

**Effice Group NV**

**Business Plan**

**April 2024**

## **Effice Group NV**

Effice Group NV (“Effice” is an online casino gaming company, with Curacao registration number 153301. Effice was incorporated during the COVID outbreak on the 13<sup>th</sup> of May 2020 and is licensed in Curacao.

Effice intends specializing in providing premium gaming experiences to players throughout the globe including various verticals and markets across the globe.

We believe that such markets stem from the growing demand for online entertainment and favorable regulatory environments. With a massive, exciting range of games, state of the art tech, and a passionate commitment to adhere to responsible gaming practices.

We are confident of becoming a leading player in the industry. Over the next few years, we estimate significant growth in revenue and market share as we expand our customer base and enhance our offerings.

## **About us**

Effice was founded by a team of industry experts with extensive experience in online gaming, software development, and business management. We operate under a sublicense of Gaming Services Provider NV in Curacao (licence number 365/JAZ) ensuring compliance with regulatory standards and providing a trustworthy platform for players.

## **Our product offering**

Effice operates under the brand name of Punt Casino (“Punt”) and customers can register and sign up with such brand on [www.puntcasino.com](http://www.puntcasino.com). Punt offers a diverse range of casino games, including slots, table games, live dealer games, and specialty games, sourced from top-tier gaming providers. Our platform provides players with a seamless and immersive gaming experience across desktop and mobile devices, ensuring accessibility and convenience. Additionally, we prioritize responsible gaming practices, offering features such as self-exclusion and deposit limits to promote a safe and enjoyable environment for all players.

Initially, the product offering is limited to online casino but the prospects of adding sportsbook, lottery and live casino games is something that is in the roadmap of Effice.

## **Growth strategy through Customer Acquisition**

Our marketing strategy focuses on targeted digital campaigns, leveraging channels such as social media, search engine optimization (SEO), PPC, email and SMS

marketing as well as doing lucrative affiliate partnerships to launch and grow our business.

We also plan to advertise and marketing on all social media channels and partner up with popular influencers and media outlets to get our brand awareness out in the market and build the brand as fast as possible. In addition, we will offer exciting campaigns bonuses, giveaways, competitions, tournaments and customer reward programs to drive the business.

## **Effice KPI's**

### **Revenue KPIs**

Total Revenue: The Estimated gross Gaming Revenue for Effice in year 1 is estimated around EUR 1,25 million (with an estimated annual profit of EUR 383,750). The overall gross gaming revenue generated by the casino is projected to achieve a year-on-year growth of around 17% in year 2 and an increase of 10% in revenue in year 3

Average Revenue per User: The average revenue generated per active user is a key performance indicator, which is difficult to set as an overall KPI across the business as the customer database must be itemized and segmented and analysed to achieve the best success.

Customer Lifetime Value: The estimated revenue generated by a customer over their lifetime is expected to increase by a minimum of 2% year on year.

### **Customer Acquisition and Retention KPIs**

Customer Acquisition Cost: The plan to launch is an aggressive one and initially the customer acquisition costs will be high but the main affiliate deals planned being CPA (cost per acquisition). This will impact profitability and cash flow in the first year of business but over time, the relative acquisition costs will be reduced resulting in higher relative overall profit for the business.

Customer Retention Rate: Our target KPI's in the initial month of returning new customers would be 28%, with the target retention rate after 12 months being 7%.

Churn Rate: We have a strong team of customer hosts that will always be communicating with the VIP customers and potential VIP customers and will ensure that at all times, they are wary of keeping the customer churn rate to a minimum.

## **Technology planning**

We will work with experienced IT professionals to design a scalable and resilient server infrastructure that meets our current needs and allows for future growth. This will include determining hardware specifications, network configurations, and data storage solutions.

### **Server Deployment**

Our technical team will oversee the deployment of servers in secure data centers in Curacao. This process will involve installing and configuring hardware, setting up network connectivity, and implementing security protocols to safeguard against unauthorized access and data breaches.

### **Testing and Optimization**

Upon launching our platform, we conducted rigorous testing to ensure that our servers perform optimally under various conditions. This involved serious load testing, security testing, and performance monitoring to identify and address any potential issues or bottlenecks.

### **Ongoing Maintenance**

Our platform has been operating for many years and our IT team is responsible for the ongoing maintenance and monitoring of our servers. This includes applying software updates, optimizing performance, and implementing security patches to mitigate risks and ensure uninterrupted service for our players.

### **Legal Governance**

Licensing Authority: Effice will operate fully license in the jurisdiction of Curacao.

### **Corporate Governance**

Board of Directors: Effice will have a governing body responsible for overseeing the casino's operations, making strategic decisions, and ensuring compliance with legal and regulatory requirements. The board will consist of individuals with relevant expertise, not only in online gaming, finance, law, and risk management.

Corporate Policies: All of Effice's policies that govern the casino's operations, including codes of conduct, financial controls, compliance protocols, and risk management processes, will be strictly aligned with the licencing regulatory requirements and best practices.

Financial Regulations: Effice will comply with all relevant financial regulations to ensure transparency and prevent fraud. Key components include:

Anti-Money Laundering (AML): Compliance with AML regulations involves implementing customer identification, transaction monitoring, and reporting suspicious activities to relevant authorities.

Data Protection and Security: Data protection and security are extremely important to Effice due to the sensitive nature of customer information and financial transactions. Effice's policies will strongly focus on:

- Data Protection Laws
- Cybersecurity Measures
- Incident Response and Reporting

Responsible Gambling: Effice will ensure that it is always promoting responsible gambling and that it is always on the pulse of such policies, which would include-:

- Setting customer deposit limits
- Self-exclusion programs
- Providing assistance for players with gambling issues

Customer Age Verification: Effice will ensure that all players are of legal gambling age through robust age verification processes.

### **Gaming Platform and Game Aggregator**

The platform for operations will be supplied by Reevo Gaming, which is licenced in the Maltese jurisdiction. Reevo provides fast tracked access to a list of different, reputable game providers and the initial offering would include game content from the likes of Reevo, Betson and Playsoft.

### **Effice Key Suppliers**

- Cashier – bespoke cashier system with in-house dev team ensuring ongoing maintenance and improvement
- SMS providers – Twilio
- Email providers – Sendgrid
- Affiliates – In house affiliates system built bespoke for Effice
- Fraud and verification software – Ethoca and Hooyu

## **Conclusion**

Effice has a wealth of knowledge and expertise in the online gaming industry, stemming from extensive years of employment and operations by the key individuals.

Management has built long standing, relationship and has a large network of relationships in marketing, banking, processing and consulting to ensure the success of Effice.

A strong team of potential employees has been earmarked for Effice and such team will be pivotal to the future success of the operation.

## sAnnexure 1

### Effice Financial Projections – Year 1 to 3

#### *Effice Financial Projections year 1 -3*

| <u>Description</u>             |          | <u>Year 1</u>  |          | <u>Year 2</u>  |          | <u>Year 3</u>  |
|--------------------------------|----------|----------------|----------|----------------|----------|----------------|
| Annual Gross Gaming Revenue    | €        | 1,250,000      | €        | 1,462,500      | €        | 1,608,750      |
| Annual Customer Bonus          | €        | (250,000)      | €        | (292,500)      | €        | (321,750)      |
| = Annual Gaming Revenue        | €        | 1,000,000      | €        | 1,170,000      | €        | 1,287,000      |
| Less: Royalties                | €        | (200,000)      | €        | (234,000)      | €        | (257,400)      |
| Less: Processing fees          | €        | (93,750)       | €        | (109,688)      | €        | (120,656)      |
| Less: SEO & PPC                | €        | (187,500)      | €        | (219,375)      | €        | (193,050)      |
| = Net Profit before expenses   | €        | 518,750        | €        | 606,938        | €        | 715,894        |
| <u>Expenses</u>                |          |                |          |                |          |                |
| Payroll                        | €        | 50,000         | €        | 55,000         | €        | 60,000         |
| Other operating Expenses       | €        | 85,000         | €        | 100,000        | €        | 120,000        |
| <b>Projected Annual EBITDA</b> | <b>€</b> | <b>383,750</b> | <b>€</b> | <b>451,938</b> | <b>€</b> | <b>535,894</b> |