



CPG GLOBAL ENTERTAINMENT B.V.

BUSINESS PLAN

April 2025



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EXECUTIVE SUMMARY

This business plan is prepared in accordance with CPG Global Entertainment B.V who will apply for a B2C license in Curacao. We are fully equipped to cover the annual licensing costs and have the requisite paid-up capital in place, demonstrating our commitment to fulfilling the financial obligations associated with this venture.

Core Activities

CPG Global Entertainment B.V. is centered around delivering engaging and rewarding gaming experiences through its primary platform, CoinFishing, with plans to expand more game selection in the future. The game allows players to collect Gold Shark Coins by fishing, which can be exchanged for NFT digital art collectibles of varying rarity levels. These NFTs can then be traded on strategic partner platforms such as NFTMania's exchange, other leading NFT trading websites, and decentralized exchanges (DEXs).

Regular in-game activities, including daily sign-ins, daily tasks, friend invites, and special gift packages, ensure continuous engagement. Furthermore, recharge discounts and other promotions are introduced with version updates to enhance player satisfaction. This dynamic approach ensures an engaging and evolving gaming experience for users worldwide.

The website functions are being added and will continue to be updated in the future, including user login section, user account section (including payment recharge, withdrawal and other functions), as well as basic social functions, game list, etc.

Clientele

CPG Global Entertainment B.V. is planning to provide services to individuals mainly from North America, Europe, Asia, the Middle East, South America, and Africa.

- Canada, Finland, Switzerland, Norway, Luxembourg, Ireland, Japan, South Korea, New Zealand, Saudi Arabia, Kuwait, Qatar, Bahrain, Hong Kong, Taiwan, Macau, Thailand, Singapore, Indonesia, Malaysia, Philippines, Vietnam, Brazil, Argentina, South Africa, etc.

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Why Curacao?

A gaming license in Curacao offers several key benefits, including a strong regulatory framework that ensures fairness, security, and transparency for both operators and players. It provides access to a reputable jurisdiction with a global reach, enhancing trust with customers and partners. Additionally, Curacao offers favourable tax rates, lower operational costs, and a supportive government that fosters innovation in the gaming industry. This makes it an attractive destination for gaming operators looking for stability and a competitive edge.

Transaction Volume

The monthly transaction volume of the company is estimated to be 104.35M EUR.

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SECTION 1: COMPANY OVERVIEW

Basic Corporate Information

Name of Company: CPG Global Entertainment B.V.

Entity Type: Corporation

Date of Incorporation: 19/03/25

Place of Incorporation: Curacao

Company Registration Number: 170029

Business Registration Number: 170029

Registered Address: Hoogstraat 18, Willemstad, Curacao.

Company Website: <https://coinfishing.cryptoplay.game/>

Contact Number: (+81) 09098281890

Email Address: Yoshi@meet48.com

Source of Funds

CPG Global Entertainment B.V. has calculated that the total funding for this application and business set up amounts to 100,000EUR. This is to ensure that there are sufficient funds to cover the base capital, business development and daily operations of the company.

See table below for a breakdown and source of the funds received.

Source of Funds	Type of Source	Amount Received (EUR)
Raised funds and shareholders' own funds	Investments	100,000

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SECTION 2: BUSINESS DESCRIPTION

Introduction

CPG Global Entertainment B.V. operates as an innovative online gaming company specializing in blockchain-integrated gaming experiences. The company's flagship product, CoinFishing, combines the excitement of traditional gaming with the lucrative potential of cryptocurrency and Non-Fungible Tokens (NFTs). By merging cutting-edge blockchain technology with captivating gameplay, CPG Global Entertainment B.V. seeks to redefine the gaming industry, creating a unique ecosystem where entertainment and asset management converge.

At launch, the platform will feature 50 games, including 30 slot machines, 5 roulette games, 5 dice games, and 10 other casual games, with plans to expand to 60 games upon securing a Curacao Gaming License, adding 3 baccarat, 3 blackjack, 2 roulette, and 2 dice games. The primary customer base will be located in North America, Europe, Asia, the Middle East, South America, and Africa.

CPG Global Entertainment B.V. intends to apply for a B2C Curacao license. The company is fully equipped to cover the annual licensing costs and has the requisite paid-up capital in place, demonstrating its commitment to fulfilling the financial obligations associated with this venture.

Business Model

CPG Global Entertainment B.V. intends to provide a cutting-edge gaming platform that integrates blockchain technology with engaging gameplay experiences. Its flagship product, CoinFishing, is an innovative online game where players can collect Gold Shark Coins through fishing, which can be exchanged for NFT digital art collectibles of increasing rarity. These NFTs can be traded on strategic partner platforms, such as NFTMania's NFT exchange, or other leading NFT trading websites and decentralized exchanges (DEXs). Beyond the game, the company offers value-added services, including seamless NFT trading support, regular in-game activities like daily tasks and friend invites, and exclusive promotions tied to version updates, such as recharge discounts and special gift packages. Through these products and services, CPG Global Entertainment B.V. aims to deliver an immersive gaming experience while empowering players to manage and trade unique digital assets.

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CPG Global Entertainment B.V. generates revenue through multiple channels integrated within its gaming ecosystem. A primary revenue source is in-app purchases, where players buy in-game currency or items to enhance their gameplay experience. Additionally, the company earns through transaction fees facilitated on NFT trading platforms, such as NFTMania, when players exchange or sell their collectibles. The introduction of special gift packages, recharge promotions, and limited-time offers further boosts revenue by encouraging higher user spending. Through this multi-faceted approach, CPG Global Entertainment B.V. maintains a sustainable and scalable revenue stream while providing continuous value to its players.

The three-year transaction volumes are as follows: €1.25 billion, €1.5 billion, and €1.8 billion.

The second year's volume is projected to be 1.2 times that of the first year, and the third year's volume is expected to be 1.2 times that of the second year.

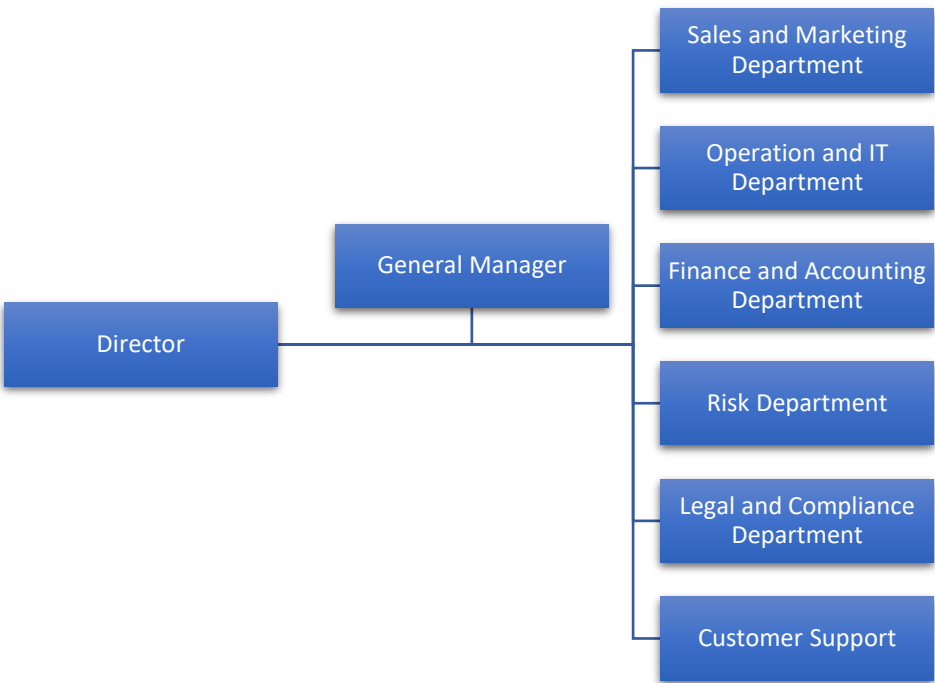
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SECTION 3: COMPANY STRUCTURE

Shareholding Chart



Organization Chart



Management Staff Information

Director: Yoshiyuki Oe

Yoshiyuki Oe, the director of CPG Global Entertainment B.V., brings extensive experience in management consulting and strategic leadership, which uniquely positions him to lead in the gaming industry. As the President and CEO of Metaidolverse Co., Ltd., Yoshiyuki spearheads the development of innovative gaming solutions, drawing upon over a decade of expertise in business strategy, organizational transformation,

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and market entry. His tenure as a management consultant with PwC Strategy& in Japan for about 10 years allowed him to work across various global CXO agendas, including those in the entertainment, technology, and gaming industries. This experience has provided him with deep insights into market trends, regulatory frameworks, and operational strategies essential for success in the gaming sector. With a Bachelor of Science in Business Administration from Boston University's Questrom School of Business and multilingual proficiency in Japanese, Mandarin Chinese, and English, Yoshiyuki applies a global perspective and a results-driven approach to deliver exceptional value in the dynamic gaming industry.

Compliance Officer: Suzanne Makedona

Suzanne Makedona is an experienced Compliance Officer with over five years of specialized expertise in Anti-Money Laundering (AML) and Combating the Financing of Terrorism (CFT) compliance. She has proven ability to develop and implement robust compliance programs, conduct risk assessments, and ensure adherence to regulatory requirements. Suzanne has strong knowledge of Curaçao laws, including NOIS and NORUT, and AML regulations issued by the GCB. Familiar with EU and OFAC sanctions lists and committed to continuous professional development through AML-related training.

SECTION 4: MARKET ANALYSIS

Target Market Overview:

CPG Global Entertainment B.V. aims to cater to the growing demand for online gaming in North America, Europe, Asia, the Middle East, South America, and Africa. These regions represent high-growth markets for the gaming industry due to increasing internet penetration, rising smartphone adoption, and a growing middle-class population with disposable income for leisure activities.

Key Market Insights:

1. Expanding Market Size – The global online gaming industry is projected to grow at a CAGR of over 10% in the coming years, driven by increasing digital adoption and technological advancements. Asia-Pacific leads in market size, while North America and Europe show steady growth, and emerging markets in Africa, South America, and the Middle East present significant untapped potential.
2. Rise of Cryptocurrency and Blockchain Integration – Digital payment innovations, including cryptocurrency transactions and blockchain-based gaming, are becoming mainstream in regulated markets, offering enhanced security and transparency.
3. Esports and Social Gaming Growth – Competitive gaming and social gaming communities are gaining traction, fostering user engagement and brand loyalty. Operators integrating esports betting and interactive features are seeing increased retention rates.
4. Shifts in Consumer Preferences – Players increasingly prefer immersive experiences, including VR/AR-enhanced games, live dealer interactions, and gamified betting platforms. Adapting to these evolving expectations is key to staying competitive.
5. Regulatory Adaptation and Market Expansion – While stringent regulations present entry barriers, jurisdictions such as Curaçao, Malta, and the Philippines offer licensing frameworks that enable global expansion while ensuring compliance with industry standards.

Industry Trends:

6. Mobile Gaming Dominance: Mobile platforms are the preferred medium for gaming in North America, Europe, Asia, the Middle East, South America, and Africa, making mobile-first solutions essential for success.
7. Live Dealer Games: The demand for live dealer games is rising as they replicate the experience of traditional casinos, appealing to customers in regulated and semi-regulated markets.
8. Localized Content: Tailored game offerings that resonate with cultural preferences and popular sports in each region are key to engaging customers.

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Competitive Landscape:

The online gaming market in North America, Europe, Asia, the Middle East, South America, and Africa is highly competitive, with both global operators and regional platforms vying for market share. However, CPG Global Entertainment B.V. can differentiate itself through:

- A seamless user experience with advanced payment options.
- Compliance with international licensing standards for credibility.
- A phased approach to expansion, ensuring localized strategies tailored to customer preferences.

Challenges:

1. Regulatory restrictions in some target regions may limit marketing and operations.
2. Competition from established players with significant brand recognition.
3. Customer concerns around security and trust in online gaming platforms.

Conclusion:

Asia presents a lucrative opportunity for CPG Global Entertainment B.V. to establish itself as a trusted and innovative gaming operator. By addressing regional preferences, ensuring compliance, and leveraging secure payment systems, the company can effectively capture market share in these high-growth regions.

SECTION 5: MARKETING AND SALES STRATEGIES

Marketing Strategy	Details
Social Media	CPG Global Entertainment B.V. will utilize platforms like LinkedIn, Instagram, and Twitter to promote its products and share the company's values in the online market. Social media will serve as a key tool for brand visibility, using its simple interface and referral mechanism to build a following. The primary goal is to increase followers, which enhances the reach of advertisements and messages.
Website / Mailing Effort	Email marketing will play a central role in CPG Global Entertainment B.V.'s online presence. As one of the most cost-effective marketing tools, the company will run mass mailing campaigns, send direct mail to potential clients, and follow up with emails to encourage responses. Online marketing campaigns will also target professional marketplaces to establish connections with core clients and redirect prospective customers to the company's website. Feedback mechanisms for inquiries and lead management will be integrated into the site.
Search Engine Optimization (SEO) / Search Engine Marketing (SEM)	Internet searches are the most popular online activity, making it crucial for CPG Global Entertainment B.V. to rank high in search results related to online services and the marketplace. The company will implement an aggressive SEO strategy, optimizing content with relevant keywords. This will improve the company's visibility on search engines like Google and Bing, helping it attract more visitors and potential clients.

SECTION 6: SWOT ANALYSIS

Strengths 1. Innovative Product Offering: The flagship game, CoinFishing, combines gaming with blockchain technology and NFTs, offering a unique and engaging user experience. 2. Strategic Partnerships: Collaboration with platforms like NFTMania and plans to integrate with other NFT exchanges and DEXs provide players with robust trading options. 3. Leadership Expertise: Strong leadership under Yoshiyuki Oe, who brings over a decade of experience in strategy development, market entry, and business optimization. 4. Engaging Features: Daily tasks, friend invites, and special promotions keep players engaged and ensure high user retention. 5. Scalable Revenue Model: Multiple revenue streams, including in-app purchases, transaction fees, and special promotions, support sustainable growth.	Weaknesses 1. Reliance on Niche Market: Dependence on blockchain and NFT technology may limit appeal to traditional gamers unfamiliar with these concepts. 2. Regulatory Challenges: Compliance with Curacao Gaming License requirements and other global regulations may pose operational risks. 3. High Competition: The gaming and blockchain industries are highly competitive, with constant pressure to innovate and retain users. 4. Potential User Barriers: Cryptocurrency and NFT trading could intimidate less tech-savvy or beginner players, reducing accessibility.
Opportunities • Growing Blockchain Adoption: Increasing global interest in blockchain and NFT technologies creates opportunities to attract a broader audience. • Expanding Gaming Market: The online gaming industry is growing rapidly, particularly in Asia-Pacific, where blockchain-based gaming is gaining popularity. • Cross-Industry Integration: Partnerships with decentralized finance (DeFi) platforms and NFT marketplaces can further enhance the user experience and revenue streams. • New Market Entry: Opportunity to expand into regions with high demand for blockchain-based gaming, such as Southeast Asia and North America.	Threats 1. Regulatory Uncertainty: Changing legal frameworks around blockchain, cryptocurrency, and gaming could impact business operations. 2. Technological Risks: Reliance on blockchain infrastructure makes the platform vulnerable to security breaches and system downtimes. 3. Economic Volatility: Fluctuations in cryptocurrency values and global economic conditions may affect user spending and revenue. 4. Consumer Trends: Shifting preferences in the gaming industry could reduce the appeal of blockchain-based games.

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SECTION 7: PARTNERSHIPS

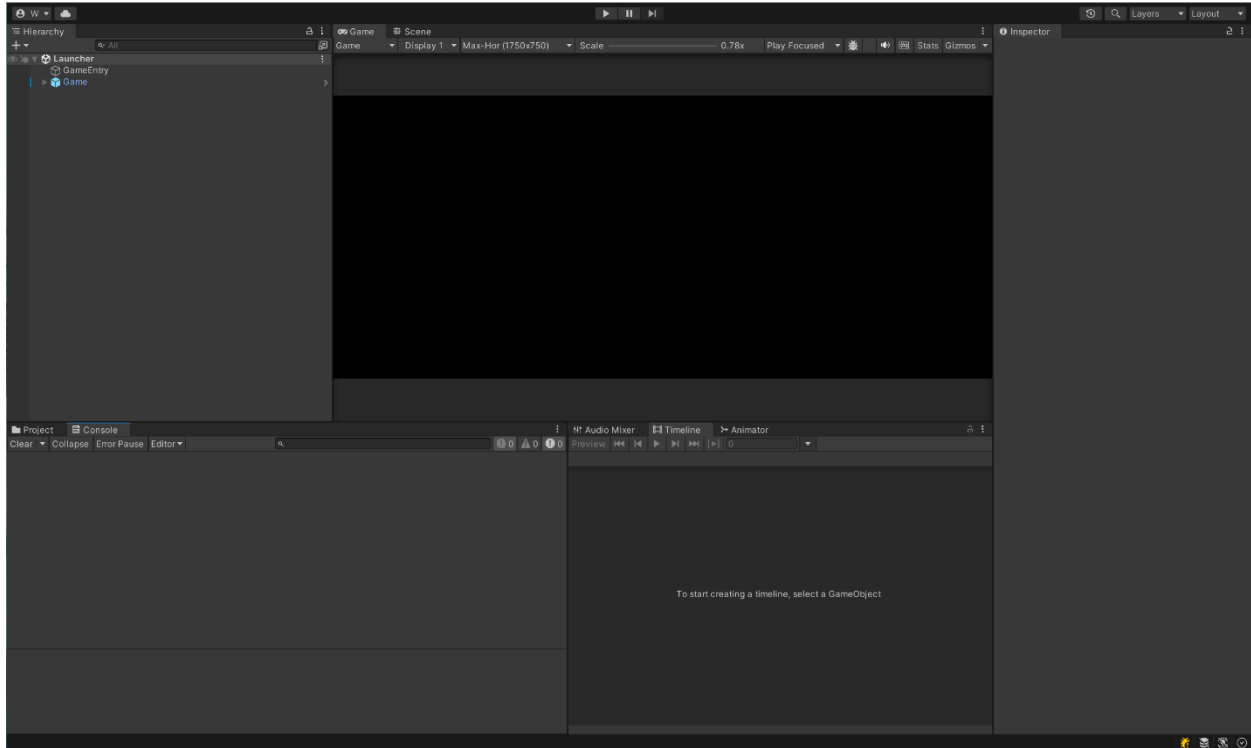
Company Name	Jurisdiction	Licensing/Registration Status	Services Provided	Comments
METAIDOLVERSE AI & WEB3.0 ENTERTAINMENT CO., LTD	International	Registered and licensed in Taiwan	NFT Trading	Its NFTMania is the ideal choice for all NFT enthusiasts and has the ultimate silky-smooth trading experience.
Airwallex	International	Singapore, the United Kingdom, Australia, Canada, China and other countries	Fiat currency payment	A payment and financial platform trusted by more than 150,000 companies around the world

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SECTION 8: TECHNOLOGY AND PLATFORM

Front-end: the platform is developed using Unity engine, using C# and Lua language programming

Below is a screenshot of the Unity engine development application



Backend: the platform is developed on Linux platform, using C, C++, Lua and Go language programming

SECTION 9: REGULATORY COMPLIANCE

To ensure full compliance with local regulations, CPG Global Entertainment B.V. has implemented policies, procedures, and systems across the following areas:

See separate document: AML/CFT Policy

- Anti-money laundering (AML) and countering the financing of terrorism (CFT) policies, in accordance with local regulations and accompanying guidelines.
- Governance structure for AML/CFT, including escalation and reporting mechanisms.
- Involvement of senior management (including the sole-proprietor, partners, directors, and CEO) in overseeing and resolving AML/CFT issues that may arise in the business.
- Enterprise-wide money-laundering/terrorism financing risk assessment.

SECTION 10: FLOW OF FUNDS

1. **Client Onboarding:**

- Players register for an account on the CoinFishing platform by providing the required details and accepting the terms and conditions.
- Once the account is activated, players can purchase in-game currency (Gold Shark Coins) using cryptocurrency or fiat payment methods via integrated payment gateways.

2. **Fund Collection:**

- Payments made by players for purchasing Gold Shark Coins are routed through a secure payment gateway and deposited into CPG Global Entertainment B.V.'s designated account.
- Transaction records are automatically generated, ensuring compliance with relevant financial and regulatory standards.

3. **Gameplay and Earnings:**

- Players use Gold Shark Coins within the game to enhance their gaming experience and participate in fishing activities.
- Players earn in-game rewards (NFT digital art collectibles) of varying rarity by collecting Gold Shark Coins through gameplay.

4. **NFT Exchange and Trading:**

- Players can choose to exchange their NFT collectibles on partner platforms such as NFTMania or other integrated NFT trading platforms.
- When an NFT is sold or traded, funds are transferred to the player's linked cryptocurrency wallet, minus applicable transaction fees.

5. **Revenue Allocation:**

- CPG Global Entertainment B.V. retains a percentage of revenue from:
 - **In-game purchases:** A portion of the funds collected from Gold Shark Coins purchases.
 - **Transaction fees:** Charges from NFT trading activities facilitated on partner platforms.
- These funds are deposited into the company's accounts and allocated toward operations, platform development, marketing, and compliance costs.

6. **Payouts and Operational Costs:**

- A portion of the revenue is used to cover operational expenses, such as server maintenance, development costs, marketing campaigns, and staff salaries.

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- Payment to strategic partners (e.g., NFTMania) is made based on agreed revenue-sharing arrangements.

7. Withdrawal by Players:

- Players who sell NFTs can withdraw their earnings into their cryptocurrency wallets. These payouts are processed through the company's integrated blockchain payment systems to ensure secure and timely transfers.

SECTION 11: OPERATIONAL PLAN

1. Business Overview

CPG Global Entertainment B.V. is an innovative gaming company focused on developing and operating blockchain-integrated casual games. Its flagship product, CoinFishing, allows users to engage in interactive gaming while earning NFT collectibles that can be traded on strategic partner platforms like NFTMania. The company aims to create a seamless blend of entertainment, digital asset management, and blockchain technology.

2. Technology & Infrastructure

Game Development & Maintenance

- Developed using a combination of Unity and blockchain-based smart contracts for NFT integration.
- Regular updates to optimize gameplay, introduce new features, and maintain security.
- Integration with Web2.0 and Web3.0 technologies to accommodate both traditional and blockchain users.
- AI-driven fraud detection and bot-prevention systems.

Server & Security Management

- Hosting through cloud-based infrastructure (AWS, Google Cloud, or equivalent) for scalability.
- Implementation of DDoS protection and SSL encryption to prevent cyber threats.
- Regular penetration testing and security audits to comply with regulatory standards.

Blockchain Integration & NFT Marketplace

- NFTs issued via Ethereum, Binance Smart Chain, or Polygon to ensure cross-platform compatibility.
- Smart contracts enable seamless asset ownership transfers.
- Integration with partner NFT exchanges and decentralized exchanges (DEXs) for secondary market trading.

3. User Engagement & Retention Strategy

Daily Activities

- Daily check-ins to earn rewards.
- Daily tasks to encourage continuous engagement.
- Referral program for inviting friends and earning extra rewards.
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Limited-Time Events & Promotions

- Seasonal and festival-based ranking events.
- Recharge discounts to incentivize spending.
- Special gift packages tied to game updates and promotions.

VIP Subscription & Loyalty Programs

- Multi-tier VIP subscriptions offering exclusive perks.
- Rewarding high-value players with special incentives.

4. Monetization & Revenue Generation

Primary Revenue Streams

- In-game Purchases: Players buy Golden Shark Coins to access premium features and gameplay enhancements.
- NFT Marketplace Fees: A commission on transactions involving game-generated NFTs on partner marketplaces.
- VIP Subscriptions: Recurring revenue from players subscribing to premium content.
- Special Events & Promotions: Limited-time exclusive bundles and discounts.

Financial Transactions & Fund Flow

- All player payments processed through cryptocurrency gateways and traditional payment methods. Revenue distribution allocated for operations, game development, marketing, and compliance costs.
- Players can withdraw NFT earnings into their cryptocurrency wallets via partner exchanges.

5. Compliance & Regulatory Strategy

- Curacao Gaming License: Ensuring full compliance with Curacao eGaming regulations.
- AML & KYC Policies: Implementing robust Know Your Customer (KYC) and Anti-Money Laundering (AML) procedures.
- Data Protection: Compliance with GDPR and other data privacy laws to protect user information.

6. Customer Support & Risk Management

Support Services

- 24/7 multilingual customer support via chat, email, and ticketing system.
- Dedicated compliance team to handle regulatory inquiries and disputes.

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Fraud & Risk Mitigation

- AI-driven fraud detection to prevent cheating and unauthorized transactions.
- Real-time transaction monitoring to detect suspicious activities.
- Automated withdrawal verification for NFT and cryptocurrency transactions.

7. Marketing & Growth Strategy

User Acquisition Channels

- Digital advertising (Google Ads, Facebook, Twitter, Telegram, Discord).
- Influencer partnerships in the blockchain and gaming communities.
- Affiliate programs with gaming influencers and NFT platforms.

Market Expansion & Localization

- Multi-language support for English, German, French, Spanish, Japanese, Korean, Traditional Chinese, and Simplified Chinese.
- Expansion into high-growth regions such as Southeast Asia, North America, and Europe.

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SECTION 12: CORPORATE BANK ACCOUNT

CPG Global Entertainment B.V. is looking to open a corporate bank account for operational expenses including injecting paid-up capital, paying overhead expenses such as rental and salaries.

Financial Details	
Preferred Currency	EUR
Approximate annual Turn over	1.25B
Initial Deposit	100k
Anticipated Number of Monthly Transactions	100k
Highest Single Credit Amount Expected	10k
Method of Transaction	Wire transfer (for fiat); Crypto wallet (for crypto)
Anticipated Average Monthly Balance	28.17M
Anticipated Average Monthly Cash Inflow	104.35M
Anticipated Average Monthly Cash Outflow	76.18M
Destination of Incoming Funds	North America, Europe, Asia, the Middle East, South America, and Africa
Destination of Outgoing Funds	North America, Europe, Asia, the Middle East, South America, and Africa
Origination of Funds	
Source of Initial Deposit	Raised funds and shareholders' own funds
Anticipated Source/s of Monthly Incoming Funds	Profit from business operation
Source of Wealth	Raised funds and shareholders' own funds
Source of Funds (enter in %)	
Cash	0%
Cheque	0%
Wire Transfer	100%

SECTION 13: FINANCIAL PROJECTIONS

	<i>Year 1</i>	<i>Year 2</i>	<i>Year 3</i>
<i>Projected revenue (EUR)</i>	1.25B	1.5B	1.8B

Year 1

Expected number of clients in the 1st year: 406K EUR

Expected amount of revenue in the 1st year: 1.25B EUR

Expected cost in the 1st year: 912M EUR

Expected profit in the 1st year: 338M EUR

Year 2 (Assuming 20% growth in number of clients)

Expected number of clients in the 2nd year: 487.2K EUR

Expected amount of revenue in the 2nd year: 1.5B EUR

Expected cost in the 2nd year: 1.09B EUR

Expected profit in the 2nd year: 410M EUR

Year 3 (Assuming 20% growth in number of clients)

Expected number of clients in the 3rd year: 584.64K EUR

Expected amount of revenue in the 3rd year: 1.8B EUR

Expected cost in the 3rd year: 1.3B EUR

Expected profit in the 3rd year: 500M EUR