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PP Solutions N.V.

## **Business plan**

PP Solutions N.V.

License application

**Feburary 2024**



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- Business summary;
- Company founder;
- Company Structure, Headcount and Goals;
- Our Brand and Games on Offer;
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- Financial forecast.



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- **Business summary**

**PP Solutions N.V. is a company being established in Curacao during Q2 2023, with the main goal of offering business to business (B2B) online gaming services, as a game provider.**

Allyant Group N.V. has been appointed as the manager of the company in establishment, and they are responsible for the whole set up procedure and licensing. We are using this company as they have significant experience and know how in the industry, providing corporate services, from set-up to supporting ongoing businesses. Our main objective is to offer innovative, high quality remote gaming services to online operators bundled with new games, offering original, modern design and user friendly, personalised experience.

In order to be able to legally offer our products to the businesses in the industry, **PP Solutions N.V. has decided to apply for an online gaming license with the Curacao Gambling Control Board (GCB), licensing and supervisory body for online gambling of the Government of Curacao.**

- **Company founder**

Founder of the Company, its sole shareholder with 100% ownership rights is Mr. Milan Sekulić, who has been in the industry since about six years ago. He gained his experience as an entrepreneur in the areas business development, investments, sales and affiliate and digital marketing. Furthermore, as a previous investor in HoReCa industry, he came in contact with slot machines, which gave him the initial idea to get involved with the industry. Since then, Mr Sekulić has invested time and energy in developing his skills and gaining experience in order to succeed in the industry. Several years later he set up a company in Serbia, under the name “Level Up Interactive LTD.” with the goal of offering professional services to the online gambling industry. This company is presently in Year 4 of its existence, and holds AA+ rating. It established itself as a professional services agency of highest quality and standards.

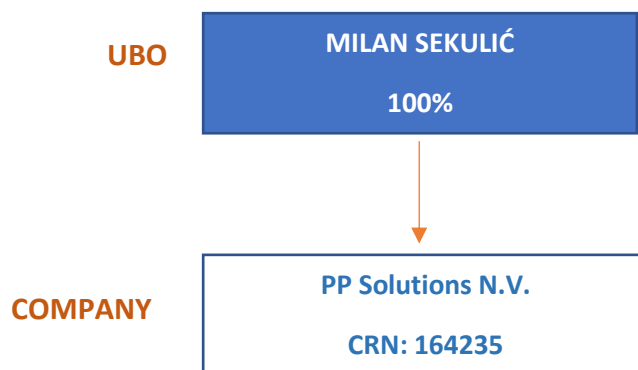
Now and therefore, he is ready to apply for the license with GCB, having already acquired license from Antillephone N.V. and offer games to the market under the new regulatory body, together with a strong, skilful team backing him up. During the previous period, Mr Sekulić developed a network of contacts and established himself as a respectful player in the industry, which we expect to be very instrumental in developing the game provider business.



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- **Company structure**

Company's only UBO is Mr. Milan Sekulić, who would have a 100% ownership rights, as shown in the image below.



For the purpose of licensing procedure, “PP Solutions N.V.” will be the applicant for the online gaming supplier license (B2B).

- **Headcount**

Company is finishing its initial product-build phase, and presently has 30 titles published, and on offer to first clients. Contract have been signed with several clients, and we have already issued our first invoice. This has been done with a team of developers, account managers and financial and legal experts.

The overview of existing headcount is given in the table below:

| Staff      | Q1 2024 | Q2 2024 | Q3 2024 | Q4 2024 | Q1 2025 | Q2 2025 | Q3 2025 | Q4 2025 | Q1 2026 | Q2 2026 | Q3 2026 | Q4 2026 |
|------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
| Admin      | 1.0     | 2.0     | 2.0     | 2.0     | 3.0     | 3.0     | 4.0     | 4.0     | 4.0     | 4.0     | 5.0     | 5.0     |
| Acc, Mng,  | 3.0     | 3.0     | 3.0     | 3.0     | 4.0     | 6.0     | 6.0     | 6.0     | 10.0    | 10.0    | 10.0    | 10.0    |
| Tech, Sup. | 1.0     | 1.0     | 2.0     | 2.0     | 3.0     | 3.0     | 3.0     | 3.0     | 4.0     | 4.0     | 4.0     | 4.0     |
| Fin. Mng.  | 1.0     | 1.0     | 1.0     | 1.0     | 2.0     | 2.0     | 2.0     | 2.0     | 3.0     | 3.0     | 3.0     | 3.0     |
| Production | 15.0    | 15.0    | 20.0    | 20.0    | 20.0    | 20.0    | 20.0    | 20.0    | 25.0    | 25.0    | 30.0    | 30.0    |
| FTEs       | 21.0    | 22.0    | 28.0    | 28.0    | 32.0    | 34.0    | 35.0    | 35.0    | 46.0    | 46.0    | 52.0    | 52.0    |

As shown in table above, we expect to have more than 50 (fifty) employees, at the end of Year 3. However, we do expect this number to be in direct corelation with our market success



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and is susceptible to change as business develops and more capacity to handle day to day operations is required.

- **Company goals**

Our main goal in the first year of doing business is to establish the brand Popiplay as a high quality, reliable partner with high standard of service delivery. Furthermore, we want to develop popularity of our games with the players

Secondary, our goal is to offer up to 20 games in our portfolio for the initial launch, and another 20-30 games by the end of 2023. In all we target to have at least 50 games on offer in January 2024, and at least 3-5 of those games to be on top of respective charts globally. In other words, we want to secure recognition and popularity of our games with end-users.

Financially, our aim is for the Company to be able to cover its own expenses within the first two quarters, and to start generating income from Q3 2024 (break-even point) on. Please find more information in Financial Forecast below.

From break-even point on we plan to maintain organic growth, through launching new titles and managing costs, above all, marketing expenses.

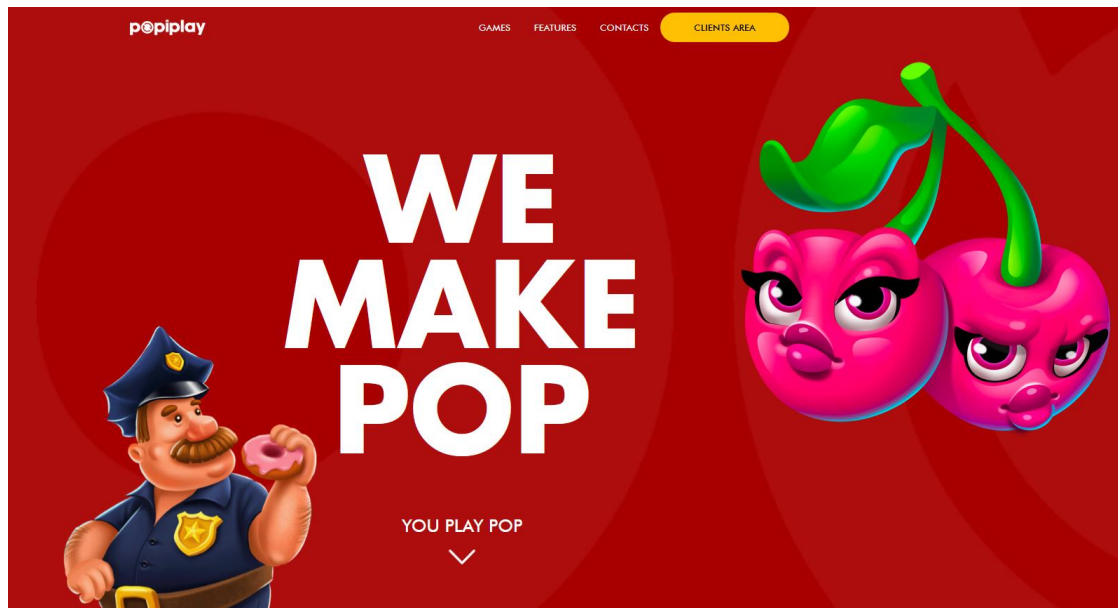
- **Our Brand and Games on Offer**

We are developing and planning to offer games under the brand name Popiplay™. The name has already been trademarked with the WIPO. Furthermore, we expect positive outcome from the EUIPO application to be awarded within several weeks from now (February, 2023). Moreover, together with the brand name, we have trademarked our logo, shown in B&W version below.

The company already has a functioning web-site: [www.popiplay.com](http://www.popiplay.com).



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Under the brand Popiplay, we have completely finished development of thirty games, another two are being tested as we speak and are expected to be ready by W1 of March, 2024. Furthermore, designs are ready for another 30 games, and their coding is well underway. We expect up to 40 games in our portfolio to be ready by the end of 2024.

Some of the games showed great results and garnered interest from the public. Amongst all, we expect the following titles to be worldwide hits:

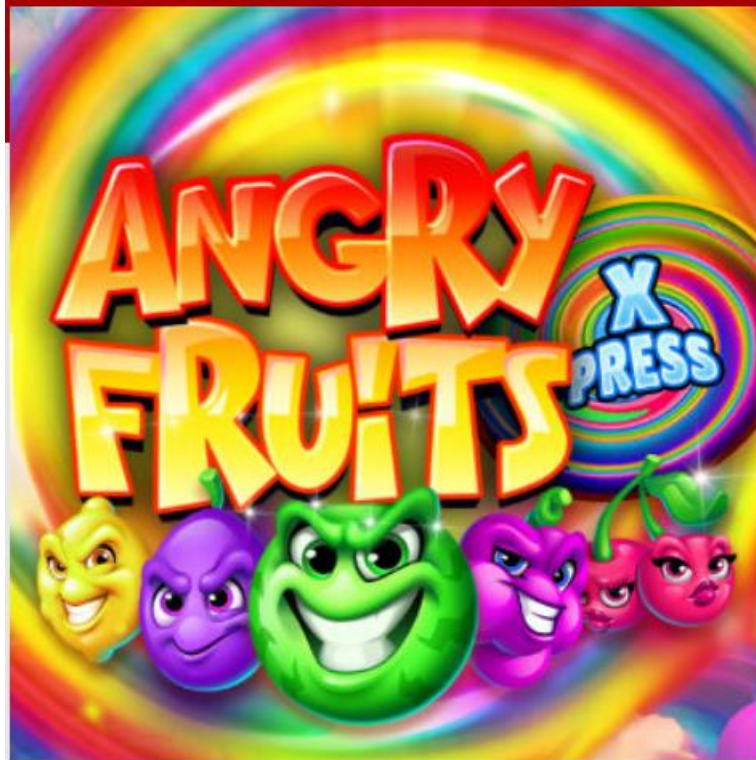
1. "Master of Lighting"





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2. “Angry Fruits”



3. “Wild Wild Steal”



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Besides these, we see big interest for the following games: “Mon3yScript”, “Anaki Skywalkers”, “Money Mansion”, “Gamba Mamba” and others.



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- **Technology**

### System architecture

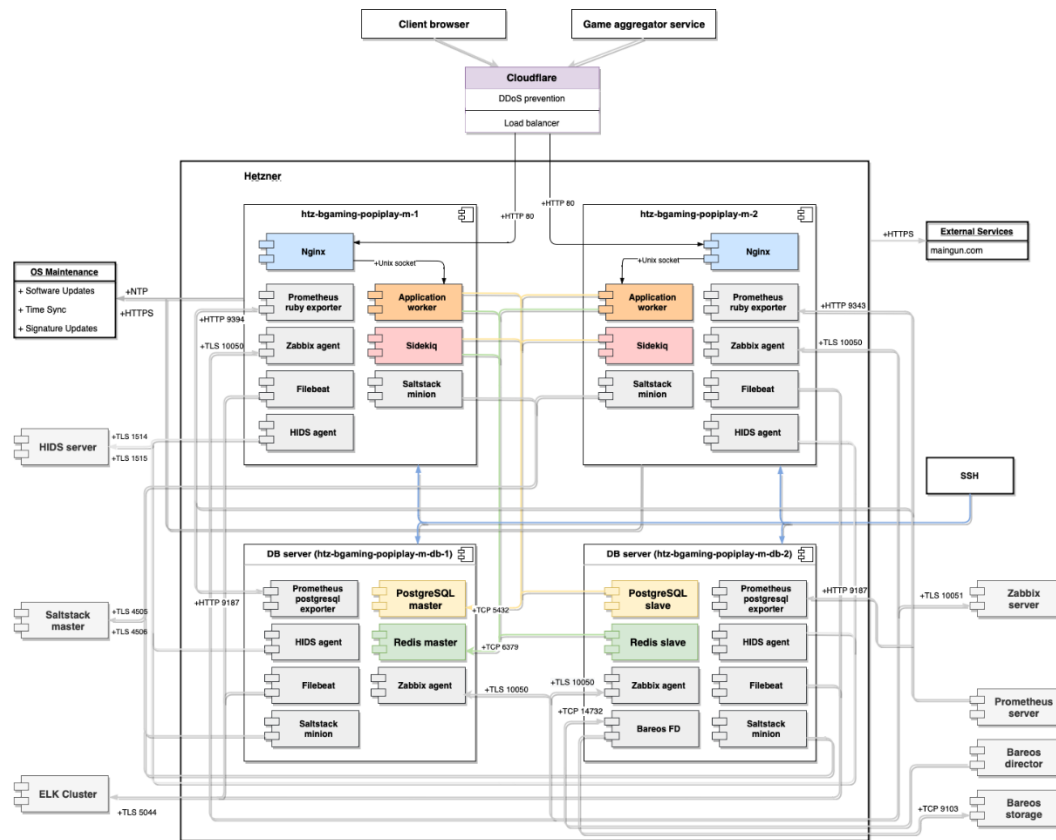
The production environment is hosted in the Hetzner data centre located in Datacenter-Park 1 08223 Falkenstein/Vogtland Deutschland. All servers are implemented as a virtual server inside which contains applications or DBMS. Virtual servers have same configuration 4 CPU 16Gb RAM, 160 Gb SDD Drive. All servers are backed-up by Hetzner.

There is also a need to have a virtual server in Curacao, mainly for two reasons. First, we need a server located close to Latam markets, to lower the latency and increase the quality of user experience (make it faster). Secondly, but just as important, we need a server to hold a copy of our IP. This is done, primarily having in mind the state of the IP protection and the positive legal solutions offered by Curacao.

| Physical Servers / Devices | Hosts                         | IP Address    | Operating System        | Host Description and Function | Applications installed on Host (include version no)                                                                                   | Datacentre | ISO Certification           | Location                                                                        | Primary / Replication |
|----------------------------|-------------------------------|---------------|-------------------------|-------------------------------|---------------------------------------------------------------------------------------------------------------------------------------|------------|-----------------------------|---------------------------------------------------------------------------------|-----------------------|
| Virtual Server             | htz-bgaming-popiplay-worker-1 | 176.9.111.47  | Ubuntu 20.04 LTS 64-bit | worker node                   | Nginx, Application / backend – Bgaming Backoffice application (v.1.0.0) running on Ruby on Rails (2.6.6 version), Static files server | Hetzner    | PCI-DSS, ISO/IEC 27001:2013 | Hetzner Online GmbH Am Datacenter-Park 1 08223 Falkenstein/Vogtland Deutschland | Primary               |
| Virtual Server             | htz-bgaming-popiplay-worker-2 | 176.9.111.184 | Ubuntu 20.04 LTS 64-bit | worker node                   | Nginx, Application / backend – Bgaming Backoffice application (v.1.0.0) running on Ruby on Rails (2.6.6 version), Static files server | Hetzner    | PCI-DSS, ISO/IEC 27001:2013 | Hetzner Online GmbH Am Datacenter-Park 1 08223 Falkenstein/Vogtland Deutschland | Primary               |
| Virtual Server             | htz-gaming-popiplay-db-1      | 176.9.103.234 | Ubuntu 20.04 LTS 64-bit | Database and Redis            | PostgreSQL,Redis                                                                                                                      | Hetzner    | PCI-DSS, ISO/IEC 27001:2013 | Hetzner Online GmbH Am Datacenter-Park 1 08223 Falkenstein/Vogtland Deutschland | Primary               |
| Virtual Server             | htz-gaming-popiplay-db-2      | 176.9.61.113  | Ubuntu 20.04 LTS 64-bit | Database and Redis            | PostgreSQL,Redis                                                                                                                      | Hetzner    | PCI-DSS, ISO/IEC 27001:2013 | Hetzner Online GmbH Am Datacenter-Park 1 08223 Falkenstein/Vogtland Deutschland | Replication           |



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## Application Architecture

The following software stack is used on each system:

| System                         | Operating System | Middleware    | Application         |
|--------------------------------|------------------|---------------|---------------------|
| CDN server, Application server | Ubuntu 18.04 LTS | Nginx/1.16.0  | -                   |
| Database server                | Ubuntu 20.04 LTS | Redis/6.0.6   | Application backend |
| Database server                | Ubuntu 20.04 LTS | PostgreSQL/14 | Application backend |

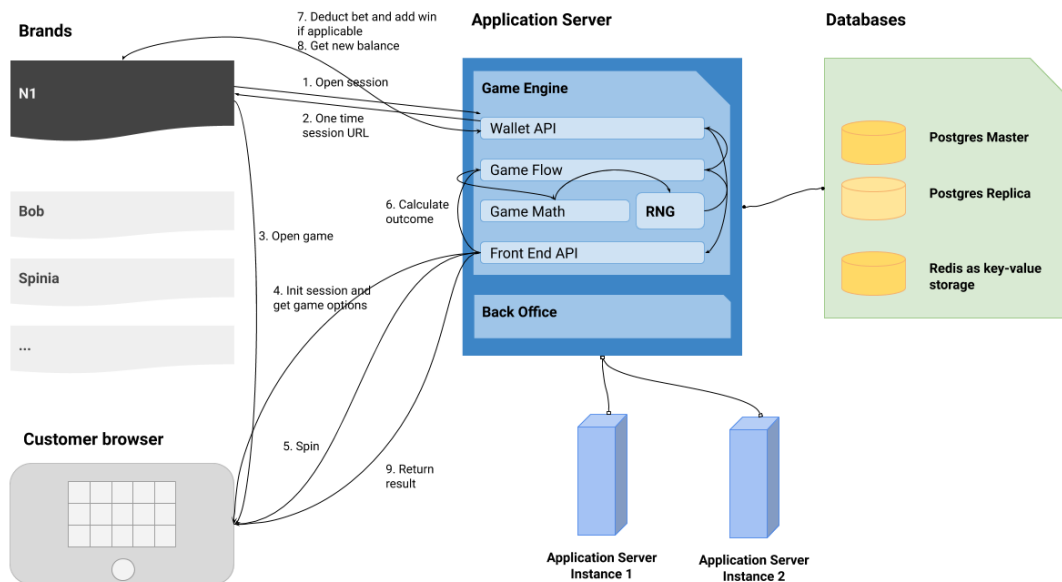
The components of the Software stack can be described as follows:

| Component                     | Vendor                                                                                                       | Type        | Description                                                                                                |
|-------------------------------|--------------------------------------------------------------------------------------------------------------|-------------|------------------------------------------------------------------------------------------------------------|
| Ubuntu 20.04 LTS              | Canonical<br><a href="https://ubuntu.com/server">https://ubuntu.com/server</a>                               | Open Source | Production-proof GNU/Linux distribution                                                                    |
| Nginx/1.16.0                  | F5 Networks, Inc.<br><a href="https://www.f5.com/">https://www.f5.com/</a>                                   | Open Source | Open-source software for web serving, reverse proxying, caching, load balancing, media streaming, and more |
| Redis/6.0.6                   | Redislabs<br><a href="https://redis.io/">https://redis.io/</a>                                               | Open Source | In-memory data cache                                                                                       |
| PostgreSQL/14                 | PostgreSQL Global Development Group<br><a href="https://www.postgresql.org/">https://www.postgresql.org/</a> | Open Source | PostgreSQL is a powerful, open-source object-relational database system                                    |
| BGaming gaming system V 1.0.0 | N1Games Ltd                                                                                                  | Commercial  | Backoffice and games backend                                                                               |



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|                                    |             |            |                       |
|------------------------------------|-------------|------------|-----------------------|
| BGaming background processing jobs | N1Games Ltd | Commercial | Background processing |
|------------------------------------|-------------|------------|-----------------------|



Application Server is running on two physical servers and stands for the game logic, interaction with the client side of the games, and communication with customer servers.

Application Server consists of two main blocks: back office and game engine.

Game engine consists of game logic, RNG, flow management layer, and modules which manage the communication - Frontend API manages the communication with the game, and Wallet API - the customer.

The data is stored in the database - PostgreSQL. This is long term secure storage and additional security is guaranteed by the replication. Redis is used on top of that for some service purposes.

The product Game client is based on HTML5. This technology enables users to play on any device (desktop and mobile).

The basic interaction is seamless wallet one and the flow looks as follows:

1. Casino initiates open game by sending the information about the player and the name of the needed game.
2. Games creates the session and returns one-time url to the casino.
3. Casino redirects the player to the url from point 2. The game is loaded in the player browser.
4. Being loaded the game receives all the settings from the Application server.
5. The player makes the bet.
6. Games calculate the result of the game using the game logic and RNG.

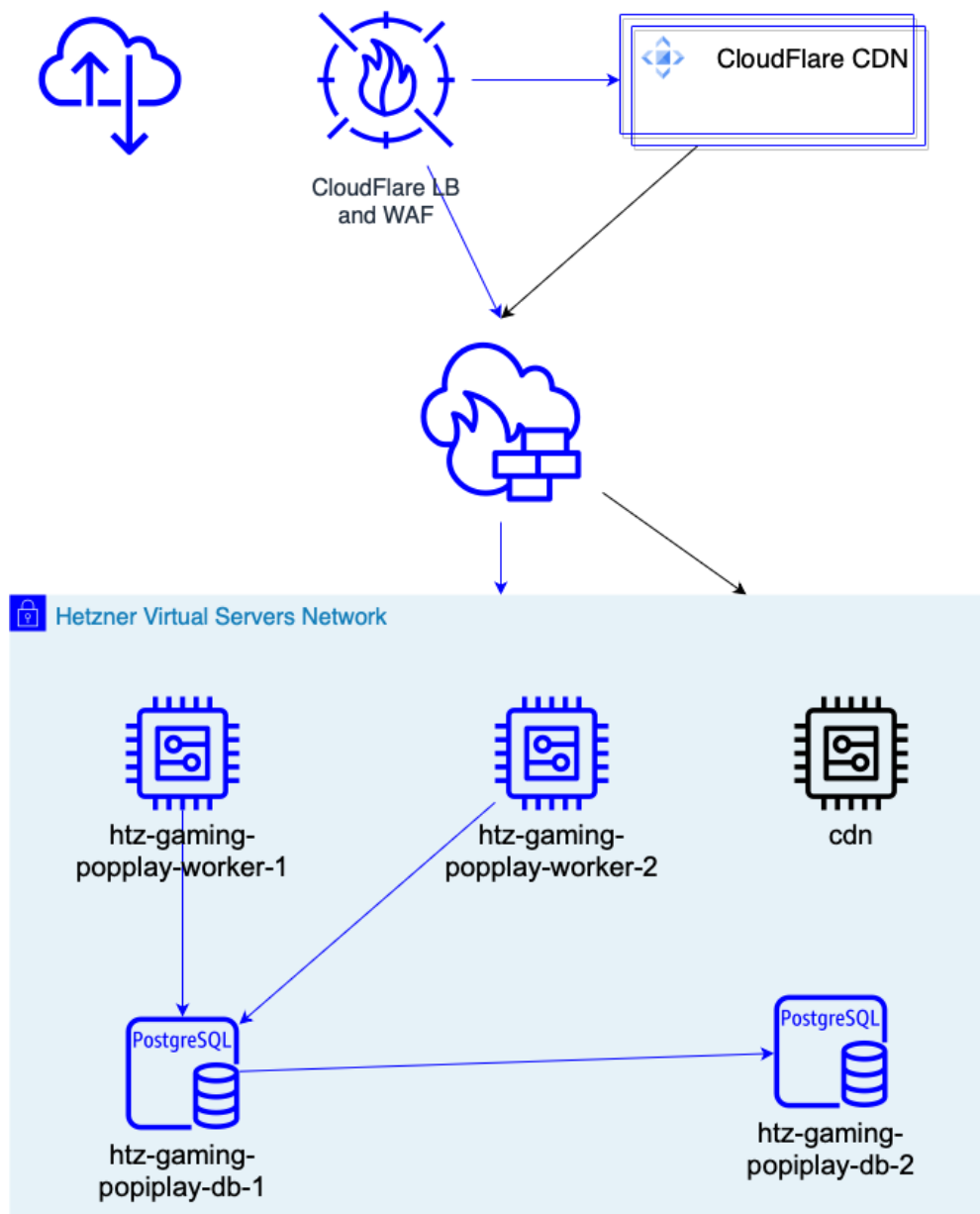


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7. Games sends the request to the customer server to deduct the bet from player balance. In case of the win result Games sends the sum of the win to the customer server to add the win to the player balance.
8. In return Games received the actual player balance.
9. Games sends the game result and balance of the player to the player browser where the player can see the outcome of the game.

### Network infrastructure

The following diagram presents an overview of the system and the network:





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## Management Access



Admin



OTP



Management Console



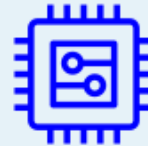
Virtual Servers



htz-gaming-  
popplay-worker-1



htz-gaming-  
popplay-worker-2



cdn



htz-gaming-  
popiplay-db-1



htz-gaming-  
popiplay-db-2



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- Marketing plan

The marketing effort will be undertaken by the Company's shareholders with their respective existing organisations, contacts and tried and tested channels of promotion, in synergy with the initial Popiplay team, covering business development activities and undertaking the initial presentation and promotional activities, focusing on announcement to the interested target groups of a new game provider in the market.

Main focus in the initial phase of marketing activities is on cost control. Unnecessary expenditures will not be acceptable. In other words, we need to be highly efficient with our promotional activities.

When the license is granted by the Authority, the Company will:

- Use several channels of communication to promote our brand and products. Initially, we will use well known and recognisable streamers to promote the products to the users.
- Secondly, we aim at setting up mutually beneficial cooperation with slot integrators, who will then offer our products as a part of a bundle. This channel is important as it gets our products to final users in the shortest possible time span. Furthermore, we get real time data on user preferences and opinions and attitudes as it pertains to our products.
- Thirdly, we plan to use tested and proven affiliate marketing agencies on a revenue share basis, at least for the first year of doing business. Later on, we will have to adapt our affiliate marketing strategies to generate new traffic, by modifying deals with affiliate marketing agencies, to reflect the maturity of products.

All of the above represents our initial marketing activities, that should last up to two years at the most. Once the brand and products are accepted by the market and have proven their value, we will focus more on SEO activities, while still using a mix of channels, as described above.

Our main target group would be licensed companies and operators, as well as licensed aggregators, present at the markets accessible to us through the GCB license.



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## FINANCIAL FORECAST

In the table below we estimated and projected our revenue, costs and profit margin for the next three years, starting from January 2024 and ending in December 2026.

|                      | PP Solutions N.V. |          |            |            | POIPLAY FINANCIAL FORECAST 2024-2026 |            |            |            |            |            |            |             |
|----------------------|-------------------|----------|------------|------------|--------------------------------------|------------|------------|------------|------------|------------|------------|-------------|
|                      | 2024              |          |            |            | 2025                                 |            |            |            | 2026       |            |            |             |
|                      | Q1                | Q2       | Q3         | Q4         | Q1                                   | Q2         | Q3         | Q4         | Q1         | Q2         | Q3         | Q4          |
| Revenue              | €452,480          | €728,945 | €1,057,085 | €1,782,134 | €2,316,774                           | €3,011,806 | €3,915,347 | €5,089,951 | €6,107,942 | €7,329,530 | €8,795,436 | €10,554,523 |
| Costs                |                   |          |            |            |                                      |            |            |            |            |            |            |             |
| Headcount            | €593,758          | €680,858 | €728,258   | €794,558   | €953,470                             | €1,144,164 | €1,372,997 | €1,647,596 | €1,977,115 | €2,372,538 | €2,847,046 | €3,416,455  |
| Overhead             | €20,000           | €20,000  | €20,000    | €20,000    | €30,000                              | €30,000    | €30,000    | €30,000    | €40,000    | €40,000    | €40,000    | €40,000     |
| Infrastructure       | €25,041           | €29,919  | €33,063    | €33,643    | €40,000                              | €40,000    | €40,000    | €40,000    | €50,000    | €50,000    | €50,000    | €50,000     |
| Marketing            | €5,000            | €5,000   | €5,000     | €5,000     | €10,000                              | €10,000    | €10,000    | €10,000    | €20,000    | €20,000    | €20,000    | €20,000     |
| Licensing            | €6,000            | €6,000   | €6,000     | €6,000     | €10,000                              | €10,000    | €10,000    | €10,000    | €20,000    | €20,000    | €20,000    | €20,000     |
| Product              | €15,000           | €15,000  | €15,000    | €15,000    | €25,000                              | €25,000    | €25,000    | €25,000    | €35,000    | €35,000    | €35,000    | €35,000     |
| Total Opex           | €664,799          | €756,777 | €807,321   | €874,201   | €1,227,381                           | €1,449,858 | €1,716,829 | €2,037,195 | €2,471,634 | €2,932,961 | €3,486,553 | €4,150,864  |
| Ebitda               | -€212,319         | -€27,832 | €249,763   | €907,932   | €1,089,392                           | €1,561,948 | €2,198,518 | €3,052,756 | €3,636,308 | €4,396,569 | €5,308,883 | €6,403,660  |
| Other income         | €0                | €0       | €0         | €0         | €0                                   | €0         | €0         | €0         | €0         | €0         | €0         | €0          |
| Other expenses       | €2,000            | €2,000   | €2,000     | €2,000     | €3,000                               | €3,000     | €3,000     | €3,000     | €5,000     | €5,000     | €5,000     | €5,000      |
| Net operating income | -€239,361         | -€59,750 | €214,700   | €872,289   | €1,086,392                           | €1,558,948 | €2,195,518 | €3,049,756 | €3,631,308 | €4,391,569 | €5,303,883 | €6,398,660  |
| Corporate tax        | €0                | €0       | €10,735    | €43,614    | €54,320                              | €77,947    | €109,776   | €152,488   | €181,565   | €219,578   | €265,194   | €319,933    |
| Profit after taxes   | -€239,361         | -€59,750 | €203,965   | €828,674   | €1,032,072                           | €1,481,000 | €2,085,742 | €2,897,269 | €3,449,742 | €4,171,991 | €5,038,689 | €6,078,727  |