



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.

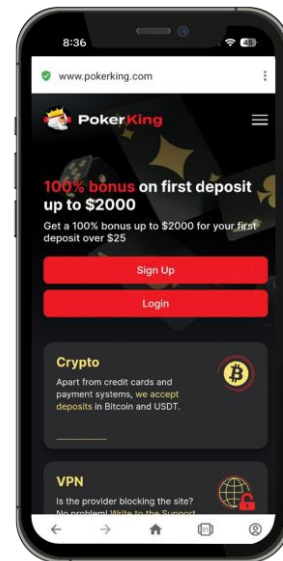


Executive Overview | Marketing Plan



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.

Digital Marketing Strategy Overview



King Enterprises N.V. will promote PokerKing through a diversified digital marketing strategy focused on organic acquisition, brand engagement, and targeted visibility.

The approach prioritizes **search engine optimization, social media engagement,** and **performance-driven digital placements**, tailored specifically to Latin American and Eastern European markets.

Digital Marketing Strategy Overview



Search Engine Optimization

PokerKing's primary acquisition channel will be **organic search engine optimization (SEO)**. This includes the creation of high-quality, localized content, technical SEO optimization, and authority-building strategies designed to improve long-term visibility for poker-related searches without reliance on paid search advertising.



Key Focus

- Local-language content for LATAM and Eastern Europe
- Poker education, tournaments, and platform features
- Sustainable, long-term organic traffic growth

Digital Marketing Strategy Overview

Social Media Marketing

Social media will be used to **build brand awareness, engage poker community and encourage repeat interaction**. Content will focus on educational posts, tournament highlights, interactive formats, and community-driven engagement rather than direct promotional messaging.



Key Channels

- Facebook, Instagram, X (Twitter), TikTok
- Regionally relevant content and community management

Digital Marketing Strategy Overview



Display Advertising on High-Traffic Websites

PokerKing will deploy **display advertising** on high-traffic websites frequented by the target audience in Latin America and Eastern Europe. These placements will focus on brand visibility and audience recall using compliant formats.



Ad Formats

- Banner ads
- Pop-ups (where permitted)
- Push notifications via approved networks

Digital Marketing Strategy Overview

In-App Advertising

In-app advertising will be used to reach users within mobile applications popular among the target demographics. This channel allows PokerKing to engage audiences in high-attention environments, complementing web-based visibility strategies.



Objectives

- Expand reach among mobile-first users
- Reinforce brand awareness across digital touchpoints

Digital Marketing Strategy Overview

Influencer & Streaming Platform Visibility

PokerKing will leverage banner placements and visual integrations associated with influencers and content creators streaming poker-related or lifestyle content on platforms such as YouTube. Advertising will appear as **banner overlays or static placements**, without interfering with content integrity.



Focus

- Influencer vlogs and poker-related streams
- Brand exposure alongside trusted creators
- Market-specific influencer partnerships

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

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.

Executive Leadership Team



Executive Leadership Team

Our executive leadership team combines international business strategy, corporate governance, compliance, and regulated-market expertise. Together, they ensure the organization operates with strong oversight, regulatory alignment, and sustainable growth across jurisdictions.

Neven Dobrosevic

Founder & Director of King Enterprises, provides strategic and governance-level leadership across the organization. He is responsible for corporate strategy, international structuring, governance standards, financial oversight, and executive-level stakeholder engagement, ensuring the company maintains long-term regulatory alignment and strategic direction across jurisdictions.

Vasil Tonchev

Manages day-to-day operational oversight at PokerKing.com, with a primary focus on regulatory execution and controls. He is responsible for implementing and monitoring AML, KYC, GDPR, and gambling compliance requirements, ensuring operational activities and affiliate growth are carried out in accordance with applicable regulations.

Financial Plan

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Executive Summary | Financial Plan



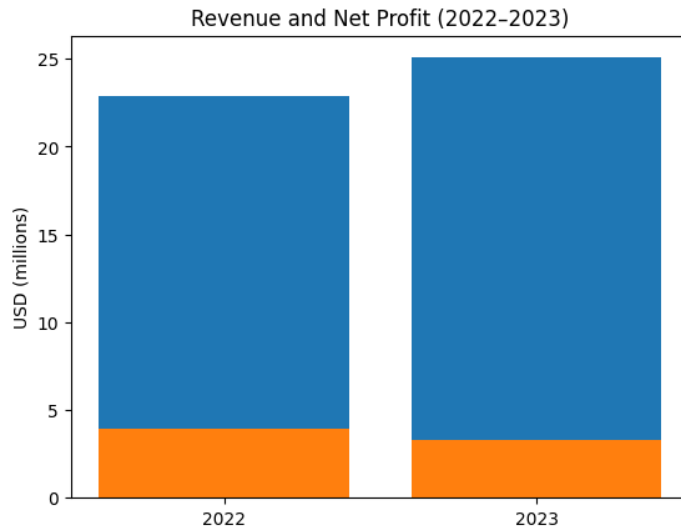
This financial projection outlines a conservative outlook for King Enterprises N.V. for the period 2025–2028, based on audited 2022 and 2023 results and prevailing conditions in the online poker market. Revenue growth assumptions are deliberately set below broader market expectations to reflect competitive pressure, regulatory considerations, and rising customer acquisition costs. This approach ensures the projections remain prudent and resilient under varying operating conditions.



Historical Baseline (2022–2023)



This financial projection outlines a conservative outlook for King Enterprises N.V. for the period 2025–2028, based on audited 2022 and 2023 results and prevailing conditions in the online poker market. Revenue growth assumptions are deliberately set below broader market expectations to reflect competitive pressure, regulatory considerations, and rising customer acquisition costs. This approach ensures the projections remain prudent and resilient under varying operating conditions.



Projected Financial Statements 2025–2028



The revenue growth assumptions used in this projection are intentionally conservative and grounded in external market research. While global online poker and broader online gambling markets are projected to grow at approximately 10–12% CAGR through the second half of the decade, individual operators typically grow below the market average due to competitive intensity, regulatory constraints, and marketing cost inflation.

Accordingly, the Base Case assumes 7% annual growth, reflecting steady participation in market expansion without aggressive share gains. The Conservative Case assumes 4% growth, aligned with a scenario of heightened competition or regulatory friction. The Upside Case assumes 10% growth, consistent with successful execution and favorable market conditions.

Cost Structure and Efficiency Assumptions



The company's cost base is heavily weighted toward marketing and player acquisition, which remains the primary driver of growth but also a key margin risk. Given industry-wide increases in acquisition costs, this plan assumes only modest efficiency gains, modeled as a 0.5 percentage point annual improvement in the total cost ratio. This reflects disciplined optimization rather than transformational cost reduction.

Expenses are categorized into Marketing (advertising and commissions), Operational (software, processing, platform, and administration), and Other (bank fees, FX, and miscellaneous costs).

Projected Income Statement – Base (7%)

Year	Revenue (USD M)	Marketing Expenses	Operational Expenses	Other Expenses	Total Expenses	Net Profit
2025	28.71	15.70	7.99	1.14	24.83	2.91
2026	30.71	16.70	8.50	1.21	26.41	3.23
2027	32.86	17.76	9.04	1.29	28.10	3.57
2028	35.17	18.90	9.62	1.37	29.89	3.96

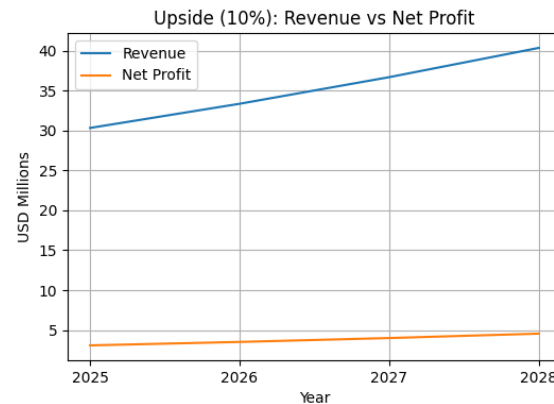
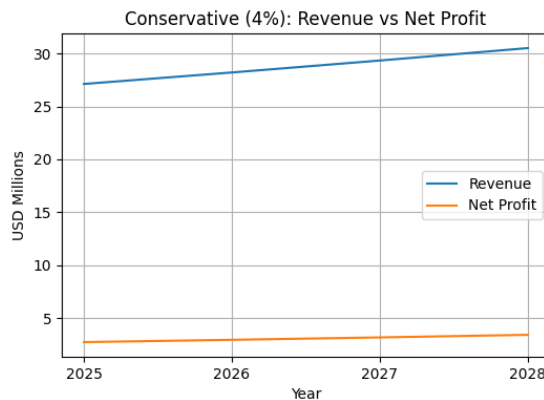
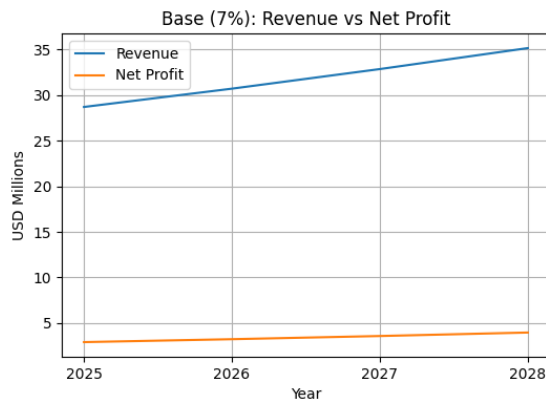
Projected Income Statement – Conservative (4%)

Year	Revenue (USD M)	Marketing Expenses	Operational Expenses	Other Expenses	Total Expenses	Net Profit
2025	27.12	14.83	7.55	1.08	23.46	2.75
2026	28.20	15.33	7.81	1.12	24.25	2.96
2027	29.33	15.85	8.07	1.15	25.08	3.19
2028	30.50	16.39	8.34	1.19	25.93	3.43

Projected Income Statement – Upside (10%)

Year	Revenue (USD M)	Marketing Expenses	Operational Expenses	Other Expenses	Total Expenses	Net Profit
2025	30.34	16.59	8.45	1.21	26.24	3.07
2026	33.37	18.14	9.24	1.32	28.70	3.50
2027	36.71	19.84	10.10	1.44	31.39	3.99
2028	40.38	21.70	11.05	1.58	34.32	4.54

Projected Income Graph Scenarios



Across all scenarios, the company remains profitable and cash-generative. The conservative case demonstrates resilience under slower growth assumptions, while the base case reflects sustainable operations without reliance on aggressive market expansion. No leverage is assumed, and growth is funded through retained earnings, supporting balance sheet strength.

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.



Conclusion

From 2025 through 2028, King Enterprises N.V. is projected to achieve steady and sustainable year-on-year growth, reflecting disciplined participation in overall market expansion rather than aggressive market share gains. Under the base case, revenues increase at approximately 7% annually, a rate intentionally set below broader online poker market growth expectations to account for competitive intensity, rising customer acquisition costs, and regulatory constraints. Even under the conservative scenario, which assumes 4% annual growth, the company maintains a **positive growth trajectory** and remains profitable. Profit growth is supported primarily by incremental efficiency improvements, with total cost ratios improving by approximately 0.5 percentage points per year, driven by tighter marketing ROI controls and operational optimization. This approach results in stable margins, consistent cash generation, and a balanced growth profile aligned with prudent financial management and long-term credit stability.

