



Business Plan (2025–2028)

Submitted to: Curaçao Gaming Authority (CGA)

Prepared by: King Enterprises N.V.

Operator of PokerKing.com

Jurisdiction: Curaçao

Marketing Plan

KING
ENTERPRISES N.V.

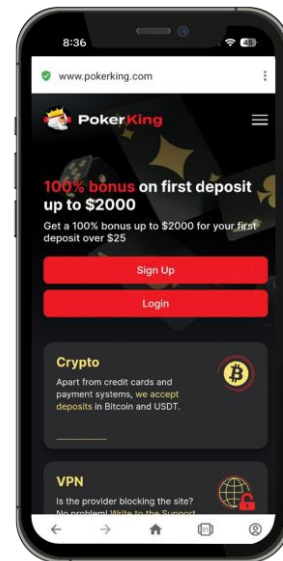


Executive Overview | Marketing Plan



King Enterprises N.V., a Curaçao-based privately held company, owns and operates PokerKing.com, a leading online poker platform launched in 2011. As a licensed member of the Winning Poker Network (WPN), our strategy centers on delivering a player-first, integrity-driven gaming experience supported by innovation, transparency, and market-specific engagement.

This 3-year marketing plan outlines our roadmap for sustainable player growth, brand positioning, and responsible market penetration across key geographies—primarily Latin America, Europe, and Eastern Europe—while adhering to the highest standards of regulatory compliance and player protection.



Marketing Vision & Objectives (2025–2028)



Vision:

Position PokerKing as the **most trusted and engaging online poker brand** in emerging and regulated markets, recognized for fair play, innovative formats, and community-led engagement.

Core Marketing Objectives:

1. Increase Gross Gaming Revenue (GGR) by **25%** by end of 2027 through targeted acquisition and retention initiatives.
2. Expand **LATAM market share** by 2026 via localized campaigns and payment integrations.
3. Launch a **mobile-first PokerKing App** in 2027, optimized for acquisition via influencer and social channels.
4. Diversify into **casino verticals** by 2026, creating cross-sell opportunities.
5. Integrate **Web3/crypto payment and loyalty systems** by 2027 to attract next-generation players.

Target Market & Positioning



Primary Segments:

- **Intermediate & Advanced Poker Enthusiasts** – seeking competitive, fair, and transparent gameplay.
- **Recreational Players** – attracted to gamified experiences, short-duration formats, and social play.
- **Emerging Market Audiences** – particularly in Latin America and Eastern Europe, where online poker adoption is rising.

Positioning Statement:

PokerKing is “Poker for the People”—a fair, competitive, and community-first platform built on trust, innovation, and player value.



Strategic Marketing Initiatives



Product-Led Acquisition

- **Mobile Revamp:** Deliver a world-class mobile poker experience with intuitive UX, cross-platform consistency, and high-performance gameplay.
- **Innovative Game Formats:** Introduce **Poker Races**, mystery bounty tournaments, and hybrid skill-chance formats to differentiate from competitors.
- **Influencer-Optimized Features:** Built-in streaming tools, social sharing integrations, and event-hosting capabilities for content creators.

Player Retention & Loyalty

- **Royal Club Loyalty Program:** Up to 65% rakeback with tiered rewards and milestone achievements.
- **Gamification:** Levels, achievements, daily/weekly challenges, and personalized player goals to drive engagement.
- **Community Engagement:** Leaderboards, community events, and exclusive VIP competitions.

Strategic Marketing Initiatives



Multi-Channel Marketing Mix

Channel	Focus
Influencer Partnerships	Expansion of WPN streamer network, poker ambassadors, and localized influencers.
Digital Advertising	Paid search, display, social ads linked to social gaming app funnels.
Content Marketing	Poker strategy articles, tournament coverage, and educational resources.
Localized Campaigns	Market-specific creatives, language adaptations, and culturally relevant promotions.
Cross-Promotion	Collaboration with sportsbook/casino products post-vertical launch in 2026.

Marketing Funnel & Conversion Strategy

Acquisition Flow:

Social Gaming App → Email Nurture Sequences → PokerKing.com
Registration → Real-Money Conversion

- **App as Lead Magnet:** Free, social poker app to attract and onboard new players.
- **Email & CRM:** Automated, segmented messaging based on user behavior and lifecycle stage.
- **Promotions as Triggers:** Tournament freerolls, first deposit bonuses, and reload incentives.



Brand Development & Communications



- **Messaging:** Consistent emphasis on *fair play*, *community*, and *player-first innovation*.
- **Visual Identity:** Modern, mobile-friendly brand assets that appeal to global poker audiences.
- **Public Relations:** Partnerships with poker media, sponsorships of high-profile events, and thought leadership in responsible gaming.

KPIs & Performance Targets

Metric	2025 Target	2026 Target	2027 Target
GGR	\$19.8M	\$21.6M	\$24.0M
Net Profit	\$5.1M	\$6.3M	\$8.1M
CAC Reduction	-10%	-15%	-20%
LATAM Market Share Growth	+10%	+20%	+30%
Mobile App Downloads	N/A	150k	500k

Compliance & Responsible Marketing



King Enterprises N.V. is committed to **full CGA compliance**, including:

- Transparent terms and privacy policies.
- Age and identity verification before deposit.
- Self-exclusion tools and responsible gaming messaging in all campaigns.
- Adhering to advertising standards to avoid targeting underage or vulnerable individuals.



Risk Mitigation in Marketing

- **Regulatory Shifts:** Ongoing market monitoring and adaptation of campaign geographies.
- **Economic Volatility:** Flexible ad budgets and cost-efficient acquisition strategies.
- **Platform Downtime:** SLA-backed hosting and redundancy measures to maintain marketing integrity.

Conclusion

Over the next three years, King Enterprises N.V. will execute a marketing strategy focused on **innovation, localization, and loyalty**, ensuring PokerKing.com not only competes but **leads in emerging markets** while maintaining the highest standards of player trust and regulatory alignment.



Development Roadmap

Gamify User
Experience



Revamp Mobile
Product



Optimize for
Influencers



Improve
Security
Measures

Revamping the Mobile Experience

Mobile continues to dominate the digital entertainment landscape. Our priority is to revamp our mobile product so it not only matches but surpasses competitors in usability, speed, and design. This initiative includes:

- Creating a streamlined, intuitive interface for new and experienced users.
- Improving performance and responsiveness across devices and operating systems.
- Integrating modern UX patterns (gesture-based navigation, dynamic layouts) to increase engagement.
- Building a foundation for cross-platform consistency, ensuring seamless transitions between mobile and desktop.

This upgrade will strengthen user acquisition and retention, positioning our platform as the preferred choice in the mobile arena.

Gamification for Engagement

To increase entertainment value and encourage long-term use, we will gamify the user experience. This includes:

- Introducing progression systems such as levels, achievements, and rewards.
- Adding daily and weekly challenges to promote regular activity.
- Developing leaderboards and social features to create community-driven competition.
- Personalizing experiences with player-specific goals that adapt over time.

These strategies not only entertain but also foster loyalty, making the platform more “sticky” and encouraging repeat use.

Creating Innovative Games

Innovation remains at the core of our strategy. Over the next 3–5 years, we plan to design and launch new game formats that challenge players in fresh and exciting ways.

- Hybrid gameplay models combining elements of skill and chance.
- Interactive multiplayer modes that encourage collaboration and rivalry.
- Games designed with short and long play sessions in mind, appealing to both casual and competitive users.
- Leveraging data insights to iterate quickly on what resonates most with our audience.

By continuously delivering original experiences, we ensure our platform evolves in step with player expectations.

Security & Fair Play in the Age of AI

As AI and automated bots grow more sophisticated, ensuring a secure and fair playing environment is more critical than ever. Our commitment includes:

- Deploying advanced detection systems to identify unfair play in real time.
- Regularly updating anti-cheat algorithms to stay ahead of malicious actors.
- Maintaining transparent security practices to build user trust.
- Investing in proactive monitoring tools powered by machine learning.

This focus protects the integrity of our platform, ensuring that every game is fair, competitive, and enjoyable.

Optimizing for Influencers

Influencers and content creators drive significant engagement and brand awareness. We will focus on making our product easy and rewarding to promote by:

- Offering built-in tools for content creation, streaming, and sharing.
- Providing affiliate and partnership programs with trackable rewards.
- Developing exclusive in-app features for influencer-driven events.
- Ensuring seamless mobile integration, making it easy to create content on the go.

This influencer-focused strategy will expand our reach, attract new players, and strengthen community engagement.

Financial Plan

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Executive Summary | Financial Plan

The audited statements from 2022 and 2023 confirm rising revenues but also highlight increasing costs that compressed margins. This financial plan covers the period 2025–2027 and sets a roadmap for sustainable growth, margin stability, and stronger cash flow generation. It includes detailed assumptions, projected financial performance, cash flow expectations, breakeven analysis, year-on-year growth, cost reduction measures, and scenario-based outcomes. The goal is to balance revenue expansion with efficiency improvements and deliver long-term shareholder value.



Historical Baseline (2022–2023)



In 2022, revenues totaled USD 22.85 million and net profit reached USD 3.94 million. In 2023, revenue rose to USD 25.07 million (+9.7% YoY), while expenses grew faster at +15%, reaching USD 21.7 million. Net profit fell to USD 3.33 million, reducing margins from 17.3% to 13.3%. Despite these pressures, equity strengthened from USD 8.1 million to USD 11.0 million, and cash reserves grew from USD 0.21 million to USD 0.49 million. This strong balance sheet provides the foundation for new projections while underscoring the importance of tighter cost management going forward.

Assumptions for 2025–2027

Revenue growth in the base case is assumed at 8% per year, consistent with historical trends but adjusted for competitive pressures. In the conservative scenario, growth slows to 5%, while in the upside case, growth reaches 12%. Expenses are expected to rise broadly in line with revenue, but with planned cost reduction measures improving efficiency over time.

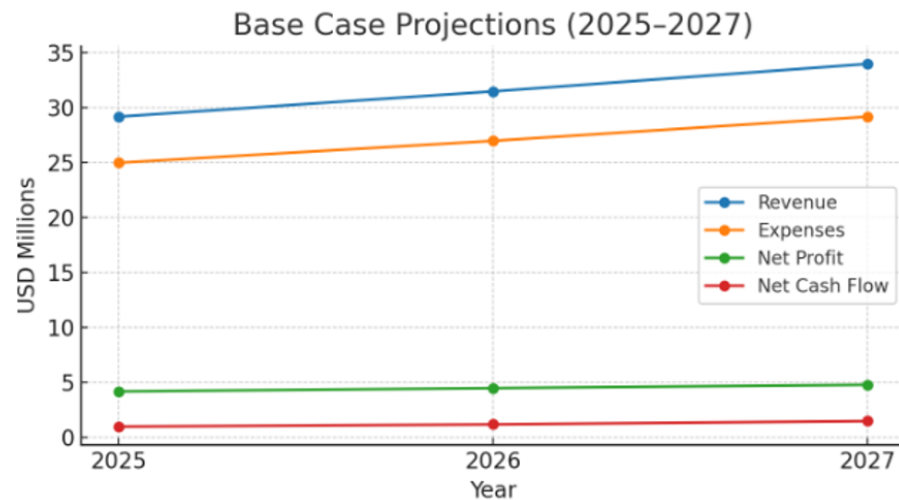
The corporate tax rate is set at 25%, with dividends distributed at roughly 10% of annual profits. Working capital requirements remain high, with receivables at ~38% of revenue, while trade payables remain minimal. No additional debt is anticipated, with growth funded entirely by retained earnings.

Projected Financial Performance (Base Case)

The base case scenario projects revenues rising from USD 29.2 million in 2025 to USD 34.0 million in 2027. Expenses increase proportionally, though planned efficiency improvements stabilize net margins at around 14%.

Net profits grow from USD 4.2 million to USD 4.8 million across the plan horizon. Cash flows remain positive, with annual inflows of USD 1.0–1.5 million supporting both reinvestment and modest dividend distributions.

Year	Revenue (USD M)	Expenses (USD M)	Net Profit (USD M)	Net Cash Flow (USD M)
2025.0	29.2	25.0	4.2	1.0
2026.0	31.5	27.0	4.5	1.2
2027.0	34.0	29.2	4.8	1.5



Breakeven Analysis

The breakeven point for King Enterprises is estimated at approximately USD 20 million in annual revenue, based on current fixed and variable cost structures. Projected revenues of USD 29–34 million for 2025–2027 remain well above this level, ensuring consistent profitability and resilience even in downside conditions.



Year-on-Year Growth

Revenue growth across the plan horizon averages 8% per year, while net profit growth averages 6%. These rates demonstrate stable expansion supported by efficiency gains. Equity is projected to rise to USD 14–15 million by 2027, underpinned by retained earnings and positive cash flow.



Scenario Analysis

Three scenarios have been developed to capture a range of possible outcomes:

- Base Case: Revenues grow at 8% CAGR, reaching USD 34 million by 2027, with net profits of USD 4.8 million. Margins remain stable at around 14%.
- Conservative Case: Revenues grow at 5% CAGR, reaching USD 32 million by 2027. Slower efficiency gains reduce margins to ~12%, with net profits of USD 4.0 million.
- Upside Case: Revenues grow at 12% CAGR, reaching USD 36.5 million by 2027. Cost efficiencies improve margins to 15%, generating net profits above USD 5.5 million.

This analysis highlights both the resilience of the business model and the upside potential if cost management initiatives succeed.

Conclusion



The 2025–2027 financial plan confirms that King Enterprises is positioned for sustainable growth, positive cash generation, and stable profitability. Even under conservative assumptions, the company remains profitable, while upside potential demonstrates opportunities for accelerated expansion.

By focusing on cost efficiency, revenue diversification, and disciplined execution, King Enterprises is expected to deliver enhanced shareholder value and maintain financial resilience over the coming years.