



Business Plan

Ver 1

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Overview of Business Products, Services and Brands

Apolosync aims to become a distinguished name in the online gaming industry by offering a diverse range of services including sports betting, lottery, and slot games. The company is committed to providing a refined experience that blends cutting-edge technology, seamless accessibility, and top-tier customer service. The end goal is to cater to a broad, global audience, emphasizing safety, reliability, and user engagement.

Background and history of the applicant

Apolosync is a startup driven by a passion for innovation and excellence in the online gaming space. This is the first project in iGaming sphere of Mr. Look Jun Chern (UBO), fueled by insights he received while working with a lot of B2C operators throughout the years, providing marketing services. The UBO's background in entrepreneurship and marketing provides the foundation for Apolosync. The other person that will be assisting the UBO from the very start is MLRO and compliance officer Mr. Ihor Kradonov.

Unique features providing a competitive edge

Our mission is to create an engaging, fair, and secure online gaming environment that appeals to both experienced players and newcomers. We envision becoming a leading platform in the online gaming sector, and become known for innovative approach, diverse game selection, and unmatched user experience. Our vision is to start from a company that heavily relies on 3rd party service providers for platform and software, and then methodically start to vertically integrate by developing our own platform and after that a selection of in-house games. Once we are able to control game production pipeline, we will start by introducing some well-known game mechanics, yet with a special, unseen before quirk or feature. We plan to experiment with the exact feature implementation, but to give you a frame of reference it can be something similar to the following:

- Players are able to generate *time control gems* during the gameplay. A certain number of gems would allow them to rewind back one spin. It is not a win guarantee, simply an increase in a chance to win.
- Such rewinds would trigger a special symbol combinations, which can be called in some cool way, e.g. Chronos tags, or something similar.
- The more the player uses the gems, the more the entire system of rewards change. Since rewards stacks between each other, this transition adds a layer of additional risk/reward anticipation.

We have many similar ideas, which we hope will come to fruition in the future.

As of today, the company doesn't own any proprietary IP. Yet, we plan to protect our business on the IP front, e.g. register our name and logo as a trademark as a first step.

Competitive Edge

Anyway, in the near future the key distinguishing features that should give us a competitive edge will be:

1. **Localization**

We plan to optimize our platform for different countries, ensuring localized payment methods, customer support, and adherence to local laws and regulations. This also includes site translation to different languages. One of the strong differentiators will be proper support for logographic-based languages. Most 'western' iGaming operators do not take into account how logographic-based languages present more information while using less space. Which means that their site presentation is usually inconvenient to the speakers of logographic-based languages.

2. **Game Selection**

We plan to offer a wide variety of entertainment options. Which is also a necessity, since all popular platforms almost always offer slots and betting options at the same time. Therefore, we understand that in order to be competitive, we have to introduce at least the same diversity of categories of leisure options.

3. **Accessibility**

Our platform is designed for global access, targeting key regions in Asia, including Indonesia, India, Macao, Thailand, and Malaysia. We plan to make sure all local laws are adhered to.

Company Management Structure

We realize that our company management structure in very beginning is probably not the most impressive one, provided we have only 2 key team members at this point in time. This is a necessary evil, as the company has to test the concept and prove to itself first and foremost that it can be competitive and can win the rivalry. This is why we decided not to permanently hire too many people, but outsource what could be outsourced. With time, though, we plan to hire talented people to occupy the main roles within the company. Again, our end goal is to be vertically and horizontally integrated.

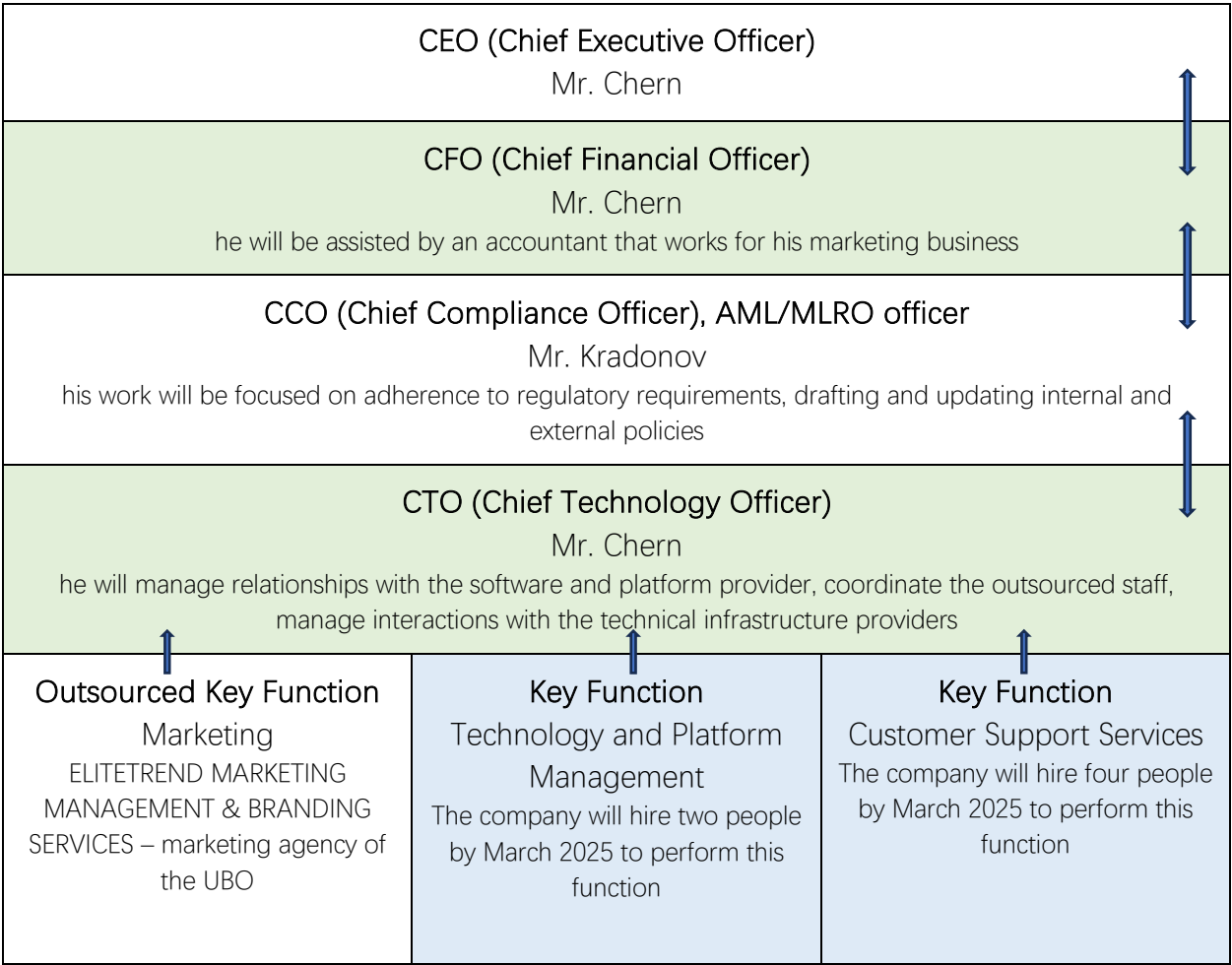
At the same time, Mr. Chern owns a marketing agency with almost 30 employees. So, marketing will be taken care of by an affiliated entity. In addition to that, some of the individuals that will assist with many aspects of the business are either freelancers, or work in companies with whom Mr. Chern has an established relationship.

Key management roles and reporting lines

The current management structure places the Ultimate Beneficial Owner (UBO), Look Jun Chern, as a key figure in the company. As the company's founder, Mr. Chern will serve as the

Director and hold several key executive positions during the initial phase of Apolosync’s existence. These positions include CEO, CFO, and CTO. We understand that while this approach is practical for a startup in its early stages, to ensure a proper future growth we’d have to soon hire additional key team members.

The management structure right now looks as follows:



Positions of green color are the ones where we will try to find separate key team members as soon as possible.

Positions marked in blue are positions with regular staff member that will be fulfilled by 2nd quarter of 2025, however freelancers and contract-based employment can apply to these positions if need be. By the end of Year 2 the company plans to almost eliminate reliance on outsourced staff.

The hierarchy in the company currently recognizes the UBO as the key decision-making figure. However, once C-level positions will be occupied by different individuals, they will form a single layer of control within the company. The above table demonstrates the logic of the reporting lines within the company. For example, marketing, technology and customer

service departments are under CTO by default. However, in case of finance related inquiries all these departments address their requests to CFO. Same goes for CCO too. This is how the internal CRM functions – there is a default supervisor and secondary ones.

CFO and CCO with time will also get employees within their departments. For example, the default supervisor of the legal department will be CCO. Mr. Kradonov is also responsible for moderation of any front-end content, as well as approval of marketing material. In his capacity as a CCO any and all recommendations proposed are final and do not require an approval from the UBO. As such the outsourced staff will have Mr. Kradonov as a main point of contact for any compliance related matters.

Business Forecasts for Three Years

We aim to develop a sustainable business model that generates consistent growth while maintaining positive cash flow. Our approach will be both optimistic and realistic, balancing initial investments with the expected returns and reinvestments to make possible further growth.

Financial projections/targets/cash flow analysis

Year 1 - Foundation Building

Initial Investment will be provided by the UBO in the amount of \$150,000, sourced from personal funds. This capital will be used to establish the base infrastructure of our online gaming platform, covering all essential early startup expenses.

Expected revenue during the first year is \$300,000. This projection is based on the previous experience of providing marketing services to iGaming startups.

Operational Expenses (OPEX) for Year 1 are projected at approximately \$200,000. This budget will be allocated across key areas, including:

Marketing

A significant portion will go toward launching targeted marketing campaigns aimed at user acquisition and brand awareness. This will include digital advertising, influencer partnerships, and promotions.

Platform and Software costs

Funds used to get access to a platform and software, including server infrastructure, and employment of the ordinary staff members.

Overhead Costs

Regular expenses such as salaries of ordinary staff members that perform the function of customer service operations.

Compliance and Legal Fees

Funds spent on corporate and legal services, including licensing.

Projected cash flow by the end of Year 1 is expected to be \$100,000. This will also serve as a proof of concept, and the company will start hiring more key employees, as well as increasing marketing efforts.

Year 2 - Scaling and Expansion

Expected Revenue should increase to \$600,000 in Year 2 utilizing the momentum of Year 1. This growth will primary be driven by enhanced marketing efforts, improved user engagement, fixing of early issues, and the broadening of our game selection to attract a wider audience by engaging additional software providers.

Operational Expenses (OPEX) for Year 2 are forecasted at \$350,000. The increase in expenses will be due to:

Expanded Marketing

More aggressive and diverse marketing strategies with further focus on localized campaigns.

Hiring and Staffing

The addition of personnel to support increased operational demand will consequently require funds for fair compensation.

Enhanced Customer Engagement Programs

Implementing and maintaining loyalty programs, VIP memberships, and engagement-driven incentives to boost user retention and encourage word-of-mouth referrals will require additional spending.

Continued Compliance

Potential audits and the adoption of best practices in compliance will require more funding.

Projected cash flow is \$250,000 by the end of Year 2, which will provide reassurance in applied strategies and allow us to work with bigger budgets.

Year 3 - Maturity and Strategic Growth

Expected revenue for Year 3 is \$900,000. This leap in revenue will come from the continued growth of our user base, higher deposits per user, and increased spending on premium services. Additionally, we plan to start implementing our own games, so introduction of unique game mechanics, such as aforementioned "Chronos tags" should attract more users and increase user engagement levels.

Operational Expenses (OPEX) are expected to rise to \$500,000 in Year 3. Key cost drivers include:

Technological Upgrades

We plan to significantly improve overall responsiveness of the website, thus enhancing user experience.

Partnerships and Licensing Fees

We will start hiring ambassadors among content creators, start participating in conferences, and significantly broaden the portfolio of games offered.

Game Development Costs

We will hire an internal team of designers and developers to start creating our own games.

Projected cash flow by the end of Year 3 is \$400,000. The positive financial trajectory should put Apolosync in a strong position to allow expansion to new markets.

Sources of Funding

Our growth plan is supported by three primary funding sources:

1. The seed capital of \$150,000 from personal investment will cover initial costs and support early operations;
2. A substantial portion of the profits generated during the first two years will be reinvested to enhance operations, improve technology, and scale marketing efforts;
3. We will explore potential partnerships with industry stakeholders to secure additional funding and resources. These partnerships will be focused on collaborative marketing efforts, and expanded entertainment content.

Negative Scenario and Mitigation Plan

In a scenario where Year 1 revenue falls short of the projected \$300,000, Apolosync would need to mitigate the impact. Potential risk factors here are intense market competition, delayed platform launches, changes in regulation, and other external events.

To mitigate this, Apolosync would prioritize essential operations by optimizing expenditures and focusing on cost-effective marketing strategies to maximize user acquisition within available budget. Also, the UBO is ready to provide an additional funding to stabilize the situation, if need be, in the amount of \$100,000.

The company will try to focus on maintaining strong user engagement, with a shift toward personalized, retention-focused strategies to increase deposits and repeat play. The idea here is to capture a core audience that would allow the company to regroup and reapproach its marketing and positioning.

Not to mention, in early stages the company will not have many unnecessary expenses as is, therefore the additional funding by UBO and ironing out of any deficiencies in user acquisition or retention should resolve the instability.

Growth and Market Strategy

Financial and marketing plans for growth

Apolosync's strategy for growth relies primarily on targeted marketing campaigns to make the brand visible and known to the target audience. Mr. Chern, having run a marketing agency for a number of years, knows quite well how effective these can be. Specifically, the most effective for any B2C online casinos proved to be the following methods of advertising - PPC (pay per click) advertising, social media marketing, and influencer partnerships.

In Year 1, the company will launch with an initial investment of \$150,000 from the UBO's personal funds. This seed capital will be used to build the essential infrastructure of the business, including covering the compliance fees, and to kicking off a comprehensive marketing campaign. Since the marketing will be done through an affiliated entity, the company will be paying essentially the actual outlays needed to advertise online, without any overheads.

Our marketing approach will initially focus on digital channels to quickly reach a broad audience and create brand awareness. We will leverage tools such as pay-per-click (PPC) advertising, social media marketing, and influencer partnerships. PPC campaigns on various platforms will drive targeted traffic to the site, while social media ads will engage potential users through interactive content. Influencer marketing will be enabled closer to the end of Year 1, as it can be quite costly, so we want to make sure that site experience is solid.

We would also try to leverage SEO (search engine optimization) to drive organic traffic to the website.¹

In Year 2, profits from the initial launch phase will be reinvested to scale these efforts and introduce new marketing strategies. Enhanced marketing campaigns will target specific regions, with localized advertising² and culturally relevant content to engage users in key markets like Indonesia, India, Macao, Thailand, and Malaysia. Email marketing campaigns will help us stay in touch with the existing user base. We plan to promote loyalty programs, VIP memberships, and exclusive offers through email.

We will also be able to expand our online campaigns by retargeting ads to capture users who previously visited the site but did not convert. Additionally, partnerships with regional gaming

¹ <https://www.sunmediamarketing.com/digital-marketing/online-casino-marketing-strategy/>

² <https://turbomates.com/blog/marketing-strategies-for-online-gambling-success/>

forums and event sponsorships will create a stronger community presence and drive user engagement.

By Year 3, Apolosync will have established a name for itself, allowing for further investment in advanced marketing techniques. Data analytics tools will be used to refine marketing campaigns³, tailoring ads and content to user preferences and behaviors. The development of proprietary games with unique features, like the “Chronos tags,” will be promoted through immersive video teasers and interactive social media campaigns. This will start to qualify us as a provider of unique entertainment.

The allocated budgets are as follows:

Year 1

Most of the expenses during this year will be marketing expenses, roughly divided as follows:

- Pay-Per-Click (PPC) Advertising - \$50,000;
- Social Media Marketing - \$30,000;
- Influencer Partnerships - \$15,000;
- SEO (Search Engine Optimization) - \$10,000.

Year 2

In Year 2 we will spend even more mostly due to further localization efforts:

- Localized Digital Advertising - \$70,000;
- Email Marketing Campaigns - \$10,000 (doesn't require much, but is typically very effective);
- Retargeting Ads - \$20,000;
- Community Engagement and Sponsorships - \$15,000.

Year 3

- Data Analytics for Campaign Optimization - \$25,000;
- Proprietary Game Promotions - \$30,000;
- Continued PPC and Social Media Campaigns - \$100,000.

Also, by Year 3 we will start attempting in-house game development, which can influence marketing budgets, depending on the revenue statistics of the company.

³ <https://www.scaleo.io/blog/5-data-driven-marketing-strategies-to-attract-new-casino-customers/>

Excluded markets

Apolosync will strategically avoid markets with overly restrictive gaming regulations. We understand that such markets as China are somewhat problematic in this regard, so our primary focus will remain on regions with favorable market conditions and growing demand for online gaming. If any targeted regions introduce any operation issues, Apolosync will promptly implement geo-blocking to comply with local laws. In addition to that the company will strictly adhere to all territorial limitations in software and content agreements, as well as any potential announcements from GCB in this regard.

Key Suppliers and Material Dependencies

Apolosync's business operations rely on a network of key suppliers who provide essential services that enable the platform to function smoothly and meet user expectations. Below is a detailed overview of these critical suppliers and the risk management strategies in place to mitigate potential issues related to their loss or interruption.

Platform and Software Provider – PONYTECH

The primary supplier for our platform and software is PONYTECH, a reputable provider based in Cyprus known for delivering comprehensive, reliable gaming solutions. PONYTECH uses modern frameworks and technologies, which is beneficial for user experience. Their support will come down to regular updates, maintenance, and provision of access to the latest gaming software. This is one of the main providers and dependencies until we start developing the platform and software in-house. Which is a significant risk. To manage this risk of losing the supplier, Apolosync is in talks with industry giants like SoftSwiss, expecting to enter into agreements with them by the time the company will secure a license. Overall, by the end of the first year the company expects to enter into agreements with at least 2 additional software providers, one of which will be an aggregator. This effectively will decrease the risk exposure to a minimal level, and at the same time increase game selection on the website.

Content Provider – PONYTECH

For the betting segment, Apolosync will be also relying on PONYTECH for sports data feeds and real-time betting solutions. Even though the fact that we rely on one provider is negative due to increased risks of disruptions, on the other hand it gives us more negotiating power for better terms, which is important for a new venture, allowing us to decrease licensing expenses. Risk mitigation strategy here is the same as with platform and software provider, the company will enter into agreements with other providers by the end of the Year 1.

Customer Service – in-house

Exceptional customer service is a priority for Apolosync, especially given that it is a new player on the market. To make sure the quality of user support is high, the company plans to

hire a small multilingual team that would allow it to offer a 24/7 support, specifically targeted on Asian markets. To mitigate the risk of disruptions, Apolosync will have a short list of promising talent that would allow the company to fill and vacant positions. Additionally, the company will be entering in contract-based engagements with separate individuals that would be able to quickly join the team in case of increased load.

Payment Solutions – USDT

Apolosync will use USDT (TRC20 primarily) as the exclusive payment method on the platform. USDT is a stablecoin backed by the U.S. dollar, offering the benefits of decentralization. The choice of USDT ensures faster, more secure transactions without the reliance on traditional banking systems. This cryptocurrency solution also minimizes currency fluctuation risks. The decentralized nature of USDT makes the payment process resistant to central regulatory issues, ensuring smoother operations and fewer delays. To address potential risks related to market volatility or service issues with USDT, Apolosync will provide USDT payment option based on other blockchains, e.g. ERC20. One of the positive aspects of using USDT is that we can easily segregate player funds. All player funds will be kept on a separate wallet.

Legal Consultancy – GFLO Consultancy / Local Curacao presence - Capital Trust Corporation N.V.

For legal and compliance matters, Apolosync partners with GFLO Consultancy, a well-established firm known for its expertise in gaming regulations and corporate law. GFLO Consultancy provides guidance on navigating licensing applications, regulatory audits, and ongoing legal advisories and compliance. Local presence in Curacao is established through Capital Trust Corporation N.V. – a local trust company. The dependency on both entities is managed by maintaining an open line of communication with additional legal advisors and trust companies, who can step in if necessary.

Hosting Services – Amazon Web Services

Apolosync will use a well-known, reliable hosting provider Amazon Web Services based in Hong Kong. An alternative, which is Google Cloud Platform (GCP), will be used in case of disruptions with the main provider. Additionally, Apolosync will have contingency plans that include backup servers and data recovery protocols to mitigate risks of service interruption.

Marketing Services – ELITETREND MARKETING MANAGEMENT & BRANDING SERVICES

Marketing operations will be managed by ELITETREND MARKETING MANAGEMENT & BRANDING SERVICES, based in the UAE and owned by the UBO. This supplier specializes in innovative marketing strategies, allowing Apolosync to effectively build brand awareness and reach out to a broad player base. The internal connection with ELITETREND ensures dedicated service and alignment with Apolosync's goals, minimizing risks related to

communication barriers and operational discrepancies. This close relationship will mitigate potential issues, as any disruptions can be swiftly addressed by the UBO's direct oversight.

Risk Management Strategy Recap

The loss or interruption of any of these suppliers could impact Apolosync's business operations. To mitigate these risks, Apolosync has developed a comprehensive risk management plan that includes:

- Alternative Providers;
- Service Agreements with specific provision protecting Apolosync's business interests;
- Contingency Protocols;
- Regular Reviews.

Risk Evaluation and Management

Apolosync is committed to maintaining a proactive approach to risk evaluation and management to ensure the continuity and stability of its operations.

Risk Assessment and Mitigation

Our risk assessment process is designed to identify, analyze, and prioritize risks based on their potential impact and likelihood. Each identified risk is documented, with specific mitigation strategies outlined to address both immediate and long-term threats.

Key risk areas include:

Supplier Dependencies

The reliance on key suppliers, such as PONYTECH for software and technical support, USDT for payment processing, and GFLO Consultancy for legal advice, means that any disruption could impact Apolosync's operations. To mitigate this, Apolosync maintains agreements with backup providers and has developed contingency plans to swiftly transition services if needed.

Operational Risks

Issues related to platform performance, data security, and user experience are mitigated through regular updates, proper cybersecurity measures, and technical audits. While these operations are mostly outsourced the company focuses on supplier management first and foremost. Once the company will start hiring its own staff to fill in these roles, the focus will be shifted to hiring talented individuals, properly manage the workforce and improve the areas in general.

Operational risks also include money laundering exposure risks for the company.

Therefore, we plan to implement proper AML/TF strategies and compliance practices from the get go. Mr. Kratonov will be a key individual for this role.

Regulatory Risks

Being up-to-date when it comes to compliance is very important for the long term success of the company. Therefore, apart from the in-house CCO, the company will engage external consultants to stay informed and quickly adapt to any policy changes in the country of its incorporation and in the countries of its operations.

Auditing and Oversight

Apolosync is a small business at the start. Any complex processes are taxing. So, the company will rely on UBO and CCO for internal risk auditing. In regard to external risk auditing, the company will engage legal consultants and will be expecting GCB requirements in this regard too, and promptly satisfy them.

Internal Audit Committee – the internal audit committee is responsible for conducting regular reviews of Apolosync's processes. This committee, as previously mentioned, consists of the UBO himself and the CCO. It evaluates the effectiveness of internal controls, identifies operational inefficiencies, and ensures compliance with established policies. Due to the small size of the business, it will be possible to swiftly implement any adjustments necessary.

External Audits – Apolosync will engage independent external consultants annually, for financial and compliance reviews. These external audits will provide an impartial review of the company's risk management practices, financial integrity, and compliance with legal and regulatory requirements. The findings will help identify areas for improvement. The results of these audits will be shared with the GCB and other relevant authorities as required, ensuring that Apolosync operates with accountability and upholds high standards.

Risk Registers and Monitoring

It was decided that the company will start its risk management practices in the proper manner from the very beginning, meaning it will be cataloging and tracking all risks. The produced document will serve as a live record of identified risks, their potential impact, mitigation strategies, and the current status of each.

Compliance Oversight

In addition to risk management, Apolosync has a dedicated compliance oversight framework. This framework is developed and managed by the CCO and supported by external legal consultants. The compliance department is responsible for ensuring that all operations adhere to local and international regulations.

Legal and Governance Framework

Board Oversight, Membership, and Interaction with Senior Management

Governance is structured in a streamlined manner to align with the company's current size and scope. The **Ultimate Beneficial Owner (UBO)**, who also serves as the **Director**, holds key C-level positions, ensuring seamless oversight and decision-making across all strategic operations in the first year of company operations. This unified role eliminates the potential for deadlock in decision-making, as the UBO/Director has the ultimate authority on all significant matters.

The current governance structure supports a clear and direct interaction between the UBO and the management team. Given the small size of the company, interactions are straightforward and involve regular, informal updates and structured meetings. This fosters open communication and encourages collaboration. As Apolosync grows, more formalized reporting lines will be implemented, ensuring that each team member has a direct superior to address for guidance and issue resolution. This shift will aim to maintain the transparent and collaborative environment that has been essential to the company's initial growth, while enhancing the clarity and efficiency of operations.

Current Board Membership

At present, Apolosync does not have an extensive board of directors. The legal entity registered in Curacao has two directors, one of which is the UBO, the second one is the local trust company. Given that UBO also holds 100% of the shares of the company, the board that makes operational decisions is effectively consisting only of the UBO himself. As such, the governance is primarily centered around the UBO/Director, who oversees all critical functions. On one hand, this allows for direct and agile decision-making, on the other dependency on one single individual is too excessive and risky. So, the company will aim to hire other people to occupy C-level positions within the company. The UBO collaborates closely with key team members, such as the CCO, to ensure that regulatory obligations are met and reported accurately.

Interaction with Senior Management

The UBO maintains an open-door policy that encourages team members to communicate freely, reflecting a corporate culture similar to that of startups, which the company essentially is at this point. Regular meetings are held to discuss operations, performance, and any challenges that arise. Informal updates and feedback loops are part of the company's daily operations, promoting a proactive approach to issue identification and resolution. Junior staff members are encouraged to voice their ideas and highlight any inefficiencies they notice, creating an environment that values continuous improvement, and provide additional insight for the UBO and other executives.

As the company evolves, more structured reporting systems will be introduced. Each staff member will have an assigned supervisor, creating a clear line of communication for escalations, and secondary supervisors that can either be contacted in case of specific issue or urgency.

Matters Reserved for the Board/UBO

The UBO/Director manages daily operations alongside the senior management team in the future. Key areas reserved for Board/UBO are **Strategic Direction**, e.g. market entry, partnerships, major suppliers, and platform development; **Financial Oversight**, e.g. capital expenditures, budget approvals, and changes in the company's financial structure; **Compliance and Regulatory Matters** – only significant risks, the rest is handled by the CCO; **Mergers and Acquisitions**.

Due to the UBO's comprehensive role in the company, deadlock in decision-making is not a concern.

Legal Support and Advice

Legal support for Apolosync is provided by GFLO Consultancy, an experienced firm specializing in online gaming regulations and corporate governance, and the local trust company. By Year 2, the company plans to hire an in-house Lawyer that will report directly to CCO.

ESG Policy

While still in the early stages, Apolosync is committed to developing an Environmental, Social, and Governance (ESG) policy as part of its long-term strategic goals. The company understands the importance of responsible business practices and intends to integrate ESG considerations into its operational framework over time. However, there is no ESG policy at this time.

Meetings and Attendance

Apolosync plans to hold structured general meetings annually, with additional ad hoc meetings as needed to address urgent matters that require the UBO's involvement. Key personnel can schedule meetings with the UBO/Director through an online calendar that specifies available times, ensuring transparency and efficient time management. These meetings will be attended by all relevant senior team members to ensure alignment and a unified approach to strategic and operational goals.

Internal Policies as Reference Points

Apolosync's internal policies serve as foundational guidelines for decision-making across the company. These policies cover a range of areas, including financial management,

compliance, data protection, and operational procedures. Employees will be expected to adhere to these policies and use them as a framework for daily responsibilities. The key staff members (e.g. CCO or UBO) review these policies regularly to ensure they remain relevant and aligned with the company's evolving strategic goals.

Target KPIs and Business Objectives

Measures of Success

We call it TAI, which is the acronym for **T**ack, **A**nalyze, **I**mprove. We will track progress, analyze the results, and then optimize operations. The KPIs serve as benchmarks for evaluating performance across various operational areas, from user acquisition and engagement to financial health and customer satisfaction.

User Growth Rate

Apolosync aims to reach 4,000 active users in Year 1, 8,000 in Year 2, and 12,000 by Year 3. This KPI will measure the effectiveness of marketing and the platform's appeal.

User Retention Rate

Retention targets are set at 60% for Year 1, 70% for Year 2, and 75% for Year 3. Monitoring retention helps evaluate user satisfaction and the impact of engagement strategies like loyalty programs and game features. While the rates are on the higher side, the company should meet its goals even if the rates will be 10% lower.

Average Revenue per User (ARPU)

ARPU is expected to start at \$50 in Year 1, rise to \$75 in Year 2, and reach \$100 in Year 3, measuring the profitability of user activities and added value features.

Customer Satisfaction Score

Aiming for an 80% satisfaction score in Year 1, with improvements in subsequent years, Apolosync will use surveys and feedback to enhance user experience.

Conversion Rate

The company targets a 5% conversion rate in Year 1, improving to 7% in Year 2, and 10% by Year 3.

Operational Efficiency

KPI tracking for cost-per-acquisition (CPA) and return on investment (ROI) will provide efficiency markers for the company.

Long-Term Business Objectives

Apolosync's long-term business objectives are ambitious yet achievable, focused on sustainable growth and establishing the company as a leading name in the online gaming industry. These goals are built on continuous improvements in user engagement, market penetration, technological advancements, and adherence to regulatory standards.

Market Expansion

Apolosync aims to expand its presence in key Asian markets such as Indonesia, India, Macao, Thailand, and Malaysia. By the end of Year 3, the company plans to establish itself firmly within these regions and begin exploring new markets that show regulatory and commercial promise. The strategic use of localized marketing and tailored services will support this expansion and drive user acquisition in culturally distinct markets.

Innovation and Technological Upgrades

The company will focus on continuous innovation, introducing unique features like “Chronos tags” and proprietary games to stand out. Investments in performance upgrades and new technology will enhance user experience and trust.

Financial Growth and Stability

Apolosync targets revenue growth of \$300,000 in Year 1, \$600,000 in Year 2, and \$900,000 by Year 3. Profits will be reinvested in platform improvements, marketing, and partnerships to maintain positive cash flow and build reserves.

Enhanced User Engagement and Loyalty

Developing loyalty and VIP programs will be key for boosting user retention and value. Special events, bonuses, and personalized experiences will create a community of repeat players, hopefully.

Compliance and Regulatory Excellence

Apolosync will prioritize full regulatory compliance in all operational regions to build a trustworthy brand, ensuring transparency and reducing non-compliance risks. The company intends to become nationally licensed in the key markets.

Brand Building and Market Positioning

In the first 2 years the positioning will be “like any other iGaming site, but better”. Small quality of life features will help the company stand out. We will focus on user experience, which should compensate for average performance when it comes to game selection. From Year 3 onward, we will position ourselves as “not only great, but unique”. Custom themes and games will help us become better and stronger as a brand.

Operational Scalability

To manage growth, Apolosync will develop scalable processes and infrastructure that support increased traffic, game offerings, and market entries without quality compromise. Partnerships with technical providers and service teams will ensure strong support throughout the process.

Apolosync aims and hopes to become a household name in the iGaming sphere.

Policies and Procedures

Internal and External Creation of Policies and Procedures

Most policies and procedures will be done externally at first, apart from AML and compliance related ones, which will be handled by the CCO. This will also allow us to adopt policies and procedures that correspond to modern standards. With time we plan to amend them to align with everchanging regulatory landscape and to better suit the unique company processes.

Commitment Timelines and Disclosure of Qualifications

We plan to use the following approach - policies are typically developed and implemented within three months, with a two-month review period involving internal and external stakeholders. Annual reviews are conducted to keep policies relevant, incorporating regulatory changes and operational feedback. Internal policy creators include experienced business and compliance professionals, while external consultants bring specialized knowledge of gaming regulations. The qualifications of those involved are disclosed to authorities when required.

Audit/Review Requirements from the GCB

To comply with the Gaming Control Board (GCB), Apolosync conducts regular internal audits overseen by the UBO/Director and the AML/Compliance Officer. These audits ensure policies are effectively implemented and aligned with company goals. Annual external audits by third parties verify regulatory compliance and operational integrity, with findings reported to the GCB. Apolosync is prepared for additional GCB-mandated reviews following significant policy updates, ensuring transparency and trust.

Compliance Training

Regular training sessions for staff will keep everyone informed on policies and compliance requirements.

Conclusion

Apolosync wants to establish itself as a distinguished name in the online gaming industry through its commitment to innovation, user-centric design, and regulatory compliance. By leveraging the UBO's expertise, comprehensive growth strategies, and a focus on user engagement, Apolosync aims to build a sustainable business model that scales effectively and maintains strong financial health. With plans for market expansion, proprietary game development, and a solid management structure, Apolosync is set on a path to long-term success and becoming a leader in the global iGaming sector. The company's forward-

thinking approach and dedication to excellence position it well to navigate industry challenges and seize opportunities for growth.