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Chance Capital B.V.

Business plan

Willemstad, Curacao
2024

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EXECUTIVE SUMMARY

Chance Capital B.V. stands at the forefront of innovation in the gaming industry, buoyed by a groundbreaking product and a team rich in experience. This team, leveraging decades of collective success, has already launched over **10 projects in the gaming sphere** and over **7 projects in the sphere of cryptocurrency**.

Company's flagship offering, **Lotterium, an online gaming platform**, is poised to captivate a vast global audience. Its unique appeal lies in the **integration of cutting-edge technology and cryptocurrency support**, ensuring remarkable turnover and profitability. Central to Company's product's allure is its **proprietary gaming software**, crafted in-house with the latest technological advancements. This not only guarantees a singular design and user experience but also affords the agility to tailor Company's offerings to the evolving preferences of its users.

Competitive edge of Lotterium:

1. unique games with a proven gameplay (market leader in 9M+ population country);
2. experienced cadre in game development, design, digital marketing, and cryptocurrency;
3. a strategic emphasis on cryptocurrency communities and innovative marketing through Telegram channels;
4. a sophisticated backend architecture designed to maximize user retention.

As part of its growth strategy, the Company is intent on augmenting its team with experts in software creation, development, and operation. This includes engineers, project managers, testing specialists, and user interface developers.

At the current stage, the Company is mainly focused on the following **geographical markets**: English language countries, Eastern Europe, Vietnam, Indonesia.

The project is initially **self-financed by our founder**, with plans to seek additional investment as required.

Looking ahead to **2026**, the Company expects to **achieve the following targets for Lotterium**:

- to engage 80,000 active users;
- to achieve the amount of deposits totaling 93.4 million US dollars;
- to generate 28 million US dollars in revenue.

BUSINESS DESCRIPTION

Company history

Chance Capital B.V., is a private limited liability company, duly incorporated in Curacao on August 29, 2022 and validly existing under the laws of Curacao, with registration number 161705 (hereinafter referred to as the "Company").

The Company is registered at Pos Cabai Office Park 5 in Willemstad, Curacao.

The Company does not have branches or representative offices.

At the helm of the Company stands Nikolay Ptitsyn, British citizen.

He is esteemed for his scholarly achievements and entrepreneurial acumen. Nik holds two academic degrees: a doctor of Philosophy for his work in the field of deterministic chaos theory and a Candidate of Technical Sciences for his work in the field of fractal image analysis. After university, he was engaged in research activities in the field of computer vision for medical systems, biometrics and security.

Nik is a serial entrepreneur in IT. He has worked for international companies in France, the USA and the UK. **Nik has contributed to successful slots for companies such as:**

1. **Playtika;**

A venerable stalwart in the gaming domain, Playtika has been at the vanguard of free-to-play social gaming innovation since its inception in 2010. With a global footprint spanning 17 offices and a formidable user base, Playtika remains synonymous with pioneering advancements in the gaming sector. It has over 34 million monthly active users and a team of 3,500 employees worldwide.

2. **Gambino;**

Gambino Slots is a captivating online gaming platform that offers players a remarkable casino experience in a social and interactive setting. Unlike traditional online casinos that involve real-money betting, Gambino Slots is focused on providing a free-to-play environment where players can enjoy a wide range of slot machine games and other casino activities without the need for monetary transactions. The platform's primary goal is to create a social community of casino enthusiasts who can interact with each other, share their achievements, and enjoy casino-style games together. Gambino Slots takes advantage of social media integration to enhance the user experience, allowing players to connect their Facebook accounts for easy registration and seamless sharing of in-game accomplishments with friends.

Gambino Slots is available in all US states. Gambino Slots boasts an impressive collection of over 150 free slot machine games, each designed with unique themes, graphics, and gameplay features.

3. Ridotto.

Ridotto is IT company with more than 3 years in the IT technology market. During the period of business activity, the company's staff has expanded to 90+ highly qualified employees, who have developed more than 30 products for the gaming industry around the world. Over 10 million people have become users of the company's development products.

In addition to these activities, Nik also co-founded many other startups in different fields such as:

1. IREX – video-based cloud platform to empower city governments, public safety organizations with an Ethical AI and Big Data platform (irex.ai);
2. Algotoria – Software as a Service (SaaS) that performs Crypto Algo Trading on client's accounts (algotoria.com).

He is the author of more than 50 scientific and popular scientific publications in the field of video analytics, as well as 10 patents and patent applications.

The main activity of the Company is to provide off-shore games of chance and wagering through the internet, including but not limited to games of skill and internet, in compliance with the regulations of Curacao.

Since inception, the Company has attained notable benchmarks, including:

- acquisition and registration of three gaming domains: lotterium.io, bbsoft.by, bbsoft.com;
- development of a comprehensive corporate identity, comprising logo design, brand colors, and website design;
- completion of the full development cycle of its own gaming software, including more than 50 games of various themes and mechanics, both slots and classic lottery;
- establishment of a proficient team comprising 16 specialists, poised to drive strategic objectives of the Company forward;
- conclusion of a service agreement with the relevant banking and financial institutions to ensure seamless payment processing mechanisms;
- implementation of robust legal frameworks encompassing data protection, risk management, anti-money laundering, and counter-terrorism financing protocols, in strict adherence to regulatory stipulations.

Business model

The Company's production and business activities are based on a product business model, which assumes an emphasis on its own software development.

Diverging from conventional lottery operators, who rely on external providers for game procurement, the Company differentiates itself through meticulous audience research and rigorous UX testing. This proactive approach

enables the Company to tailor its products precisely to market demand, thereby securing a competitive edge within the gaming industry.

As a result of its product-centric business model, the Company prioritizes the timely release of new product iterations and ensuring the fulfillment of user requests. This methodology in game development is inherently conducive to optimizing the creation process, thereby enabling the Company to achieve peak efficiency and profitability.

In addition, the product offered by the Company – **Lotterium** – represents a paradigm shift in the lottery gaming sector by integrating cryptocurrency functionality. This pioneering feature not only broadens potential target audience of the product but also addresses the inadequacies inherent in traditional payment mechanisms utilized by industry counterparts.

Lotterium brings interactive entertainment and memorable rewards to growing crypto communities while leveraging blockchains for an easy, secure, and borderless user experience.

The Company utilizes the LWOCRYPT Pseudo-Random Generator (RNG) software module for all game sequences in its online lottery platform Lotterium. **The Company has licensed the Lotterium platform from Ambar Services Limited, Cyprus**, including the LWOCRYPT RNG software module licensed from Light Well Organization LLC.

Based on meticulous analysis, the Company project an average monthly deposit of \$100 per user. Return to player is fixed on the 95% rate so the player takes back maximum 95% of the deposit. Taking into account the expected value of the average monthly deposit, the maximum amount allowed to win from such a deposit will be 95\$. The player can withdraw funds only after they have been played in the system at least once.

While theoretical maximum returns reach \$95 per deposit, empirical data suggests that users typically withdraw less, resulting in an anticipated returns of \$70 after multiple gaming sessions. Post multiple gaming sessions, users tend to retain approximately 30% of their initial deposit within the system, yielding an anticipated profit of \$30 per user, excluding marketing expenditures.

This is how a deposit using cryptocurrency in Lotterium works:

1. the user logs in using his (her) phone number receiving SMS code to enter the system;
2. the user sees the balance and deposit button;
3. the player can deposit funds in BTC using crypto wallet or exchanges such as Binance, Huobi, Coinbase and etc.;
4. deposited funds are converted into LTU (Lotterium coins);
5. as soon as transaction processed on the blockchain, funds begin to be visible on the balance in the Lotterium wallet;
6. after deposit is made the player can play games instantly;

7. after the game, the player can easily withdraw his (her) funds in LTU to the same wallet, converted into BTC.

Types of games offered

The company offers users following **17 online video slots games**: *5/35; KENO; Fortune Wink; Heads or Tails; Darts; Double Luck; Book of Treasures; Lion's Share; One-armed Bandit; Magic Forest; Golden Talisman; Taj Mahal; Empire's Glory; The Lost City; Lucky Spark; God Games; Sea Treasure.*

The following **53 withdrawal games** are also available to users: *Vegas Lights; Lucky Old-Irish; Fairy Godmother; Dinosaur Era; Luxury Life (ng. Sisi Eko); Book of the Dead; Gold Mine; Frankenstein; Cosmic Gems; Steampunk Journey; Christmas Charm (ng. Christmas Delight); Atlantis; Wild Witch; Keys of Love; Alice's Secret; Pyramid Riddles; Night in Rio; Lucky Chameleon; Rising Phoenix; Grand Circus; Underwater Mystery; Wild Safari; Dragon's Gold; Maneki Neko; Puss in Boots; Asgard; Treasure Map; Splash of Luck; Full Moon; Break the Bank; Magic Gifts; The Wishmaker; Discomania; Threads of Fate; Vikings; Golden Lotus; The Great Detective; School of Magic; Magic Key; Legend of the West; The Syndicate; Treasure Divers; Summer Vibes; Retro Cars; Fruit Party; Big Catch; Bounty Reef; Sweet Treats; Fortune Sisters; Night Hunter; Monopoly; Fantasy Riders; Royal Jackpot.*

The Company is also actively developing **Telegram gamebot**, offering users the opportunity to engage in gameplay seamlessly within the Telegram messenger, a platform as widely embraced in Eastern European countries as Instagram and Whatsapp are globally.

The advantages of this upcoming product include:

1. Instant accessibility: users can initiate gameplay with just a single click, ensuring swift and convenient access for Telegram users;
2. Cost-effective promotion: potential for cost-effective promotion to crypto communities in Telegram channels;
3. Cryptocurrency support: support of the Telegram payment ecosystem using TON, BTC, and other cryptocurrencies, enhancing flexibility and accessibility for users;
4. Borderless accessibility: by circumventing traditional app distribution platforms like App Store and Google Play, the Telegram gamebot provides a borderless alternative, broadening accessibility and reach across diverse demographics and geographic regions.

MARKET ANALYSIS

Target audience

The surge in interest surrounding crypto-based gaming is propelled by several compelling factors.

From the point of view of the **age category**, Lotterium, in particular, resonates strongly with the young millennial and GenZ demographics, representing our primary target audience. These cohorts boast considerable purchasing power and wield significant influence in driving revenue within the gaming industry.

Characterized by a preference for convenience, both millennials and GenZ prioritize seamless user experiences. Crypto lotteries align perfectly with their preferences, offering unparalleled convenience, privacy, expedited transactions, and a distinctive wagering atmosphere.

In contrast to conventional gaming establishments, crypto-based platforms provide enhanced security measures, expedited withdrawal processes, and a diverse array of betting options. This combination of factors positions Lotterium as a frontrunner in catering to the evolving preferences of today's discerning gamers.

On a **territorial basis**, Lotterium has a wide audience.

Lotterium is legal in countless countries. It is not illegal to bet with crypto in several countries. Hence, there are a lot of regulations that are not applicable to online casinos but not crypto casinos, which is an important factor behind their growing popularity.

The widespread acceptance of cryptocurrencies in both developing and developed nations, coupled with the online nature of Lotterium, positions the Company to access legally compliant markets and target audiences across the globe effectively.

Presently, our strategic focus encompasses key geographical markets, including English-speaking countries, Eastern Europe, Vietnam, and Indonesia. These regions represent prime opportunities for market penetration and growth, aligning with the business objectives of the Company.

All players are **motivated** by something that makes them want to play games on online lotteries, and these motives can be classified into three general groups. The Company's team has provided some product features for each of them:

1. Playing for monetary gain.

These players are driven by the prospect of winning money, viewing gambling as a profession. They adhere to schedules and strategies, seeking consistent returns. To entice them, we offer regular promotional bonuses and loyalty programs, ensuring active engagement and retention.

2. Playing due to addiction.

Players grappling with compulsive gambling disorder frequent online platforms without a structured plan. They struggle to control their impulses and

may exhibit addictive behavior. As a responsible operator, the Company implements measures to mitigate their participation, promoting responsible gaming practices and providing support resources.

3. Playing for entertainment.

Casual players only visit online gambling products once in a while and play just to have fun. Due to the lack of experience, such players randomly select games without considering any significant factors that regular gamblers would bear in mind. These players are easily attracted by offering fantastic welcome bonuses, rewards for registration, and having eye-catching designs.

Market trends

The global online gambling market, valued at USD 63.53 billion in 2022, is poised for substantial growth, with a projected compound annual growth rate (CAGR) of 11.7% from 2023 to 2030. This expansion is underpinned by several key factors:

1. Internet and mobile penetration.

With internet penetration nearing 80% in many countries and the widespread use of mobile phones for gaming, the demand for online gambling continues to escalate. This trend is propelled by the convenience and accessibility afforded by online platforms.

2. Cultural acceptance and legalization.

Increasing cultural acceptance and favorable legalization policies contribute to market expansion, fostering a conducive environment for the proliferation of online gambling activities.

3. Celebrity endorsements and corporate sponsorships.

Celebrity endorsements and corporate sponsorships further bolster market growth, lending credibility and visibility to online gambling platforms.

4. Technological advancements.

The advent of smartphones and the evolution of 5G internet technology are instrumental in driving market growth. Modern smartphones equipped with augmented reality, machine learning, and artificial intelligence capabilities enable developers to create immersive and interactive gambling applications, enhancing the user experience.

5. Affordability and accessibility.

The availability of low-cost smartphones democratizes access to online gambling, catering to a broader demographic and fueling market expansion.

These factors collectively contribute to the robust growth trajectory of the global online gambling market, presenting lucrative opportunities for stakeholders in the industry.

Marketing strategy

The Company has devised a multifaceted approach to attract new users, leveraging a variety of tools and strategies:

1. Affiliate programs as a key marketing campaign:

The Company will boost user acquisition with a generous referral program by offering higher commissions to influential affiliates, and encouraging community moderators to spread the word within gambling communities.

2. Leveraging YouTube influencers:

The Company will tap into the power of YouTube influencers to drive traffic to its crypto lottery. The Company will partner with influencers in online gaming and crypto gambling to create a natural synergy with its platform. By forging strategic partnerships, the Company aims to channel YouTube audience engagement towards its crypto lottery platform, capitalizing on their credibility and reach to drive traffic and user acquisition.

3. Crypto promotions and giveaways for user retention:

The Company will encourage user loyalty through promotions and giveaways to increase wagering volume. The Company will use leaderboard giveaways and task-based incentives to enhance user retention, providing financial rewards for users sticking with its platform. By offering tangible rewards, the Company aims to cultivate a loyal user base invested in its ecosystem.

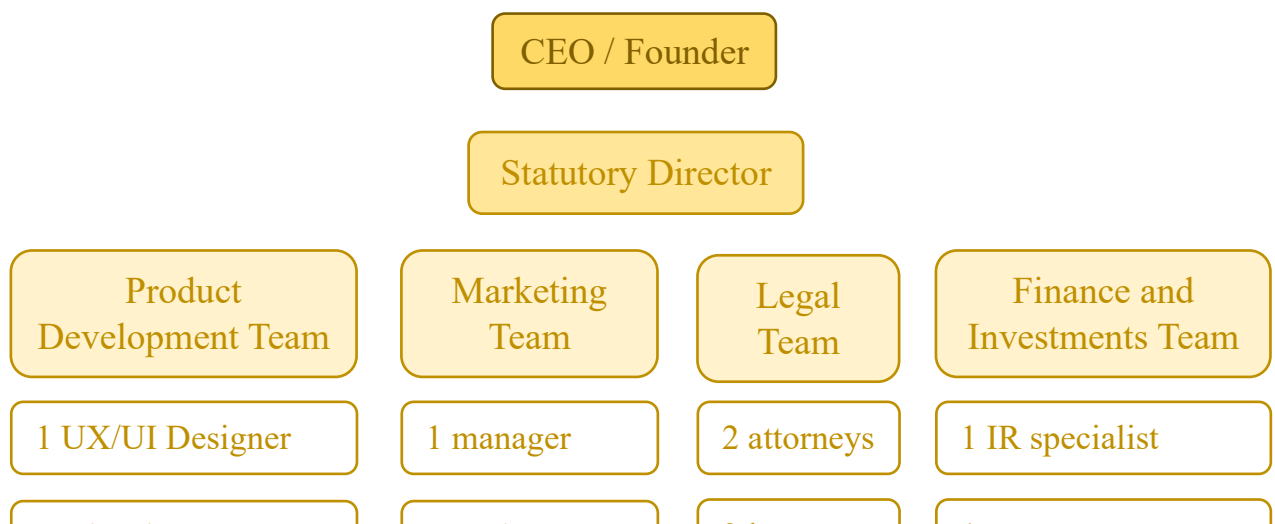
4. Strategic Social Media Marketing:

The Company is building a strong presence on social media platforms like Instagram, Bitcointalk, Twitter, and Reddit. The Company keeps users informed about updates, promotions, and innovations and use keywords to boost discoverability. The Company is also developing its own Telegram gamebot, the localization of which directly inside the messenger will also attract additional audience.

MANAGEMENT AND PERSONNEL

Organizational structure

To date, the Company's team is staffed by 16 in-house specialists, as well as 5 outsourced specialists:



The Company also has a local director exercising authority on the basis of the relevant agreement. Also, the beneficiary, Nikolay Ptitsyn, should be included in the product team, who, although not employed, is actively involved in the development of the product and its promotion.

According to forecasts, by the end of the corresponding calendar year, **the Company plans to increase the team** and attract the following specialists:

- 2024 – 3 UX/UI Designers, 20 Developers, 2 QA Engineers;
- 2025 – 5 Developers;
- 2026 – 3 UX/UI Designers and 5 Developers.

Previous experience

At the helm of the Company stands Nikolay Ptitsyn, British citizen.

He is esteemed for his scholarly achievements and entrepreneurial acumen. Nik holds two academic degrees: a doctor of Philosophy for his work in the field of deterministic chaos theory and a Candidate of Technical Sciences for his work in the field of fractal image analysis. After university, he was engaged in research activities in the field of computer vision for medical systems, biometrics and security.

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2. Algotoria – Software as a Service (SaaS) that performs Crypto Algo Trading on client's accounts (algotoria.com).

He is also one of the co-founders of such a product as **Wow!lotto**. It is the first interactive online lottery platform in Nigeria. It comes with exceptional bright interactive features for smartphones and PCs, specially designed to immerse players in the atmosphere of the game, allowing them to play at any time, make non-cash deposits and withdraw winnings directly to their bank account.

Nikolay is also the cofounder of the **Crypto-Quant Algo Fund**.

CryptoQuant is an online data analysis platform that offers comprehensive data for crypto trading. It includes market data, network data, and short/long-term indicators for Bitcoin, Ethereum, stablecoins, and ERC20 tokens.

He is the author of more than 50 scientific and popular scientific publications in the field of video analytics, as well as 10 patents and patent applications.

Within the organization of the Company, **Anton Chuprakov** assumes the pivotal role of Product Development Team Lead, bringing to the table a wealth of expertise and experience in the IT. With a distinguished career spanning over a decade, Anton has honed his skills as an adept IT manager and proficient full-stack developer.

His illustrious track record is punctuated by his involvement in the development of over five software products within the realm of gambling, underscoring his deep-rooted understanding of the intricacies and nuances of this dynamic industry. Anton's contributions have been instrumental in shaping the success of numerous projects, each underscored by innovation, technical excellence, and a keen understanding of market demands.

Anton Dmitriev, the seasoned Investor Relations (IR) specialist of the Company, brings a wealth of expertise and a robust educational background to its team. Holding a degree in economics, Anton has further fortified his credentials with a Master's degree in Finance and Business Administration from prestigious institutions like The University of Oxford and The Open University Business School. This distinguished academic journey underscores his commitment to continuous learning and professional development, equipping him with a comprehensive understanding of financial markets and strategic management practices.

Beyond his academic achievements, Anton's entrepreneurial prowess is evident in his role as the founder of several investment companies and the proprietor of numerous leasing and internet enterprises. His entrepreneurial ventures showcase his ability to identify lucrative opportunities and navigate complex business landscapes with finesse, reflecting his innate leadership and strategic vision.

As the IR specialist, Anton plays a pivotal role in fostering meaningful connections with investors and stakeholders. Leveraging his extensive network and astute communication skills, he cultivates trust and confidence in the Company, ensuring transparency and alignment with the strategic objectives of the Company. His multifaceted background uniquely positions him to provide invaluable insights and guidance, steering the Company towards sustainable growth and financial success.

The Digital Marketing team of the Company is spearheaded by **Alex Rabtsevich**, a seasoned professional with a strong foundation in economics. With a keen understanding of market dynamics and consumer behavior, Alex has successfully launched over 10 casinos, demonstrating his proficiency in digital marketing strategies and campaign execution. His strategic approach to digital marketing, coupled with his dedication to driving results, positions him as a catalyst for the Company's online presence and brand visibility. Under Alex's leadership, digital marketing initiatives of the Company are poised to enhance customer engagement, drive acquisition, and propel towards heightened success in the competitive online gaming landscape.

REGULATORY COMPLIANCE

The Company upholds a stringent policy aimed at preventing money laundering and any activities facilitating such illicit practices, including the funding of terrorist or criminal endeavors. Committed to adherence with all pertinent legislation across the jurisdictions in which the Company operate, the Company maintains robust policies, procedures, and internal controls to safeguard against financial impropriety.

The policies of the Company are meticulously designed to ensure compliance with applicable laws, rules, directives, and regulations, with regular reviews and updates to guarantee the efficacy of the protocols of the Company.

The key principles of the Company's AML procedures are:

1. Risk-based user ranking system.

Employing a sophisticated risk assessment model, each user is categorized into one of four risk levels based on factors such as geographic location, transaction behavior, and withdrawal frequency. This enables tailored monitoring and scrutiny commensurate with the assessed risk level.

2. Full blockchain analysis for all transactions above \$1,000.-

3. Enhanced due diligence for all transaction above \$10,000.-

This type of user verification involves requesting a document confirming the sources of income. Additionally, the Company reserves the right to conduct independent verification using third-party services and publicly available information.

4. Continuous transaction due diligence.

It means that The Company will monitor account activity with special attention, and to the extent possible, the background and purpose of any more complex or large transactions and any transactions which are particularly likely, by their nature, to be related to money laundering or the funding of terrorism.

5. One-way deposits, only prizes can be withdrawn.

To mitigate the risk of money laundering, our system facilitates one-way deposits, allowing only the withdrawal of prizes. A dedicated cryptocurrency account system is employed, segregating funds deposited for gaming purposes from those earmarked for withdrawal. This structural safeguard precludes the unauthorized transfer of deposited cryptocurrencies and ensures their utilization solely for gaming activities.

FINANCIAL PROJECTIONS

To date, the Company's product, Lotterium, is at the pilot launch stage. Over the past calendar year 2023, the Company invested about \$300K in the project to maintain the team, including salaries; \$150K for technical support of the project, including paid software necessary for the development and operation of the platform; \$85K in marketing and product promotion.

In accordance with the calculations made by the Company's specialists, the forecast of the key metrics of the Company's activities for the next three calendar years is as follows:

	year	2024	2025	2026
metric				

paying users	700+	16K	80K
deposits (US \$)	130K	8.4M	93.4M
revenue (US \$)	40K	2.5M	28.0M
marketing (US \$)	178K	2.5M	14.9M

Projected Key Metrics of the Company: 93M Deposits in 2026.

OPERATIONAL PLAN

Over the course of the next three years, the Company has outlined an ambitious operational plan aimed at enhancing market presence and solidifying position as a leader in the online gaming industry. The strategic roadmap encompasses a comprehensive array of initiatives designed to propel the growth trajectory of the Company and maximize value:

1st Year Objectives (Year X+1):

- Facilitating integration with sportsbook providers.

The Company will focus on establishing seamless connections with leading sportsbook providers, expanding its offering to encompass sports betting alongside our existing gaming portfolio.

- Partnering with iGaming providers.

Strengthening the gaming library of the Company, it will forge strategic partnerships with top-tier iGaming providers, enriching its platform with a diverse array of high-quality games to cater to evolving player preferences.

- Penetrating Tier 3 markets.

Capitalizing on untapped opportunities, the Company will strategically enter Tier 3 markets, leveraging market insights and localized strategies to drive penetration and capture market share.

2nd Year Objectives (Year X+2):

- Launching the Telegram gamebot.

In response to evolving consumer trends, the Company will introduce a Telegram gamebot, tapping into the burgeoning popularity of messaging platforms to broaden our user base and enhance accessibility.

- Platform enhancements.

The Company will prioritize ongoing platform improvements, incorporating user feedback and technological advancements to optimize functionality, performance, and user experience.

- Licensing platform for other operators.

Expanding revenue streams of the Company, it will explore opportunities to license its platform to other operators, capitalizing on the robust infrastructure and expertise of the Company to drive additional revenue.

- Game development.

Innovating the gaming portfolio of the Company, it will dedicate resources to the development of new games, catering to diverse player preferences and enriching its platform with engaging content.

- Expanding provider network.

Continuously expanding the network of gaming providers of the Company, it will onboard new partners to diversify its gaming offering and ensure a comprehensive selection of premium content.

- Expansion into Tier 3 – Tier 1 markets.

Building on the initial market entry of the Company, it will scale its operations into Tier 3 through Tier 1 markets, leveraging its growing brand presence and market insights to drive penetration and capture market share.

3rd Year Objectives (Year X+3):

- Further platform enhancements.

The Company will remain committed to ongoing platform enhancements, prioritizing agility and innovation to adapt to evolving market dynamics and user expectations.

- Licensing platform for other operators.

Continuing the licensing efforts of the Company, it will explore opportunities to expand its platform licensing initiatives, leveraging its proven track record and robust infrastructure to drive additional revenue streams.

- Continued game development.

Sustaining the focus of the Company on innovation, it will continue to invest in the development of new games, ensuring its platform remains at the forefront of industry trends and player expectations.

- Expanding provider network.

Bolstering gaming offering, the Company will forge partnerships with additional providers to diversify its content library and enhance the overall gaming experience for its users.

- Expansion and adaptation.

As the Company continues to expand its global footprint, it will prioritize the development and adaptation of its platform to accommodate the expansion into new territories, adhering to regulatory requirements and market dynamics to drive sustainable growth and success.