

Business & Financial Plan

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Business Plan

I- Scope

Our Mission

Green Point Technology N.V. intends to apply for a remote gambling license in Curacao in accordance with the latest regulatory requirements. The purpose of this business plan is to outline the company's proposed activities and strategies for obtaining the new license. This includes adhering to all relevant regulations and documenting our intended business operations in detail.

Green Point Technology N.V. is dedicated to providing a secure, entertaining, and responsible online gaming experience for players.

Our Key Points

- **Regulatory Excellence:** We commit to ensuring the highest standards of regulatory compliance to provide a safe, efficient, and fair gaming environment. We also guarantee the development and implementation of regulatory frameworks, guidelines, procedures, and policies that are effective, transparent, and in line with the needs of stakeholders.
- **Diverse Gaming Offer:** We strive to provide an extensive array of online gaming services, encompassing casino games, sports betting, poker, and live casino experiences.
- **Experienced Management:** Our Management team brings years of collective experience in the iGaming industry.

II- Company Description

Company Background

Our company is registered as a Limited Liability Company (LLC) under the legal framework of Curaçao, ensuring compliance with local laws and accountability. Our headquarters are located at Abraham de Veerstraat 9, Curaçao.

Company Structure

UBO / CEO

The Ultimate Beneficial Owner (UBO) and/or Chief Executive Officer (CEO) plays a multifaceted and strategic role within the company. Tasked with guiding the organization towards success, they blend

vision, leadership, and adaptability to navigate the unique complexities of the online gaming industry.

Key Responsibilities:

- **Vision and Strategy:** The UBO and/or CEO sets the vision and strategy for the company. This involves anticipating market trends, understanding player behaviour, and formulating plans to stay ahead in a competitive landscape.
- **Leadership and Team Management:** Effective leadership to foster a cohesive and motivated team. The UBO and/or CEO inspire innovation, creativity, and excellence among employees, recognizing that the collective talent and expertise of the team are critical assets.
- **Regulatory Compliance:** It is imperative for the UBO and/or CEO to navigate global and local regulations effectively. Remaining informed about legal frameworks, licensing requirements, and compliance standards is crucial to ensuring the company operates ethically and within legal boundaries.
- **Technological Innovation:** Embracing and driving technological advancements is vital in the iGaming sector, the UBO and/or CEO will focus on innovation within the company, keeping up-to-date of emerging technologies such as blockchain, artificial intelligence, and virtual reality to enhance the gaming experience and maintain a competitive edge.
- **Risk Management:** The industry is characteristically dynamic, the UBO and/or CEO will implement robust risk management strategies to safeguard the company's assets and ensure operational resilience.
- **Stakeholder Relations:** Building and maintaining positive relationships with stakeholders, including investors, regulators, and business partners, will be a key aspect of the UBO and/or CEO's role.

Compliance Officer

The Compliance Officer is required to possess thorough knowledge of local Gaming and AML legislation, as well as the regulatory framework in Curacao. The appointment and approval of the compliance function shall be conducted prior to licensing. The Compliance Officer should hold a senior position within the company, with direct reporting lines to the Ultimate Beneficial Owner (UBO).

Compliance Officer responsibilities include:

- To represent the licensee and act as the primary point of contact with regulatory authorities.
- To directly oversee the licensee's operations and compliance with the law on a day-to-day basis.
- To maintain comprehensive awareness of its operations and effectively respond to inquiries from authorities.
- To ensure the functionality of the gambling systems and to maintain full access to them.
- To ensure the licensee's tax is paid on time and in full.
- To ensure timely submission and compliance with regulatory reporting requirements, please submit the following [documents/information] promptly.:
- To assist in the certification, investigation, and enforcement process.

- Ensure the company follows financial laws, particularly regarding money laundering.

AML Department

The AML Department will comprise a team of dependable and optimistic individuals who possess a strong operational acumen, specializing in risk management, fraud prevention, and Anti-Money Laundering (AML) and Responsible Gaming (RG) procedures. They will also demonstrate extensive experience in various areas related to the field, including chargebacks, lost transactions, and Know Your Customer (KYC) processes, coupled with a genuine enthusiasm for AML and RG practices. The AML Officer in charge will be a senior officer within the company, with direct reporting lines to the Ultimate Beneficial Owner (UBO) or Chief Executive Officer (CEO).

The responsibilities include, but are not limited to:

- Prepare and maintain sound AML procedures.
- Conduct risk assessments.
- Conduct Enhanced due diligence.
- File Suspicious Activity Reports (SARs) and/or Suspicious Transaction Reports (STRs).
- Ensuring that the staff is properly trained to detect money laundering.
- Conduct activities aimed at detecting the placement of bulk cash proceeds (physically placing them into the financial system), layering (separating the proceeds of criminal activity from their origins through complex financial transactions), and integration (providing an apparently legitimate explanation for the illicit proceeds).
- Following and implementing company policies in relation to anti-money laundering.
- Providing regular reports to the Board and ensuring diligent follow-up on matters pertaining to the Financial Intelligence Analysis Unit (FIAU).

Overview of the Industry and Positioning

The online gaming industry in Curacao is thriving with players seeking diverse, safe, and engaging gaming experiences. The market is characterized by a growing interest in online gaming across all demographics.

Green Point Technology N.V. offers online virtual casino and live casino services to registered players, complemented by a sports betting platform.

Comparing to the current operators in market, our solution is similar to the competition but at the same time is unique due to our way of work and also emphasizes in Responsible Gaming and promote the best RTP to the players as well as the speed of payouts and our overall services. We believe that this burgeoning market presents significant growth opportunities, allowing us to establish ourselves as a competitive operator with a prominent role in the industry.

Target Markets

Our targeted demographic ranges from 18 to 50 years old, as this age group is readily accessible through social media and advertising channels. We have developed a comprehensive profile of what we consider to be an ideal customer, leveraging insights from their familiarity with online purchasing and trust in e-commerce transactions. Furthermore, this demographic is accustomed to utilizing the internet and has demonstrated prior engagement with online gaming and casino platforms. As such, our strategy aligns with this generation's preferences and behaviours. This represents the future of the industry, targeting individuals with medium-income ranging from €1,500 to €3,000 monthly. Our focus is on standard-balance individuals who maintain stable work and personal lives.

Market Trends

- **Mobile-friendly:** Optimizing our websites for mobile devices is crucial, aligning with the prevalent shift towards mobile gaming. We are committed to leveraging cutting-edge gaming platform technologies to achieve this goal.
- **Live Casino Games:** There is a rising demand for live casino or live deal games that provide an immersive casino experience.
- **Regulatory focus:** Regulatory authorities are imposing stricter requirements, emphasizing the importance of compliance and responsible gaming, to ensure the security of players.

Competitors

As the online gaming industry continues to evolve rapidly, pinpointing direct competitors among the influx of new brands launched in late 2023 and throughout 2024 presents a challenge. Nevertheless, the expansive and thriving market for online gaming indicates promising growth opportunities, offering us a favourable environment to establish a solid customer base and foster the ongoing expansion of our brand.

We believe that our solution should be equal to or better than what the offer currently is today, and this is based on our expertise to offer players the services they like with quick transactions – deposits and withdrawals of winnings – and an attractive Welcome Offer.

SWOT Analysis

Our company boasts an exceptional team with extensive experience in the gaming industry, having significantly contributed to the growth of numerous companies. With a profound understanding of the industry, we leverage our valuable expertise to negotiate optimal deals with our extensive network of affiliates. This enables us to secure the most lucrative arrangements per player, thereby maximizing profitability. These profits are strategically reinvested in our company to sustain continuous growth.

Our challenge lies in establishing a strong presence in a competitive market, despite entering it only eight months ago. Despite our experience, we are diligently working towards building a reputable brand.

Our primary objective is to achieve rapid growth, allowing us to reinvest profits into the company to enhance stability and adaptability to changing circumstances.

III- Overview of the Platform/Software

Green Point Technology N.V. has entered into a software agreement with Black Ocean B.V. for the provision of the Gaming Platform.

Black Ocean B.V. offers complete B2B gaming platform for rapid deployment and success in iGaming, committing to continuously improve the iGaming experience. Their product works together as an entire platform or independently and can be easily integrated to accommodate different type of clients, from existing large operations to newcomers.

Price & Partnerships

We are negotiating the best prices for the services we need, such as game providers and payment processors' fees. Drawing upon our industry expertise, we are confident in our understanding of appropriate pricing structures and cost models.

Our competitors enjoy certain advantages stemming from their longer tenure in the market, affording them the ability to negotiate lower prices and secure superior service tiers based on their current and projected volumes. However, we are confident that as our website's traffic continues to grow, we will progressively attain comparable negotiating leverage.

IV- Marketing Plan

Online Advertising

We promote our casino through PPC campaigns and social media promotions, ensuring compliance with regulations and legislation specific to each country.

Affiliate Marketing

We leverage our extensive affiliate network through revenue-sharing (RevShare) and cost-per-action (CPA) agreements, collaborating with gaming affiliates to promote our brand(s).

Customer Acquisition

We employ targeted marketing campaigns and loyalty programs to attract and retain players, fostering a growing player community.

Customer Support

A dedicated and experienced Customer Support team is available 24/7 in multiple languages to assist the players with the inquiries, complaints, and issues. We want to ensure a swift and effective problem resolution.

V- Legal

Regulatory Compliance

- **Understanding regulations:** Green Point Technology N.V. maintains a thorough understanding of Curacao's iGaming regulations, strictly adhering to the guidelines established by the Curacao Gaming Control Board. Our commitment to compliance and transparency underscores every aspect of our operations, ensuring the highest standards of regulatory adherence.
- **Licensing Process:** We have initiated the application process for the Curacao iGaming license according to the new regulations. This license is essential for legal and legitimate operation within the jurisdiction.
- **Compliance measures:** Our compliance framework includes regular audits to ensure fairness and transparency, solid player verification procedures to prevent underage gaming and a dedicated experienced compliance team responsible for ongoing adherence to regulations.

Terms & Conditions

Legal information, including our Terms & Conditions, is accessible from any page of our website(s). Upon registration, users are required to read and agree to these Terms, which delineate the agreement between the customer and Green Point Technology N.V. Failure to accept these terms will result in the immediate cancellation of the user's account registration.

Risk Evaluation

Within the framework of our unwavering commitment to the highest standards of integrity, security, and transparency, Green Point Technology N.V. has instituted a comprehensive Anti-Money Laundering (AML) policy. This policy is meticulously designed to fortify our operational framework against the infiltration of illicit financial activities and to ensure unwavering compliance with global regulatory mandates.

Principal Aims of Our AML Policy:

- **Prevention of Money Laundering:** Green Point Technology N.V. maintains an unwavering commitment to preventing the misuse of our platform for money laundering. We have implemented rigorous procedures designed to detect and deter transactions that display potential indicators of money laundering activities.
- **Adherence to Regulatory Norms:** We pledge strict adherence to all relevant laws and regulations governing Anti-Money Laundering (AML) and Counter-Terrorist Financing (CTF). Our policies undergo regular scrutiny and refinement to remain aligned with the evolving regulatory landscape, ensuring full compliance.
- **Customer Due Diligence (CDD):** Green Point Technology N.V. conducts thorough Customer Due Diligence, which involves gaining a deep understanding of our users, their financial transactions, and the inherent nature of these dealings. This includes verifying customer identities, continuously monitoring account activity, and conducting comprehensive risk assessments.

- **Continuous Surveillance and Reporting:** Our systems are fortified with robust monitoring mechanisms to perpetually assess transactional patterns and discern any aberrant or suspicious behaviour. In instances of detecting such activities, we undertake expeditious reporting to the pertinent authorities.
- **Employee Training and Awareness:** Green Point Technology N.V. invests significantly in comprehensive training initiatives to ensure that our personnel are well-versed in identifying the intricacies of money laundering risks. Our employees play a pivotal role in promptly recognizing and reporting any activities that raise suspicion.

This introductory elucidation serves as a testament to our steadfast commitment to upholding the most elevated standards of security and compliance. It lays the groundwork for the ensuing exhaustive AML policy, delineating intricate procedures, protocols, and mechanisms instituted to fortify our platform. We invite all concerned parties to acquaint themselves with our AML policy, thereby gaining profound insights into our dedication to a secure, trustworthy, and legally sound operational environment.

NB: The full AML Policy can be found as addendum.

VI- Overview of the products

Services offered

Green Point Technology N.V.'s website(s) provide a comprehensive array of online gaming services, offering an extensive range of options including:

- **Casino Games:** A broad selection of classic and modern casino games.
- **Sports Betting:** Our sportsbook offers a diverse range of sports and events.
- **Poker:** Online poker rooms for players of all skill levels.
- **Live Casino Games:** Real-time, interactive casino games with live dealers.

Revenue Model

- **Player Betting Revenue:** Income generated from players' bets placed on various games.
- **House Edge:** Profits from the inherent advantage of casino games.

VII- Financial Projections

Players

Player Activity

Cost of Sales

Profit & Loss

Balance Sheet

Cash Flow Statement

Safeguarding Player's Funds