

Echo Entertainment N.V
Comp. Reg. Nr. 154762

BUSINESS PLAN

1. Confidentiality Assurance

This document safeguards sensitive information and is to be treated with utmost confidentiality. Disclosure or discussion of its contents with any external entities is strictly prohibited without the express written consent of Echo Entertainment N.V. The data within is restricted for exclusive use in obtaining a remote gaming license within the jurisdiction of Curacao.

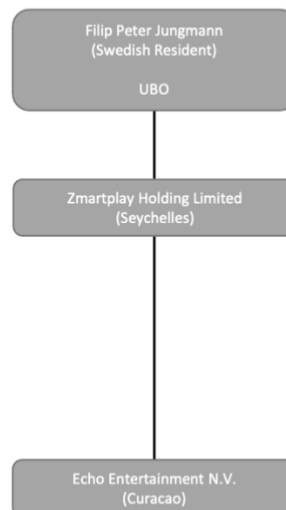
2. Concise Business Portfolio and Brand Overview

Outlined in the Business Plan is the Group's objective to secure regulation in Curacao, aligning with legislative frameworks. Echo Entertainment N.V., duly registered under the Curacao Companies Act, will hold the license. The company exercises ownership over the domain www.empire.io presenting a compelling opportunity to deliver a consumer-centric online casino experience. Our goal is to provide consumers with access to cutting-edge gaming content from industry leaders, fostering a world-class interactive user experience for both mobile and online platforms. Concurrently, we are committed to upholding responsible gaming standards.

3. Group Structure

Current structure

ZMARTPLAY GROUP



4. The Management Team

Managing director – Anthony Cabrera

Anthony Cabrera brings a wealth of leadership experience spanning diverse facets of the casino industry. With an extensive career that includes tenures at prominent entities like Entain, Gaming Innovation Group, and regulated Colombian brands like Zamba.co, Cabrera has demonstrated his prowess across multifaceted roles. His expertise extends seamlessly across B2C operations, VIP management, retention strategies, marketing initiatives, and product development, showcasing a comprehensive skill set in driving success within the dynamic casino sector.

LinkedIn profile: <https://www.linkedin.com/in/anthony-cabrera-boulet-89926432/>

Head of Customer Relationship Management - Marie Bogdanovic

Marie Bogdanovic is a seasoned professional holding the position of Senior CRM Manager with a rich background in esteemed Japanese brands like Casinosecret.com and industry giants such as Pokerstars.com. Boasting over 7 years of comprehensive experience in the field, Marie leverages her expertise to adeptly manage customer relationships, ensuring optimal retention strategies. Her role extends to meticulous oversight of promotional activities, guaranteeing strict compliance with regulatory standards. Marie's wealth of knowledge contributes significantly to the seamless execution of customer retention initiatives and adherence to regulatory guidelines within the industry.

LinkedIn profile: <https://www.linkedin.com/in/marie-bogdanovic-4a8913198/>

Head of Customer Acquisition - Bjorne Valen

Bjorne Valen is a seasoned professional with a tenure in the industry dating back to 2014. His distinguished career includes contributions to reputable organizations such as Betit Group, Gaming Innovation Group, Betsson, and LuckyDino. In his capacity as the Head of Customer Acquisition, Bjorne assumes the responsibility of optimizing and overseeing the most effective traffic channels to enhance customer acquisition strategies. His specialization in digital marketing further underscores his proficiency in driving successful acquisition campaigns, contributing to the overall growth and success of the organization.

LinkedIn profile: <https://www.linkedin.com/in/bjorne-wessel-valen-26047280/>

Director of Legal & Compliance – Pilar Gomez

Pilar is our Strategic legal advisor. She has over 13 years of experience and been our senior legal point of contact.

5. Three Year Business Forecast

A three-year business forecast is herewith being presented and annexed to this Business Plan. The annex is marked as “Forecast echo”

6. Strategic Blueprint for Business Expansion

Embarking on a path of sustainable business growth involves a harmonious blend of financial acumen, operational finesse, and innovative marketing strategies. Below, we present an outline of our comprehensive strategy, focusing on key areas:

a. Market Insight

Delve into understanding the target audience through exhaustive market research, identifying demographics, preferences, and gaming trends.

Conduct a thorough analysis of competitors, discerning our strengths, weaknesses, opportunities, and threats.

Ensure unwavering compliance with local gaming regulations, keeping abreast of any amendments.

b. Financial Blueprint

Allocate funds strategically for marketing initiatives, technology upgrades, customer support, and expansion endeavors.

Explore diversified revenue streams, foster strategic partnerships, and consider subscription models.

Implement cost-effective measures that uphold service quality.

c. Tech and Infrastructure

Guarantee scalability with robust servers capable of handling increased user traffic.

Stay attuned to emerging technologies to elevate the overall user experience.

d. User Experience (UX) Enhancement

Elevate existing game offerings while introducing fresh and engaging content.

Seamlessly integrate cross-platform technologies, enabling players to transition effortlessly between devices.

Foster a sense of community through forums and in-game interactions.

e. Innovative Marketing Approach

Craft targeted marketing campaigns tailored to diverse user segments, with a focus on both acquisition and retention.

Collaborate with premier affiliates to expand our reach and enhance credibility.

Ensure marketing strategies adhere to Responsible Gambling (RG) messaging requirements.

f. Customer Support and Feedback

Provide responsive and effective customer support to promptly address issues.

Establish channels for constructive player feedback to implement necessary improvements.

g. Metrics and Analytics

Define and monitor key performance indicators (KPIs) such as user acquisition cost, lifetime value, and retention rates.

Leverage analytics for informed decision-making and optimization of marketing strategies.

h. Adaptability and Innovation

Embrace an agile approach to swiftly respond to market trends and user feedback.

Regularly introduce new features, games, and technological advancements to maintain a competitive edge.

i. Sustainability Initiatives

Explore eco-friendly practices in corporate operations.

Engage in Corporate Social Responsibility (CSR) initiatives to build a positive brand image.

j. Contingency Planning

Identify potential risks and develop contingency plans for effective risk mitigation.

Establish protocols for handling crises, such as security breaches or unexpected service outages.

k. Compliance

Uphold compliance with local and international laws governing the remote gaming industry.

Adhere to ethical standards in marketing, user data handling, and business operations.

By integrating these elements into our business strategy, we formulate a comprehensive plan addressing critical areas for business growth, security, and market share. Regular assessments and adjustments based on market dynamics, technological advancements, and user feedback ensure sustained success.

7. Key Collaborators and Dependencies

The Company has entered into a strategic partnership with Yolo Group as its platform provider, offering essential services such as the user database, payments, wallet management, and ancillary features. Additionally, agreements with third-party gaming content providers through the Hub88 platform enrich our gaming offerings.

8. Risk Assessment and Management

Effectively managing risks is paramount to our business. We employ a comprehensive approach to identify, assess, and mitigate risks:

a. Risk Assessment

Internal audits for operational processes, regulatory compliance, and internal controls.

Evaluation of tech-related risks, financial fluctuations, and talent management challenges.

External monitoring of changes in gambling regulations, competitive landscape shifts, and tech advancements.

b. Mitigation Strategies

Implementation of redundant systems to mitigate technology failures.

Ongoing employee training to enhance skills and reduce human error.

Robust financial controls to minimize the risk of fraud.

c. Auditing Processes

Regular internal audits for effective risk management.

Collaboration with external regulatory bodies and audit firms for compliance and financial assessments.

d. Oversight Committees

Formation of risk oversight and financial oversight committees.

Regular meetings to review risk reports, audit findings, and mitigation strategies.

Transparent reporting structures to keep stakeholders informed.

e. Risk Registers

Maintenance of a centralized risk register, regularly updated based on changing business environments and operations.

f. Documentation and Compliance

Documentation of risk management policies, procedures, and protocols.

Regular tracking and demonstration of compliance with internal policies and external regulations.

Through these processes, we proactively identify, assess, and mitigate risks while ensuring compliance and maintaining financial stability. Regular reviews, audits, and oversight mechanisms contribute to a resilient risk management framework.

9. Legal and Governance Framework

The Company's board plays a pivotal role in providing strategic direction, ensuring compliance, and overseeing overall performance. The board, composed of experienced individuals from diverse backgrounds, focuses on strategic functions while delegating day-to-day decision-making to the senior management team.

Effective communication and collaboration between the board and senior management are crucial for the Company's success and sustainable growth.

10. Policies and Procedures

Internal drafting of policies and procedures, leveraging the management team's expertise, supplemented by external assistance if necessary. The Company intends to adapt policies from various jurisdictions, including Kahnawake, and ensure regular reviews and updates.

11. Market Research and Business Strategy

Industry analysis indicates opportunities for cost-effective, agile, and niche-focused players. By focusing on pre-regulated and emerging markets, the Company aims for a mobile-first approach, delivering a superior entertainment experience. The acquisition strategy targets first-time players in emerging markets, emphasizing both acquisition and retention through robust CRM and segmentation engines.