
BUSINESS PLAN

Optim Development B.V.



Table of contents

INTRODUCTION	3
1. ABOUT THE BUSINESS	4
2. VISION, MISSION, CORE VALUE, ETHICAL ISSUES.....	5
3. FINANCIAL PLAN	6
4. SWOT ANALYSIS	7
5. AML (ANTI MONEY LAUNDERING) & KYC.....	8
WHAT ARE WATCHLISTS?	8
WHY PERFORM WATCHLIST CHECKS	8
HOW REAL-TIME AML WATCHLIST CHECKING WORKS	8
FEATURES.....	9
HOW AML BATCH SERVICE WORKS.....	9
BENEFITS.....	9
KNOW YOUR CUSTOMER (KYC).....	9
6. AFFILIATE MODEL.....	10

INTRODUCTION

Optim Development B.V. is a newly established company, but the gambling market to the company owners is well known. More than 10 years in the gambling industry have provided an invaluable experience for business organization in various countries.

We have established extensive partnerships with numerous gambling regulators and experts in gaming, law and finance on the African continent. Knowing in detail how the gambling industry is organized in Africa, we will be able to create a successful business in Asia, European Union, Non-USA North America etc.

Optim Development B.V. has a team of professionals who are well aware of the gambling industry. Not only do we know how to build an efficient business, but we also know how to make it work by complying with all regulations and requirements.

Our business will be a partnership which means we will run it together. The reasons why we choose to be partnership rather than sole proprietorship or corporation is because we require a lot of capital investment, talent and skills in order to operate our business. As a partnership, we have high capacities to expand our business through adding new talents as well as skills and money from each and every members.

An online casino (also known internet casino casino or digital) is a digital casino that can be played over the Internet. The online casino market has grown strongly since the nineties. Many people are tempted to play the high (free) bonuses that are often given at registration, along with the freedom and high autonomy that an online casino offers over a regular casino. Players may want to own at a desired time at the online casino games, since these are generally available 24 hours a day "open". Playing at an online casino is banned in the United States, and yet it is only allowed Internet gambling in Europe and Asia. However, there are online casinos that allow players from the United States although this completely at your own risk.

1. ABOUT THE BUSINESS

Due to the fact that in order to work in gambling industry we need to obtain a license, we plan to obtain a sublicense from one of the best providers of eGaming License and IP in Curacao. This is Curacao eGaming.

To provide services in the gambling industry Optim Development B.V. will need a platform on which we can fully provide our services to consumers. For this purpose, we have selected the best software vendors - Slotegrator and BetB2B.

Slotegrator is a provider of omnichannel products for various verticals in the iGaming industry. Since 2012, they have been aggregating game content, business and technology solutions, and industry knowledge to enable clients to maximize their business's potential. It is popular in Curacao, because it has an issued sublicense.

BetB2B is an innovative platform for the rapid establishment of bookmaker products. Their clients include world-known bookmakers such as 1xbet.com, 22bet.com, 1xbit.com and betwinner.com, among others. The companies that have been created on their platform serve over 1 million players daily. They have 11 years' experience in retail betting and provide software for LBOs.

Generally, the gaming sector is known for its high entry barrier due to stringent regulations and massive challenges with regard to the securing of licenses to operate casinos and other types of gambling establishments. However, in order to operate a gaming business legally, obtaining a valid license is a must.

After obtaining a gaming license Optim Development B.V. plans to enter the markets of Asia: Middle East, Eastern Asia, Central Asia, Australia, Non-USA North America, South America and also EU Countries. We want to be a competitive provider in the gambling sector in these jurisdictions. We have everything we need to be able to do this, because we have:

- team;
- experience;
- funding;
- the purpose – it will be a first.

2. VISION, MISSION, CORE VALUE, ETHICAL ISSUES

Corporate Vision

To be the leading gaming, entertainment and hospitality company in our chosen markets by providing superior entertainment value and exceptional experiences.

Mission

To provide outstanding experiences to our guests, rewarding opportunities to our team, and superior value to our shareholders.

Core Values

- Integrity: To conduct our business in a responsible and ethical manner
- Service Excellence: To exceed our guest expectations by providing superior personal service
- Drive to Succeed: To efficiently manage and grow our business
- Team Engagement: To care about and support our colleagues, provide them with tools for success, and recognize them for their performance
- Citizenship: To support the communities in which we live and work

Ethical Issues

Our services will be provided with highest quality and reasonable bonuses

Transparency and legality is our priority in operating the business.

3 core principles:

Customers: we will we will treat all customers fairly and gentle by charging them with reasonable commission

Quality: we focus on quality rather than just seeking for profits. Each and every of our products (games) and services will be of high quality and legal.

Legality: Our entire corporate structure and business structure is based on transparency and legality. All providers of games, payment methods will be independently certified and licensed.

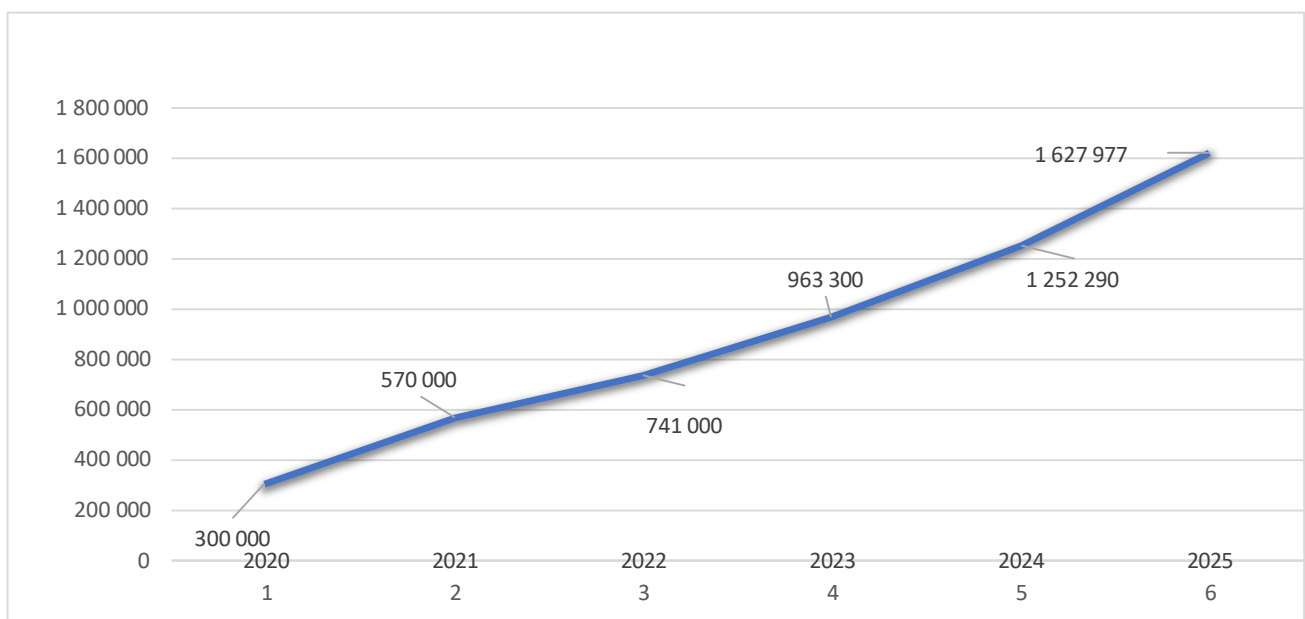
3. FINANCIAL PLAN

The table shows the estimated gross revenue and expenditure as well as GGR payments and the estimated profit. Cash flows calculated based on initial investment. All figures are in the USD.

Initial Cash Outlay	-50 000	01.07.2020
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FP & CF	Investing	2020	2021	2022	2023	2024	2025
Revenue		300 000	570 000	741 000	963 300	1 252 290	1 627 977
Benefits		210 000	399 000	518 700	674 310	876 603	1 139 584
Gross profit		90 000	171 000	222 300	288 990	375 687	488 393
GGR	5,0%	4 500	8 550	11 115	14 450	18 784	24 420
Gross profit		85 500	162 450	211 185	274 541	356 903	463 973
Marketing expenses		25 650	48 735	63 356	82 362	107 071	139 192
Affiliat exprnses		34 200	64 980	84 474	109 816	142 761	185 589
IT infrastructure		5 000	12 000	12 000	12 000	12 000	12 000
Operating profit		20 650	36 735	51 356	70 362	95 071	127 192
Royalty	5,0%	4 275	8 123	10 559	13 727	17 845	23 199
Profit before tax		16 375	28 613	40 796	56 635	77 226	103 993
Corporate tax	2,0%	328	572	816	1 133	1 545	2 080
Net income		16 048	28 040	39 980	55 502	75 681	101 913
Free Cash Flow		-33 953	-5 912	34 068	89 570	165 252	267 165

Diagram of Revenue



4. SWOT ANALYSIS

Organizational	Strengths	Weaknesses
	• Provider`s support 24/7 • License recognized in many countries • Reasonable bonuses and rates • Quick input and withdrawal of funds • Different payment methods • Digital marketing • Relevant experience in land casino	• Need a lot of capital • Competitors • Black market
Environmental	Opportunities	Threats
	• New industry solution offered in the regions • More profit earning • More visitors • Job opportunities	• Legislative change • Frauds & Hackers • De-licensing

5. AML (ANTI MONEY LAUNDERING) & KYC

Our partners offer comprehensive coverage of global AML risk data sources including sanction lists (such as OFAC, UN, HMT, EU, DFAT, and many more), law enforcement lists (Interpol, country specific government and state agencies, and police forces), and governing regulatory bodies' (financial and securities commissions) from around the world.

Their Global AML Watchlist helps you comply with domestic and international Anti-Money Laundering (AML), Counter Terrorist Finance (CTF), and sanctions enforcement regulations. The Watchlist is accessible in two ways, real-time AML Watchlist checks and/or AML batch service.

Their Global AML Watchlist solution gives the user the ability to:

- Streamline the workflow for list screening, processing results, and record keeping
- Focus processing time and staff hours on the highest level of risk and compliance requirements
- Save additional cost and training resources for supplementary data that is not required for compliance

What are Watchlists?

Compliance with Anti-Money Laundering (AML) and Know Your Customer (KYC) obligations require real-time and regular identity checks against known or suspected money laundering, terrorist, or other persons considered high risk. Such high-risk individuals, termed Politically Exposed Persons (PEPs), are identified in a variety of lists across the globe.

Why Perform Watchlist Checks

Financial institutions and other organizations are expected to have a process that identifies PEPs and ensures that money managed on behalf of PEPs is not derived from criminal activity. Heavy fines are imposed on organizations that fail to have adequate PEP screening should a client be found to be engaged in criminal activity. Therefore, compliance with AML, KYC, and sanctions requirements continue to be a key focus area for management, and firms are under pressure to demonstrate a robust compliance framework to ensure legal requirements are met at both a regional and global level.

How Real-Time AML Watchlist Checking Works

Clients who enable Global Gateway's Enhanced Watchlist with their verification services receive two distinct sets of data per identity check. The first verifies the identity of the individual, and the second checks against a multitude of government watch lists worldwide. If there is a positive match, or a "hit"

on the watchlist, a link directs the user to the watchlist results. The detailed information provided lets clients determine the applicability of the watchlist hit and determine their next steps.

Features

- Real-time global coverage in 190 countries, 6 languages
- Increased coverage from 126+ sanctions, Watchlists, PEPs and adverse media
- Seamless integration during customer onboarding via API or web portal
- Over 5 million media articles analyzed for criminal activities and updated hourly
- Filtering capabilities include country and year of birth

How AML Batch Service Works

The AML Batch Service offers a cost-effective option for Customer Identification Program (CIP), Customer Due Diligence (CDD), and Enhanced Due Diligence (EDD). Clients can upload and process batch files (up to 200,000 transactions) to re-verify customers against the Watchlist (AML/PEP/OFAC lists) data source with minimal impact on business.

Benefits

- Reduce Operational Costs
- Save Time
- Cross-Border Compliance
- Hassle-Free Maintenance

Know Your Customer (KYC)

KYC is a strong tool used in the Gaming Industry and other industries such as banking to ensure that the operator knows pertinent information about their clients. In our case, during registration we will collect information about our clients regarding Age, Identification details (First and Last name, ID number) and contact details.

Over-time we will also collect relevant data such as average size of their wagers, how often they place wagers and medium through which they mostly place their wagers. Our Gaming platform is also connected to a larger world--wide database, so in the event any player has ever been red flagged on other sites for illegal or high-risk activity, our platform can run a correspondence through this database and pick this up. To protect client identity and respect privacy, such correspondence will only be run once a client does any illegal activity on the site.

6. AFFILIATE MODEL

An affiliate model is an in-built system on our Gaming Platform where we are able to support a 3rd party who may be interested in operating a gaming business. The objective of an affiliate model is to increase traffic to the gaming platform, attract players and generate secondary business opportunities for entrepreneurs.

Our Gaming platform is practically a plug and play system where a 3rd party Gaming Company can plug in their front-end to our platform and use our Smart Gaming platform as an engine to drive their business. The platform has all the required software, innovative marketing tools, admin panel, customized reports and advanced tracking & statistics.

An example would be a client who has a valid gaming license, strong customer base and the funds to successfully run such a business. This client however lacks an odds provider, the technology base and the staff to meet compliance and/or successfully launch a fully incorporated platform. Our Gaming platform is able to accommodate such partners and provide them with an independent platform on which they can market their services.

The Gaming platform is able to track all incoming and outgoing expenses, calculate gross revenue earned and approximate the net profits realized. The system is entirely transparent and incorruptible and can be relied upon 100% to deliver accurate outputs. Such a system can assist Governing authorities such as the TGB and the TRA to keep track of activities and understand in terms of revenue generated and number of transactions going through the system.

AFFILIATE MODEL - FLOWCHART

