

BUSINESS PLAN

winbig.today
Agarinia N.V.

Business Plan Version: 1.0.

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Our Mission

Agarinia N.V. (hereinafter referred to as the “Company”) with its new brand, winbig.today strives to provide online casino and sportsbook solutions to the South West Asian and Latin America Market. Our goal is to provide them with an exhilarating gaming experience that allows them to immerse themselves in the excitement and thrill of sports and games while making informed and strategic decisions.

Our overarching mission is to establish ourselves as the leading provider of betting products within the region, offering an extensive selection of sports, games, and events tailored to suit every preference and inclination. We are committed to utilizing state-of-the-art technology and cutting-edge software solutions to enhance the quality and accessibility of our offerings. Moreover, we prioritize delivering exceptional customer service, facilitated by our team of knowledgeable and approachable staff members who are dedicated to assisting clients in navigating their options and making optimal decisions aligned with their individual needs.

To achieve our objectives, the Company has strategically partnered with BTB Betlab Holding, a renowned and reputable software development provider with a proven track record of excellence. With a global presence spanning various countries, BTB Betlab Holding is well-positioned to support our endeavours and contribute to the realization of our vision.

Company and Management

As the company is currently operational but still in its startup phase, the management team will comprise a select few individuals who will hold key managerial positions within the organization. Three pivotal figures, each possessing extensive industry experience and a profound understanding of both the business and the market, will spearhead the company's operations.

The primary source of investments will be from Shareholder – Mr. Kleanthis Niaris, a proven entrepreneur with notable success in marketing and data analysis. With a deep understanding of data incentive and online oriented business, Mr. Niaris will initially serve as the Chief Financial Officer (CFO). Leveraging his knowledge and experience, he will oversee the business flow, conduct financial planning, and analyze the company's financial strengths and weaknesses.

The company's business model is strategically designed to capitalize on the founder's extensive network to secure advantageous terms with key stakeholders, including platform, casino, and sportsbook providers, payment solutions, and technical and customer support services. The primary goal is to optimize variable costs in proportion to the revenue generated, allowing for lean operations and minimizing the need for substantial initial investments.

For day-to-day corporate administration and compliance functions, the company has partnered with Service Synergy, a trusted provider with a proven track record in managing businesses, particularly within the gaming industry. This partnership ensures that the company operates with full compliance, supported by a dedicated compliance team that delivers a comprehensive, turnkey solution. This includes overseeing all regulatory and industry-specific obligations such as policy development, compliance procedures, internal controls, Anti-Money Laundering (AML), and Know Your Customer (KYC) protocols. These critical elements are seamlessly integrated into the company's daily operations to ensure smooth governance and risk management.

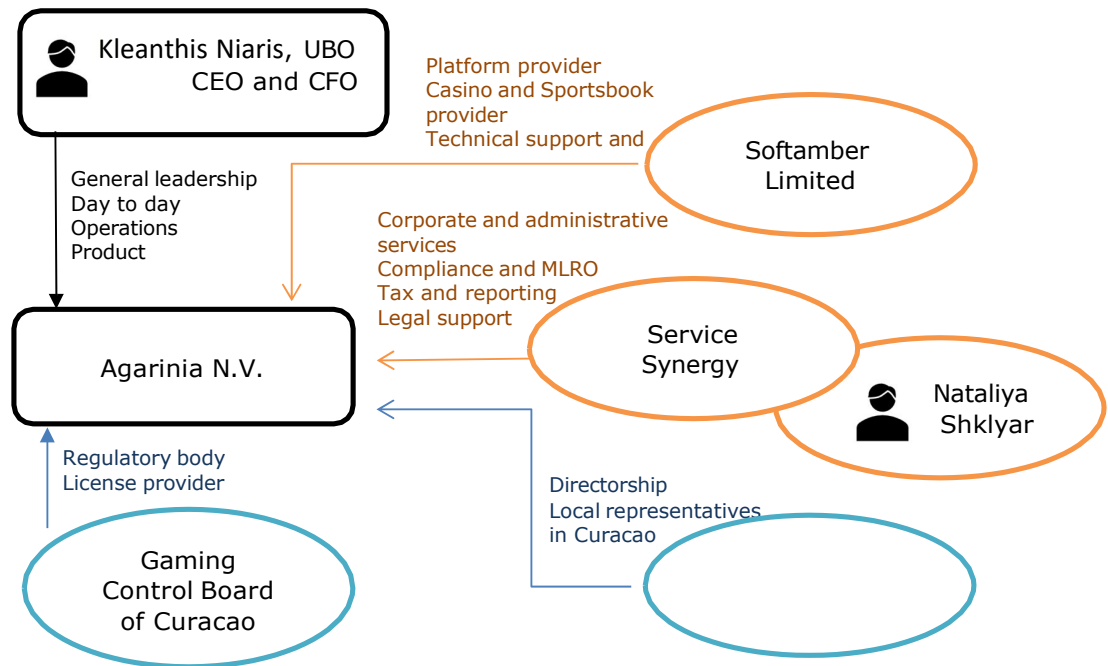
In addition to compliance, Service Synergy manages non-core business functions, such as legal support, financial consulting, tax advisory, and reporting. This comprehensive support structure allows the company to focus on scaling its core offerings while maintaining robust administrative and regulatory oversight. In compliance with the Gaming Control Board of Curaçao's requirements, Natalia Shklyar a member of the Service Synergy team, has been appointed as the company's Compliance Officer, ensuring that the business adheres to all relevant legal frameworks.

The Compliance Officer, plays a critical role in ensuring the company's compliance with anti-money laundering (AML) and counter-terrorism financing (CTF) regulations. The Company will engage an experienced MLRO to address key issues, including:

1. Policy Development and Implementation:

- Conducting ongoing risk assessments to identify and evaluate the money laundering and terrorism financing risks associated with the company's business activities, products, services, customers, and geographic locations.
- Monitoring the company's compliance with AML/CFT regulations, internal policies, and industry best practices.
- Investigating and assessing suspicious transactions or activities flagged by the company's monitoring systems or reported by staff.
- Providing AML/CFT training and awareness programs to employees at all levels of the organization to ensure they understand their responsibilities and can identify and report suspicious activities.
- Serving as the primary point of contact for internal staff, regulators, law enforcement agencies, and other relevant stakeholders on AML/CFT matters.
- Maintaining accurate and comprehensive records of AML/CFT activities, investigations, and compliance efforts, including Suspicious Activity Reports (SARs), risk assessments, and training records.
- Ensuring the timely and accurate submission of regulatory reports and filings related to AML/CFT compliance, such as suspicious activity reports, transaction monitoring reports, and annual compliance reports.

In general, the Organizational and functional structure of the company can be described as follows:



Our Services

The online gambling market in Southeast Asia is experiencing rapid growth, driven by high internet penetration, increasing smartphone usage, and a young, tech-savvy population. The market, estimated to be worth around \$4 billion in 2023, is expected to grow at a compound annual growth rate (CAGR) of approximately 12% over the next five years. The region's diverse cultural and regulatory landscape presents both opportunities and challenges for operators.

In Southeast Asia, despite varying degrees of regulation, there remains a significant demand for online casinos. Players are drawn to a wide array of games such as slots, poker, and traditional games like baccarat. The increasing use of mobile devices and digital payment methods enhances accessibility, presenting substantial growth potential. Tailoring offerings to local tastes and preferences is crucial for penetrating these markets effectively.

Latin America, meanwhile, represents a burgeoning market for online gambling, characterized by a large, youthful population and increasing digital connectivity. The market, valued at approximately \$3 billion in 2023, is projected to grow at a CAGR of around 11% over the next five years. The region is experiencing a wave of regulatory changes that are gradually opening up the market, creating new opportunities for operators.

In Latin America, online casinos are particularly popular, with games like slots, roulette, and blackjack attracting many players. There is also a growing interest in live dealer games. While ongoing regulatory changes present both challenges and opportunities, operators need to remain agile and compliant to succeed. Economic instability and varying levels of disposable income can impact market growth, but the rising use of smartphones and digital payment systems enhances accessibility and convenience for online gambling.

In conclusion, both Southeast Asia and Latin America offer dynamic and rapidly evolving markets for online gambling. These regions' high internet penetration, growing smartphone usage, and youthful populations present substantial growth opportunities.

Recognizing this potential, the Company is poised to launch a sophisticated online gambling product specifically tailored to the preferences and local specialties of players in these regions.

Our Competitive Advantage

The new product will feature an array of games that resonate with local tastes, including culturally themed slots and traditional games that are popular in each region. The user experience will be enhanced with high-definition graphics, intuitive interfaces, and responsive design across all devices, ensuring a seamless and immersive gaming experience.

Central to our success is the selection of a reliable and flexible platform for our operations. Our brand has carefully chosen a platform that not only meets our current needs but also allows for seamless adaptation to future changes in the gaming environment. This ensures that we can swiftly respond to emerging trends and technological advancements, staying ahead of the curve and maintaining our competitive edge.

To cater to the diverse payment preferences, the Company will offer a range of secure and convenient payment options, including local banking solutions, mobile wallets, and cryptocurrencies. This approach not only ensures fast and hassle-free transactions but also builds trust among players.

Promotional offers and loyalty programs will be strategically designed to attract and retain players. These will include welcome bonuses, free spins, cashback deals, and a tiered loyalty program offering exclusive benefits and personalized experiences for high rollers.

Understanding the importance of customer support, the Company will establish a robust support system with multilingual assistance available 24/7. This will include multiple channels for support, such as live chat, email, and phone, ensuring that players receive prompt and efficient assistance.

Furthermore, the Company is committed to staying ahead of regulatory developments and ensuring full compliance with local laws. This proactive approach will help navigate the complex regulatory environments and promote a sustainable growth strategy.

By focusing on delivering a sophisticated and culturally relevant product, the Company aims to effectively tap into the vibrant markets of Southeast Asia and Latin America, leveraging technological advancements and local insights to drive market success.

Financial Considerations

At Agarinia, strategic financial planning and resource optimization is defined to be a key drivers of our success. The cornerstone idea is to optimize the set up cost by exploiting negotiations with the strategic counterparties and a keen focus on reducing fixed costs, while allowing for more flexibility in variable costs. By securing favorable terms with payment systems, software and casino providers, and administrators, we will effectively streamline our expenditures while ensuring the quality and reliability of our services.

This prudent financial approach is targeted to achieve self-sustainability, with our current profit margins comfortably covering operational expenses. As we pursue the acquisition of the Curacao Gaming License, any additional costs associated with this regulatory endeavor are anticipated to be absorbed by additional investments from the UBO and CEO to meet these obligations without compromising our financial stability. With a strong foundation built on sound financial management and strategic foresight, Agarinia N.V. is well-equipped to navigate the challenges and opportunities of the gambling industry while maintaining a strong focus on sustainable growth and profitability.

As for the forecasted financials, for the following five years of operation we foresee the following:

Thsd USD	Year1	Year2	Year3	Year4	Year5
Revenue total Incl:	809	1,327	1,632	1,996	2,436
Casino	809	1,003	1,244	1,530	1,882
Sport	-	324	388	466	555
COGC					
Royalties	227	371	457	559	682
Other Direct expenses	113	186	212	240	292
Gross Profit	469	770	963	1,198	1,462
Operating expenses (OPEX)					
Administrative expenses	97	159	196	240	292
Licensing Expenses	65	70	70	70	70
Marketing Expenses	259	425	490	559	609
Other Expenses	40	66	82	100	122
Total OPEX	461	720	837	968	1,093
PBIT	8	49	126	229	369

The financial projections include both Casino and Sports Betting Gross Gaming Revenue (GGR), as detailed in the accompanying financial table. Revenue from Casino GGR is anticipated to demonstrate steady growth, slightly surpassing Sports Betting GGR over the projected period.

The cost structure is divided into variable and fixed components, ensuring a clear understanding of expense allocation and financial sustainability.

Variable costs constitute the bigger part of the expenses and those are directly proportional to revenue and do not require initial capital funding upon the product's launch. This ensures a lean operational model, with expenses scaling alongside revenue growth:

1. **Royalties:** Fixed at 28% of revenue, royalties represent a significant portion of the variable costs, directly tied to the company's income.
2. **Other Direct Expenses:** These include Payment Service Provider (PSP) commissions and player retention costs, such as bonuses and promotions. These expenses are expected to decrease from 14% to 12% of revenue over the forecast period, reflecting general operational efficiency improvements, and decreased necessity of financing the retention expenses at the mature stage of product development.
3. **Marketing Costs:** Projected as a percentage of revenue, marketing expenses are primarily based on revenue-sharing instruments, such as affiliate partnership programs, commissions from the player activity. This strategy eliminates the need for significant upfront investment, with costs incurred only as revenue is generated. Marketing expenses are expected to start at 32% of GGR in the first year, reducing to 25% as retention efforts mature.

Fixed Costs are mainly represented by the following type of expenses:

1. **Administrative Expenses:** These primarily include the maintenance of the corporate structure, consultant fees, and other operational costs. While relatively stable as a percentage of revenue, these costs will require initial capital investment during the early stages of operation.
2. **Licensing Costs:** Licensing fees, determined by regulatory requirements, form another fixed cost component. These are essential for ensuring compliance and operational legitimacy and will also necessitate upfront funding.

Although fixed costs require initial capital investment, they are expected to be covered by operational proceeds as the business scales. This balanced cost structure, with a heavier reliance on variable costs, supports the company's financial resilience and adaptability during its growth phase.

Timetable

Upon receiving our gaming license, we are well-positioned to begin attracting clients almost immediately, with operations securely aligned to compliance standards. A key priority post-licensing will be the swift integration of the license validator in the footer of our website, underscoring our legitimacy and adherence to regulatory requirements. This will signal to players and partners that our platform is fully compliant and trustworthy from day one.

Simultaneously, we have already arranged a strong and reliable affiliate program, which is a cornerstone of our initial client acquisition strategy. These affiliate partnerships are designed to ensure a steady flow of traffic to our website as soon as it goes live. By collaborating with

well-established affiliates, who have deep networks within the online gaming community, we can confidently expect a robust influx of first-time visitors. This immediate exposure will give us a competitive edge, generating awareness and engagement from the outset.

In parallel, our comprehensive marketing campaign will launch across multiple channels to introduce our platform as a fresh and dynamic player in the market. This will include digital campaigns, social media engagement, and targeted advertisements aimed at rapidly building brand recognition and trust. By leveraging the power of our affiliate networks, combined with a focused marketing approach, we are confident that our platform will capture the attention of new players quickly, creating strong momentum from the moment the website becomes operational.

Conclusions

In conclusion, our business plan presents a thorough and strategic approach to establishing a successful, responsible gaming company with a strong focus on regulatory compliance. A key priority in our strategy is securing a gaming license through the Curaçao Gaming Control Board, which is essential to ensuring that our operations adhere to the highest legal and regulatory standards. Obtaining this license will position the company as a trustworthy and compliant entity within the gaming industry.

By following Curaçao's stringent licensing procedures and maintaining full compliance with its gaming regulations, we are laying the groundwork for long-term success, built on transparency and integrity. This license will not only validate our platform but also instill confidence in our players, partners, and stakeholders, demonstrating that we operate within a highly regulated and secure environment.

Our broader strategy, which includes product localization, targeted marketing, and collaborations with leading content providers, is designed to complement our compliance initiatives. By integrating operational excellence with strict regulatory adherence, we aim to create a gaming platform that is safe, fair, and cutting-edge. This balanced approach will allow us to meet market demands while upholding the highest standards of responsible gaming and player protection.

As we advance, obtaining the Curaçao gaming license will be a pivotal achievement, serving as the foundation upon which we build a brand known for its commitment to compliance, integrity, and delivering an exceptional customer experience.