

Geeker Technology N.V.

Business Plan

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Executive summary

At Geeker Technology N.V., we take pride in offering our exclusive intellectual property through our B2C services available on our website (wikibet.com). Our exceptional portfolio showcases cutting-edge technologies, innovative designs, and captivating content, distinguishing us in the gaming industry.

These unique elements are not just assets; they form the essence of our identity and play a crucial role in delivering an unparalleled gaming experience to our customers. In response to recent legal changes, we are currently in the process of obtaining a license issued by the CGA.

Business Summary and History

Geeker Technology N.V., a dynamic company operating under Curacao legislation, actively engages in the continually evolving online gaming industry, with a focus on delivering exceptional B2C services. Holding a Curacao Sub-license, Geeker Technology N.V. is actively pursuing a gaming license from the Curacao Gaming Authority to further solidify its position.

Under the leadership of owner Trevor De Giorgio, a highly experienced professional with a distinguished career in legal, compliance, and regulatory affairs within the gaming industry, Geeker Technology N.V. is dedicated to providing casino games, sports betting, and live studio games.

It's noteworthy that for the application process, Geeker has chosen to rely on its in-house expertise, foregoing the engagement of a CSP (Curacao Service Provider). With a team experienced in all necessary aspects, Geeker is confident in its ability to handle the application independently, ensuring an efficient and comprehensive process.

Vision and Mission

Geeker Technology N.V., a frontrunner in the online gambling sector, is dedicated to crafting a premier betting platform that competes at the highest level alongside globally recognized brands. With an unyielding commitment to delivering unparalleled customer betting experiences, Geeker strives to establish an immersive and enthralling environment for players across the globe.

Specializing in an extensive array of casino games, sports betting, and live studio entertainment, Geeker Technology N.V. offers a captivating selection tailored to suit the diverse preferences of the betting community. The platform ensures that every enthusiast finds their preferred games, with a steadfast dedication to enhancing the betting experience through the integration of cutting-edge technology and innovative features, surpassing player expectations.

At Geeker, user satisfaction reigns supreme. The platform boasts a user-friendly interface meticulously crafted to accommodate players of all skill levels. High-quality graphics further elevate the visual aesthetics, fostering an engaging atmosphere that envelops players in the world of Geeker. Through a commitment to continuous innovation, Geeker ensures players have access to the latest advancements, ensuring an exceptional gaming experience.

As a dynamic and customer-centric entity, Geeker Technology N.V. endeavors to redefine online gaming. Drawing upon their industry expertise, owner proficiency, and unwavering dedication to innovation, they are poised to offer an immersive and inclusive poker experience to players worldwide. With a strategic focus on expanding their footprint, Geeker targets key markets across Europe.

Why Curacao?

GEEKER is committed to securing a prominent position in the competitive iGaming market by actively pursuing a sought-after Curacao Gaming License. This strategic initiative not only unlocks potential business avenues but also enhances the company's standing within the industry. Beyond the internal advantages stemming from their experienced team, the Curacao license provides external benefits:

- **Reputable Jurisdiction:** With ongoing changes in law and a commitment to player protection, Curacao's evolving regulatory framework enhances the license's reputation, making it more widely accepted by other jurisdictions.
- **Trailblazing Regulation:** Being the first country to regulate iGaming, Curacao has a rich history of establishing a secure gaming environment.
- **Exceptional Hosting Infrastructure:** Curacao boasts excellent hosting infrastructure, ensuring reliable and high-performance services for iGaming operators, ultimately leading to seamless player experiences.
- **Favorable Corporate Tax Rate:** Offering a competitive corporate tax rate, Curacao presents financial advantages for businesses operating in the iGaming sector.

Given its comprehensive regulatory framework and recent advancements by the Curacao Gaming Authority (CGA), Curacao stands as a leading destination for iGaming operators. GEEKER strategically positions itself to capitalize on this favorable environment, aspiring to pioneer new industry standards. As one of the first to secure these coveted licenses, GEEKER is well-prepared to seize opportunities and foster growth in the dynamic iGaming landscape.

Business Growth Strategy Overview:

- **Business Strategy:**

To achieve sustainable growth, the business will implement a multifaceted strategy that focuses on optimizing online presence, strategic partnerships, content marketing, and targeted promotions. This approach aims to enhance brand visibility, engage the target audience, and capture market share.

- **Key Financial Considerations:**

1. **Investment in Digital Marketing:**

Allocate a budget for online advertising to increase visibility and reach a broader audience. Monitor and adjust advertising spend based on performance metrics and return on investment.

2. **Technology and Infrastructure Investment:**

Invest in technology upgrades to improve the user experience and ensure scalability. Allocate funds for cybersecurity measures to maintain a secure gaming environment.

3. **Market Research and Localization:** Allocate resources for market research to understand trends, preferences, and regulatory changes in target markets. Tailor financial strategies based on market insights to optimize return on investment.

- **Marketing Approach:**

1. Online Presence: Implement SEO strategies and paid advertising campaigns to enhance website visibility and reach.
2. Social Media Engagement: Develop engaging content, conduct live sessions, and utilize targeted paid social media advertising.
3. Partnerships: Explore collaborations with influential figures and strengthen affiliate relationships to expand the user base.
4. Content Marketing: Create informative blog content and utilize video content to enhance user engagement.
5. Promotions and Bonuses: Design attractive promotions, bonuses, and loyalty programs to incentivize user participation. Tailor offers to specific user segments and preferences.
6. Localized Marketing: Customize marketing campaigns to align with cultural preferences and translate materials for maximum resonance.

By incorporating financial considerations into strategic marketing initiatives, our business strives to achieve long-term growth, expand market share, and bolster brand recognition in the fiercely competitive B2C gaming sector.

SWOT Analysis of GEEKER

Strengths:

1. Exclusive Platform Access: GEEKER has exclusive access to a highly effective platform, providing a strong foundation for success in the B2C gaming market.
2. Customization Ability: The company possesses the capability to adapt and customize software to cater to specific customer needs, ensuring a personalized and tailored gaming experience.
3. Market Expertise: GEEKER boasts deep expertise and a comprehensive understanding of the B2C gaming market, enabling effective decision-making and strategic positioning.
4. Clear Vision: The company has a clear vision aligned with customer demands, resulting in a strong focus on delivering value and enhancing customer satisfaction in the B2C gaming sector.

Weaknesses:

1. Brand Awareness: The GEEKER brand may still be relatively unknown in the B2C gaming market, necessitating efforts to establish and raise brand awareness among potential customers.
2. Cost of Maintenance: Significant costs associated with server maintenance and internet access pose a challenge that needs to be effectively managed to ensure profitability in the B2C gaming segment.
3. Strong Competition: The B2C gaming market is highly competitive, requiring GEEKER to differentiate itself effectively to attract and retain a loyal customer base.

Opportunities:

1. Growing Internet User Base: The increasing number of daily internet users, particularly in the gaming demographic, presents an opportunity for GEEKER to capture a larger market share in the gaming industry.

2. Absence of Trade Barriers: The lack of significant international trade barriers allows GEEKER to expand its reach and target customers in different regions with ease, facilitating global market expansion in the gaming sector.
3. Partnerships and Collaborations: Potential partnerships or collaborations within the gaming industry provide avenues for innovation, market expansion, and mutually beneficial growth for GEEKER .

Threats:

1. Keeping Pace with Technological Advancements: Maintaining up-to-date knowledge of rapidly advancing technologies is paramount for GEEKER to retain competitiveness and meet evolving customer expectations in the dynamic gaming market.
2. Adapting to Regulatory Dynamics: It is crucial for GEEKER to remain well-informed about regulatory shifts and global factors that impact the gaming industry. This enables proactive adjustments in operations, ensuring compliance and positioning GEEKER strongly across various jurisdictions.
3. Safeguarding Customer Interests: While operating in international markets, GEEKER must prioritize adhering to specific consumer protection regulations. By prioritizing customer protection and satisfaction, GEEKER strives to ensure the rights and interests of customers are safeguarded.

Company shareholding structure



Key personnel and key functions' competence

Managing director IGA Trust B.V.

IGA Trust Brings extensive expertise in iGaming operations, compliance, and regulatory strategy. With years of experience guiding businesses through complex regulatory landscapes, Claire will ensure that GEEKER maintains full alignment with the latest iGaming standards and regulatory requirements.

COO- Oliver De Bono

Oliver has been working in the igaming industry over 10 years and is one of the partners in the establishment of WK Media. He has very strong connections in the industry and a deep analytical mindset with highly resourceful skills. He worked in various leading companies covering senior areas and can adapt his knowledge and management talents into his new venture. He has experience in managing and growing highly efficient teams and making strategic decisions for complicated and costly projects.

CCO and Money Laundering Reporting Officer: Craig Dinwoodie

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

CFO – To be hired

Responsible for:

- Develop and manage the organization's financial strategy and policies.
- Oversee financial planning, budgeting, and forecasting processes.
- Manage and optimize the organization's capital structure.
- Ensure accurate and timely financial reporting.
- Supervise accounting functions, including accounts payable and receivable.
- Implement and maintain effective internal controls.
- Assess and manage financial risks.
- Conduct financial analysis and provide insights to support decision-making.
- Liaise with external auditors and ensure compliance with accounting standards.
- Manage relationships with financial institutions and stakeholders.
- Evaluate and oversee investment strategies.
- Monitor cash flow and liquidity.
- Lead financial negotiations and agreements.
- Provide leadership and guidance to the finance team.
- Participate in strategic planning and decision-making processes.
- Stay informed about changes in financial regulations and industry trends.
- Develop and implement cost-saving initiatives.
- Evaluate and recommend financial technologies for improved efficiency.

Chief Technical Officer (CTO) – To be hired

Responsible for:

- Lead technology strategy and innovation.
- Oversee the development and implementation of IT policies and procedures.
- Manage the organization's technology infrastructure.
- Ensure data security and compliance with relevant regulations.
- Supervise software and hardware development teams.
- Evaluate and implement technology solutions for business efficiency.
- Collaborate with other departments to align technology with business goals.
- Provide leadership and guidance to the IT department.
- Assess and manage technology-related risks.
- Stay informed about emerging technologies and industry trends.
- Plan and execute technology projects within budget and timeline.
- Liaise with external vendors and partners.
- Manage relationships with technology service providers.
- Lead disaster recovery and business continuity planning.
- Collaborate with cybersecurity teams to enhance digital security.
- Participate in strategic planning and decision-making processes.
- Conduct technology-related training programs for staff.
- Ensure IT support services are efficient and responsive.
- Coordinate with legal and compliance teams on technology-related matters.
- Develop and maintain IT budgets and financial forecasts.
- Promote a culture of innovation and continuous improvement within the IT department.
- Evaluate and recommend technology investments for the organization.
- Maintain documentation of technology systems and processes.
- Act as a point of contact for technology-related inquiries and concerns.

Services provider

We have engaged the services of several game providers

- **Pragmatic Play:** Pragmatic Play is a leading content provider to the iGaming industry, offering a multi-product portfolio that is innovative, regulated, and mobile-focused. They produce a wide range of games, including slots, live casino, bingo, and more. Pragmatic Play is known for its high-quality graphics, engaging gameplay features, and diverse themes. Their games are popular among both players and operators worldwide.
- **Tom Horn Gaming:** Tom Horn Gaming is a casino software provider with a diverse portfolio of games, including video slots, table games, and video poker. They focus on delivering high-quality content with innovative features and immersive designs. Tom Horn Gaming is known for its creative approach to game development, often incorporating unique themes and gameplay mechanics to appeal to a broad audience of players.
- **Skywind:** Skywind is a prominent provider of premium content for the iGaming industry. Their portfolio includes a wide variety of games such as video slots, arcade games, and branded content. Skywind is recognized for its cutting-edge technology, captivating themes, and engaging gameplay features. They strive to deliver an exceptional gaming experience to players while ensuring seamless integration for online casino operators.
- **Evoplay:** Evoplay is a game development studio known for its innovative approach to creating immersive gaming experiences. They specialize in producing video slots, table games, and instant games with stunning graphics and exciting features. Evoplay is committed to pushing the boundaries of game design and technology, offering unique gameplay mechanics and

interactive elements to captivate players.

- **Relax Gaming:** Relax Gaming is a B2B iGaming provider that offers a diverse range of products and services to operators worldwide. Their portfolio includes casino games, poker, and bingo, as well as aggregation and platform solutions. Relax Gaming is known for its flexible and scalable platform, which allows operators to access a vast selection of content from multiple providers through a single integration. They also develop their own high-quality games with innovative features and engaging gameplay mechanics.

Risk evaluation and management.

GEEKER prioritizes effective risk management through a comprehensive Risk Management Model delineated in our specialized Risk Management Policy document. The Board of Directors and C-level Management bear primary responsibility for overseeing and sanctioning alterations to this policy. The Chief Executive Officer possesses the authority to approve adjustments to operational procedures, standards, guidelines, and technologies within the policy framework.

The Board of Directors approves the policy and conducts annual assessments to ensure its continued relevance and efficacy. C-level Management is tasked with executing and administering the policy's directives. The Chief Executive Officer, in conjunction with all staff members, carries the fundamental responsibility for upholding the policy and its operational procedures while adhering fully to all relevant legal and regulatory mandates applicable to GEEKER, without contravening such obligations.

Within GEEKER's model risk governance framework, fostering open communication, transparency, and active engagement among all key stakeholders, particularly in the B2C sphere, is strongly advocated. This fosters an environment conducive to effective scrutiny of model-related processes, including risk analysis, validation, testing, development, and governance. The Board of Directors, Chief Executive Officer, and Senior Management collectively cultivate a collaborative atmosphere for constructive questioning.

Change management processes assume a pivotal role in model governance, especially during the implementation or modification of models and associated technologies within a B2C context. These processes encompass various elements, such as model development, personnel, policies, testing and validation, IT systems, regulatory requisites, and internal controls. GEEKER may enlist specialized third-party experts possessing technological acumen to ensure the proficient management of third-party risks in the B2C gaming industry.

Legal and governance framework

Boards in Curacao: Boards in Curacao play a pivotal role in the day-to-day decision-making processes of companies, ensuring effective governance and strategic direction.

Board Composition and Authority: Curacao boards include directors elected by shareholders and maintain control over key decisions, such as financial matters, major contracts, and corporate changes.

Addressing Deadlock Possibilities: In cases of equal shareholder power, mechanisms like arbitration and buy-sell agreements are in place to resolve potential deadlocks.

Legal Support and Advisory Role: External law firms specializing in local and international law provide legal support, while in-house legal teams advise on compliance matters.

Conducting Board Meetings: Board meetings in Curacao cover both strategic and operational matters, with participation from key executives, legal advisors, and external consultants as needed.

Conclusion: Curacao boards actively contribute to operations, retain decision-making powers for crucial matters, offer legal support, and conduct structured board meetings to promote good governance and informed decision-making.

Policies and Procedures

- Internal vs. External Development for Responsible Gaming Policies:

1.1 Approach to Policy Implementation:

For our Responsible Gaming policies, we adopt an internal development approach.

1.2 Rationale:

Internally developing our Responsible Gaming policies allows us to leverage our existing expertise, optimize resources, align policies with organizational needs, ensure flexibility, and prioritize confidentiality and security. This approach enables a strategic and tailored development process that reflects the unique dynamics of our business.

- Timelines and Communication with the CGA (Gambling Control Board):

Development Timelines:

- Completion of Responsible Gaming policy development within 6 months.
- Thorough internal review by stakeholders within 1 month.
- Legal review for compliance assessment within 1 month.
- Review and feedback from the CGA within 1 month.
- Phased implementation of Responsible Gaming policies within 1 month.
- Full integration and enforcement of policies across all relevant operations within 1 month.

- CGA Appraisal:

We maintain a commitment to keep the CGA informed throughout the development process. This includes:

- Monthly progress updates submitted to the CGA during the development phase.
- Quarterly updates during the review phase to communicate advancements and address any queries from the CGA.
- Immediate communication of changes or adjustments made based on CGA feedback within 1 week.
- Timely responses to queries and requests for additional information from the CGA.
- Formal submission of finalized Responsible Gaming policies to the CGA for approval within 6 months, including comprehensive documentation supporting regulatory compliance.

- Reporting Mechanism:

To ensure transparency and regulatory compliance for our Responsible Gaming policies, we adhere to the following:

- Monthly progress reports provided to the CGA during the development and review phases.
- Quarterly reports on the implementation status and any modifications made based on feedback received.
- Immediate notification of significant changes to policies within 1 week of implementation.
- Regular updates on minor adjustments or enhancements included in the monthly or quarterly reports.

- Qualifications and Competency of Developers:

3.1 Selection Criteria:

Clearly define the criteria used to select individuals or entities responsible for developing our Responsible Gaming policies.

3.2 Expertise Assessment:

Outline the specific qualifications, expertise, and experience required for the selected individuals or entities in the development of each Responsible Gaming policy.

3.3 Conflict of Interest Assurance:

Provide a statement affirming the board's belief, based on a reasonable assessment, that the chosen individuals or entities for each Responsible Gaming policy are qualified, competent, and free from conflicts of interest.

3 Years Projection

We project a monthly player growth rate of 5%. Each player is expected to generate an average of €150 per month on our gaming platform. After deducting expenses such as advertising, platform maintenance, internal operations, external professional services, and licensing fees, we estimate a total revenue of approximately €1.7 million in the first year.

In the second year, as our operations expand, we plan to hire additional management staff to support the growing business and enhance operational efficiency.

Month	Players	Total GGR (€)	Marketing Spend (€)	License Fee (€)	Compliance (€)	Salaries (€)	Server Fees (€)	CSP Fees (€)	Games Providers(€)	Total Monthly Expense (€)	Monthly Profit (€)
Month 1	1000	150000	12000	48000	1200	3000	1000	2000	22500	89700	60300
Month 2	1050	157500	12600	0	1200	3000	1000	2000	23625	43425	114075
Month 3	1103	165375	13230	0	1200	3000	1000	2000	24806	45236	120139
Month 4	1158	173644	13892	0	1200	3000	1000	2000	26047	47138	126506
Month 5	1216	182326	14586	0	1200	3000	1000	2000	27349	49135	133191
Month 6	1276	191442	15315	0	1200	3000	1000	2000	28716	51232	140211
Month 7	1340	201014	16081	0	1200	3000	1000	2000	30152	53433	147581
Month 8	1407	211065	16885	0	1200	3000	1000	2000	31660	55745	155320
Month 9	1477	221618	17729	0	1200	3000	1000	2000	33243	58172	163446
Month 10	1551	232699	18616	0	1200	3000	1000	2000	34905	60721	171978
Month 11	1629	244334	19547	0	1200	3000	1000	2000	36650	63397	180937
Month 12	1710	256551	20524	0	1200	3000	1000	2000	38483	66207	190344
Month 13	1796	269378	35019	48000	1200	12000	1500	2000	40407	140126	129252
Month 14	1886	282847	36770	0	1200	12000	1500	2000	42427	95897	186950
Month 15	1980	296990	38609	0	1200	12000	1500	2000	44548	99857	197133
Month 16	2079	311839	40539	0	1200	12000	1500	2000	46776	104015	207824
Month 17	2183	327431	42566	0	1200	12000	1500	2000	49115	108381	219050
Month 18	2292	343803	44694	0	1200	12000	1500	2000	51570	112965	230838
Month 19	2407	360993	46929	0	1200	12000	1500	2000	54149	117778	243215
Month 20	2527	379043	49276	0	1200	12000	1500	2000	56856	122832	256211
Month 21	2653	397995	51739	0	1200	12000	1500	2000	59699	128139	269856
Month 22	2786	417894	54326	0	1200	12000	1500	2000	62684	133710	284184
Month 23	2925	438789	57043	0	1200	12000	1500	2000	65818	139561	299228
Month 24	3072	460729	59895	0	1200	12000	2000	2000	69109	146204	314525
Month 25	3225	483765	62889	48000	1200	20000	2000	2000	72565	208654	275111
Month 26	3386	507953	66034	0	1200	20000	2000	2000	76193	167427	340526
Month 27	3556	533351	69336	0	1200	20000	2000	2000	80003	174538	358813
Month 28	3733	560018	72802	0	1200	20000	2000	2000	84003	182005	378013
Month 29	3920	588019	76443	0	1200	20000	2000	2000	88203	189845	398174
Month 30	4116	617420	80265	0	1200	20000	2000	2000	92613	198078	419343
Month 31	4322	648291	84278	0	1200	20000	2000	2000	97244	206722	441570
Month 32	4538	680706	88492	0	1200	20000	2000	2000	102106	215798	464908
Month 33	4765	714741	92916	0	1200	20000	2000	2000	107211	225328	489414
Month 34	5003	750478	97562	0	1200	20000	2000	2000	112572	235334	515144
Month 35	5253	788002	102440	0	1200	20000	2000	2000	118200	245841	542162
Month 36	5516	827402	107562	0	1200	20000	2000	2000	124110	256873	570530