

Trendy Games N.V.
BUSINESS PLAN

Company Details

Trendy Games N.V.

Schottegatweg Oost 10 Unit 1-9 Bon Bini Business Center Center,
Willemstad, Curacao

Chamber of Commerce Number: 170208

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Object of the business plan

This document is being provided to Curacao Gaming Authority, also known as the Curacao Gaming Control Board (GCB) as a detail instruction regarding business operations of Trendy Games N.V. as regards license application No. CGA/2025/2537/1279 submitted to GCB for issuance of B2C gaming license under National Ordinance on Games of Chance (LOK), to provide remote B2C gaming services outside of Curacao, being duly complaint with all local regulations.

Abstract

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1. Summary

Trendy Games N.V., registration number 170208, with registered office at Schottegatweg Oost 10 Unit 1-9 Bon Bini Business Center, Willemstad, Curacao (**hereinafter referred to as “Trendy Games N.V. or the Company”**) is a company incorporated under the laws of Curacao which applies to GCB for gaming license for organizing and providing the opportunity to play a game of chance games.

Curacao jurisdiction has been at the fore front in iGaming license. Recent regulatory changes and approval of National Ordinance on Games of Chance (LOK) has shed more transparency to i-gaming operators in Curacao, as well as set higher level of players protection, which ultimately increased reputability of Curacao in the eyes of both players and operators.

Trendy Games N. V. is a tool for worldwide online casino operations for one of the largest i-Gaming platform in Lithuania, operating under 7bet brand, through UAB Amber Gaming, sole shareholder of Trendy Games N. V. Last year 7bet has entered into UK market. Following global expansion of 7bet brand, and accumulated experience in operating in very regulated markets like Lithuania and UK, it was decided to seek for online gambling license in Curacao, issued by GCB in order to continue worldwide expansions and enter overseas markets.

Trendy Games N.V. is a traditional online i-gaming platform, operating purely in FIAT and offering traditional casino-style games. Before entering the market and applying for the license, the Company has completed a study of Latin America's market, which is presented below in this business plan. Upon successful operations, the Company might consider business development in other regions.

Ultimately, the Company's main goal is to ensure stable growth and build more and more substance in Curacao, so after several years of operations Trendy Games N.V. could have at least few local professionals acting as key persons, who would have significant influence on management and operations of Trendy Games N.V.

Trendy Games N.V. will launch its operations as soon as license by GCB is granted. Operations and online games will be offered through the following domain which is owned Trendy Games N.V.

1. www.fridaybet.com

Trendy Games N.V. is socially responsible business, thus Company's domain will have various information and educational material regarding responsible gaming to help vulnerable persons to prevent, control and cope their gambling addiction. Company's platform will be verified with the green seal provided with GCB, confirming to the players that Trendy Games N.V. is licensed, regulated, supervised and socially responsible business, complying with statutory requirements to provide safe, trustworthy and transparent entertainment platform to our players.

2. The Organization Structure

From the beginning of business Trendy Games N.V. does not intend to complicate the management of the company. Hence, the Company will be managed by the following management team.

Name	Field of responsibilities
Tomas Muraska	UBO
Justinas Sliazas	CEO
Daiva Tubiniene	CFO
Jovita Sajonaite-Liuberte	CTO
Justinas Baksys	CCO
Andrius Karaliunas	Head of compliance and AML
Kurason Trust Curacao N.V.	Statutory director (CSP)

The Company will implement two lines of defense mechanism within its organizational structure. Trendy Games N. V. considers that such model or early-stage i-gaming platform operations shall ensure proper mitigation of risks, smooth operational workflow and clear distinction of roles within the management as well as clear reporting and control lines.

The first line of defense consists of the Company's core executive leadership team, who are directly responsible for the day-to-day operation of the business and the identification and management of operational risks. This includes:

- **Chief Executive Officer (CEO):** Provides strategic leadership and ultimate accountability for the company's performance, managing all back-office functions, including customer support, responsible gaming and marketing teams.
- **Chief Commercial Officer (CCO):** Oversees player acquisition, retention, sales channels and strategies and managing the sales team of the Company.
- **Chief Financial Officer (CFO):** Manages the financial integrity of the business, including transactional controls, financial reporting obligations and dealing with financial controllers/accountants of the Company.

This line is responsible for implementing internal controls, conducting back-office functions, monitoring financial transactions, and enforcing responsible gaming tools. These executives ensure that compliance is embedded in all key functions, including product development, financial operations, customer service, and marketing.

CFO and CCO reports to the CEO, who ultimately reports to UBO, who perform control and supervisory functions. Company considers that any supervisory board or other collective body providing supervisory functions might not be necessary at the beginning of operations. Upon successful Company's growth, Company might consider establishing a collective body for performance of supervisory and control functions.

The second line of defense provides oversight and advisory functions that support the first line in managing risks while ensuring independence from day-to-day business activities. This line includes:

- **Licensed statutory director (CSP):** Acting as the statutory director under Curacao law, Kurason Trust Curacao N.V., being the licensed trust provider by Central Bank of Curacao and Sint Maarten, provides local governance oversight, ensures proper maintenance of corporate records, and verifies that the company remains in good standing with its local obligations.
- **Chief Technology Officer (CTO):** Responsible for the secure and compliant operation of the platform, focusing on cybersecurity measures applied on the platform, fair play systems, and technical adherence to licensing requirements. The CTO works closely with both compliance and CSP to ensure the technical infrastructure meets all relevant regulatory and security standards.
- **Compliance & AML Officer*:** Charged with developing and enforcing policies and procedures relating to Anti-Money Laundering (AML), Counter-Terrorism Financing (CFT), Know Your Customer (KYC). This role also monitors regulatory developments and ensures continuous alignment with both local and international compliance requirements.

*AML and compliance functions temporary combined into one department and within first three months of Company being operational, the Company will review the organizational and governance structure and will assess the need to appoint experienced and qualified person to act as AML Officer.

The second line supports the governance framework by independently assessing risk exposure, providing regulatory expertise, and advising on the development and implementation of compliance measures. It ensures that the Company's risk profile is actively managed and transparently reported to relevant stakeholders and regulators.

CSP, CTO and Compliance & AML Officer shall report directly to UBO as they act independently from CEO. UBO ensures direct control of personnel in second line of defense.

Detail organizational structure of the company with clear separation of 1st and 2nd line of defense and clear reporting lines are provided as Appendix A.

2.1. Background of Key Persons within organizational structure

Trendy Games N.V. management and operations will be run by people having knowledge and experience in i-gaming, financial and accounting industry for more than 10 (in particular cases more than 15 years). Below are summary of backgrounds for the key persons involved in organization structure of Trendy Games N.V.

- **Tomas Muraska (UBO)** – is a finance executive and co-founder of 7bet, one of Lithuania's largest licensed gambling brands. With over a decade of experience in the lottery and sports sectors, he brings deep expertise in financial strategy, compliance, and business growth. At Amber Gaming and Euloto, he has successfully led complex financial operations, ensured regulatory alignment, and driven long-term value. Tomas combines sharp analytical skills with a strong business mindset, making him a key force behind sustainable expansion ensuring financial soundness.
- **Justinas Sliazas (CEO)** – is a CEO with extensive leadership experience across multiple industries. Since 2020, he has been serving as the CEO at 7bet, driving strategic growth and operations. He previously led Betsson Group's Lithuania operations and held a variety of leadership roles at BITE Lietuva (one of the largest telecommunication and internet provider in Lithuania), including Head of Business Sales. With over 15 years in senior management, Justinas excels in business development, sales management, and strategic planning.
- **Andrius Karaliunas (Head of compliance and AML)** – is a legal and compliance professional with extensive experience in the gaming and financial sectors. He currently serves as Legal Advisor and Compliance Manager at Amber Gaming, UAB, where he has been involved since 2020. Daily tasks of Andrius includes not only ensuring compliance with extensive gambling regulations in Lithuania and other EU countries, but also oversight of AML process withing Amber Gaming, UAB. In addition to his role at Amber Gaming, Andrius is the President of the Lithuanian Lottery Association, reflecting his leadership in the sector. His previous experience includes a 10-year tenure as Compliance Manager at UAB Perlas Finance, along with legal and managerial roles at UAB Perlo Kreditai and UADBB Perlo Draudimas. With a strong background in regulatory compliance and lobbying, Andrius has been actively shaping industry standards in Lithuania.
- **Justinas Baksys (CCO)** – is an experienced operations leader with over 4 years in the gambling sector, overseeing areas such as development, payments, product, CRM, customer support, and retail operations. He also plays an integral role in marketing and compliance processes. Prior to this, he served as Head of Sales in the service industry and spent over 6 years in telecommunications, progressing through various B2B sales leadership roles. His expertise spans business planning, project management, team leadership, and strategic operations.

- **Daiva Tubiniene (CFO)** – is an experienced finance professional with over 10 years in accounting and financial operations across the gaming, e-commerce, and retail sectors. She has managed payroll, tax reporting (Sodra, GPM, VAT), procurement, and banking processes, with proven expertise in audit support and asset accounting. Her background includes roles at Perlas Network, Amber Gaming, and Amber Entertainment, as well as earlier leadership in retail operations at SIA Ecco Baltic.
- **Jovita Sajonaite-Liuberte (CTO)** – is an experienced Product Development Manager with a strong background in IT services and project management. Currently, she leads product development at 7bet. Prior to this, she served as IT Service Delivery Manager at Telia (leading telecommunication and internet provider in Lithuania), focusing on enhancing customer experience and managing IT infrastructure changes. With a solid track record at SEB bank (top 5 bank in Scandinavia and Baltic regions) as an IT Solutions Developer and Scrum Master, Jovita brings expertise in system configurations, project delivery, and IT service improvements.
- **Kurason Trust Curaçao (local CSP)** – is a trusted provider of corporate and fiduciary services based in Curacao, acting under KeyFin brand. KeyFin specializes in company formation, trust services, international tax planning for clients as well as compliance and advisory on i-gaming regulations in Curacao. With extensive experience in the local legal and regulatory environment, Kurason Trust Curaçao ensures tailored services for businesses operating globally. Their team of experts offers reliable advice and support to navigate complex international transactions.

3. Trendy Games N.V. Platform, Products & Services

Trendy Games N.V. will operate under the name FridayBet. Online games will be provided to the players by our online betting platform that will operate currently under the one domain: www.fridaybet.com

Currently Company has not foreseen an additional domains to be used. One domain should help building brand awareness within Latin America's market. Later upon potential engagement in other markets, Trendy Games N.V. might introduce the new domains. Upon introduction of new domains, Trendy Games N.V will contact and notify GCB.

Platform: Our platform will support operations (deposits, refunds, withdrawals, etc.) only FIAT currency in EUR. Euro as a foreign currency is one of the most popular and widely used within countries located in Latin America. Further expansion in available FIAT currencies on our platform might include USD, BRL and other currencies based on future management assessments. Company has no plans to introduce virtual currency as a possible means of payment within in i-Gaming platform.

Trendy Games N. V. might be considered as a new player within Latin America markets, however experience of UBO and key persons and their connections within i-gaming industry allow Trendy Games N. V. to enter into partnerships with well-known and reputable gaming providers. Trendy Games N. V. platform is developed by a prominent gaming platform provider Anakatech: <https://www.anakatech.com/>

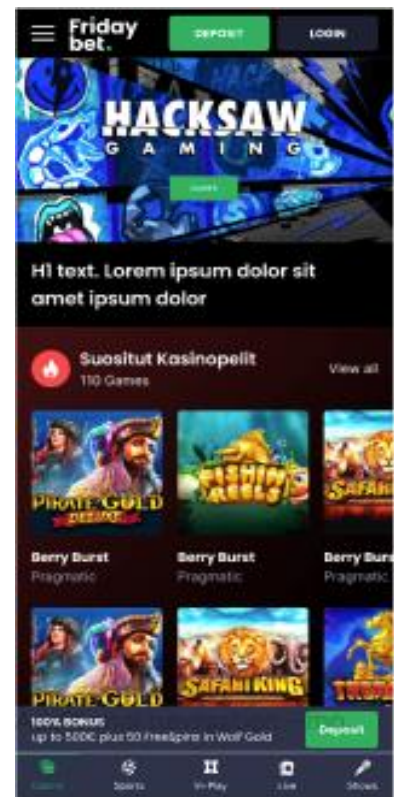
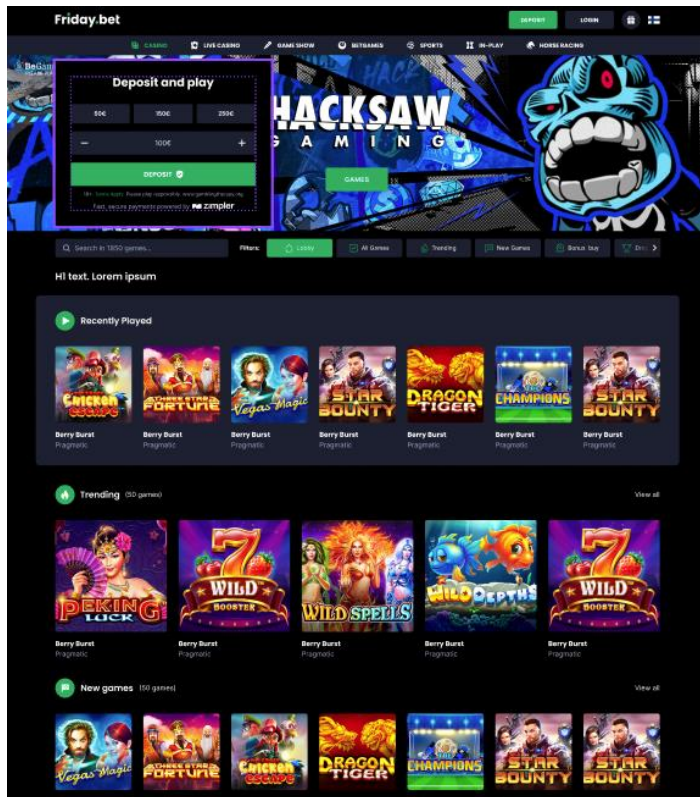
Anakatech is an innovative technology company focused on the development of its i-Gaming platform and unique variety of soft games, which will be introduced to both FridayBet web and mobile platform's versions. Anakatech, established in 2013, is renowned for its comprehensive in-house developed gaming platform, which includes an impressive portfolio of over 180 online and mobile-friendly games spanning scratch cards, slots, and lottery games.

Anakatech has a B2B license to provide a gambling supply in a business-to-business capacity, issued by Malta Gaming Authority: <https://authorisation.mga.org.mt/verification.aspx?lang=EN&company=310c9976-fe0d-45d4-9f2c-3d5b0acd5b29&details=1> This ensures that Trendy Games N. V. i-gaming platform will comply with regulatory, technical, and fairness standards required for Curacao license.

Games:

Trendy Games N.V. is planning to provide wide variate of RNG Games (Slots), Live Casino, Live Show games and sportsbook events to FridayBet platform users. Wide selection of games is extremely important entering Latin America's market, as in different countries players keen to different games.

Online casino/live games and sportsbooks will be supplied by **i) Anakatech**, acting as games aggregator additional to platform provider and **ii) directly** from top tier casino games content providers like Evolution, Hacksaw Gaming, Pragmatic Play, etc. Below are the few visual examples of FridayBet i-gaming platform, both website and mobile application versions:



Licensed game aggregator (Anakatech) as well as licensed gaming content providers shall ensure that all casino and live games on FridayBet platform meets game fairness and RNG requirements, as well licensed sportsbooks provides accurate, fair and competitive odds.

4. Trendy Games N.V. Marketing Plan and SWOT analysis

4.1. Marketing Plan

Shareholding company UAB Amber Gaming performs due diligence market analysis before engaging into new markets. By using gained experience in compliance, market dynamics, and operational management in a regulated markets in Europe in UK, Latin America's market analysis has been performed. Below are the key findings of the conducted market study in Latin America:

- Research suggests our Company, with experienced management in gambling in Lithuania and the UK markets, is well-positioned to expand by establishing a new entity and obtaining a Curacao gambling license, particularly targeting Latin America.
- It seems likely that the online gambling market is growing, especially in Latin America, with opportunities in less saturated markets, but competition and regulatory changes pose challenges.
- The evidence leans toward our competitive advantages including industry experience, existing partnerships, and innovative products, though adapting to local needs will be crucial.

Market Analysis

This section provides a detailed examination of the global and Latin American online gambling markets, focusing on growth trends, key players, and regulatory environments relevant to the Curacao license.

The global online gambling market was valued at USD 63.53 billion in 2022 and is projected to reach USD 184.28 billion by 2032, growing at a compound annual growth rate (CAGR) of 11.7% from 2023 to 2032 ([Global Online Gambling Market Size & Share Analysis Report, 2025](#)). Key industry players such as Bet365, 888 Holdings, and Flutter Entertainment dominate through their extensive market presence and technological innovations. Trends such as the rise of mobile gaming, freemium models, and live dealer games are shaping consumer preferences, offering opportunities for new entrants to differentiate themselves.

In Latin America, the market was valued at approximately USD 12.18 billion in 2023 and is expected to grow at a CAGR of 3.23% until 2030, reaching USD 15.23 billion ([Latin America Online Gambling Market: Industry Analysis and Forecast](#)). Earlier projections from 2021 suggested it could quadruple from USD 1.7 billion in 2020 to USD 6.75 billion by 2025, indicating significant growth potential ([Latin America online gambling market set to quadruple, according to new report](#)). Key countries driving this growth include Brazil, Mexico, Colombia, and Panama, with high mobile phone usage (over 70% in many countries) and a growing middle-class population driving demand for online gambling, particularly sports betting and casino games.

Consumer behavior in Latin America is characterized by high mobile phone usage (over 70% in many countries) and a growing middle-class population, which drives demand for online gambling,

particularly sports betting and casino games. We believe our experience in mobile-first strategies from the UK market can be particularly advantageous here, given the mobile-centric consumer base.

Regulatory Landscape and Curacao License

The Curacao gambling license, issued by the Curacao Gaming Control Board, is recognized in many jurisdictions but has limitations. It is not accepted in countries such as the Netherlands, USA, France, Aruba, Bonaire, Saba, Statia, St. Maarten, and Singapore ([Curacao Gaming License 2025 | Gofaizen & Sherle](#)). In Latin America, the acceptance varies:

- **Brazil:** From January 2025, operators must obtain a local license from the Ministry of Economy, making the Curacao license insufficient ([Gambling Laws and Regulations Report 2025 Brazil](#)). We are aware of this and plan to explore partnerships for local licensing if necessary.
- **Colombia:** Requires a local license from Coljuegos, although some operators with foreign licenses may operate under specific conditions, subject to scrutiny. We will assess the feasibility of operating under our Curacao license while preparing for potential local registration.
- **Mexico:** Has a federal licensing system, where international licenses may be accepted but require additional compliance. We see this as a potential entry point and will ensure compliance with federal regulations.
- **Panama:** Has a more relaxed regulatory environment, often accepting international licenses like Curacao’s, making it a viable target market. We plan to prioritize Panama for initial market entry due to its favorable regulatory stance.

The Curacao gambling license, issued by the GCB, is recognized in many jurisdictions but has limitations, not being accepted in countries like the Netherlands, USA, France, Aruba, Bonaire, Saba, Statia, St. Maarten, and Singapore ([Curacao Gaming License 2025 | Gofaizen & Sherle](#)), and some other countries. In Latin America, acceptance varies: Brazil requires a local license from 2025, Colombia has its own licensing system, Mexico has a federal system where international licenses may be accepted, and Panama often accepts international licenses like Curacao’s.

The following table summarizes the regulatory status for key Latin American markets:

Country	Regulatory Status	Curacao License Recognition
Brazil	Requires local license from 2025	No, local license required
Colombia	Local license required (Coljuegos)	Possible, but local preferred
Mexico	Federal license system	Possible, depends on rules
Panama	Relaxed, accepts international licenses	Yes, suitable

This table aids in strategic planning, identifying where the Curacao license can be leveraged and where additional regulatory steps might be necessary.

4.2. SWOT analysis

This analysis is a critical tool for assessing our internal capabilities and external market conditions, essential for a robust business plan.

Strengths

- **Industry Experience:** UBO and key persons experience in Europe have provided deep expertise in regulatory compliance, customer acquisition strategies, and operational efficiency. This experience can be adapted to new markets, reducing the learning curve and enhancing decision-making. For example, our success in navigating the UK's strict Gambling Commission regulations has equipped us to handle complex regulatory environments.
- **Existing Partnerships:** By already operating in highly regulated market, UBO and key persons have established good relationships with i-gaming industry leaders and financial institutions. Trendy Games N. V. will be able to establish relationships with key industry players, such as gaming software providers (e.g., Evolution, Altenar, iSoftbet, Play'n'go), payment processors (e.g., Zimpler, Visa, Mastercard), and legal advisors. These partnerships can be leveraged to quickly set up the new company, ensuring access to cutting-edge technology and secure payment systems, which we see as a significant advantage for rapid market entry.
- **Financial Stability:** Success in current markets ensures financial robustness, enabling investment in licensing fees, legal setup, and marketing for the new venture. Successful shareholding company's UAB Amber Gaming operations in Lithuania and the UK provides the capital needed for this expansion, which is believed to strengthen Trendy Games N.V. license application in Curacao.

Weaknesses

- **Limited Local Knowledge:** Entering Latin American markets requires understanding local consumer preferences, cultural nuances, and specific regulatory requirements, which we may currently lack. This could delay market penetration and increase initial costs for market research, but Company plans to address this through local partnerships and consultants.
- **New Company Setup:** Trendy Games N.V. establishment in Curacao required significant administrative and legal efforts, including local registration, office setup, and appointing a local representative, as outlined by Curacao regulations..
- **Competition:** New markets, particularly in Latin America, are increasingly competitive, with established players like Bet365, 888 Holdings, and local operators already present. Differentiating our Company will require significant marketing and product innovation efforts, which we are ready to undertake with our innovative product development team.

Opportunities

- **Growing Market Demand:** The global online gambling market, valued at USD 63.53 billion in 2022, is expected to reach USD 184.28 billion by 2032, growing at a CAGR of 11.7% from 2023 to 2032 ([Global Online Gambling Market Size & Share Analysis Report, 2025](#)). Latin America is a key growth area, with projections indicating a quadrupling from USD 1.7 billion in 2020 to USD 6.75 billion by 2025, driven by countries like Brazil, Mexico, and Colombia

([Latin America online gambling market set to quadruple, according to new report](#)). Company has a prime opportunity to capture market share in less saturated regions.

- **Technological Advancements:** The rise of mobile gaming and AI for personalized user experiences offers opportunities to innovate. For example, offering mobile-first platforms could attract tech-savvy consumers in emerging markets, which aligns with our technological capabilities developed in the UK.
- **Local Partnerships:** Collaborating with local companies, influencers, or regulatory consultants can facilitate market entry, provide local insights, and build consumer trust, particularly in culturally diverse regions like Latin America. Company plan to leverage its network to identify and engage with potential partners early in the process.

Threats

- **Regulatory Changes:** Regulatory environments in target markets are dynamic. For example, Brazil introduced a new regulatory framework in 2023, requiring local licenses from January 2025, which may necessitate additional compliance efforts beyond the Curacao license ([Gambling Laws and Regulations Report 2025 Brazil](#)). Similarly, Colombia's Coljuegos requires local licensing, potentially limiting the utility of the Curacao license, but we are prepared to adapt our strategy accordingly.
- **Economic Instability:** Economic fluctuations in Latin America, such as currency devaluation or inflation, could reduce disposable income for gambling, impacting revenue. Recent economic challenges in Argentina have affected consumer spending in various sectors, which we will monitor closely to adjust our marketing strategies.
- **Cybersecurity Risks:** As an online operator, Trendy Games N.V. face risks of cyber-attacks, data breaches, and fraud, which could damage our reputation and lead to financial losses. High-profile breaches in the gambling industry in 2023 highlight the need for robust security measures, and Trendy Games are committed to investing in state-of-the-art cybersecurity solutions.

Competitive Advantages

Trendy Games N.V. competitive edge is critical for market entry and sustained growth, particularly in competitive regions like Latin America. The following advantages are identified:

- **Industry Experience:** UBO and key persons experience in Europe provide a deep understanding of regulatory compliance, customer acquisition strategies, and operational efficiency. This experience can be adapted to new markets, reducing the learning curve and enhancing decision-making, which we believe will give us an edge over new entrants.
- **Existing Partnerships:** Trendy Games N. V. will establish relationships with key industry players, such as gaming software providers, payment processors, and legal advisors. These partnerships can be leveraged to quickly set up the new company, ensuring access to cutting-edge technology and secure payment systems, which we see as a significant advantage for rapid market entry.
- **Innovative Products:** The ability to develop innovative products, such as mobile-first platforms, localized content in multiple languages, and AI-driven personalized gaming experiences, can differentiate us from competitors. For example, offering sports betting tailored to local events (e.g., Brazilian football leagues) can attract regional customers, and we are already developing such offerings based on our UK market insights.
- **Reputable License:** The Curacao license is well-regarded in the industry, enhancing our credibility and trust among consumers and business partners. This reputation can facilitate

partnerships and customer acquisition, particularly in markets where regulatory trust is crucial, which we believe will strengthen our market position.

5. Systems

IT system:

The technology, IT infrastructure and the technical development are managed by Trendy Games N.V., with the main responsibility of Company's CTO Jovita Sajonaite-Liuberte, partnering together with i-Gaming platform provider Anakatech. Anakatech is applying highest cyber-security/technical requirements in Trendy Games N.V. and Company has been successfully operated in Baltic and UK market with the , so platform's technical robustness, operational stability, and highest level of cybersecurity measures implemented have been demonstrated through its successful deployment across 7bet platforms, operating several years in various other jurisdictions.

Trendy Games N. V. platform operates on a modern, scalable, and resilient cloud-native architecture, designed for high availability, performance, and security. It leverages a flexible (elastic) infrastructure, built in a hierarchical and modular manner, composed of the following core components:

- Nodes
- Pods
- Containers
- Microservices
- Databases
- Shared Infrastructure Elements
- Orchestration Tools
- Security & Protection Layers

At the foundation, Nodes serve as the core infrastructure units, dynamically adjusting based on system load. These nodes host Pods, which in turn contain Containers—each running a specific microservice. This layered structure enables seamless horizontal scaling:

- When a service becomes overloaded, additional instances of that service (containers) are automatically deployed.
- If a Pod reaches its capacity, new pods are launched.
- When Nodes are fully utilized, additional nodes are provisioned automatically.

This entire process ensures the platform scales elastically, adapting in real time to fluctuating traffic demands. As the load decreases, resources are released, optimizing operational efficiency and cost.

Database and players data back-up

The platform uses a Google-managed database service, which provides built-in redundancy, high availability, and automated backups. This ensures both data integrity and continuity without manual intervention.

Following Curacao license requirements, Trendy Games will additionally back-up players data within the Tier IV data center in Curacao

Shared Infrastructure Components

Certain elements, such as in-memory databases and message buses, operate with high availability and scalability configurations. While they do not scale automatically, they are designed to support high throughput and fast performance, critical for gaming operations.

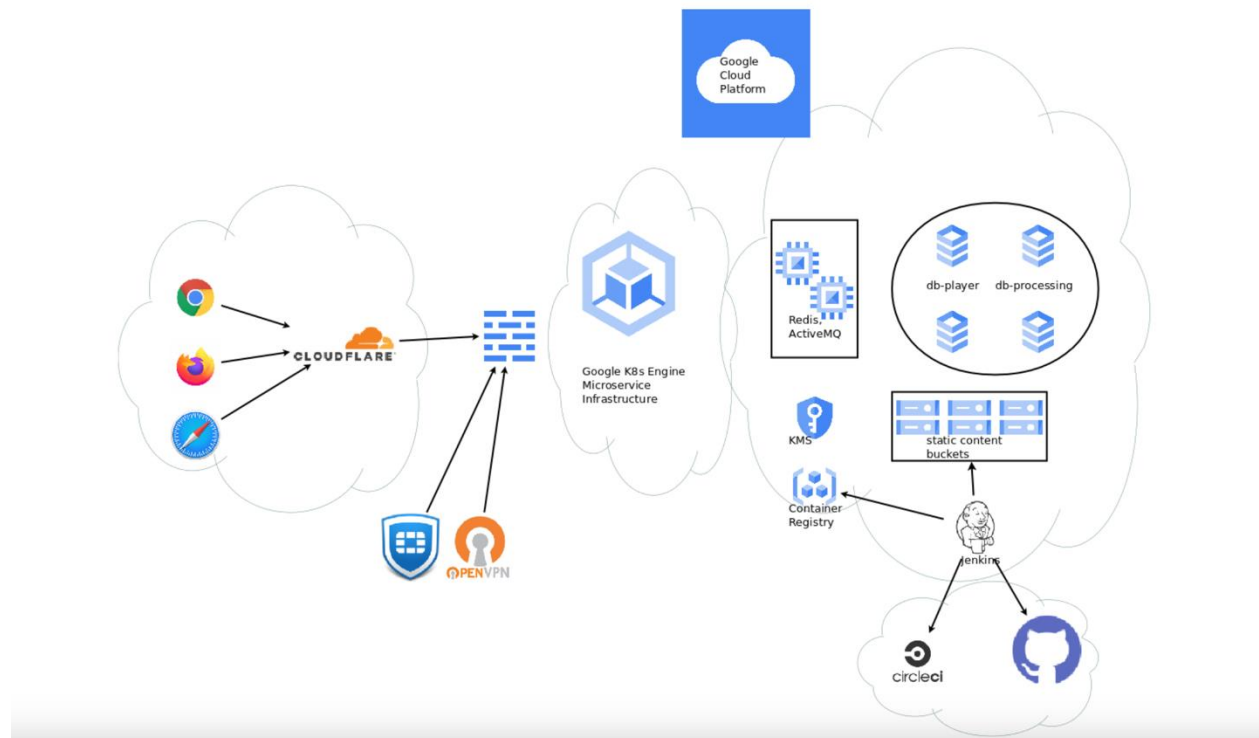
Security and Protection Layers

Our platform is protected by a comprehensive security framework that includes:

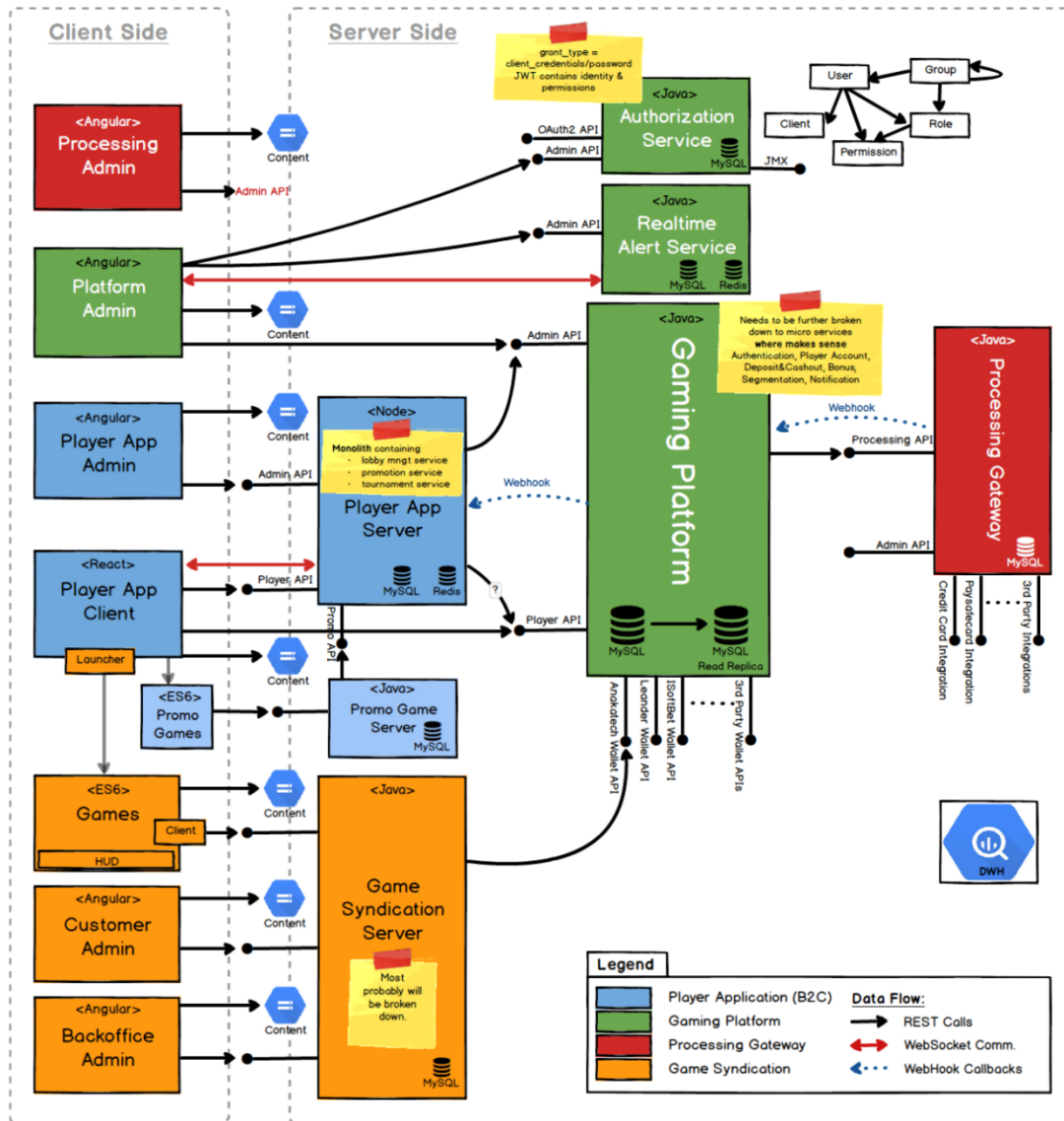
- Web Application Firewall (WAF) – Provided by Cloudflare, this protects against DDoS (Denial of Service) attacks, ensures secure HTTPS communication via SSL/TLS, and distributes traffic globally through a Content Delivery Network (CDN).
- Virtual Private Network (VPN) – Ensures network obfuscation and adds an extra layer of protection by masking internal services from public exposure.

Based on the provided platform description, below is the visual representation of platform's infrastructural diagram and system diagram:

Infrastructure Diagram



System Diagram



6. Regulatory Compliance

Trendy Games N.V. will ensure to act always in line with the rules and regulatory obligations. Trendy Games N.V. is familiarized that GCB has set the high compliance standard which lead to becoming to be most reputable and trustful regulatory authority within the Caribbean and Latin America regions. Company is aware that in order to obtain Curacao online gambling license and maintain operations in line with regulatory requirement, Company's operations are required to be in line of local Curacao requirements, which are in parts similar to European legislation requirements, specifically:

- National Ordinance on Games of Chance (LOK), N.G 2024 No 157., containing Rules concerning Games of Chance;
- National Ordinance Reporting Unusual Transactions (NORUT), N.G 2010 No 41. and the National Ordinance Identification when Rendering Services (NOIS), N.G. 2010 no. 40, based on the Directive (EU) 2015/849 (the 5th anti-money laundering Directive);
- Personal Data Protection Ordinance, PB 2010 No. 84, based on the General Data Protection Regulation (EU) 2016/679 (GDPR).

Due to above, Trendy Games N.V. will setup a robust AML procedures that will meet all international standards, meaning the customers of Trendy Games N.V. will be identified and their identities verified. The Company takes the requirements for monitoring financial transactions and reporting them to the Financial Investigation Unit of Curacao – when legally required – very seriously, and therefore Company maintains an active account on the GoAML portal.

The UBO and key persons have accumulated significant experience in Lithuania and UK operating existing i-gaming platforms under 7bet brand, thus so matters related to responsible gaming and self-exclusion will be the top priority at the company.

Local director of Trendy Games N.V. will take the relevant role in order to ensure the company will be always in good standing accordance with the local requirements.

Within the first three years the complex regulatory and compliance activities will be ensured by experienced key persons. As the Company activities continue to expand, Trendy Games N.V. is planning to hire in-house officers. The primary goal is to hire local, Curacao based compliance/AML officer. This is foreseen within first few years of Company's operations. Priority of other local employees who could take care of other key functions within the organization will be determined on annual basis.

Trendy Games N.V. will make sure to not accept players from the jurisdictions strictly forbidden by Curacao licenses. Trendy Games N.V. will target Latin America's market, mostly Panama, Mexico and other markets outlined in this business plan.

7. Financial Forecast

7.1. Financial calculations

This section provides a comprehensive three-year financial forecast for Trendy Games N.V., a new B2C online gambling operator launching under a Curaçao license and targeting Latin America (LATAM). The projections are based on observed performance patterns from comparable online casinos operating in emerging markets during their first years of activity. We incorporate realistic assumptions on market growth, user acquisition, cost structure, and margin progression, tailored to LATAM dynamics.

Revenue Forecast and Growth Drivers

The Latin America online gambling market is experiencing a rapid expansion, expected to grow from \$2.5 billion in 2024 to over \$12 billion by 2028. New operators in the region commonly achieve aggressive year-on-year growth in the early stages. Some i-gaming markets participants, for example Codere Online, reported 48% revenue growth from 2021 to 2022, while Rush Street Interactive saw 72% YoY growth in the region.

Trendy Games N.V. anticipates a high-growth trajectory:

- **2025:** €900,000 in GGR – reflecting a half-year of operations (assuming a mid-year license issuance). Initial player acquisition and brand-building campaigns will target approximately 15,000 average monthly active users with an Average Revenue Per User (ARPU) of €60.
- **2026:** €2,500,000 – driven by marketing scale-up, brand awareness, and improved retention. Growth is supported by a projected rise to 40,000 monthly active users and ARPU improvement to €62.5.
- **2027:** €5,000,000 – as the brand becomes established in Latin America markets like Brazil, Peru, and Colombia, user base expands to 70,000 monthly actives and ARPU increases to ~€71.43.

This revenue growth is underpinned by:

- The large addressable market and rising digital adoption in Latin America.
- Lower customer acquisition costs compared to US/EU.
- A high-performing affiliate model and digital ad campaigns.

Cost Structure and Assumptions

Cost projections are based on benchmarked operator data and adjusted for Latin America realities:

- **Game Provider Fees** (20% of GGR): €180,000 in 2025; €500,000 in 2026; €1,000,000 in 2027.
- **Payment Processing** (3% of deposits): €27,000; €75,000; €150,000 respectively.
- **Platform & Technology:** €120,000 in setup/maintenance in Year 1, scaling to €200,000 by Year 3.
- **Marketing & Promotions:** Front-loaded spending with €540,000 in 2025, increasing to €1.5M by 2027. Includes affiliate commissions (up to 35% of GGR), digital ads, and welcome bonuses.
- **Salaries & HR:** Starting lean at €110,000 and growing to €250,000 with scaling operations.
- **Other Operating Costs:** Admin, compliance, cloud hosting, etc. – ranging from €25,000 to €45,000.

EBITDA and Profitability Path

EBITDA improves consistently due to operational leverage and declining acquisition costs per user:

- 2025: EBITDA –€102,000 (margin –11.3%) – expected early-stage loss due to setup and launch costs.
- 2026: EBITDA €665,000 (margin 26.6%) – marketing efficiency and revenue scale drive profitability.
- 2027: EBITDA €1,855,000 (margin 37.1%) – driven by recurring revenue and cost optimization.

These margins reflect a healthy evolution aligned with other i-Gaming operators. The model assumes bonus and retention strategies successfully convert new users into long-term value. By Year 3, fixed costs are spread across a broader revenue base, enabling sustainable profitability.

Summary

Trendy Games N.V.'s three-year forecast demonstrates a robust and data-informed financial trajectory:

- Rapid revenue expansion supported by strong market tailwinds in Latin America.
- Managed cost structure balancing growth and capital efficiency.
- A path from early losses to EBITDA profitability within two years.

This model is consistent with industry benchmarks and provides a foundation for capital planning and regulatory evaluation. Ongoing tracking of KPIs (FTDs, ARPU, CAC, retention) will enable responsive business adjustments.

7.2. Source of Funds

Company's operations will be funded ultimately will be funded by Company's UBO Tomas Muraska. Tomas is the main shareholder of UAB Amber Gaming, which is the sole shareholder of Trendy Games N.V, applying for Curacao online gaming license.

Tomas Muraska has accumulated his source of wealth in running 7bet gambling platform, operated by UAB Amber Gaming. This company during year 2023 has received more than 13 million annual revenue. Based on audited financial results for year 2024 annual revenue has exceeded 20 million.

UAB Amber Gaming has been profitable for several consecutive year. Within year 2024, UAB Amber Gaming has paid almost 700 000 EUR dividends to Tomas Muraska. These funds will be used to initially fund Trendy Games N.V. activities.

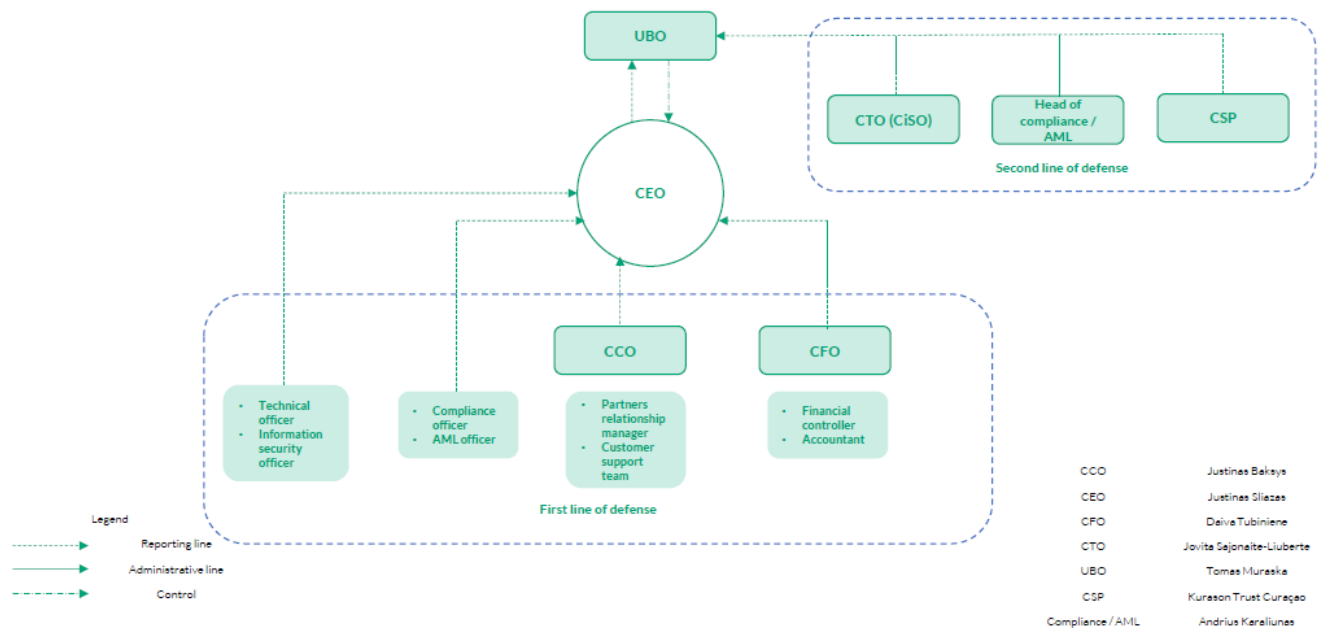
Additional funding might arise from possible dividends in 2025, considering UAB Amber Gaming has been profitable within year 2024.

APPENDIX A

MANAGEMENT STRUCTURE

Trendy Games N.V. will operate based on the management/governance framework presented below:

Management structure of Trendy Games N. V.



Trendy Games N.V. will implement 2 lines of defense governance structure, which provides a structured, layered approach to governance, risk management, and compliance. This model enhances operational integrity and regulatory alignment, which is especially critical in the iGaming sector.

The model distinguished responsibilities and between the operational functions (first line of defense) and independent oversight (second line).

First line of defense: All functions within first line of defense are related to operational framework within the company, responsible for implementing the company's procedures and daily operations to keep FridayBet operational.

The first line of defense does not interfere with second line of defense and is responsible for implementation of company's internal processes. Personnel within first line of defense do not itself assess or mitigate compliance, operational risks.

Due to distinguished responsibilities, functions and liabilities, CCO and CFO reports to the CEO. There is no need for direct control from UBO, who will perform supervisory functions as their functions are not directly related to compliance and risk management.

Second line of defense: personnel from key positions will take care of operational oversight and risk management.

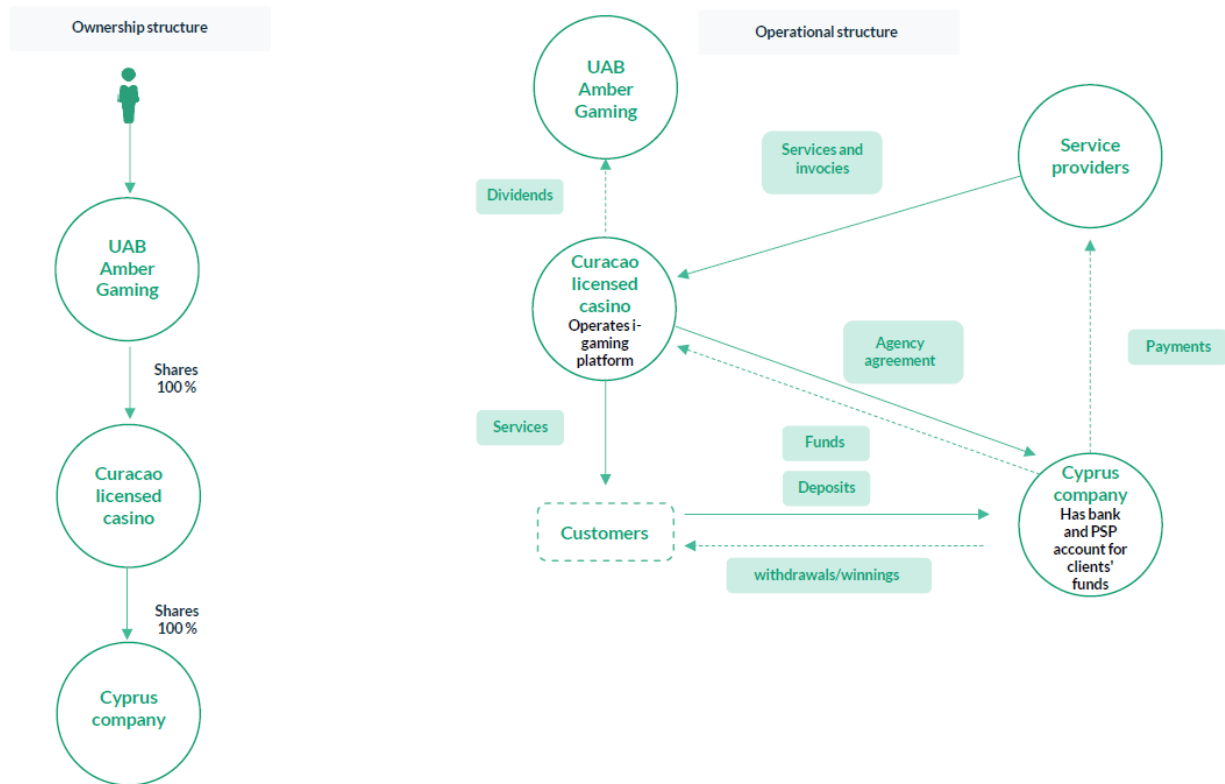
CTO is responsible for establishing the framework for cybersecurity of the platform, which would be implemented by information security officers. Head of compliance and AML is responsible for establishing enterprise wide risk assessment as well as AML/KYC framework within the company. Local CSP will act as risk manager, overseeing company's operations and mitigating the risks on the decision company is planning to adopt.

Since functions within the second line of defense ensure integrity, compliance and safety of the platform by establishing procedures later implemented within the first line, CTO, Head of compliance and AML as well as CSP reports directly to UBO, which performs supervisory functions.

This segregation of duties ensures that Trendy Games N.V. maintains a strong internal control environment and is fully aligned with industry best practices for anti-fraud, AML, cybersecurity and risk compliance.

APPENDIX B BUSINESS STRUCTURE

Trendy Games N.V. will operate based on the structure presented below:



The main principles of the structure are as follows:

(i) Based on i-gaming license issued by GCB, Trendy Games N.V. will provide and online gaming services. Local CSP (Kurson Trust Curacao managed by Jonathan Marshall Ruwel Heymans) of Trendy Games N.V. will ensure that company is in good standing from legal point of view and will mitigate the operational risks: ensures that Company has valid license, that company submit all necessary reports, returns, financial statements, to ensure that all AML / KYC requirements are applied properly, etc.

(ii) Due to various banking and financial services regulations, Trendy Games N.V. has difficulties in opening bank and PSP accounts for holding platform users funds and manage these funds for proper operations of FridayBet platform.

(iii) For this this purpose, Curacao company has established a subsidiary company in Cyprus. Cyprus company is being managed by Keyfin Management Ltd (Keyfin Management Ltd, managed by Jonathan Marshall Ruwel Heymans). Cyprus company will have a payment agency agreement, concluded with Trendy Games N.V. Based on the agreement, Cyprus company **i)** will process Trendy Games N.V. clients' funds, i. e. will manage FridayBet customers deposits, withdrawals, winnings and refunds and **ii)** will cover expenses that Curacao incurs from service providers, i.e.

invoices from Anakatech for i-gaming platform maintenance. For this purpose, Cyprus company will have the bank account in Lithuanian EMI “Perlas Finance” as well as PSP account as Swedish payment institution “Zimpler”.