

DREAMTEK SOLUTIONS B.V.

BUSINESS PLAN

Table of Contents

1.	COMPANY DETAILS AND STRUCTURE	- 3 -
2.	COMPANY BUSINESS MODEL.....	- 4 -
3.	FOUNDERS' PROFILE	- 5 -
4.	COMPANY MANAGEMENT STRUCTURE	- 7 -
5.	MARKETING STRATEGY	- 8 -
6.	FINANCIAL FORECAST.....	- 11 -
7.	STRATEGIC BUSINESS GROWTH PLAN & MARKET POSITIONING	- 12 -
8.	CRITICAL SUPPLIERS.....	- 14 -
9.	RISK EVALUATION AND MANAGEMENT.....	- 15 -
10.	LEGAL AND GOVERNANCE FRAMEWORK.....	- 17 -
11.	TARGET KPIS AND BUSINESS OBJECTIVES.....	- 19 -
12.	POLICIES AND PROCEDURES	- 21 -

1. Company Details and Structure

Company name: Dreamtek Solutions B.V. (a legal entity organized and existing under the laws of Curacao)

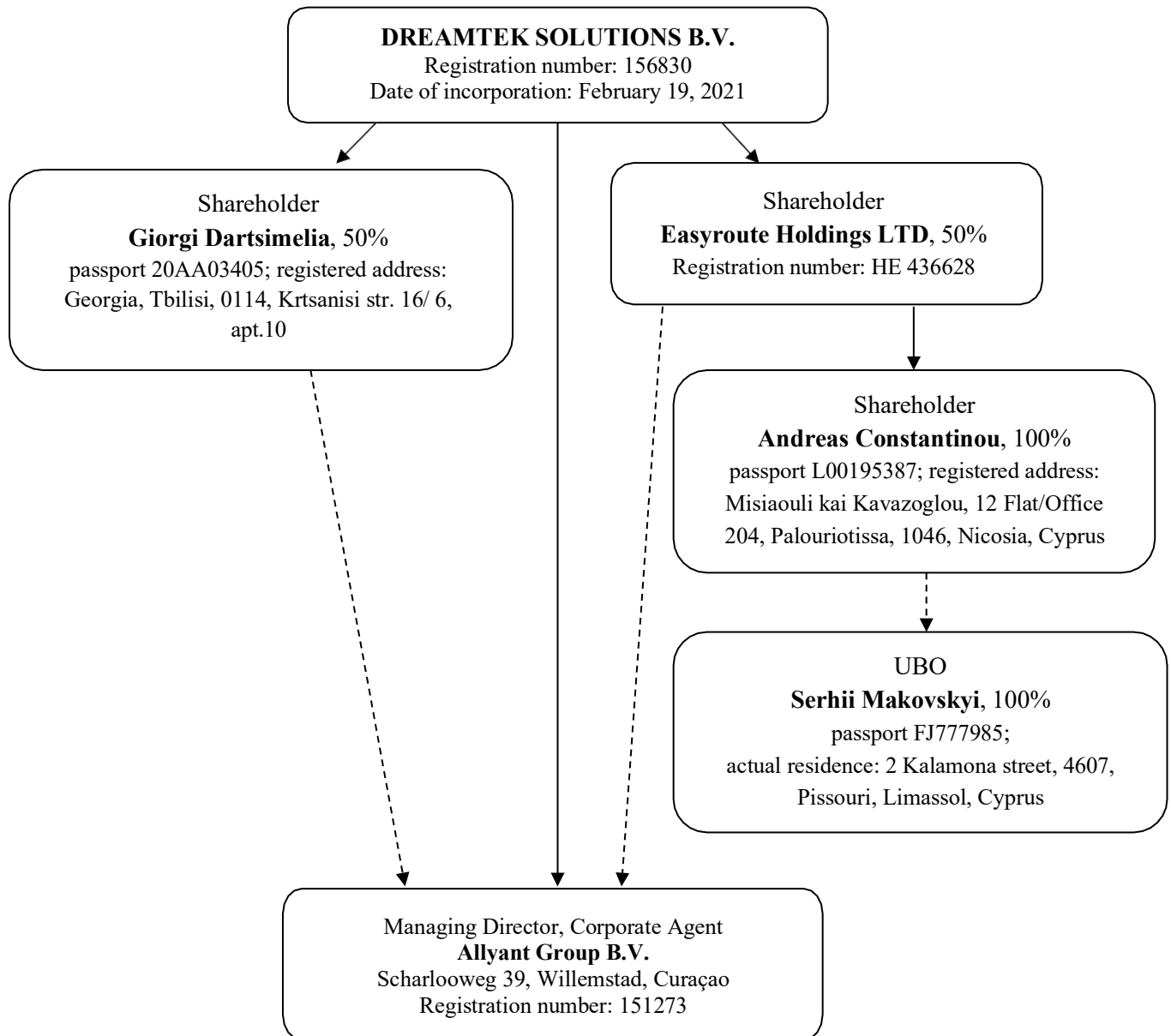
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2. Company Business Model

Business Type: B2B SaaS Aggregator

The principal business activity of our company is sublicensing IP Rights for online games/providing access to online games via obtaining non-exclusive licenses thereto from providers (developers) and granting further sublicenses to operators dealing with end users. This also involves provision of support to carry out the aforementioned services and technical integration.

In fact, we deal as an intermediary (integrator or reseller) between providers and operators, providing a turnkey solution in terms of gaming content access and technical assistance for the later. The company enables casino operators to access a wide range of games through a single API integration, instead of integrating each provider individually. For this purpose, the company has developed a relevant software.

Value Proposition

1. For Game Providers:

- Easy distribution to multiple casinos via one integration;
- Increased market exposure, especially in emerging markets;
- Revenue growth without managing multiple operator relationships.

2. For Casino Operators:

- Access to hundreds or thousands of games via one contract/API;
- Fast time-to-market for new content;
- Unified reporting and back-office tools;
- Lower operational and technical costs.

Core Activities:

- Onboarding game providers;
- Integrating with licensed casino operators via API;
- Providing back-office tools for game management, reporting, and compliance.

Revenue Sources:

- Revenue Share: 6,5–10% of GGR from aggregated games;
- Integration Fees: Optional setup fees;
- Monthly Maintenance Fees: Platform hosting and support;
- White-Label Options: Optional branded lobbies or platforms

3. Founders' Profile

Giorgi Dartsimelia – Co-Founder

Giorgi Dartsimelia is an accomplished strategist and founder with a 25+ year career in business consulting, international project management, and technology development. He has co-founded multiple software companies serving the European and MENA regions, where he specializes in building B2B ecosystems and forging long-term commercial partnerships.

In the context of the iGaming aggregator business, Giorgi brings several strategic advantages:

- Expertise in multi-jurisdictional business structuring, enabling the company to operate compliantly across emerging and regulated markets;
- Extensive experience in launching new digital products across international boundaries, with a focus on market adaptability and cultural localization;
- A proven track record of engaging stakeholders from both private and public sectors, crucial for onboarding game providers, operators, and regulatory partners;
- Academic and legal background in international law, which supports the aggregator's compliance obligations under Anjouan and other licensing regimes.

Giorgi's multidisciplinary career enables him to address both the commercial and legal complexities of online gaming distribution. His role ensures that the aggregator is not just technically sound but also geopolitically aware and positioned for sustainable cross-border growth.

Easyroute Holdings LTD– Co-Founder

Easyroute Holdings LTD is a holding and investment company focused on the digital entertainment and iGaming sectors. The company supports international ventures in online gaming aggregation, B2B platform development, fintech solutions, and software distribution.

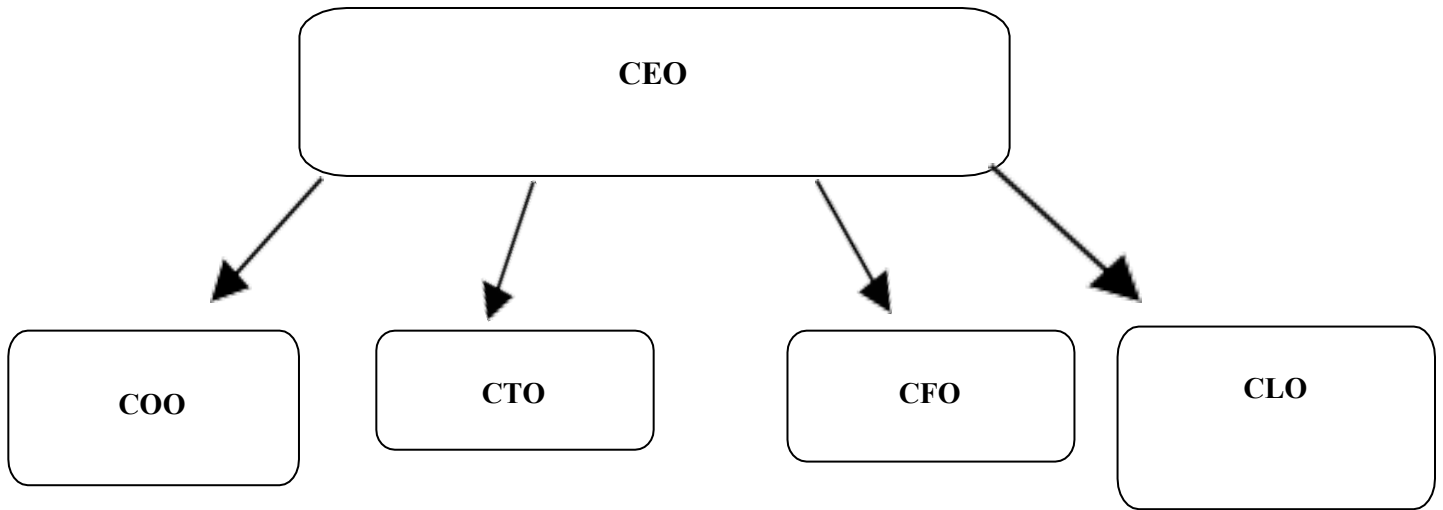
Easyroute Holdings LTD is a founding shareholder of the Applicant (the Curaçao-licensed gaming aggregator). It has provided crucial early-stage support and remains actively involved in strategic, financial, and operational planning.

Strategic Advantages Offered by the Co-Founder:

- The Co-founder has established relationships with top-tier game developers, iGaming platforms, and regulatory consultants across Europe, which accelerates onboarding and integration;
- As a Cyprus-based entity, the Co-founder brings experience in multi-jurisdictional compliance, efficient tax planning, and corporate governance practices relevant to the gaming industry;

- The company has committed to providing initial and, if needed, follow-up investment funding to support operations, licensing, and growth;
- With prior involvement in regulated markets, the Co-founder contributes valuable insight into AML/CFT frameworks, responsible gaming policies, and data protection compliance (including GDPR alignment);
- The Co-founder's vision includes creating a scalable and modular aggregation platform, capable of serving diverse operator needs in regulated markets. Its long-term commitment ensures stability and continuity;
- Operating from Cyprus, a recognized EU jurisdiction, enhances the corporate credibility of the Applicant when dealing with partners, banks, and service providers.

4. Company management structure



5. Marketing Strategy

Company Overview:

Dreamtek is a B2B game content aggregator connecting premium game providers with licensed online casinos. Our strategy establishes Dreamtek as a trusted, scalable, and flexible content partner for both regulated and .com markets.

Positioning Statement:

"Dreamtek – Your gateway to high-converting iGaming content across regulated and emerging markets."

Value Propositions:

- Wide game portfolio;
- Seamless API integration;
- Revenue optimization support;
- Market-specific expertise.

Ideal Customer Profile (ICP):

- Licensed online casino operators;
- Located in Ukraine, Cyprus, or the EU;
- Own platform infrastructure;
- Monthly invoice €10k – €500k;
- GGR €1M+.

Market Focus & Segmentation:

Region	Market Type	Focus Strategy
Ukraine	Regulated	Local events, language support
India	.com	SEO, content-led strategy
Kazakhstan	.com	Russian content, B2B communities
Uzbekistan	.com	Education, Telegram marketing
Turkey	.com	Local contact, performance insights
Poland	.com	Polish content, paid ads

Canada	.com	LinkedIn outreach, case studies
Argentina	.com	Spanish content, webinars

Digital Marketing Channels:

- Website optimization (ROI calculator, provider portfolio);
- SEO for regional keywords;
- Blog content and guides per market;
- Google Ads, LinkedIn Ads targeting B2B iGaming personas.

Community & Events:

- Active LinkedIn presence;
- Telegram/Discord engagement;
- Attend/Sponsor: iGB Live, Sigma, SBC Summit, RGW;
- Host webinars and roundtables with operators.

Sales & Lead Generation

Outbound:

- Email campaigns per market;
- LinkedIn outreach to decision-makers.

Inbound:

- Market-specific lead magnets (eBooks, reports);
- Regional landing pages;
- CRM automation for nurturing.

KPIs & Performance Metrics:

Category	KPI
Brand Awareness	Site traffic, LinkedIn engagement
Lead Generation	MQLs, conversion rates
Sales Performance	SQL volume, close rate, ARPU
Retention	Invoice growth, churn rate
Content Marketing	Blog views, downloads

Continuous Optimization:

- Quarterly review of campaign performance;
- A/B testing of ads, landing pages, and emails;
- Adaptive strategy per season and region.

Marketing Budget Overview Estimated Annual Marketing Budget (EUR)

EXPENSE CATEGORY	DESCRIPTION	ANNUAL COST (EUR)
WEBSITE & SEO	Audit, optimization, content, outsourced SEO support	€12,000
CONTENT MARKETING	Articles, eBooks, translations (EN, RU, ES, PL, etc.)	€10,000
PAID ADVERTISING (GOOGLE ADS, LINKEDIN ADS)	Regional campaigns (~€1,000–2,000/month)	€18,000
CONFERENCES & EXHIBITIONS	Travel, booth, lodging for 4-5 events/year	€20,000
WEBINARS & ONLINE EVENTS	Production, hosting, promotion	€5,000
LINKEDIN OUTREACH & SALES NAVIGATOR	Tools and outsourced lead generation	€6,000
CRM & AUTOMATION (HUBSPOT/PIPEDRIVE)	Subscription, setup, workflows	€3,000
DESIGN & PRESENTATIONS	Visual content, banners, landing pages	€4,000
TELEGRAM/DISCORD B2B PROMOTION	Group engagement, posting, moderation	€2,000
TEST CAMPAIGNS & RESERVE	A/B testing, experimental channels, contingency	€5,000

Total Annual Marketing Budget: €85,000 Monthly Average: €7,000 – €7,500. The annual marketing budget will be increased in the future.

6. Financial Forecast

The following table outlines the projected financial performance over the next three years. These projections are based on expected onboarding of content providers, marketing activities, commission structures, and operational expenditures. The model assumes steady growth in revenue driven by business development and partner acquisition.

	YEAR 1	YEAR 2	YEAR 3
TOTAL REVENUE	€ 40 000 000	€ 45 000 000	€ 50 000 000
CONTENT PROVIDERS	€ 32 000 000	€ 36 000 000	€ 40 000 000
MARKETING EXPENSES	€ 85 000	€ 127 500	€ 178 500
COMMISSIONS	€ 250 000	€ 375 000	€ 525 000
OTHER COSTS	€ 1 200 000	€ 1 800 000	€ 2 520 000
NET RESULT	€ 6 502 000	€ 6 753 000	€ 6 854 200
TOTAL INVESTMENT	€ -	€ -	€ -

These projections reflect a scalable B2B model with revenue growth outpacing cost increases. Marketing and commissions grow in proportion to business volume, while operational efficiency is maintained through optimized partnerships and cost control.

7. Strategic Business Growth Plan & Market Positioning

Below is a description of the business's growth, consistent with its financial projections and funding intentions. The strategy focuses on sustainable revenue expansion, tight cost control, and a clear market prioritization system.

Growth Narrative and Forecast Alignment

The projected revenue growth - from \$40 million in Year 1 to \$50 million in Year 3 - is based on a realistic increase in B2B content aggregation volume. The model assumes a steady onboarding of licensed casino operators, supported by a scalable cost structure and long-term contracts with content providers. Revenue is primarily tied to volume-based usage fees from game providers, ensuring predictable income with minimal exposure to end-user volatility. The gross margin remains stable, with non-provider costs (marketing, commissions, operations) capped below 10% of total revenue throughout the forecasted period.

Sustainable Market Growth Strategy

Regional Focus for Business Development and Marketing Marketing efforts will be focused on high-growth, commercially receptive regions where online gambling is either regulated, tolerated, or operating in a permissive grey zone. The core countries targeted for operator acquisition and branding visibility include:

- Ukraine
- India
- Kazakhstan
- Uzbekistan
- Turkey
- Poland
- Canada
- Argentina

These markets combine strong demand for gaming content, maturing operator ecosystems, and relatively low customer acquisition costs. Localized outreach strategies (events, direct sales, regional partnerships) will be deployed, with minimal reliance on general advertising.

Budgeted Cost Strategy

Operating costs will grow proportionally to revenue, ensuring high cashflow efficiency:

- Marketing Budget: **From** \$85K **to** \$178.5K over 3 years (less than 0.5% of revenue), directed at strategic B2B events, lead generation, and account-based campaigns.
- Commissions: Scaled from \$250K **to** \$525K to maintain competitive incentive programs for referring partners and key clients.
- Other Operational Costs: Growth from \$1.2M **to** \$2.52M covers infrastructure, licensing maintenance, regional compliance, and customer support.

Intended Use of Funds

Funding will be deployed with clear prioritization:

- Content Supply: Upfront fees and minimum guarantees to secure exclusive or early-access titles.
- Technical Infrastructure: API scaling, reporting tools, promotional modules, and cloud hosting.
- Licensing & Legal: Regional legal opinions, regulatory filings, and compliance advisory.
- Commercial Team: Hiring regional business developers and support for strategic partner onboarding. The company operates on a low-burn model with a focus on cash-positive growth and limited financial exposure in any single region.

Excluded Markets

The business explicitly excludes the following markets for content distribution and operator onboarding, based on legal restrictions, reputational risk, or licensing incompatibility:

- United Kingdom
- Netherlands and Curacao (local market)
- France, Spain, and Italy
- China, North Korea, Iran, UAE
- Any jurisdiction with an explicit ban on online gambling or inaccessible B2B licensing path. Geo-restrictions are enforced through contractual clauses, IP filtering, and payment-blocking protocols.

Strategic Positioning

The business aims to become the preferred independent content aggregator for small to mid-sized casino operators globally. Its differentiators include:

- A wide range of regulated gaming content with one integration
- Competitive, transparent pricing with no platform lock-in
- Efficient onboarding and low fixed cost burden
- Legal clarity and licensing-backed operations

This positioning supports both fast initial growth and long-term defensibility in competitive B2B markets.

8. Critical Suppliers

Our business model is based on diversifying risks and not being reliant on a select group of suppliers. Nevertheless, some core partners are critical to delivering uninterrupted access to gaming content, ensuring regulatory compliance, and maintaining operational functionality.

These suppliers fall into two primary categories: game content providers and essential business services.

Game Content Providers (Licensors):

- Playson (RedPlay);
- 3Oaks (GreenRock);
- Kendoo (Kendoo Play Limited)

Business-Critical Service Providers:

- Bitpace;
- IBS.

9. Risk evaluation and management

To ensure operational integrity, regulatory compliance, and financial transparency, our company has implemented a multi-tiered system for risk identification, assessment, mitigation, and oversight. This framework aligns with international best practices in governance and is tailored to the unique risk profile of a gaming content aggregator operating in regulated and .com markets.

Risk Identification and Assessment

Risk is categorised and assessed across four primary domains:

Risk Category	Examples
Operational	Game supplier disruption, software outages, data breaches
Regulatory & Compliance	Jurisdictional licensing changes, AML violations
Financial	Payment processing delays, revenue leakage
Strategic & Reputational	Partner fraud, negative publicity, brand misalignment

Each identified risk is scored based on likelihood and impact (Low / Medium / High).

Risk Mitigation Measures

Risk Type	Mitigation Controls
Operational	Cloud backups, provider diversification, uptime SLAs, automated monitoring
Regulatory	Calendar of clients' due diligence, internal audit of jurisdictions
Financial	Dual banking/crypto relationships
Reputational	Contractual bounds for partners, AML screening, public relations response protocol

Oversight and Governance Structure

The executive board meets bi-monthly to oversee the processes in the company.

Board Roles:

Member	Responsibility
CEO	Strategic oversight and risk prioritization
CFO	Financial risk monitoring and liquidity assurance
CTO	Technology and cyber risk response
CLO (Compliance)	Regulatory compliance, internal audit leadership

Emerging risks are evaluated, escalated, and assigned mitigation owners. Therefore, our governance structure ensures robust and accountable risk management that is deeply integrated into all levels of business operations and maintains a transparent and proactive stance toward both internal and external risks.

10. Legal and Governance Framework

1. Governance Structure and Board Oversight

The company operates under a structured legal and governance framework designed to ensure accountability, risk oversight, and regulatory compliance. The Board of Directors provides strategic direction, exercises control over material decisions, and ensures that senior management is aligned with long-term objectives.

2. Board and Senior Management Interaction

While the **Board** retains control over high-level strategy and fiduciary responsibilities, **day-to-day operational decisions** are delegated to the **senior management team**, including:

- Chief Executive Officer (CEO)
- Chief Financial Officer (CFO)
- Chief Legal Officer (CLO)
- Release Team Lead
- Head of RoW market
- Head of Sales
- Head of Engineering
- Promo Team Lead
- Business Development Manager
- Head of Integration and Support

Matters Reserved for the Board/UBOs:

- Strategic corporate restructuring
- Entry into new regulated markets
- Appointment or removal of executive officers
- Budget and capital expenditure approvals > €1 000,000
- Issuance or transfer of shares

3. Legal Support and Advisory

The company is supported by a **dedicated internal legal team** and external legal counsels when required.

Internal Legal Team:

Role	Responsibility
2 x Contract Specialists	Contract review and negotiation (Global & Ukraine)
1 x Compliance Specialist	AML, KYC, data protection, regulatory alignment
1 x Corporate Lawyer	Corporate governance, board documentation
1 x LATAM Legal Counsel	Regional compliance and contract law in LATAM jurisdictions

External Counsel may be involved for licensing, gaming law, and regulatory compliance as needed per jurisdiction.

4. ESG Policy

At this time, the company does not maintain a formal ESG (Environmental, Social, and Governance) policy. However, several internal governance and social responsibility practices are in place, including:

- Internal compliance training on AML and GDPR
- Inclusive employment practices and remote work flexibility
- Ethical conduct clause in all supplier agreements

A full ESG policy is under consideration for future integration.

Our legal and governance framework ensures strategic alignment, compliance, and operational continuity. The Board retains control over all critical business matters, while a capable management team drives execution within an auditable, legally supported structure. The governance model is designed to scale efficiently as the company grows into additional markets.

11. Target KPIs and Business Objectives

The company applies a **metrics-driven approach** to strategic planning and performance monitoring. Key Performance Indicators (KPIs) are established across financial, operational, commercial, and compliance domains to ensure business success and long-term sustainability in regulated and .com markets.

1. Key Business Objectives

Year 1

- Launch operations in 8 core markets: Ukraine, India, Kazakhstan, Poland, Turkey, and Argentina, Uzbekistan, Canada;
- Onboard at least 15 active casino operators;
- Integrate 10+ game providers;
- Reach \$40 million in revenue

Year 2

- Operate in at least 10 markets;
- Grow operator base to 30 clients;
- Reach \$45 million in revenue;
- Launch additional features (e.g., jackpots, promotional tools).

Year 3

- Operate in at least 12 markets;
- Support 40+ active operators;
- Reach \$50 million in revenue;
- Improve gross margin and reduce onboarding time to under 7 days

These objectives are aligned with the company's vision of becoming a **leading global content aggregator and integration partner** for online casino operators.

2. Core KPIs for Business Success

The following KPIs are tracked **monthly, quarterly, and annually**, reviewed by management and reported to the board.

KPI	Target
Annual Revenue	\$40M → \$50M over 3 years
Active Operators	15 (Y1) → 40+ (Y3)
Game Providers Integrated	10 (Y1) → 25+ (Y3)
Markets Covered	3 (Y1) → 8 (Y3)
Average Time to Go-Live	<14 days (Y1) → <7 days (Y3)
Operator Retention Rate	>95% annually
Platform Uptime	>99.5% at all times
Compliance Incidents	Zero tolerance (0 incidents)

3. Business Measures Success

The business evaluates its success using a combination of financial, operational, and strategic indicators.

These include:

- Revenue Growth: Achieving steady, year-over-year increases in B2B revenue.
- Client Base Expansion: Growing the number of active operator clients with high retention.
- Content Portfolio Depth: Continuously expanding the number of integrated game providers.
- Time to Market: Reducing the average onboarding time for new operators.
- Compliance & Market Legitimacy: Maintaining a clean record under Curaçao B2B licensing.
- Profitability & Cost Control: Operating on a low fixed-cost model with positive EBITDA from Year 1.

4. Long-Term Business Objectives

- Become a Leading Independent Aggregator.
- Establish regional hubs and consider licensing expansion for broader regulatory coverage.
- Invest in backend technology and modular tools to differentiate the product offering.
- Grow sustainably with full compliance in target markets and with responsible gaming principles.

By setting measurable KPIs and aligning them with long-term business objectives, the company ensures that growth is **strategic, controlled, and sustainable**. This structured approach enables transparency, accountability, and continual improvement across all business units.

12. Policies and Procedures

Responsibility for Drafting and Maintaining Policies

Internal Ownership: All required policies are developed and maintained by the company's internal Compliance Officer.

External Validation: On an annual basis—and following any material regulatory changes—all policies are independently reviewed by a Curaçao-based consultancy specialised in remote gaming compliance. Their role is limited to independent review and benchmarking against industry standards, without influencing the internal ownership of policy content.

Timelines and CGA Reporting Commitments

Initial Submission: The full set of policies and procedures will be submitted to the Curacao Gaming Authority (CGA) **no later than 30 days from the date of licence application submission.

Material Changes or Upon Request: In the event of significant amendments or upon written request from the CGA, updated documents will be submitted within 15 business days, accompanied by a summary of changes and, if applicable, an implementation plan.