

PARKER B.V.

Business Plan.

Submitted by:

PARKER B.V.

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Executive summary

Parker B.V. is dedicated to expanding its user base by strategically entering international markets, as authorized by the Curacao Gaming Control Board (GCB). Our strategy involves a careful and phased approach, focusing first on entering regulated markets. Initially, our marketing efforts will target South Korea, followed by expansion into regions compliant with Anti-Money Laundering (AML) regulations. This ensures alignment with GCB standards, safeguarding our licensing status. We offer a diverse portfolio of games catering to a broad audience, without focusing on any specific demographic. Based on our projections, we anticipate achieving profitability by 2024, contingent upon securing licensure from the GCB.

Parker B.V. will debut its market presence through a website oriental100.com, operating under the brand name "Oriental." Parker B.V. is a premier gambling platform offering a variety of games, including:

- Games of Chance (RNG-based games such as slots and casino table games)
- Betting (including live betting and virtual sports betting)
- Live Dealer Games

Our platform allows enthusiasts to wager on their favorite events while enjoying casino games. We distinguish ourselves with a team of analysts providing deep insights into the evolving sports landscape, our commitment to supporting grassroots movements, and our transparent collaborations with established institutions.

Curacao Gaming License

Parker B.V. is pursuing a Curacao Gaming License for several strategic reasons:

- **Enhancing Competitive Advantage:** Obtaining the license will fortify Parker B.V.'s position in the iGaming market. It offers both internal and external benefits, boosting the company's overall competitiveness.
- **Access to New Business Opportunities:** The license will unlock new and potential business avenues. Being licensed in Curacao will allow Parker B.V. to attract more customers and partners, thereby expanding its market presence.
- **Reputation and Credibility:** Curacao is a respected jurisdiction in the iGaming industry, known for its pioneering regulatory framework. Holding a Curacao Gaming License will enhance Parker B.V.'s reputation and credibility, fostering trust among players and stakeholders.
- **Competitive Corporate Tax Rate:** Curacao offers a favorable corporate tax rate, which can enhance Parker B.V.'s financial efficiency and profitability.
- **Leading Destination for iGaming Operators:** Curacao's robust regulatory framework and status as a premier destination for iGaming operators make it an attractive choice for a gaming license. Licensing in Curacao allows Parker B.V. to leverage the benefits associated with this jurisdiction.
- **Pioneering New Industry Standards:** With recent regulatory updates from the Curacao Gaming Control Board (GCB), Parker B.V. aims to lead by obtaining licenses early. This positions the company as a pioneer in adopting and adhering to new industry standards, further strengthening its competitiveness and reputation.

Market analysis Summary

Industry Overview:

The iGaming industry has seen significant growth over recent years, driven by technological advancements and increasing internet penetration. Online gaming platforms now offer a diverse range of options including sports betting, casino games, and esports, attracting a broad demographic of players worldwide.

Market Size and Growth:

The global iGaming market was valued at approximately \$66.7 billion in 2020 and is projected to reach \$127.3 billion by 2027, growing at a CAGR of 10.9%. This growth is fueled by the rising popularity of mobile gaming, the expansion of digital payment methods, and the increasing legalization of online gambling in various regions.

Key Trends:

Mobile Gaming Dominance: The shift towards mobile gaming continues, with mobile platforms accounting for over half of the global gaming revenue.

Regulatory Changes: Several countries are updating their regulatory frameworks to accommodate and control the growing iGaming market. This creates both opportunities and challenges for operators.

Technological Innovations:

The integration of AI, VR, and blockchain technologies is transforming the gaming experience, enhancing user engagement and security.

Esports Growth: The esports segment is rapidly expanding, attracting a younger demographic and offering new revenue streams for iGaming operators.

Competitive Landscape:

The iGaming market is highly competitive, with numerous established players and new entrants vying for market share. Key competitors include Bet365, William Hill, 888 Holdings, and GVC Holdings. Companies are focusing on expanding their offerings, enhancing user experience, and complying with regulatory standards to stay competitive.

Marketing Strategy

Brand Positioning and Messaging:

- **Trust and Credibility:** Emphasize the Curacao Gaming License as a mark of legitimacy and reliability, highlighting Parker B.V.'s commitment to fair play, security, and regulatory compliance.
- **Innovative Gaming Experience:** Promote the company's cutting-edge technology, diverse game offerings, and superior user experience to attract tech-savvy and mobile-first players.
- **Global Reach:** Showcase the company's international presence and ability to cater to a global audience with localized content and services.

Target Audience Segmentation:

- **Casual Gamers:** Focus on providing a wide range of easy-to-play games, user-friendly interfaces, and engaging content.
- **High Rollers:** Offer exclusive VIP programs, personalized services, and high-stakes betting options to attract and retain high-value players.
- **Esports Enthusiasts:** Develop a dedicated platform for esports betting, offering competitive odds, live streaming, and community engagement features.

Digital Marketing Campaigns:

- **SEO and Content Marketing:** Develop a robust SEO strategy to improve organic search rankings. Create high-quality content, including blogs, articles, and videos, focused on gaming tips, industry news, and game reviews.

- **Social Media Marketing:** Leverage social media platforms such as Facebook, Instagram, Twitter, and TikTok to engage with the community, share updates, run contests, and foster brand loyalty.
- **Influencer Partnerships:** Collaborate with gaming influencers and streamers to reach a broader audience and build credibility through authentic endorsements.
- **Email Marketing:** Implement targeted email campaigns to nurture leads, provide personalized offers, and keep existing customers informed about new games, promotions, and updates.

Customer Acquisition and Retention:

- **Welcome Bonuses and Promotions:** Attract new players with enticing welcome bonuses, free spins, and deposit match offers. Regularly update promotions to keep existing players engaged.
- **Loyalty Programs:** Develop a comprehensive loyalty program that rewards players for their activity with points, cashback, exclusive bonuses, and access to special events.
- **Customer Support:** Provide 24/7 customer support through live chat, email, and phone. Ensure a responsive and helpful support team to resolve issues promptly and enhance player satisfaction.
- **5. Localization and Regional Marketing:**
- **Localized Content:** Tailor marketing campaigns to different regions by providing content in local languages, understanding cultural preferences, and offering region-specific promotions.
- **Regional Partnerships:** Form partnerships with local influencers, payment providers, and gaming communities to build trust and establish a strong local presence.
- **Regulatory Compliance:** Ensure all marketing activities comply with regional regulations to avoid legal issues and build a trustworthy reputation.

Data-Driven Marketing:

- **Analytics and Insights:** Utilize data analytics to monitor campaign performance, understand player behavior, and identify trends. Use insights to refine marketing strategies.
- **Personalization:** Leverage data to deliver personalized experiences, including game recommendations, tailored promotions, and customized communication based on player preferences and behavior.

Public Relations and Industry Presence:

- **Media Relations:** Build relationships with gaming and tech media outlets to secure coverage of company milestones, new game releases, and industry thought leadership.
- **Industry Events:** Participate in major iGaming conferences, expos, and webinars to showcase Parker B.V.'s offerings, network with industry leaders, and stay updated on market trends.

Technology and Innovation:

- **Continuous Improvement:** Invest in technology and innovation to enhance the gaming platform, improve user experience, and stay ahead of industry trends.
- **Security Measures:** Highlight advanced security protocols and measures to assure players of the safety and integrity of their data and transactions.

Finance Strategy

Equity Financing:

- **Shareholder Investments:** Raise initial capital by issuing shares to existing and new shareholders. This will provide the necessary funds to cover startup costs, including the Curacao Gaming License fee, platform development, marketing, and recruitment.

Capital Allocation:

- Curacao Gaming License Fee
- Platform Development and Provider Fees
- Marketing and Promotion
- Recruitment and Salaries
- Operational Expenses
- Compliance Costs

Profit-Driven Growth:

- Revenue Generation: Focus on rapid revenue generation through effective marketing and customer acquisition strategies. The profits generated from these activities will be reinvested into the business to sustain growth and cover ongoing expenses.
- Cost Management: Implement strict cost control measures to ensure that operational expenses are kept within budget, thereby maximizing profitability.

Financial Management:

- Cash Flow Management: Ensure positive cash flow by closely monitoring revenues and expenditures. This will help maintain liquidity and fund ongoing operations.
- Profit Reinvestment: Reinvest profits generated from operations back into the business to support expansion, improve the platform, and enhance marketing efforts.

Financial Reporting:

- Transparency and Accountability: Maintain transparent financial records and provide regular updates to shareholders on the financial health and performance of the company. This includes preparing and reviewing financial statements, such as profit and loss statements, balance sheets, and cash flow statements.

Shareholder Communication:

- Regular Updates: Keep shareholders informed about company performance, growth milestones, and future plans through regular reports and meetings. This fosters trust and encourages continued investment.
- Dividend Policy: Establish a clear dividend policy to distribute profits to shareholders once the company achieves sustainable profitability, providing an incentive for initial investment and ongoing support.

Long-Term Financial Goals:

- Sustainable Growth: Aim for sustainable growth by balancing revenue generation with cost management. This ensures the company remains financially healthy and can fund its operations and expansion from generated profits.
- Scalable Operations: Develop scalable business practices that allow for growth without a proportional increase in costs, thereby enhancing profitability.

SWOT Analysis

Strengths:

- Curacao Gaming License: Holding a Curacao Gaming License enhances credibility and allows access to a global market.
- Strategic Location: Curacao offers favorable tax rates and a robust regulatory framework for iGaming operations.
- Excellent Hosting Infrastructure: The island provides reliable hosting infrastructure crucial for secure online gaming operations.

- **Experienced Management Team:** A skilled leadership team with expertise in iGaming, compliance, and operational management.
- **Diverse Gaming Portfolio:** Offers a wide range of gaming options including casino games, sports betting, and esports.

Weaknesses:

- **Initial Capital Requirements:** High upfront costs for acquiring licenses, developing the platform, and marketing could strain initial financial resources.
- **Regulatory Challenges:** Adhering to evolving regulatory requirements and compliance standards in various jurisdictions may be complex and costly.
- **Market Competition:** Intense competition from established players and new entrants in the global iGaming industry.
- **Dependency on Technology:** Vulnerability to technological disruptions and cybersecurity threats.

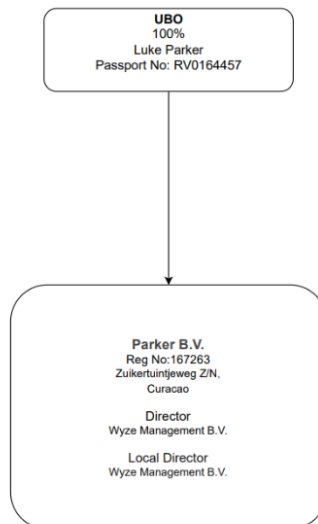
Opportunities:

- **Global Market Expansion:** Opportunity to expand into new geographic markets leveraging the Curacao Gaming License.
- **Growing Mobile Gaming Trend:** Increasing adoption of mobile gaming presents opportunities to capture a broader audience.
- **Emerging Technologies:** Integration of AI, VR, and blockchain technologies to enhance user experience and operational efficiency.
- **Partnerships and Collaborations:** Forming strategic alliances with local operators, payment providers, and technology firms to enhance service offerings and market reach.
- **Legislative Changes:** Favorable changes in iGaming regulations in key markets present growth opportunities.

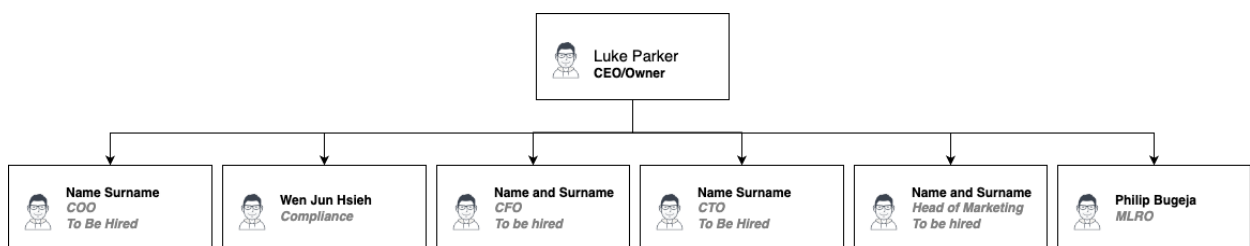
Threats:

- **Regulatory Risks:** Potential changes in regulations or licensing requirements in key markets could impact operations.
- **Competitive Pressure:** Intense competition from global iGaming operators with substantial resources and established customer bases.
- **Cybersecurity Risks:** Increased threats of cyber attacks and data breaches pose risks to customer trust and operational continuity.
- **Economic Factors:** Fluctuations in global economic conditions and exchange rates could impact profitability and expansion plans.
- **Legal Challenges:** Litigation and legal challenges related to gaming regulations, intellectual property, and consumer protection.

Company shareholding structure



Organizational plan



Key personnel and key functions' competence

CEO/Owner : Luke Parker

Results-driven and forward-thinking, Luke Paker is a seasoned executive dedicated to driving company success and fostering competitive growth. With a proven track record spanning 4 years, Luke excels in assembling high-performing teams and orchestrating profitable operations. His entrepreneurial acumen, honed over years of experience, underscores a deep commitment to excellence in managing administrative and online gaming operations. Luke is adept at devising and implementing sales and marketing strategies that propel strategic growth and achieve revenue milestones. His leadership is characterized by a hands-on approach to training, motivating, and supporting staff, ensuring a cohesive and efficient work environment.

Compliance: Wen Jun Hsieh

Wen Jun Hsieh is a proactive compliance professional with extensive expertise in the iGaming sector, particularly in compliance and AML practices for gaming operators. Specializing in securing gaming licenses across jurisdictions like Malta, Curacao, UK, Romania, and Canada etc...

Wen Jun navigates complex regulatory landscapes with precision. Her hands-on experience includes effectively managing compliance projects and ensuring adherence to AML regulations in various regulated markets. With a proven track record and a commitment to excellence, Wen Jun Hsieh is well-equipped to enhance compliance standards and contribute significantly to the success of any gaming organization.

Money Laundering Reporting Officer: Philip Bugeja

A passionate criminologist in white-collar crime, focusing on Anti-Money Laundering, Counter

Funding of Terrorism, Bribery and Corruption, Risk, legislative implementation, investigations and third-party verification. Entrusted also to provide training to local regulators, and money laundering reporting officers acting within the field of virtual financial assets. His experience of over 5 years within the field and have served companies in Malta, United Kingdom, Ireland, Cyprus, Finland, Tallinn and Hong Kong.

Recruitment Plan for others key roles

1. Define Job Descriptions and Requirements

- CFO (Chief Financial Officer)
 - Responsibilities: Oversee financial planning, budgeting, and reporting; manage financial risks; ensure financial compliance.
 - Requirements: CPA or equivalent, extensive experience in finance management, preferably in related industries.
- COO (Chief Operating Officer)
 - Responsibilities: Oversee daily operations, streamline processes, optimize efficiency, and ensure operational excellence.
 - Requirements: Proven experience in operations management, strategic planning, and leadership in relevant sectors.
- CTO (Chief Technology Officer)
 - Responsibilities: Lead technology strategy, oversee R&D, manage IT infrastructure, and drive innovation.
 - Requirements: Strong technical background, experience in technology leadership, and a track record of implementing scalable solutions.
- Head of Marketing
 - Responsibilities: Develop marketing strategies, oversee branding, digital marketing, and customer acquisition.
 - Requirements: Expertise in marketing, strong analytical skills, experience in B2B or B2C marketing in relevant industries.

2. Develop Compensation Packages

- Competitive salaries based on industry standards and the candidate's experience.
- Benefits package including health insurance, retirement plans, and other perks.
- Total budget for executive hires is approximately €500,000 per year

3. Identify Recruitment Channels

- Executive search firms specializing in C-suite and senior executive placements.
- Industry-specific job boards and professional networks (LinkedIn, industry forums).
- Referrals from professional contacts and current employees.

4. Implement Recruitment Strategy

- Phase 1: Preparation
- Phase 2: Candidate Sourcing
- Phase 3: Screening and Selection
- Phase 4: Offer and Onboarding

5. Timeline and Milestones

- Aim to complete recruitment within a 6-9 month timeframe, starting immediately after obtaining the license.
- Adjust timelines based on candidate availability and hiring process efficiency.

6. Evaluation and Feedback

- Regularly review the recruitment process effectiveness.
- Gather feedback from new hires and hiring teams to refine future hiring strategies.

7. Monitor and Adjust

- Monitor the performance and integration of new executives.
- Adjust recruitment strategies as needed based on company growth and evolving needs.

Game Providers

BetConstruct is a leading provider of online gaming solutions and services within the gambling industry. They offer a wide array of services designed for both new entrants and established operators in the online gaming sector. Parker B.V. is interested in acquiring the following services from BetConstruct:

- Platform Solutions
- Sportsbook Solutions
- Casino Solutions
- Live Dealer Casino
- Virtual Sports
- Data Feed Solutions
- Support and Services

BetConstruct is renowned for its adaptability and scalability, meeting the diverse requirements of online gaming operators globally. Their comprehensive suite of services spans all facets of online gambling, making them a favored choice for operators seeking to enter or expand their presence in the online gaming market.

Risk Evaluation Process

1. Identify Risks:

- **Game-Specific Risks:** Consider risks inherent to the game mechanics, such as losing in-game currency, failing a mission, or encountering powerful opponents.
- **External Risks:** These include risks like internet connectivity issues, distractions, or even health-related concerns from extended gaming sessions.
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2. Assess Probability:

- Determine how likely each identified risk is to occur. For example, the probability of encountering a difficult opponent might increase as you progress through levels.

3. Assess Impact:

- Evaluate the potential consequences of each risk. Losing in-game currency might have a minor impact, while losing progress after a lengthy gameplay session could have a significant impact on time and effort invested.

4. Prioritize Risks:

- Rank risks based on their probability and impact. Focus on risks that have a higher likelihood of occurring and could result in more significant consequences.

5. Develop Risk Mitigation Strategies:

- **Preventive Measures:** Implement actions to reduce the likelihood of risks. This could include practicing skills to improve gameplay or ensuring a stable internet connection.
- **Contingency Plans:** Prepare responses in case risks materialize. For example, have backup strategies for difficult game levels or extra supplies in multiplayer games.

6. Monitor and Review:

- Continuously assess risks throughout gameplay. Conditions may change, so periodic reviews ensure your risk management strategies remain effective.

Legal Framework

Licensing Authority: The main regulatory body responsible for overseeing online gambling activities in Curacao is the Curacao Gaming Control Board (GCB). This authority is tasked with issuing licenses to online gaming operators, ensuring compliance with regulations, and addressing any issues related to online gambling.

Regulatory Requirements: Licensed operators must adhere to various regulatory requirements outlined by Curacao Gaming Control Board (GCB). These requirements may include: Compliance with anti-money laundering (AML) regulations to prevent money laundering and terrorist financing.

Implementation of responsible gambling measures to promote player safety and well-being. Protection of player funds and sensitive information through robust security measures and data protection protocols.

Enforcement: Curacao Gaming Control Board (GCB) is responsible for enforcing compliance with regulatory requirements and addressing any violations or misconduct by licensed operators. This may involve conducting investigations, imposing penalties or sanctions, and revoking licenses if necessary.

Policies and Procedures

At PARKER B.V., we are committed to regulatory compliance and transparency. As part of this commitment, we ensure that all policies and procedures will be submitted to the relevant authorities within six months of receiving our license from the Gaming Control Board (GCB). This timeline reflects our dedication to promptly presenting our comprehensive framework for review and scrutiny.

We understand the pivotal role of these policies and procedures in establishing a robust foundation for operational excellence. Therefore, PARKER B.V. diligently focuses on finalizing and refining our framework to meet stringent industry requirements and uphold the highest standards of corporate governance.

Submitting our policies and procedures within six months of license issuance aims to facilitate a thorough assessment by regulatory authorities. This process is essential for demonstrating our dedication to compliance and adherence to industry guidelines, thereby building trust, ensuring transparency, and upholding gaming regulatory standards.

PARKER B.V. will develop policies and procedures including:

- Terms and conditions,
- Privacy policy
- Responsible gaming practice
- AML policy
- Funds management procedures
- Player and data management guidelines
- Player Complaints Policy
- Human Resources roles and responsibilities
- Financial accounting protocols,
- Backup procedures
- Player registration procedures

