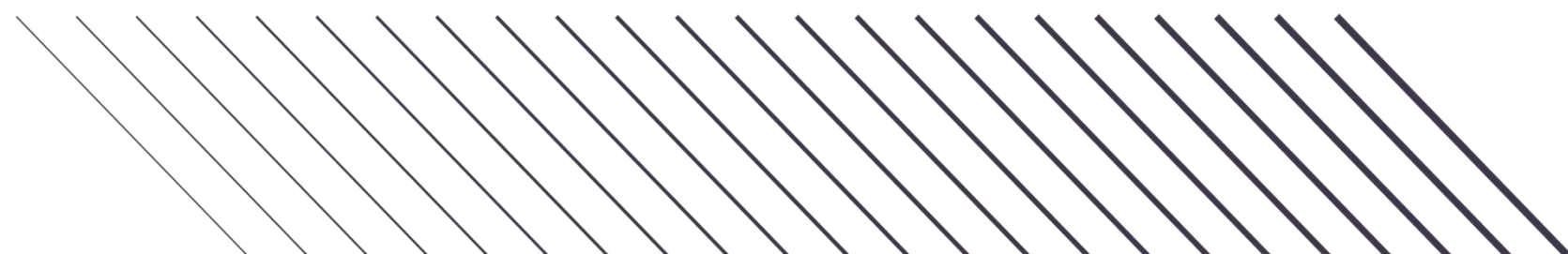
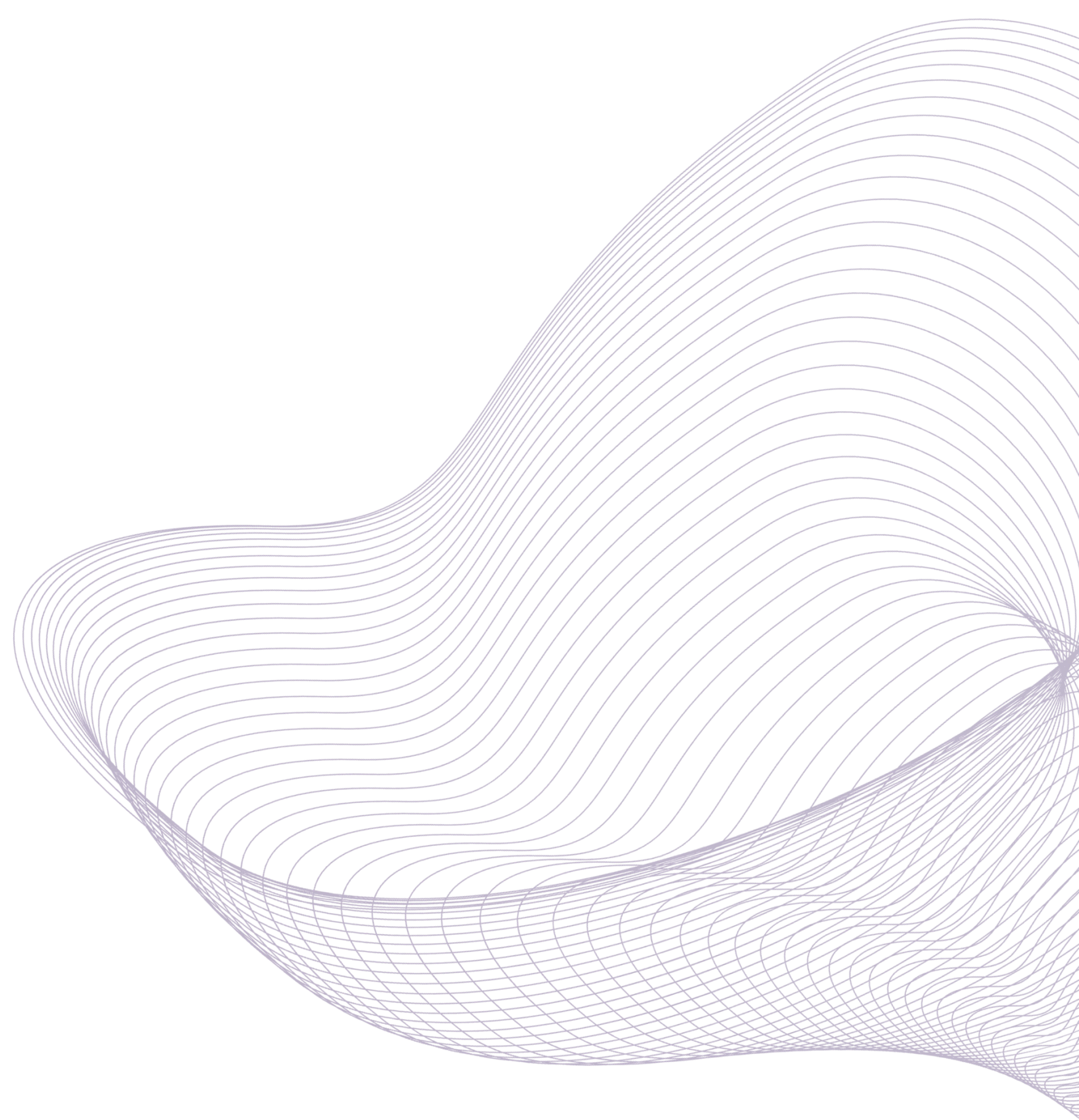


VAVADA

BUSINESS PLAN

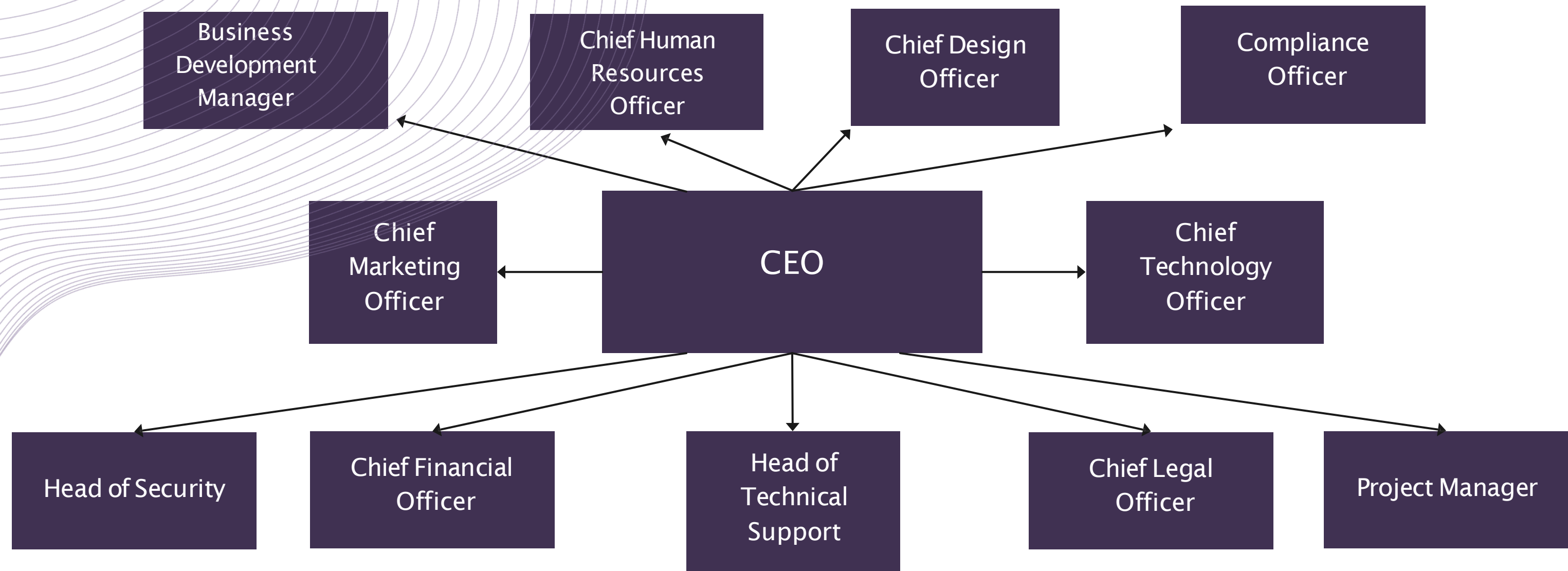


BUSINESS PRODUCTS

Vavadapart (Affiliate Program) - affiliate program project aimed at attracting traffic, rewarding affiliates and generating links/promocodes to track traffic.

Vavada (Main Project) - main project where players make payments transactions and play online casino games/place bets.

MANAGEMENT STRUCTURE



MANAGEMENT STRUCTURE:

KEY ROLES

CTO (Egor Kolotilov)

Email: ekolotilov.eyecon@gmail.com

- Developing the company's technical strategy, forming a technical vision that aligns with business goals. Researching new technologies and determining how they can be utilised to enhance the company's products and services.
- Developing new products and technological solutions that can enhance the company's competitiveness. Introducing innovations within the development team.
- Managing the development team, ensuring their motivation, training, and development. Task allocation and ensuring effective team performance to achieve the company's technical goals.
- Developing and maintaining technical architecture of the company's products. Defining architectural principles, platforms, and tools used to create high-quality and scalable products.
- Ensuring the security of the company's information systems, developing and implementing a strategy to protect against cyber threats, and ensuring compliance with regulatory requirements in data security.
- Managing the company's technical resources, including equipment, software, and infrastructure. Developing and implementing a strategy to optimise costs and increase resource utilisation efficiency.

CEO (Konstantin Silver)

Tel.+35796513357

Email: Silk555sk@gmail.com

- Managing office operations, including its efficient functioning and achievement of set goals.
- Managing personnel, encompassing recruitment, training, motivation, and employee performance management.
- Developing budget, controlling expenditure, monitoring revenue, and ensuring the fulfilment of financial objectives.
- Identifying and managing regulatory risks, performing compliance audits, etc.

CFO (Pavel Osipov)

Tel. 96 911569

Email: p.osipov33@gmail.com

- Developing financial strategy, plans, and budgets in accordance with the company's objectives.
- Analysing financial indicators and reporting to identify trends, forecast results, and make management decisions.
- Executing all financial operations of the company, including cash flow management, expense and revenue accounting, asset and liability management.
- Preparation and presentation of financial statements in accordance with legislative requirements and financial reporting standards.
- Complying with all tax obligations and financial legislation requirements. Monitoring changes in legislation and developing strategies to minimise tax risks and optimise taxation.
- Management of the company's investment activities, decision-making on capital allocation.
- Leading and motivating the finance department team, ensuring the effective operation of the department.
- Consulting the company's management on financial matters, assisting in strategic decision-making, and determining financial priorities.

**Compliance Officer will be hired during 6 months*

TARGETS FOR 3 YEARS

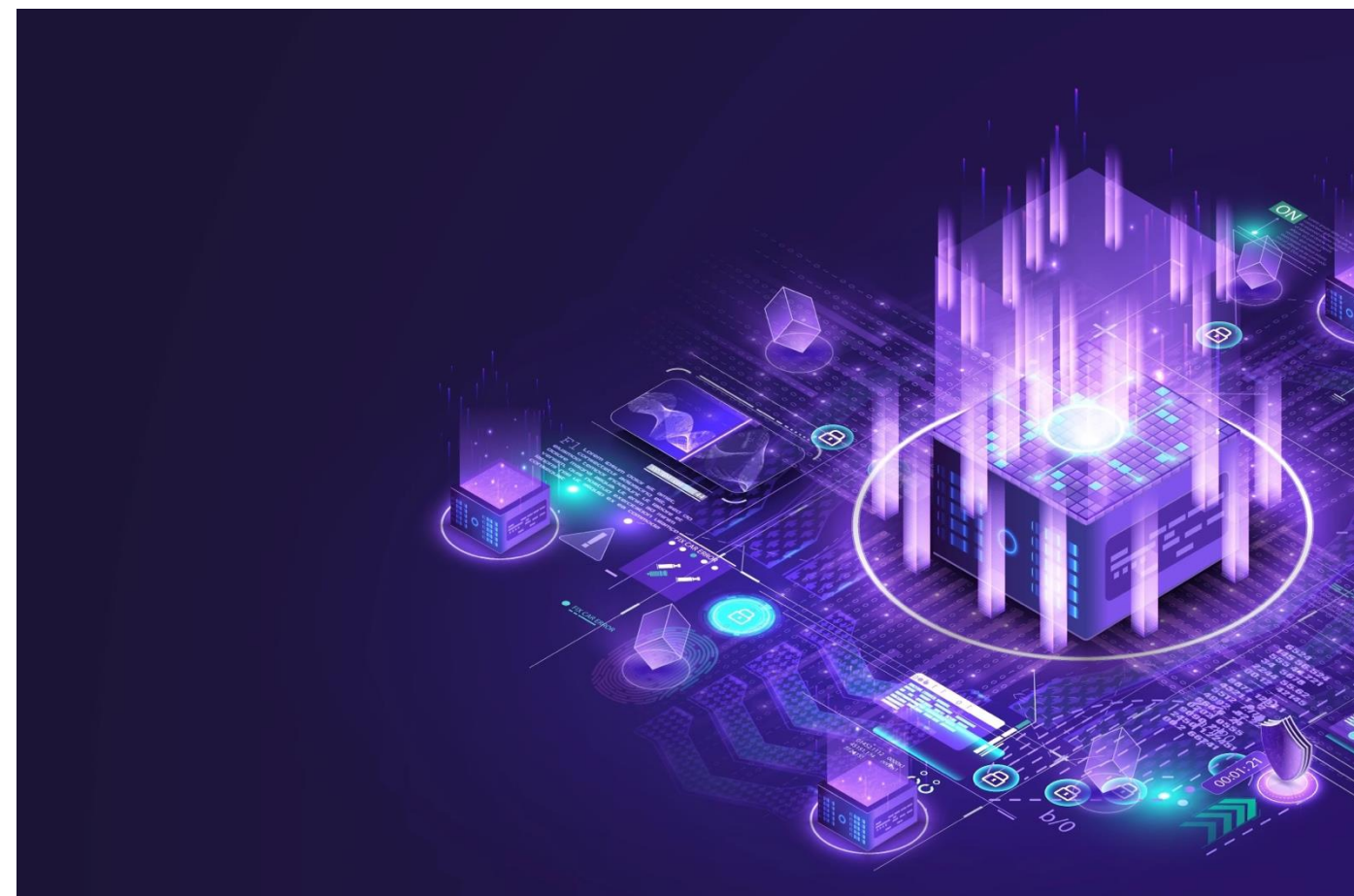
VAVADA



- Integration of sports in our brand
- Transition of all departments to Friday.pm
- Redesign of Vavada
- Release of VavadaPart project
- Increase of income by 20% in the next year
- Implementation of API for automated integration of payment systems

VISION

Our main priority at the moment is the implementation of sports into our brand and the redesign of the existing brand. With the changing market trends and user needs, we are rethinking the brand's UI/UX. Additionally, with the integration of sports into our brand, we expect an increase in annual turnover, specifically in 20%. The launch of the VavadaPart live project opens up new opportunities allowing us to expand the list of our partners.



KEY PARTNERS AND MATERIAL DEPENDENCIES

Our key partners are gaming providers, software providers and payment systems that provide uninterrupted payments to our players in accessible and permitted jurisdictions. Among our key partners are Dama N.V., Endorphina Ltd, Velund Investment Ltd, Mirax Management Ltd, Joelsson Media Group AB, AskGamblers Limited, with whom we have established long-term and strong relationships based on mutual trust, professionalism, support and both individual and joint development and growth.

Taking into account the experience of the project in the international market, as well as the high risks associated with such a business, we have already established a system for preventing the risks of interruption or loss of partners, which does not allow such changes to affect the key indicators and financial flows of the business.

To address such risks, we proactively discuss our contingency plans, backup methods, and alternative tools with partners. We also analyze the work of partners, their role in the market niche they occupy, productivity and performance, conduct market research and benchmarking, in addition, we regularly communicate with them in order to anticipate and solve any, even at first glance, insignificant problems.

RISK EVALUATION

We prioritize a comprehensive approach to risk evaluation and management to safeguard our operations, assets, and stakeholders' interests. Our Business Analysis department is responsible for identifying, assessing, mitigating, and monitoring risks across the organization.

Risk identification: We work closely with all departments to identify potential risks that could impact our business objectives. Through regular assessments, stakeholder consultations, and industry research, we maintain a proactive stance in identifying both internal and external risks.



Risk assessment: Once risks are identified, they are thoroughly assessed based on their probability of occurrence and potential impact on our business.

Risk mitigation: Mitigating identified risks is a top priority for us. We develop tailored mitigation strategies for each risk, focusing on minimizing its impact and likelihood of occurrence. These strategies may include process improvements, implementing control measures or diversifying our resources.

Monitoring and oversight: Our risk management process doesn't end with the implementation of mitigation strategies. We continuously monitor and review the effectiveness of these strategies to ensure they remain relevant and robust. These includes conducting audits and regularly updating risk register to track the status of identified risks.

LEGAL AND GOVERNANCE FRAMEWORK

When planning work, the board of directors determines the top-level goals for the company, and what results the company wants to achieve - the board of directors includes - CTO, CHRO, CMO, CPO, project managers are also usually involved since they are aware of the current status and understanding of the current state of work. After the goals are determined, these goals will be communicated to the company's middle management and decomposed into smaller tasks, and then every 2 weeks middle management will be synchronized with the C-level

To achieve goals:

We follow COBIT and ITIL approaches. We first define goals, then define control tasks, which allows us to set standards and indicators to evaluate the implementation of the plan. We then track and measure success over time. In combination with the ITIL approach, we apply the service management principle to optimize service management. Service quality control is ensured by regularly assessing the quality of service using indicators such as incident resolution time or user satisfaction level. In addition, the principle of continuous improvement allows us to constantly improve our processes (CSI - Continual Service Improvement). The combined application of COBIT and ITIL approaches gives us an integrated approach to managing information technology and services.

LEGAL AND GOVERNANCE FRAMEWORK

Taking into account a systematic approach to solving any business tasks, legal support for our projects and cases is provided both by internal lawyers and by attracting external consultants in different jurisdictions (depending on the cases, parties involved, business goals, etc.).

For today, we implemented the following corporate policies and internal guidances:

- Policy on Corporate Ethics,
- Policy on Assessment,
- Policy on Training,
- Policy on Equality,
- AML Policy,
- GDPR Policy,
- ESG Policy.

LEGAL AND GOVERNANCE FRAMEWORK

Main provisions of ESG Policy:

Hiring and working environment: we are committed to hiring a diverse team and providing an inclusive working environment in compliance with social and labor guarantees and employees' rights;

Good governance: Standards for governance encapsulate issues and efforts that involve decision-making and corporate cultures, such as transparency, accountability, inclusivity, and compliance, all our decision is committed to good governance principles.

KEY PERFORMANCE INDICATORS

- Player volume and audience growth
- Revenue and profitability
- Customer satisfaction level and loyalty
- User lifespan on the website
- Marketing metrics
- Reputation and brand
- Compliance with legal norms and regulations (licenses)



POLICIES AND PROCEDURES

We value high work standards and constantly integrate and implement them into internal business processes by approving various Policies, that reflect company's values, making it a better environment for all persons involved, ensure consistency, promote fairness, enhance efficiency, and help in compliance with legal regulations.

- We welcome a global approach to forming internal policies, and therefore, depending on the goals and subject matter, policies are developed both by an in-house team of lawyers and by attracting external legal/financial/compliance providers.
- Meeting deadlines, efficiency, punctuality and awareness of responsibility are our main principles in business, which we will also use in relation to the regulator GCB.
- We have strict and high requirements for the selection of qualified specialists, in addition, we have a control system within the project that allows us to identify shortcomings in the work and eliminate them in a timely manner before issuing any product/project or any kind of document. A huge number of successfully completed checks, compliances and audits allows us to state with confidence that the specialists involved in writing policies are competent professionals, who constantly improve their skills and knowledge, adhering to high moral values and corporate ethics.

FINANCIAL FORECAST

Company's SOF is generated from players deposits, which are accumulated in account of Payment Agent –Alacomia Limited, registration number HE 401416.

1Q 2024– 2Q 2024

GGR: **EUR 1,5 million per month**

Expenses: **EUR 1million per month**

3Q 2024 -4Q 2024

GGR: **EUR 1,6 million per month**

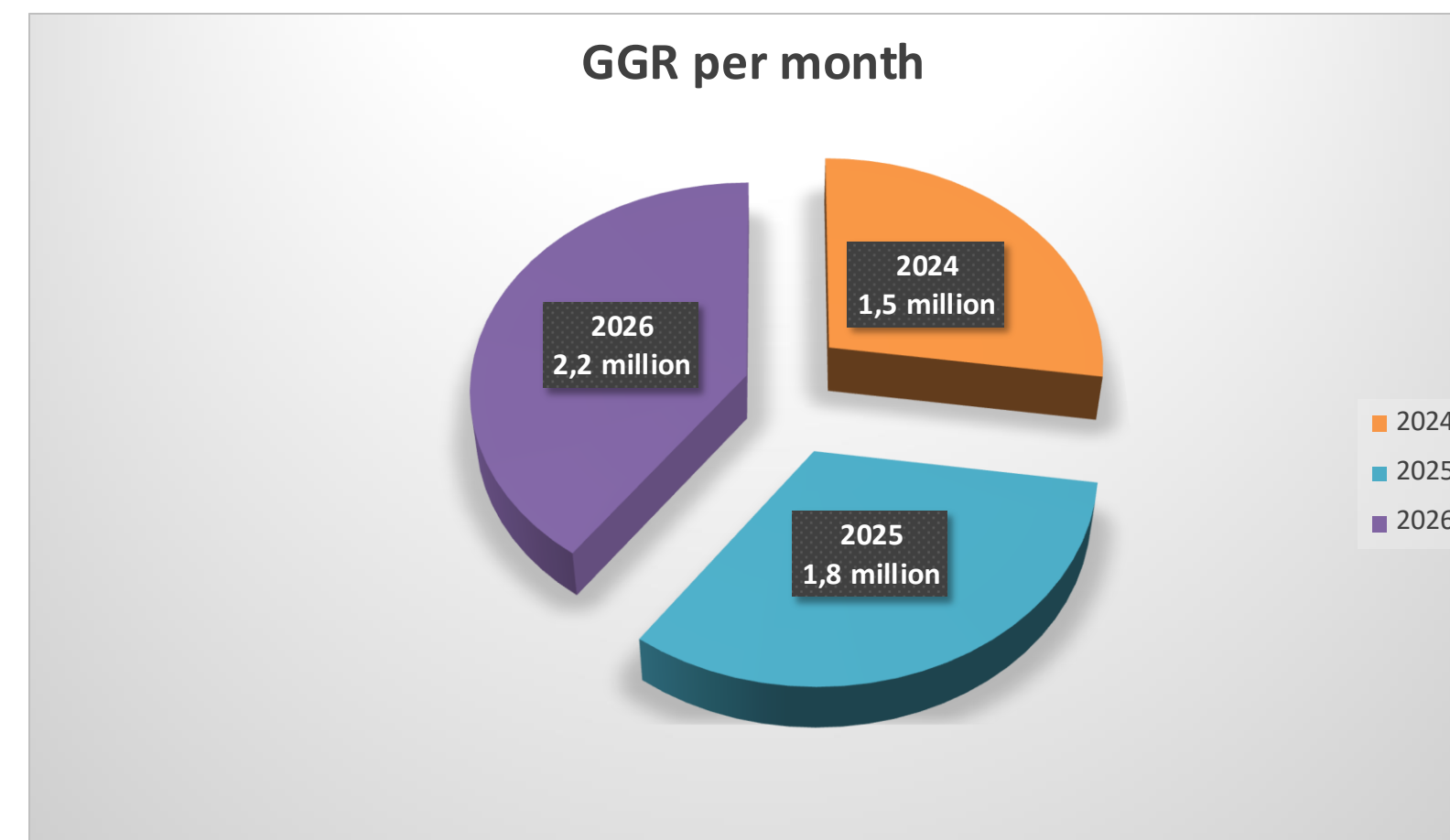
Expenses: **EUR 1million per month**

We expect an increase in GGR of **20-25%** annually:

2024 - GGR: EUR 1,5-1,6million per month

2025 - GGR: EUR 1,8million per month

2026 –GGR: EUR 2,2 million per month



Summary Financial Projections:

Forecast 2024 - 2026

Category	2024	2025	2026
Revenue (Annual)	18,000,000 - 19,200,000	21,600,000	26,400,000
Cost of Sales			
- Commission Payable	-	-	-
- Licence Fees	1,800,000	2,160,000	2,592,000
- Software Services	5,640,000	6,768,000	8,121,600
- Call Centre Services	2,160,000	2,592,000	3,110,400
Total Cost of Sales	9,600,000	11,520,000	13,824,000
Marketing & Advertising Expenses	2,820,000	3,384,000	4,060,800
Other Operating Expenses	1,160,500	1,392,650	1,671,180
Total Operating Expenses	13,580,500	16,296,650	19,555,980
Net Income	EUR 4,419,500 - EUR 5,619,500	EUR 5,303,350	EUR 6,844,020