

FORTUNEQUAKE B.V.

DATE: 01.10.2024

Business Plan



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Executive Summary



MISSION

To provide an engaging iGaming experience that prioritizes customer satisfaction.



VISION

To become a leading force in iGaming by setting new standards for quality, trust and player experience.

FortuneQuake B.V. is a forward-thinking iGaming company strategically targeting the rapidly growing online gambling markets in Europe and Canada. These regions represent some of the most promising and expansive markets globally, with substantial potential for ongoing growth.

Leveraging partnerships with trusted industry leaders, our company provides a comprehensive suite of features and functionalities. These include a customizable bonus system, an extensive array of payment options, and a sportsbook with real-time betting capabilities, all designed to enhance customer engagement. The product is characterized by intuitive navigation, responsive design, high-quality graphics and animations, multilingual support, and innovative gamification elements.

The online gambling industry is highly competitive, with numerous well-known operators dominating the market. FortuneQuake B.V. is distinguished by a combination of attractive design, customer focus, user experience, and a deep understanding of new market trends. This allows us to fill a niche and compete effectively with industry competitors.

Our management team is composed of seasoned professionals with deep expertise in their respective fields. CEO **Nina Jovanojic**, a leader with extensive experience in IT and iGaming, spearheads a team of highly qualified experts.

At FortuneQuake B.V., we prioritize risk management and regulatory compliance. We have implemented a robust Anti-Money Laundering (AML) compliance program, encompassing Customer Due Diligence (CDD), Enhanced Due Diligence (EDD), and continuous customer monitoring. Our experienced risk management team vigilantly oversees the platform to detect and prevent any fraudulent activities.

FortuneQuake B.V. is currently in the product development phase, with the first Minimum Viable Product (MVP) slated for launch by December 2024.

The Organization



Nina Jovanojic

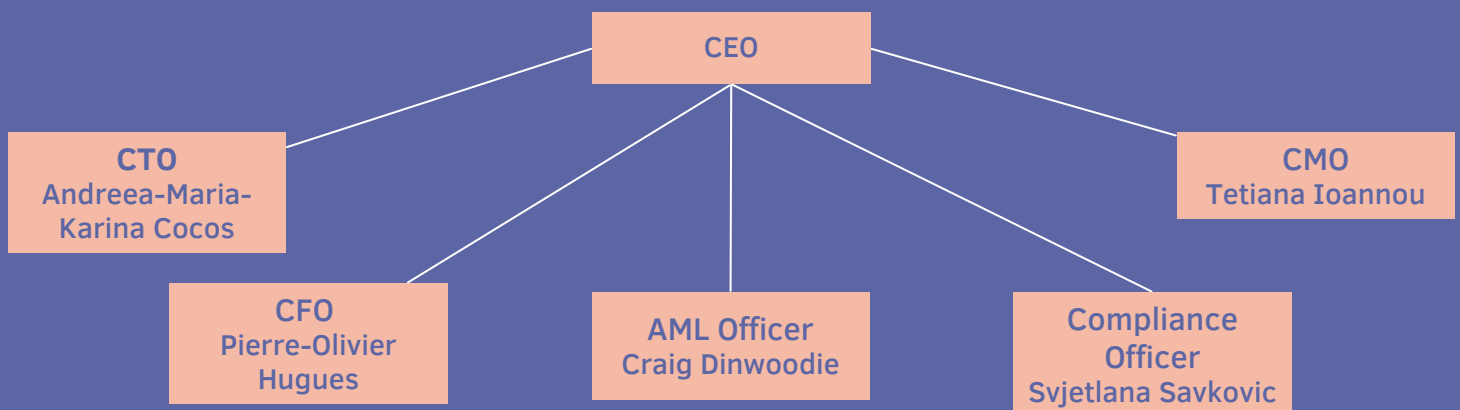
Chief Executive Officer

Nina Jovanovic is a visionary leader at FortuneQuake B.V., responsible for guiding the Company to success by making high-level strategic decisions. Nina has successful experience in both consulting and online casino operations. As an accounting manager at FINANCE PLUS DOO, Nina provided services to online casino operators, including accurate accounting of all financial transactions, regular reconciliation of financial statements with gaming transactions, and constant monitoring and compliance with industry regulations, including anti-money laundering (AML) laws and responsible gambling rules.

As a manager at GAME WORLD DOO, an online casino operator, Nina developed and implemented business strategies aimed at the growth and profitability of gaming operations, managed budgets, and managed relationships with external partners, including game developers, payment processors, and affiliate marketers.

Nina is a highly skilled business manager with deep expertise in consulting and iGaming, and will oversee all financial matters at FortuneQuake B.V.

MAP OF THE ORGANIZATION



The Organization

The management structure of the company is designed to ensure effective oversight and seamless decision-making at all levels. At the helm is Nina Jovanovic, who serves as both the sole Director and the Ultimate Beneficial Owner (UBO) of the company. This unique position entrusts her with the comprehensive responsibility of steering the company's strategic direction and overseeing all major decisions. Nina's dual role allows for streamlined governance and ensures that the company's vision and objectives are consistently aligned with its day-to-day operations.

Given that the company has only one UBO, there is no risk of deadlock in decision-making processes. This structure eliminates the potential for conflicts or stalemates. Decisions, especially those of significant importance, are made efficiently, ensuring that the Company can respond swiftly to changing market conditions and operational needs.

The Company will also have 2 non-executive directors, Waaigat Directors B.V. and Dempel Directors B.V., who will form the General Board, which will be responsible for appointing the Executive Directors, making decisions on matters specified in the Company's Charter, as well as on matters outside the scope of the Company's day-to-day operations, and supervising the Executive Directors.



In addition to board meetings, which Nina leads, managers who are responsible for specific operational areas are often invited to participate. These invitations are extended when the meeting agenda includes topics relevant to their areas of expertise. This approach not only fosters a collaborative environment but also ensures that the board is informed by those with hands-on experience in critical aspects of the company's operations. The inclusion of managers in these discussions allows for a more comprehensive understanding of the issues at hand and supports more informed decision-making.

Overall, the company's management and governance structure is designed for agility and clarity, with a clear line of responsibility and a strong emphasis on collaboration where necessary. This ensures that the company remains nimble, responsive, and aligned with its strategic goals.

Market Analysis

Target markets for the FortuneQuake B.V.:

Europe: Finland, Denmark, Sweden, Norway, Portugal; North America; Canada

The list of explicitly forbidden territories:

USA, the Netherlands, France, Dutch West Indies, Curacao and Australia.

The iGaming markets in Europe and Canada have experienced robust growth over the years, with both regions emerging as key players in the global online gambling industry. According to a report by Mordor Intelligence, the Europe Online Gambling Market size is estimated at USD 52.30 billion in 2024, and is expected to reach USD 88.16 billion by 2029, growing at a CAGR of 11.01% during the forecast period (2024-2029).

The European market is one of the most mature in the world, with countries like Finland, Sweden, Denmark, and Portugal leading the industry. Sweden remains one of the largest online gambling markets in Europe, with a market size expected to reach USD 2.44 billion by 2029, growing at a rate of 5.69% annually. Finland and Denmark are also key markets, with their industries benefiting from strong regulatory frameworks and high levels of digital adoption. Norway, another significant player, is projected to see its market grow to USD 2.51 billion by 2029, at a CAGR of 4.96%. Portugal is expected to show an annual growth rate (CAGR 2024-2029) of 4.66%, resulting in a projected market volume of US\$402.40m by 2029. Portugal, an emerging market, is witnessing rapid growth as regulatory conditions continue to improve.

In Canada, the iGaming market is flourishing, driven by increasing internet penetration and the liberalization of online gambling regulations. The Canadian online gambling market is expected to grow at a CAGR of 12.0% during the forecast period (2021-2026). British Columbia and Quebec, are witnessing significant growth, with their markets expected to reach CAD 1.2 billion and CAD 950 million by 2025, respectively, with growth rates of 10.8% and 11.3%.

Marketing Strategy

The Company has developed a comprehensive strategy to enter its target markets, establish a strong and lasting presence, and attract a substantial player base. By recognizing the unique characteristics of each market and the preferences of local players, the Company plans to utilize the following tools:

1. Paid advertising:

- **Affiliate marketing:** The Company will establish relationships with local influencers, bloggers and industry websites. This approach is particularly effective in developed markets where consumers rely heavily on online reviews and recommendations.
- **Search engine marketing:** FortuneQuake B.V. will use Google Ads with localized keywords tailored to each country. For example, focus on football betting terminology in Portugal and hockey betting terminology in Finland and Canada.

2. Promotions and discounts:

- **Welcome bonuses:** The Company will offer welcome bonuses, such as free spins or deposit bonuses.
- **Loyalty programs:** We will offer special loyalty programs that reward regular players with free spins, bets, or other privileges.
- **Seasonal promotions:** FortuneQuake B.V. will focus on local holidays and sporting events to run special promotions. For example, it will offer increased odds or cashback during football tournaments in Portugal or hockey seasons in Finland.

3. Content marketing:

- **Localized content:** We will create blogs and guides dedicated to information about online gambling, its types, deposit and withdrawal methods, specific sports, and betting practices.
- **Video content:** The Company will create videos describing the capabilities and features of the platform, introductory information about the slots presented on the website, information about local sports teams, etc.
- **SEO optimization:** The Company will improve the content on the website using localized keywords to increase search engine rankings in each region.

Product Review

The company will launch its product at the domain catch.bet. The Website will offer a variety of games categorized as follows:



Games of chance conducted against the house, the outcome of which is determined by a random number generator, and includes roulette, blackjack, slots.



Games of chance that are not played against the house and in which the operator is not exposed to gambling risk but generates revenue by receiving commissions or other fees based on the stakes or prize, these are "player vs. player" games such as poker, bingo, etc;



Games of chance conducted against the house, the outcome of which is not randomly generated but is determined by the outcome of an event or competition



Controlled skill games, such as fantasy sports.

Our Business Partners

Game aggregation:

The Company will offer negotiations with many gambling providers, and plans to add dozens more game providers in the future. Among them are Evoplay, Play'nGo, Spinomenal, NetEnt, BGaming, Microgaming, PragmaticPlay, Booongo, Playson, Evolution, PushGaming, Belatra, iSoftBet, Yggdrasil, RedTiger, Endorphina, Evoplay, Gamomat, NolimitCity, RelaxGaming, Wazdam, Amatic, Betsoft, Platypus, BigTimeGaming, EGT, ELK, Quickspin, 1x2Gaming, FelixGaming, HacksawGaming, Mascot, Skywind, Thunderkick, TrueLab, Booming, MrSlotty, Novomatic, RedRake, WorldMatch, BLUEPRINT, EpicIndustries, GameArt, Habanero, IGT, JadeGames, KAGaming, KAJOT, NetGame, Nolimit PGSoft, TomHorn, Zillion, 4ThePlayer, Habanero, BangBangGames, BFGames, BTG, Cozy, Fantasma, GAMEBEAT, Gaming, iGaming, Live5, MaxWinGaming, Pariplay, PocketGames, ReelPlay, Swintt, WolfGold, Yogonet. This allows us to provide a wide range of games available on the platform.

Sports Betting:

The Company wishes to provide real-time betting capabilities that will allow users to place bets during live sporting events, making the platform ideal for real-time betting. In addition, the Company plans to offer a variety of betting options, including pre-match bets, over/under bets, handicaps, and more. For this purpose, the Company plans to engage a partner in the future that will meet the Company's high requirements and will be able to provide software for the services described above.

Payment Integration:

FortuneQuake B.V. will offer a wide variety of payment methods, including credit cards, e-wallets, and cryptocurrencies. These options include Visa, Mastercard, Google Pay, Apple Pay, PayPal, ecoPayz, Astropay, UPayCard, MuchBetter, Jeton, Skrill, Neteller, Paysafecard, Oxxo, Pix, Baleto, Lobanet, and Rapipago. Our platform is equipped with advanced fraud prevention and risk management solutions to guarantee secure and reliable transactions for all users.

Products & Services

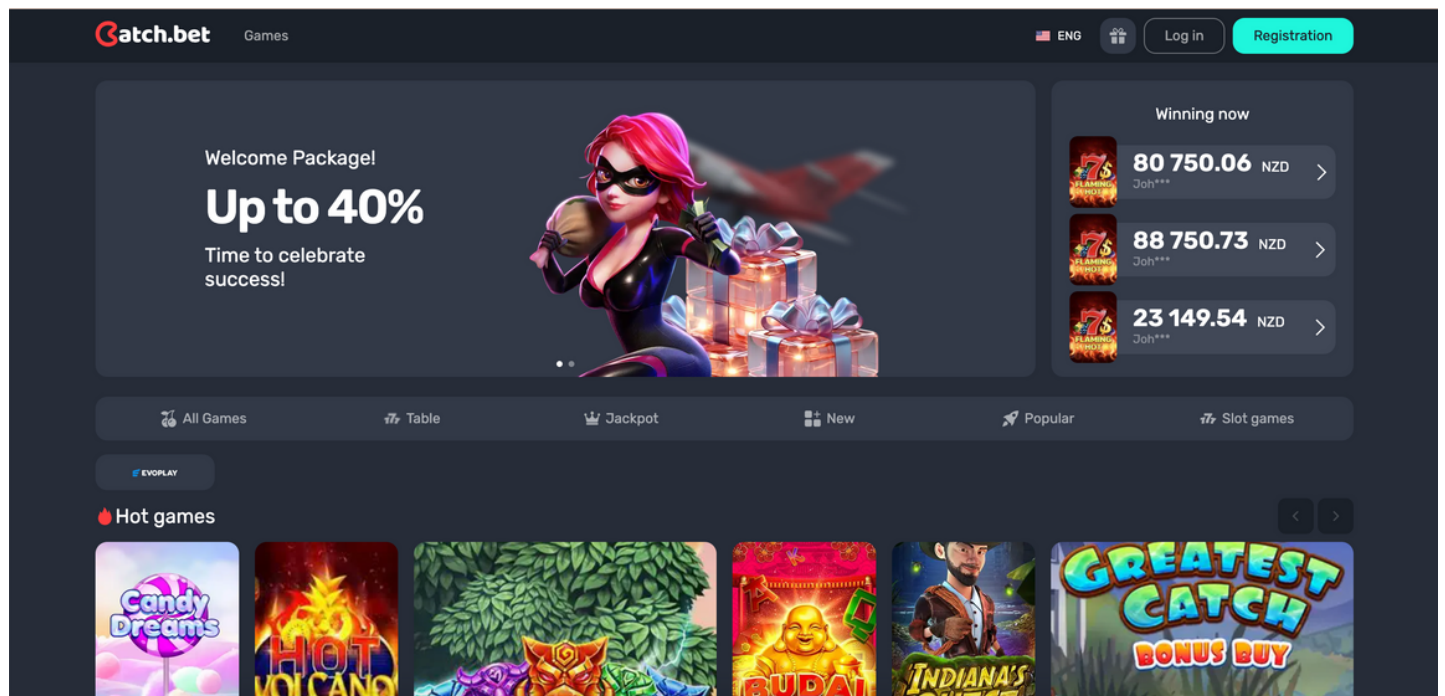
The casino Website will be a comprehensive gaming hub where players will be offered a wide range of entertainment. The name of the Website will be: Catch.Bet, Domain: catch.bet, the Website will feature:

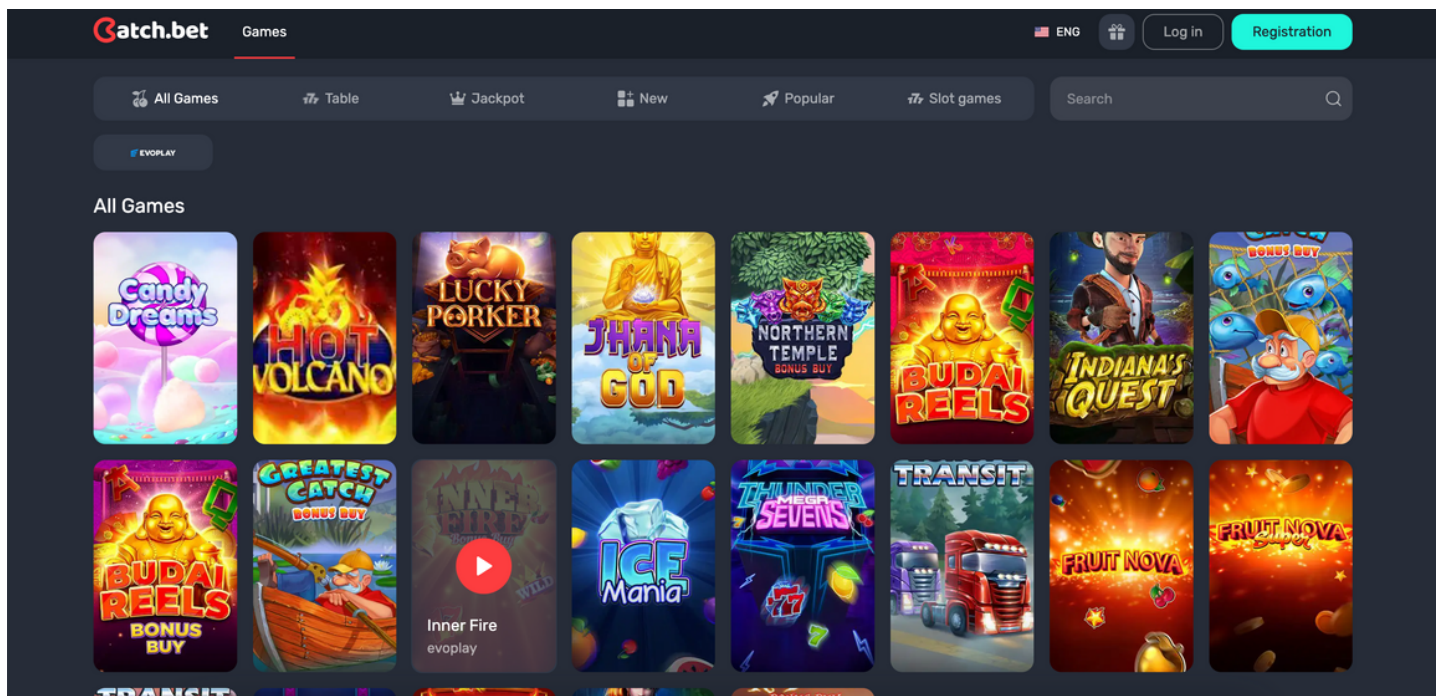
- Slots from renowned providers
- Network and local tournaments
- Live Casino
- Lotteries, poker, baccarat, and more

The proposed games on the website include:

- Slots
- Live casino games (Poker, Baccarat, etc.)
- Lotteries
- Table games (Blackjack, Poker, Roulette, etc.)

The website will have a sleek and modern appearance, designed for easy navigation and a seamless user experience. Examples of the Website appearance:





Registrations and opening of an account.

To create an account, the Player is required to accept the T&C & Privacy Policy and fill in the registration form containing the following information:

- Email
- Password
- Promocode (optional)

The Player may also agree to receive advertising communications to the specified email address.

Register to get

50 Freespins



✕

Email

Password

Promocode (Optional)

☐ I accept the [Terms and Conditions](#) and [Privacy Policy](#)

☐ I agree to receive bonus & marketing emails

Sign Up

Already a member? [Log in](#)

To make the first deposit, the Player must provide the following information: full name, date of birth, address. With the information received, the Company will check the Client using the databases at its disposal in accordance with the Company's KYC and AML Policies. The Player's identity will be checked immediately after Player's registration on the Website.

Level 12500/5000 LP

BalanceWithdrawal

Profile

Deposit

Bet History

Payment History

Withdrawal

Settings

Logout

Profile

DetailsAccount verification

User information

First nameLast name

Date of birth

Email

Phone

Currency

Postal codeState

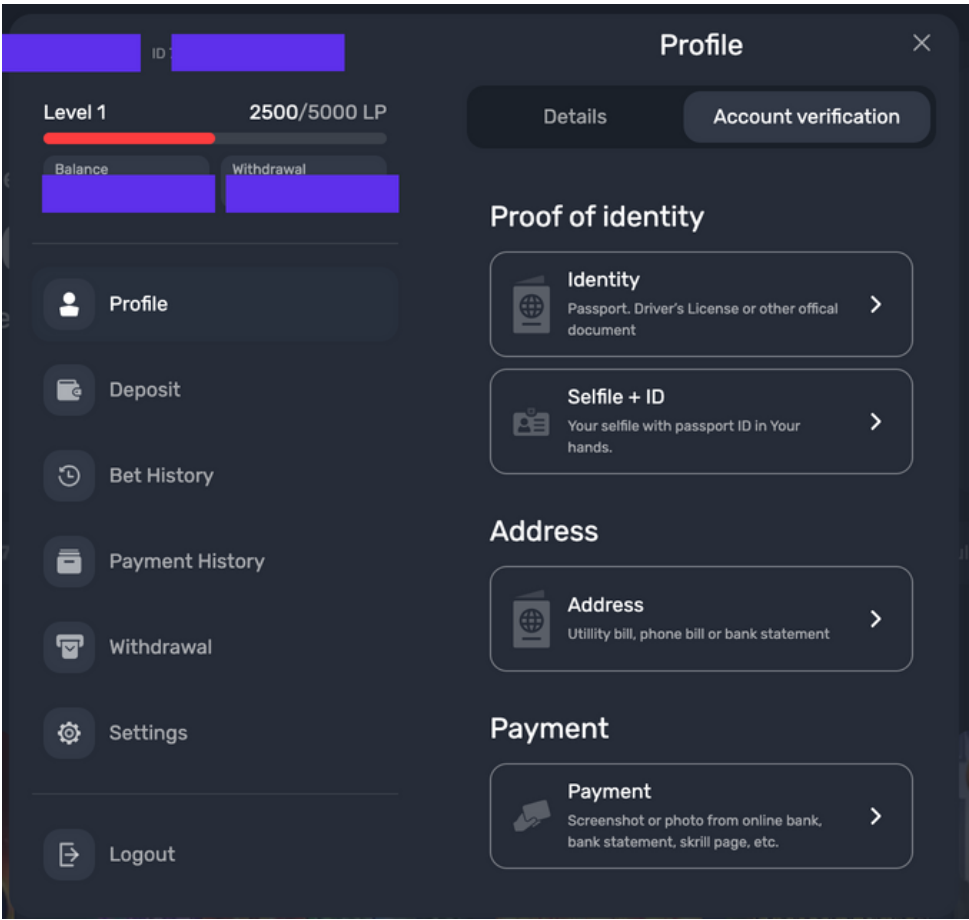
City

Address

Username

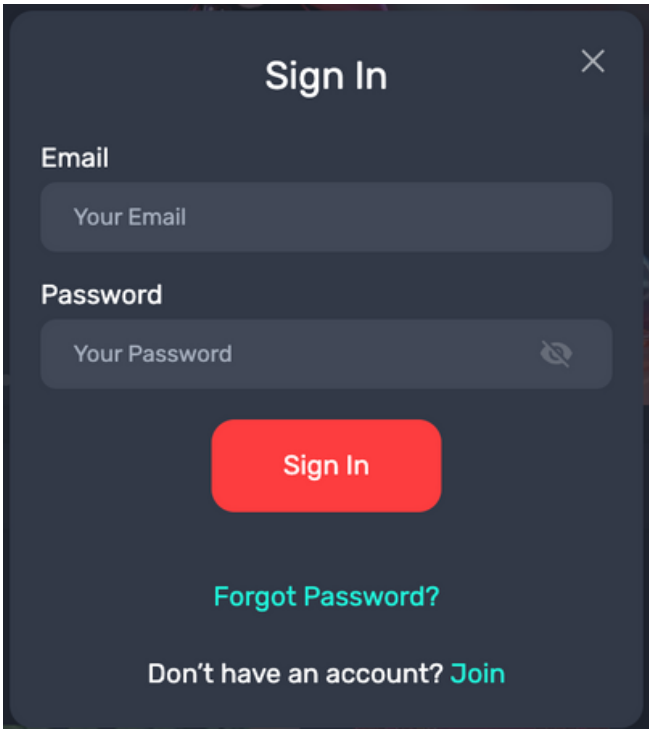
Save

In certain cases described in our Anti-Money Laundering and Know Your Client Policies, the Player is required to upload: an identification document; a selfie with an identification document; a document confirming the address; using the form below.

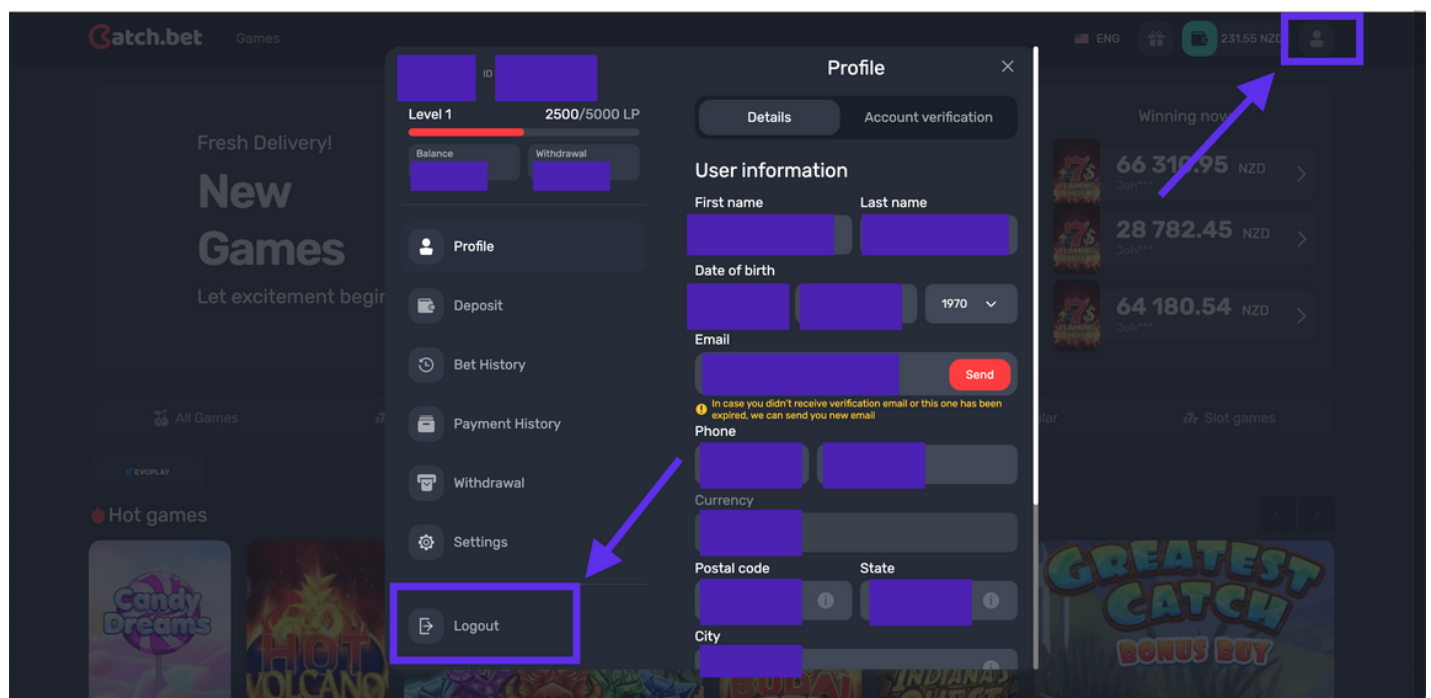


Login and Logout:

In order to log in to the Account, the Player must enter their email and password in the form below:

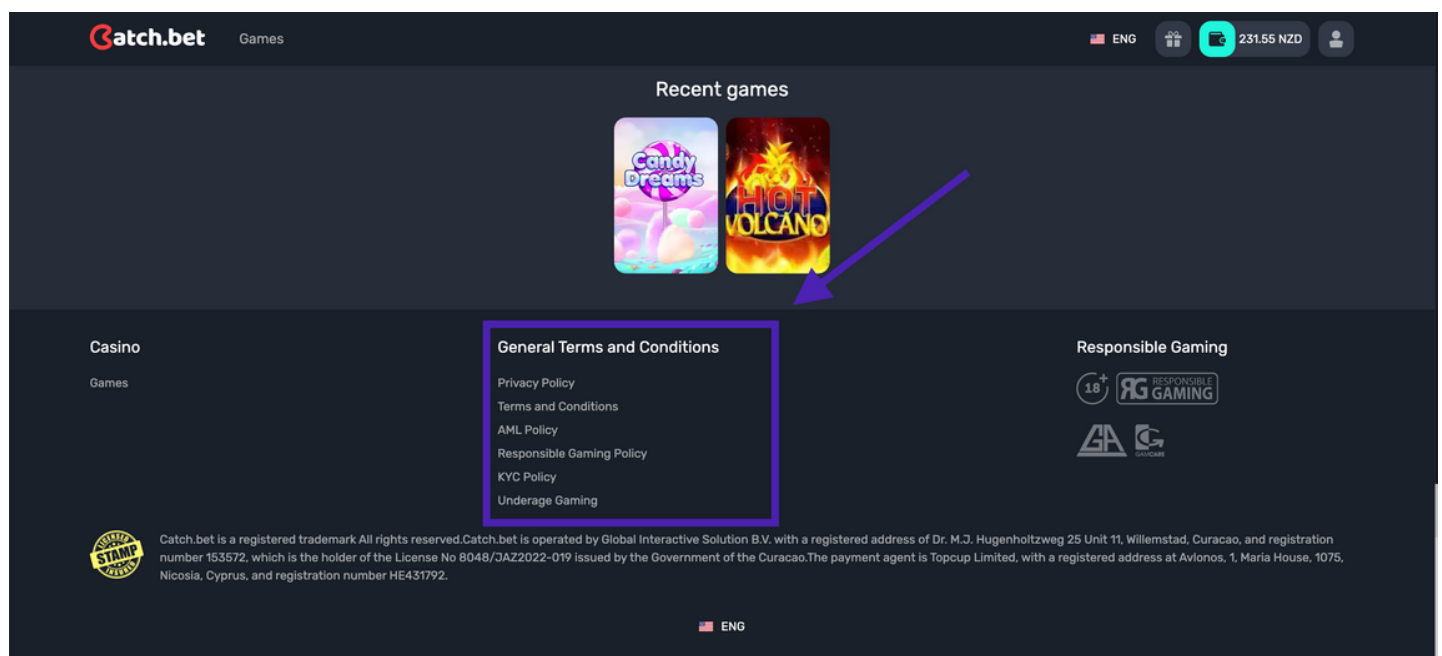


In order to log out of the Account, the Player shall click on the profile icon located in the upper right corner of the Website. After that, the Account window will open where there will be a separate button to log out of the Account, as shown on the screen below.



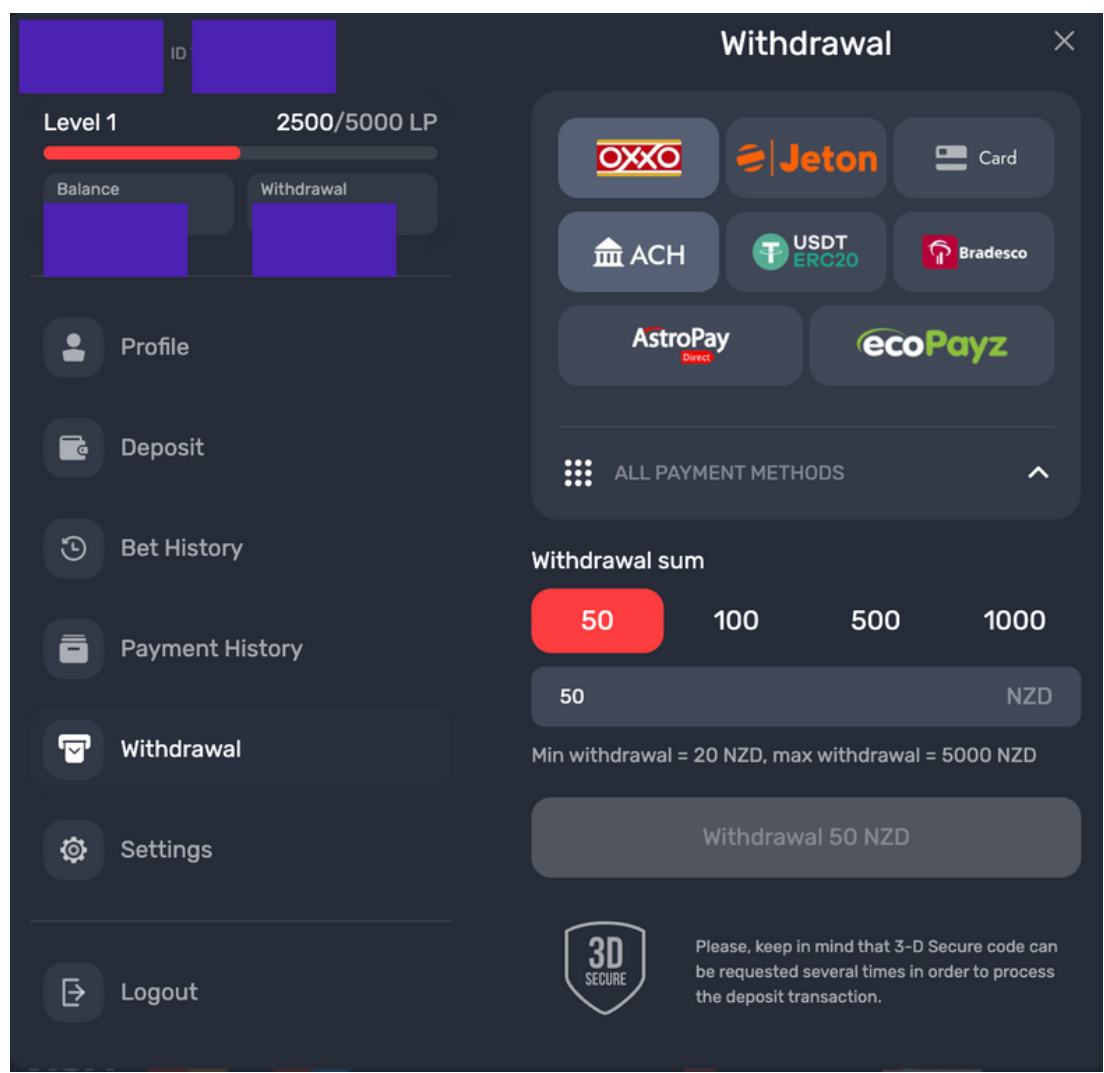
Terms and Conditions

The Player shall comply with our General Terms and Conditions as well as all other Policies published in the footer of the Website.



Payouts and withdrawals

The available withdrawal methods are described in Player's Account.



The available methods of depositing/withdrawing funds are described in the Withdrawal window of the Account, as well as on the main page of the Website. The list of payment systems will be updated after the Company has concluded all necessary agreements with such payment systems, but no later than the on Live Date.



AML Compliance Risk Management

At our company, we place a strong emphasis on risk management and regulatory compliance to provide a safe and secure product for our customers. The Company appointed a dedicated Compliance Officer to ensure that the Company is in compliance with Curacao's and Gaming Curacao Board's laws. We also appointed an AML Officer to ensure that the Company is also in compliance with Curacao's anti-money laundering and anti-terrorist financing laws.

To prevent financial crime and meet regulatory requirements, we have implemented a thorough Anti-Money Laundering (AML) compliance program. This program includes key procedures such as Customer Due Diligence (CDD), which involves verifying customers' identities in accordance with Curacao regulations. We also conduct Enhanced Due Diligence (EDD), ensuring our clients' sources of funds are legitimate and not tied to illegal activities. Such a person has already been appointed in FIU.

Our ongoing monitoring includes continuous due diligence checks and the careful examination of all transactions to identify and prevent suspicious behavior. Additionally, we verify that all customers are of legal gambling age during the registration process and their initial interaction with our platform.

To further enhance our due diligence efforts, we plan to collaborate with top-tier providers like SumSub to ensure thorough and high-quality user verification.

The company is also committed to reporting all suspicious transactions in accordance with Curacao law. In the event of objective indicators of suspicious transactions, such transactions will be immediately reported to the Financial Investigation Unit (FIU). If subjective indicators of suspicious transactions are identified, such transaction will be reviewed by our Compliance Officer and upon review, if the presumption of AM/FT exists, the Company will immediately report such transaction to the FIU.

We believe that our stringent compliance practices allow us to offer a secure and responsible gaming environment.

Reporting



The Company strictly adheres to the requirements outlined by the Curacao legislation on gambling. The Company ensures that all necessary reports are prepared and submitted in a timely and accurate manner, reflecting our dedication to maintaining transparency and regulatory adherence.

The Company will submit the following reports as required by law:

Changes in the Company's structure: The Company ensures prompt reporting of any changes in the composition of UBOs, Shareholders, Directors, Chief Compliance Officer, and other key persons, all of which must be approved by the GCB.

Changes to Domains: Changes or additions of new domains must be reported promptly to the GCB.

Annual Financial Reporting: The Company shall submit its audited annual accounts to the GCB by no later than June 30 of the following calendar year.

Change Reports: This report details any critical changes that have occurred over the past month, including modifications to the games offered, game equipment, software, General Terms and Conditions, and Policies. The change report must be submitted to the GCB no later than the tenth of each month.

Incident Reports: The Company is required to submit Incident Reports in the event of specific incidents. These incidents may include security breaches that compromise player data, equipment failures that disrupt the offering of games, attempted fraud, breaches of license conditions, or any other significant occurrences as defined by the GCB. The incident report must be submitted to the GCB as soon as practicable and no later than within 48 hours of an incident.

The Company recognizes the importance of providing any additional information and reports that the GCB deems necessary for the supervision and monitoring of compliance with the requirements of the law in its activities.

Reporting Unusual Transactions



Under Curacao's Anti-Money Laundering (AML) legislation, companies are required to report Unusual Transactions, which are transactions or series of transactions that deviate from a player's typical profile. The legislation identifies two types of indicators to determine whether a transaction is unusual: objective and subjective.

Objective Indicators:

- These are predefined criteria that automatically classify a transaction as unusual.
- Reporting Requirement: Reports of transactions that meet objective indicators must be submitted to the Financial Intelligence Unit (FIU) within 48 hours of the transaction.

Subjective Indicators:

- These involve a more nuanced assessment where the transaction may not immediately appear unusual but could be suspicious based on additional context or behavior.
- Internal Reporting: The transaction must be reported internally to the Compliance Officer (CO) within 24 hours.
- Research and Decision: The AML Officer has up to 10 working days to conduct the necessary investigation and research.
- External Reporting: If the AML Officer determines there is a presumption of money laundering or terrorist financing (ML/TF), the report must be submitted to the FIU within 48 hours.

This structured approach ensures timely and effective reporting, helping to safeguard against potential money laundering and terrorist financing activities.

Risk evaluation and management



The Company recognizes the inherent risks within the online casino industry and is committed to proactively identifying and mitigating these risks. To ensure robust oversight and risk management, the Company has implemented a three-tiered control system:

Internal Audit:

The Company conducts regular internal audits to evaluate the effectiveness of its risk management strategies and financial controls. These audits are essential for identifying any process deficiencies, compliance issues, or financial discrepancies. The findings from these audits are promptly reported to senior management and the board of directors, ensuring that any necessary corrective actions are swiftly implemented.

External Audit:

Annually, the Company engages an independent external auditor to provide an objective review of its financial statements and risk management practices. This audit ensures compliance with relevant regulations and standards, offering stakeholders additional confidence in the accuracy and reliability of the Company's financial reporting. The Company plans to utilize the audit services of Infocus. The Company will submit its audited financial statements to the Regulator, the GCB, as required each year.

Legal Consultation:

The Company regularly consults with legal experts to navigate the complex legal landscape of the online gaming industry. For corporate matters in Curaçao, Sadehya will provide ongoing legal support, also serving as the Company's registration agent. Furthermore, the Company may engage third-party law firms for specialized advice on expanding into new markets, compliance with advertising regulations, and other critical legal matters.

Through these comprehensive measures, the Company ensures a proactive approach to risk management, maintaining a strong foundation for sustainable growth and regulatory compliance.

Financial Projection

The purpose of this section of the Business Plan is to estimate start-up and ongoing costs; identify project break-even; and forecast net cash flow and profits. Company will be funded solely through paid-in capital provided by the owner.

We project reaching monthly revenue break-even by the 14th month. For the first year, we anticipate a total negative ROI of €2,268,761 due to start-up costs, with initial investments totaling €2,295,844. By the third year, our forecast predicts a positive net profit of €6,297,249 by month 12, growing to €8,698,986 by the 12th month of the fifth year. The Management Team has provided the start-up expenses and initial working capital.

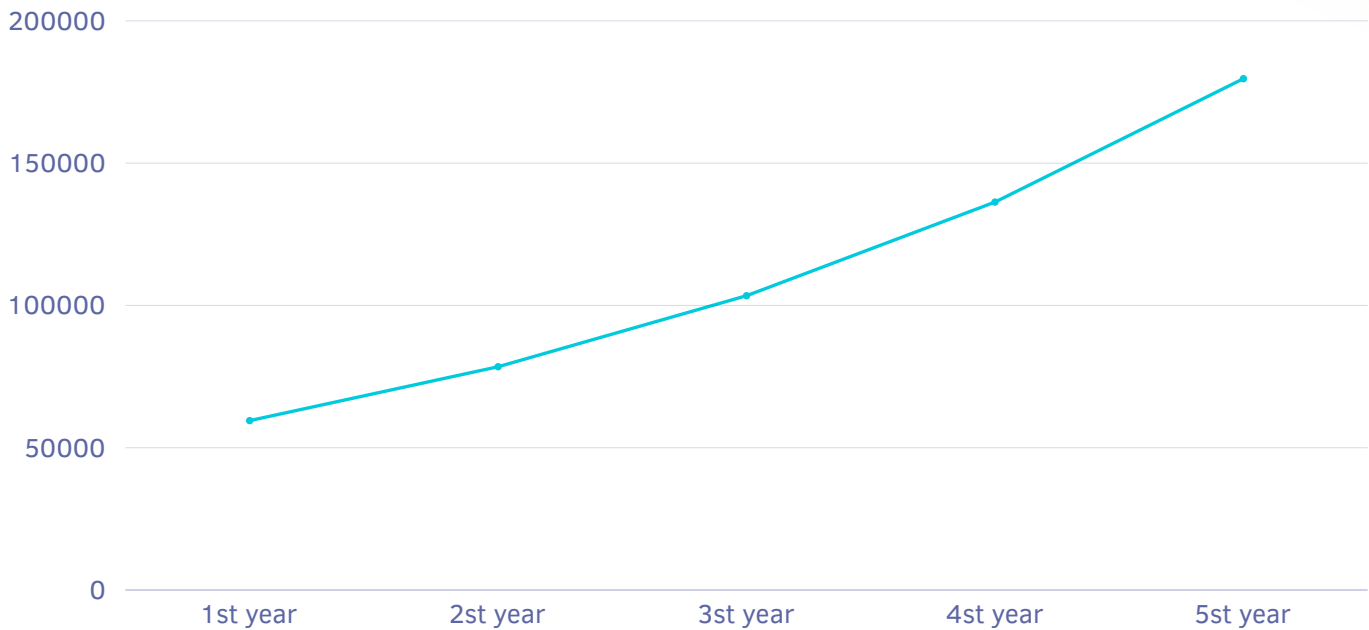
EUR	1st 12 month	2nd 12 month	3rd 12 month	4th 12 month	5th 12 month
Revenue	19 473 858	48 034 123	60 352 796	67 648 424	74 175 613
Expenses	21 742 619	45 414 257	54 055 547	60 019 600	65 476 627
Profit	-2 268 761	2 619 866	6 297 249	7 628 823	8 698 986

We estimate our first-year CPA to decrease from €55 to €40 per user. We expect our ARPU to start at €10, increasing to €35 by the third and fourth years. The owner is fully aware of the high risks involved in launching an iGaming product, acknowledging that the initial capital and expenses may not be recovered if the venture fails. Should additional working capital be required, the owner is open to considering investment partners.

The owner will also evaluate the return on investment before committing additional personal funds. This iGaming platform is being launched with the owner's personal savings, accumulated through years of work as an employee and contractor in the iGaming industry.

Financial Projection

Please see the diagram below for our approximate expectations for FTD growth from year to year:



This chart shows our expectations for GGR growth over the next 5 years:



Incoming And Outgoing Transactions

The Company's cash flow will be structured as follows:

Incoming payments:

- **Player Deposits:** Players will fund their accounts using various payment methods, including credit/debit cards, e-wallets, bank transfers, cryptocurrencies, and other options available on the platform.
- **Bets and wagering:** Funds spent by Players on betting and gaming activities will also be considered as incoming revenue for the Company.

Outgoing payments:

- **Withdrawals by players:** The Company processes withdrawal requests from Players and pays them out through the withdrawal methods they choose.
- **Operating expenses:** This includes salaries, technological infrastructure, software development, marketing, customer support, and legal compliance costs.
- **Payments to game providers:** The company pays game providers.
- **Affiliate commissions:** Commissions are paid to affiliates based on the activity and revenue generated by the Players they have attracted.
- **Marketing expenses:** Expenditure of funds on marketing campaigns, advertising and promotions will also be recorded as outgoing payments.

SWOT Analysis:

Strengths:

- Extensive experience of the organizers and project team members in communications and casino management.
- High standards of service quality.
- A reliable anti-fraud policy that ensures player protection and a safe gaming experience.
- A diverse selection of games.

Opportunities:

- Growing popularity of mobile gambling.
- Continuous development of technologies.
- Global trend towards the legalization of online casinos.

Weaknesses:

- Competitors may offer similar products or services.
- Limited price flexibility.
- Limited availability in certain countries.
- Online content requires a stable high-speed Internet connection.
- Lack of a clearly defined long-term strategy due to the dynamic nature of the industry.

Threats:

- Political instability in different regions.
- Intense competition within the industry.
- Problems with the local placement of equipment or restrictions on international services in some jurisdictions.
- Decreased consumer purchasing power due to the economic downturn.