

ALPHABOOK N.V.
BUSINESS PLAN
April 2024

Scope:

Alphabook N.V. is applying for a remote gambling license in order to operate casino games / sportsbook provided by Gtech and with casino games being supplied by Netent, High5, Evolution, and Mascot. The purpose of this business plan is to provide further information for the application relating to the licence application.

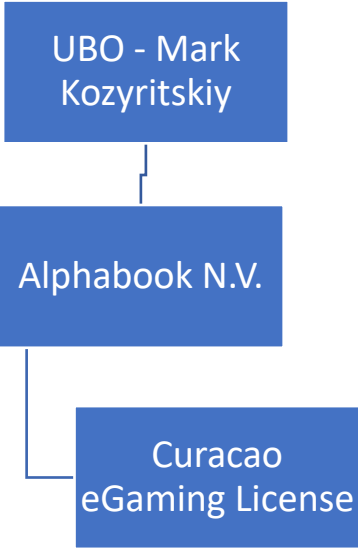
Facilities to be provided:

Alphabook will provide casino/sports products under the Licence.

- Sportsbook
 - Soccer
 - Cricket
 - American Football
 - Baseball
 - Tennis
 - Esports
- Casino
 - Slots
 - Live Casino
 - Roulette
 - Poker

Alphabook offering to players includes casino games and sports betting. We have been in operation under a Master licence holder in Curacao for almost a year and a half.

Company Structure

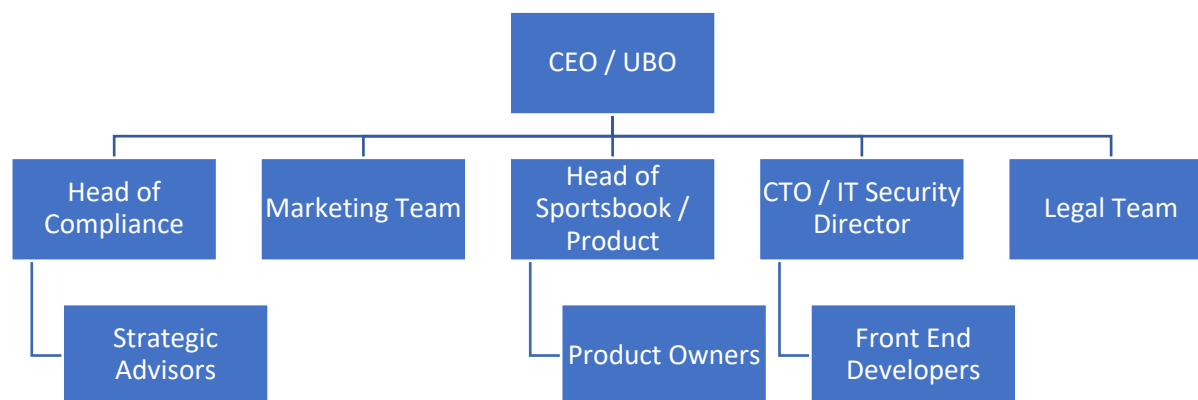


UBOs (Ultimate Beneficiary Owners)

Mark Kozyritskiy (born 1996) is a UK-based independent businessman, with diverse business interests including more than 7 years in the remote gambling sector. His gaming experience dates back to 2016 when he founded a proprietary trading company. He has since then founded and overseen a number of businesses in the online gaming sector.

Organisation Structure

- UBO / CEO
- Director of Strategy - Overall Strategy
- CEO- IT/Security (Director)
- Legal Team - Compliance
- Director of Finance - Finance
- Head of Product – Marketing



Marketing Plan

Alphabook allocates 60% of its marketing budget to affiliate marketing. The remaining 40% is distributed between sponsorships, influencers, and SEO.

The short to medium term plan is for AlfaBook to (subject to obtaining approval for the licence) intends to expand its operations within LATAM and other regions. All regulatory requirements will be considered and adhered to prior to expansion into other markets.

Alphabook shall of course abide with any rules set out for advertising in the Licence Conditions and Code of Procedure as well as any marketing and advertisement codes set out by the Advertising Standards Authority.

Criteria for success

Alphabook's criteria for success over the course of the next 3 years are to:

- Create "winner-friendly" brand image in the online gambling community

- Become a trusted and respected brand throughout LATAM markets
- Consider territorial expansion

Financial Projections

Given wider strategy to rebrand and offer a sports-betting led product Alphabook will provide its financial projections for the next 3 years:

	2025	2026	2027
Description			
Gross Gaming Revenue			
Sports	18,632,505	27,944,691	48,271,345
Casino	46,831,871	79,553,725	125,668,897
Total Gross Gaming Revenue	65,464,376	107,498,416	173,940,242
Bonus			
Sports	(5,030,776)	(6,706,726)	(9,654,269)
Casino	(12,644,605)	(19,092,894)	(25,133,779)
Retail Bonus	(17,675,381)	(25,799,620)	(34,788,048)
Net Gaming Revenue			

Sports	13,601,729	21,237,965	38,617,076
Casino	34,187,266	60,460,831	100,535,118
Total Net Gaming Revenue	47,788,995	81,698,796	139,152,194

Transaction Costs	(7,397,474)	(12,147,321)	(19,655,247)
Third Party Content Fees	(7,855,725)	(12,899,810)	(20,872,829)
Platform Costs	(2,029,396)	(3,332,451)	(5,392,148)

Total Cost of Sales	(17,282,595)	(28,379,582)	(45,920,224)
----------------------------	---------------------	---------------------	---------------------

Marketing Costs	(19,639,312)	(32,249,524)	(52,182,072)
-----------------	--------------	--------------	--------------

Net Contribution	10,867,088	21,069,690	41,049,898
-------------------------	-------------------	-------------------	-------------------

Staff Costs	(2,594,300)	(4,410,444)	(8,287,028)
Hosting & Infrastructure & other software	(90,500)	(161,200)	(214,700)
Licence & Legal Costs & Banking	(100,000)	(120,000)	(140,000)
Contractors & Consultancy & Advisors	(70,000)	(90,000)	(120,000)
Other Overheads	(250,000)	(500,000)	(850,000)

Fixed Costs	(3,104,800)	(5,281,644)	(9,611,728)
--------------------	--------------------	--------------------	--------------------

EBITDA	7,762,288	15,788,046	31,438,170
Cumulative EBITDA	7,762,288	23,550,334	54,988,504

	2025	2026	2027
Description			
Gross Gaming Revenue			
Sports	18,632,505	27,944,691	48,271,345
Casino	46,831,871	79,553,725	125,668,897
Total Gross Gaming Revenue	65,464,376	107,498,416	173,940,242
Bonus			
Sports	(5,030,776)	(6,706,726)	(9,654,269)
Casino	(12,644,605)	(19,092,894)	(25,133,779)
Retail Bonus	(17,675,381)	(25,799,620)	(34,788,048)
Net Gaming Revenue			
Sports	13,601,729	21,237,965	38,617,076
Casino	34,187,266	60,460,831	100,535,118
Total Net Gaming Revenue	47,788,995	81,698,796	139,152,194
Transaction Costs	(7,397,474)	(12,147,321)	(19,655,247)
Third Party Content Fees	(7,855,725)	(12,899,810)	(20,872,829)
Platform Costs	(2,029,396)	(3,332,451)	(5,392,148)

Total Cost of Sales	(17,282,595)	(28,379,582)	(45,920,224)
Marketing Costs	(19,639,312)	(32,249,524)	(52,182,072)
Net Contribution	10,867,088	21,069,690	41,049,898
Staff Costs	(2,594,300)	(4,410,444)	(8,287,028)
Hosting & Infrastructure & other software	(90,500)	(161,200)	(214,700)
Licence & Legal Costs & Banking	(100,000)	(120,000)	(140,000)
Contractors & Consultancy & Advisors	(70,000)	(90,000)	(120,000)
Other Overheads	(250,000)	(500,000)	(850,000)
Fixed Costs	(3,104,800)	(5,281,644)	(9,611,728)
EBITDA	7,762,288	15,788,046	31,438,170
Cumulative EBITDA	7,762,288	23,550,334	54,988,504

Risk Evaluation and Mitigation

The Head of Compliance maintains a risk register which is shared on a regular basis with the senior management and the UBO. Any escalations go via the Head of Compliance and are promptly reported to the Board (UBO and CEO) and remediated as quickly as possible. AML and CTF training is run on an annual basis, along with safer gambling training and specific training for customer facing staff on an ongoing basis.

Legal and governance framework

The UBO is involved in day to day matters and any legal or compliance matters are discussed promptly between the Head of Compliance, Legal Counsel and the UBO/CEO and resolved in a timely manner. As a small company, emails, phone calls and Slack messages are used, and daily meetings take place between management. For issues such as customer complaints, Customer Support will deal with in the first instance, the second point of escalation would be compliance and then legal. Should a matter need to involve the UBO he is immediately available for discussion.

The Head of Compliance maintains an AML register, for any potential AML risks, and is discussed on a regular basis with senior management. The UBO signs off on any internal Policy documents.

Policies and Procedures

We maintain customer facing policies and procedures (on site), including General Terms and Conditions, Complaints Policy, Games Rules and Sportsbook rules. We also keep a suite of internal Policies, which the Head of Compliance and the CEO/UBO has oversight of. The Head of Compliance is responsible for maintaining all policies and procedures to ensure they are kept up to date and in-line with the company policy and culture, and relevant regulation. The procedure and process documents are regularly updated as operations may change in the course of business, but the Policy documents are only updated if there is a material change, or updates in regulation, they are then signed off by the Head of Compliance and the Board.