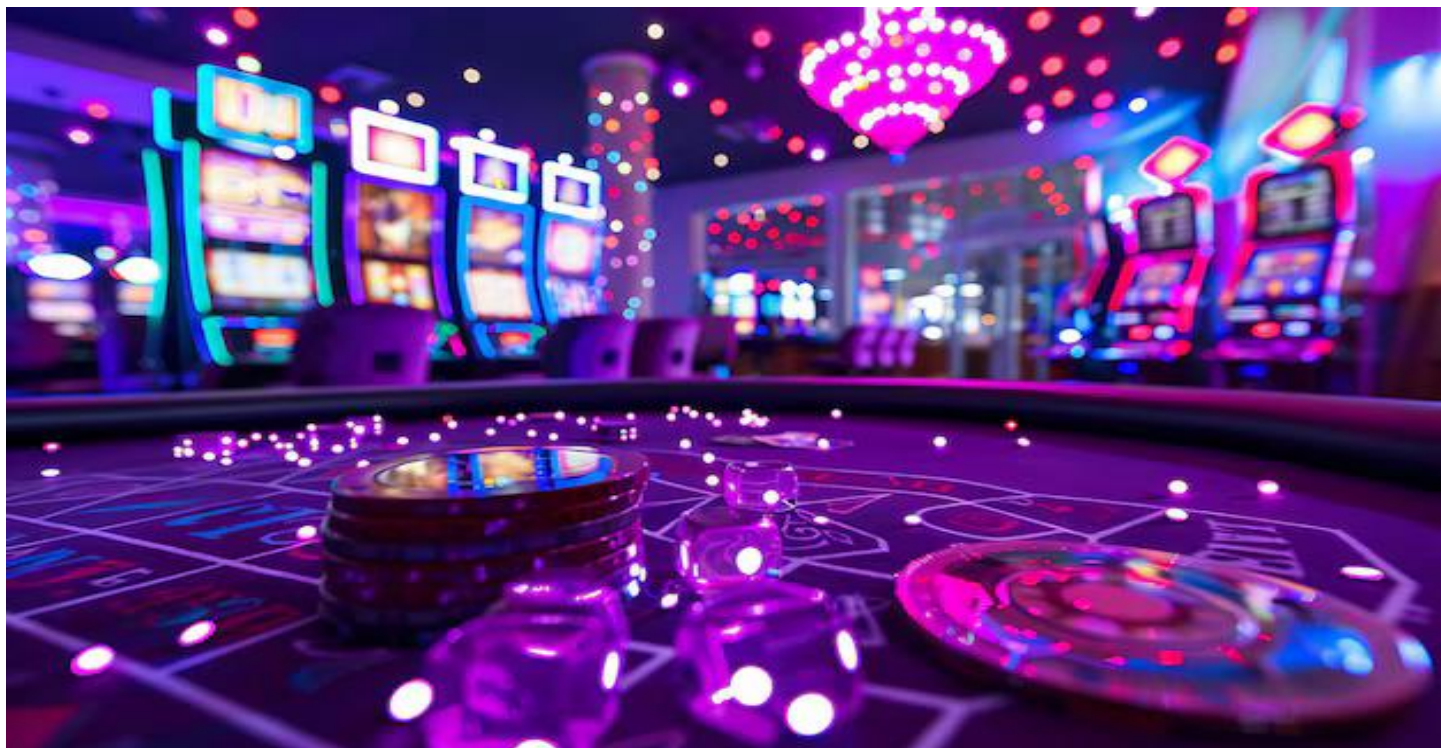




CRAZEBETS.COM

OPERATED BY ROCKET PLAY B.V.

BUSINESS PLAN



CONTENTS:

INTRODUCTION	3
BUSINESS OBJECTIVES.	5
EXECUTIVE SUMMARY.	5
BUSINESS MODEL	6
COMPANY STRUCTURE.	7
MANAGEMENT.....	7
LEGAL & GOVERNANCE FRAMEWORK.....	8
Policies and procedures	9
KEY SUPPLIERS	9
SET UP	9
ONLINE PLATFORM – HTTPS://CRAZEBETS.COM.....	11
BACK OFFICE SYSTEM.....	13
User Management and Access Control	14
TECHNICAL SETUP	16
TARGET KPI AND BUSINESS OBJECTIVES.....	17
MARKETING STRATEGY.	17
RISK EVALUATION AND MANAGEMENT	18
RISK ASSESSMENT.....	19
SYSTEM SECURITY	20
KYC. CUSTOMER ONBOARDING PROCEDURE.	21
FINANCIAL PROJECTIONS.....	24

INTRODUCTION

We live in an increasingly digital age. People discuss metaverses, video conferencing software has become more prominent as the result of the pandemic, streaming services are on the rise. Generally speaking, we see a clear tendency and demand among people of different nations and cultural backgrounds toward time preservation through the use of the Internet.

Nowadays people tend to give preference to on-demand services, rather than actually physically be present somewhere in order to consume content or get entertained. The iGaming market nowadays is flooded with similar offers. But quantity never equals quality, it is a well-known fact that applies to online games just as much as to any other means of entertainment.

On the one hand, not all operators and aggregators seek to maintain the high quality of services they provide. Additionally, a lot of sites operate without a real license, which in our opinion is at the very least unethical toward players, and it has a negative impact on the industry as a whole.

Here is our key features that allow Us to succeed:

- **A wide variety of game applications.** Apart from usual slots, Crazebets provides players with sports betting vertical, roulette and other types of card and live games.
- **Advanced bonus system.** Bonuses are an integral part of our gameplay. A staggered system of privileges allows to increase player's loyalty to the product.
- **24/7 technical support,** allowing players to get answers to any questions 24/7. Our staff has qualified specialists who are always eager to help both a beginner and an experienced player with any question.
- **Availability on both PC and mobile devices.** Website mobile version is adopted for smartphones and tablets in order to maximise the quality of experience.
- **Close attention to AML/CFT compliance.**

Our unique online casino project – **Crazebets**– has recently launched and the Company has already obtained a B2C license.

What We offer to our Players:

- a myriad of different slots of all colors and visual delights
- interactive games that make time fly by being extremely engaging and delightful;
- poker rooms for those that trust their skill, roulette for the lucky and a number of other card games for the picky;

- bets on classic sports, cybersports and virtual sports that test your luck and wit with satisfying monetary rewards;

Online gambling is a hobby, sometimes even a lifestyle for some. Yet, for each of every single player it starts with the very first experience, which shapes his/her attitude toward gambling for the rest of his/her life. If the player has bad experience the first time he/she plays, the gambling community might lose a member that never returns. If enough people have bad experiences because of bad actors in the industry, the general consensus toward gambling might shift within the society.

Crazebets is about that gambling experience we all love. The experience when all your concerns disappear, time halts, and you are in the zone. Not only that, but you receive back. Not only your winnings, but bonuses too - an integral part of the gameplay. We offer a staggered system of privileges that increases player loyalty to the product.

We believe gambling operators define experience within the industry, and it is our responsibility to make sure the experience is nothing short of joyful for any player that interacts with us. We plan to polish the product until there is no way forward for it, but to the hearts of gamblers around the world. Our team will carefully monitor loyalty of our players and swiftly resolve all issues. Customer satisfaction is what will separate us from the others.

Our primary goals are:

- **to continually improve our player retention rate;**
- **to have new player sign ups continuously;**
- **to increase the level of customer satisfaction with the platform.**

BUSINESS OBJECTIVES.

EXECUTIVE SUMMARY.

Rocket Play is seeking to adopt strategies of market development and market penetration to enhance its growth and presence in the gaming market. As part of its ongoing strategy, Rocket Play is seeking to enter new markets with a Curacao B2C gaming license.

Rocket Play current goal is to initially operate under a license issued by Curacao, followed by securing more licences from different jurisdictions such as Canada, Malta or Germany. With the Curacao license, the target markets will consist of countries where there are no explicit restrictions on operations. These include several countries within the European Union and the European Economic Area, as well as countries in the LATAM region (Peru, Brazil, Mexico, Chile, Kenya, Nigeria, Montenegro, Ireland, Albania, India). Within these markets, we aim to become a well-trusted and well-regarded entity within the gaming industry. Another objective is that, albeit known that the investment is material, the operation becomes a profitable one within the first year of operation.

Another important objective for Rocket Play is that we offer a good quality service in terms of design that reach and exceed the players' expectations as well as following a non-aggressive, non-invasive method of advertising the company's product. We want players to come to our website because they genuinely enjoy their experience with us. From an operational perspective, our aim is to develop and implement data analytics to develop and ultimately improve risk management effectiveness, resulting in better management and attaining better results for us, as all player wins would be adequately covered, allowing a good profit margin for the company.

We aim to be customer-focused, providing players with a stable gaming entertainment environment and fast personalized services through the customer support team. Services are simple to use with minimal bureaucratic processes, however not at the expense of becoming non-compliant. Hence due diligence requirements are being stated as part of the Terms & Conditions and players' accounts will be blocked, and players disallowed from playing if they fail to comply with the requirements as prescribed by law.

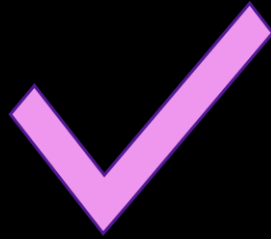
In order to achieve our index of success we apply the skills of our UBO – Mr. Denys Koblia who has with a unique blend of skills in operational management, strategic and brand development, including the field of online gambling. Ms. Denys Koblia is known for a keen ability to improve business processes, foster client relationships, and drive growth.

Rocket Play is set to generate stable profit by the end of its first year of operation and become a stable business in three years' time.

BUSINESS MODEL

WHAT WE OFFER TO OUR CUSTOMERS

- accessibility
- convenience
- risk mitigation
- customer-oriented approach
- efficient customer support



OUR MILESTONES

Financial

Utilizing rationally the financial resources in order to operate efficiently to run a lean organization through minimum overhead costs.

Marketing

Positioning the website as a reliable online gambling platform and achieving market leadership. Using various digital marketing channels to connect with customers and fulfilling all branding needs of the website.

Operational

Developing the backend system that works efficiently. Ensuring smooth business operations for achieving the success. Maintaining data safety and confidentiality.

Rocket Play B.V. has developed an innovative online gambling website – crazebets.com – that will allow customers to play games while choosing the amount to bet based on their budget. Crazebets Casino is positioning itself a standard and well-equipped online casino that defies all preconceived notions about online gambling sites by providing a high degree of customer service and a wide selection of live games with the chance to win real money, recurring gifts, and timely and honest payouts. Every Crazebets customer has access to various bonuses, deals, and gifts. Crazebets has an easy- to-use and navigable interface. New users can easily register through social media, via e-mail or mobile phone numbers to prevent fraud. The website has its Terms & Conditions for all customers and viewers to protect viewership rights and gambling legalities.

We believe that our platform will appeal to a wide number of customers all over the globe. Our customers' best interests will always be our utmost priority, and our values and professional ethics will guide all our activities. We also hope to hire experienced professionals in the iGaming industry. We are regulated and supervised by the Government of Curacao and abide Curacao laws. We are committed to adhere to

KYC and AML procedures and promote Responsible Gambling policies. Hence, we ensure a secure gaming ecosystem, fair play, and a responsible online casino experience for all our customers.

COMPANY STRUCTURE.

MANAGEMENT.

Rocket Play company management structure shall organized as follows:

- **CEO.** Rocket Play shall be led by its UBO, Mr. Denys Koblia, an experienced professional with extensive expertise in IT and online gaming. Under his strategic leadership, Rocket Play is poised to achieve its vision of becoming a high quality online casino offering its services to players worldwide.
- **Technical Operations.** All technical development and operational tasks are to be outsourced to a dedicated team of highly skilled developers. This technical team is responsible for enhancing the platform's functionality and integrating traditional and modern online slot designs.
- **Marketing.** The Company's marketing efforts are also going to be managed by an outsourced team of marketing experts with proven experience in the iGaming industry. These specialists will focus on implementing strategic campaigns to attract new customers, enhance brand visibility, and ensure consistent player engagement. Negotiations with top-tier marketers are already underway to secure the best talent for these roles.
- **Compliance & AML.** The Company's Compliance Team will be headed by the Chief Compliance Officer – Mr. Bohdan Snapkovskyi, who is a highly experienced professional in the field of AML/CFT and is constantly improving his competencies. Eventually, Mr. Snapkovskyi is going to hire new members of the Compliance Team who will ensure Rocket Play adherence to the AML/CFT regulations and standards.
- **Financial compliance.** To ensure operational excellence and regulatory adherence, financial matters are outsourced to a reputable firm. The financial team oversees budget management, reporting and financial planning.

The aforementioned lean and highly efficient outsourcing model shall enable Rocket Play to focus on its core business objectives while leveraging the expertise of specialized professionals in each critical area. This structure supports scalability and operational agility, ensuring the company's sustained growth and success in the dynamic iGaming market.

Growth and market share are Rocket Play main strategies and consequently, the Company has already started investing in growing a team who will be capable of achieving the desired objectives.

Financial support for Rocket Play is provided by the UBO, on the one hand, and, on the other, the platform is already becoming self-sustainable, channeling the profits generated from our operational activities back into the company. This approach not only ensures operational continuity but also signifies our unwavering resolve to emerge as a major player in the iGaming industry.

At present, Rocket Play has almost finished optimization of the entire work in order to make sure the project runs as efficiently as possible.

Once everything launched and optimized, we will focus on our main goal – to **provide a high-quality product with 24/7 availability**.

In total, the company has 15 employees, but the team is steadily expanding as the business continues to grow. Compliance-related functions are currently designated to experienced iGaming experts. Their guidance and further commitment to grow with our company is an essential component to solidifying our progress in the industry.

Rocket Play operational department will be generally headed by the Company's UBO – Mr. Denys Koblia – and will be made up of employees working within the Company and outsourced if required. Denys Koblia will also oversee the activities of the Rocket Play marketing team, since she has a profound expertise in brand development and implementing efficient marketing strategies. Our goal is to eventually have a full team of highly qualified and skilled professionals in order to operate smoothly under the Curacao gaming license.

LEGAL & GOVERNANCE FRAMEWORK

Initially, legal tasks of the Company are be outsourced to the MIT Lawyers consulting firm. Subsequently, Rocket Play plans to form its own inhouse legal department from highly qualified specialists in the field of gambling law, financial monitoring and AML/CFT.

Our outsource specialists are responsible for conducting KYC procedures, ensuring AML/CTF regulations compliance, validating transactions, keeping essential documents for the lawful conduct of business, as well as resolving disputes, thereby maintaining a high level of reputation for our online platform.

POLICIES AND PROCEDURES

Legal Advisors is also responsible for drafting the essential policies and procedures to maintain efficient and lawful operation of the Crazebets. The Company is going to adopt the following policies:

- ✓ **Terms and Conditions**
- ✓ **Responsible Gaming Policy**
 - ✓ **Self-Exclusion Policy**
 - ✓ **KYC Policy**
 - ✓ **AML Policy**
- ✓ **Dispute Resolution Policy**
 - ✓ **Privacy Notice**
 - ✓ **Cookie Notice**

All the aforementioned documents will be displayed on the Crazebets website so that they can be easily accessed by the current and potential players of Crazebets gaming platform.

KEY SUPPLIERS

The Platform in use combines multiple systems and subsystems cumulatively representing a product offered to the company's clients for the latter to run online gaming businesses.

SET UP

Rocket Play shall be utilising a rented platform, developed, and owned by Velund Investment Ltd. for all player management, under the brand **SLOTEGRATOR**. The platform provider will conduct all necessary tests on the system to ensure that its security, stability and expected performance are maintained. Rollback functionalities will always be available to enable a quick return to a previous system state in the event that any unexpected behavior is experienced after releasing software.

The games being offered by Rocket Play are casino games, where players place bets against the house, which games are provided by other licensed B2B critical supply providers and are not owned by Rocket Play.

Crazebets will feature a suite of casino games from highly reputable and licensed casino game developers. All games will be integrated through an aggregator, game providers are all certified and have a good reputation in the market.

Apart from Slotegrator, Rocket Play is going to enter into agreements with such major game providers as SoftSwiss, Pragmatic Play, InOut, Nolimit, and more.



Thus, Crazebets will feature a range of casino games offered by highly reputable and licensed casino game developers. All games will be integrated through an aggregator, game providers are all certified and have a good reputation in the market.

ONLINE PLATFORM – [HTTPS://CRAZEBETS.COM](https://crazebets.com)

The web portal is based on CMS built-in which can be administered by the content administrator. A player will be required to register an account before he can access the full range of casino games. Other features include:

User Registration and Profile Management

- Account Creation: Secure sign-up process with verification (e.g., email confirmation, CAPTCHA).

User Profile Management:

- Personal Information: Securely store and manage personal details.
- Contact Information: Options to update email, phone number, etc.
- Payment Methods: Integration of various payment options (credit/debit cards, e-wallets, etc.).
- Document Upload: For identity verification, in line with KYC regulations.

Financial Transactions and Wallet

- Single Wallet System:
 - Transaction History: View past deposits, withdrawals, wins, and losses.
 - Balance Check: Real-time wallet balance display.
 - Deposit Funds: Secure deposit methods.
 - Withdrawal Requests: Compliance with AML policies.

Gaming Experience

- Game Access:
 - Real Money Play: Games available for betting with real money.
 - Bonus Play: Options to play with bonus or promotional credits.
- Game Fairness and Compliance: Ensuring all games meet regulatory standards for fairness.

Personalization and Communication Preferences

- Notification Settings:
 - Internal Email System: For in-portal communication.
 - Personal Email Notifications.
 - SMS Alerts.
- Privacy Settings: User control over data sharing and privacy.

Responsible Gaming

- Features for Responsible Gaming:
 - Self-Exclusion Options: Temporary or permanent account deactivation.

- Deposit Limits: Daily, weekly, or monthly deposit limits.
- Access to Responsible Gaming Resources.

Compliance with the current legislation and Best Practices

- Regulatory Adherence:
 - Licensing: Compliance with the Curacao gaming regulations.
 - Player Protection: Measures to prevent underage and problem gambling.

Data Protection: Adherence to GDPR for data privacy and security.

Regular Audits and Certifications:

- Game Fairness: Regular audits by independent bodies (e.g., eCOGRA).
- Security Certifications: SSL encryption, firewalls, and other cybersecurity measures.

Additional Considerations

- Customer Support: 24/7 support via chat, email, and phone.
- Multi-Language Support: Catering to a diverse user base.
- Mobile Compatibility: Ensuring the website is mobile-friendly or offering a dedicated app.
- Marketing and Promotions: Compliance with advertising standards and bonus terms clarity.

Technical Infrastructure

- Scalability: Robust and scalable content management system.
- Integrity: Protection of user data and transaction records.

Responsible Gaming and Compliance:

- The website is designed to adhere to the necessary functionalities required by the responsible gaming legislation.
- Additionally, the platform conforms to best practices established within the European Union (EU). This means that the features and guidelines on the website meet the highest standards of player safety and ethical gaming set by the EU.

Betting Limits:

- Players have the flexibility to determine their own betting limits. This puts them in control, allowing them to decide the maximum amount they wish to bet.
- This feature is particularly useful for players who want to keep their gambling habits in check and prevent excessive spending.

Account Deactivation:

- The system offers players the capability to deactivate their accounts temporarily or permanently.
- Once an account is deactivated, subsequent logins are prohibited. This means that players can't access their accounts until they decide to reactivate (if they've chosen a temporary deactivation).

Setting Deposit, Wager, and Loss Limits:

- Right after a player registers an account and logs in for the first time, they are given the immediate option to set limits on deposits, wagers, and potential losses.
- These limits can be defined for various timeframes, such as daily, weekly, or monthly, providing players with the flexibility to customise their gaming experience.
- By providing these options, the website ensures that players have the tools to manage and monitor their spending habits effectively.

Uniformity Across All Games:

- The aforementioned limits (bet, deposit, wager, and loss) are uniformly applicable across all games featured on the website.
- This means that if a player sets a limit for one game, the same limit will automatically apply to other games as well, ensuring consistency in the player's experience.

Continued Access to Limit Settings:

- Players can adjust their limits whenever they want. The functionalities to modify these settings are always accessible on the platform.
- This ensures that players have ongoing control over their gaming behaviour and can make necessary adjustments based on their individual circumstances.
- Essentially, the Website priorities are: player safety, responsible gaming, and user autonomy, ensuring that players have the necessary tools and functionalities to have a controlled and enjoyable gaming experience

BACK OFFICE SYSTEM

The back office is a web-based tool for the administration and management of the gaming system.

Only the Rocket Play authorized staff will have access to the back office and the appropriate teams from our outsourcing partners. The employees have restricted access to the back-office modules and data according to their job roles.

INFORMATION SECURITY

1. Access to the back office is strictly through HTTPS (SSL) encrypted connection.
2. Submitted data on the web server uses encryption to support a high level of security and prevent unauthorized access.
3. All sensitive data that is stored in the database is encrypted to prevent unauthorised access.
4. The System will provide strong authentication at the Web server
5. The trusted subsystem model will be used, and per-user authorization will occur within the application.
6. User access and permission roles on module pages on the Web server will be controlled with authorization. Permissions within the database will be controlled by a user-defined role.

SCALABILITY

The system is built around loosely coupled components that exchange data through well designed APIs. The communication is secured and encrypted. The system is based on distributed architecture which allows vertical and horizontal scaling.

AVAILABILITY

All applications in the infrastructure for the Gaming System are deployed on a minimum of 2 servers and behind a load balancer to maintain high availability.

USER MANAGEMENT AND ACCESS CONTROL

ACCESS CONTROL

Each action that exists in the system as well as the display field is mapped to specific privilege. All existing modules or functionalities also have specific privileges. For the user to be able to see or use specific action he must have the appropriate privilege, in one of the roles assigned to him.

Record logs, changes to games and audit requirements

All changes to player information and the player wallet will be permanently logged. Details including the timestamp and the respective user who carried out the change will form part of the logged information.

The system in use has the functionality to flag high betting volumes or high value winnings by a specific player. Flagged accounts will be investigated to ensure

that there are no anomalies in the system or errors in the games that might have led to the high value winnings.

The system is tracking each action taken in the system with the following information:

1. Username;
2. Timestamp;
3. Action;
4. Changes made; and
5. Auto time outs.

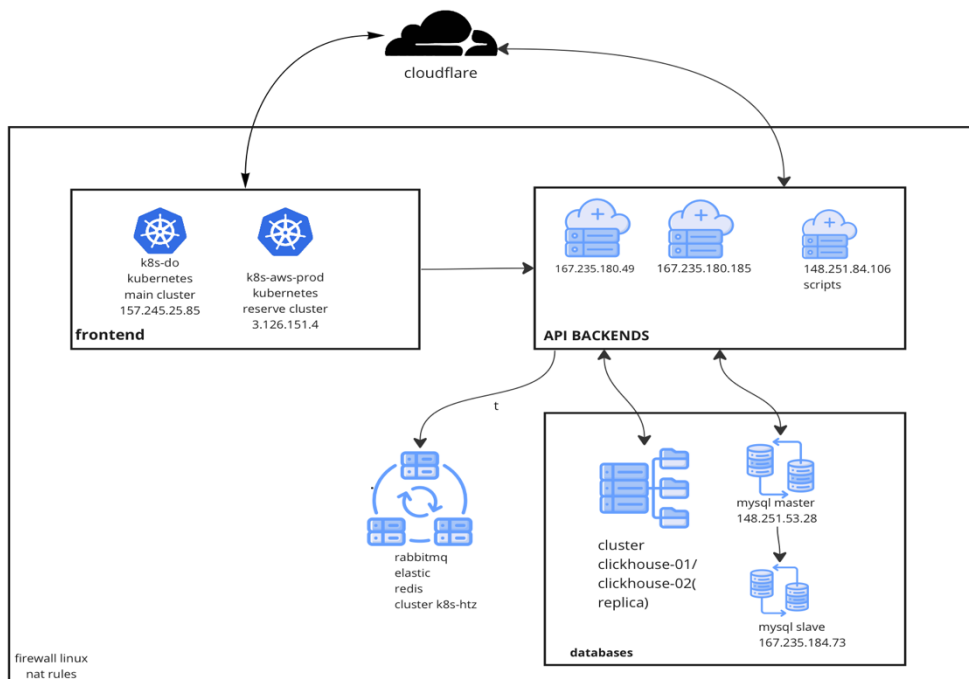
Platform modules

The system will contain the following sections:

1. Roles and access management;
2. Player management;
3. Management of player Segments;
4. Fraud Management;
5. Cashier (payments and transactions);
6. Bonuses;
7. Email templates management;
8. Responsible gambling/gaming;
9. Game management; and
10. Dashboards and reports.

TECHNICAL SETUP

A high-level schematic of the infrastructure is shown below:



Production servers

All servers required for gaming operations are physically hosted at the Hetzner data centre in Nuremberg, Germany, although they are managed remotely by the IT administrators. These currently consist of a web and queuing server, application server, and 2 database servers. The database server acting as the slave, together with the server located in Curacao are both a real-time replication of the master database, and therefore also act as a backup server in case the master database would crash or have any data which becomes corrupted.

Replication server in Curacao

Player data, game and financial transactions shall be replicated on the physical server that is hosted at the Netshop ISP data centre located in Curacao. To eliminate possible lag issues, a direct MySQL replication service will be set up between the production database at the Hetzner datacentre in Germany and the server located in Curacao. All the relevant data will be replicated on the server located in Curacao.

Security details

The Hetzner data centre provides all the necessary security through its firewalls, anti-DDOS, and continuous monitoring systems. All servers are constantly monitored via admin-software focusing on the proper use, temperature, and any failures. The server rooms both in Germany and Curacao are equipped with all necessary cameras, temperature devices, fire protection equipment and other security related features. Both data centres are ISO/IEC:27001 certified.

TARGET KPI AND BUSINESS OBJECTIVES.

MARKETING STRATEGY.

The Company's aim is to reach out to players across our target regions. We understand that there may be some relevant imposed regulations in those target regions. The company will consider the legal requirements of each jurisdiction and will only target players in jurisdictions where the Curacao license is accepted. Apart from legal requirements compliance, we will also perform a financial feasibility to gauge its viability.

The marketing is targeted to different age groups and utilizing different marketing promotions, offers and bonuses to attract the various types of players. Rocket Play ensures that no form of marketing is deemed to be attractive for underage players. What's more, Services provided by Rocket Play shall stick to the principle of marketing for adults only. The aim is to attract players having the largest disposable income as well as prospective players that are attracted to this type of entertainment. We align our marketing targets to those age group of 30+ years old, which according to our research has the most disposable income.

MARKET ANALYSIS



Increased investment in Online Gambling

The increasing investments in the online gambling market can be primarily credited to the rising demand for cost-effective payment mechanisms. There are enormous investment opportunities in the market which has influenced professional players to invest in online gambling and stocks of some of the critical online gambling companies. Various new entrants and investors are reaching out to stakeholders in the online gambling market, including operators, suppliers, regulators, and industry-focused legal/ financial advisors. The continuous technological advancements are also favoring market expansion to a great extent. Significant developments include commercial models such as virtual currency and social casinos, game formats, in-play sports wagering, and mobile geolocation.



Growing number of online casinos

A growing consumer preference for online live casinos over conventional land-based casinos across various countries that have legalized offline and online gambling is strongly favoring market growth. The shifting of players from offline to online gambling has created lucrative growth prospects for online casino operators. Numerous professional players prefer live casinos as they help them track their moves. Besides, they also offer games in real-time with live dealers, a live chat feature, and games that can be played anytime and anywhere. The emergence of live casinos based on advanced technologies is expected to fuel market growth over the forecast period.

To boost our player database, we are currently adapting a suitable affiliate system. Independent affiliates will bring new players for a fee. The affiliates will be provided with their personal cabinet and an affiliate link, which allows the connection of players to the affiliate. An affiliate will get a fee for each registration, deposit or bet depending on a revenue share program. The company will also encourage player feedback through customer support to better understand what the players desire in their experience with Crazebets. Any complaints received, will also be logged, investigated, and even acted upon as soon as possible to ensure the best service to players.

RISK EVALUATION AND MANAGEMENT

In today's rapidly evolving digital landscape, effective risk evaluation and management are paramount to the success and sustainability of any platform. Recognizing this, our comprehensive approach to risk evaluation and management encompasses a wide array of strategies and technologies designed to identify, assess, mitigate, and monitor potential risks across various dimensions of our operation. This multifaceted approach ensures not only the resilience and reliability of our platform but also fosters trust among users, stakeholders, and regulatory bodies.

Our risk management framework integrates advanced technological solutions, industry best practices, and strategic partnerships to address a broad spectrum of risks, including system security threats, operational vulnerabilities,

financial uncertainties, and compliance challenges. By leveraging the capabilities of leading service providers like SUMSUB or Hubconnect, along with integrating powerful tools such as QuickBooks for financial management, we establish robust defenses against potential threats and ensure compliance with international standards and regulations.

Key components of our risk evaluation and management strategy include:

RISK ASSESSMENT

Objective:

The primary objective of our Risk Assessment strategy is to identify, evaluate, and manage potential risks that could impact our operations, reputation, financial stability, and compliance obligations. This comprehensive approach ensures the resilience and sustainability of our platform.

Methodology:

Our Risk Assessment methodology encompasses a systematic process for identifying potential threats to our business, including but not limited to cybersecurity threats, operational disruptions, legal and compliance risks, and market fluctuations. We employ both qualitative and quantitative analysis techniques to evaluate the likelihood and impact of these risks, prioritizing them based on their potential effect on our business objectives.

Third-Party Integration:

We have partnered with SUMSUB, a leading provider of KYC and anti-fraud solutions, to bolster our risk assessment capabilities. This integration allows us to:

- Conduct thorough customer identity verification to mitigate fraud risk and ensure compliance with global anti-money laundering (AML) and KYC regulations.
- Leverage advanced analytics and machine learning technologies to detect and prevent fraudulent activities in real-time.
- Enhance our customer due diligence processes, providing a secure and trustworthy platform for our users.

Risk Mitigation Strategies:

Our risk mitigation strategies are tailored to address the identified risks effectively. These include:

- Implementing robust cybersecurity measures to protect against data breaches and cyber-attacks.

- Establishing comprehensive operational procedures and backup plans to ensure business continuity in the event of disruptions.
- Regularly updating our legal and compliance frameworks to stay ahead of regulatory changes.
- Diversifying our market presence to reduce the impact of market fluctuations.

Monitoring and Review:

Continuous monitoring of our risk landscape and the effectiveness of our mitigation strategies is vital. We conduct regular risk assessments to identify emerging threats and review our risk management policies and procedures to ensure they remain effective and aligned with our business objectives.

Our proactive and comprehensive Risk Assessment strategy is integral to our platform's success. By identifying potential risks early, integrating cutting-edge solutions like SUMSUB, and implementing effective mitigation strategies, we ensure the sustainability, security, and compliance of our operations, thereby safeguarding our customers and our business.

SYSTEM SECURITY

Our platform's system security is designed to protect against a wide array of digital threats, ensuring the integrity, confidentiality, and availability of our users' data. Recognizing the importance of robust security measures, we incorporate advanced technologies and best practices in order to safeguard our platform operations.

Core Security Measures

- **Encryption:** We implement strong encryption protocols for data at rest and in transit, ensuring that all user and operational data is protected against unauthorized access and breaches.
- **Access Control:** Utilizing multi-factor authentication (MFA) and role-based access control (RBAC), we restrict access to sensitive information and critical system components, ensuring that only authorized personnel can perform sensitive operations.
- **Firewalls and Intrusion Detection Systems (IDS):** Our deployment of state-of-the-art firewalls and intrusion detection systems acts as a first line of defense, monitoring and blocking potentially malicious traffic and activities.
- **Regular Security Audits and Penetration Testing:** To identify vulnerabilities and strengthen our defenses, we conduct periodic security audits and penetration testing, leveraging external experts to simulate attack scenarios.

- **Enhanced Data Protection:** Rocket Play is going to integrate advanced Data Protection solutions into our technical system, providing advanced tools for data protection, including secure backup and replication services.
- **Backup and Replication:** Operational data is regularly backed up and replicated across multiple secure locations, enabling swift recovery and maintaining service continuity in case of data loss or system failures.
- **Disaster Recovery Planning:** Our team has elaborated an efficient disaster recovery plan ensuring comprehensive preparation for various scenarios. This includes rapid data recovery and system restoration capabilities, minimizing downtime and operational disruption.
- **Compliance and Security Standards:** We ensure that our security measures meet industry compliance standards, including GDPR, PCI DSS, and more, providing an additional layer of regulatory assurance.

Continuous Improvement and Monitoring

- **Employee Training:** Recognizing the critical role of human factors in system security, we conduct ongoing employee training on security best practices and emerging threats, fostering a culture of security awareness.
- **Continuous Monitoring:** Our security operations center (SOC) continuously monitors system activity, employing advanced threat detection tools to identify and respond to threats in real-time.
- **Adaptation to Emerging Threats:** We are committed to staying ahead of the curve by adopting the latest security technologies and adapting our strategies to counter emerging threats.

Our comprehensive system security strategy illustrates our unwavering commitment to safeguarding our platform and users. By implementing rigorous security measures, complying with international standards, and promoting a culture of security awareness, Crazebets ensures secure and reliable online gaming environment for our players.

KYC. CUSTOMER ONBOARDING PROCEDURE.

Objective

The objective of our onboarding processes and KYC verification procedures is to ensure a seamless, secure, and compliant user onboarding experience. By integrating SUMSUB, a leading KYC and identity verification service, we aim to enhance our platform's security, adhere to regulatory compliance standards, and minimize the risk of fraud.

Onboarding Procedure

- **User Registration:** Our user-friendly registration process is designed to capture essential information while ensuring a smooth and efficient onboarding experience. This process is supported by SUMSUB's streamlined verification workflow, which guides users through the necessary steps for identity verification.
- **Automated Identity Verification:** Integrating SUMSUB's technology enables us to automate the identity verification process. SUMSUB's advanced algorithms and machine learning capabilities facilitate the rapid and accurate verification of documents and biometric data, significantly reducing the time and resources required for manual reviews.
- **Compliance with Global Standards:** SUMSUB's platform is designed to comply with international regulatory requirements, including Anti-Money Laundering (AML) and Counter-Terrorist Financing (CTF) standards. This ensures that our platform adheres to the highest compliance standards across different jurisdictions.

KYC Verification Procedure

- **Document Verification:** Users are required to submit government-issued identification documents, which SUMSUB's system verifies for authenticity. This includes checks for document validity, tampering, and consistency with user-provided information.
- **Biometric Analysis:** SUMSUB's biometric analysis technology compares the user's live selfie with the photo ID provided, ensuring the person creating the account is the rightful owner of the submitted documents.
- **Sanctions and PEP Screening:** SUMSUB's platform performs real-time screening against global watchlists, sanction lists, and PEP (Politically Exposed Persons) databases. This process helps in identifying and mitigating potential risks associated with money laundering and terrorist financing.
- **Ongoing Monitoring:** Continuous monitoring of user activities is conducted to detect and prevent fraudulent behavior. SUMSUB's platform facilitates the ongoing analysis of user transactions and behaviors, flagging any suspicious activities for further investigation.

Integration Benefits

- **Enhanced Security:** By leveraging SUMSUB's comprehensive verification services, we significantly enhance the security of our platform, protecting against identity fraud and ensuring that only verified users gain access.

- **Regulatory Compliance:** Our integration with SUMSUB ensures that we meet rigorous compliance standards, reducing the risk of regulatory penalties and building trust with our users and partners.
- **Streamlined User Experience:** SUMSUB's efficient verification process minimizes friction during onboarding, providing users with a quick and straightforward path to accessing our platform's features and services.

Conclusion

The integration of SUMSUB into our onboarding and KYC verification processes establishes a robust framework for user authentication and regulatory compliance. This strategic approach not only enhances our platform's security and integrity but also ensures a seamless onboarding experience for our users, fostering trust and promoting long-term engagement.

FINANCIAL PROJECTIONS

Based on our approximated estimates, Crazebets is expected to maintain a healthy financial standing over the next five years. This financial plan outlines financial development of the project. Initially, the project is funded by a \$130,000 contribution from the UBO. Mr.Koblia is also planning to add additional funding in accordance with the Company's growing needs. Additionally, the project has already started financing it its growth through the cash flow itself.

Our running costs are approximately between \$60,000 and \$70,000 per month, which include staff compensation, hosting, software costs and other fixed costs. Such a wide price range is due to revenue fluctuations and hence the varying royalties we would have to pay for the software. Based on our estimations, we need at least 200 active players a day that deposit an average of 10 dollars each to reach the break-even point. The target is expected to be easily met and the number of players to be much greater than the break-even point. We believe that our Product is likely to easily reach and maintain profitability. Crazebets is expected to break even in the second month of operations.

Profitability is expected within the first year of operations. Profits are expected to increase over the next two years, as our customer base is established. The following table shows the projected profit and loss calculated to a lower side of the expectations for the next five years (not including pay-outs to players).

The financial projections for the following 3 years of the Company's operation are displayed on the following pages.

Profits & Losses: 36 months Plan

	Year 1	Year 2	Year 3
	EUR	EUR	EUR
Revenue			
Revenue from casino	7 447 896	9 052 964	11 003 934
Player winnings from casino	6 479 670	7 876 079	9 573 423
Gross Gaming Revenue	968 226	1 176 885	1 430 511
	13%	13%	13%
Direct costs			
Marketing and other support fees	540 000	648 000	777 600
Compliance contribution	15 516	18 860	22 925
Total direct costs	555 516	666 860	800 525
Net profit	412 710	510 025	629 986
	43%	43%	44%
Administrative costs			
Compliance audit fee	-	5 000	-
Annual license fee	66 000	66 000	66 000
Financial statements audit fee	5 000	5 000	5 000
Rent	10 000	10 000	10 000
Personnel costs	70 000	70 000	70 000
Utilities	9 996	9 996	9 996
Marketing fees	30 000	30 000	30 000
Legal and professional fees	25 000	25 000	25 000
Bank charges	15 000	15 000	15 000
Other costs	9 000	9 000	9 000
Total Administrative costs	239 996	244 996	239 996
Profit before tax	172 714	265 029	389 990
Corporate tax	3 454	5 301	7 800
Net income	169 260	259 729	382 191

Balance sheet: 36 months plan

	Year 1	Year 2	Year 3
	EUR	EUR	EUR
ASSETS			
Cash	504 804	657 971	852 468
Funds held on behalf of the players	231 525	281 420	342 068
Account receivables	-	-	-
Total current assets	736 329	939 391	1 194 536
TOTAL ASSETS	736 329	939 391	1 194 536
LIABILITIES AND EQUITY			
LIABILITIES			
Current liabilities	262 263	311 765	374 798
Players liabilities	231 525	281 420	342 068
Dividend liabilities	169 260	259 729	382 191
Current tax due	3 454	5 301	7 800
Total liabilities	666 502	858 214	1 106 856
EQUITY			
Shareholders contribution	5 000	5 000	5 000
Retained earnings	-	-	-
<i>Retained earnings B/F</i>	-	-	-
<i>Net income</i>	<i>169 260</i>	<i>259 729</i>	<i>382 191</i>
<i>Dividend declared</i>	<i>169 260</i>	<i>259 729</i>	<i>382 191</i>
Total equity	5 000	5 000	5 000
TOTAL LIABILITIES AND EQUITY	671 502	863 214	1 111 856

Cash flows: 36 months plan

	Year 1	Year 2	Year 3
	EUR	EUR	EUR
Cashflows from operating activities			
Net profit before taxes	172 714	265 029	389 990
Movement in trade receivables	-	-	-
Movement in players liabilities	231 525	49 895	60 648
Movement in trade payables	262 263	49 502	63 033
Tax payments	-	3 454	5 301
Dividends paid	-	169 260	259 729
Cash generated from operating activities	666 502	191 712	248 642
Cashflow from investing activities			
Fixed assets	-	-	-
Cash generated from/ (used in) investing activities	-	-	-
Cashflow from financing activities			
Shareholders contribution	5 000	-	--
Cash generated from / (used in) financing activities	5 000	-	
Cash movements	671 502	191 712	248 642
Funds held on behalf of the players	231 525	49 895	60 648
Beginning balance	-	439 977	581 794
Cash at period/year end	439 977	581 794	769 788