

Venturegamez

Business Plan

June 2025

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Confidentiality Notice

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The aforementioned Business Plan and accompanying documentation, presentations, and communications includes sensitive, proprietary, and confidential information pertaining to, *inter alia*, Venturegamez N.V.’s business approach, strategic targets, partnerships, material dependencies, marketing strategies and projections, game suppliers, risk management, due diligence processes, financial forecasts and data, key performance indicators, business objectives, corporate structure, policies and procedures, data, intellectual property, trade secrets, etc. (hereinafter referred to as “**Confidential Information**”).

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Artificial Intelligence (AI) Disclaimer

The Business Plan was drafted entirely by Venturegamez N.V. and no portion of it was written by and/or using any Artificial Intelligence (AI) or AI Language Tools (e.g. ChatGPT, Gemini etc). The information, projections, and strategies contained within the aforementioned Business Plan reflects Venturegamez N.V.’s own research, analysis, and workflow. None of the content included in the Business Plan or Confidential Information used Artificial Intelligence or AI Language Tools in any capacity whatsoever. Venturegamez N.V. takes responsibility for all the content provided, and the company has verified the information for accuracy and reliability to the best of the Company’s professional abilities.

1. Business Overview

1.1 Executive Summary

Venturegamez N.V. is a company registered and based in Curaçao, with the company registered number 162316, regulated by the Laws and Government of Curaçao (hereinafter referred to as the “**Company**” or as “**Venturegamez N.V.**”). The Company operations focus on maintaining and growing a multi-brand Business-to-Client (B2C) operation. The Company is consistently striving for success, understanding different markets, and using its success as a catalyst for facilitating growth, creating new opportunities, and launching new brands.

The fundamental and core principle which serves as the backbone for the Company’s ethos is the commitment to curating a sustainable business model that pursues longevity. Venturegamez N.V. has a strategic focus on enhancing its responsiveness and communication to maintain player loyalty and securing a concrete position within the market. In pursuit of its strategic focus, the Company prioritizes innovative practices to ensure Venturegamez N.V. stays at the forefront as a business.

1.2 Company Structure

The Company’s values are enshrined through effective management and strong leadership, two (2) of the most essential pillars for Venturegamez N.V. Therefore, the company management structure consists of experienced and hardworking individuals that uphold and evoke its values and business endeavours.



In the Company's structure, Starkeast Management B.V., represented by its directors Mr. Menno Jordaan and Mr. Steven Eidsen, holds the main leadership position, overseeing all the fundamental aspects of Venturegamez N.V.'s operations and strategic direction. In addition, Starkeast Management B.V., in the person of Mr. Menno Jordaan utilises its vast experience in finance and accounting to ensure these aspects of the Company's business are appropriately safeguarded.

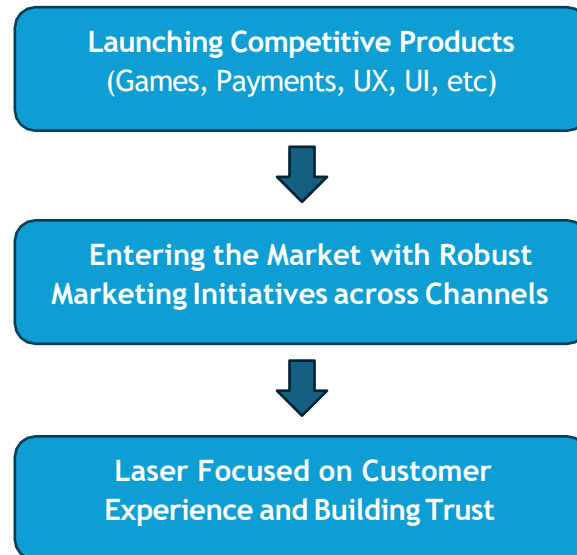
1.3 Business Approach

Venturegamez N.V. has been operating for some years, guided by the seasoned expertise of its team, who possess a wealth of knowledge and experience. The Company's vision and strategy is deeply founded and focused on prioritizing player safety, unmatched game experience, operational agility, and responsiveness. The Company prides itself on the following values which lead the business approach:

- a) **Innovation and Adaptability:** Venturegamez N.V. has clear commitment to innovation, driving the Company to be at the forefront of the gaming industry. This value is evoked through its dedication to having the best technologies and creative solutions to enhance gaming experience. Adaptability is key for allowing the Company to swiftly respond to players, their preferences, and technological advancements, ensuring that Venturegamez N.V. consistently meet and exceed the expectations of its players and stakeholders.
- b) **Sustainability and Growth:** The Company is consistently pursuing a sustainable business model designed for longevity. Venturegamez N.V. adopts strategies that not only foster long-term success and growth. This involves a balanced approach to expansion, market presence, and the development of multi-brand B2C operations, all while maintaining financial stability and ethical business practices.
- c) **Player-Centric Approach:** Recognizing the importance of the players, Venturegamez N.V. places player safety, satisfaction, and loyalty at the forefront of its mission. This value is manifested through its commitment to providing a safe and engaging environment, enriched with unmatched game experiences. Venturegamez N.V. prioritizes open communication and responsive support to build and maintain trust with the players, fostering a loyal community that feels valued and respected.
- d) **Operational Excellence:** Guided by the seasoned expertise and commitment to regulatory compliance, Venturegamez N.V. is dedicated to achieving operational excellence. This encompasses a multifaceted approach to business operations, from strategic planning and execution to quality control and continuous improvement. Venturegamez N.V. goal is to ensure that every aspect of its operation reflects high standards, contributing to keeping the esteemed position in the market and the ability to secure and grow its market share in an ever-changing and competitive landscape.

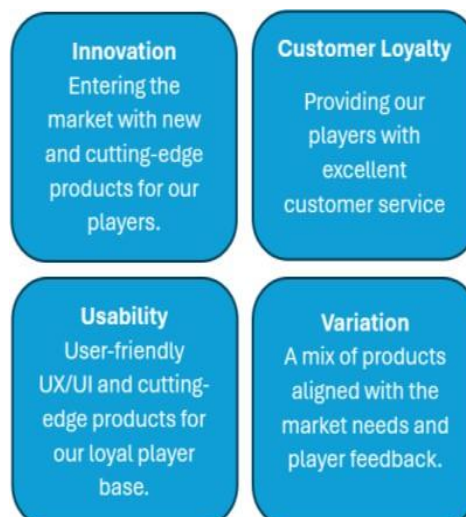
1.4 Strategic Goals and Initiatives

The Company uses the aforementioned business approach and values to ensure that all of the strategic goals and initiatives are pursued and attained. Venturegamez N.V. has several fundamental missions which are an integral part of the business:



1.5 Key Product Strategy Enablers

Venturegamez N.V. employs several key product strategies that shall play a pivotal role in advancing strategic goals, including:



1.6 Marketing Approach

Venturegamez N.V. is committed to utilizing a dynamic and effective range of different marketing strategies and approaches to reach the Company's strategic goals. This includes the following main marketing channels:

- Digital;
- Affiliates network;
- Social Media Marketing;
- SEO; and
- Media Buying and Programmatic.

Venturegamez N.V. does **not** target forbidden territories such as Australia, Iceland, Japan, Norway, Poland, Tunisia, Turkey, United Arab Emirates, United States of America, among other places. Furthermore, blacklisted countries on the FATF **Blacklist** are also **not** targeted.

2. Business Forecasts

2.1 Financial Projections

As a relatively newly established digital platform, Venturegamez N.V. is entering the market with a strong operational foundation, strategic clarity, and a growth-oriented business model. Although the company has not yet generated revenue, its financial projections outline a clear path to scalability and long-term profitability. These projections are informed by market benchmarks, competitive analysis, and internal KPIs designed to monitor progress across user growth, platform performance, and operational readiness.

The financial planning model is based on conservative, data-informed assumptions, accounting for key factors such as time-to-market, regulatory requirements, marketing performance, platform activation rates, and operational scalability. The emphasis in the initial phase is not on immediate profitability but on infrastructure development, brand building, and customer acquisition—ensuring the company is well-positioned for sustained growth and strong monetization in the near future.

2.2 Business Growth

Venturegamez N.V. is structured as a multi-brand B2C operation built to scale efficiently and sustainably. The business is designed to overcome the typical entry-stage challenges through a combination of agile development, performance-driven marketing, and a strong focus on user experience. As the platform moves from pre-

launch into active operations, growth is expected to be driven by increasing engagement levels, optimized acquisition channels, and a robust product offering tailored to evolving market demands.

Rather than prioritizing short-term gains, the Company is focused on building long-term value through strategic investments in infrastructure, technology, partnerships, and brand visibility. The projected business trajectory reflects a transition from initial investments in acquisition and operations to a phase of optimized performance and increasing operational efficiency.

2.2.1 Income from Net Gaming Revenue (NGR)

Although there is no current income, the long-term revenue strategy is centered on the monetization of gaming activity through Net Gaming Revenue (NGR), supported by diversified streams such as affiliate programs, in-game purchases, and strategic collaborations. The platform architecture is built to support dynamic scaling of revenue as the user base grows, and engagement deepens.

2.2.2 Marketing Projections

The Company's go-to-market strategy emphasizes early visibility, user engagement, and performance measurement. Initial marketing efforts will focus on high-impact digital channels to build brand awareness and attract an initial wave of qualified users. As traction is gained, spend will be strategically optimized to maximize ROI and ensure long-term sustainability.

Key pillars of the marketing approach include:

- **Brand Awareness Campaigns:** Focused on establishing the brand in key markets, with consistent messaging and strong visual identity.
- **Affiliate Marketing:** Designed to scale rapidly through partnerships, bringing in targeted users while minimizing upfront risk.
- **Social Media & Influencer Engagement:** Leveraging social platforms and trusted digital personalities to build credibility and drive conversions.
- **Programmatic Advertising:** Applying data-driven targeting to reach and convert high-value users with efficiency and precision.

2.2.3 Game Provider and Platform Fees

Platform scalability and game provider integrations will be key cost drivers, reflecting the Company's commitment to offering seamless and high-quality gaming experience. While these operational expenses are expected to grow in line with user activity, they are also indicative of a richer and more engaging platform that supports long-term retention and monetization.

2.2.4 Operational Investments

Operational costs are expected to increase progressively as the Company invests in people, systems, compliance, and customer service infrastructure to support growth. These investments are essential for maintaining service quality, meeting regulatory

obligations, and creating a resilient organizational backbone.

2.2.5 Regulatory Licensing and Compliance

As part of its forward-looking planning, Venturegamez N.V. is prioritizing legal and regulatory readiness from the outset. Licensing requirements and associated fees are integrated into the financial model and compliance roadmap, ensuring the company can operate lawfully and competitively in multiple jurisdictions.

2.2.6 Earnings Before Interest, Taxes, Depreciation, and Amortization (EBITDA)

The Company anticipates an initial phase of net investment, during which expenditures will exceed revenue. However, the financial projections indicate a healthy trajectory toward break-even and profitability as user acquisition stabilizes, marketing costs are optimized, and monetization channels mature. The mid-term outlook reflects the Company's potential to achieve strong EBITDA margins as it shifts from growth-mode to sustained operations.

2.3 Market Growth Strategy

Venturegamez N.V. is targeting early traction in strategically selected markets where the regulatory landscape and user behavior align with the Company's value proposition. The scalability of the technology stack and flexibility of the marketing model allow for rapid adaptation and localization. The long-term market growth strategy includes expansion into new jurisdictions, multi-brand verticals, and potential licensing of proprietary gaming technologies.

By combining a solid operational backbone, forward-thinking product development, and data-driven decision-making, Venturegamez N.V. is positioned to grow from a high-potential newcomer into a well-established market contender with sustainable competitive advantages.

3. Key Suppliers and Material Dependencies

3.1 Game Suppliers

Venturegamez N.V. has been partnered through a contractual agreement with **iGaming Deck Ltd** since December 2023, a company incorporated and registered in the Isle of Man, with a Business-to-Business (B2B) License issued by the Gambling Supervision Commission of the Isle of Man. iGaming Deck Ltd supplies more than **700** games from a wide range of different Game Providers (GPs) to Venturegamez N.V. The strong business relationship between iGaming Deck Ltd and Venturegamez N.V., helps the Company mitigate certain risks. If a Game or Game Provider is not available for the players, Venturegamez N.V. can mitigate risks by utilizing other games offered by iGaming Deck Ltd to ensure the continuity of the business with minimal operational issues.

3.2 Software Supplier s Back-Office

The Company also has an ongoing partnership with iGaming Deck Ltd, holder of Isle of Man B2B Software Supplier licence, which supplies the Company with Player Account Management (PAM) and Back-Office (BO) services. iGaming Deck Ltd has state-of-the-art software and fast support, facilitated through their dedicated Account Managers (AMs) and technical support team. iGaming Deck Ltd's powerful and user-friendly BO ensures that Venturegamez N.V. can manage its daily operations and has access to a wide selection of different reports. In conjunction with iGaming Deck Ltd's extensive catalogue and single Application Programming Interface (API) integration, this respective B2B Software Supplier ensures that Venturegamez N.V. has a seamless operation. The Company mitigates additional risks associated with technical and integration-related issues through iGaming Deck Ltd; acting as both a Game Aggregator (GA) and Software Supplier.

3.3 Additional Feedback

Venturegamez N.V. has a dynamic portfolio which ensures operations are streamlined with little to no disruptions. Technical issues, changes to games, and other industry-standard challenges can be mitigated, and its longstanding partners share the company's values and remain committed to providing excellent services and facilitate business development.

4. Risk Management

4.1 Business Due Diligence

In terms of risk management, prior to onboarding a new potential business partner, Venturegamez N.V. gathers the following information and performs the necessary due diligence checks to ensure the Company has a strong ongoing Know Your Customer (KYC) and Know Your Business (KYB) process, which includes:

4.1.1 Proof of Identification (POI)

The Company obtains a certified and colored true copy of government-issued Passports for the following individuals of the new potential business partner:

- All the Directors;
- All the Ultimate Beneficiary Owners (UBOs) (i.e. owning 25% or more); and
- Any other legally authorized person(s) who represents the business.

4.1.2 Proof of Address (POA)

The Company obtains a certified copy of the Utility Bills (i.e. issued no later than in the last 3 months) for the following individuals of the new potential business partner:

- All the Directors;
- All the Ultimate Beneficiary Owners (UBOs) (i.e. owning 25% or more); and
- Any other legally authorized person(s) who represents the business.

4.1.3 Business Documentation

The following additional documentation and information is obtained from the potential business partners to ensure the company conducts a concrete and sufficient KYB process.

- Memorandum and Articles of Association;
- Company Structure Chart;
- Registry of Directors;
- Registry of Shareholders;
- Certificate of Incorporation;
- Gaming License (if applicable);
- Declaration of Trust (if applicable); and
- AML Policy / Other Relevant Policies (if applicable).

In addition, aside from the aforementioned KYC and KYB processes, the Company conducts Enhanced Due Diligence (EDD) for potential business partners that have a risk association which is considered to be high based on the Company's assessment.

4.1.4 Adverse Media (AM) Screening

The Company meticulously reviews all documents, conducts a series of global Adverse Media (AM) searches on all the respective Directors and UBOs using the Compliance, Anti- Money Laundering (AML), and Politically Exposed Persons (PEPs) AI-driven tool Binderr. The Compliance Team ensures that all the documentation is correct, valid, not expired, and applicable for the internal processes.

4.1.5 Business Risk Assessment

After the aforementioned processes are completed, Venturegamez N.V. conducts a Business Risk Assessment (BRA) to identify and mitigate any potential risks associated with onboarding the respective new potential business partner.

4.2 Financial Due Diligence

In addition to the aforementioned Business Due Diligence detailed in Section 4.1 of the Venturegamez N.V Business Plan, the Company has an additional diverse range of checks and balances which further mitigate risk and ensure the appropriate risk management is conducted from a finance perspective:

4.2.1 Financial Policies and Procedures

The Company mitigates risk through concrete financial policies and procedures that ensure clarity, consistency, and the smooth operation of Venturegamez N.V. The financial policies and procedures ensure all applicable risks are mitigated

appropriately, and internal actions are taken to ensure all employees are aware of the necessary action and integral role they play in assisting and mitigating risk.

4.2.2 Financial Monthly Reports

Venturegamez N.V., ensures on a monthly basis that the actual performance of the Company is compared and contrasted with the annual budget. Any variances (i.e. both positive and negative variances) are analyzed accordingly. Negative variances are treated with additional importance to determine whether any immediate corrective action is necessary to prevent further negative impacts in the upcoming months. The Company's monthly reports mitigate risk to a significant degree.

4.2.3 Operational Plan

The Finance Department of the Company, in accordance with other internal departments conduct and prepare an Operational Plan on an annual basis for the upcoming year. The Operational Plan is signed off in Quarter 4 (Q4) of the prior year. This plan is reviewed on a monthly basis and small adjustments are made accordingly to address unforeseen circumstances and to mitigate risk. The risk tolerance and management are parallel to its sustainable approach, ensuring operational stability and consistent profitability. The Company adopts a more risk-adverse strategy.

4.2.4 Regulatory Reporting

On an annual basis, as a Curaçao entity, the Company is legally obligated to coordinate the preparation of the appropriate Financial Statements and filing of Tax Returns in accordance with the Laws of Curaçao. This ensures that Venturegamez N.V. conducts the necessary regulatory compliance vis-à-vis the financial and legal obligations.

5. Target KPIs and Business Objectives

As a relatively newly launched platform in the competitive B2C digital gaming space, Venturegamez N.V. is strategically designed to scale with precision, agility, and resilience. Although the company has not yet initiated commercial operations, it benefits from a well-structured corporate setup, a solid governance framework, and an experienced leadership team with a track record in the iGaming and digital product development industries.

These foundational elements, combined with a scalable technology stack and data-driven operational processes, position the Company for sustainable, exponential growth in the short, medium, and long term.

The core business objectives include the successful deployment and stabilization of the platform, the progressive acquisition of a high-value user base across key geographies, and the development of an ecosystem of loyal customers and strategic partners. The Company aims to achieve early market validation through iterative testing, player segmentation, and community engagement strategies that foster both brand credibility

and customer trust.

To monitor progress and steer execution, Venturegamez N.V. will rely on a well-defined set of Key Performance Indicators (KPIs), which are aligned with its strategic objectives and operational milestones. These KPIs include, but are not limited to:

- **User Growth Metrics:** Number of registered users, verified accounts, and daily/monthly active users (DAU/MAU) to track the scale and stickiness of the player base.
- **Acquisition & Engagement:** Customer acquisition cost (CAC), cost per lead (CPL), cost per acquisition (CPA), average session duration, churn rate, and user engagement rates to evaluate the efficiency of marketing channels and user experience.
- **Conversion Metrics:** Conversion rate from visitor to registration, registration to first deposit (once operational), and subsequent user activity within the platform.
- **Operational Readiness:** Platform uptime, system scalability, incident resolution time, and successful deployment cycles to ensure technical reliability and user satisfaction.
- **Compliance & Risk Metrics:** Regulatory onboarding timelines, internal policy implementation, and third-party audit readiness to ensure alignment with legal and licensing requirements from day one.
- **Brand & Market Penetration:** Share of voice (SOV) in digital campaigns, social media engagement, earned media coverage, and Net Promoter Score (NPS) to assess brand perception and customer advocacy.

Beyond the technical and financial indicators, the Company also sets qualitative objectives such as developing a privacy-first culture, fostering responsible gaming principles, and embedding ESG considerations into product design and business partnerships.

In summary, Venturegamez N.V. is not merely launching a gaming website; it is laying the groundwork for a forward-thinking, performance-oriented digital brand. Through rigorous KPI tracking, agile strategy execution, and a deep understanding of evolving user expectations, the Company is equipped to transform from a startup into a scalable, cross-market digital business capable of achieving significant market share and long-term value creation.

6. Corporate Governance and Framework

6.1 Board of Directors

The Board of Directors (BoD) of Venturegamez N.V. (as indicated in Section 1.2 of the Business Plan) comprises of Starkeast Management B.V., directly represented by Mr. Menno Jordaan. The BoD plays an integral role in ensuring the success of the Company, safeguarding the legitimate interests and endeavours of the Ultimate Beneficiary Owner (UBO), as well as taking into consideration the perspectives of other respective entities, such as the Curaçao Gaming Authority (CGA). The BoD oversees and

guides the Company's strategic endeavours, they make sure the business aligns with its core objectives, legal responsibilities, whilst also protecting the interests of the UBO.

The responsibilities of the Board of Director's include setting and overseeing strategic goals, formulating rules, monitoring management performance, and overseeing risk management and compliance frameworks. This commitment involves adhering to local and international legal and regulatory requirements. The Company is committed to good corporate governance principles; accountability, fairness, transparency, and independence, which form the foundation for achieving strategic objectives, sustained growth, and promoting best practices.

Mr. Menno Jordaan, on behalf of Starkeast Management B.V., as Managing Director, regularly interacts with Senior Management, including all executives, to review operational performance, discuss strategic initiatives, and address challenges as well as opportunities. Senior Management manages day-to-day operations, however, all significant and strategic decisions, as well as major transactions require the Board of Director's prior approval. The BoD delegates routine matters to Senior Management, however, remains actively involved in all key decision, making processes, such as but not limited to; major investments, acquisitions, divestitures, changes to corporate governance, and significant financial transactions.

6.2 Deadlock

The possibility of a "deadlock" which can be described as a fundamental disagreement at either the level of the Board of Directors (BoD) or at the Shareholder level. The most common occurrence of "deadlock" occurs when the BoD has a number of Directors which can result in a tied vote (e.g. 50% / 50%). However, in the case of Venturegamez N.V., the possibility of a "deadlock" is not present at all due to the corporate structure of the Company. The corporate structure of the Company mitigates all potential risks of a "deadlock" from occurring.

6.3 Legal Support and Advice

Venturegamez N.V. relies on a well-established and concrete Legal and Compliance Department consisting of various internal individuals that have the necessary skills and experience in this particular industry to provide the Company with the required legal support to proceed with its general activities within the industry.

The Company is committed to ensuring that it abides by all the applicable legislative and regulatory requirements. In addition, the Company seeks advice from external legal counsel specialising in gaming law, as needed from time to time, to support both the BoD and Senior Management. The legal advisors assist in contractual negotiations, legal disputes, and ensuring Venturegamez N.V. operates always within legal boundaries.

6.4 Board Meetings

The Director (as indicated in Section 1.2) conducts board meetings in accordance with

the necessary and general expectations of the Company. Furthermore, the Director liaises with Senior Management on a regular basis to ensure the operations and general activities of the Company occur in an effective and timely manner.

7. Policies and Procedures

7.1 External Policies and Procedures

The Policies and Procedures for the Company are drafted externally by third party professionals with several years of experience in online gaming. These policies are drafted in liaison with the operational team of Venturegamez N.V., for example Risk Payment and Fraud team, to ensure they are fully implemented in practice. Upon request, Venturegamez N.V. is able to provide the Curaçao Gaming Authority (CGA) a timeline of the external policies and Venturegamez N.V. ongoing commitment.

End of Business Plan 2025
