

Big Wonderland N.V. Business Plan

Confidentiality Statement

This is a confidential document between Big Wonderland N.V. (the “Company”) and the Curacao Gaming Control Board (the “GCB”). It contains confidential and / or proprietary information that

may not be disclosed or discussed with anyone outside the aforementioned organisations without written approval of Big Wonderland N.V.

Introduction – Big Wonderland N.V.

Big Wonderland N.V.. (hereinafter “Big Wonderland N.V.”) is a company set up under the Maltese legislation and currently they have licenses however it is applying for a B2B license under the Curacao Gaming Control Board (GCB). Big Wonderland N.V. will be providing Live Casino type of Games to its clients via its B2B License to many licensed operations. Moreover, Big Wonderland N.V. will also be offering its impressive range of games to other operators licensed in the EEA area. Big Wonderland N.V., through a Software License Agreement, will make the current offering ready to be used by its clients.

Strategy & Objectives

Currently Big Wonderland N.V. are seeking to adopt strategies of market development and market penetration to enhance their growth and international presence within the online igaming market. As part of their on-going strategy, Big Wonderland N.V. is seeking to enter a new market via the Curacao B2B Licence where it will be integrating with platforms used by operators to make use of their offering.

Overall strategy can be summarised as:

Our clients keep trusting us to deliver not only the highest production quality standards but extremely engaging games that ensure that players will return for more, powering up their operations and maximizing their revenue in a quick and affordable manner.

Our portfolio includes a state-of-the-art turnkey solution flexible enough to suit any market and client, and our experienced team also develops tailored-made gaming solutions designed to meet the operator’s particular needs. Therefore, this can be summarized into 4 Major Points

1. Providing top of the range Casino games to B2Cs;
2. To give online operators the best content

The iGaming Industry

The iGaming Industry is an ever-changing industry and as a consequence gaming operators are forced to constantly change to keep up with the new developments in the industry. Many countries are seeking to regulate their internal iGaming markets in order to safeguard the players but also to “cash in” in what is proving to be a “*gaming tax*” cash cow. The global iGaming industry has continued to grow and new operators keep mushrooming hoping to attract a slice of the market share. The European market keeps fragmenting with more jurisdictions joining the likes of France, Italy, Spain and Denmark: introducing iGaming legislation to regulate their internal markets. Operators focusing on the European markets are being forced to seek multiple licences in order to accept players from the said jurisdictions. This is obviously proving to be a major cost and duplication of effort for the said operators and also for us providers as it requires us to get further certifications of games according to the different regulations needed for each jurisdiction.

The economic climate seems not to particularly affect the industry. Even though players are

continuously bombarded with the continuous global recession – the industry keeps growing, much to the delight of gaming operators.

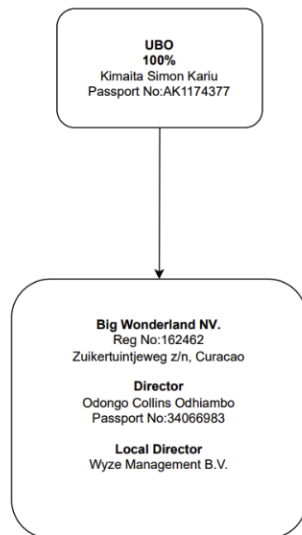
Why Curacao?

Big Wonderland N.V. is convinced that obtaining a Curacao iGaming License will significantly boost their competitive edge in the iGaming Market, particularly in the Southeastern and South American region. This strategic move will unlock a plethora of new opportunities for potential business expansion. Besides the internal competitive advantage stemming from their skilled and dynamic team, the Curacao license presents several external competitive advantages:

1. Curacao enjoys a stellar reputation as a prominent iGaming jurisdiction, specifically catering to the South Eastern and South American markets.
2. Curacao holds the distinction of being the first country to regulate iGaming operations.
3. The region boasts an excellent hosting infrastructure conducive to seamless iGaming operations.
4. Curacao attracts a diverse and talented pool of professionals, offering competitive salary packages to ensure a skilled workforce.
5. The advantageous B2B Compliance Contribution strengthens the overall compliance framework.
6. The Curacao gaming license has one of the world's most popular options with some 1200+ online gambling operators licensed and operating from within the jurisdiction.
7. Curacao offers one of the most competitive corporate tax .

It demonstrates why new operators gravitate towards Curacao as their preferred destination for iGaming activities. Currently, Curacao boasts over 1200 licenses. Combining these jurisdictional benefits with BIG WONDERLAND N.V.'s internal competitive advantages, the likelihood of achieving success becomes exceedingly high.

Company Structure



Organizastion chart

CEO: Simon Kariu Kimaita

With extensive experience in business consultancy, management, and operations, he has held various pivotal roles in leading organizations. His expertise spans across regulatory compliance, corporate management, and financial oversight.

The CEO is responsible for the overall strategic direction, management, and operations of the company.

Compliance: Guo Xia

Guo Xia brings extensive experience in compliance and product management across the gaming industry, with a strong focus on Anti-Money Laundering (AML) matters. As a co-founder of Babelfintech Consulting, Guo led the development of a major Sportsbook platform and slot games. Her previous roles at Tencent and NetEase involved managing compliance and product design for high-revenue gaming platforms. Additionally, Guo's background in game mathematics and design at W88live underscores her expertise in optimizing game performance and ensuring regulatory adherence in global markets.

The Compliance Officer ensures that the company operates within the legal frameworks and adheres to regulatory requirements specific to online gaming.

Money Laundering Reporting Officer: Craig Dinwoodie

A proven AML and KYC specialist, proactively fashioning a career in Financial Crime Compliance as a MLRO and Business Analyst within Payments, Corporate and Retail Banking. Pivotal in successful completion of high profile regulatory authorisation and remediation projects and top performer in BAU governance environments. Enjoyed success throughout employment career, consistently impressing employers which has resulted in advancement to more senior positions.

The MLRO is responsible for overseeing and managing the company's anti-money laundering (AML) compliance program.

Corporate

Big Wonderland N.V. has retained IGA for corporate support services and assistance with the Gaming Licence application procedure. Established in Curacao, IGA offers its clients a spectrum of specialized business & commercial Services. IGA delivers a complete turnkey solution to clients wishing to set-up or relocate their business to Curacao, working hand-in-hand with a number of international partners, all leaders in their field of expertise.

Technology / Back end

Big Wonderland N.V. is committed to ensuring the highest possible level of functionality for end users and for B2B partners; as such all proprietary software is written in HTML5. Not only is this increasingly becoming the language of choice for web developers, but it is also extremely flexible and allows the company to make products that are highly adaptable and easily converted from web apps into fully realized tablet and smartphone apps. HTML5 also allows for a great degree of variation in the resolution at which the game is displayed, which is vital to allow broad compatibility with a vast range of devices.

HTML5 web apps are almost universally supported, and HTML5 in particular is used for web and download apps on iOS, Android and Windows devices worldwide.

The back-office software has been written in Golang and is delivered to customers via an API. This provides a balance of stability and low bandwidth utilization to customers, the end product of which is greater functionality and reliability for the back office and short loading times for all games offered. The fast transactional nature of the games means that short loading times are essential to ensure player satisfaction and retention.

The day-to-day gaming operations of the licensee

Big Wonderland N.V. provides turnkey solutions for video streaming of various casino games. The Company has both IT soft- hardware solution and casino equipment to provide high quality video stream to operator's platforms.

Casino games are being held by dealers who are acting on the basis of various procedures that cover

all aspects of the day-to-day gaming process. Pit bosses and pit boss assistants are supervising and managing all dealer and abnormal gaming situations. Also gathering basic gaming information and submitting reports to senior management. As well as dealers, pit bosses acting on the basis of corresponding procedures. All operation personnel are managed by an operational manager who reports directly to the Live casino director.

Also, operational personnel include administrators and shufflers who report to pit bosses and trainers, trainers' assistants who report to the operation manager.

To-be operation personnel structure:

- As the studio develops, we are planning to add some additional roles. Team manager who will lead all dealers and dealer's trainees, host - pit boss supervisor and shift manager who will be the next person after the operation manager.
- All operation personnel will have corresponding procedures on every level. Overall responsibility for establishing adherence and updating procedures rests with the operation manager. Also, the operational manager is responsible for the prompt and correct solution of emergency situations.

Human Resource

Growth and market share are Big Wonderland N.V.'s main strategies and as a consequence, Big Wonderland N.V. will invest in growing a team who will be capable at achieving the desired objectives. The intention is to grow the HR team in parallel to and with market share growth. During the initial phases of the operation, different roles will be collated into main roles and employees will have more than single responsibilities. The eagerness and experience of the team will allow the satisfaction of the short-term HR objectives. Once growth is achieved the intention is to grow the team.

Games/Technologies to be used

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The back-office system developed by Big Wonderland N.V. has been specifically engineered to be among the most flexible and granular in the marketplace. The back office however allows an operator to seamlessly integrate existing and new APIs with ease, while it collates data from every source to which it is connected. This provides a significant advantage over administering multiple systems linked to multiple products. Using a fully integrated system makes it significantly easier for operators to efficiently and accurately analyse their business performance and maximize profitability.

Another benefit afforded by our system is that the data collation allows for extremely granular reporting. Individual aspects of product performance and player behaviour can be examined in detail, in a modern gaming business data is key so operators who can quickly and efficiently analyse data in great detail are at a significant advantage to their competitors. Operators can use this data to track user activity, assisting in the identification of fraudulent or automated activity, or to measure KPIs, or to analyse the performance of any part of their product offering. Much of this data can be tracked and analysed in real time, allowing for highly targeted marketing, push notifications, individualized bonuses etc. The system is also designed to be inherently modular, allowing operators to pick and choose the elements they want and tailor the package specifically to their business. This is a big draw for potential customers as many existing products in the market are fixed, meaning that operators are stuck paying for functionality that they do not need or use, or else attempting to create their own bespoke system by operating a number of different systems simultaneously. Neither of these approaches are cost efficient so a modular solution is extremely attractive to operators, from the small who may need a very specific solution to the large who wish to integrate a wide variety of individual components into a single back-office package.

Marketing

Targeted Countries

The company intends to target the following regions: Asian, South Eastern, and South American countries.

1.1 Marketing Strategies

Big Wonderland N.V. marketing strategy hinges on two key channels: industry events and industry publications. As a B2B operator, Big Wonderland N.V. needs to advertise directly to B2C businesses and these direct channels are among the most relevant methods to connect.

Big Wonderland N.V. expects to gain the majority of its new business from the trade show ICE, which is held annually in London and is the biggest annual gaming event in the world. A significant number of operators will be potential new customers providing Big Wonderland N.V. with a prime opportunity to network and build relationships; Big Wonderland N.V. expects to gain at least new clients from ICE, with a similar amount expected each year going forward. A broad range of operators attend ICE which will allow Big Wonderland N.V. to target both the big-name companies who may wish to utilise our back office and other proprietary software, and smaller operators who wish to operate a complete package from a number of providers at a low cost of entry. This diversity of customers is well suited to Big Wonderland N.V.'s product range and depending on the client's needs. Big Wonderland N.V. can provide either a single game or an entire suite of proprietary and third-party software.

Alongside engaging with potential new clients, Big Wonderland N.V. will be meeting with their existing customers and other operators with whom preliminary discussions have been undertaken. Fostering developing relationships and maintaining close working relationships with existing clients is essential for building the business, and Big Wonderland N.V. is always aware of potential new products to sell to existing customers.

ICE is the largest industry show and hence presents the largest individual opportunity to Big Wonderland N.V.; However, the company may attend a number of other trade shows as they occur throughout the year. Continually attending shows and ensuring that the Big Wonderland N.V. brand is represented across the board will increase brand recognition, making new customer acquisitions increasingly easy and may result in direct enquiries outside of industry events.

Also key to increasing Big Wonderland N.V.'s brand awareness is traditional print advertising. Big Wonderland N.V. will take out advertisements in a number of industry publications. Such publications are read by operators from all areas of the industry, from new start-ups to big names, and as such represent a similar opportunity to Big Wonderland N.V. as attending large trade shows. The benefits of appearing in industry publications include contributing to and growing brand awareness, presenting the opportunity to relay key marketing messages and by large, to positively contribute towards Big Wonderland N.V.'s reputation, enabling it to be noticed in an increasingly crowded marketplace.

Big Wonderland N.V. will give its games to online operators who accept players from countries where it is legal to offer gaming products.

Gaming Conferences- Big Wonderland N.V. will be exhibiting in online gaming tradeshows. The plan is for Big Wonderland N.V. to have a presence at all major conferences.

Policies and procedures

The implementation of comprehensive policies and procedures within an organization is paramount for ensuring operational efficiency, mitigating risks, and maintaining ethical standards. Each set of policies serves a specific purpose:

- Information Security Policy: Safeguards sensitive information through secure data handling, access controls, and risk management.
- Advertising Policy: Ensures brand consistency and ethical promotional practices, guiding the creation and dissemination of advertising materials.
- Outsourcing Policy: Provides guidelines for strategic and secure engagement with external vendors, fostering clarity in outsourcing activities.
- System Access Control Procedure: Regulates access to organizational systems, enhancing data security through authentication and authorization controls.
- User Management Policy: Establishes rules for secure and efficient user account management, contributing to overall data protection.
- Human Resources Roles and Responsibilities: Defines the functions and duties of HR personnel, ensuring clarity and efficiency in HR operations.
- Disaster Recovery Plan: Ensures business continuity by outlining procedures for data recovery, system restoration, and operational continuity during disruptive incidents.
- Financial Accounting Procedures: Guides the systematic recording and reporting of financial transactions, ensuring accuracy, transparency, and compliance with accounting standards.
- Backup Procedure: Establishes a systematic approach to creating and maintaining backups, mitigating the impact of data loss incidents.
- Change Management Procedure: Governs the introduction of modifications, minimizing risks and ensuring seamless transitions during changes in IT systems or organizational structure.

Internal vs. External Development:

11.1 Implementation Approach:

- Information Security Policy, Advertising Policy, Outsourcing Policy, System Access Control Procedure, and User Management Policy are developed internally.

11.2 Rationale:

- In conclusion, the decision to internally develop the Information Security Policy, Advertising Policy, Outsourcing Policy, System Access Control Procedure, and User Management Policy is rooted in the organization's existing expertise, resource optimization, alignment with organizational needs, flexibility, and the prioritization of confidentiality and security. This approach ensures a strategic, customized, and controlled development process that resonates with the specific dynamics of our business.

Timelines and Communication with the GCB:

12.1 Development Timelines:

- Policy Development: Development to be completed within a timeline of 2 months.
- Internal Review: A timeline of one month for thorough review by internal stakeholders.
- Legal Review: A timeline of one month for legal experts to assess compliance with regulations.
- GCB Review: A timeline of one month for the Gambling Control Board's review and feedback.
- Implementation: A timeline of one month for phased implementation of policies to ensure effective adoption.
- Full Implementation: A timeline of one month for complete integration and enforcement of policies across all relevant operations.

12.2 GCB Appraisal:

- Commitment to keeping the Gambling Control Board (GCB) informed.
- Regular Progress Updates: Monthly progress updates to be submitted to the GCB during the development phase.
- Quarterly updates during the review phase to communicate advancements and address any queries.
- Feedback Integration: Immediate communication of any changes or adjustments made based on GCB feedback within a timeline of one week.
- Timely responses to queries and requests for additional information from the GCB.
- Final Approval Submission: Formal submission of finalized policies to the GCB for approval within a timeline of six months.
- Provision of comprehensive documentation supporting the policies and their alignment with regulatory requirements.

12.3 Reporting Mechanism:

- Transparency and regulatory compliance for each policy.
- Frequency of Updates: Monthly progress reports during the development and review phases.
- Quarterly reports on the implementation status and any modifications made based on feedback.
- Notification of Changes: Any significant changes to policies will be immediately reported to the GCB within one week of implementation.
- Regular updates on minor adjustments or enhancements will be included in the monthly or quarterly reports.

Qualifications and Competency of Developers:

13.1 Selection Criteria:

- Clearly define the criteria used to select the person or entity responsible for developing the Information Security Policy, Advertising Policy, Outsourcing Policy, System Access Control Procedure, and User Management Policy.

13.2 Expertise Assessment:

- Outline the specific qualifications, expertise, and experience required for the selected person or entity in the development of each policy and procedure.

13.3 Conflict of Interest Assurance:

- Provide a statement on why the board believes, acting reasonably, that the chosen entity for each policy is qualified, competent, and free from conflicts of interest.

13.4 Due Diligence:

- Describe the due diligence process undertaken to assess the qualifications and competency of the person or entity entrusted with the development of each policy and procedure.

13.5 Ongoing Monitoring:

- Explain any mechanisms in place for ongoing monitoring to ensure continued qualification, competence, and the absence of conflicts for each policy.

This comprehensive outline ensures that the development of each policy and procedure is well-documented, transparent, and aligned with regulatory expectations, considering both internal and external factors.

Big Wonderland N.V.

Profit and Loss Account for the Period Ending

	Y1 €	Y2 €	Y3 €
GGR	500,000.00	1,000,000.00	1,200,000.00
Fixed Promos	-3,000.00	-20,000.00	-33,000.00
Promotion Costs	-2,000.00	-9,600.00	-12,000.00
Affiliate Costs	-3,600.00	-7,200.00	-12,000.00
Gross Contribution	491,400.00	963,200.00	1,143,000.00
Operating Expenses	-67,200.00	-104,800.00	-147,200.00
Marketing	-5,000.00	-10,000.00	-24,000.00
IT Services	-1,000.00	-3,000.00	-4,000.00
Development	0.00	-15,000.00	-20,000.00
Platform Fees	-5,000.00	-5,000.00	-5,000.00
Processing Fees	-1,000.00	-9,600.00	-12,000.00
Supplier Cost	-2,000.00	-10,000.00	-30,000.00
Annual GCB Licence Fee	-24,600.00	-24,600.00	-24,600.00
GCB Fees	-24,600.00	-24,600.00	-24,600.00
Application Fee	0.00	0.00	0.00
System Audit	-1,000.00	0.00	0.00
Compliance Audit	-3,000.00	-3,000.00	-3,000.00
Gross Profit / (Loss)	424,200.00	858,400.00	995,800.00
Administrative Expenses	-34,400.00	-64,300.00	-108,100.00
Accountancy Fees	-1,500.00	-2,000.00	-2,500.00
Audit Fees	-1,500.00	-1,500.00	-1,500.00
Office Expenses	-1,500.00	-3,000.00	-5,000.00
Professional Fees	-3,600.00	-6,000.00	-9,600.00
Rent	-10,800.00	-10,800.00	-20,000.00
Salaries	-15,000.00	-30,000.00	-50,000.00
Telecommunication Expenses	-500.00	-1,000.00	-1,500.00
Travelling & Accommodation	0.00	-5,000.00	-8,000.00
Other	0.00	-5,000.00	-10,000.00
Net Profit / (Loss) Before Taxation	389,800.00	794,100.00	887,700.00
Net Profit / (Loss) After Taxation	0.00	0.00	0.00
Net Profit / (Loss)	389,800.00	794,100.00	887,700.00