

Gladiator Consulting B.V – CASINO & SPORTSBOOK BUSINESS PLAN

BUSINESS OVERVIEW

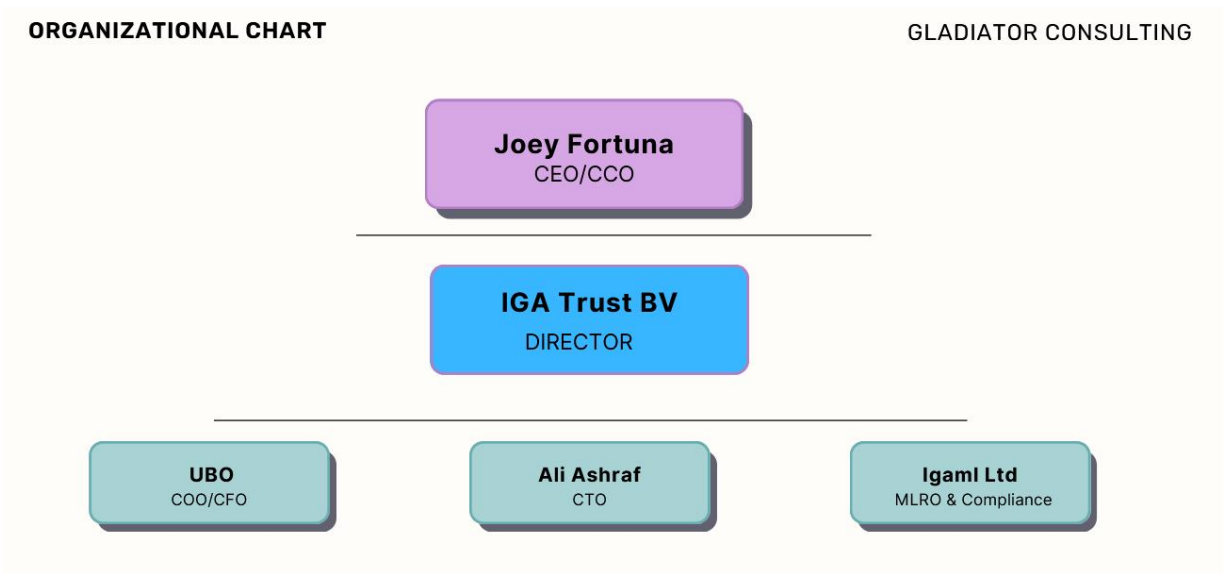
Gladiator Consulting B.V, operating as Ghostwager.com, has already entered the online gambling market under the previous Curacao eGaming license. We believe that our sportsbook and casino verticals are poised for a strong financial projection in the coming years.

Our team worked in conjunction with the igaming supplier ‘ULTRAPLAY’ to provide the platform for AML/fraud/risk protocols, internal trading teams, account managers, payments versatility, and responsible gaming functions. The ability for players to purchase both fiat and crypto expands our player portfolio for our marketing plans with a high focus on mobile casinos, mobile betting, live betting and casino.

Gladiator Consulting B.V’s primary objective is to create a successful igaming operation through the use of its Ghostwager.com mobile website. To be successful, the operation must reach a competitive level of popularity for its site. Gladiator Consulting B.V quantifies this level by acquiring 8100 active monthly users of Ghostwager.com website with an average monthly spend* per player of \$270 within 12 months of launch. To accomplish this objective, Gladiator Consulting B.V will build an online presence through cross selling, social networks and search engine optimization, utilizing social media influencers, as well as traditional performance marketing initiatives.

*player spend defined as the total value of all bets, buy-ins, and cash brought to any casino table over the course of a calendar month.

COMPANY MANAGEMENT STRUCTURE



GROWTH ASSESSMENT OF THE iGaming INDUSTRY

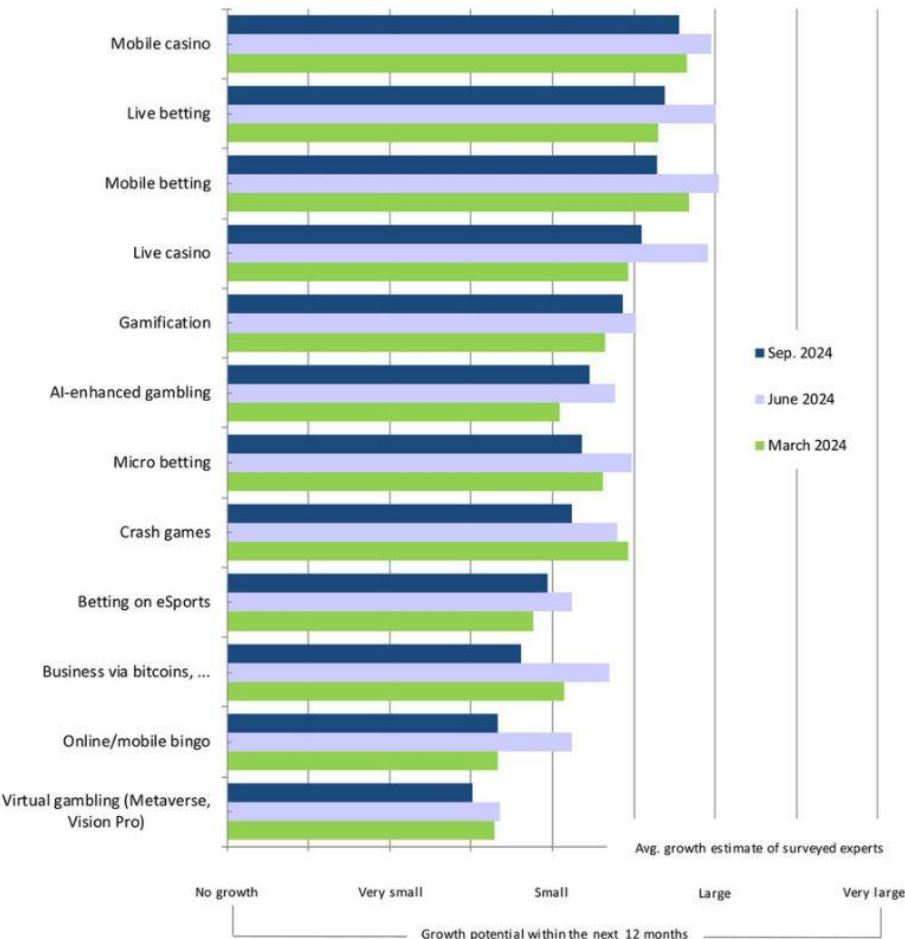
The global online gambling market is anticipated to generate revenues of more than \$100 billion for 2024 and grow to \$160 billion for 2025 (Online Gambling Quarterly).

Market research shows product trends quarter over quarter from 2022 to 2024 favor mobile casinos, live betting/casinos, and mobile betting, which will be our target focus.

Trends

Growth potential of the key online gaming/gambling products – Survey results Q3/2024

Survey question: Please evaluate the GROWTH POTENTIAL (regarding gross revenues) of the following ONLINE/INTERNET gaming/gambling products within the next 12 months.

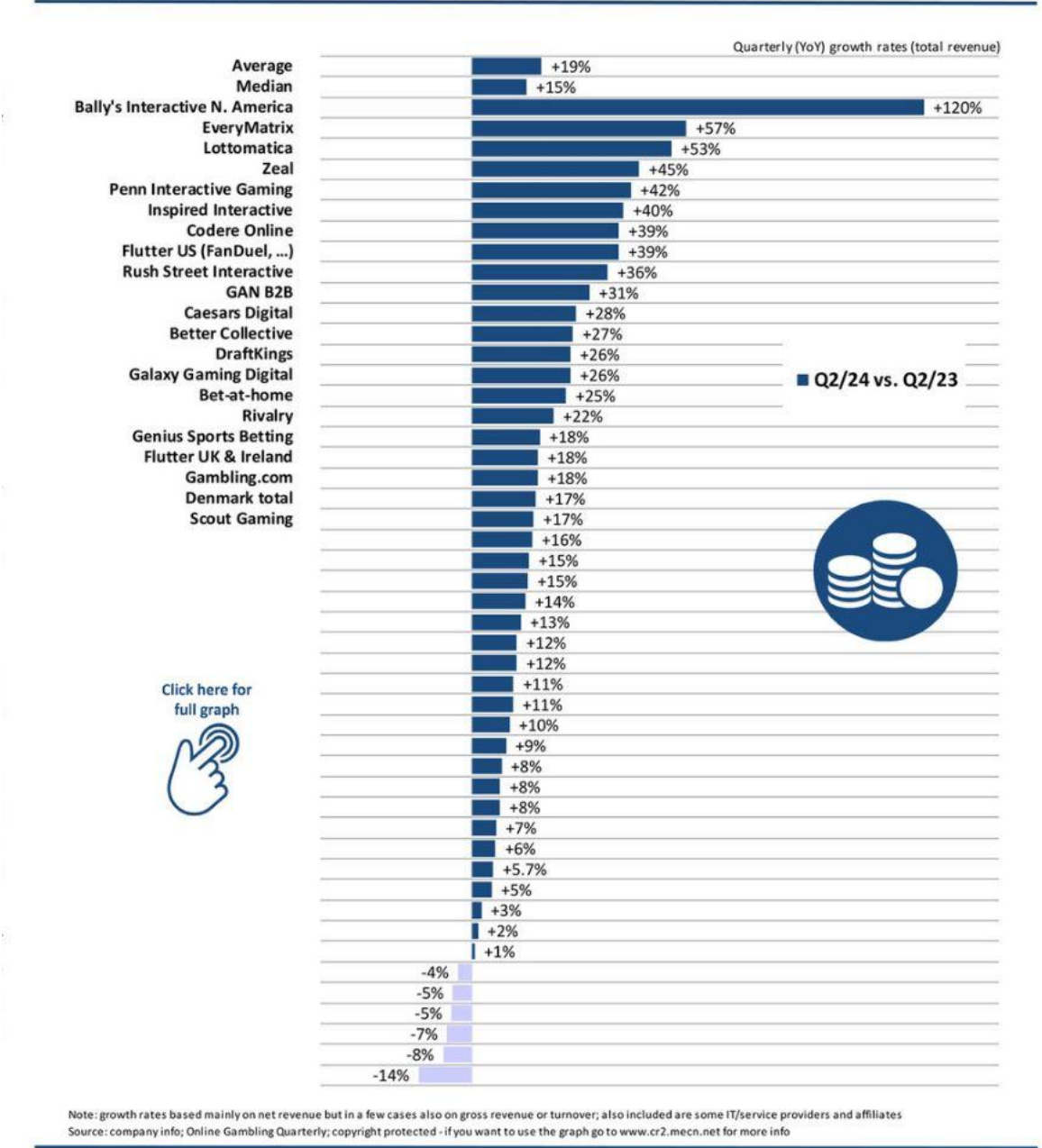


Note: n= 134; date of survey: September 2024
Source: Online Gambling Quarterly; copyright protected - if you want to use the graph go to www.CR2.mecn.net for more info

The report reveals strong iGaming from Q2/2024 vs Q2/23 with an average revenue growth rate of 19%.

Financial KPIs

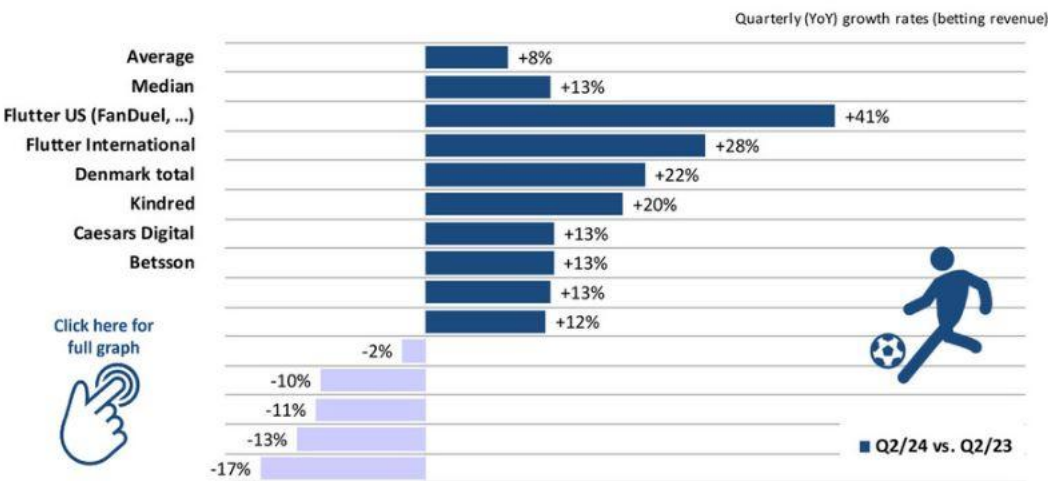
Quarterly total revenue growth benchmarking (YoY) – Q2/2024



Betting revenue growth rates have a 9% growth rate in Q2/2024 vs Q2/2023.

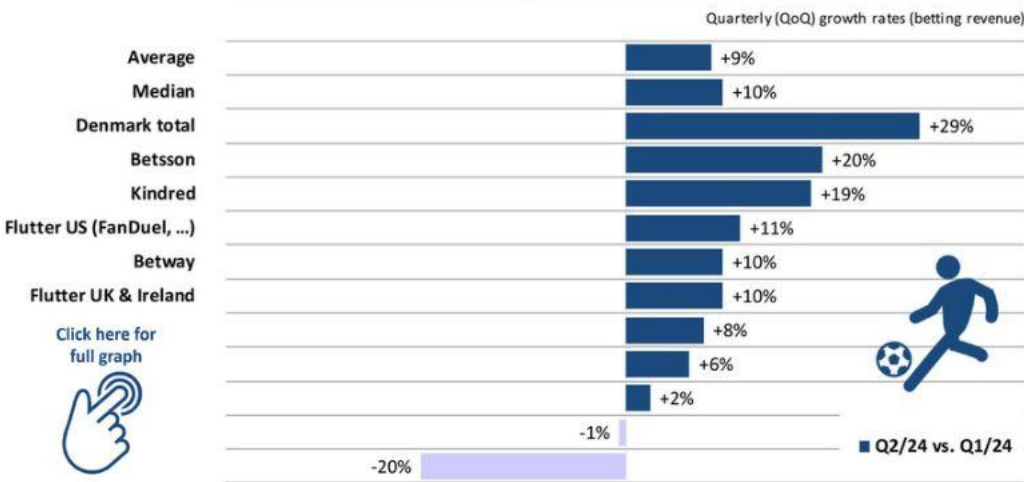
Financial KPIs

Quarterly betting revenue growth benchmarking – Q2/2024 (YoY)



Note: growth rates based mainly on net revenue but in a few cases also on gross revenue
Source: company info; Online Gambling Quarterly; copyright protected - if you want to use the graph go to www.cr2.mecn.net for more info

Quarterly betting revenue growth benchmarking – Q2/2024 (QoQ)

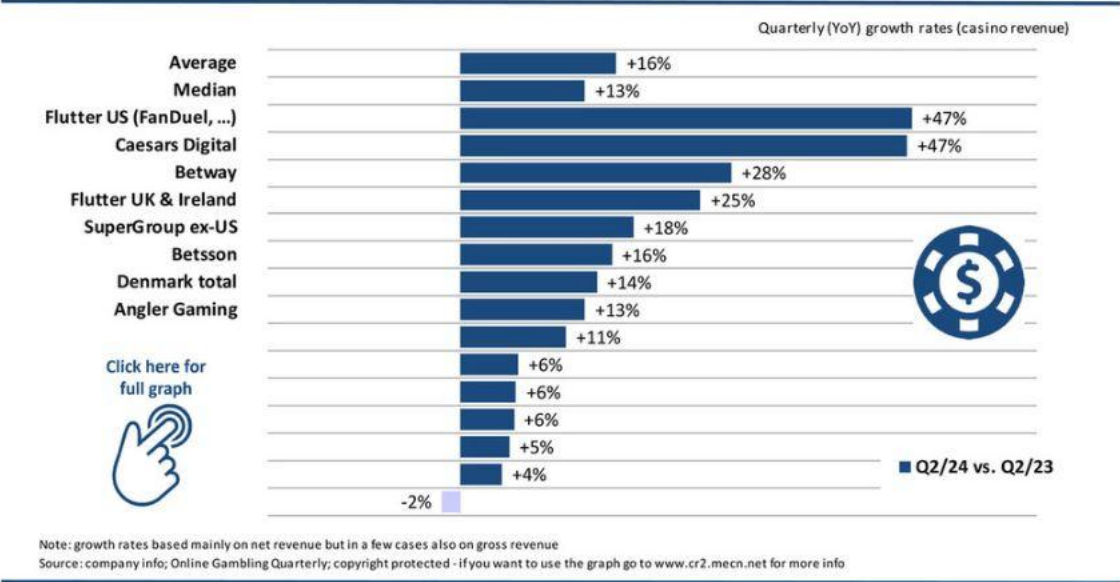


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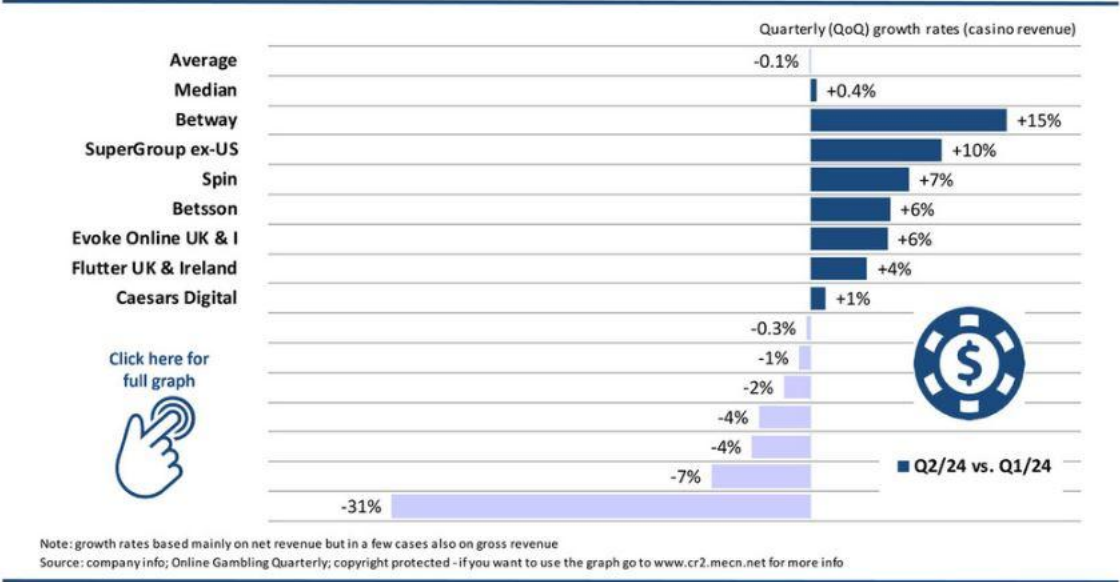
Casino revenue growth rates for the same period are +16% on average. This demonstrates both industries are strong and growing, particularly in the mobile and live markets.

Financial KPIs

Quarterly casino revenue growth benchmarking – Q2/2024 (YoY)



Quarterly casino revenue growth benchmarking – Q2/2024 (QoQ)



Improving technologies have proven to be one of the main drivers of growth in the online gambling sector with esports, mobile access, and live gaming amongst a handful of examples that have had a profound impact on operators. The advent of internet applications and easy access to online platforms has helped boost the demand in the global online gambling market.

The use of online live casinos provides a different approach for operators to earn money and increase profitability is propelling the growth of this segment in the global market. Online casinos allow the consumers to participate in these games at any time and from anywhere in the world. Vendors are also leveraging AR and VR technologies to introduce a host of new features to make a more engaging experience for their customers. Chatbots, machine learning and AI are all improving technologies that could have a similar impact.

These days, you can place a wager on practically any outcome in popular culture. It is no longer just male sports fans who are taking part in online gambling. Connected to this, the female gambling population is growing, and accounted for just under 50% of users. Many studies have shown that women not only prefer to gamble in private, but they also prefer a mobile device.

Online gambling also appeals to a wide range of demographics. The older generations are becoming more and more comfortable with technology and are enjoying using mobile devices more and more, so the concept of online gambling is becoming less and less intimidating. Thanks to new emerging markets like eSports and the continued input from technology, the industry will grow even more - to become a regular form of entertainment and spread to the younger demographics

MARKET ANALYSIS

Ghostwager.com is modern (for younger target groups) and serious (for older target groups). We understand our customers. We want to become THE premium brand casino site with the best service. We want to offer everyone the opportunity to play on the same terms across the globe. We want Ghostwager.com to be fun but fair. We want our players to enjoy a truly entertaining experience with Ghostwager.com. The aim is to attract players having the largest disposable income as well as prospective players that are attracted to this type of entertainment. This should be entertainment, not a race to make money. This is not how we want to project our brand to players.

The marketing will be targeted to reach the right audience with the possible best customer acquisition costs. In the medium term, Gladiator Consulting B.V will also consider other methods of marketing, including advertising and sponsorship. Consideration of marketing and advertising in the particular jurisdiction will be obviously given its due regard.

Gladiator Consulting B.V believe in our product offering. Ghostwager.com is more and more accessible, reflecting the move from desktop to mobile. Our promotion of the casino and sportsbook will attract the best quality players and give others access to great entertainment without spending too much. Gladiator Consulting B.V will focus on the right combination of serving the customer needs, while generating optimum income.

Customer acquisition will additionally be based on performance marketing, where new customers are acquired from different online channels such as display marketing, affiliate marketing, email marketing, and utilizing social media – as well

as other offline channels. Upselling and cross-selling efforts will be implemented through our Customer Relation Management measures

MARKETING STRATEGY

Gladiator Consulting B.V will continue to establish itself as one of the most trusted sites for online casinos and sportsbooks.

The marketing plan is based on the following fundamentals:

- Primary target markets to be males and females age 18 - 44 who are actively playing a variety of sports betting, esports, and casino games
- Ghostwager.com hopes to displace current market share calculations by pulling shares from a variety of competitors
- Ghostwager.com plans to reach its target market primarily through strategic partnerships with social media influencers, high performing affiliates, organic and advertised SEO, and AI powered personalisations
- Ghostwager.com hopes to also take a share of the growing player market by focusing on where that market is trending towards (mobile casinos, mobile betting, live betting, live casino)
- Ghostwager.com to utilize the strong sports betting background and industry expertise to bring high-betting players to site

Strategic positioning of Ghostwager.com

- Always differentiate themselves from the competition
- Expose competitors' weaknesses in order to attract new clientele
- Forward looking goals and inclusive of all demographics & age ranges

The majority of game play across various gaming verticals is still logged by male users in the 18-44 demographic. Ghostwager.com would like to redress the balance and become the primary igaming site for a wider range of demographics. Active online gamers in this demographic should not only have a high crossover percentage through eSports, casino, and sportsbook but should also be extremely valuable targets for advertisers.

How Ghostwager.com attracts players

Above the line marketing (print ads, tv show sponsorship, podcast sponsorship, social media) and below the line (trade magazine features and interviews, PR, player sponsorship, professional sponsorship, social media) with the intention of becoming a well-known brand in the online entertainment field.

Ghostwager.com can reposition its competitors by highlighting the services of the Ghostwager.com platform and game content, as well as targeting all demographics and high-betting players. Many of the major sites are losing a lot of their regular client base and we should direct them to ours.

Key features that set Ghostwager.com apart from its competitors include:

- Utilize managements decades of contacts and high-bettors in the indursty
- One-stop-shop for all online gambling entertainment
- Great new games from the best software providers
- HTML5 responsive site which works well on all platforms and smart phones
- Superior service and support
- Experienced gaming integrity and AML/CFT management

The resulting Unique Selling Proposition for Ghostwager.com is:

Ghostwager.com ignites the competition of real money (including crypto) entertainment by giving their players the opportunity to bet on live casinos, eSports, live sports, and traditional games on desktop and mobile.

Gladiator Consulting B.V will use advertising, social media, and PR to ensure its superior platform offerings are exposed to the widest variety of users possible, while providing the most competitive sign-up bonuses, affiliate bonuses, and world class support.

Public Relations

- Work to increase Ghostwager.com's reputation and brand recognition among publishers, social media sites, business managers and customers within the interactive gaming sector
- Generate leads for potential new distributors and game content providers

Ghostwager.com will target both mainstream and gaming entertainment media outlets to build awareness of the new verticals. The message will initially focus on the user experience the platform can add for players of all skill levels.

Once the brand is established, Ghostwager.com will leverage its PR to announce the addition of more and more new games on the platform.

Advertising & Promotion

An advertising campaign will be built around our product innovation and competitive advantages. Additionally, Ghostwager.com will develop campaigns to ensure a consistent reach and frequency throughout the year.

To establish an innovative company image, the delivery and tone of our statements will be consistently authentic and *of the moment*. Ads will convey the look and feel of a young, modern online company for all demographics.

In time, we will acquire an ad agency to work on our behalf.

ULTRAPLAY SOFTWARE PLATFORM & TECHNOLOGY

The ULTRAPLAY Gaming Platform comes with a built-in set of responsible gaming features that are available to all game zones and modules. Basic responsible gaming features include:

- Voluntary self-exclusion – a player excludes himself/herself from participating in games on the site for a defined period of time. This player can choose to completely block himself/herself. If the player excludes himself/herself up to the maximum configurable times his/her account will be blocked permanently until the customer service representative re-opens the access
- Spending limits – limits the amount a player can spend by session, day, or week based on defined settings that can be defined globally or individually.
- Deposit limits – limits the amount a player can deposit in their wallet for a specified period of time. This is based on defined settings that can be defined by an individual or set globally for all players

PLAYER ACCOUNTS

Player profiles are managed through the back-office system. Using the ULTRAPLAY back-office system customer service representatives can quickly search and locate a player profile based on a variety of search criteria such as User Name, Player ID, First or Last Name, etc. Once a player is located, a customer service representative can assist the player with many functions in addition to managing their profile. For example, assisting with registration, locating bets, among others.

For managing the player profile, ULTRAPLAY allows the customer service representatives to validate the player identity through a series of security and compliance protocols. Once a player's identity has been confirmed, the customer service representatives can do the following:

- Check on a player's status for registration, chat, etc.
- Update basic profile information such as last name
- Add notes about the player
- Change bank information
- Change personal weekly transfer-in limit
- Update cash out method
- Generate a temporary password for a player
- Close a player's account or block a player for a specified period of time
- Manage wallet
- View a listing of all wallet transactions
- View all the notes and the change history for a player
- View any open and applicable promotions
- Update a player's user name
- View any responsible gaming options that have been activated on the profile

The system automatically keeps track of all changes made by customer service representatives or players to a player's profile and logs this information. This includes all notes about the player or notes about their wallet transactions.

PLAYER WALLET

Ghostwager.com can manage a player's wallet through the player profile in the ULTRAPLAY Back Office, Customer service representatives can see all the current and historical information about a player's wallet, including:

- Wallet Balance – includes promotional cash balances in the wallet
- Personal Weekly (or predefined period) transfer in limit – amount defined by the player
- Wallet transactions – view all historical transactions or those within a specific date range
- Value of transfer-in limit outstanding – how much of the transfer-in limit has already been used by the player for the current week (or predefined period)
- Electronic Funds Transfer Outgoing or Incoming – when there is an issue depositing or withdrawing funds from a player's bank account the customer service representatives can manually adjust the wallet account information

SECURITY AND AUDIT FEATURES

ULTRAPLAY delivers a comprehensive platform covering the spectrum of the online money gaming facilities, from back office processing to player gaming experiences. ULTRAPLAY's technology has passed numerous state audits providing further proof of the strength and security of ULTRAPLAY solutions.

ULTRAPLAY'S OTHER FEATURES

The ULTRAPLAY Back Office

It is important for persons such as operators to have one single place to access all the functionality that they need. To make ULTRAPLAY's Control Centre easier to use, the logged-on user only sees the functionality he or she has access to. All the 3rd party providers will be managed through ULTRAPLAY back office system.

Risk Management Value Added Features

ULTRAPLAY's sophisticated risk management capability allows operators to define betting limits. Default limits can be used, as well as warning limits and exclusions settings to stop taking wagers under a pre-defined set of conditions.

Risk management capabilities are mostly created for sports betting and casino games that expose gaming operators to risks that can arise from operators' potential losses if high amounts are bet on specific events where players bet on the same results, or when it comes to progressive jackpots in slots.

The ULTRAPLAY risk management capability includes the following features:

- Reporting
- Warnings
- Manual and automatic exclusions
- Combinations
- Different limit levels
- 24/7 Trading and Risk Team
- 24/7 Business to Business Support

Geolocation to Confirm All Bets are made from within the Allowed Region

Ghostwager.com uses 3rd party geolocation technology which collects Internet infrastructure information to determine the geographic location of Internet Protocol (IP) addresses associated with Internet-connected devices.

Age and identity verification interface

The age verification processes employed by Ghostwager.com require that players use their driving licence, social security card number or other government-issued identification.

Financial Interfaces

Gladiator Consulting B.V uses interfaces with payment providers. Payment method information contained within player profiles can be used for automated and scheduled transfers into the wallet to pay for bets. Storing payment method information as part of player profiles is an optional feature.

ULTRAPLAY's player accounts include a proven and flexible payment framework. This framework allows fast and secure integration with new payment providers. Player accounts provide both exports and real time interfaces to financial systems using batch file exports and financial gateways. Information about transactions, internal wallet transactions, transactions from games, or transactions with external payment providers. All financial information that may be used by 3rd party systems to carry out financial processes such, free plays, promotions, prizes paid out and manual payouts are tracked using a double entry system that can be fully integrated with any accounting software or 3rd party payment system. Ghostwager.com operators can access financial information through the ULTRAPLAY Backoffice or by receiving the information in scheduled exports. Transactions are automatically balanced with other payment provider, to ensure that all transactions were executed gracefully in both systems.

World Class Internal Risk Team

Ghostwager.com is managed and led by a management team that has leading global experience dealing with various AML, CFT, internal/external disclosures/business and finance audits. Our team has worked with Curacao eGaming, MGA, IOM, UKGC, Aldernery Gaming Commission, Kahnawake Gaming Commission, Oklahoma Gaming Compliance Unit, Native Indian Gaming Commission. This spans from state level, independent, to international level compliance and risk management.

All employees are fully trained on all AML and CFT issues to ensure full compliance across all gaming commissions.

Additionally, Ghostwager.com has onboarded IGA Trust, a leading iGaming service and compliance provider, to strengthen the already world class experience of the internal management team. IGA Trust along with IGAML will be partnering to assist with MLRO and Compliance Officer roles. With decades of experience in the industry, we are assured all risk and AML matters are expertly handled.

Legal and Governance Framework

Gladiator Consulting's Owner/CEO, Joey Fortuna, will work day to day with his senior management team. As each senior management member brings their own highly experienced skill set, decisions will be made by those in their specific management expertise. With any uncertainties, decisions will be made in a group call/meeting to ensure effective communication and rationale forward-thinking business strategies are adhered to. Senior management will consist primarily of the CEO, COO, and CTO; whereas needed other team specialists will join the call to cascade necessary data and information for effective decision making.

FINANCIAL PROJECTIONS

We consider Gladiator Consulting B.V to be a startup company and hence the player database starts from (virtually) zero. However, we know there is huge interest in the casino and sportsbook product so we envisage that player registrations during the first year will amount to approximately 675 players per month for both verticals, with around 8,100 new accounts by the end of year 1. During the second year, we expect player registration to grow by 20% overall. By year 3 we project similar range growth of 20%.

Payment processing fees are forecast at around 7.5% of net income during the first year and, as revenue and volume increases, we expect the payment processing fees to be reduced (due to volume) to around 6% and 5.5% of net income during the second and third year respectively.

Marketing and promotional costs are projected at approximately \$300,000, \$630,000 and \$750,000 during the first three years respectively and includes the costs of performance marketing, advertising, branding, sponsorship, PR and other promotional efforts to attract more players to the platforms.

All payments to service providers (software firms) is around 13% of gross win, and will be allowed 30 days credit. Average spend per active player starts at around \$250 per month and increases to \$300 per month by the end of year 1. We calculate the average spend of each player to grow month on month as the number of offerings and promotions expand.

FUNDING AND FINANCIAL SUPPORT

Gladiator Consulting B.V will be funded and supported by the owner Joey Fortuna, utilizing his proven source of wealth and funds, and from capital investors who are all highly tied into the igaming and sports betting industries.