

Peak Progress Partners N.V.

Business Plan

Prepared for Submission to the Gaming Control Board of Curaçao



2024

Disclaimer:

The business forecasts and information presented in this document are based on anticipated market trends, historical data, and current business strategies. While Golden Eggs Casino has made every effort to ensure the accuracy and reliability of these projections, they are inherently forward-looking statements and are subject to change. Various factors, including but not limited to market conditions, regulatory changes, and unforeseen events, may cause actual results to differ materially from the forecasts provided. Consequently, Golden Eggs Casino cannot guarantee the accuracy or certainty of the information presented in these forecasts, and stakeholders are advised not to place undue reliance on these forward-looking statements.

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Table of Contents

1. [Overview of Business Products, Services and Brands](#)
 2. [Company Management Structure](#)
 3. [Business Forecasts for 2025, 2026, and 2027](#)
 4. [Intended Strategy for Business Growth](#)
 5. [Key Suppliers and Material Dependencies](#)
 6. [Risk Evaluation and Management](#)
 7. [Legal and Governance Framework](#)
 8. [Target KPIs and Business Objectives](#)
 9. [Policies and Procedures](#)
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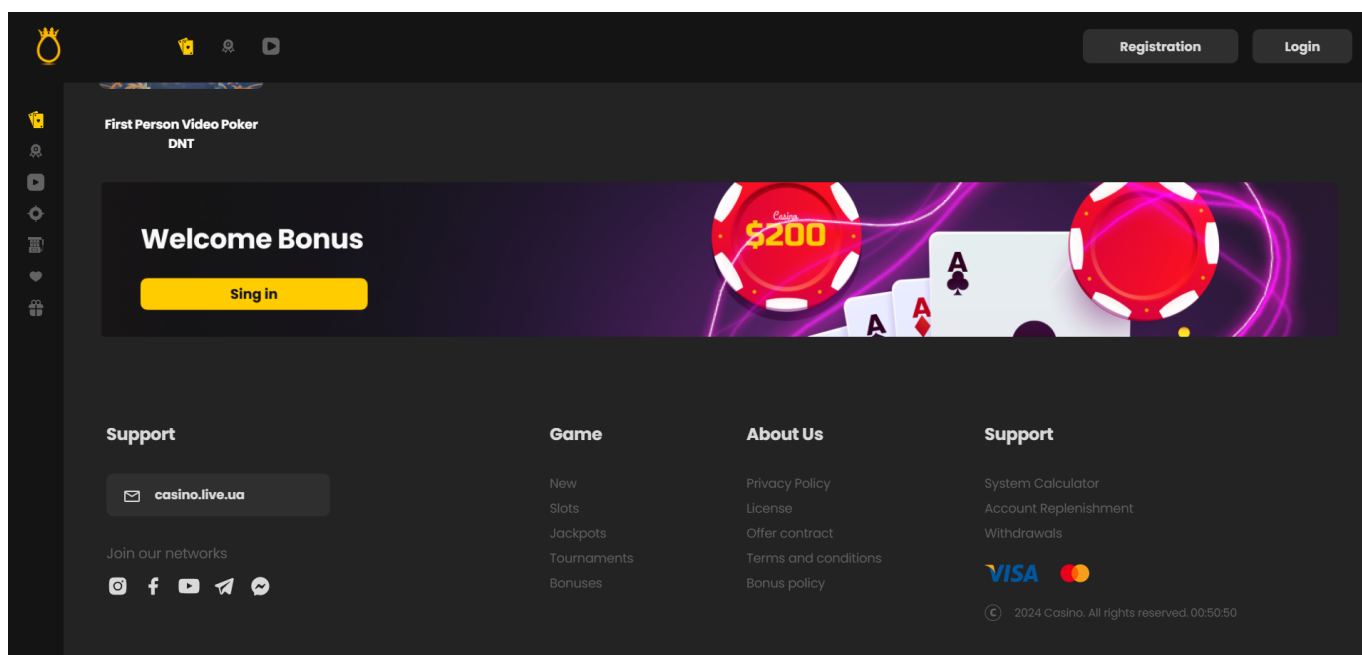
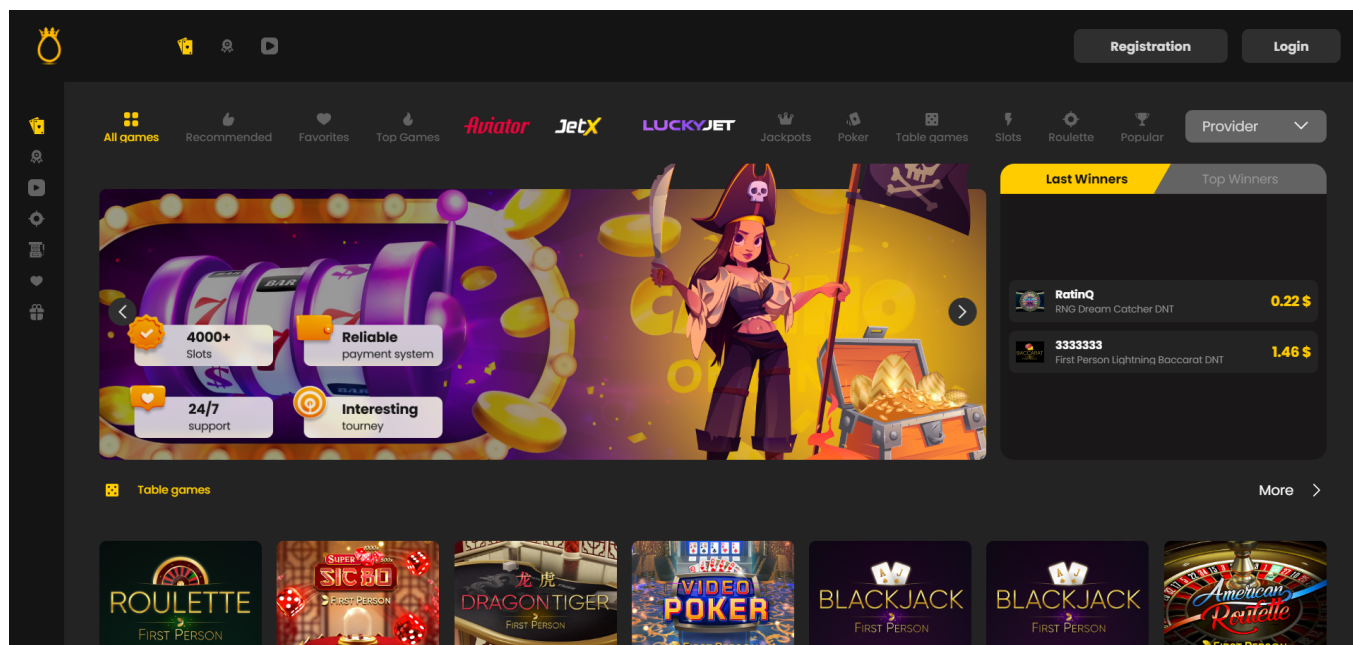
1. Overview of Business Products, Services and Brands

Golden Eggs Casino is an innovative online gaming platform operated by Peak Progress Partners N.V., established to offer an engaging and secure online gambling experience. Golden Eggs Casino caters to players looking for a wide variety of gaming options and state-of-the-art technology, which together form the basis of an exceptional user experience.

Business Products and Services

Golden Eggs Casino will initially launch with 6,212 games, with plans to expand to over 10,000 games in the coming years. This includes:

- **Slots:** A diverse selection of slot games from leading providers, featuring various themes, bonus features, and jackpots to appeal to a broad audience.
- **Table Games:** Classic table games such as blackjack, roulette, baccarat, and poker. These games offer multiple variants and first-person versions, providing both casual and experienced players with engaging gameplay options.
- **Live Casino:** Once fully operational, the casino will also introduce live dealer games to simulate the experience of a physical casino. The initial focus will be on games provided by renowned companies such as Evolution Gaming and Pragmatic Play Live.
- **Specialty Games and Tournaments:** Golden Eggs Casino plans to hold regular tournaments and offer unique specialty games to create an active and competitive community.



The Golden Eggs Casino website page features a sleek, dark-themed design with vibrant yellow and purple accents, creating an immersive and luxurious gaming atmosphere. The pirate and treasure visuals add a playful sense of adventure, enhancing the site's appeal. With a fixed sidebar on the left, users can easily navigate to key sections such as game categories and account options, while the top navigation bar

provides quick access to popular categories like "All Games," "Recommended," and "Top Games."

The games are displayed in a visually organized grid, allowing users to browse effortlessly. Interactive elements, like the "Last Winners" section, add real-time excitement by showcasing recent wins, while prominent calls to action encourage user registration and engagement. The "Provider" filter offers personalized browsing, making it simple to locate games from favorite providers. Overall, the site balances visual appeal with functional navigation, providing a lively and user-friendly experience tailored to online gaming.

At the same time, please note that the website is currently under construction, and certain elements are still being developed. The final version may include updates and changes to improve user experience and functionality.

Proprietary IP and Unique Features

Golden Eggs Casino utilizes proprietary branding elements designed to attract and retain users through a visually engaging theme centered on treasure hunting and rewards. The distinctive "golden egg" logo and mascot, featured prominently throughout the platform, symbolize both the thrill of discovery and the potential for substantial winnings.



Golden Eggs Casino will also feature:

- **Reliable Payment Systems:** The platform integrates multiple payment providers to ensure secure, fast, and reliable transactions, which will support various currencies and payment methods, for example PassimPay, MultiHUB, including those we are planning to introduce in the future: Colibrix, BetaTransferKassa, Defexa, Payok, PayKassma, LegitPay, PayProt, Fyst, SmartFastPay etc.
- **24/7 Customer Support:** A dedicated team will provide round-the-clock support to resolve customer inquiries, with support available through multiple channels such as live chat, email, and phone.
- **Engaging Tournaments and Rewards:** Tournaments and loyalty rewards are integral to Golden Eggs Casino's strategy to build a community of loyal players. These features will be rolled out over time, with specific plans for frequent player incentives and leaderboard events.

2. Company Management Structure

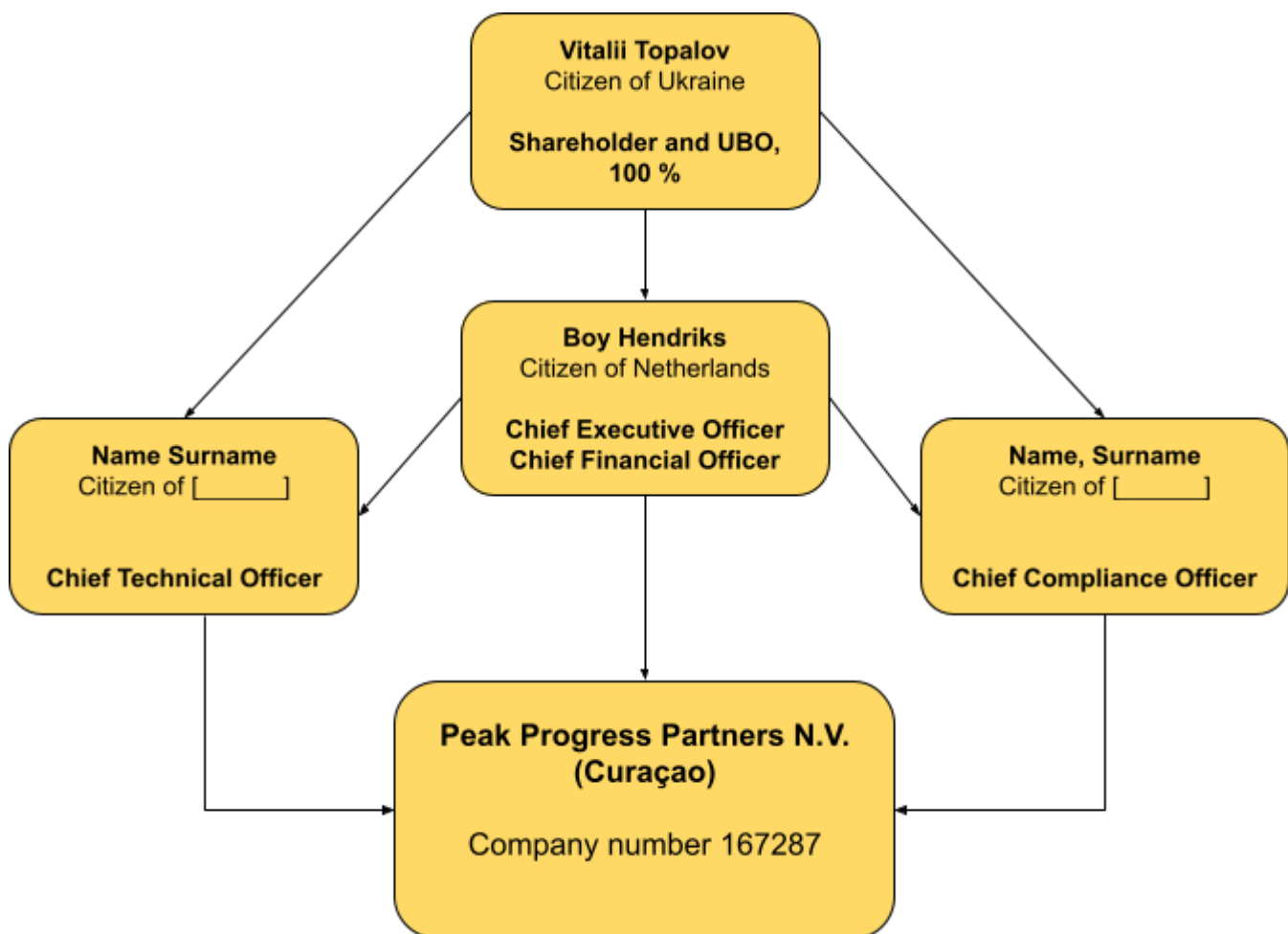
Golden Eggs Casino is a project of Peak Progress Partners N.V., with **Vitalii Topalov** as the Ultimate Beneficial Owner (UBO). The company has a clear and structured management team in place to ensure seamless operations, compliance, and growth.

Organizational Structure

The management structure includes:

- **CEO (Chief Executive Officer):** The CEO oversees the overall strategic direction and day-to-day operations of Golden Eggs Casino. The CEO is responsible for setting corporate strategy, managing resources, and ensuring alignment with the company's long-term goals.
- **CFO (Chief Financial Officer):** The CFO is responsible for the financial planning, management, and reporting of the casino. This includes budgeting, forecasting, cash flow management, and liaising with auditors and financial partners.

- **CTO (Chief Technology Officer):** The CTO leads the technology strategy, overseeing platform development, integration with game providers, cybersecurity, and user interface optimization. The CTO ensures that the platform remains reliable, secure, and scalable to meet the growing demand.
- **CCO (Chief Commercial Officer):** The CCO drives business growth through partnerships, marketing, and sales initiatives. This role focuses on customer acquisition, brand visibility, and market expansion.
- **Compliance Officer:** The Compliance Officer ensures adherence to regulatory requirements and best practices. This role involves implementing and maintaining anti-money laundering (AML) and know-your-customer (KYC) protocols, as well as ensuring compliance with other legal and operational standards.



Reporting and Decision-Making Structure

The CEO reports directly to the UBO, to ensure alignment with the business objectives and compliance with Curaçao regulations. The other C-level executives report to the CEO, creating a hierarchical structure that supports clear communication and efficient decision-making processes. Regular management meetings will be held to review operational performance, address challenges, and align strategies across departments.

3. Business Forecasts for 2025, 2026, and 2027

Revenue and Financial Projections

Golden Eggs Casino anticipates a structured financial trajectory, with early investments supporting the platform's development before revenue generation begins in 2026. Based on the financial projections, the company expects initial losses until Q3 2026, followed by a steady improvement in financial performance.

Investment & Initial Funding

- The company is supported by UBO investments, starting with an initial injection of €145,500 in Q1 2025.
- Additional investments are expected in early 2026, amounting to €25,000 in Q1 and €12,000 in Q2.

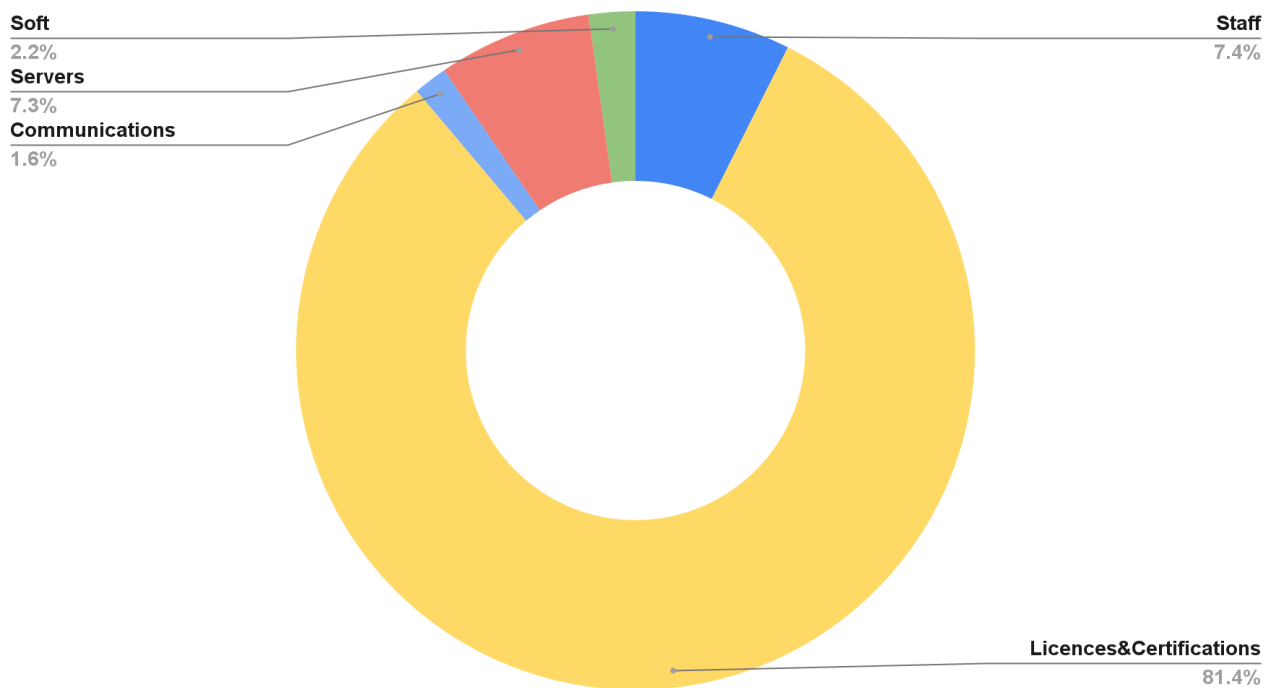
Revenue Forecast

- The company will not generate revenue in 2025, as operations and marketing efforts focus on platform development.
- Revenue generation begins in Q1 2026, with an initial Net Gaming Revenue (NGR) of €63,000.
- Revenue is projected to grow progressively, reaching €563,000 by Q4 2027.

Expense Breakdown

- The company incurs operational expenses from Q1 2025, with costs starting at €58,939.
- Throughout 2025, expenses fluctuate between €19,568 and €58,939 per quarter.
- By Q1 2027, expenses peak at €110,700, before stabilizing around €65,048 in Q4 2027.

2025 - 2027 Total Expenses Diagram



Financial Performance

- 2025: The company will operate at a loss due to development costs and the absence of revenue.
- 2026: Losses continue until Q3, when revenue starts to offset expenses.
- Q4 2026 onward: Financial performance improves significantly as revenue growth surpasses operating costs.
- 2027: The company expects increasing profitability, with a sharp rise in revenue and a stable expense structure.

While the company anticipates an initial period of financial losses, strategic investments and gradual revenue growth will lead to a positive

financial position. By the end of 2027, Golden Eggs Casino expects stable profitability and sustainable operational success.

4. Intended Strategy for Business Growth

Golden Eggs Casino's strategy for growth focuses on building a strong presence in key markets, expanding its game library, and delivering a superior user experience.

Market Entry and Expansion

Golden Eggs Casino will initially focus on the Indian, Brazilian and Eastern European markets, leveraging these regions' increasing demand for online gambling. Market research indicates that players in these areas are seeking diverse gaming options, reliable payment solutions, and high-quality customer service. Golden Eggs Casino aims to fulfill these needs by providing a tailored experience based on local preferences and regulatory requirements.

Marketing Strategy

Golden Eggs Casino's marketing strategy is multi-faceted, involving:

- **Digital Marketing:** Comprehensive campaigns on social media platforms (Facebook, Instagram, Twitter) and search engine optimization (SEO) to attract organic traffic.
- **Affiliate Marketing:** Partnerships with affiliate networks to drive traffic and user acquisition through reputable affiliates.
- **Influencer Collaborations:** Partnerships with influencers in target regions to increase brand awareness and reach.
- **Customer Retention Programs:** Golden Eggs Casino will introduce a robust loyalty program, personalized bonuses, and seasonal promotions to retain users and increase lifetime value.

Excluded Markets

Golden Eggs Casino will not operate in countries with strict online gambling regulations, including but not limited to the Afghanistan, American Samoa, Australia, Austria, Belarus, Bonaire, Brunei

Darussalam, Burma, Cayman Islands, Cuba, Curaçao, Cyprus, Germany, Dutch West Indies, Ethiopia, France and its dependencies and territories, French Guiana, French Polynesia, French Southern Territories, Greece, Guam, Iran Islamic Republic of Jordan, Iraq, Israel, Laos, Lebanon, Libya, Malta, Myanmar, North Korea, Northern Mariana Islands, Oman, Pakistan, Palestine, Portugal, Qatar, Russian Federation, Saint Barthélemy, Saint Eustatius and Saba, Saint Martin, Samoa, Saudi Arabia, Serbia, Spain, Syria, The Netherlands, Ukraine, United Arab Emirates, United Kingdom, United States, United States Minor Outlying Islands, Virgin Islands U.S., Wallis and Futuna Islands, Yemen.

5. Key Suppliers and Material Dependencies

Golden Eggs Casino relies on a network of trusted suppliers to ensure smooth operations and a high-quality user experience.

- **Game Providers:** Partnerships with providers such as 1x2, 3 Oaks Gaming, Amatic, Amusnet, Apollo, AtmosferaLive, AuthenticGaming, BeeFee, Belatra, BetGames.tv, BetSolutions, BetradarVS, Big Time Gaming, BlueHorn, CQ9, ConceptGaming, ELKStudios, Evolution, Ezugi, Fugaso, GGames, GamomatGames,
- Genii, Habanero, High5, ISoftBet, Igrosoft, IronDog, Kaga, Kalamba
- **Payment Providers:** Payment services will be provided by reliable companies that offer secure, multi-currency transaction options.
- **Technology Providers:** Golden Eggs Casino will work with technology vendors to ensure a scalable platform capable of handling high traffic volumes and providing a seamless user experience.

Golden Eggs Casino has established contingency plans with backup suppliers to mitigate risks associated with service interruptions from key providers.

6. Risk Evaluation and Management

Golden Eggs Casino has a proactive approach to risk management, addressing potential issues before they impact operations.

Key Risk Categories

1. **Operational Risks:** Technical issues, data breaches, and system downtime are mitigated through 24/7 monitoring, regular software updates, and robust cybersecurity protocols.
2. **Financial Risks:** The company employs prudent financial management practices, including maintaining cash reserves, diversifying revenue streams, and hedging against currency fluctuations.
3. **Compliance Risks:** Golden Eggs Casino has strict AML and KYC protocols and remains vigilant to changes in regulations. The Compliance Officer is responsible for monitoring compliance and ensuring the platform adheres to all legal requirements.

Risk Mitigation and Oversight

- **Internal and External Audits:** Regular audits will be conducted to assess compliance and operational integrity. Internal audits focus on adherence to policies, while external audits ensure transparency and regulatory compliance.
- **Risk Registers and Oversight Committees:** Golden Eggs Casino maintains a risk register and conducts quarterly reviews through an oversight committee. This committee, comprising senior management and key stakeholders, evaluates emerging risks and adjusts mitigation strategies as needed. Regular updates to the risk register ensure that all potential threats are documented, assessed, and managed proactively.

Golden Eggs Casino also implements disaster recovery and business continuity plans to address unforeseen events, ensuring that the platform can quickly resume operations with minimal disruption.

7. Legal and Governance Framework

Golden Eggs Casino's governance structure is designed to support transparent decision-making, regulatory compliance, and accountability.

Board Oversight

The board of directors, led by the CEO, **Boy Hendriks**, provides strategic direction and oversight for the platform's operations. The board is responsible for major decisions, such as approving budgets, setting business objectives, and overseeing risk management practices. By maintaining a clear separation of powers between the board and senior management, Golden Eggs Casino ensures balanced and impartial governance.

Legal Support and Advisory

Golden Eggs Casino has an in-house legal advisor specializing in corporate law, online gaming regulations, and data privacy. This team provides continuous legal support, advising on compliance with Curaçao regulations and managing interactions with regulatory authorities.

Environmental, Social, and Governance (ESG) Policies

Golden Eggs Casino is committed to ethical business practices, responsible gaming, and sustainable operations. The platform follows ESG principles that focus on:

- **Environmental Responsibility:** Although we are not a major contributor to environmental pollution or carbon footprint, we are committed to the efficient use of technology and actively support digital sustainability initiatives.
- **Social Responsibility:** Promoting responsible gaming by offering tools for self-exclusion, setting deposit limits, and providing access to resources for players who may need help with gambling-related issues.
- **Governance:** Upholding transparency and integrity in all operations, ensuring that board members, executives, and employees act in the best interests of stakeholders.

8. Target KPIs and Business Objectives

Golden Eggs Casino has established clear Key Performance Indicators (KPIs) to measure progress and guide decision-making. These KPIs align with the company's long-term objectives and are regularly reviewed by management and the board.

Key Performance Indicators

1. Player Acquisition and Retention:

- **KPI:** Number of new registered users per month, customer acquisition cost (CAC), and retention rate.
- **Objective:** Increase monthly active users by 20% annually while reducing CAC through optimized marketing strategies.

2. Revenue Growth:

- **KPI:** Total revenue, revenue growth rate, and average revenue per user (ARPU).
- **Objective:** Achieve at least 15% year-over-year revenue growth by enhancing user monetization.

3. Customer Satisfaction and Loyalty:

- **KPI:** Net Promoter Score (NPS), customer satisfaction (CSAT) score, and churn rate.
- **Objective:** Maintain a minimum NPS of 70 and a CSAT score of 85%, with a target to reduce churn by 10% annually through personalized user experiences.

4. Operational Efficiency:

- **KPI:** Operational expenses-to-revenue ratio and cost per acquisition (CPA).
- **Objective:** Lower operational costs relative to revenue by 10% annually, achieving efficiency gains through streamlined processes and technology optimization.

5. Regulatory Compliance:

- **KPI:** Number of regulatory violations and compliance audit scores.
- **Objective:** Maintain zero regulatory violations and achieve a compliance score of at least 95% through strict adherence to legal standards.



9. Policies and Procedures

Golden Eggs Casino's internal policies and procedures are critical to maintaining compliance, operational excellence, and user trust. These policies are developed and periodically reviewed by a dedicated compliance team, with oversight from the board.

Compliance Policies

Golden Eggs Casino adheres to comprehensive Anti-Money Laundering (AML) and Know Your Customer (KYC) protocols, as outlined in the **AML Policy** and **KYC Policy** documents. These procedures include detailed guidelines for verifying customer identities, monitoring transactions, and reporting suspicious activities to regulatory bodies. The platform also

maintains a strict **Privacy Policy** that outlines data handling practices and protects user information.

Audit and Review

Golden Eggs Casino will conduct internal audits bi-annually to assess compliance with regulatory requirements and operational policies. Additionally, external audits will be performed annually by independent third-party firms to ensure transparency and regulatory compliance. Findings from these audits are reviewed by the compliance officer and presented to the board for action.

Policy Development and Commitment to GCB Updates

All policies are developed internally by a team with expertise in legal compliance, risk management, and the online gaming industry. The team stays informed about industry standards and regulatory changes, updating policies as needed to maintain compliance. Golden Eggs Casino commits to keeping the Gaming Control Board of Curaçao (GCB) apprised of any significant updates to policies and procedures, demonstrating transparency and accountability.

The board has reviewed and approved all policies, ensuring that those responsible for policy development are qualified, competent, and free from conflicts of interest. This thorough approach allows Golden Eggs Casino to uphold the highest standards of regulatory compliance and business integrity.

Approved on [Date]

by Director

Ecorpp Management N.V.
