



Business Plan

NetGame Entertainment

B2B casino software provider

Ver: October 22, 2024

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Business Overview & History

In 2012, fearless and creative people organized a group of land-based retail gaming professionals to transfer the combined experience into then rapidly developing digital sphere. This is how NetGame project came to be.

Over the years the company has had its ups and downs, like any other business, but managed to persevere and now can refer to itself as a so-called ‘established business’. Despite this, the spirit of innovation still burns brightly within the company.

In Japan there is the word ‘kodawari’, which means ‘the pursuit of perfection’. Obviously, perfection in its ultimate form cannot be achieved. Yet, the path to perfection requires constant iteration with enhancement in mind. This iteration is what makes products and services evolve and become disruptive and innovative.

NetGame Entertainment is a company that iterates, refining its offerings, and through this it innovates.

The company is set on delivering cutting-edge gaming solutions that are tailored for the modern online casino environment. As a B2B casino software provider, company portfolio consists of a diverse range of visually stunning, mathematically sophisticated HTML5-based slot games, HTML bingo, HTML skill-based games, and Crash games. Each game is meticulously crafted to enhance the players’ experience and maximize engagement for casino operators, creating a harmonical relationship between operators and players.

NetGame Today

Over the years, NetGame has grown into a highly reputable software provider, known for its original mathematical models, fascinating artwork, and the unique bonus mechanics that differentiate its products from competitors.

Since our inception, we have evolved into a key player in the online gaming world, rapidly expanding our offerings and reaching multiple markets globally. Our focus on quality, innovation, and compliance has made us a trusted partner for online casino operators and game aggregator platforms. Today, NetGame operates across 100+ geographical regions and collaborates with over 600 operators, offering almost 100 games (*as at October 2024*) with a pipeline of 3+ new releases each month.

Products and Services

Our primary product line consists of a variety of HTML5-based slot games, HTML bingo, HTML skill-based games, and Crash games designed to be visually captivating, highly engaging, fast and bug free. All our games are optimized for seamless play across multiple platforms, including desktop, mobile (iOS, Android), and other operating systems (Windows, Linux). This ensures that players can enjoy a smooth and immersive gaming experience regardless of the device they are using.

Key Signature Features of Our Games

Hold 'N' Link:

A signature bonus mechanic that allows players to lock cash spheres in place for additional spins. Each new cash sphere brings more spins, increasing the chances of larger rewards.

Bonus Combo:

Players have the unique ability to mix and match different bonus symbols, unlocking mini-games with special rewards such as free spins, multipliers, or expanding reels. This feature has proven to significantly boost player engagement and retention.

Cash Pool:

A feature designed to enhance excitement and player retention by pooling cash bonuses and offering more rewarding experiences.

Our games cover a wide range of themes, from Asian-inspired titles to Vegas-style games, and include fruit games popular in European and CIS markets. Among our most successful titles are:

- Money Hive: Hold 'n' Link;
- Royal Fruits 5: Hold 'n' Link;
- Pompeii Gold: Rapid Link;
- Hot Cash: Hold 'n' Link;
- Cash Vaults: Hold 'n' Link.

Our signature features, combined with beautiful game art, and industry leading responsiveness, make us a standout in the competitive iGaming space.

Proprietary Intellectual Property (IP)

NetGame is currently lacking in the department of proprietary IP protection through formal IP registrations. It means that we mostly rely on copyright, preservation of trade secrets, and clear branding for protection. This is a threat to our business that we are aware of. One of the goals for 2025 is to remedy it.

All the same, we make sure to utilize the following methods of IP protection:

- **Copyright Protection** – an automatic protection that kicks in when software is created;
- **Trade Secrets** – we are very diligent with the secrecy of information within the business. We extensively use non-disclosure agreements (NDAs), limitation and segregation of access to information, and encryption;
- **Branding** – we make sure our brand image is clear and consistent, which grants automatic protection based on the right of first use in some countries (at least that's what our lawyers say).

Competitive Edge

What sets NetGame apart from other providers in the iGaming space is our dedication to pursuit of perfection. Our competitive edge, in simple words, consists of:

- **Innovative Game Mechanics** – features like Cash Pool, Rapid Link, Hold 'N' Link, Fortune Wheel, etc. While they are mostly not *innovative* in and of themselves, the way we implement them is arguably innovative. We typically try to make them:
 - Easy to understand;
 - Balanced;
 - With a unique twist (e.g. Hold 'N' Link provides a guaranteed win for the player).
- **High-Quality Production** – we make sure to iterate and continuously improve the code base, so that the games are bug free, responsive and fast to load, without a sacrifice to the visuals.
- **Proven Market Success** – with almost 2 million active monthly players and many partnerships with top-tier integrators such as SoftSwiss, Slotegrator, and Betconstruct, we are a well-known player in the industry, which works to our advantage at this point.

Strategic Partners and Global Reach

NetGame's network of partners plays a crucial role in our global success. We are currently integrated with more than 600 casino operators and are active in 100+ regions, including major markets in Europe, Australia, and the CIS. We also support more than 150 payment methods (*most of which a cryptocurrencies*), making our platform flexible and accessible for operators and players alike.

By maintaining strong relationships with key integrators and operators, we ensure that our games are widely adopted and well-supported across the globe.

Through innovation, quality, and a clear focus on player engagement, NetGame continues to expand its reach and influence in the iGaming world. We plan to sign contracts with up to 15 more integration partners in 2025.

Management Structure

Strong leadership and clear management structures are vital to ensure operational efficiency, regulatory compliance, and sustained growth. Our management structure is simple and focused on maintaining a logical flow of decision-making, with well-defined reporting lines that promote accountability, transparency, and alignment with business goals.

Organizational Structure and Key Management Roles

1. UBO/CEO

Vladyslav Hryban

As the Ultimate Beneficial Owner (UBO) and Chief Executive Officer (CEO), Vladyslav Hryban holds the overall responsibility for the strategic direction of the company, overseeing all aspects of business development, partnerships, and long-term growth.

2. CTO/Data Protection

Kostiantin Kolomiichuk

Kostiantin Kolomiichuk, our Chief Technology Officer (CTO) and Data Protection Officer (DPO), is responsible for the overall technology strategy and infrastructure of NetGame Entertainment. Kostiantin oversees all aspects of game development, platform architecture, cybersecurity, and data protection.

Key Responsibilities include:

- Management of all technology teams, including game development and IT infrastructure;
- Data protection and cybersecurity oversight;
- Ensuring the integrity and fairness of our RNG systems in compliance with GLI certification.

3. CFO/AML & Compliance

Tetiana Malykhina

Tetiana Malykhina, the Chief Financial Officer (CFO) and AML Compliance Officer. She is responsible for risk management, compliance with anti-money laundering (AML) regulations, finances, and reporting to regulatory bodies. Tetiana plays a crucial role in managing internal audits, financial reporting, ensuring compliance with both local and international standards.

Key Responsibilities:

- Managing compliance with AML policies and conducting due diligence reviews;
- Timely financial reporting;
- Financial planning and analysis;
- Monitoring transactions and assessing risks for suspicious activity;
- Preparing compliance reports, including SARs and due diligence reviews;
- Collaborating with teams and regulators to mitigate AML risks.

4. COO

Oleg Halatov

As Chief Operating Officer (COO), Oleg Halatov manages the day-to-day operations of NetGame Entertainment. He oversees cross-functional teams, including development,

design, and product delivery. Oleg plays a critical role in ensuring proper coordination between different departments, optimizing workflows, and driving product development and market expansion.

Key Responsibilities:

- Management of cross-functional teams (development, design, sound, math, art);
- Conducting business analysis to guide strategic decisions;
- Planning and expansion of the product lineup;
- Enhancement of product quality and optimization of team collaboration;
- Management of project timelines.

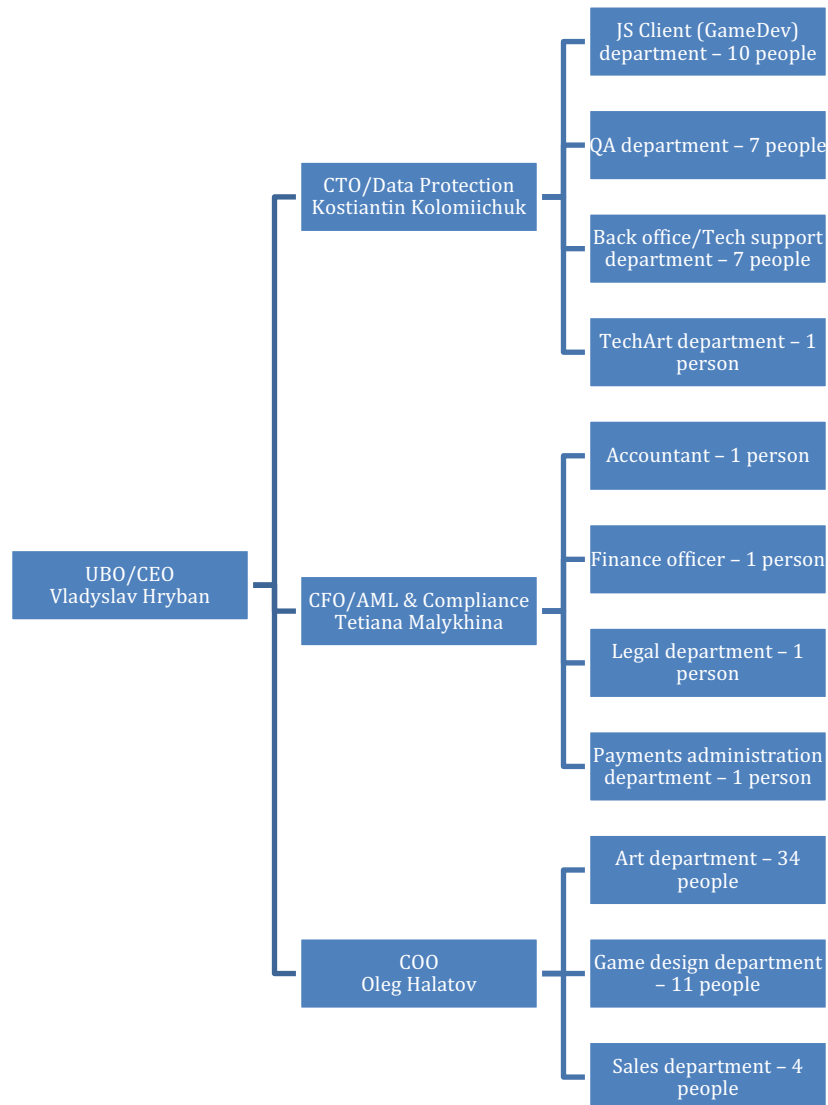
Current and Future Recruitment Plans

As of October 2024, there are a total of 82 staff members within the company. As the company grows, we will hire more people.

Position	People
Accountant	1
Art department	34
Finance officer	1
Game design department	11
JS Client (GameDev)department	10
Legal department	1
Management	4
Payments administration department	1
QA department	7
Sales department	4
Back office/Tech support department	7
TechArt department	1
Total	82

Organogram

This management structure ensures a clear separation of responsibilities and reporting lines, particularly in critical areas like technology, compliance, and financial management. Each executive has defined responsibilities.



Business Forecast (3-Year Plan)

We have developed a detailed forecast for the next three years, outlining the growth trajectory anticipated based on our current performance, market expansion efforts, and ongoing game development (Attachment 1). Our projections cover key financial metrics, including revenue, cost of sales, and salary expenditures. Below is an elaborate breakdown of these financial targets for the years 2024, 2025, and 2026, alongside our expectations for 2027.

Revenue Forecast

We anticipate significant revenue growth over the next three years due to our continued release of high-quality games, signing of new integration partners, signing of new operators, further optimizations that are expected to result in GGR and Royalty Revenue growth, as well as better marketing efforts in general.

- 2023A (Actual): €3,431,492
- 2024E (Estimated): €7,716,779
- 2025P (Projected): €15,574,827
- 2026P (Projected): €27,925,701
- 2027P (Projected): €40,537,005

The compound annual growth rate over this period is driven by new partnerships, game optimizations, increasing monthly active users, and continuous game releases. Being a B2B software provider allows us to significantly grow with each new integration partner. Such integration partners are typically aggregators, which means our software can be adopted by a wide variety of operators with only one new contract signing.

Currently the list of partnerships looks the following way:

Current		Anticipated	
Softswiss	Client 1	Reevo	Platform
Betb2b	Client 2	EveryMatrix	Platform
Slotegrator	Client 3	Uplatform	Platform
Infingame	Client 4	Play Fortuna	Operator
1GameHub	Client 5	Vibra Gaming	Platform
FavBet	Client 6	GTR	Platform
F1rst Casino	Client 7	Alea	Aggregator
GR8 Tech	Client 8	TLF	Platform
Betcounstruct	Client 9	Oddsgate	Platform
Timelesstech	Client 10	EGT	Platform
Altaprime	Client 11	Groove Technology	Aggregator
QTech	Client 12	Vegebet	Operator
Mondogaming	Client 13	VeliTech	Aggregator
Coins.game	Client 14	ST8	Platform
Satoshi hero	Client 15	Games Global	Aggregator
Azino	Client 16	27 asia	Operator
Fortunejack	Client 17	BSW	Aggregator
Salsa Technologies	Client 18	Games2API	Platform
Cbet	Client 19	Mlsoft	Platform
Gangsta Casino	Client 20	iGpixel	Platform
Klasplatform	Client 21	AGST Aggregator	Aggregator
Softgamings	Client 22	Zenith	Aggregator
1XBET	Client 23	PointPlace	Platform
Advabet / Fortuna	Client 24	Play X1	Platform
Advabet / Buscarar	Client 25	Chezascore	Platform
Egoplay	Client 26	SILVER GOOSE 8	Platform
FavBet / Casino.ua	Client 27		
BCgame (Slotegrator)	Client 28		
Advabet / Luxsoft	Client 29		
Mlsoft	Client 30		
Kottonmouth	Client 31		

Growth Rate

The growth rate is expected to stabilize slightly from 2027 onwards as we reach maturity in key markets. However, with ongoing innovation in game mechanics and continued releases, we expect to maintain steady growth in revenue even beyond 2027.

Cost of Sales

The cost of sales includes expenses related to game development, platform maintenance, and partnership fees. As our business expands, so will our cost of sales, though we aim to keep this at a manageable ratio relative to revenue growth.

- 2023A: €1,251,935
- 2024E: €1,747,812
- 2025P: €3,893,707
- 2026P: €8,377,710
- 2027P: €14,187,952

Salaries and Bonuses

As we expand our team to support new game development and regional operations, we expect salary and bonus expenses to increase as a consequence.

- 2023A: €983,135
- 2024E: €1,254,012
- 2025P: €2,725,595
- 2026P: €5,864,397
- 2027P: €9,931,566

Other Key Projections

- **Operating Expenses** – we are optimizing our cost structure, aiming to scale operations without proportionally increasing operational expenses. In particular, investments in technology infrastructure will help us maintain operational efficiency as we grow.
- **New Markets and Partnerships** – by expanding into emerging markets such as Asia, South America, and Africa, we expect a surge in our client base and operator partnerships, which will directly contribute to our revenue growth.
- **Client Growth** – we project a steady increase in the number of casino operators integrated with NetGame. This expansion will be facilitated by strategic collaborations with major platforms like SoftSwiss and Slotegrator.

As we continue to innovate and release engaging games, we expect to see sustained revenue growth.

Business Strategy for Growth

Like any sensible business, we are focused on sustainable growth. Methods used will include, among other things, expanding our market reach, offering more games, signing new operators and integrators, increasing brand exposure by participating in events and running promotions. With almost 100 games in our portfolio and strong partnerships with major casino operators across 100+ regions, we are also expecting the iGaming sector to grow by itself, which means if we are known, we'd be able to capitalize on this growth too.

Product Offering Expansion

Product innovation is at the core of our growth strategy. By consistently releasing more than 3 new games each month, and improving the existing ones, we ensure our portfolio remains fresh, up-to-date, and engaging. Our proprietary features, such as Hold 'N' Link and Bonus Combo, have proven to increase player engagement and retention, which in turn makes the interest in our software growing.

Expansion and Market Penetration

As we have mentioned already, we are active in over 100 regions right now. Logically, our growth strategy will include solidification of our positions in key markets like Europe, Australia, and the CIS, as well as expansion into the new ones, high-potential regions like Asia, South America, and Africa. We have almost 30 clients awaiting integration between Q3 2024 and Q2 2025, including Zenith, one of Southeast Asia's largest game aggregators.

Financial Planning

Our ambitious financial projections are achievable through strategic expansion and operational efficiency. By 2025, we expect our Gross Gaming Revenue (GGR) to grow from €80 million in 2023 to €390 million in 2025, with Royalty income increasing from €3.5 million to €15 million. **As of 8 months into 2024, GGR has already reached €106 million and royalty income €4.5 million.**

Marketing Strategy

Our marketing efforts are focused on both direct sales and participation in exhibitions, significantly increasing our presence at major industry events. In 2024, we participated in ICE London, Sigma São Paulo, Sigma Manila, IGB Amsterdam, and SBC Lisbon, with plans for 8 exhibitions in 2025, including ICE and SBC.

Sustainability

As we grow, operational sustainability and regulatory compliance remain top priorities. We focus on responsible gaming initiatives and maintain compliance with regulations,

such as Curaçao licensing under GCB and GLI RNG certification, to ensure long-term success. We are planning to secure a B2B Curacao master gaming license in early 2025. Currently, we operate under a sub-license from Antillephone.

Here are the key actions we plan to undertake in 2024 & 2025:

1. Expand our portfolio to 120+ games;
2. Adapt our games to local languages;
3. Doubling GGR and royalty income each year through market expansion, new partnerships, and game releases;
4. Master license application in Curacao;
5. To add up to 15 new clients (operators and integrators), including major platforms such as Reevo, EveryMatrix, Zenith, and EGT (*see the table from the previous section*);
6. Improve brand recognition by participating in every major iGaming event throughout the year.

Key Suppliers and Dependencies

Our operations rely on a network of critical suppliers and partners that are essential to our business success. At the same time, the company tries to vertically integrate as much as possible.

We are developing all of the software in-house, starting from art design, ending with the complete game product. Thus, we control the IP and product creation flow. When it comes to distribution, we see that integrators/aggregators provide the best exposure for our software.

Game Distribution

Our game distribution hinges on partnerships with top iGaming integrators, who ensure our games reach operators across more than 600 casino projects in 100+ regions.

Key Integrators:

- Softswiss;
- Betb2b;
- Slotegrator;
- Infingame;
- 1GameHub.

Risk mitigation - disruptions in these partnerships could reduce market access or halt operations. To mitigate this risk, we constantly keep expanding our network of integrators.

Licensing and Certification

Compliance with gaming regulations is critical for our operations across international markets. Our primary gaming license currently comes from Antillephone N.V., however it is set to expire November 1st, 2024. We plan to migrate to master license supervised by Gaming Control Board of Curacao.

For RNG certification of our games we engage Gaming Labs International (GLI).

Risk mitigation - losing our Curaçao license or failing to secure the master license, as well as losing the GLI certification would significantly impact our ability to operate. We actively update compliance processes within the company to make sure we stay on top of the ever developing regulatory landscape, which should ensure compliance and preservation of the license. For RNG testing we have a short list of alternative testing laboratories, which are widely recognized and can be used as an alternative.

Financial Transactions

We primarily rely on cryptocurrencies, which are decentralized, thus minimizing the risk exposure. However, for fiat payments we plan to engage:

- Satchel Pay;
- Bilderlings;
- Delos;
- GuruPay.

Finalizing these partnerships will depend on acquiring the master license.

Risk mitigation - any issues with payment processing can negatively affect the company, therefore we tend to keep things diversified between fiat and crypto, then in turn between payment institutions and exchanges too.

Technology and Infrastructure Providers

Our platform's performance depends on a reliable and secure infrastructure, supported by partners like:

- AHPS CY for server solutions;
- Elcore Distribution AG (AWS distributor) for server solutions;
- DataWeb for server management.

Risk mitigation - technical disruptions, such as server outages, could affect game availability. We mitigate these risks with redundant servers and cybersecurity audits, along with a disaster recovery plan to ensure rapid service restoration.

Software and Data

Risk mitigation - since our software is developed in-house, the main priority lies in ensuring data safety within the organization. This is achieved through NDAs with staff members, encryption of data, segregation and access to the data.

We hope that through these efforts NetGame Entertainment remains resilient against unforeseen disruptions.

Risk Evaluation and Management

Risk management is an integral part of our operational strategy. We understand that the iGaming industry is dynamic and constantly evolving, with a range of both internal and external risks that need to be identified, assessed, and mitigated. To ensure our business remains resilient and compliant, we have developed a comprehensive risk management framework that encompasses technical, financial, and market-related risks. This framework is regularly reviewed through internal audits, external audits (potentially), and ongoing oversight by key personnel.

Risk Management Framework Overview

Our risk management approach is centered around proactive identification, assessment, and mitigation of potential risks to our business operations. These risks include technical vulnerabilities, financial non-compliance, market disruptions, and regulatory challenges.

Technical Risk Management

Given the nature of our business, maintaining the integrity, security, and reliability of our platform and codebase is vitally important. We conduct regular technical audits to ensure our systems are secure, and our games operate fairly and transparently.

- RNG audits – our RNGs are certified by Gaming Laboratories International, a reputable and established laboratory.
- Cybersecurity audits – our CTO is tasked with regular internal cybersecurity audits. Tests are performed each quarter.
- Disaster recovery and continuity planning – in the event of technical disruptions, such as server outages or cybersecurity breaches, we have a disaster recovery plan in place, which relies on redundant server setups and cloud-based backups.

Financial Risk Management

We have a set of internal and external financial controls to ensure transparency and accountability.

- Financial audits and AML compliance - our CFO, who also serves as our AML Compliance Officer, oversees regular internal financial audits to monitor cash flow,

- revenue streams, and expense management. Additionally, we hire an external KYC provider to regularly conduct AML checks on our business, to make sure we are in line with modern AML regulation. This allows us to open accounts in various financial institution easier and stay compliant in general.
- Internal controls - we maintain strong internal controls over financial reporting; these controls are designed to safeguard company assets, ensure the accuracy of financial records, and minimize financial risk exposure.

Market Diversification and External Risk Management

The global nature of our business means that we must be prepared to manage external risks, including market volatility, regulatory changes, and geopolitical challenges. To address these risks, we have adopted a strategy of market diversification and proactive regulatory compliance.

- Market diversification - one of our key risk mitigation strategies is ensuring that we are not overly reliant on any single geographic market. With operations across 100+ regions and significant market share in regions such as Europe, Australia, and the CIS, we have diversified our revenue streams to reduce the impact of regional disruptions. This diversification helps to cushion the company against market-specific risks such as regulatory changes, economic downturns, or political instability in any given region.
- Regulatory risk - as a licensed provider under Curaçao licensing regime, we are subject to stringent regulatory requirements. Any changes in these regulations could impact our ability to operate in key markets. To mitigate this risk, we closely monitor regulatory developments and engage with legal experts to ensure that our operations remain compliant.

Oversight Committees and Governance

We have established clear oversight mechanisms within the company:

- Risk oversight committee - our risk oversight committee, composed of senior management including the CEO, CFO, and CTO, meets quarterly to review the company's risk management practices.
- Internal audits - ongoing internal audits conducted by our C-level employees allow us to anticipate potential risks and proactively cushion them.
- Compliance monitoring - our CFO/AML Compliance Officer oversees all compliance-related activities, including regular reviews of our AML policies, Know Your Customer (KYC) procedures, and regulatory filings. Compliance monitoring is integrated into our day-to-day operations, and any issues or discrepancies are reported immediately to senior management for resolution.

We take a proactive approach to risk evaluation and management.

Legal and Governance Framework

Board Oversight and Membership

Like many other Curacao based companies, we appointed a local trust company as a director. Local trust company we work with is Capital Trust Corporation N.V. situated at Chuchubiweg 17, Willemstad, Curacao. However, day to day operations are managed by our C-level team.

Decision making within the company is typically made by:

- Vladyslav Hryban (CEO/UBO) – responsible for strategic decision making within the company, can veto or endorse any major decision within the company.
- Tatiana Malykhina (CFO/AML Compliance Officer) - Tatiana oversees financial governance and compliance, ensuring that financial controls, AML regulations, and audit procedures are strictly adhered to. All matters of this kind are typically her responsibility, unless something has to be escalated to the attention of the CEO.
- Kostiantin Kolomiichuk (CTO/Data Protection Officer) – everything that has to do with the company's technology infrastructure, data protection measures, and cybersecurity systems falls under responsibility of Kostiantin, unless, as in the case of Tatiata, it has to be escalated to the CEO's attention.

Our COO oversees operational efficiency and product development, and rarely has to make major decisions. Most significant issues are escalated to the attention of other C-level team members, depending on the nature of the issue.

Interaction with Senior Management

The company believes in strict reporting lines to instill order and quick decision making. Our internal CRM system allows to assign specific employees and set a priority for any particular request. If there is any urgent matter, a given employee creates a request, picks the employee to whom he reports to and sets the highest priority. Such requests are acted upon immediately, as per our internal operation procedures. If, for whatever reason, a supervisor of an employee that created the request, cannot resolve the issue, such issue is passed along higher, with end point being UBO/CEO.

Matters Reserved to the UBO/CEO

Certain decisions are reserved for the UBO/CEO to ensure proper oversight and strategic alignment:

- Approval of the Business Strategy;
- Financial Approvals (large expenses in particular);
- Compliance and Risk Management (any irregular and alarming occurrences);
- Appointment of Key Personnel.

Deadlock Prevention

Deadlock is simply not possible with the current corporate structure and reporting lines.

Legal Support and Advice

We maintain ongoing relationships with external legal advisors who specialize in gaming law, intellectual property, compliance, and international corporate law, such as GFLO Consultancy. These advisors provide guidance on licensing, regulatory compliance, data protection, and contract negotiations, ensuring that our operations adhere to the highest legal standards across all jurisdictions.

In-house, we have a lawyer on our team that satisfies almost all internal legal requirements.

C-level Meetings and Attendance

C-level meetings are typically conducted on a quarterly basis, with additional meetings possible as necessary for urgent matters or significant strategic decisions.

Environmental, Social, and Governance (ESG) Policy

NetGame Entertainment recognizes the importance of adopting responsible business practices that positively impact society and the environment. While our ESG policy is still in development, we have taken steps to address critical elements of Environmental, Social, and Governance responsibility:

- Environmental responsibility - as a software company, our environmental impact is relatively low, but we are committed to optimizing our operations to reduce energy consumption, particularly in our server infrastructure. We also support remote work policies to reduce our carbon footprint and encourage environmentally responsible business travel.
- Social responsibility - we prioritize responsible gambling practices by ensuring that our games are designed with player protection features, such as self-exclusion options, deposit limits, and clear information about the risks of gambling. We are committed to promoting responsible gaming across all our platforms and working closely with regulators to ensure compliance.
- Governance - our governance practices emphasize transparency, accountability, and compliance. The UBO/CEO regularly reviews the company's compliance with AML, and responsible gambling regulations. We also encourage diversity and inclusion within our workforce and maintain strict policies on equal opportunity and fair treatment for all employees.

Target KPIs and Objectives

We assess a lot of metrics through telemetry available in our games. However, most of them are useful from the standpoint of a game operator rather than business development. So, to track how Netgame evolves, we use the following indicators:

- Revenue;
- Monthly Active Users (MAUs);
- Number of active integrators/operators;
- Gross Gaming Revenue (GGR);
- Game Releases.

Revenue

Can be divided into two metrics – Gross Revenue and Royalty Revenue. The latter is tracked by each integrator/operator, which provides a bit more in-depth insight into the performance of each integrator, and allows us to see potential adoption issues early.

Gross Revenue is self-explanatory – the more money we make – the better. We aim for at least a 30% annual increase in revenue over the next three years, driven by new game releases, market expansion, and strengthening partnerships with operators and aggregators.

Monthly Active Users (MAUs)

Monthly Active Users (MAUs) allows us to see player engagement and retention. We aim to increase our player base from almost 2 million MAUs to 4 million MAUs by the end of year three. This growth will be driven by new game releases, regional expansion, and enhanced marketing efforts.

Number of Integrated Operators/Integrators

This metric allows us to measure our market reach and the accessibility of our games. It is important to mention, that by operators we mean both, those that work with us directly, and those that integrated our games through an aggregator. The vast majority of operators that use our software are doing so through an aggregator. In any case, our goal is to expand from our current network of 600+ operators to 700 operators by the end of year two, and further to 900 operators by the end of year three.

Integrators, on the other hand, that are represented by various aggregators, typically bring an exponential growth. We are remaining constantly in the process of negotiations with new integrators, around 10 new ones are set to start offering our products in 2025.

Gross Gaming Revenue (GGR)

Gross Gaming Revenue (GGR) is another critical KPI that reflects our games' performance and monetization effectiveness across our integrated operators. We aim for a 30% annual increase in GGR, achieved through increased player retention, higher betting activity, and the introduction of features that enhance player satisfaction and engagement.

Game Releases

Simply put – the more games we can offer, the more exposure we get. So, we consider this metric critical to our success too. We aim to introduce at least 3 new games each month.

By continually refining our strategies and focusing on sustainable growth, we are confident in our ability to achieve our goals and solidify our position as a leading software provider in the iGaming industry.

Policies and Procedures

Robust and comprehensive policies and procedures are the very foundation of this company. We quickly realized that any serious operation is not possible without clear and documented procedures and policies.

Are policies and procedures are primarily done internally, however occasionally we outsource the work, if substantial revision is needed to adapt and properly cross reference all these documents.

Policies and procedures drafting is carried out by respective team members, and later proof read by C-level executives. Also, these documents are routinely review and updated. Mostly with policies, we sometimes require an outside assistance to properly draft a document. In such cases an external advisory firm is typically hired.

Commitment to GCB Reporting

NetGame Entertainment is fully committed to maintaining open and transparent communication with the Gaming Control Board (GCB). We provide regular reports on our policies, procedures, and any updates or changes that may affect compliance or risk management. We also ensure that the GCB is informed of any significant incidents, audits, or regulatory changes that may impact our operations.

Our management is committed to providing ongoing oversight, with regular updates to the GCB to ensure transparency and accountability.