

Green Forest Group N.V.

Business Plan

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1. Background

Green Forest Group N.V., established on March 13th, 2024, in the vibrant location of Curacao, stands as a distinguished entity in the realm of remote gambling provision. Despite its classification as a start-up enterprise, the attitude driving its dedicated team is unwavering – a commitment to providing unparalleled gaming experiences to its discerning clientele.

At the heart of Green Forest Group N.V. lies an unwavering dedication to innovation and client satisfaction. The company's philosophy propels it to constantly challenge the boundaries of remote gaming, perpetually seeking novel avenues to enhance the gaming experience. Armed with state-of-the-art technology and a cadre of adept professionals, Green Forest Group N.V. distinguishes itself by consistently delivering superlative products and services.

Through an assiduous dedication to precision and a firm pursuit of excellence, Green Forest Group N.V. has cultivated a reputation for reliability and distinction within the fiercely competitive gaming landscape. This sterling reputation has propelled the company's success, enabling it to not only meet but surpass the evolving demands of its clientele, all while remaining at the forefront and compliant of the industry's advancements.

2. Objectives

Green Forest Group, a vibrant player in the gaming industry, is strategically advancing with a dual-focused approach. This strategy involves both expanding its current market share and strengthening its position in the gaming sector through thorough market development and firm market penetration strategies. Aligned with its ongoing strategic endeavours, the company is exploring opportunities to tap into previously unexplored markets mainly Turkey. One such initiative includes securing a B2C gaming license from Curacao under the new legal framework, establishing the company's ambition to widen its reach and diversify its offerings.

This strategic move underscores the company's dedication to innovation and expansion, positioning it as a significant contender in the global gaming arena. Through meticulous planning and decisive action, Green Forest Group aims to carve out a substantial niche in the growing gaming market, further solidifying its reputation as an industry pioneer.

Central to the company's current agenda is the acquisition of a B2C remote gaming license from the Curacao Gambling Authority. This license is crucial as it will authorize the company to operate under the regulations of a reputable jurisdiction, ensuring enhanced security for players engaging in gaming activities on its platform. With this sought-after license, the company aims to actively promote wagering on its games, targeting markets globally where the Curacao license is accepted, particularly those acknowledging the LOK license.

The overarching objective is to establish the company as a reputable and dependable entity within the gaming industry, aiming for significant profitability within the initial three years of operation. This comprehensive strategy underscores the company's commitment to sustainable growth, adherence to regulatory standards, and the cultivation of a robust presence in the international gaming landscape.

Green Forest Group's business model prioritizes simplicity for a user-friendly experience and the delivery of high-quality products to players. While profitability is important, the company maintains a strong commitment to responsible gambling practices, ensuring that players' well-being is not compromised.

3. The iGaming Industry and Curacao

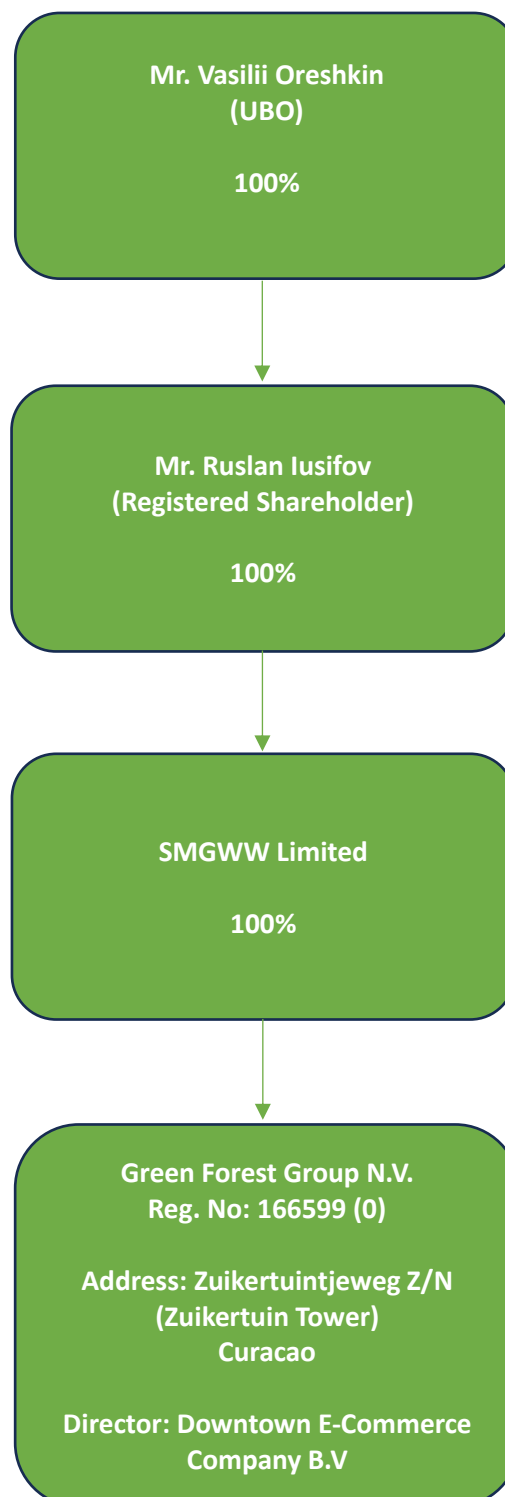
The dynamic nature of the iGaming sector necessitates continual adaptation by operators. Across numerous countries, regulatory frameworks are being established within the iGaming sphere, primarily to safeguard players' interests and to generate revenue through gaming taxes. Furthermore, the global iGaming landscape is witnessing sustained growth, attracting fresh competitors eager to establish themselves in this expanding market. This excess has resulted in market fragmentation, particularly with the implementation of iGaming legislation in various jurisdictions such as the UK, Sweden, Denmark, Ontario, LATAM markets such as Peru amongst others. Operators eyeing European markets must procure multiple licenses to cater to players hailing from these diverse regions.

In alignment with our strategic goals, Green Forest Group is actively pursuing a Curacao iGaming License to bolster our competitive stance in the iGaming sphere. Complemented by our internal strengths, characterized by a proficient and flexible team, the acquisition of the Curacao license will provide us with an external competitive edge, capitalizing on Curacao's esteemed standing within the iGaming community.

4. Structure

4.1 Shareholding Structure

Green Forest Group NV is wholly owned by SMGWW Limited, which in turn is entirely owned by its shareholder, Mr. Ruslan Lusifov. Notably, Mr. Ruslan Lusifov is ultimately owned by Mr. Vasilii Oreshkin, indicating that Mr. Oreshkin holds the highest level of ownership in the ownership chain of Green Forest Group NV.



4.2 Company Structure

The executive management team, which includes the Chief Executive Officer (CEO), Compliance Officer, Money Laundering Reporting Officer (MLRO), and other team members, brings a wealth of diverse and extensive expertise acquired through their respective careers within the gaming sector. Each member of the team has undergone significant professional experiences, contributing to their robust knowledge base and skill set within the industry.

Chief Executive Officer: The CEO embarked on his professional journey as a Junior Project Manager, steadily ascending the corporate ladder over time. Transitioning to the role of Marketing and Advertisement Manager, he sharpened his skills and expertise in strategic promotion and brand management. In early 2018, he ventured into the gaming industry, assuming the role of an Affiliate Manager, where he further cultivated his understanding of the sector's dynamics.

Demonstrating exceptional leadership and business acumen, he assumed the position of CEO in early 2021, spearheading remarkable achievements for the company. Under his stewardship, the company witnessed substantial increases in turnover, notable reductions in costs, and secured numerous significant contract closures, solidifying its position in the market. Currently, he serves as the Chief Marketing Officer, leveraging his multifaceted experience to drive innovative marketing strategies and propel the company's growth trajectory.

Mr. Ruslan Lusifov will also be appointed as the Key Compliance official for the company, given his extensive experience in the remote gambling industry. His expertise makes him an ideal candidate for overseeing and ensuring compliance with regulatory standards and guidelines. With his background and understanding of the intricacies of the industry, Mr. Lusifov will play a crucial role in maintaining the company's adherence to all relevant laws and regulations.

5. Product Overview

In our unwavering commitment to delivering an all-encompassing gaming experience, our strategic vision includes a diverse array of offerings including casino games (slots), live tables (including roulette, card games, etc.) lotteries, sportsbook, and tournaments, tailored to meet the diverse demands of our player base. These exciting gaming options are proudly sourced from reputable B2B game suppliers, a testament to our thorough understanding of market dynamics and player preferences.

Our objective is to create a comprehensive gaming hub that caters to the varied tastes of our players, attracting both existing enthusiasts and new audiences alike. By strategically diversifying our portfolio, we not only aim to adapt to evolving player expectations but also to position ourselves as a premier destination for immersive gaming experiences. This strategic initiative is underpinned by our unwavering commitment to staying adjusted to market trends and maintaining a pulse on evolving player needs, ensuring our continued leadership in the gaming industry.

Embedded within our business plan is a meticulous strategy for seamlessly introducing our gaming offerings, underscored by rigorous adherence to regulatory standards and the principles of responsible gaming. This initiative reflects our dedication to fostering a safe and enjoyable gaming environment for our players. Through the meticulous execution of this plan, our goal is to enhance player engagement, cultivate customer loyalty, and unlock new revenue streams. Ultimately, we envision cementing our reputation as a dynamic and player-centric gaming platform within the competitive market landscape.

To ensure seamless integration and maintain control over the quality and user experience of our gaming offerings, we are proud to offer these games under our own brand, www.epybet.com. This approach aligns closely with our brand values and player expectations, reinforcing our commitment to delivering a superior gaming experience.

5.1 Suppliers and Partners

Listed below are the suppliers and partners that Green Forest Group will collaborate with as service or solution providers:

Hosting Servers:

The servers will be hosted at Falkenstein, Germany, within Hetzner Data Centers.

Website Development:

We are proud to announce our partnership with SoftGamings, a renowned company in the gambling industry. As a major player licensed in various jurisdictions worldwide, SoftGamings brings unparalleled expertise and innovation to our collaborative efforts. This strategic alliance further solidifies our commitment to providing top-tier gaming experiences to our players, leveraging SoftGamings' esteemed reputation and vast resources in the global gambling market.

Game and Platform Providers:

Our platform provider, SoftGamings, offers an extensive array of games from various providers, ensuring a diverse and captivating gaming experience for our players. Additionally, we have partnered with Digitain for our sportsbook offerings. Digitain's sportsbook solutions are highly acclaimed within the industry and hold licenses in multiple jurisdictions, reflecting their commitment to regulatory compliance and quality. Through these strategic alliances, we aim to deliver unparalleled entertainment options while maintaining the highest standards of integrity and player satisfaction.

Alternative Dispute Resolution (ADR):

The company will engage with an ADR accepted by Curacao.

Payment Provision:

The company will utilize several payment providers, including Instapays, Maksipara, Papara, Hayay, Peppara, Mefete, CMT Cuzdan, PayFIX, Mefete, Popypara, LuqaPay, Octopays, Appex Money and Mpay.

6. Risk Evaluation and Management

Risk assessment entails identifying potential hazards and conducting a thorough examination of their probability and potential consequences. Conversely, risk management entails developing holistic tactics aimed at minimizing, transferring, or acknowledging risks to efficiently pursue organizational goals. By conducting detailed analysis and strategic deliberations, businesses can proactively confront and navigate potential risks, thereby ensuring the protection of their operations and fostering sustainable progress.

6.1 Risk Assessment

Our organization has implemented a well-defined risk assessment framework, categorizing risks into three tiers: Low, Medium, and High. Each participant undergoes a meticulous risk assessment procedure considering factors such as their country of residence, geographical location, and identification as a politically exposed person (PEP), along with any indications of suspicious transactions when a business relationship is established. Our Money Laundering Reporting Officer (MLRO) possesses the authority to modify risk categorization as necessary. Such changes will be recorded in the system so and audit trail is kept and can be referred to accordingly. This systematic methodology ensures a comprehensive evaluation of potential risks, empowering the organization to efficiently mitigate its risk exposure and uphold effective risk management protocols.

6.2 System Security

Ensuring the highest level of security for our system is our top priority, and we employ a range of proactive measures to safeguard the integrity of our platform. Our platform is ISO 27001 Certified, another crucial aspect involves meticulously maintaining an updated asset register, meticulously tracking all essential components of our system. Additionally, we conduct regular

and thorough risk assessments to swiftly identify and address potential vulnerabilities and threats.

Our dedicated team utilizes effective risk management strategies to proactively mitigate these risks, thereby safeguarding the integrity of our gaming platform.

Furthermore, we utilize advanced encryption protocols, access controls, and intrusion detection systems to strengthen our defenses against unauthorized access and protect user data from potential breaches. These meticulous security measures collectively contribute to maintaining a secure environment for our users, providing them with peace of mind as they interact with our gaming services while minimizing the risk of security breaches.

6.3 Administrative Panel for Efficient Management and Oversight

Our company takes pride in its state-of-the-art administrative panel, meticulously crafted to enhance management efficiency and oversight. This sophisticated tool provides our team with streamlined access to critical data and resources, enabling swift decision-making and comprehensive supervision of operations. With the integration of this innovative administrative panel, we are strategically positioned to enhance processes, monitor performance metrics, and promote seamless coordination among departments. Harnessing the capabilities of this platform underscores our steadfast commitment to achieving operational excellence and delivering unparalleled service to our esteemed clients.

6.4 Financial Controls and Audit

The company has implemented a comprehensive framework dedicated to preserving operational integrity and ensuring regulatory adherence. A variety of reports, including those detailing player deposits and withdrawals, wagering activities, and winning outcomes, are systematically generated to provide insights into revenue streams and popular game preferences. Additionally, daily transaction monitoring is conducted to mitigate the risk of suspicious activity. These reports serve as essential tools in fostering transparency and accountability within the organization's operations.

Regular inspections are meticulously conducted to evaluate compliance with established protocols and identify potential vulnerabilities. Any issues discovered during inspections are promptly addressed and rectified to uphold the company's commitment to maintaining a secure and reputable gaming environment. Through vigilant monitoring and proactive measures to address operational challenges, the company reaffirms its steadfast dedication to upholding the highest standards of security and regulatory compliance.

6.5 Onboarding Process and KYC Verification.

Our onboarding process is meticulously crafted to ensure strict adherence to regulatory standards and bolster security protocols, particularly in the realm of Know Your Customer (KYC) verification. At the heart of this procedure lies the submission of required documentation, which may include identity cards and/or passports, each subject to stringent validation criteria. Our diligent compliance team meticulously reviews and approves these documents, conducting thorough examinations of credit cards to authenticate user identities and thwart potential fraudulent activities.

All verified documents and associated details are securely stored within our platform, facilitating efficient management and safeguarding the confidentiality of sensitive information. This meticulous approach underscores our steadfast commitment to maintaining the utmost integrity and security throughout the entirety of the onboarding process.

7. Legal and Governance Framework

Our company upholds a strong legal and governance framework, granting sole decision-making authority to the Director and Ultimate Beneficial Owner (UBO). Board meetings are exclusively attended by these key stakeholders, allowing for swift and decisive actions that are in line with our strategic objectives.

8. Marketing Plan

The marketing strategy of the company for player acquisition and client retention will rely on several foundational pillars including:

8.1 Marketing Planning

Researching the Market and Defining Audience:

Conducting initial market research aimed at accurately defining the target audience. This research will delve into demographics, geographic location, income levels, and interests to pinpoint the ideal customer base.

I. Analysing Market Needs:

Conducting market research to gain insights into the preferences and demands of the target market. This analysis will inform strategic decisions regarding product development and marketing initiatives.

II. Brand Development and Positioning:

Allocate an estimated budget for developing a compelling brand identity. This encompasses tasks such as designing a logo, creating a slogan, and crafting an engaging brand story that connects with the target demographic.

III. Establishing Differentiation:

Allocate an estimated budget which will go towards identifying and articulating competitive advantages that distinguish the brand from competitors. This could entail emphasizing distinctive services, products, or experiences that resonate with the target audience and set the brand apart in a competitive market.

8.2 Marketing Strategy

I. Social Media:

Social media marketing has become an indispensable tool for businesses to connect with their audience, build brand awareness, and drive engagement. Leveraging platforms such as Facebook, Instagram, Twitter, and LinkedIn, we will create targeted campaigns to reach specific demographics and interests.

By sharing valuable content, engaging with followers, and leveraging influencer partnerships, social media marketing allows brands to foster authentic connections with their audience.

Furthermore, the dynamic nature of social media platforms enables businesses to gather valuable insights into consumer preferences and behavior, facilitating continuous refinement of marketing strategies. In today's digital landscape, social media marketing is a vital component of any comprehensive marketing strategy, offering unparalleled reach and engagement opportunities for businesses of all sizes.

II. Influencers:

Influencer marketing has emerged as a powerful strategy for brands to connect with their target audience in an authentic and engaging way. By partnering with individuals who have a strong following and influence within specific niches or industries, brands can leverage their credibility and reach to promote our offerings.

These influencers, whether they are vloggers, personalities such as football players etc., have built loyal communities who trust their recommendations and insights. Through strategic collaborations, we can tap into this trust to effectively communicate their message and increase brand awareness.

Influencer marketing allows for highly targeted campaigns, as brands can choose influencers whose audience aligns with their target demographic. Additionally, influencer marketing often results in more organic and relatable content, leading to higher levels of engagement and conversion. As such, influencer marketing has become an integral part of many brands' marketing strategies, offering a unique and effective way to reach and resonate with consumers.

III. Brand Ambassadors:

Brand ambassador marketing involves partnering with individuals who embody the values and identity of a brand to promote our products or services. These ambassadors, often enthusiasts or advocates of the brand, who are passionate about our offerings and have a genuine connection with their audience. By leveraging the credibility and authenticity of these individuals, brands can extend their reach and establish deeper connections with consumers.

Brand ambassadors will engage in various promotional activities such as product endorsements, social media posts, event appearances, and content creation. Their personal endorsement lends credibility to the brand's messaging, influencing consumer perceptions and driving brand loyalty. Additionally, brand ambassador marketing will allow for more personalized and relatable interactions with consumers, fostering a sense of community and trust.

IV. Resources:

Resource marketing will involve by effectively promoting and leveraging our assets to drive value and achieve strategic objectives. Through targeted marketing efforts, we will showcase our resources' unique features, benefits, and competitive advantages to differentiate ourselves within the gaming market.

This will include highlighting cutting-edge technology, superior quality, environmental sustainability, or innovative solutions. By effectively marketing our resources, and enhance our brand visibility, credibility, and perceived value, ultimately leading to increased customer acquisition, retention, and profitability.

Additionally, this will also play a crucial role in attracting talent, securing investment, and forging strategic alliances, further contributing to our long-term business success and sustainability.

8.3 Sales Strategy

I. Bonuses:

Our sales strategies involving offering bonuses are crafted to incentivize increased performance and drive revenue growth. These bonuses can take various forms, such as cash incentives, discounts, or rewards, and are strategically deployed for our clients. By tying bonuses to specific client depending on their gaming patterns can encourage desired behaviors and outcomes.

Additionally, bonuses can be used to promote new products. Effective communication and training on bonus structures and eligibility criteria are essential to ensure alignment with company objectives and still keep in line with the company mission to create a safe environment for gambling. Ultimately, well-designed bonus programs can fuel sales momentum, enhance customer satisfaction, and contribute to overall business success.

9. Technical Setup

All gaming operations rely on servers housed at Hetzner GmbH in Falkenstein, Germany, although they are remotely overseen by IT administrators. Currently, these servers encompass a web and queuing server, an application server, and database servers. Essential regulatory data, including player information, gaming records, and financial transactions, are stored on these servers and regularly backed up to mitigate potential crashes or data corruption incidents.

The data centers ensure comprehensive security measures, including firewalls, anti-DDOS protection, and continuous monitoring systems. Ongoing server surveillance is conducted via administrative software, focusing on usage, temperature, and any anomalies. The server rooms are equipped with surveillance cameras, temperature sensors, fire suppression equipment, and other security features. Both data centers hold ISO/IEC:27001 certification, demonstrating compliance with international security standards.

10. SWOT Analysis

10.1 Strengths

Our organization's strategic marketing approach targets a previously underserved market segment composed of Green Forest Group enthusiasts, demonstrating our deep understanding of market dynamics and consumer preferences. Our portfolio includes cutting-edge online gambling products, positioning us as industry pioneers and bolstering our brand reputation for delivering top-notch gaming experiences. Our success is driven by a team of seasoned professionals dedicated to innovation and excellence, solidifying our position as a formidable player in the fiercely competitive online gaming industry.

10.2 Weaknesses

Our company faces certain challenges that demand careful management and strategic planning. The intense competition within our industry requires us to adopt a sophisticated approach to distinguish ourselves in a crowded market. As we strive to carve out our niche, it is essential to evaluate the potential impact of significant investments in advertising.

While advertising is instrumental in boosting brand visibility and market penetration, committing substantial financial resources necessitates meticulous planning to ensure a favorable return on investment. Finding the right balance between standing out in a competitive landscape and managing advertising expenses is critical for long-term sustainability and profitability. Developing a well-crafted strategy to navigate these challenges will be crucial for our success in this dynamic and evolving industry.

10.3 Opportunities

Our company stands poised to capitalize on several promising opportunities that could drive sustained growth and success. Changes to legislation in diverse countries offer a favorable regulatory landscape, presenting the potential for a more conducive operating environment. By remaining vigilant of these legal changes, we can strategically position ourselves to navigate emerging markets and regulatory frameworks effectively.

Additionally, the prospect of entering the global market represents another avenue for growth. Expanding beyond current boundaries unlocks access to new demographics and previously untapped customer bases, fostering diversification and resilience against regional economic variations. Moreover, exploring options for expansion, whether through product diversification, partnerships, or acquisitions, provides us with the flexibility to leverage evolving market trends and consumer preferences. Embracing these opportunities allows us to maintain agility and forward-thinking in an ever-evolving business environment.

10.4 Threats

Our company faces various potential threats that require strategic attention and proactive management. The looming risk of an economic downturn is a significant concern, as it could impact consumer spending habits and market stability. To counter this external risk, diligent financial planning and effective risk mitigation strategies are essential to safeguard our operations.

Furthermore, the possibility of customer attrition, whether due to increased competition or shifts in consumer preferences, poses a critical challenge. Addressing this threat demands a customer-centric approach, prioritizing retention efforts and continual improvement of our products and services.

Additionally, the expenses associated with outsourcing services present a notable obstacle, prompting a comprehensive evaluation of the associated benefits and risks. Striking a balance between cost-effectiveness and service quality is pivotal to mitigate the potential impact of outsourcing costs on our financial performance.

In summary, adopting a comprehensive risk management approach is crucial to effectively navigate these threats and ensure the long-term resilience of our organization.

11. Financial Projections

Assumptions for Financial Projections:

- An average of 330,000 active players in Year 1, 600,000 players in year 2 and 1,000,000 players in year 3;
- Application fee at EUR 4,600 has been calculated for the 1st year along with Due Diligence Fees between EUR 125-250 per role.
- The LOK licence fee has been calculated at EUR 24,600 per year (payable on license issuance);
- Monthly Fee under the LOK of EUR 2,050 has been calculated;
- Fees in relation to brands offered has been calculated at EUR 250 per annum per brand. The company will be offering one brand.
- Third-party fees (Legal and Accounting Fees, Office Equipment, Hosting Fees, Admin Costs, Hardware costs, etc.) are calculated;
- Payment Processing fees are calculated at 3% of GGR;
- The shareholders will put up 100 share(s) with a nominal value of U.S.A. Dollar 1 equivalent to EUR 95;
- The Marketing Budget has been allocated accordingly, amounting to EUR 940,000 for the first year and EUR 1,415,000 for the second year of operations.
- Corporate tax has been deducted from profit accordingly.

Document “Green Forest Group N.V. - Financial Forecasts v1.1” attached.