | \$ 258,751          |
| R&D                             | \$ 1,182,966        | \$ 1,230,231        | \$ 1,269,883        |
| S&M                             | \$ 2,116,318        | \$ 2,200,876        | \$ 2,271,811        |
| Operations                      | \$ 239,706          | \$ 249,283          | \$ 257,318          |
| <b>Total Operating Expenses</b> | <b>\$ 3,780,031</b> | <b>\$ 3,931,062</b> | <b>\$ 4,057,763</b> |
| <b>EBITDA</b>                   | <b>\$ 806,354</b>   | <b>\$ 838,572</b>   | <b>\$ 865,600</b>   |

### Key Suppliers

Hexa as an aggregator is mainly dependent on its cloud stability (AWS) and providers. By engaging leading industry providers Hexa ensures that the services it provides will meet the highest industry standard.

### Risk Evaluation

Hexa's main risk is stability and errors and/or non-compliance by its providers and/or clients. To mitigate this Hexa ensures that it engages high level providers and that its providers and clients commit to adhere to regulatory guidelines and indemnify it against breaches related to game delivery, errors and other exposures.

### Legal Governance

Hexa is a relatively thin operation managed closely by its owner. The managing director's expertise enabled Hexa to obtain and maintain its Curacao license as well as engage in favorable contracts. Hexa also obtains commercial legal advice from various legal consultants where needed or applicable.

### Target KPIs

The business will need to see its offering expanded by 5-10 new providers per year and 10 new clients. In addition, its revenue volume needs to grow by 3-5% per year.

### Policies and Procedures

Hexa established client onboarding, support, security, acceptable use, remote work, anti-sexual harassment, anti-bribery, compliance and more policies that govern its day to day. Hexa engages outside consultants to ensure that these policies align with industry standards and regulatory requirements.