

RYKER BV

Business Plan.

Submitted by:
RYKER B.V.

Disclaimer

This Business Plan and its contents are confidential and remain the sole property of RYKER BV. Its use is strictly limited to those readers authorized by the Company. The reproduction or divulgence of the content of this Business Plan without written consent of the Company is strictly prohibited.

Summary

The marketing strategy of RYKER BV will be focusing on entering European and LATAM markets at the initial stage and subsequently entering the Asian and Pacific markets. The company will be fully committed to comply with respective applicable AML regulations and responsible gaming standards.

RYKER will enter the market with the web-sites:

- www.jackbit.com
- www.20bets.com
- www.360bahis.com
- www.betbuta.com
- www.betpriz.com
- www.flex-bet.com
- www.fresh-bet.com
- www.funbahis.com
- www.onbahis.com
- www.platingoal.com
- www.tamambet.com
- www.wolbet.com
- www.xbet225.com

and we'll be represented with the brand "RYKER".

Business Summary and History

RYKER B.V. (hereinafter referred to as "RYKER") has been incorporated under the laws of Curacao and has been successfully operating under the current licensing regime in Curacao and will seek to apply for the required gaming license with the GCB.

Vision

RYKER plans is to continue building and maintaining modern and high-quality online gambling websites that can offer seamless and pleasant user-experience for the customers.

The Company shall be providing its customers with a wide array of services, focusing primarily on the provision of the following types of games:

- fixed sports odds and live betting (including esports)
- casino games (including virtual sports and live casino)

The mentioned gaming services will be provided to the customers in both desktop and mobile versions. The special efforts will be made to reach the very high quality of interface and user experience.

Curacao as best place to start and enhance the gaming business

By acquiring a Curacao Gaming License, the company will enhance their competitive advantage in the iGaming Market, and this will open new doors to new and potential business. Curacao gaming license, which is a product of brand new and modern licensing regime will be an absolute added value for the company especially in terms of the reputability and high standards of AML/CTF and responsible gaming.

RYKER will be offering its customers innovative services:

- Unique Sales Proposition
- 24|7 customer care service
- instant withdrawals
- mobile-friendly
- Welcome bonuses and ongoing promotions
- Newest gaming services.

Market analysis

The marketing Plan of Casino and Sports betting of RYKER is a working document that the enterprise develops on annual basis in order to plan its marketing and advertising activities for the next twelve months. The plan identifies the markets trends, details the practices of competition and evaluates company's upcoming activities. Based on the result of the analysis, the plan then clearly defines the company's goals and objectives for the upcoming 3 years. The plan is prepared with the appreciation and understanding of Target market needs and goals.

The worldwide growth of the industry can be attributed to the legalization of gambling in number of countries as well as factors for market growth

- rising use of smartphones
- availability of high-speed internet
- rising popularity of online casinos.

The online gaming market is rapidly expanding, becoming a significant segment within the gambling industry. As customers increasingly turn to the Internet for sports betting, slot games, and card playing, the traditional gambling model is evolving. Despite potential political and legislative constraints, the market shows potential for further growth as new regions open up and governments become more accepting of online gambling. The global growth of professional sports and associated betting markets, driven by technological advancements and consumer demand, mutually benefits both industries financially.

The iGaming industry is constantly evolving, requiring gaming operators to adapt to new developments in the market. Many countries are pursuing self-regulation approaches to ensure player protection and generate tax revenue from gaming activities. The industry continues to expand at a rapid pace, with new operators seeking market shares in their respective countries. Although the European market appears fragmented, with each country implementing its own regulations, countries like Denmark, Spain, France, and Italy have introduced individual iGaming legislations for market regulation.

Despite the global recession and the extensively aggressive marketing campaigns through various channels like TV and the Internet, the gaming industry remains resilient and continues to grow, much to the satisfaction of gaming operators. The responsible gaming is becoming more and more important in the industry and the operators are compelled to adhere to the respective standards in order to smoothly continue their operations.

Market Segmentation

Online gambling has proven to be a global phenomenon. Currently, Europe and LATAM appear to be especially expanding gambling markets.

Why we are applying for the GCB License

Curacao has been chosen by a plethora of iGaming companies due to its appealing factors, which include:

- Curacao is one of the few countries, which regulates remote gaming sensibly.
- Online Gaming in Curacao has a reputation of being operated out of a well-regulated jurisdiction which safeguards the interests of both operators and players
- Very attractive fiscal regime
- Efficient and relatively inexpensive Curacao gaming license process
- Established financial services institutions (including payment gateways) for gambling companies
- State-of-the-art telecommunications infrastructure

RYKER is planning to achieve to full Compliance with the highest levels of regulation that will enable RYKER to lead the way into the future, for a safer and better player experience. Integrity, transparency and accountability underpin RYKER operations and these sound foundations will not only help create a great player experience but also put the business in a strong position to grow. All decisions will be made to optimise player experience, prioritising lasting relationships over short-term gains, and ensuring that the vulnerable and underaged are shielded and the standards of the responsible gaming are met at all times.

Websites' Marketing Plan

The market analysis based on first and second-party data, conducted via online sources, had a purpose of learning the online gambling behavior in the targeted markets, as well as the consumer interest and awareness. The results analyze the activity of online gambling from the perspective of the players, answering questions such as:

-Who plays online?

-What games do users in target markets usually play?

-What is their level of spending?

This demographic analysis of active players (meaning that they have not only registered, but also betted on multiple channels) shows that there are more men than women players (men account for 88% of the players) and that most of the players (90%) are younger than 46 years old. The most representative age profile for both men and women players are the ones between 28 and 34 years (representing 39.4% of the total)

More than 40% of the players participate in two or more games, in which sports betting is almost always included. Users like to put their money on a stake in many different ways. The following situation is visible in the online sector:

- Sports betting (37%)
- Casino entertainment (35%)
- Poker (24%)
- Other (4%)

Football is the most popular sport to place wagers on. However, it's far from the only betting market that players are interested in. Other popular sports in the country are:

- Horse Racing
- Tennis
- Ice Hockey

- Handball
- Basketball

Internet gamblers are very technologically aware, which will increasingly open up opportunities for gambling services to be delivered on alternative platforms. On average, online gamblers have three or more accounts with different online gambling operators and 1 player from every 5, have bet in-play. Online platform users mostly use laptops for accessing the platform, although the use of mobile has increased drastically. The majority of online gamblers (95%) play at home.

The company's target market was segmented by players' demographic profiles:

1. Middle-aged men/women with high income who play because of curiosity, the possibility to try their luck and skills, as well as use different strategies in practice.
2. Middle-aged men/ women with low income visit gambling portals in order to win and improve their financial condition.
3. Young men / women with different income levels consider casinos as a source of entertainment and an opportunity to get fun.

RYKER identifies the target user as a middle-aged sports-bettor as male, aged 32, with an average household income, a high interest in sports and willing to take risks. The target user is registered to at least one social media account, especially Facebook, as it remains the most popular social media platform on which online gamblers follow gambling companies and get the news. The target user characterizes with the following:

- Gender – Male
- Average Age – 32-35 Y/O
- Marital Status – Divorced/Never Married
- Education – College / University Degree
- Employment – Employed Full or Part time
- Household Income – 45000-65000 EURO
- Interests – Sport, Video Games, Non active leisure

To task the achieving goals, RYKER will apply multi-disciplinary approach including marketing. Differentiated marketing channels are planned to be used for an active promotion of company's products. Marketing expenses during the first year of operation is planned to amount EUR 2 Mio., and for the following periods it is planned to increase significantly.

The goal of the marketing activities is to stimulate and channel demand among consumers or gamblers who would otherwise not patronize us, by using various marketing techniques, promotions, and incentives as well as highly focusing on affiliate marketing strategy to boost the number of users. Our sequential phases of the market swill include:

- Set measurable targets to accompany our marketing efforts.
- Deliver the most engaging communication to draw customers to the site.

Positioning / Product

RYKER offers competitive, high quality content of Sportsbook and Online Casino created by top tier software developers, with the following advantages united in one platform:

- Mobile friendly interface
- Home to over 4000+ games
- Live chat service 24/7
- SSL Encrypted
- User-friendly filters in the casino lobby
- Multiple Payment options.

Our goal for the Casino and sports betting platform is to offer online gamblers an innovative and exciting theme-oriented gambling experience with enhanced digital entertainment and commerce.

The users will perceive the platform as high quality and relatively comparable to other platforms. The players can try their hands on and earn money in the safest ways. The sales figures are directly connected to the success of this marketing strategy and is reliant on advertising and promotion efforts.

Advertising and Promotion Plans

RYKER plans to use the mixed promotion tools to reach the target audience, which are based on the following major components:

- *Content marketing*
- *digital / SMM marketing*
- *Encouragement systems*
- *Push notifications*
- *Affiliate marketing.*

The Company intend to use various channels to get the audience's attention. Below is a list of the channels the Company intend to use and how it will use them.

1.1. Affiliate Marketing

The Company acknowledges that in its initial stages of operation it will require a degree of support from external parties with respect to the promotion of the Company's business and brand. As a result, the Company intends on engaging a number of third parties to assist it with its marketing efforts. For this purpose, the Company shall set up an affiliate revenue share programme which will enable third parties to sign up and provide their services to the Company. Affiliates will be tasked with the responsibility of attracting new customers for the Company, in return for remuneration to be established via a contractual arrangement between the parties.

The Affiliate Programme shall be managed and run by the approved provider TBD. Affiliate Managers shall be appointed for the purpose of ensuring that affiliates have a point of contact with respect to any queries or issues they may have. Simultaneously, the Affiliate Managers will act as a monitoring function with the aim of ensuring that all affiliates abide by the instructions provided by the Company with respect to advertising and marketing tactics and the limitations thereto. Instructions and limitations will be based on regulatory, legal and compliance requirements as well as on the overall marketing strategy that the Company will be following and adopting.

The skillful SEO, link building and online community will lead to achieving high rankings in various search engines. These are followed by monetization and referring traffic to the platform.

RYKER owns an affiliate software that is convenient and clear not only for the company, but also the affiliates. The affiliate module fully meets the industry standards and corresponds to mutual needs of achieving maximum results within the affiliate program.

Numerous tools are intended to be used for creating a successful affiliate network and long-term partnerships;

- Visiting industry specialized exhibitions, events and conferences. Personal meetings in order to set new deals
- Placing the information in media resources regarding the affiliate program
- Word of mouth – using business connections to reach the most suitable people.

The affiliate network of RYKER will provide several advantages for the platform promotion:

- Payments will be based on performance
- It will make the progress measurement easier
- Simple tracking by affiliate module
- Relevant online presence and good reputation

The biggest benefit of RYKER cooperation is the individual approach to each partner and the flexibility of rewarding models. The commission is earned on the combined total of Casino and Sportsbook.

RYKER provides the following commission options:

- **Cost Per Action** – Fixed rate for each player. The reward will be counted from the registration, but the flexibility with rates is guaranteed, as soon as the referred number of players grows.
- **Revenue Sharing** – Our affiliates will receive a commission up to 50% from the net revenue generated by referred players, as well as commissions for sub-affiliates)

- **Mixed Models** – Our affiliates will benefit from customized models, which are negotiable (Mix of revenue share and CPA, upfront payments, etc)

There is no NNC (no negative carry-over) of balances in the products RYKER with number of exceptions, which are discussed with the affiliates in advance.

The program members are offered a large selection of banners and an opportunity to customize upon request.

RYKER aims to keep the loyalty of the partner affiliates, by providing innovative material, responsive customer service, flexible cooperation options and transparent statistical reporting.

1.2. Internal marketing

RYKER prioritizes internal marketing in order to reach the top of employee engagement. It increases overall brand reach and leads the employees to provide value to the potential customers, as the company's goals and vision are well understood.

While building a strong internal plan, RYKER, carefully lays out the following steps and maximizes the solid machine within the company:

- Developing human potential and setting individual goals so that the common goal can be achieved through the satisfaction of individual ones.
- Providing open training sessions and aligning marketing messages to get everyone on the same page and reach the similar perspective on the product among them
- **Everyone can get involved** – defining the employee advocacy and active engagement in social, email, chat networks. The platform used for the internal strategy, is a centralized location for hosting important materials, new company content, personal content, company announcements etc.
- Constant evaluation of job satisfaction and employee perceptions about the workplace, creating the feeling of personal touch by understanding the needs and wants of employees.
- Assessment of skill and knowledge needs

RYKER believes that the customer retention highly depends on the image and reputation of the company, which is based on the perception of the company from the employee perspective.

1.3. Conferences & Shows

The Company aims to establish a presence within the industry also by attending and participating in all major shows and conferences within the iGaming industry. Some of the conferences the Company will attend are:

- SiGMA Europe, LATAM, Asia
- IGB
- ICE

In establishing this presence, the Company aims to build a positive reputation with external parties, including other businesses such as game service providers, affiliates, payment solution providers, etc. as well as its customers.

The Company believes that this participation not only provides it with an opportunity to widen its network of contacts and relationships within the industry, but also to gather feedback about its product portfolio, service offering and brand. The Company strongly believes in the benefits that can be reaped by receiving and acting on constructive criticism.

1.4. Digital Marketing & Social Media

The Company believes that digital marketing and social media are essential components to any marketing plan in today's world and therefore intends to avail itself of these avenues in its effort to promote its business operation and its brand. From a digital marketing perspective, the Company plans to put in place a number of Pay-Per-Click campaigns, social media campaigns, media buying projects and Google AdWords Campaigns, among other tools which will attract traffic to the Company's website.

Additionally, the Company intends to establish a presence on social media through the setting up of

accounts and pages on Facebook, Instagram, LinkedIn and Twitter. The Company will be able to keep its customers and interested parties up to date with news about its business operation, service offering and its product portfolio through these channels.

Furthermore, the Company plans on making use of other tools such as Twitch and YouTube, wherein it will be able to display more visually the services being offered by the Company. These channels will also enable the Company to differentiate between audiences of different segments and to eliminate exposure to certain categories, such as minors.

The planned content marketing activities will include the following:

- *Attractive and valuable landing page*- The landing page will be traditionally colorful and eye-pleasing with high-quality graphics used. Monetizing the page is planned with banner ads (own and paid advertisers) without cluttering the page.
- *Attractive bonuses on sign-ups* – The immediate use bonuses will help to establish a relationship with new clients. The bonuses must be promoted while marketing the online casinos via Web.
- *Active promotion of new games* – Demo version of freshly-released games will be available and accessible for the users without required registration.
- *Contests and Casino Tournaments* – Organizing giveaways or tournaments will attract our users, that prefer betting on and playing casino games virtually.
- *Sharing success/winner story content* – showcasing the stories of the users who had hit the jackpots will entice online users to visit the website and get familiar with the content.
- *Blogging* – blogging will add more credibility to the search engines. The blog posts will be relevant to the website niche and contain related SEO keywords, that the target audience is using for searching.

By integrating the content marketing while entering the target market, RYKER plans to attain the goal conversion and lead generation for the further long-term growth.

Direct gambling advertisements and product promotions

The posts published on social media platforms will contain relevant information and opportunities offered, such as new products, gambling opportunities, and promotions including competitions and special offers.

Customer engagement

The two-way communication is tending to be the most essential component of company's social media strategy. The strategy of posting content and encouraging followers to 'Like' it helps the content to be shared and increase brand exposure. The social media platforms will be regularly monitored for customer feedback.

SM Target audience

As the target market of RYKER is precisely defined, the social media target audience will be more differentiated.

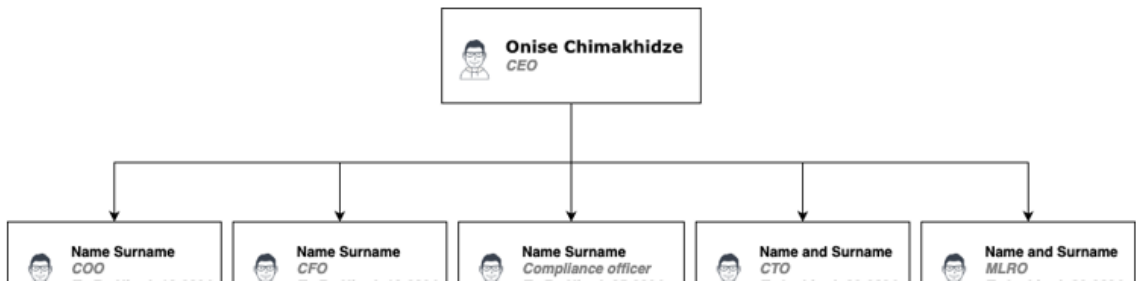
Generating the likes will be considered as a success for the page, but the users resharing or retweeting the posts will be considered more valuable as they generate greater exposure.

Company shareholding structure

Mr. Onise Chimakhidze is the sole shareholder holding 100% shares of RYKER B.V.

Organizational plan

The below is the high-level organization structure. The full structure can be found within the HR policy document



Key personnel and key functions' competence

All our personnel are employed with several years of industry experience. They have been active in various tasks in the gambling sector, from game production to online casino marketing. Therefore, our people have been actively involved in day-to-day business in all the supply chain of this business concept.

CEO: Onise Chimakhidze

Mr. Onise Chimakhidze is a seasoned professional with a diverse background in finance and gaming. With experience ranging from banking institutions to online gaming companies, Onise brings a wealth of expertise to our team. As the Deputy CEO at Lasvegas-bet LLC, he successfully navigated the dynamic landscape of online gaming, ensuring compliance and fostering fruitful partnerships. With a strong foundation in economics and fluency in multiple languages, Onise is poised to drive our company's success in the gaming industry.

CEO leads teams of vetted finance and marketing specialists, to ensure both high levels of compliance and maintaining smooth sailing towards financial targets and ultimately growing user base. Meanwhile customer service and support teams maintain high user satisfaction rate being available 24/7.

Risk Evaluation Process

RYKER places a strong emphasis on effective risk management, following a comprehensive Risk Management Model outlined in the dedicated Risk Management Policy document. The Board of Directors and C-level Management, as key stakeholders, play a crucial role in overseeing and approving changes to this policy. Any adjustments to operating procedures, standards, guidelines, and technologies, consistent with the policy, may be authorized by the Chief Executive Officer.

The Board of Directors has the authority to approve the policy and undertakes annual reviews for ongoing merit. C-level Management is tasked with implementing and administering the directives in accordance with the approved policy. The Chief Executive Officer, along with all employees, bears the primary responsibility for enforcing the policy and its operating procedures.

Importantly, the policy and its procedures do not contravene or supersede any other legal or regulatory requirements imposed on RYKER.

RYKER advocates for effective communication, transparency, and active participation from all key

stakeholders in its model risk governance. This includes the encouragement of effective challenges to model-related processes, such as risk analysis, validation, testing, development, and governance. The Board of Directors, Chief Executive Officer, and Senior Management are tasked with fostering an environment conducive to such challenges.

Appropriate change management processes are integral to model governance, particularly when implementing or altering models and related technologies. These processes cover various areas, including model development, personnel, policies, testing and validation, IT systems, regulatory requirements, and internal controls. RYKER may engage third-party experts with specialized technology knowledge to ensure effective third-party risk management.

Meeting minutes from the Board of Directors serve as evidence of proper oversight of model risk management. These minutes are meticulously documented, providing sufficient information to demonstrate that the Board of Directors and Chief Compliance Officer are fully informed about relevant facts, comprehend associated risks, deliberate on significant issues, independently make decisions in RYKER's best interests, and approve prior meeting minutes. This diligent approach ensures accountability and transparency in the company's model risk management practices. It places a strong emphasis on effective risk management, following a comprehensive Risk Management Model outlined in the dedicated Risk Management Policy document. The Board of Directors and C-level Management, as key stakeholders, play a crucial role in overseeing and approving changes to this policy. Any adjustments to operating procedures, standards, guidelines, and technologies, consistent with the policy, may be authorized by the Chief Executive Officer.

The Board of Directors has the authority to approve the policy and undertakes annual reviews for ongoing merit. C-level Management is tasked with implementing and administering the directives in accordance with the approved policy. The Chief Executive Officer, along with all employees, bears the primary responsibility for enforcing the policy and its operating procedures. Importantly, the policy and its procedures do not contravene or supersede any other legal or regulatory requirements imposed on RYKER.

RYKER advocates for effective communication, transparency, and active participation from all key stakeholders in its model risk governance. This includes the encouragement of effective challenges to model-related processes, such as risk analysis, validation, testing, development, and governance. The Board of Directors, Chief Executive Officer, and Senior Management are tasked with fostering an environment conducive to such challenges.

Appropriate change management processes are integral to model governance, particularly when implementing or altering models and related technologies. These processes cover various areas, including model development, personnel, policies, testing and validation, IT systems, regulatory requirements, and internal controls. RYKER may engage third-party experts with specialized technology knowledge to ensure effective third-party risk management.

Meeting minutes from the Board of Directors serve as evidence of proper oversight of model risk management. These minutes are meticulously documented, providing sufficient information to demonstrate that the Board of Directors and Chief Compliance Officer are fully informed about relevant facts, comprehend associated risks, deliberate on significant issues, independently make decisions in RYKER's best interests, and approve prior meeting minutes. This diligent approach ensures accountability and transparency in the company's model risk management practices.

Game providers and payment providers

Ryker will be engaging the following service providers:

Game service providers:

PragmaticPlay, Alea, KDS, Evoplay, 1Gamehub (Mr. Slotty), Hacksaw, Nolimitcity, EGT, Evolution Gaming, Playson, Softswiss.

Payment service providers:

Trustpayments, Skrill, Astropay, Nodapay, LPB BANK.

Legal Framework

Decisions pertaining to the Risk Management Policy and Model at RYKER are exclusively within the purview of the esteemed Board of Directors and C-level management. The governance structure ensures a clear delineation between major strategic decisions and day-to-day operations. The latter, aligned with the Risk Management Policy and other board-approved policies such as KYC, AML, and Compliance, is the responsibility of the C-level management.

To prevent potential deadlock situations, the CEO holds the controlling vote in the event of a tie among the four C-level management members, providing a decisive mechanism for swift decision-making.

The C-level management, as a practice, diligently updates the Board of Directors on significant business developments during quarterly board meetings, facilitating a seamless flow of information between the top-tier executives and the governing body.

Legal support and advice form a crucial component of RYKER's decision-making processes. The company engages multiple corporate service providers and legal firms, each chosen based on their jurisdictional expertise relevant to the specific issue at hand. This strategic approach ensures that legal guidance is not only comprehensive but also tailored to the intricacies of the regulatory landscape in various jurisdictions.

The quarterly updates and transparent communication channels established between the Board of Directors and C-level management underscore the commitment to robust corporate governance. These measures contribute to informed decision-making, effective oversight, and the adherence to legal and regulatory standards, further fortifying RYKER's commitment to excellence in risk management and corporate governance.

Policies and Procedures

In accordance with our commitment to regulatory compliance and transparency, RYKER ensures that all policies and procedures will be provided to the relevant authorities within 3 months from the issuance of the license. This timeline demonstrates our dedication to promptly submit our comprehensive framework to the Gaming Control Board (GCB) for review and scrutiny.

By adhering to this timeframe, we showcase our responsible approach to governance and our

commitment to fulfilling all regulatory obligations in a timely manner. RYKER recognizes the importance of aligning with industry best practices and regulatory standards, and providing the complete set of policies and procedures within the designated timeframe reinforces our commitment to regulatory compliance.

In summary, RYKER guarantees the provision of all policies and procedures to the relevant authorities within six months from the issuance of the license, demonstrating our unwavering dedication to regulatory compliance and our proactive approach to fulfilling all obligations in a timely manner.

Fiscal projections

Having already established its foot in iGaming market with dedicated user base. We plan on to continue our strong trend of growth into the future with the new license.

Year	2022	2023	2024	2025	2026
Revenue	763,237	4,812,407	5,534,268	8,301,402	12,452,103
Cost of Sales	(36,988)	(1,924,963)	(2,213,707)	(3,320,561)	(4,980,841)
Gross margin	726,249	2,887,444	3,320,561	4,980,841	7,471,262
Operating Expenses	(374,704)	(2,700,467)	(3,119,816)	(4,621,515)	(6,871,154)
Salaries and service contract expenses	(18,327)	(123,192)	(129,352)	(135,819)	(142,610)
Consulting accounting and other operations	(27,844)	(62,371)	(98,324)	(147,487)	(221,230)
Marketing and affiliate expenses	(311,101)	(1,815,939)	(2,088,330)	(3,132,495)	(4,698,742)
Other Operating Expenses	(17,432)	(698,965)	(803,810)	(1,205,715)	(1,808,572)
Operating Profit	351,545	186,977	200,745	359,326	600,108
Share in Result from participations	-	54,000	62,100	93,150	139,725
Net Profit	351,545	240,977	262,845	452,476	739,833