

K.I.K. Corporation B.V.

Business Plan – (September 2025)

Executive Summary

Business Name: K.I.K. Corporation B.V.

Founder(s): Kristijan Kostovski

Date: 25.09.2025

Mission Statement: Our mission is to provide secure, responsible, and innovative online gaming experiences through lottery messenger services and online casino operations. We are committed to transparency, compliance, and player protection while delivering entertainment in regulated markets. We are committed to delivering cutting-edge products and services that empower individuals to connect, create, and thrive in the digital age. With a relentless focus on customer satisfaction, integrity, and excellence, we aim to be the trusted partner for all their technology needs. Our goal is to inspire and enable a seamless, enjoyable experience for every consumer we serve.

Business Structure: Corporation

Brands:

- AllTheBestLottos.com – International lottery messenger service.
- Sirlotto.com – Lottery messenger service, same model as AllTheBestLottos.
- 232Casino.com – Online casino currently active in Ireland, with plans to expand into new regulated markets.

Business Description

Overview:

KIK Corporation operates three distinct but complementary brands under one license:

1. **AllTheBestLottos.com** – a lottery messenger service dedicated to providing convenient and secure access to national and international lottery games for individuals worldwide.
2. **Sirlotto.com** – a lottery messenger service operating under the same model as AllTheBestLottos, extending global reach and diversification.
3. **232Casino.com** – an online casino currently licensed and operating in Ireland, offering a wide selection of games with plans to expand into other regulated jurisdictions.

This combination of lottery messenger services and online casino operations ensures a diversified product portfolio and multiple revenue streams.

Unique Selling Proposition (USP):

- Secure Access to Official Tickets: Tickets sourced only from authorized and licensed lottery retailers and resellers.
- Convenience & Global Reach: Players can participate regardless of geographical location.
- Advanced Security: End-to-end encryption and responsible data management practices.
- Player Protection: Integration of Responsible Gaming tools across all brands.

Market Analysis

Industry Analysis:

The online gaming market is growing steadily, driven by increased demand for remote entertainment and regulated online platforms. Lottery messenger services remain popular in markets where direct international lottery access is restricted, while online casino gaming continues to expand in regulated jurisdictions.

Target Markets:

- Lottery players seeking convenience and access to international draws.
- Casino players in Ireland, with expansion to new regulated markets.

Prohibited Jurisdictions:

In compliance with CGB requirements, players from the following jurisdictions cannot register or play: Aruba, Australia, Austria, Bonaire, Curacao, Saba, Sint Eustatius, The Netherlands, Belgium, France, Spain, Germany, Greece, the Czech Republic, Lithuania, the United States of America, all U.S. territories, UN-sanctioned countries, and FATF blacklisted countries.

Marketing and Sales Strategy

Marketing Channels:

- Website optimization for SEO and mobile.
- Content and social media marketing.
- Targeted PPC advertising campaigns.
- Partnerships and sponsorships to enhance brand visibility.
- Customer engagement via CRM, loyalty programs, and referral bonuses.

Operations Plan

Locations:

Primarily online operations with administrative offices in Canada and Australia.

Processes:

- **Lottery Brands (AllTheBestLottos.com & Sirlotto.com):** Services operated on a proprietary platform with internal teams ensuring compliance and secure player participation.
- **Casino Brand (232Casino.com):** Casino games provided via licensed technology vendors and platform providers.
- Payment processing through Visa, Mastercard, Skrill, and Gamma G (crypto).
- Hosting and security provided by Digital Ocean, AWS (Amazon Web Services), and Cloudflare.

Key Suppliers and Dependencies:

- Payment Providers: Visa, Mastercard, Skrill, Gamma G (crypto).
- Banking Partners: FinXP, Walter.
- Hosting & Technology: Digital Ocean, AWS (Amazon Web Services), and Cloudflare for infrastructure, security, and uptime.
- Software Providers: Proprietary in-house platform plus licensed RNG providers (for casino operations).
- Internal Technology Team: responsible for ongoing development and maintenance of the proprietary KIK platform.

Management and Organization

Key Management Roles and Organogram:

- CEO: Kristijan Kostovski
- CFO: Maja Mincheva
- CTO: Jovan Leshev
- Compliance Officer: Slagjan Gjoshik
- CCO: To be hired by 01.01.2026

Reporting lines: Compliance Officer reports directly to the CEO and has independent access to the Board.

Organogram: Board → CEO → (CFO / CTO / CCO / Compliance Officer)



Risk Evaluation and Management

Risk management is central to KIK's operations. Key measures include:

- Internal Controls: Segregation of duties, dual authorization, and regular reconciliations.
- Risk Register: Maintained by the Compliance Officer, covering AML, IT, operational, and regulatory risks.
- Audits: Annual internal compliance audits, supplemented by external audits.
- Oversight Committees: Compliance Committee and Risk Oversight Committee, reporting directly to the Board.
- Incident Management: Documented procedures for breaches, IT downtime, and suspicious transactions.

Legal and Governance Framework

- Board oversight is responsible for strategy, compliance, and risk.
- Reserved matters include partnerships, budget approvals, and escalations.
- Legal support is provided by external legal advisors.
- ESG: commitment to responsible gaming, employee welfare, and sustainability.

Financial Plan

Revenue Model:

- Ticket sales commissions (AllTheBestLottos.com, Sirlotto.com).
- Casino revenue (232Casino.com net gaming revenue).
- Subscription plans/membership fees.
- Affiliate partnerships.

Financial Projections (3 Years):

Year	Revenue (USD)	Expenses (USD)	Net Income (USD)
Year 1	1.250,000	1.100,000	150,000
Year 2	1.800,000	1.400,000	400,000
Year 3	2.500,000	1.700,000	800,000

KPIs and Business Objectives

- Customer acquisition & churn.
- Player retention.
- Uptime target: 99.9%.
- Compliance KPIs: zero AML breaches, timely reports.
- Responsible gaming KPIs: number of exclusions, interventions.

Policies and Procedures

KIK maintains policies including:

- AML/CTF Policy.
- Responsible Gaming Policy (covering age verification, limits, monitoring, marketing).
- Complaints Handling Policy.
- IT Security & Data Protection.
- Operational Manuals (ticketing, payments, customer service).