
Nonce Gaming

BUSINESS

PLAN



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BUSINESS OBJECTIVE

Nonce Gaming is a company with the purpose to provide online gambling products targeting Canada, South Africa, New Zealand, Brazil, India.

Nonce Gaming makes it a priority to understand the needs of every customer by controlling and operating technical and customer support staff, to provide better service and build a true, honest, and reliable relationship with clients and partners.

The priorities are:

- Creating the most favorable conditions and best conditions in comparison to other Gaming companies;
- Providing high quality service;
- Providing high quality support to its clients.

Nonce Gaming will operate the (<http://wild.io/>) website for online casino-games where the client can play and/or place bets on any kind of events.

SERVICES

The services offered by **Nonce Gaming** will be:

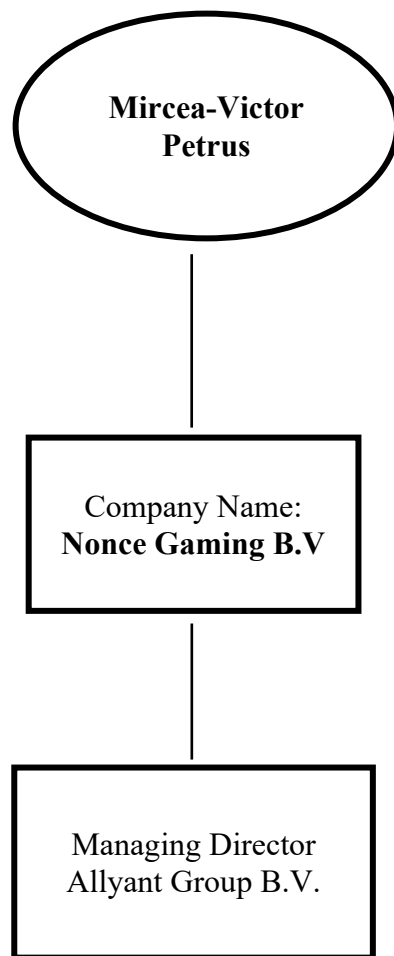
Casino

- Slots
- Table Games
- Live Casino

CORPORATE STRUCTURE, DIRECTORS AND SHAREHOLDERS

The ultimate beneficial owner of **Nonce Gaming B.V.** is **Mircea-Victor Petrus**. Which has 100% ownership interest in the company.

From corporate governance perspective, Allyant Group B.V. will be appointed as the Managing Director of **Nonce Gaming B.V**





GENERAL CONTROLS & DUTIES

Nonce Gaming has separate departments for development, finance, casino management, customer support, payments & fraud, business intelligence and marketing. This is the first control in place. Individuals have clearly defined roles and responsibilities including reporting lines within **Nonce Gaming**. As a result, each department, has both substance and clarity to enable its goals and objectives.

Nonce Gaming imposes restrictions and fully complies with the accepted legal age of 18+ being the players allowed to use online commercial gaming products.

The Compliance department is responsible for monitoring all transactions to and from **Nonce Gaming** and verifying the identity of all online registered players. **Nonce Gaming** senior management, as well as all employees, are fully committed to adopting a risk-based approach to anti-money laundering ("AML") with effort focused where it is most needed to be able to process payment transactions between **Nonce Gaming** customers in a way free of money laundering issues. An AML manual outlining the policy and procedures in relation to risk assessment and management has been prepared for this purpose.

The developed internal systems and procedures applied by **Nonce Gaming** are appropriate for remote gaming businesses. The Company appreciates that its money laundering and terrorist financing risk assessment is not a one-off exercise, and these are assessed regularly so that adopted approach is effective at any time.

COMMERCIAL STRATEGY

MARKETING PLAN

To secure, maintain, and grow our market share, Nonce Gaming B.V. will focus on unique digital marketing campaigns, the continuous development of unique game offerings, and forming partnerships with influencers. By leveraging the power of influencer marketing, we aim to reach a wider audience, build trust, and create a strong brand presence in the crypto casino industry.

- **SEO and Content Marketing:** We will invest in search engine optimization to ensure high visibility for our casino in search engine results, driving organic traffic to our platform. Content marketing will support SEO efforts, with blogs, guides, and news about the latest trends in the crypto and gaming industry.
- **Social Media Campaigns:** Utilizing social media platforms, we plan to engage with our audience, share updates, and run promotions. Our focus will be on platforms where our target audience is most active, including Twitter, Instagram, and YouTube.
- **Influencer Partnerships:** A key element of our strategy will involve partnering with influencers within the gaming and cryptocurrency sectors. These influencers will help promote our casino to their followers, leveraging their credibility and audience base to generate interest and attract new users. We will carefully select influencers whose audience aligns with our target market and who share our commitment to transparency and fairness in gaming

PROBLEM WORTH SOLVING

The significant marginality of the online Gaming industry shows us that there's room for a wider offer of this kind of service. There aren't significant regional operators that we could identify as leaders, but the biggest and well-known platforms are European.

OUR SOLUTION

We have multiple years of experience in gaming and sports betting activities. We will make use of geo blocking for the Dutch Caribbean, Netherlands, United States, France, North Korea, Syria, Israel and Iran.

OUR ADVANTAGES

Our team has experience related in gaming and crypto related activities, which gives us the possibility to offer a product that serves an engaging user experience.



FINANCIAL

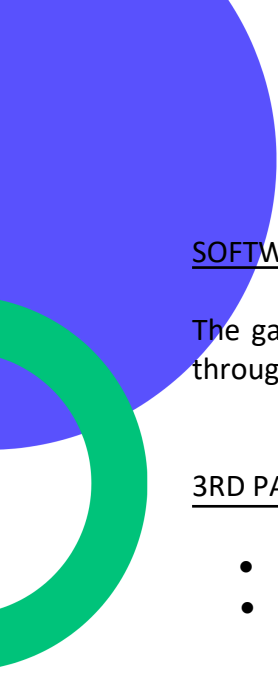
FORECAST

We have prepared a forecast based on our own experience in the market, the overview shows the development from Year 1 through Year 3.

	Year 1	Year 2	Year 3
Total Revenue (GGR)	€ 10,380.862	€ 20,555.213	€ 31,970.603
3 rd Party Platform Costs	€ 1,950.752	€ 3,862.212	€ 6,006.500
Marketing	€ 2,702.604	€ 5,340.135	€ 7,673.350
Operational Costs (Payroll, Suppliers)	€ 2,324.696	€ 2,673.400	€ 3,208.080
Budget for Acquisition	€ 2,110.192	€ 3,374.392	€ 4,813.362
Total Expenses	€ 9,088.244	€ 15,250.139	€ 21,701.282
Net Result	€ 1,292.618	€ 5,305.074	€ 10,269.321

Parameter / Period	Year 1	Year 2	Year 3
GGR / Month	€865,071	€1,712.071	€2,664.216
Number of First Time Depositors	16136	25798	36820
Number of Active Players (those who deposited at least once) including FTDs	16136	31951	49721
Total Deposits	€47,452.812	€93,951.536	€146,052.854
Total Withdrawals, EUR	€36,900.976	€72,997.790	€113,640.35
Budget for Acquisition	€2,110.192	€ 3,374.392	€ 4,813.362
Bonuses/GGR ratio %	26.0%	26.0%	24.0%
Game Providers Fee, % of GGR	18.8%	18.8%	18.8%
Payment Systems Fee, % of GGR	0,5%		
Platform Fee, % of GGR	7%		

TECHNOLOGY, SOFTWARE & PROVIDERS



SOFTWARE AND PAYMENT ARCHITECTURE

The games/services that will be provided will be slots, live casino. These will be provided through the platform/software Dama N.V.

3RD PARTY PROVIDERS

- **Platform & Games Provider:** Dama N.V. (SoftSwiss)
- **Payment Provider:** AlphaPo

Nonce Gaming B.V.

The agreement between the 3rd party providers and final clients will be handle by **Nonce Gaming** to keep compliance organization.

Bellow the Network diagram from the application related to the Platform of **Nonce Gaming**.

