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IGamingCloud N.V.
Business Plan

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Business Plan – IgamingCloud N.V.

Business Overview

IgamingCloud N.V. was established to deliver robust, scalable, and compliant iGaming infrastructure solutions for B2C operators. The company focuses on Player Account Management (PAM) and a Sportsbook platform, both designed to meet the high demands of regulated markets.

Products and Services

IgamingCloud N.V. offers a comprehensive Player Account Management (PAM) system featuring a centralized player wallet with multi-jurisdictional compliance, seamless KYC/AML integrations, responsible gaming modules such as deposit limits, time-outs, and self-exclusion, as well as flexible bonus and loyalty tools to drive engagement. Its Sportsbook solution provides extensive pre-match and live betting coverage across major sports, supported by advanced risk management and trading tools, integrated third-party odds feeds, and engaging features such as cash-out, bet-builder, and free-to-play options. Both products are underpinned by regulatory reporting tools built to meet CGA and EU requirements.. All solutions are developed with a strong commitment to data security, aligned with ISO27001 standards.

Company Management Structure

Key Roles & Reporting Lines

The governance structure of IgamingCloud N.V. is led by the Board of Directors, which provides oversight and strategic approval. The CEO is responsible for day-to-day leadership and reports directly to the Board. Supporting the CEO, the CFO manages finance, treasury, and risk reporting, with accountability both to the CEO and the Board's Audit Committee. The CTO oversees technology development, infrastructure, and security, while the CCO leads business development, marketing, and operator relations. The Compliance Officer is tasked with AML, responsible gaming, licensing, and regulatory reporting, reporting functionally to the CEO but directly accountable to the Board's Audit & Compliance Committee to ensure independence and transparency.

Business Forecasts (3 Years)

A Gaming Projections spreadsheet has been created and can be found in the attached document named Gaming Projections- B2B- IGamingCloud N.V

Strategy for Growth & Market Share

Growth Plans

IgamingCloud N.V. will pursue a market entry strategy focused on regulated certain jurisdictions, positioning itself as a trusted partner for operators seeking compliant and scalable solutions. The company's customer growth strategy centers on attracting mid-sized B2C operators by offering a robust Player Account Management system and a sportsbook designed to scale with operator needs. The technology roadmap emphasizes continuous innovation to enhance player engagement, advanced real-time fraud prevention tools to safeguard integrity, and expanded esports betting coverage to meet growing market demand. IgamingCloud N.V. will exclude operations in unregulated or restricted jurisdictions, ensuring a clear compliance-first approach. Funding will be secured initially through shareholder equity and revenue share generated from B2C's.

Key Suppliers & Dependencies

IgamingCloud N.V. relies on leading cloud service providers such as AWS to deliver secure and scalable technology infrastructure. For sportsbook operations, odds and data are sourced from BetRadar and genius, ensuring accurate and competitive market coverage. The company partners with multi-currency payment service providers that support cards and e-wallets.. Compliance is strengthened through integrations with third-party KYC/AML vendors, enabling robust player verification and monitoring.

Risk Evaluation & Management

The company maintains a formal risk register that is reviewed quarterly by the Audit & Compliance Committee. Risk management is supported by annual internal audits and external financial and compliance audits, ensuring independent oversight. Mitigation measures include robust business continuity and disaster recovery plans, independent penetration testing to safeguard systems, and real-time regulatory reporting dashboards to ensure transparency and compliance.

Legal & Governance Framework

The Board of IgamingCloud N.V. is responsible for overseeing the company's strategy, budgets, and high-risk matters, while day-to-day management is delegated to the CEO and senior management team. Legal support is provided by our own legal team as well as retained by an external gaming law firm based in Curaçao, ensuring regulatory alignment and expert guidance. Board meetings are attended by senior management, the compliance officer, and, where appropriate, external advisors to provide input on key operational and compliance matters.

Target KPIs & Business Objectives

Short-Term KPI's

Secure new B2C operator contracts within Year 1.
Achieve platform uptime and an optimal level.

Long-Term Objectives

Establish IgamingCloud as a leading PAM and sportsbook provider in regulated markets.
Obtain certificates and recognition into a number of regulated and reputable markets.

Policies & Procedures

The organization maintains a range of key policies, including the sanctions policy, business continuity plan, information security policy, disaster recovery plan, and incident management procedures. Each policy has an assigned owner responsible for its creation and ongoing maintenance. We are confident in the competence of these owners and ensure that there are no conflicts of interest in their roles.