

GIT Operations N.V.

Business Plan

Forecast 2024 - 2026

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1. Business Overview

GIT Operations N.V. has a unique strategic focus on the Brazilian market, it manages four operational domains, catering to the diverse needs of online gaming enthusiasts in the region.

GIT Operations N.V. is currently sublicensed by Antillephone N.V. under the number 8048/JAZ2018-072 since December 11, 2018, using Mitrates Limited Seychelles.

The operational domains are:

- atmcasino.com
- ppa7.com
- co777.com
- kingdombook.com

The company UBO is:

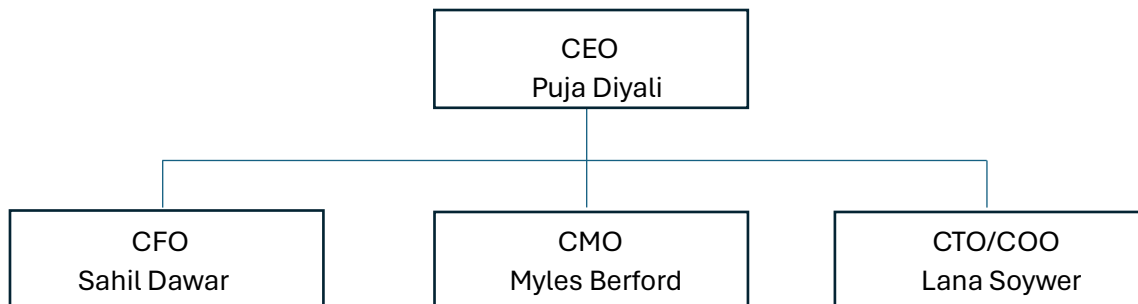
- **Puja Diyali** – A keen analyst, highly skilled in market forecasting, quick to identify & formulate strategies to exploit business opportunities. Abilities in turning around the underperforming segments & business units through the process / procedural improvements.

The company's main partners are:

- EGS Digital Limited - Consultants
- Mitrates Limited Seychelles

2. Company's Management Structure

The company's organogram is presented below:



- **Puja Diyali** - Professional with a unique experience in developing strategic plans and creating new projects as well as coordinating teams. Specialist in new business development (commercial negotiation).
- **Sahil Dawar** - Highly experienced CFO with over 10 years of experience in financial management, strategic planning, and investment analysis. Strong track record of success in driving growth and profitability for companies in various industries.

- **Myles Berford** - Highly experienced and results-driven Chief Marketing Officer with over 10 years in the industry. Proven track record of developing and executing successful marketing strategies that drive revenue growth and brand awareness.
- **Lana Soywer** – Professional with more than 15 years of experience of leadership in the technology industry, proven track record of success in growing companies, improving operation, and driving revenue. Strong strategic thinker with excellent communication and interpersonal skills.

3. Business Forecast 2024 - 2026

GIT Operations N.V. is poised for significant growth as it capitalizes on Brazil's burgeoning iGaming market. With a robust infrastructure and strategic partnerships, the company is positioned to capitalize on emerging opportunities.

P&L	YEAR 1		YEAR 2		YEAR 3	
Turnover	€	128,400,000	€	192,600,000	€	269,640,000
Payout	-€	120,696,000	-€	181,044,000	-€	253,461,600
Gross Gaming Revenue	€	7,704,000	€	11,556,000	€	16,178,400
Bonus Cost	-€	2,568,000	-€	3,852,000	-€	5,392,800
Net Gaming Revenue	€	5,136,000	€	7,704,000	€	10,785,600
Gaming Platform	-€	231,120	-€	346,680	-€	485,352
Payment Providers	-€	385,200	-€	577,800	-€	808,920
Gross Profit	€	4,519,680	€	6,779,520	€	9,491,328
Marketing	-€	1,070,000	-€	1,145,000	-€	1,220,000
Company Structure	-€	310,000	-€	362,000	-€	417,000
Human Resource	-€	170,000	-€	210,000	-€	350,000
Others	-€	280,000	-€	320,000	€	380,000
Total Cost	-€	1,830,000	-€	2,037,000	-€	1,607,000
NET PROFIT	€	2,689,680	€	4,742,520	€	7,884,328

4. Strategy for Business Growth and Marketing Plan

- **Expand market presence:** GIT Operations N.V. aims to penetrate untapped regions within Brazil by leveraging localized marketing strategies and targeted advertising campaigns.
- **Enhance customer engagement:** Implementing personalized gaming experiences and loyalty programs to foster stronger connections with players, driving repeat business and brand advocacy.
- **Diversify product offerings:** Introduce innovative gaming products and features to cater to evolving consumer preferences, ensuring a competitive edge and sustained growth in the dynamic iGaming market.

5. Main Suppliers

5.1. Platform

Mitrates Limited Seychelles

5.2. Providers

EGS Digital Limited - Consultants

5.3. PSPs

AlphaPo LLC

6. Risk Evaluation

- **Regulatory compliance:** Continuously monitor and adapt to evolving regulatory frameworks in Brazil to mitigate the risk of non-compliance, which could lead to hefty fines and operational disruptions, impacting financial stability and reputation.
- **Market volatility:** Assess and mitigate risks associated with fluctuations in the iGaming market, including changes in consumer preferences, economic conditions, and competitive landscape, through diversification strategies and agile business practices.
- **Cybersecurity threats:** Implement robust cybersecurity measures to safeguard customer data and infrastructure from potential cyberattacks, minimizing the risk of data breaches, financial losses, and reputational damage, while ensuring uninterrupted operations and maintaining trust among stakeholders.

7. Legal and Governance Framework

- **Compliance adherence:** Establish a comprehensive legal framework aligned with Brazilian iGaming regulations, ensuring full compliance with licensing requirements, anti-money laundering (AML) laws, and responsible gaming protocols to mitigate legal risks and uphold regulatory standards.
- **Governance structure:** Implement transparent governance practices, including a board of directors with diverse expertise, regular audits, and internal controls to ensure accountability, transparency, and ethical conduct throughout all business operations, fostering trust among stakeholders and minimizing governance-related risks.
- **Risk management protocols:** Develop robust risk management protocols to identify, assess, and mitigate legal risks associated with contractual agreements, intellectual property rights, and potential disputes, leveraging legal expertise and proactive measures to safeguard the company's interests and maintain legal integrity.

8. Target KPIs

- **User acquisition:** Track the number of new players acquired through marketing efforts monthly, aiming for a steady increase to drive revenue growth and expand market share in Brazil's iGaming sector.
- **Customer retention:** Monitor the retention rate of active players over time, focusing on enhancing engagement and satisfaction through personalized gaming experiences and loyalty programs, aiming for a high retention rate to maximize lifetime value and sustain long-term profitability.
- **Regulatory compliance:** Measure the company's adherence to iGaming regulations in Brazil, ensuring full compliance with licensing requirements and AML laws, with the goal of maintaining a clean regulatory record and minimizing legal risks.
- **Financial performance:** Monitor key financial metrics such as revenue, gross margin, and operating profit margin quarterly, aiming for consistent growth and profitability while maintaining cost efficiency and prudent financial management practices.

9. Policies and Procedures

The operational policies and procedures in place were provided by the business consultants according to the compliance criteria from the Master License. The maintenance of the policies and procedures is under the scope of the CEO and COO/CTO.

All policies and procedures will be constantly observed and any alteration and/or revision will be reported to GCB immediately.