

Inaxis N.V.

Business Plan

Forecast 2024 - 2027

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1. Business Overview

Inaxis N.V. is a dynamic and innovative company specializing in the iGaming sector, with a focused approach. Established with a vision to redefine the online gaming experience, Inaxis N.V. offers a comprehensive range of iGaming products.

The operational domain is:

- www.rajabets.com

The company UBO is [are]

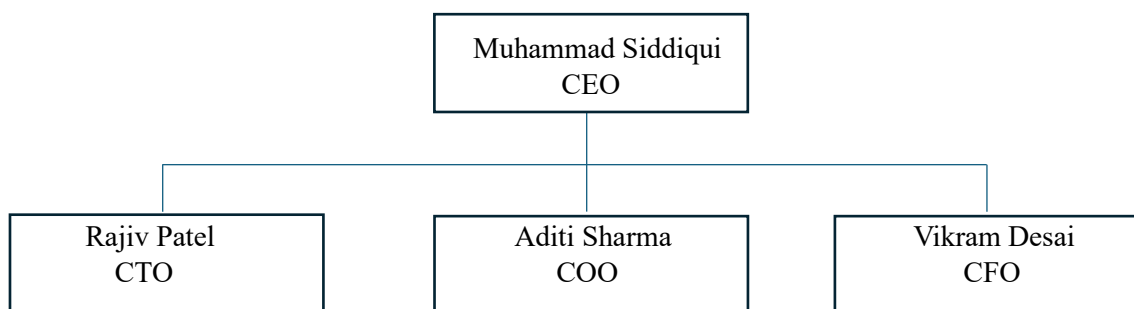
- Muhammad Ahsan Siddiqui

The company's main partners is:

- MonotechGroup

2. Company's Management Structure

The company's organogram is presented below:



Chief Technology Officer (CTO) Rajiv Patel is the Chief Technology Officer at Inaxis N.V., bringing over 15 years of experience in technology leadership within the iGaming and fintech sectors. With a background in computer science and a track record of driving technological innovation, Rajiv plays a pivotal role in shaping Inaxis N.V.'s technology strategy and infrastructure.

Chief Operating Officer (COO) Aditi Sharma is the Chief Operating Officer at Inaxis N.V., with over 18 years of experience in operational leadership within the iGaming and tech industries. Her expertise in streamlining operations and enhancing efficiency drives the company's strategic initiatives and ensures smooth day-to-day functions.

Vikram Desai Chief Financial Officer (CFO) is the Chief Financial Officer at Inaxis N.V. experienced in financial management and strategy within the iGaming and tech industries. His expertise in financial planning, analysis, and risk management ensures robust financial health and strategic growth for the company.

3. Business Forecast 2024 - 2027

Inaxis N.V. is poised for substantial growth over the next three years, driven by the rapidly expanding iGaming market, strategic investments in technology, and a commitment to customer-centric innovation. The following forecast outlines key financial and operational targets, market trends, and strategic initiatives that will guide Inaxis N.V.'s growth trajectory through 2027.

Year 1 (2024-2025): Expansion and Market Penetration

- **Revenue Growth:** Inaxis N.V. projects a 20-25% increase in revenue, driven by aggressive market penetration efforts and an expanded product portfolio.
- **Customer Acquisition:** The company aims to increase its user base by 30%, leveraging targeted marketing campaigns and strategic partnerships with local influencers and sports teams to boost brand awareness.

Year 2 (2025-2026): Scaling and Optimization

- **Revenue Growth:** A projected 30-35% revenue increase, fueled by the scaling of operations and deeper market penetration. The launch of new gaming features and enhanced payment integration will further drive monetization.
- **Customer Retention:** Focus on improving customer retention rates by 10-15% through personalized content, enhanced customer support, and continuous platform improvements. The introduction of VIP programs and exclusive events will cater to high-value customers.
- **Market Expansion:** Exploration of additional market segments, such as fantasy sports and eSports, to diversify revenue streams and attract younger demographics.

Year 3 (2026-2027): Market Leadership and Innovation

- **Revenue Growth:** By the end of Year 3, Inaxis N.V. expects to achieve a 40-45% cumulative annual growth rate (CAGR) over the three-year period. This will be driven by the company's established market presence, high customer loyalty, and continuous innovation.
- **Customer Base:** Targeting a 50% increase in the user base compared to Year 1, with a strong emphasis on mobile users. Expanding into rural and semi-urban markets through localized content and promotions.
- **Innovation Leadership:** Launching next-generation gaming experiences, including virtual reality (VR) and augmented reality (AR) gaming options, to stay ahead of competitors and offer unique value propositions. Incorporating blockchain technology for secure and transparent gaming transactions.

- **Global Expansion:** Laying the groundwork for entering new international markets in Asia and Africa, leveraging insights gained from the Asia market to replicate success in similar emerging markets.

4. Strategy for Business Growth and Marketing Plan

Inaxis N.V.'s growth strategy is centered around deep market penetration, product innovation, and operational excellence. The marketing plan complements this by focusing on digital engagement, localized content, and personalized customer experiences. By executing these strategies, Inaxis N.V. will solidify its position as a leading iGaming, driving sustainable growth and long-term success.

5. Main Suppliers

5.1. Platform

Monotech Group

5.2. PSPs

Gate2way

6. Risk Evaluation

For Inaxis N.V., operating in the highly competitive and regulated iGaming industry, risk evaluation is critical to ensure sustainable growth.

Key Components:

1. **Risk Identification:**
 - Identify potential risks such as regulatory changes, cybersecurity threats, operational failures, and market competition.
2. **Risk Analysis:**
 - **Likelihood:** Assess how likely each risk is to occur, considering the dynamic regulatory landscape and market volatility.
 - **Impact:** Evaluate the potential consequences, such as financial loss, reputational damage, or user attrition.
3. **Prioritization:**
 - Rank risks based on their likelihood and impact. Focus on high-priority risks, like regulatory changes, that could significantly affect operations.
4. **Decision-Making:**
 - **Mitigation:** Implement robust compliance measures, enhance cybersecurity, and continuously innovate to stay ahead of competitors.
 - **Transfer:** Consider insurance or partnerships to share certain risks, like legal liabilities.
5. **Continuous Monitoring:**
 - Regularly review and update risk assessments to adapt to changes in the market, technology, and regulations.

Risk Policy can be attached as an additional document.

7. Legal and Governance Framework

☐ Regulatory Compliance:

- Ensure full compliance with gaming laws, including licenses, taxation, and consumer protection. Stay updated on regulatory changes and adapt quickly to maintain legal standing.

☐ Data Protection and Privacy:

- Implement robust data protection measures to comply with data privacy laws, safeguarding user information and ensuring secure transactions.

☐ Corporate Governance:

- Establish a clear governance structure with defined roles and responsibilities. This includes creating an effective board of directors, compliance officers, and regular audits to ensure accountability and transparency.

☐ Anti-Money Laundering (AML) and Know Your Customer (KYC):

- Enforce strict AML and KYC policies to prevent financial crimes and ensure all users are verified in accordance with legal requirements.

☐ Ethical Practices:

- Promote ethical business practices, including responsible gaming initiatives, to protect users and enhance the company's reputation in the market.

8. Target KPIs

Key Performance Indicators (KPIs) will help Inaxis N.V. measure success and drive growth in iGaming market.

Key KPIs:

1. **Revenue Growth:** Increase annual revenue by 20-25%.
2. **Customer Acquisition Rate:** Grow the user base by 30% each year.
3. **Customer Retention Rate:** Enhance retention by 10-15%.
4. **Daily Active Users (DAU):** Boost DAU by 25%.
5. **Average Revenue Per User (ARPU):** Raise ARPU by 15%.
6. **Conversion Rate:** Improve conversion from free to paying users by 20%.
7. **Compliance Rate:** Maintain 100% compliance with regulations.
8. **Customer Satisfaction Score (CSAT):** Achieve a CSAT score of 85% or higher.

9. Policies and Procedures

Essential for efficient and compliant operation in iGaming market.

Key Policies and Procedures:

1. **Regulatory Compliance:**
 - **Ensure adherence** to gaming laws with regular updates and audits.
2. **Data Protection:**
 - **Safeguard user data** with strong security measures and privacy compliance.
3. **AML and KYC:**
 - **Prevent financial crimes** by enforcing user verification and monitoring transactions.
4. **Responsible Gaming:**
 - **Promote safe gaming** with self-exclusion tools and support resources.
5. **Ethical Conduct:**
 - **Maintain high ethics** through defined standards and staff training.
6. **Operational Procedures:**
 - **Standardize operations** for customer service and game management.

Conclusion: These policies ensure Inaxis N.V. operates legally, protects user data, and maintains ethical and efficient practices.