

FEB 2024

Business Plan

**BUILD A MORE EFFECTIVE AND
PROFITABLE BUSINESS**

Presented by
ASTROBET N.V.

Presented to
CGB



Content

<u>EXECUTIVE SUMMARY</u>	02
<u>ORGANIZATION</u>	03
<u>BUSINESS DESCRIPTION</u>	04
<u>OUR SERVICE</u>	05
<u>OUR PRODUCT</u>	06
<u>INDUSTRY BACKGROUND</u>	07
<u>MARKET ANALYSIS</u>	08
<u>MARKETING PLAN</u>	09
<u>COMPETITOR ANALYSIS</u>	11
<u>OPERATING PLAN</u>	12
<u>FINANCIAL PLAN</u>	16
<u>FUTURE PLANS & MILESTONES</u>	18

Executive Summary

VISION

Astrobet N.V. envisions becoming the leading online casino platform in Japan, setting the standard for a dynamic, secure, and engaging gaming experience. Our vision extends beyond providing entertainment; we aim to innovate the online gambling industry, integrating cutting-edge technology and personalized services to meet the evolving needs of our players. By prioritizing user experience and responsible gaming, we aspire to contribute positively to the entertainment culture in Japan.

MISSION

Our mission is to offer a comprehensive range of high-quality online gambling activities, including slots, live dealer games, and sportsbook betting, tailored specifically to the Japanese market. We are dedicated to developing a secure and adaptable platform that prioritizes user safety, satisfaction, and engagement. Through our commitment to in-house technology development and deep localization, we strive to meet the specific needs of Japanese players, ensuring a superior gaming experience.

PRODUCT

Offers an extensive range of online gambling products, including slots, table games, live dealer experiences, and sportsbook betting. Our focus is on delivering a superior user experience, supported by games from leading providers and unique in-house titles. Designed for seamless, cross-platform play, our service emphasizes mobile accessibility, allowing players to enjoy their favorite games anytime, anywhere.

OVERALL INDUSTRY

The Japanese online gambling market is poised for substantial growth. We steps into this expanding market with a strategy to stand out. Our approach—centered on deep localization and leveraging advanced technology—aims to deliver a gaming experience that resonates deeply with Japanese players, setting us apart in a burgeoning industry.

FINANCIAL STATUS

Starting with a \$2 million investment, we target an 18-month break-even point, projecting a monthly net profit of \$500,000 thereafter. Our financial strategy focuses on sustainable growth, with plans for reinvestment to bolster our platform and market presence.

LEADERSHIP

Led by seasoned experts from the online gaming and tech sectors, our leadership team leverages deep industry knowledge to drive our vision and mission. This strong foundation enables us to navigate the market's competitive and regulatory challenges effectively.

COMPETITORS

In a landscape marked by both long-standing brands and new entrants, we faces stiff competition. Despite this, our focus on brand awareness and a unique, localized gaming experience positions us to capture a considerable market share, even as we anticipate the introduction of land-based casinos.

FUTURE PLANS

Three-year plan includes market entry, growth, and diversification, aiming to double our user base and expand game offerings. Key milestones feature proprietary game development, advanced analytics implementation, and hosting annual gaming tournaments. Our vision is to become Japan's leading online casino.

The Organization

Astrobet N.V. is led by a dynamic and experienced team with a proven track record in the online casino industry. The organizational structure is designed to promote innovation, operational efficiency, and compliance with regulatory requirements.

MR. HSIAO

CEO & Co-Founder

With a background in online gaming and a vision for market expansion in Japan.

MR. KO

Chief Technology Officer

Leading the tech team to develop and maintain a flexible and secure gaming platform.

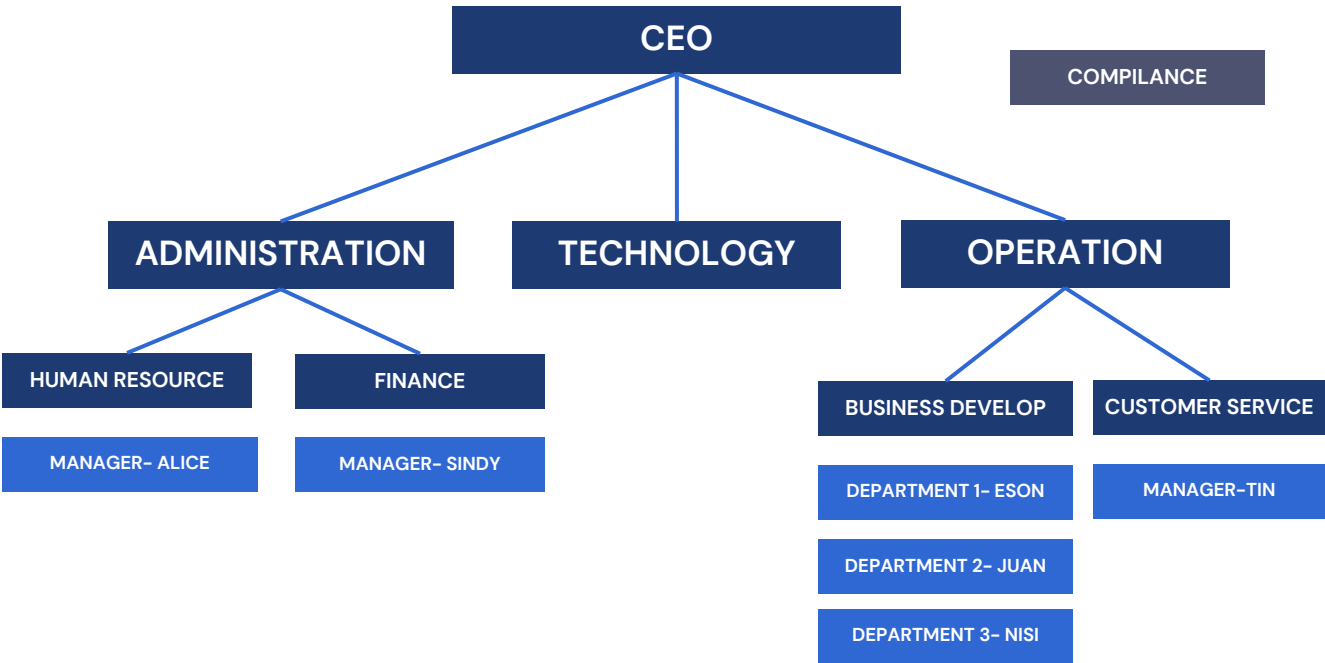
MS. EMILY

Chief Operation Officer

Crafting marketing strategies that resonate with the Japanese market.

We will operate with a lean organizational structure that ensures agility and rapid decision-making. The structure will be divided into key departments including Technology Development, Operation, Human Resource, Finance, Business Development and Customer Support.

MAP OF THE ORGANIZATION



Advisory Committees

Specialized advisory committees, such as a Compliance Committee and a Technology Advisory Committee, will offer guidance on industry best practices and innovative approaches to complex challenges.

Business Description

Astrobet N.V. is an innovative online gaming company established in 2021 and registered in Curacao. Our mission is to deliver a premier online casino experience to players in Japan, with a focus on integrity, innovation, and customer satisfaction.

With a comprehensive suite of gambling products, including slots, live dealers, and sports betting, we cater to a broad audience, ensuring a varied and dynamic gaming experience. Our in-house tech team's expertise allows for a cutting-edge platform that is both secure and versatile, offering seamless gameplay and the capability to swiftly adapt to market and regulatory changes.

Astrobet N.V. is dedicated to deep localization to meet the unique preferences of the Japanese market. This involves offering a diverse range of games, investing in user experience through superior design, and ensuring that all interactions resonate with local cultural nuances.

In preparation for our launch, we have strategically positioned ourselves to capitalize on the emerging opportunities within the Japanese online casino market, while proactively addressing the challenges of a competitive and evolving regulatory landscape.



Our Service

Understanding the importance of localization, we offers a diverse range of online gaming services tailored to the Japanese market, focused on delivering an exceptional user experience.



User Experience

With a deep commitment to localization, we has developed a platform that understands and caters to the specific needs of players. This includes localized content, customer support in Japanese, and user interfaces that resonate with the local audience.



SEO and Marketing

In partnership with a local Japanese SEO team, we are dedicated to increasing our online presence and reaching a wider audience through targeted marketing strategies and search engine optimization.



Technological Advancements

Our in-house tech team ensures that our platform and backend systems remain secure and flexible, capable of adding new functions or features to meet changing regulations and player preferences.

Our Product

We are dedicated to delivering a top-tier online gaming environment, combining a vast selection of games from world-renowned providers with a commitment to security, player satisfaction, and responsible gaming.



Premier Slot Experiences

Dive into an expansive world of thrilling slot games, brought to you by industry giants such as 1x2Gaming, Betsoft, Big Time Gaming, Booming Games, and Microgaming. Our slots range from timeless classics to the latest video slots, all designed with mesmerizing graphics and engaging gameplay.



Live Dealers Games

Experience the thrill of live casino games with Evolution Gaming, Ezugi, LiveGames, and ViVoGaming. Our live dealer offerings include favorites like blackjack, roulette, and baccarat, streamed in real-time to bring the authentic casino atmosphere directly to you.



Sportsbook Betting

For sports enthusiasts, our comprehensive sportsbook covers a wide array of sporting events across the globe. Bet on your favorite teams and enjoy competitive odds for an exhilarating sports betting experience.

Industry Background

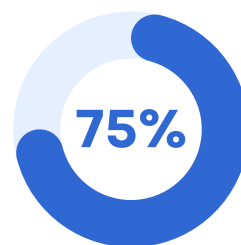
Japan's gambling industry has been under strict regulation for many years, with a clear distinction between "skill" games, which are legal, and "luck-based" games, which are not. Despite these restrictions, Japan has a large number of gambling halls offering "entertainment with prizes" and has been slowly moving towards legalizing casino facilities with the passing of the Bill Promoting Implementation of Specified Integrated Resort Areas in December 2016. This bill aims to legalize casinos in Japan, a move supported by the Prime Minister and seen as a potential boost for the economy. Online gambling in Japan is limited to lottery, soccer toto, and public sports, with foreign online casinos being the primary option for Japanese players seeking a broader range of gambling activities. The Japanese market's potential for online casinos is significant, with a growing interest in online gambling facilitated by the availability of gambling apps on digital platforms like the Google Play Store since March 1st, 2021.



DIGITAL ADVERTISING
GROWTH



MOBILE DEVICE
USERS INCREASE



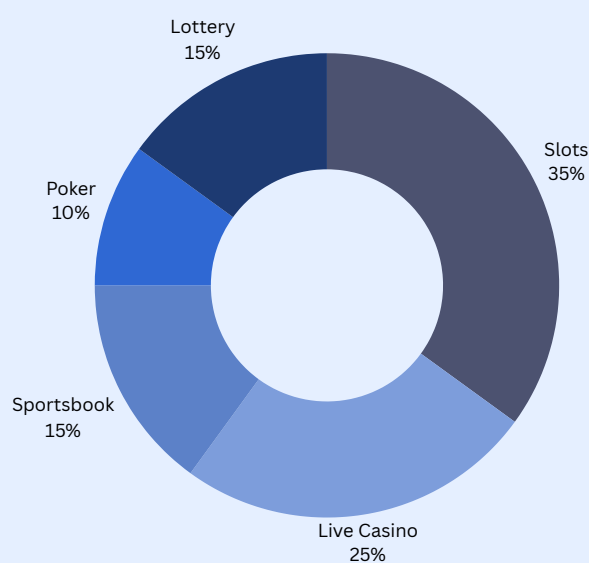
CHANGE IN
USER EXPECTATION

Market Analysis

The online casino market in Japan presents a landscape of robust growth and opportunities for Astrobet N.V. While traditional forms of betting like Pachinko and sports betting, particularly horse racing, remain popular, there is a clear trend towards the digitization of gambling activities. The market is not yet saturated, indicating substantial potential for new entrants, especially those that can offer a differentiated and localized online gambling experience.

Astrobet N.V.'s entry into this market comes at a time when technological advancements such as mobile betting and the use of blockchain for secure transactions are on the rise. While desktop platforms currently hold the largest market share, the increasing use of mobile devices for online betting signifies an area of strategic growth. As the Kanto region, with its high population density and disposable income, dominates the market, a targeted approach for this region could be advantageous for Astrobet N.V.

The Japan online gambling market has seen a robust growth trajectory, with projections indicating a rise from US\$ 7.7 billion in 2023 to US\$ 12.6 billion by 2032, marking a CAGR of 5.5% during the forecast period. This surge is attributed to several key factors including the legalization of certain gambling activities, technological advancements enhancing mobile accessibility, and a growing inclination towards virtual casinos and sports betting among the Japanese populace. The market's expansion is further bolstered by Japan's tech-savvy demographic and high internet penetration rates, offering a fertile ground for online gambling platforms to thrive.



Gambling Categories

Moreover, the integration of innovative technologies such as blockchain and virtual reality in gambling platforms is revolutionizing the user experience, ensuring transparency and security in transactions. The regulatory landscape, while stringent, has begun to show signs of adaptation to the digital age, opening up new avenues for market growth. The strategic focus of industry players on user experience, coupled with the cultural acceptance of gambling in various forms, positions Japan as a significant player in the global online gambling market, setting the stage for continued growth and diversification of gambling activities within the country.

Marketing Plan

Astrobet N.V.'s marketing strategy is designed to carve out a dominant position in Japan's competitive online casino market. Our approach is multi-faceted, focusing on brand awareness, player acquisition, and retention through a mix of traditional and digital marketing tactics, all while deeply understanding the unique aspects of the Japanese market.

We are committed to building a strong market presence in Japan, leveraging our technological capabilities and understanding of the local market to deliver a superior online casino experience. Our marketing plan is designed to attract and retain a loyal player base, driving sustainable growth and profitability.

GOALS	CHALLENGES
• Increase brand visibility and drive leads. • Improve conversion rates and engagement. • Optimize advertising spend for ROI.	• Identifying effective advertising channels. • Analyzing complex data for optimization. • Creating engaging ad content. • Staying updated on industry trends.
LIKES	DISLIKES
• User-friendly platforms with robust targeting. • Actionable insights for data-driven decisions. • Creative content development services. • Responsive customer support.	• Inefficient campaign setup and management. • Lack of transparency in ad performance. • Limited customization options. • Complex user interfaces.
PERSONALITY	PRODUCTS / SERVICES THEY ENJOY
• Driven and result-oriented. • Analytical and data-driven decision-making. • Creative and open to innovative advertising strategies. • Tech-savvy and eager to adopt new technologies and platforms.	• Programmatic advertising with advanced targeting. • Creative content development. • Performance tracking and analytics. • Educational resources for industry insights.

Marketing Plan

BRAND AWARENESS / POSITIONING	PLAYER ACQUISITION
• Utilize local SEO strategies in collaboration with our Japanese SEO team to enhance online visibility. • Develop a strong brand identity that resonates with the Japanese audience, emphasizing safety, innovation, and user experience. • Partner with well-known game providers like 1x2Gaming, Evolution Gaming, and Microgaming to leverage their brand strength and attract their loyal players.	• Launch targeted advertising campaigns on platforms popular in Japan, such as social media, gaming forums, and search engines. • Offer competitive welcome bonuses and promotions to encourage first-time deposits and game trials. • Implement a referral program that rewards players for introducing friends to Astrobet N.V.
RETENTION STRATEGIES	CONTENT MARKETING / SOCIAL MEDIA
• Regularly update the game library with new and exclusive titles from our extensive list of providers, ensuring fresh and engaging content. • Develop loyalty programs offering rewards, bonuses, and personalized offers based on player activity and preferences. • Conduct frequent player surveys to gather feedback and adjust offerings accordingly to meet player needs and preferences.	• Create and distribute engaging content that highlights game features, big wins, tips, and industry news, tailored for the Japanese market. • Actively manage social media accounts to engage with the community, provide customer support, and promote special events or promotions.
COLLABORATION / SPONSORSHIPS	REGULATORY COMPLIANCE / RESPONSIBLE GAMING
• Partner with popular Japanese influencers and gamers to reach broader audiences through sponsored content and live streaming. • Explore sponsorship opportunities in events related to gaming, technology, and sports to enhance brand visibility and engagement.	• Ensure all marketing materials comply with Japanese regulations and promote responsible gaming practices. • Educate players about safe gaming habits through our platforms and customer support channels.

Competitor Analysis

Japan's online casino market is becoming increasingly competitive, with several established brands and new entrants vying for market share. Astrobet N.V.'s strategy to distinguish itself includes deep localization of content, superior user experience, and robust SEO strategies in collaboration with a local Japanese team.

VERA&JOHN

STRENGTH	WEAKNESS	OPPORTUNITY	THREATS
- A wide range of games from top software providers like NetEnt, Microgaming, and Evolution Gaming, ensuring high-quality gaming experiences. - Mobile-friendly platform that doesn't require a downloadable app, making it accessible for players on the go.	- Lack of a downloadable app may be seen as a disadvantage for players preferring app-based play. - Limited customer support options with no phone support specifically for Japanese players and the absence of an FAQ section could hinder user experience.	- Expanding its game portfolio to include more localized content could further enhance its appeal to the Japanese market. - Introducing a downloadable app could attract a segment of players who prefer dedicated mobile applications for gaming.	- Increasing competition from new entrants into the Japanese online casino market. - Potential regulatory changes could impact the online gambling landscape in Japan.

MYSTINO

STRENGTH	WEAKNESS	OPPORTUNITY	THREATS
- Likely offering a variety of games to cater to diverse player preferences, including slots, live dealers, and table games. - Potential for strong promotional and bonus offers to attract new players.	- Newer to the market compared to established competitors like Vera&John, which may result in lower brand recognition. - Potential gaps in service offerings or localization efforts compared to more established competitors.	- Room for aggressive market penetration strategies, including competitive bonus offerings and targeted marketing campaigns. - Opportunity to innovate in game offerings and user experience to differentiate from competitors.	- Established competitors with strong brand loyalty among Japanese players. - Legal and regulatory hurdles that could affect market dynamics and competitive positioning.

Operating Plan

The Operating Plan for Astrobet N.V. outlines the operational framework and procedures essential for the smooth functioning of our online casino platform. Our plan emphasizes efficiency, compliance, and innovation, ensuring we provide a superior gaming experience to our users in Japan.



TECHNOLOGY INFRASTRUCTURE

Platform Development

Our in-house tech team will continuously develop and enhance our platform to ensure it's secure, user-friendly, and flexible, capable of integrating new games and features to comply with regulatory changes.

Server Infrastructure

We will utilize high-performance servers to ensure fast loading times and uninterrupted gameplay, with redundancy measures in place to minimize downtime.



GAME MANAGEMENT

Game Selection

We will offer a diverse range of games from renowned providers such as 1x2Gaming, Evolution Gaming, and Microgaming, ensuring a rich selection of slots, live dealer games, and sportsbook options.

Game Integration and Testing

New games will be regularly integrated and rigorously tested for fairness and functionality to maintain a dynamic and engaging game library.

Operating Plan



CUSTOMER SUPPORT

Support Channels

24/7 customer support will be available via live chat, email, and telephone, ensuring timely assistance for our users.

Language Support

Support services will be provided in Japanese to ensure clear communication and effective resolution of user queries and issues.



COMPLIANCE AND SECURITY

Regulatory Adherence

We will strictly adhere to Japanese gambling regulations, ensuring all operational aspects are compliant with local laws.

Data Protection

Advanced encryption technologies will be employed to protect user data and transactions, ensuring privacy and security.

Operating Plan



MARKETING AND USER ACQUISITION

Our marketing strategies, as detailed in the Marketing Plan section, will be executed to drive user acquisition, brand awareness, and engagement, utilizing social media, affiliate marketing, SEO, and promotional offers.



PAYMENT PROCESSING

ReguDiverse Payment Options

A range of payment methods, including credit cards, e-wallets, and cryptocurrencies, will be supported to cater to user preferences.

Fast and Secure Transactions

We will ensure fast processing of deposits and withdrawals while maintaining high security to build trust with our users.

Operating Plan



LOCALIZATION

Deep localization efforts will ensure our platform is tailored to the Japanese market, from game selection to customer support, payment methods, and marketing efforts.



MONITORING AND ANALYTICS

Continuous monitoring of platform performance, user activity, and financial transactions will be conducted to identify trends, optimize operations, and enhance the user experience.

This Operating Plan provides a roadmap for the essential operational components of Astrobet N.V. It is designed to ensure a seamless, secure, and engaging online casino experience for our users in Japan. As the online casino landscape evolves, this plan will be revisited and refined to adapt to new technologies, market trends, and regulatory requirements.



Financial Plan

Our financial plan outlines our approach to achieving financial sustainability and growth over the next three years. We aim to break even within 18 months post-launch, with a total investment of \$2 million USD. Our target is to earn a net profit of at least \$500,000 per month thereafter. This plan includes income statements, cash flow projections, and a balance sheet forecast..

INCOME STATEMENT HIGHLIGHTS

Revenue Projections

We forecast a steady increase in revenue, starting from \$850 million in the first year to over \$980 million by the third year, driven by our diverse gaming options and marketing strategies.

Cost Management

Gaming duties and other costs of sales are expected to be tightly managed, improving gross profit margins from year to year.

Marketing and Operating Expenses

Significant investments in marketing are planned to establish brand awareness and attract users, with these expenses expected to decrease as a percentage of revenue over time as brand recognition strengthens.

Operating Profit

We project an operating profit starting modestly in the first year but growing significantly as operational efficiencies and market presence improve.

US \$ M	YEAR 1	YEAR 2	YEAR 3
Revenue	\$850	\$900	\$980
Cost of Sales	-\$300	-\$320	-\$340
Gross Profits	\$550	\$580	\$640
Marketing Expenses	-\$150	-\$140	-\$130
Operating Expense	-\$200	-\$190	-\$180
Operating Profit	\$200	\$250	\$330

Financial Plan

CASH FLOW STATEMENT

US \$ M	YEAR 1	YEAR 2	YEAR 3
Operating Activities	220	270	350
Investing Activities	-100	-50	-30
Financing Activities	-2	0	0
Net Increase in Cash	120	220	320

BALANCE SHEET

US \$ M	YEAR 1	YEAR 2	YEAR 3
Total Assets	1000	1200	1500
Total Liabilities	-500	-600	-700
Equity	500	600	800

These tables outline the financial projections for Astrobet N.V. over the next three years, showing expected revenue growth, cost management, and the overall financial health of the company. This structured approach helps in understanding the company's financial planning and potential for profitability and growth.

Future Plans & Milestones

To ensure the long-term success and growth of Astrobet N.V., it's crucial to outline a clear set of future plans and milestones. These not only guide the company's strategic direction but also help in monitoring progress against set objectives. Below is a structured future plan and key milestones for Astrobet N.V.

Long-Term Vision (3-5 Years)

- Become the leading online casino in Japan with expansion into other Asian markets.
- Diversify product offerings to include sports betting, virtual sports, and esports betting.
- Develop and launch a mobile app to provide a seamless gaming experience across all devices.
- Foster a responsible gaming environment with advanced tools and resources for player protection.
- Continuously innovate in gaming technology and user experience to stay ahead of industry trends.

Monitoring and Evaluation

- Regularly review and adjust the strategic plan based on market trends, regulatory changes, and competitive landscape.
- Establish key performance indicators (KPIs) for all areas of the business to monitor progress and identify areas for improvement.
- Conduct annual strategic reviews to assess the achievement of milestones and set objectives for the coming years.

MILESTONES



Thank You

We are ready to grow our business better and giving back to society.