

Business Plan
Novatech Solutions N.V.

Prepared for GCB

April 2024

Strictly Private and Confidential

Contents

1	Executive Summary.....	3
2	Overview of Business and Objectives of Operation.....	3
3	Company Management Structure.....	4
3.1	Ownership Structure.....	4
3.2	Management Structure	4
3.3	Key Persons.....	5
4	Business Forecast.....	5
5	Strategy for Business Growth	5
6	Key Suppliers	6
7	Legal and Governance Framework	7
8	Target KPIs and Business objectives	7
9	Policies and Procedures	8

1 Executive Summary

Novatech Solutions N.V. (the Company) was incorporated in August 2020 to operate online gaming brands. The Company is 100% owned by Joanna Tinaco Arenas. Essentially, the Company is operating as a business to customer (B2C) online sportsbook and casino. By implementing the best technology solutions, the Company has established a platform that is more in line with the best websites other sectors have developed in order to provide customers with a superb product experience, with Responsible Gambling features a focus.

Management have the experience and skills to execute the activities needed to reach the Company's objectives.

In terms of services, we are integrated with reputable, high class Casino and Sportsbook suppliers such as Evolution and SoftSwiss, amongst others. We aim to provide a wide range of Casino games, including Live Casino.

2 Overview of Business and Objectives of Operation

The objective of the business is to provide superior product experience for customers, with stable, compliant product and operations.

The aim is to focus on the B2C model, integrations with reputable suppliers and to drive growth responsibly. The technology was developed by a third party and this technology is made available to Novatech Solutions N.V. under contract.

The anticipated revenues and costs are included in the financial section.

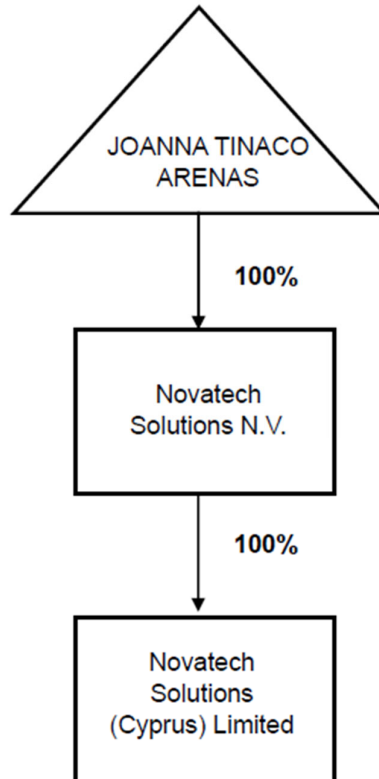
The target markets have been selected based on due diligence, commercial and business rationale. The target demographic is generally males under 40 (above 18) that like sports and casino games. The main marketing methods are affiliates, targeted social media, social influencers, amongst others.

3 Company Management Structure

3.1 Ownership Structure

The Company is 100% owned by Joanna Tinaca Arenas.

Novatech Solutions (Cyprus) Ltd, a subsidiary 100% owned by Novatech Solutions N.V., acts as a payment agent on behalf of Novatech Solutions N.V.



3.2 Management Structure

The Management Team are highly experienced with the necessary skills and expertise to run this business. The organization structure is currently flat and the team will expand as growth targets require additional resources.

Board of Directors: Joanna Tinaca Arenas.

3.3 Key Persons

Chief Executive Officer:

Joanna Tinaco Arenas

Key Roles: Gaming Operations, Legal Affairs

Overall responsibility for leading the Gaming Operations. Also overall responsible for the Legal Affairs of the Company but engages highly experienced and reputable corporate lawyers. Plan and implementation of the business tactics, utilizing gaming, technical, regulatory, business analytical experience and skillset built over several years in the online gaming industry.

Chief Financial Officer:

Gaylarose Mercado

Key Roles: Financial

Responsible for developing financial strategies, forecasts, and budgets to support the company's growth objectives. This includes analyzing financial data and providing insights to guide decision-making. Responsible for the financial setup and reporting of the company internally and to regulatory authorities.

Compliance Officer

Merissa Tampal

Responsible for GCB reporting and ensuring internal controls are in place, effective and are being adhered to. Additionally, player support and Responsible Gambling oversight and risk management activities. Leveraging risk, compliance, fraud and payments experience over several years in online gaming and technology sectors to manage the regulatory compliance aspects of the business.

4 Business Forecast

	Year 1	Year 2	Year 3
Gross Gaming Revenue	55,012,699	60,513,969	66,565,366
Bonuses	(8,654,639)	(9,520,103)	(10,472,113)
Net Gaming Revenue	46,358,060	50,993,866	56,093,253
Cost of Sales	(25,909,504)	(28,500,454)	(31,350,500)
Gross Profit	20,448,556	22,493,412	24,742,753
Overheads	(19,260,087)	(21,120,861)	(23,262,947)
Net Profit	1,188,469	1,372,551	1,479,806

5 Strategy for Business Growth

The Management Structure ensures management control over the business. As the business grows, the teams will expand accordingly. Processes and controls are established from the outset to ensure the business operates responsibly and in line with regulatory requirements. The control environment is designed so that the processes and controls can easily adapt to the growing team in future years. Use of best practice finance and operational practices will be made.

The product suite includes Sportsbook, Casino and Live Casino. The game providers are highly

reputable and well known in the industry. The casino games include table games such as roulette, baccarat, and various 5-reel and other slots. The Live Casino games include blackjack, roulette and baccarat. For Sportsbook, a wide range of sports including football, tennis and a large suite of bet types will be offered. Customers can choose between different odds formats such as decimal and fractional.

Over the last decade, online gambling has expanded significantly on a global level. In January 2022, the global online gambling market was estimated to be worth over \$66 billion USD. The online gambling market is projected to reach \$100.90bn in 2024.

Different online gambling markets are at different stages of the lifecycle around the world, with some being mature and quite saturated with operators, whereas others are at earlier stages between nascent and somewhat untapped or somewhere in between. There's more specific variations country to country in terms of size, yields, verticals, marketing and regulations.

As opportunities arise, a fact-based, research driven approach will be undertaken and entry to markets will occur after management consider all facets such as risks, player numbers and yields and returns, marketing strategy, internet penetration, overall business strategy, funding, etc.

A measured approach to marketing spend and mix will be taken. Furthermore, the aim is to stand out as a professional sports betting and casino website and being cognizant of Responsible Gambling requirements. Novatech Solutions N.V. shall be leveraging a strong network of affiliates.

The loyalty program will incorporate both sports and casino. The business will also have the capability to offer standard bonuses (welcome offers, reloads etc.) however it wants to use this model sparingly and focus on delivering similar rewards through loyalty so everything works off the same engine, and retained players are rewarded in the same way as newly acquired players.

Additionally, Novatech Solutions N.V. provides customers with a usage analysis tool which gives access to visualization tools to review activity, including personalization. This transparency enables the company to build trust and also helps with regard to Responsible Gambling.

To summarise, the prospective marketing mix, which will leverage internal and third party consultants and providers, shall be:

- Ambassadors & social influencers
- Affiliates - using existing network from management and striving to source the best possible deals in each market
- Welcome bonuses rewarded via loyalty program
- SEO - an SEO friendly site is a key requirement on the technology side
- Native
- Programmatic
- Cross-device online advertising for display, video, native and in-app audiences
- Targeted social media and SMS, plus social media competitions
- Build sports content related to social media

6 Key Suppliers

Novatech Solutions N.V. through its payment agent Novatech Cyprus, offers a range of payment solutions including but not limited to:

- Mifinity
- Zimpler

- Pixpay
- EMP
- Gumball
- Impaya
- Jeton
- Inpay

Banking Solutions include:

- Bilderlings
- Genome
- BVNK
- Payex
- FinXP

Casino Providers include but not limited to:

- Evolution
- Pariplay
- PNG
- Yggdrasil
- Pragmatic

Sportsbook Provider

- Softswiss

7 Legal and Governance Framework

Day-to-day decision making revolves around the strategic direction of the organization. Performance is monitored and we ensure compliance with legal and ethical standards. The board consists of Joanna Tinaco Arenas.

Legal support and advice are typically provided by external legal firms specializing in corporate law and/or gaming laws and regulations. These professionals help ensure that the organization operates within the bounds of the law and manages legal risks effectively.

ESG policies are increasingly important for organizations seeking to demonstrate their commitment to long-term value creation and responsible business practices. Whilst the company currently does not have an ESG Policy in place it is still committed to sustainability, social responsibility, and ethical business practices. The company strives to ensure its goals, strategies, and initiatives are related to environmental stewardship, social impact, diversity and inclusion, corporate governance, and ethical business conduct.

8 Target KPIs and Business objectives

Success and long-term business objectives are measured through a combination of financial and non-financial metrics such as:

Revenue Growth and Profitability - Measuring profitability through metrics like gross profit margin, operating profit margin, and net profit margin

Cash Flow - Monitoring cash flow to ensure the business has sufficient liquidity to cover expenses and invest in growth opportunities.

Customer Acquisition and Retention - Track the number of new customers acquired and the rate of customer retention over time.

Lifetime Value (LTV) - Calculate the lifetime value of a customer to understand their long-term contribution to revenue and profitability.

By measuring success across these dimensions, we gain a comprehensive understanding of our performance and progress toward long-term objectives. This approach enables the company to identify areas of strength, areas for improvement, and opportunities for future growth and innovation.

9 Policies and Procedures

Novatech Solutions N.V. has a number of policies and procedures in place which are covered in the following company documents which are included as part of the application.

- AML and CFT Policy
- AML Procedures
- Funds Management Procedures
- Information Security Policy
- Player Registration & KYC Procedures
- Responsible Gaming Policy