

Business Plan

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CONFIDENTIALITY STATEMENT

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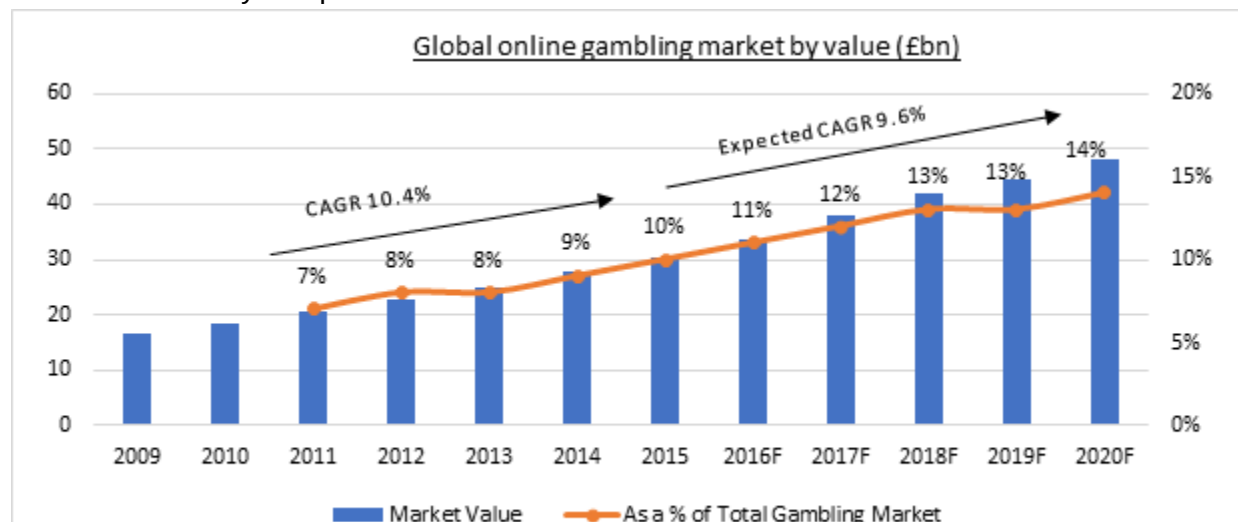
Executive Summary

The idea of the formation of the company came about by a team of veterans in the online gaming industry wanting to maximise the potential of the online gaming industry but simplifying the industry with the help of technology and user experience. The industry has grown a lot in a short period of time and with such growth comes opportunity, however the team feels the growth of the business and the technology has not been growing at the same rate. Using the latest technologies along with the simplified customer workflows & the speed of transaction processing we aim to offer a fast secure and easy product to the markets.

Opportunity

Problem Summary

The current casino market is a very lucrative and growing business and it was valued at over 50 billion EUR in 2020. However it is also very competitive and also very saturated with most of the business offering the same product, games and promotions offers. The Competition offers the same product based on the fact that the technology used is most of the time limited and outdated. Which in return creates a negative user experience as well as promotional offerings which are normally complicated and difficult for the users to understand.



Source: H2 Gambling Capital and iGaming Business Magazine

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Solution Summary

The product we are proposing for the market is based on the latest technology keeping the user experience in mind. This is why we have developed a product which is extremely fast and responsive and offers a very simple user flow for registration login and play. The second selling point of our product is that the promotional offer is based on a very fair and understandable offer where the user can see what is offered to him and can get compensated without any complicated wagering requirements. The third point we are proposing relies a market leading pay in and pay out experience.

Product

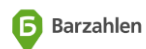
The product will be a Curacao licensed online casino website integrated with the best providers in the industry to offer casino games as **well as the payment methods to the customer.**

The Website will be offering the below providers

Content Suppliers



Payment Suppliers

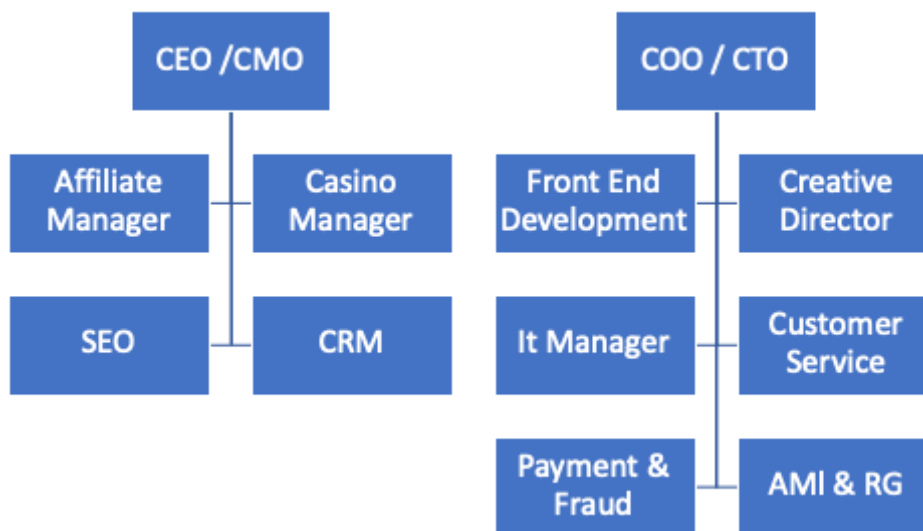


Other Suppliers



Corporate Overview

SIMBA N.V will be built & supported by key experts with over 70 years combined experience in the online gaming space. The business will offer a white label solution from which operators can utilise state of the art technology stack which promises a quick and smooth onboarding journey. White label partners can then utilise strong relationships of the business for the running of the operations to ensure the best customer experience along with the necessary safety and security for the players. This department will consist of technical positions, designers as well as customer service, payment, and player safety.



In this corporate structure, the Ultimate Beneficial Owner (UBO) directly owns MIBS Digital Limited which is the 100% parent entity of SIMBA N.V. MIBS Digital Limited is incorporated in Cyprus. The UBO holds ownership and control over the organization. Additionally, there is one subsidiary company under the main company, where the main company holds full ownership. This structure allows for centralized control and decision-making by the UBO while also enabling diversification or specialization through the subsidiary.

Competition

As mentioned previously the competition in the market is quite saturated for Casino users and our sites will join big operators and compete with a number of other operators such as www.betsson.com, www.mrgreen.com, www.videoslots.com etc.

Why Us?

Technology

As a business we will be offering a product which will offer a fast and secure way to register and open an account by working with newer technologies as well as automating a lot of the KYC and registration process.

Promotional Offering

SIMBA N.V has analysed the promotional offering in the current market and by taking the approach of simplicity and fairness we have developed a promotional package such as cashback as well as cashdrops which the user can see and under the promotion offered. Also ensuring that there are no complicated wagering requirements to fulfill will retain and attract customers. In summary the bonuses given are directly credited to the customer account as cash.

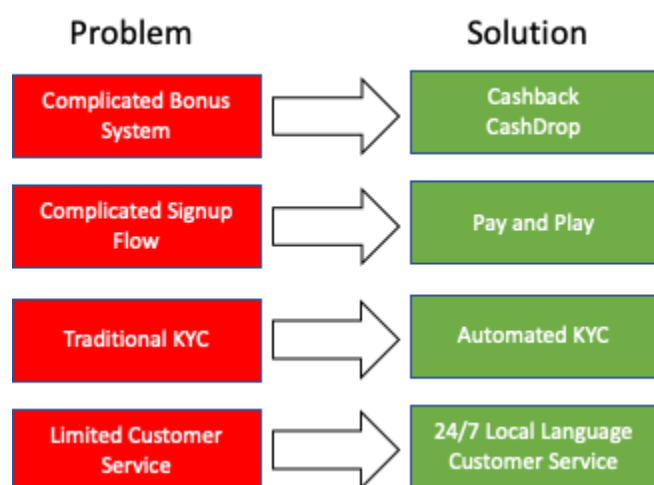
Local

The company will ensure that the product is tailored to the market. This will be achieved by ensuring the right language on content on the site as well as offering 24/7 customer support in the same language. Promotions and marketing will also be based on the country of operation such as specify bonus based on holidays of the country. The payments providers and content providers will also be offered based on a localized service thus ensuring the player has the option to use his favorite method of payment as well as playing his favorite game depending on the country of origin.

Pay In Pay Out

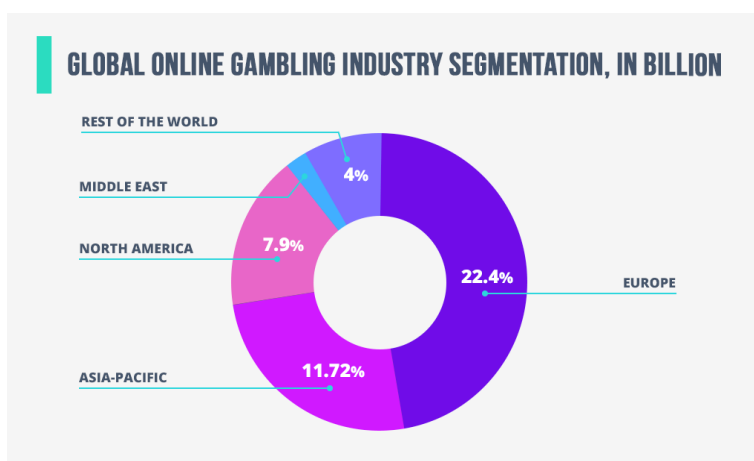
Combining both the technology and automation of process but also having the right and experienced staff we will ensure that all payments coming into and also going out of the system are executed as fast as possible thus give the customer the comfort and trust that his money is available to him.

Problem & Solution Overview



Target Markets

Markets SIMBA NV will operate in are located in Europe as well as outside of Europe. We believe that there is a big possibility of markets driving revenues outside of Europe, however we also believe in having an European customer base since it is a valued, stable and mature market. European focus will be on countries such as Finland and Norway. Additional target markets will be Canada and New Zealand to start with. Thereafter a further evaluation will be done on other markets of interest.



Gambling Market Overview

Competition

- In the proposed market that SIMBA N.V initially will enter the competition is fierce with most of the big operators such as Betsson, Leo Vegas, Comeon Group, Kindred etc. active.
- There are also new players entering the markets every month. However, the overall market is still growing and older brands with big organisations are losing market share to more innovative and fast moving organizations.

Our Advantages

- Unique product designed for the markets we enter with localization of the product.
- Modern design of brands with unique technical features.
- Unique, segmented, tailored approach for retention execution.
- State of the art technology platform
- Experienced and skillful team that can work agile and understand the players needs.

Marketing Acquisition Plan

- The main acquisition source will be affiliate collaborations through extensive networks
- Aggressive and attractive promotional offers will make sure the brands are very competitive.
- Strong SEO focus to create organic traffic and also safeguard against affiliates cannibalizing on traffic towards our brands,
- Programmatic (Twin and retargeting traffic) and Social media digital marketing focus.

Marketing Retention Plan

- Segmentation of players per market
- Data and analysis driven approach

- Automated instant rewards to players based on their game performance will increase session time as well as decrease churn.
- Daily, weekly, monthly promotions to reduce churn
- Anti-churn actions (reactivation by email, sms)

Forecast

The below 3-year forecast which includes the Key metrics such as GGR, NGR, Casino GGR, Sports GGR and Deposits will be closely monitored to track the company's financial performance. The revenue breakdown shows the estimated Casino Revshare, Sportsbook margin, setup fees, content margin, payments margin and fixed cost recovery. Additionally, the Summary section shows the gross profit and operating costs. This information will help stakeholders understand the company's projected financial trajectory and make informed decisions to drive sustainable growth and profitability.

3 year forecast - SIMBA NV																	
	Q1	Q2	Q3	Q4	FY24		Q1	Q2	Q3	Q4	FY25		Q1	Q2	Q3	Q4	FY26
Key metrics																	
GGR	736,667	2,742,500	7,183,333	16,606,667	27,269,167		16,938,800	17,277,576	17,623,128	17,975,590	69,815,094		18,874,370	18,874,370	18,874,370	18,874,370	75,497,478
NGR	626,167	2,331,125	6,105,833	14,115,667	23,178,792		14,397,980	14,685,940	14,979,658	15,279,252	59,342,830		16,043,214	16,043,214	16,043,214	16,043,214	64,172,857
Casino GGR	713,917	2,552,375	6,608,333	15,104,917	24,979,542		15,407,015	15,715,155	16,029,458	16,350,048	63,501,676		17,167,550	17,167,550	17,167,550	17,167,550	68,670,200
Sports GGR	22,750	190,125	575,000	1,501,750	2,289,625		1,531,785	1,562,421	1,593,669	1,625,542	6,313,417		1,706,820	1,706,820	1,706,820	1,706,820	6,827,278
Deposits	1,841,667	6,856,250	17,958,333	41,516,667	68,172,917		42,347,000	43,193,940	44,057,819	44,938,975	174,537,734		47,185,924	47,185,924	47,185,924	47,185,924	188,743,696
Revenue Breakdown																	
Casino revshare	28,435	103,143	301,500	696,495	1,129,573		710,425	724,633	739,126	753,909	2,928,093		791,604	791,604	791,604	791,604	3,166,416
Sportsbook margin	455	3,803	11,530	39,329	55,116		40,115	40,918	41,736	42,571	165,340		44,699	44,699	44,699	44,699	178,797
Set up fees	90,000	210,000	120,000	210,000	630,000		210,000	210,000	210,000	210,000	840,000		100,000	100,000	100,000	100,000	400,000
Content margin	8,751	41,169	121,121	321,248	492,288		330,000	340,000	350,000	360,000	1,380,000		378,000	378,000	378,000	378,000	1,512,000
Payment margin	13,244	110,684	334,746	874,269	1,332,943		889,287	907,073	925,214	943,718	3,665,292		990,904	990,904	990,904	990,904	3,963,618
Fixed cost recovery	158,600	247,600	315,100	427,600	1,148,900		430,000	430,000	430,000	430,000	1,720,000		450,000	450,000	450,000	450,000	1,800,000
	299,485	716,399	1,203,997	2,568,940	4,788,820		2,609,827	2,652,624	2,696,076	2,740,198	10,698,725		2,755,208	2,755,208	2,755,208	2,755,208	11,020,831
Summary financials																	
Gross profit	299,485	716,399	1,203,997	2,568,940	4,788,820		2,609,827	2,652,624	2,696,076	2,740,198	10,698,725		2,755,208	2,755,208	2,755,208	2,755,208	11,020,831
Operating Costs	616,929	748,998	1,187,748	2,420,361	4,974,036		2,541,379	2,541,379	2,592,206	2,631,089	10,306,053		2,631,089	2,631,089	2,631,089	2,631,089	10,524,358
EBITDA	(317,444)	(32,600)	16,249	148,579	(185,215)		68,449	111,245	103,870	109,108	392,672		124,118	124,118	124,118	124,118	496,473

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