

Alpha Games N.V.

Business Plan

1. Background and information

Alpha Games N.V. (*the Company*) was incorporated and established under the laws of Curacao on 14 February 2019. The Company has its registered office at Scharlooweg 39 in Willemstad, Curacao. In 2022, the Company was sold to Mr. Kypros Timotheou. Since then, Mr. Timotheou has undertaken a significant restructuring of the project, which has enabled the Company to gain a strong market position and put the Company on a sustainable development path.

Currently, Mr. Timotheou holds the position of Director of the Company. The other (local) Director of the Company is Allyant Group B.V.

The target markets of the Company are Brazil and all other Latin American countries.

Operating the brand Brazino777, the Company holds the strongest position on the Latin America market. The combination of a first-class gaming service and a catchy name has allowed the project to win a loyal audience and to develop dynamically over the last 3 years.

2. Operating brand

Given the diversity in target markets for the operating brands of the Company, it is essential to tailor KPI's and business objectives accordingly to ensure success in each region.

The operating brand of the Company is:

- Brazino 777 with the registered domain: WWW.BRAZINO777.COM

WWW.BRAZINO777.COM is targeted on the Latin America market, more specifically: Brazil, Peru, Ecuador, Mexico.

The website WWW.BRAZINO777.COM supports following languages: Portuguese, Spanish, English.

The most popular payment solutions for the project are:

Bank transfers, Pix, SPEI, Boletto, AstroPay, Pay4Fun, 7 Eleven, Codi, Oxxo, Skrill, Walmart, Todito Cash, Cleo, EZeeWallet, Muchbetter, Neteller.

The currencies supported by the website are: BRL, MXN, USD, EUR, CLP.

3. Platform solution

The brand of the Company provides customers with web-based access to different types of gambling. Brazino777 operates on a platform created specifically for the needs of the project, which allows it to flexibly respond to customer requests and quickly implement innovations.

The platform consists of several modules: CMS, CRM, Gaming module, Payment module.

4. Development of the gaming modules and types of games

As part of the Gaming module, a huge number of gambling developers were involved in the project. The software of the Company is directly integrated with some of the vendors, which allows the Company to build strong partnerships and gives the Company access to exclusive offers for its customers, such as pre-releases and exclusive game releases just for its own brand; jackpots, promo campaigns, and more.

The Company also cooperates with aggregators, which allows for a quick expansion of the portfolio of games offered. This combined approach enables the cooperation with top manufacturers from all over the world (MCR, EGT, Amatic, Booming, etc.) as well as the connection of new manufacturers (now more than 150 game developers are available on the project). All the Company's partners have RNG certificates, which gives confidence in the integrity of the software.

Types of games presented on the Brazino website are slots, board games, roulette, games with live dealers, lotteries and sports betting.

The purpose of creating the gaming module is to provide the customer with a platform that provides the ability to launch the gameplay within the framework of integrated game providers on the customer's website.

5. Features of the gaming platform

The platform of the Company provides the following features:

1. Storage:
 - User's technical data
 - In-Game Events
 - Gaming Sessions
 - List of games with accompanying data on the game (pictures, currencies, forbidden countries)
2. Providing statistics on games and users
3. Reporting
4. Providing a link to the provider's official games

The platform has the ability to receive and edit data using both the administrative panel of the Gaming platform, as well as the use of the customer's administrative panel.

The Platform has the following specifications:

1. Clojure language
2. The platform consists of a core, an admin panel, integrations
 - The core is responsible for registering and storing players, their balances, transactions, and game sessions. It also stores games and information about suppliers and customer sites
 - The admin panel consists of two parts:

- a. Visual part for displaying and controlling the system
- b. API - RESTful and GraphQL, it is used by the visual part of the admin panel and customer sites. Through it, statistics are obtained and the system is managed.

Integrations. Each integration works independently of each other and runs on different servers.

The gaming platform is provided with pre-integrated providers licensed in the field of iGambling, these are slots, live games, games with a predictable outcome, poker, lottery games. Also, at the request of the customer, it is possible to integrate any provider, in addition to the existing ones.

6. Payment module

In order to provide customers with the opportunity to safely and easily transfer funds within the Payment module, the Company has collected integrations with a list of payment aggregators from different countries. The main indicators of this module are the speed of transactions, fault tolerance, and the security of client data. Based on the characteristics of each GEO, the Company selects payment methods that are best suited for customers in this region.

For security reasons, withdrawals are available to the payment method from which the deposit was made to this account. Withdrawing funds is similar to topping it up.

7. Microservice Architecture and System Specification

A microservice architecture is provided along with step-by-step instructions on how to deploy releases. The rate of transactions per second (TPS) should be able to increase by adding similar servers (virtual or physical). The platform should have an open architecture for changes and new features.

Compliant with the PCI DSS standard, the supplied system has been developed completely with standards.

8. System modules

The payment process of the Company includes the following components:

- transaction processing module;
- basic module for monitoring fraudulent transactions and preventing attacks;
- payer validation and authentication modules;
- basic module for connecting payment gateways;
- API for customers;
- basic reporting modules.

The payment system of the platform includes:

- Integration with payment gateways of payment systems (banks and financial institutions)
- Additional integration with payment providers (mobile operators and service providers)

The platform is able to set up reporting (financial reports, operational reports, managers' reports), as well as add gateway fees and agent commissions.

The platform is deployed on servers (CI/CD processes).

Based on the results of the development and installation of the platform, training of the Company's employees is carried out. The platform is also able to update to the latest version from the central repository.

9. CMS Module

Due to the technical capabilities of the CMS module, the Company offers its customers the most personalized and relevant content. Further, the Company has implemented the functionality of tournaments, which is very popular among customers.

At least three tournaments are held every month. Separately, it is worth mentioning the Brazino777 bonus system, which is one of the most customer-oriented on the market.

10. Customer support

One of the Company's competitive advantages is online customer support. Chat operators are available 24/7/365. Each customer has the opportunity to get a quick and qualified consultation. The waiting time for a response in the chat is less than a minute. In addition, there is a loyalty program for VIP players. The VIP service includes an improved bonus offer and access to a personal VIP manager.

11. Types of gaming provided in the target markets

The online platform of the Company will offer a vast variety of most popular game types in Brazil and Latin America, which is the target market of the Company. Slots will make up more than 80% of the game content. Innovation in slot themes and mechanics is an important trend that can be expected to see in the future. For example, some games may feature cascading reels, expanding wilds and multiple pay lines.

These features can add more excitement to the game and give customers more opportunities to win.

Themes *Animals & Nature* and *Tales & Legends* in particular increased their share of game distribution globally, therefore the Company thinks it is important to include these games in its portfolio.

Live roulette tables are extremely important, which is reason why the Company offers Playtech's most popular Roleta Brasileira and Evolution's Games Shows: Crazy

Time, Xxxtreme Lightning Roulette.

The Company plans to integrate new game types such as crash games that are very popular in Brazil. Nontraditional forms of real-money games, crash games or mine games, require more interaction from the player than a traditional slot game would and are more appealing to younger generations.

The Company also offers fishing games that are a relatively new type of RNG games and are especially important in the Asian market, but also in Brazil nowadays.

Having this in mind and based on market research, the game suppliers will be the following:

- PG Soft
- Games Global
- Spribe
- Booming
- Pragmaticplay
- Playtech
- Evolution
- 3oaks
- Amusnet
- Tada
- Playson
- Wazdan
- Spinomenal
- Rubyplay
- Bgaming
- Smartsoft
- Play 'n go
- Endorphina

As for slots, PG Soft games such as Fortune Tiger and Fortune Rabbit are the most played in Brazil.

With a portfolio of over 30 online casino games, Pocket Games Soft has an impressive lineup to reel in potential fans. These include video slots and table game varieties, with the former making up the majority of the offerings.

The games from Pocket Games Soft are well designed masterpieces. The graphics are top-notch, allowing players to easily see every detail regardless of screen size. To add to the experience is the crystal clear sound effects and

soundtracks that wholly immerse players within every title.

PG Soft has released a rather simple Asian-themed game with Fortune Tiger, which has been the most popular game in Brazil for months.

The charming Fortune Tiger above the reels is holding his x10 multiplier up like a small banner that rotates in the wind, constantly reminding the player what happens when he/she lands a full screen win. A full screen of wilds awards 500x via this multiplier, so players need the Fortune Tiger Respins feature to close in on the 2,500x potential.

The Fortune Tiger Feature can trigger at random times when players spin the reels, and players will then see a random pay symbol be chosen. Only the chosen symbol, wilds, and/or blanks will appear on the triggering spin.

Fortune Rabbit

Fortune Rabbit is a mix between the classic Asian theme, with an urban twist. The rabbit is seen skateboarding on the splash screen, although he stands mostly still above the 3-4-3 grid when played. The rabbit will react to anything that happens and celebrates every win with as much enthusiasm as he can muster. This is a mobile friendly release from PG Soft, as always, and it's a neat little game to have available on the go. The gameplay is simple enough, and the pace is excellent all the way. Players can land regular line wins, and up to 200x your stake can be won from only 3 wilds. The Prize symbols take center stage in this game though, and landing 5+ in view collects all the prize values. They can go as high as 500x per symbol, and players get a Fortune Spins bonus round with only prize symbols at random times.

The Wild pays 200x player's stake for 3 of a kind win, and it cannot substitute for prize symbols. Players can land Prize Symbols at any given time, and they come with values between 0.5x and 500x stake. Players need at least 5 prize symbols in view at the same time to win anything from the Prize Symbol feature, however, and this awards the sum total of all present prize symbols. The Fortune Rabbit Feature may trigger at any given spin, and it awards 8 Fortune Spins. Only prize symbols and/or blanks appear during the feature, and players still need at least 5 prize symbols in view to win the sum total of the prizes.

12. Other game selections

The Company also offers an extensive selection of games from Games Global, from classic favourites to recent releases. These include slots, live dealer games, bingo, blackjack, baccarat, and roulette from well-known developers such as Neko Games, Oros Gaming, and Fortune Factory, SpinPlay. Bringing together some of iGaming's biggest and brightest stars, the Games Global portfolio is home to thousands of titles from 50+ studio partners. Animations and graphics are well-researched to create stimulating effects as players enjoy their favourites.

For Video slots, whether classic or modern ones, Games Global has perfected the art of creating games with immersive soundtracks and absorbing backgrounds as

players into the gaming mood. All products are designed with amazing software specifications and can be played on both desktop and mobile devices.

One of the most popular games in Brazil is Gold Blitz from their studio Fortune Factory. This game contains the Lightning to Electrifying Riches with Gold Blitz™ Instant Cash Collection, Wild Multiplier Free Spins, and up to 4096 Supercharged Ways to Win. There are up to 11 wins with exciting new 4096 ways slot with a player-favorite stacked high pay chase, instant cash and jackpot awards, and a truly electrifying Bonus Choice experience. Shimmering cash symbols with random awards up to 20 times bet appear on the base game reels. When any Blitz symbol lands on reel 1 or 6, each one will instantly collect all. Every Blitz symbol will also collect any of the three Jackpot symbols with static prizes of up to 2500 times bet. Three or more Bonus symbols appearing in any position on the reels award the Bonus Choice. Option the Bonus Buy to immediately trigger any of the three Bonus options and spark up your own high voltage wins in Gold Blitz.

The money theme is about as evergreen as they come, and Fortune Factory's contribution comes with a somewhat innovative twist. The bling symbols appear on a semi-transparent 5x4 grid with a blue hyperspeed backdrop, and the base game of Gold Blitz online slot offers the chance to collect cash prizes and jackpots that increase your bet up to 2,500 times.

Being able to collect prizes up to 2,500x in the base Gold Blitz game is hardly unheard of. This adds tension to the base game, and it's a decent motivator to keep you going.

Fire and Roses Joker

This game contains Stacked Wilds, Fiery Free Spins, a Blazing Jackpot Wheel, and Jaw-dropping Jackpots. The show is hosted by the mysterious and captivating Jolene the joker, who can magically teleport to the center 3 reels to promote payouts. The show-stopping reveal when the Jackpot Rose blooms into the Big Wheel bonus, to guarantee 1 of 5 extraordinary Jackpots.

The extravaganza continues with the marvelous Free Spins Multiplier that increases in base game and awards a chance at greatness during Free Spins. Land symbols that spell J-O-K-E-R and evoke a mystifying feat from behind the curtain - additional Free Spins and Multipliers before entering the majestic Free Spins feature.

Crash games

Currently the most popular crash game in Brazil and worldwide is Spribe's Aviator. This is a social multiplayer game and it turns players into part of the community with a range of engaging features, such as in-game chat, live bets and live statistics. It offers Rain promo and Tournaments.

Theme-wise, Aviator is very basic, yet not in the way of bad-looking but rather pleasantly minimalistic. It's an expertly-designed game, with a lovely nostalgic flair. It plays against a simple black background image, which also serves as the runway for

the red tiny propeller airplane that represents the multiplier curve, taking off at the beginning of each round and going up until it flies away from sight. However, players can toggle these animations off in the settings, which might come in handy for players experiencing performance or connectivity issues, as well as save battery when playing on mobile devices.

The sound aspect of the Aviator betting game deserves a special mention. It has high-quality sound effects, especially the one players hear when the plane flies away. Plus, classy relaxing music accompanies the action, which fits the minimalistic theme perfectly and puts the players in the right mood during the gameplay.

In addition, the Company plans to offer different crash games, such as Smartsoft's JetX and FlyX from Games Global's studio Buck Stakes Entertainment, which is becoming more and more popular among Brazilian players.

FlyX is an engaging game, bound to be enjoyed by players willing to take a break from common slots and experience something new. There's also a social menu on the right, showcasing other players' bets in real-time, so players can track people's progress and see how much they have wagered and won in the round. The outcome of each game round is absolutely unbiased and random, so it basically depends on the player's instincts.

Booming

One of the most popular games in Brazil is Booming's Burning Classics. This brings the thrill of playing games to the palm of the player's hand with mobile and web-based games, providing an easy, convenient, and exciting way to play their spectacular array of games across all devices. Their innovative product is developed to provide a winning experience for the partners and players. Booming Games adopts a regulated market approach with fair and proven mathematics, responsible gaming, and cutting-edge gamification tools.

Burning Classics has all the look & feel of an old-school physical Fruit Machine. Decked out with classic symbols, this 5x3 is also low volatility, making it especially appealing for 'time on device' players.

In the tradition of classic slots, this game has been designed to be clean, intuitive and simple. But this doesn't for one second mean players can't win big. On the contrary; all major and minor symbols and all Wilds are stacked, while Free Spins can be retriggered indefinitely. And as if that wasn't enough of a recipe for booming wins, the gamble feature enables players to repeatedly double their winnings exponentially, up to 10 times.

Pragmatic Play

Pragmatic Play is one of the most successful companies in the slots industry, famous for its vast portfolio with a number of iconic releases played by millions of players all over the world. Pragmatic Play has an extensive portfolio of games suitable for every player and every online casino. Impeccable graphics, excellent soundtracks,

and plenty of bonus features are just a few of the things that best describe them.

Pragmatic Play boasts a wide range of slot games that cater to every players' taste and pocket. Some slots are bright and vivid, some are dark and mysterious, but they all come with interesting features and generous bonuses. Their slots Gates of Olympus and Sweet Bonanza are popular across all markets.

Gates of Olympus

Gates of Olympus still remains one of the most popular games among slotters, which is why many keep grinding it for big wins. Design-wise, Gates of Olympus is beautifully-crafted, sporting high-end cartoonish visuals and plenty of slick animations that add a touch of life to the environment. Although it has been several years since the game hit the market, its outer look is pretty charming and pleasing to the eye, with really nothing to complain about.

The sound aspect of the Gates of Olympus slot also deserves special mention since it has a crucial part in the design, adding a final touch to the fantasy Greek atmosphere. A classy epic tune plays whilst players spin the reels and picks up the tempo when they hit bonus features, fitting the gameplay absolutely perfectly, capturing the essential mythical vibe.

Playtech

Playtech games are all popular judging by the immense traffic they experience across online casinos. The unique and tailor-made online casino products normally come with eye-popping and colourful graphics that will keep players glued to your gaming screen.

Not only are the graphics impressive but also the animations are well-choreographed to perfectly fit the diverse range of games. From warfare to space or classic fruity machines, players have a whole range of Playtech themes to choose from.

Mega Fire Blaze Lucky Ball Live is an eagerly anticipated addition to the world of Live Casino Games. This live casino experience promises to bring the excitement of the Mega Fire Blaze series to a new level, providing players with a dynamic and immersive gaming environment. It's a fusion of the popular Mega Fire Blaze concept with the interactive and real-time aspects of live casino play. As Playtech is renowned for delivering high-quality live gaming experiences, "Mega Fire Blaze Lucky Ball Live" offers thrilling blend of innovation, engaging gameplay, and the chance for players to test their luck in real-time.

Mega Fire Blaze Roulette Live is a European live casino roulette from Playtech where players can win 4 fixed jackpots with a maximum win of 2000x. Players can use features like history view, racetrack betting area and more. HD quality gives the feeling of being in a real casino. Mega Fire Blaze Roulette Live is available on PC and mobile devices 24/7.

Evolution

Evolution Group is a leading B2B provider of online casino content, offering an

unrivalled portfolio of unique games. As well as being a world-leader of live dealer gaming with Evolution and Ezugi brands, their NetEnt, Red Tiger, Big Time Gaming and Nolimit City studios produce some of the industry's most innovative and commercially successful slots.

Evolution is the world-leading developer and provider of live casino solutions. They offer unique, one-of-a kind innovations that are not available from any other provider and a wide selection of traditional table games. They offer a wide range of live casino games and RNG-based First Person titles.

Lightning Storm

Experience the electrifying action of Lightning Storm, a game show filled with instant payouts, five thrilling Bonus games, and stormy multipliers. Players can place bets and watch as the game host spins the unique 39-segment DigiWheel, where they can win instant prizes or qualify for exciting Bonus games. With games like 'Hot Spot', 'Monster Mash', 'Battery Charger', 'Thunder Ball', and the thrilling 'Lightning Storm', there's non-stop excitement and big rewards.

Game Shows

Evolution has combined favourite traditional table games and money wheel games with elements of worlds famous game shows and board games for an immersive and immensely intriguing gaming experience. Delivering more entertainment, interaction, and thrills to players than ever before, the addition of multipliers adds that extra layer of excitement and the chance to win big.

Crazy Time

Their most popular game offers thrilling gameplay with a main money wheel, a two-reel Top Slot, and four Bonus games. These include a shooting gallery, Coin Flip, Pachinko, and a Crazy Time Bonus game with the chance to win multiplied payouts up to 25,000x.

Crazy Coin Flip

A world-class mash-up of RNG slots and a superb live game show experience, Crazy Coin Flip is full of anticipation and thrills with the opportunity to win big. Qualify for the Coin Flip Bonus round and get the chance to turn your accumulated multipliers into even greater multiplied payouts in the against-the-clock Top Up slot and the exciting live game show.

Tada

TaDa Gaming Ltd. is a group of well-experienced gaming developers dedicated to creating the best and most original games in pursuit of excellence and innovation, which are our core values. They design exciting online video slots, bingo, table games, and fishing games, stay ahead of the competition and keep releasing innovative games.

TaDa Gaming is a relatively young and highly ambitious provider established in 2022, but they quickly gain momentum constantly expanding the collection with new

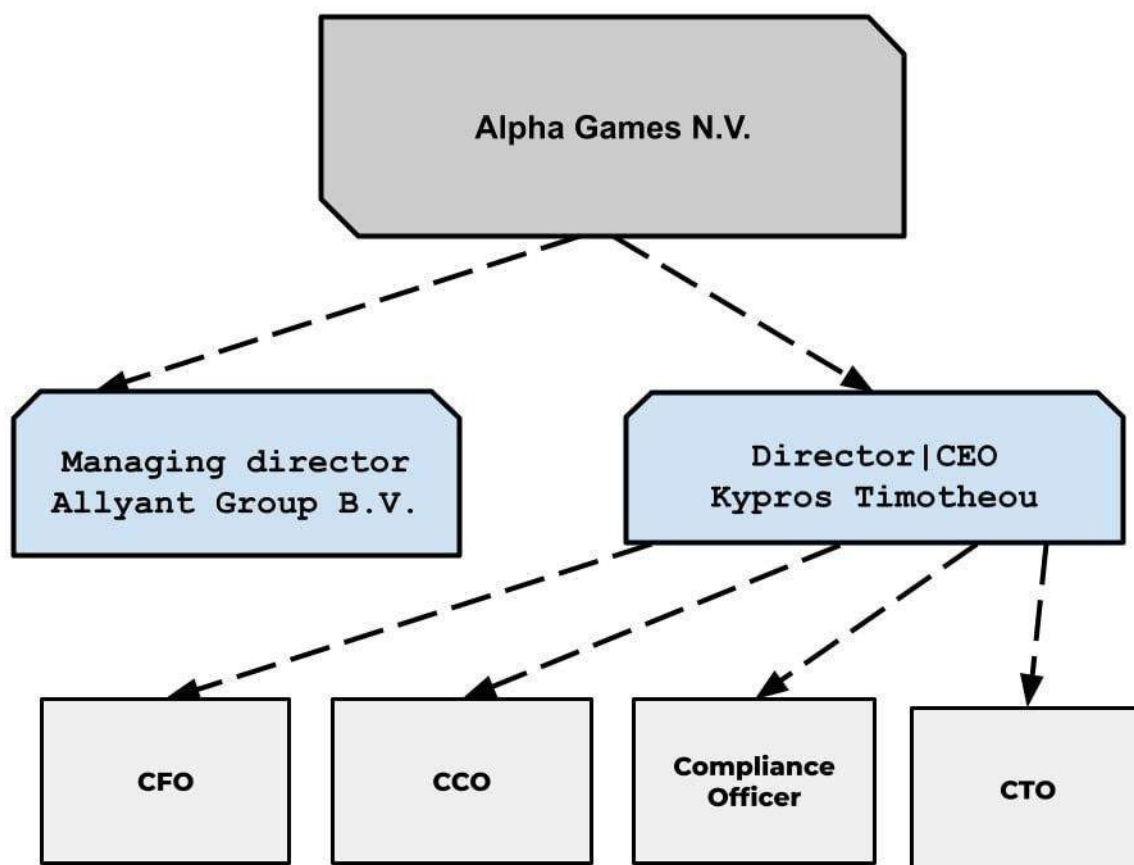
exciting releases. At the time of writing, the company has a presence in more than 10 markets globally with its content catering to a broad range of players with a support of 12 different languages and over 50 currencies.

The most popular game in the Latam market is Fortune Gems. In Indian culture, according to legend, Garuda is a symbol of success that can bring players unlimited wealth. In the exciting video slot Fortune Gems, players will travel to beautiful and mysterious India, where you can win the jackpot if you catch 3 symbols of Garuda on the reels. The slot has a 3 * 3 layout and an additional fourth reel, thanks to which players can multiply your winnings up to 15 times.

13. Company Structure

The Company structure is as follows:

2. Company Management Structure



The Management structure of the Company is as follows:

CEO: Kypros Timotheou. Functions and Reporting Models:

1. CEO (Chief Executive Officer):
 - o Function: The CEO is responsible for setting the overall strategic direction and vision of the company. He oversees all operations, ensure the company's

growth and profitability, and represent the organization to stakeholders.

- Reporting: The CFO, CCO, CTO, and Compliance Officer report directly to the CEO. The CEO reports to the Board of Directors or stakeholders. CFO (Chief Financial Officer):

2. CFO (Chief Financial Officer):

- The CFO of the company is Mrs. Marija Beljic. Maria has been working with the Alpha Games N.V. and Azra 678 N.V. group since 2021. Having a legal background and necessary financial experience Marija proved to be the unique specialist in the financial sphere of the gaming companies.

- Function: The CFO manages the financial aspects of the company, including financial planning, budgeting, accounting, and risk management. He ensures financial stability, compliance with regulations, and provide strategic financial advice to support business decisions.

- Reporting: The CFO reports directly to the CEO.

3. CCO (Chief Commercial Officer):

- Function: The CCO is responsible for developing and implementing strategies to drive revenue growth and increase market share. They oversee marketing, sales, partnerships, and customer service to enhance the company's commercial success.

- Reporting: The CCO reports directly to the CEO.

- Timeline for hiring: Q3 2024.

4. CTO (Chief Technology Officer):

- The CTO of the company is Mr. Filip Djuricic. Obtaining a technology degree in Malta, Mr. Filip was able to get a unique experience during the practice at the best online entertainment company. In 2021 Mr. Fillp joined the Alpha Games N.V. and Azra 678 N.V. group and proved to be a significant professional in the sphere of IT project. Mr. Philip has proved himself to be a qualified and responsible specialist during his work, therefore it was decided to appoint him as a CTO.

- Function: The CTO oversees all aspects of technology within the company, including software development, IT infrastructure, cybersecurity, and innovation. They ensure the reliability, security, and scalability of the online platform while driving technological advancements.

- Reporting: The CTO reports directly to the CEO.

5. Compliance Officer:

- Function: The Compliance Officer ensures that the company operates in compliance with relevant laws, regulations, and industry standards. They develop and implement compliance programs, conduct audits, and provide guidance to ensure ethical and legal conduct.

○ Reporting: The Compliance Officer reports directly to the CEO. The functions of the Compliance Officer performed by the Allyant Group B.V. also.

Overall Reporting Structure:

- CEO: Reports stakeholders.
- CFO, CCO, CTO, Compliance Officer: Report directly to the CEO.

14. Financial Business projections

Please find Financial Business projections in the Addendum 1 to the business plan.

The Company has great potential for brand development. To achieve this, the Company uses a wide range of marketing tools and has one of the strongest expertise in the market in this area.

15. Display advertisements

The Company's display-ads will be launched primarily to increase brand awareness and market presence, in the following manner:

- Banners
- Native-related marketing campaigns
- Video campaigns

These formats allow access to a very wide audience of users. At the same time, using deep targeting tools, the Company will be able to offer users the most personalised content. The planned volume of impressions is expected to be 3'000'000'000 (three Billion) per month. Traffic can be purchased on different well-known models CPC, CPM, CPA, CPL. Decisions will be made separately in each case based on the peculiarities of the source.

16. Social Media Marketing

The development of social media offers great prospects for brand promotion. The Brazino777 brand will be present on all major platforms, such as Instagram, Facebook, Telegram, Viber, WhatsApp, TikTok and Twitter. Exclusive activities will be organised for subscribers, as well as tutorials on how to use the Brazino777 site. The number of publications depends on the features of a particular social network. For example: in Instagram publications will appear once a day, in Telegram channel will be 3-4 posts a day, in the social network Twitter the number of publications will vary from 5 to 7 times a day.

Part of the work with social networks will also be the work with influencers and opinion leaders. Publications on influencers' pages have a positive impact on trust and brand loyalty. Based on the Company's experience, it is estimated that the monthly number of views of videos and posts on paid collaborations will be at the level of 100 million.

17. Direct marketing

Emails, SMS messages and Push-notifications will be part of a comprehensive marketing strategy. There will be integration with several platforms that will enable the player to attract users using these channels. Emails and push-notifications to customers will be set up using the Customer.io platform. The functionality of Customer.io allows deep segmentation of the audience based on the peculiarities of customer behaviour. Correct segmentation is a guarantee of high efficiency of mailings. The principles of FRM-analysis will also be used for audience segmentation. Welcome flow will be set up for new clients. Letters are sent in order to introduce the client to the Brazino777 brand and will explain how to use the website. To retain an active audience, regular newsletters will be distributed. These newsletters will keep the customer up to date with current promotions, active bonus offers and upcoming tournaments.

The Company will also make newsletters with thematic game selections for holidays or significant events. The average frequency of communications per customer is expected to be around three per month. This number will vary depending on the client's personal interest in our communications.

18. Search Engine Optimization (SEO)

SEO is an important part of developing the Brazino777 brand. The website will be optimised according to all search network standards. Based on an aggressive strategy on display-ads channels, the Company is will also focus on the growing popularity of branded search queries. Therefore, the Company will focus on optimizing the branded search terms first. The target CTR for branded search queries is 85%.

Promising as well is the optimisation of the site pages for non-branded search queries. For this purpose, the market will be analysed and a semantic kernel will be drawn up. For each selected search key will be determined a number of necessary actions. For example: preparation of targeting materials, purchase of a suitable domain, collection of backlinks, etc.

19. Affiliate Marketing

The Company will create an affiliate programme, which is a type of performance- based marketing in which the Company shall reward affiliates for each visitor. Affiliate marketing overlaps with other internet marketing methods including SEO, paid search engine marketing, email marketing, content marketing and in some sense display advertising. Affiliate marketing relies purely on financial motivations to drive sales.

The Company shall use third parties for attracting eligible customers and pay a commission for each.

20. Offline marketing

In addition to the above-mentioned activities, aimed mainly at attracting the end consumer, the Company will also participate in trade shows and various industry events. Presence at such events allows the Company to stay up to date with the latest news and trends in the rapidly developing field of iGaming. Further, it is

an opportunity to meet new partners, find new business solutions and open new perspectives of development. The Company plans to represent its Brazino777 brand at most of the major exhibitions such as: Sigma, SBSevents and others.

21. Excluded markets

The Company complies unconditionally with the licensing requirements. The current list of the prohibited countries includes: USA, France, Netherlands, Curacao, Aruba, Australia, Spain, FATF blacklisted countries (North Korea, Iran, Myanmar) and all other countries additionally listed by the Regulator.

Preventing access to an online casino website from restricted regions is crucial for regulatory compliance and to maintain the integrity of the business. Here is an overview of strategies the Company uses in order to achieve this:

1. **Geolocation Technology:** Implement geolocation software to accurately determine the geographic location of website visitors. This technology uses various methods such as IP address tracking, GPS data, and Wi-Fi triangulation to pinpoint the user's location. By comparing this information against a database of restricted regions, the website can block access to users from unauthorized areas.

2. **IP Blocking:** Utilize IP blocking techniques to restrict access to the website from specific IP addresses associated with restricted regions. This can be done through firewalls, server configurations, or specialized software that automatically blocks incoming connections from blacklisted IP addresses.

3. **VPN Detection:** Implement mechanisms to detect and block users accessing the website through Virtual Private Networks (VPNs) or proxy servers. VPNs can be used to mask the user's true location and bypass geo-restrictions, so it's important to employ advanced detection techniques to identify and block such attempts.

4. **User Authentication:** Require users to create accounts and verify their identity before accessing certain features or services on the website. Implement robust authentication mechanisms such as two-factor authentication (2FA) to prevent unauthorized access and enforce age verification checks to comply with legal age restrictions for gambling.

5. **Terms of Service Agreement:** Include clauses in the website's terms of service agreement that explicitly prohibit users from accessing the platform from restricted regions. Users must agree to these terms before accessing the website, and violations may result in account suspension or termination.

6. **Continuous Monitoring:** Monitor website traffic and user activity in real-time to detect any attempts to circumvent access restrictions or fraudulent behavior. Implement automated alerts and anomaly detection systems to flag suspicious activities for further investigation.

By employing a combination of these strategies, the Company can effectively prevent access to its website from restricted regions while maintaining compliance with

regulatory requirements and safeguarding the integrity of its operations.

A combination of the named measures shall prevent accessing the websites from the restricted regions: USA, France, Netherlands, Curacao, Aruba, Australia, Spain, FATF blacklisted countries (North Korea, Iran, Myanmar).

22. Key suppliers

The Company endeavors to use suppliers who have proven themselves to be reliable partners, operating exclusively to high industry standards. This allows the Company to provide its customers with a high level of user experience at every stage of their interaction with the platform. The importance of utilising the best contractors cannot be overemphasised as they are linked to the user experience.

The Company has identified the following suppliers:

1. Software Providers:
 - Gaming Software: These providers offer a wide range of casino games including slots, table games, live dealer games, and specialty games. The Company has focused on choosing the services of NetEnt, Microgaming, Playtech, Evolution Gaming, and/or Novomatic.
 - Platform Providers: these are companies that offer comprehensive iGaming platforms with features such as player management, payment processing, reporting, and customer support. The Company has focused on using Playtech, SoftSwiss, EveryMatrix, and/or White Hat Gaming.
2. Game Aggregators: Platforms that aggregate content from multiple game developers and provide access to a diverse portfolio of casino games. The Company has focused on choosing to engage with Relax Gaming, Slotegrator, and SoftGamings.
3. Payment Service Providers (PSPs):
 - Payment Gateways: these are companies that facilitate secure online transactions, including deposits and withdrawals, through various payment methods such as credit/debit cards, e-wallets, bank transfers. The Company intends to engage with Skrill, Neteller, and Paysafecard.
 - Alternative Payment Providers: these are specialized providers that offer alternative payment solutions tailored to specific regions or customer preferences. The Company intends to use Trustly, ecoPayz, Zimpler, and MuchBetter.
4. Customer Support and Engagement Providers:
 - CRM Systems: Customer relationship management (CRM) platforms that enable personalized communication, marketing automation, and customer support ticketing. The Company has identified Zendesk and Intercom.
 - Live Chat Providers: Software solutions for implementing live chat support on the casino website to assist players in real-time. The Company intends to implement LiveChat.

5. Content Distribution Networks (CDNs): Networks that deliver multimedia content such as game assets, graphics, and animations efficiently to players worldwide. The Company will choose from Akamai, Amazon CloudFront, and Cloudflare.

23. Risk evaluation and risk management

Risk evaluation and management are paramount in the operation of an online casino company. As the industry is subject to various regulatory, financial, operational, and reputational risks, it is imperative to have robust mechanisms in place to identify, assess, mitigate, and oversee risks effectively.

The Company has implemented the following steps:

Risk Assessment:

1. Identification of Risks: The Company conducts regular risk identification exercises involving key stakeholders from various departments. This includes assessing risks related to regulatory compliance, cybersecurity, financial stability, operational efficiency, market volatility, and reputational integrity.

2. Risk Classification: Risks are classified based on their potential impact and likelihood of occurrence. High-risk areas are prioritized for further assessment and mitigation efforts.

3. Quantitative and Qualitative Analysis: The Company utilizes both quantitative and qualitative methods to analyze risks. Quantitative analysis involves assessing the financial impact of risks using metrics such as probability distributions, expected monetary value, and scenario analysis. Qualitative analysis focuses on understanding the nature and severity of risks, considering factors such as regulatory changes, technological advancements, and competitive landscape.

Risk Mitigation:

1. Risk Mitigation Strategies: Once risks are identified and analyzed, appropriate mitigation strategies are developed to minimize their impact or likelihood of occurrence. These strategies may include implementing internal controls, enhancing cybersecurity measures, diversifying revenue streams, obtaining insurance coverage, and establishing contingency plans.

2. Internal Controls: The Company implements robust internal control procedures to mitigate operational and financial risks. This includes segregation of duties, authorization protocols, transaction monitoring, and regular audits of internal processes.

3. Cybersecurity Measures: Given the increasing prevalence of cyber threats in the online gaming industry, the Company prioritizes cybersecurity as a key area of risk mitigation. This involves implementing encryption protocols, firewalls, intrusion detection systems, and regular security audits to safeguard sensitive data and prevent unauthorized access.

Auditing and Oversight:

1. **Internal Audits:** The Company conducts regular internal audits of business and finance operations to ensure compliance with internal policies, regulatory requirements, and industry best practices. Internal audit functions are independent and report directly to senior management or the audit committee of the Board of Directors.
2. **External Audits:** External audits are conducted by reputable audit firms to provide independent assurance on the accuracy and reliability of financial statements, internal controls, and compliance with regulatory standards. These audits are essential for maintaining transparency, accountability, and investor confidence.
3. **Oversight Committees:** The Company will establish oversight committees, such as the Risk Management Committee and Audit Committee, comprised of independent directors with expertise in risk management, finance, and governance. These committees oversee the company's risk management framework, internal control systems, and audit processes, providing guidance and recommendations to senior management and the Board of Directors.
4. **Risk Registers:** A comprehensive risk register is maintained to document identified risks, their potential impact, likelihood of occurrence, mitigation strategies, responsible parties, and monitoring mechanisms. The risk register serves as a central repository for tracking and managing risks across the organization, enabling proactive risk management and decision-making.

24. Legal and Governance Framework

The Company has put in place the following duties and responsibilities:

Board of Directors Oversight and Membership:

- The Board of Directors of the Company serves as the governing body responsible for providing oversight, guidance, and strategic direction.
- Current board membership comprises of individuals with diverse expertise and backgrounds, including industry professionals, legal advisors, financial experts, and independent directors.
- The board interacts with senior management to review and approve strategic initiatives, major business decisions, financial plans, and operational policies.

Day-to-Day Decision Making:

- While the board sets the strategic direction and approves major decisions, day-to-day operational decisions has been delegated to senior management.
- Senior management, led by the CEO, is responsible for executing the company's strategy, managing day-to-day operations, and implementing board-approved policies and initiatives.

Matters Reserved to the Board:

- Certain matters are reserved exclusively for the board's consideration and approval, including:
 - Major financial transactions, such as mergers, acquisitions, or divestitures.
 - Changes to the company's capital structure, including issuance of shares or debt.
 - Appointment or removal of senior executives, including the CEO and other C-suite officers.
 - Adoption of significant corporate policies or changes to corporate governance practices.

Deadlock Prevention:

- The board has mechanisms in place to prevent deadlock situations, such as clear decision-making processes, voting protocols, and conflict resolution procedures.
- In the event of a deadlock, the board may seek external mediation, engage in further deliberation, or rely on independent advisors to facilitate resolution.

Legal Support and Advice:

- Legal support and advice are provided to the board by external legal counsel retained by the Company.
- Legal advisors offer guidance on a wide range of matters, including corporate governance, regulatory compliance, contractual negotiations, and dispute resolution.

Participants in Board Meetings:

- In addition to board members, board meetings may include invited participants such as senior executives, key stakeholders, industry experts, and advisors.
- The company follows a policy of transparency and inclusivity, inviting relevant stakeholders to provide input and perspective on matters under discussion.

Environmental, Social, and Governance (ESG) Policy:

- The Company is committed to upholding environmental, social, and governance principles as part of its corporate responsibility initiatives.
- The ESG policy encompasses efforts to reduce environmental impact, promote diversity and inclusion, uphold ethical business practices, and engage with communities.
- The board oversees the implementation of the ESG policy, monitors progress, and reports on ESG initiatives to stakeholders, fostering transparency and

accountability in corporate operations.

In summary, the legal and governance framework of the Company emphasizes accountability, transparency, and ethical conduct, with the board providing strategic oversight and guidance while delegating operational responsibilities to senior management.

25. Target KPI's and Business Objectives

Target Key Performance Indicators (KPIs) and business objectives play a crucial role in the success and sustainability of the Company. Here are several reasons why they are important:

1. Measuring Success: KPIs provide measurable metrics to gauge the performance and success of the online casino. These metrics could include factors like player acquisition rate, player retention rate, average revenue per user (ARPU), lifetime value (LTV) of players, and more. By setting clear KPIs, the casino can track its progress towards its goals and adjust strategies accordingly.

2. Strategic Decision Making: Business objectives help the online casino to define its long-term vision and direction. By aligning KPIs with these objectives, decision-makers can make informed choices about resource allocation, marketing strategies, game offerings, and other aspects of the business to ensure they are in line with the overarching goals.

3. Optimizing Marketing Efforts: KPIs related to player acquisition, conversion rates, and retention provide valuable insights into the effectiveness of marketing campaigns. By analyzing these metrics, the casino can identify which channels and tactics are bringing in the most valuable players and adjust its marketing strategies accordingly to maximize ROI.

4. Enhancing Player Experience: Understanding KPIs related to player behavior, such as time spent on site, frequency of visits, and player satisfaction scores, allows the casino to continuously improve the player experience. By identifying pain points and areas for improvement, the casino can implement changes to enhance user engagement and loyalty.

5. Ensuring Regulatory Compliance: KPIs related to regulatory compliance, such as age verification success rates, responsible gambling measures, and adherence to anti-money laundering regulations, are essential for maintaining the trust of players and regulators alike. By monitoring these KPIs closely, the casino can ensure that it remains compliant with relevant laws and regulations.

6. Financial Performance: KPIs related to financial performance, such as revenue growth, profit margins, and return on investment (ROI), are critical for the long-term sustainability of the online casino. By setting and tracking financial KPIs, the casino can ensure that it remains profitable and financially healthy.

The Company has identified the following KPI's to measure a long-term success of its operations. These KPI's are as follows (with corresponding trees):

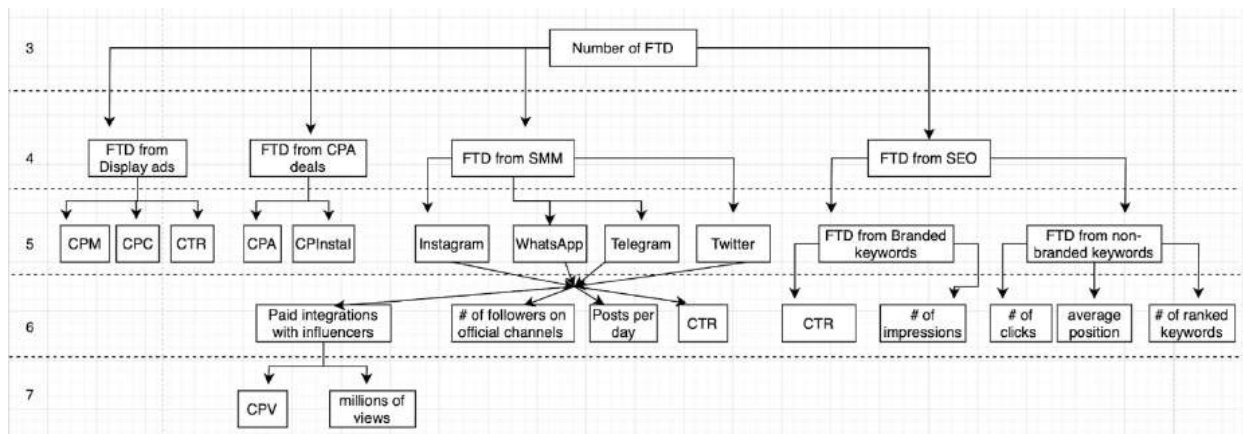
A. Levels 1-2

The tree below has 7 levels. The root metric "Revenue", which is the difference of all bets for the period with all winnings for the period, or GGR (Gross Gaming Revenue).

The GGR will be bigger the more players bet and the higher bets they make. Therefore, number of players and player lifetime value are taken as the next two key metrics.

B. Level 3 FTD

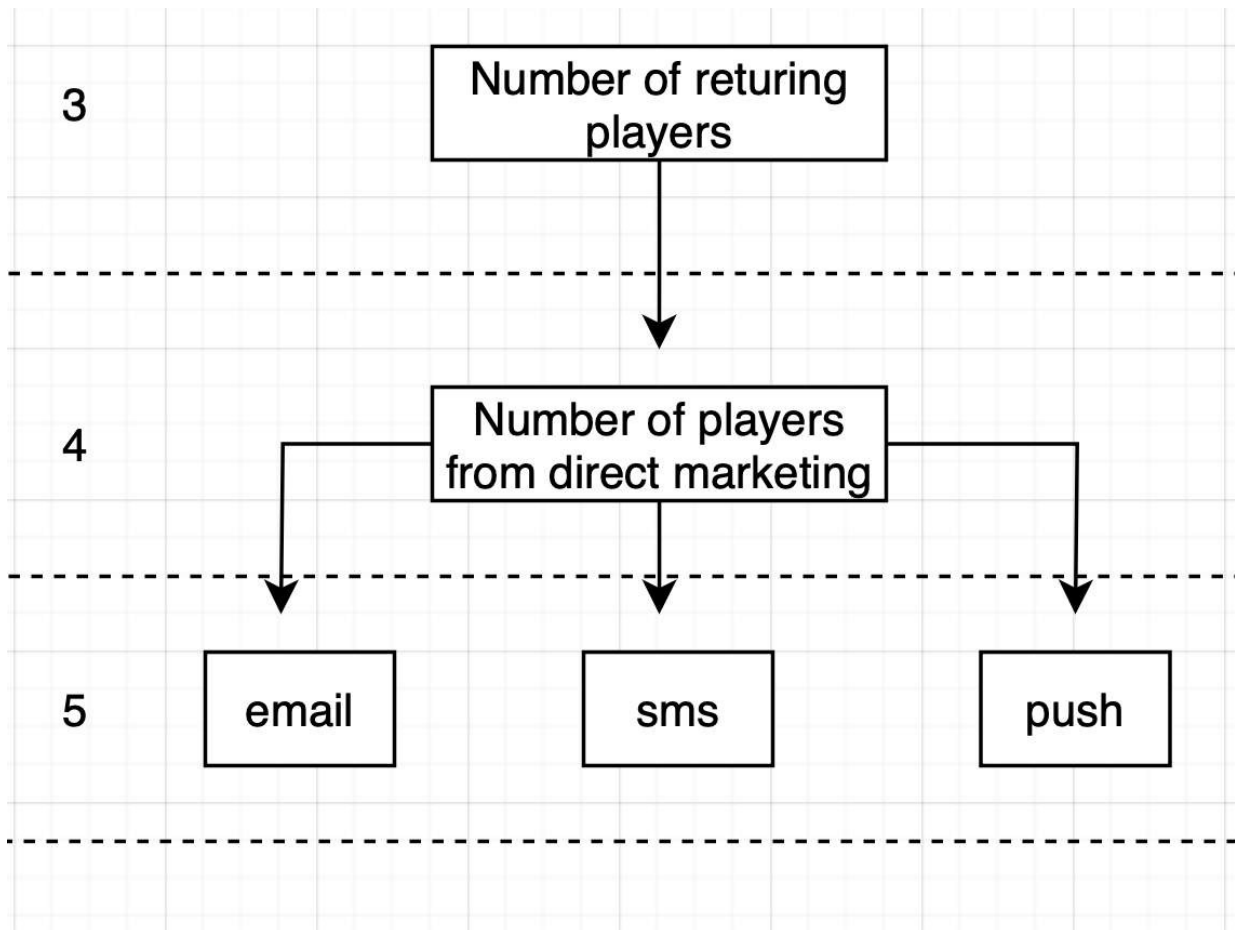
The number of players is divided into new (FTD) and currently active.



New players are distributed by attraction channels. Each channel has its own characteristics and metrics. The only variable that is not added to each channel is the monetary indicators of the players, as monetary indicators are spread on the nearby LTV branch.

C. Level 3 Number of returning players

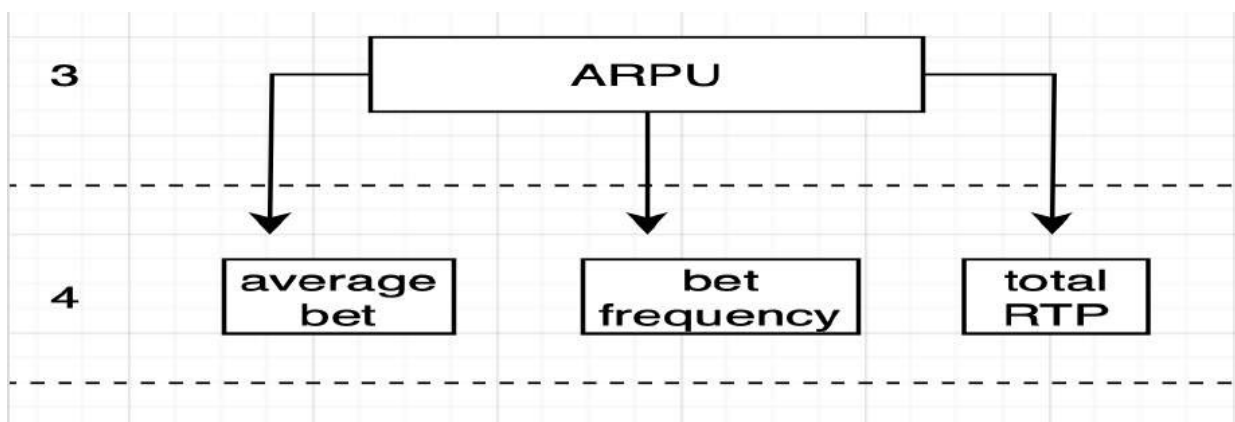
Direct communication channels are responsible for maintaining player activity, as follows:



D. Level 3 ARPU

The second key metric – LTV consists of ARPU and Lifetime.

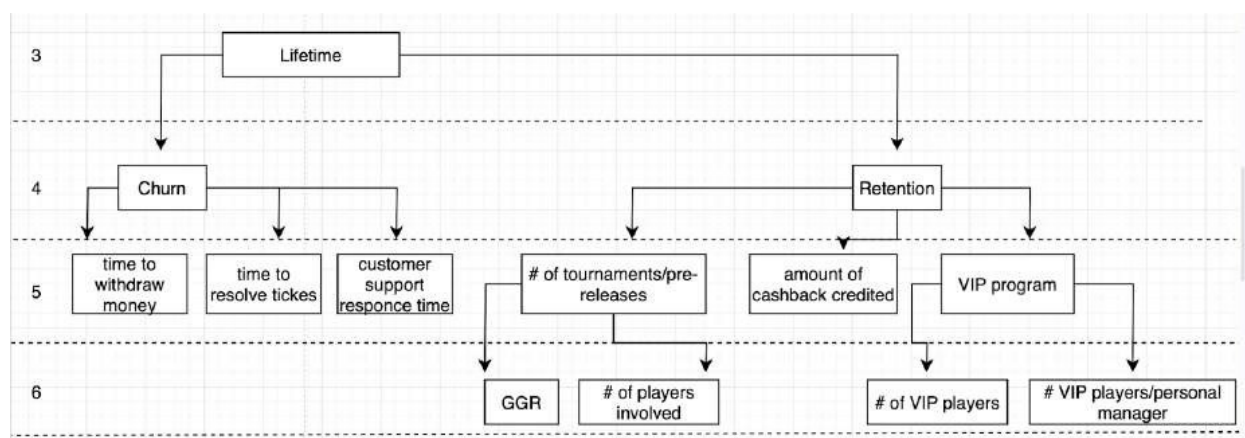
Changes in ARPU are affected by: average bet, frequency of player's bets. Indirectly, the RTP of those games on which players place bets is also indirectly affected. Therefore, it is necessary to monitor the current RTP figures to maximize GGR. This is reflected as follows:



E. Level 3 Lifetime

To increase a player's Lifetime, the Company will focus on retention techniques and on leveling the reasons for churn. The most frequent reasons for churn are complaints about long payment processing times (therefore, the Company works on reducing payment times) and complaints about the time it takes to solve questions or to get an answer from support services.

In order to keep the attention of players, it is necessary to hold regular tournaments and pre-releases of games. Their success is measured by the number of involved players and GGR during the period of activity. Further, the bonuses are aimed at creating a habit of playing regularly. The players who bring the most income get into the VIP program. The goal of the program is to increase the number of VIP players and improve the quality of services through a personal manager.



26. Policies and Procedures

The Policies and Procedures of the Company shall be developed in close collaboration between the designated Board Members and the Allyant Group B.V. This will create a symbiosis between the expertise of an external advisor with a high level of proven track record in regulation and industry standards and the Company's internal procedures and process.

The Company will strictly follow the guidelines of the GCB regarding keeping GCB apprised.

April 26, 2024

Kypros Timotheou
CEO of Alpha Games N.V.

Alpha Games N.V.

Brazino777.com

Company Number 149502

Limited Liability Company

Scharlooweg 39 Curaçao

Business forecasts

2024	I - Quarter	II - Quarter	III - Quarter	IV - Quarter	Total
Incomes	10 420k \$	10 524k \$	10 629k \$	10 735k \$	42 309k \$
- Clients deposits	10 410k \$	10 514k \$	10 619k \$	10 725k \$	
- Other incomes	10k \$	10k \$	10k \$	10k \$	
Costs	-10 252k \$	-10 314k \$	-10 417k \$	-10 522k \$	-41 506k \$
- Clients payouts	-6 767k \$	-6 834k \$	-6 903k \$	-6 972k \$	
- Fees	- 208k \$	- 210k \$	- 212k \$	- 215k \$	
- Game Providers	-1 457k \$	-1 472k \$	-1 487k \$	-1 502k \$	
- Marketing	-1 562k \$	-1 577k \$	-1 593k \$	-1 609k \$	
- Headcount/Outsource	- 115k \$	- 116k \$	- 117k \$	- 118k \$	
- Taxes	0k \$	0k \$	0k \$	0k \$	
- Operating expenses/ Office lease	- 104k \$	- 105k \$	- 106k \$	- 107k \$	
- Licensing	- 40k \$	0k \$	0k \$	0k \$	
Total					803k \$

2025	I - Quarter	II - Quarter	III - Quarter	IV - Quarter	Total
Incomes	11 272k \$	11 835k \$	12 426k \$	13 047k \$	48 579k \$
- Clients deposits	11 262k \$	11 825k \$	12 416k \$	13 037k \$	
- Other incomes	10k \$	10k \$	10k \$	10k \$	
Costs	-11 088k \$	-11 600k \$	-12 180k \$	-12 789k \$	-47 657k \$
- Clients payouts	-7 320k \$	-7 686k \$	-8 070k \$	-8 474k \$	
- Fees	- 225k \$	- 236k \$	- 248k \$	- 261k \$	
- Game Providers	-1 577k \$	-1 655k \$	-1 738k \$	-1 825k \$	
- Marketing	-1 689k \$	-1 774k \$	-1 862k \$	-1 956k \$	
- Headcount/Outsource	- 124k \$	- 130k \$	- 137k \$	- 143k \$	
- Taxes	0k \$	0k \$	0k \$	0k \$	

- Operating expenses/ Office lease	- 113k \$	- 118k \$	- 124k \$	- 130k \$
- Licensing	- 40k \$	0k \$	0k \$	0k \$

Total

922k \$

2026	I - Quarter	II - Quarter	III - Quarter	IV - Quarter	Total
Incomes	13 699k \$	14 383k \$	15 102k \$	15 856k \$	59 040k \$
- Clients deposits	13 689k \$	14 373k \$	15 092k \$	15 846k \$	
- Other incomes	10k \$	10k \$	10k \$	10k \$	
Costs	-13 469k \$	-14 100k \$	-14 805k \$	-15 545k \$	-57 919k \$
- Clients payouts	-8 898k \$	-9 343k \$	-9 810k \$	-10 300k \$	
- Fees	- 274k \$	- 287k \$	- 302k \$	- 317k \$	
- Game Providers	-1 916k \$	-2 012k \$	-2 113k \$	-2 218k \$	
- Marketing	-2 053k \$	-2 156k \$	-2 264k \$	-2 377k \$	
- Headcount/Outsource	- 151k \$	- 158k \$	- 166k \$	- 174k \$	
- Taxes	0k \$	0k \$	0k \$	0k \$	
- Operating expenses/ Office lease	- 137k \$	- 144k \$	- 151k \$	- 158k \$	
- Licensing	- 40k \$	0k \$	0k \$	0k \$	
Total					1 121k \$