

Business Plan for B2B
Novatech Solutions N.V.

Prepared for GCB

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Legally Privileged and Confidential

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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 has been operating as a business to customer (B2C) online sportsbook and casino operator. By implementing the best technology solutions, the Company has established a service that is more in line with the best websites other sectors have developed to provide customers with a superb product experience, with Responsible Gambling features a focus.

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

In terms of services, the Company has 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.

The decision has been taken to add business to business (B2B) revenues to the Company. Furthermore, a Curacao B2B license has been identified as an appropriate license for the purposes of the Company based on the profound knowledge of Curacao-based operations and supervision of the GCB.

2 Overview of Business and Objectives of Operation

The objective of the business is to transfer the successful B2C operation and share it with B2B clients by offering them the solution of the superior experience for customers, with stable, compliant products and operations.

The aim of the Company's operation is to integrate with reputable suppliers and to drive growth responsibly. The technology was developed by a third-party contractor and the relevant platform license has been granted in order to provide both own platform operations as well as white-label and turnkey solutions to B2B clients.

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

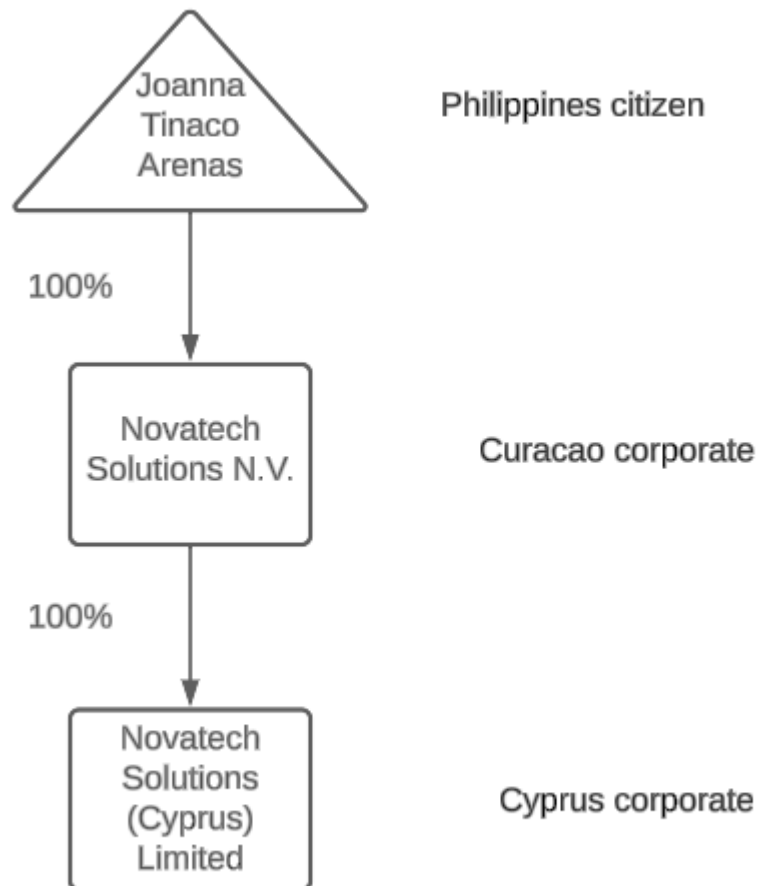
The target markets have been selected based on due diligence, commercial and business rationale. The target demographic is generally males under 45 (above 18) that like sports and casino games. The main marketing methods are affiliates, targeted social media, social influencers, amongst others.

3 Company Management Structure

3.1 Ownership Structure

The Company is 100% owned by Joanna Tinaco Arenas, Philippines citizen.

Novatech Solutions (Cyprus) Ltd (a Cypriot subsidiary) is 100% owned by Novatech Solutions N.V. (a Curacao corporate), 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.

3.3 Key Persons

Chief Executive Officer/UBO/Managing Director:

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

Novatech B2B Projections	Year 1	Year 2	Year 3
	€	€	€
Revenue	1,062,506	2,119,625	3,806,542
Costs:			
Technology	(850,005)	(1,695,700)	(3,045,234)
Staff and office costs	(93,250)	(148,000)	(164,250)
Professional and regulatory	(20,000)	(30,000)	(40,000)
Total Costs	(963,255)	(1,873,700)	(3,249,484)
Net Profit	99,251	245,925	557,058

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 aim is to contract a small number of new clients to launch quickly and this will be the initial, new launch phase of B2B services. As the number of clients grows from the initial small number, additional resources will be added, and the range of services will be expanded as required. Marketing activities such as attending and advertising at gaming conferences will drive most of the future client growth.

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. Only Europe itself, being the fastest-growing region in the iGaming market, generated \$43.01 billion in 2023, with projections estimating growth to \$53.58 billion by 2027. Casino revenue alone for 2023 is \$19.20 billion, with an average income per player of \$820.

Therefore, there is scope for the Company's expansion within the B2B sector, since many new smaller businesses that own relevant experience in affiliate and/or marketing sectors and want to use the player's acquisition experience to start their own customer facing operations, but who lack of relevant technical and operational solutions. Therefore, the Company plans to attract such clients and offer them an all-in-one solution (technical, legal, operational, etc) to begin its own gaming operations immediately.

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.

6 Key Suppliers

Novatech Solutions N.V. through it's 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;
- Quickspin;
- Relax

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 recent compliance changes and up-to-date regulatory framework. of the operations are primarily held by the Managing Director 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. Due processing of KYB on new clients will be done professionally and in line with current standards and regulations.

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.

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 Risk management

To facilitate compliance with Anti-Money Laundering (AML) and Countering the Financing of Terrorism (CFT) laws, the Company has developed and implemented an AML and CFT framework consisting of policy, procedures, internal systems and controls.

All Key Persons are expected to maintain high ethical standards and conduct their business practices in line with Company's Anti-Money Laundering and Countering the Financing of Terrorism Framework; and to act with due skill, care diligence and integrity.

There is no appetite for legal or regulatory breaches.

There is no appetite for deliberate misconduct by employees or third parties appointed by the Company to perform any support services to the business.

10 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