
Favorit United N.V. Business Plan

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Introduction

Favorit United N. V., a legal entity incorporated according to the legislation of Curacao, with company number 121466, registered at e-Commerce Park, Vredenberg Suite, Nr. C2, Curacao. Favorit United N.V. is operating under the brand name FavBet on the two main webpages: <http://www.favbet.com> and <http://www.casinofavbet.com>.

Activity of FavBet is licensed.

The company's activity is conducted under License No. 8048/JAZ, dated November 29, 1996, granted by the Government of the Netherlands Antilles, to exploit Gaming and Wagering services on the international market by way of service lines. This license has last been extended for five years by the Governor of Curaçao on August 1, 2014 (Decree No.14/1528) and valid till November 28, 2018.

Company's Details

Favbet.com, a leading Eastern-European gambling operator, founded in 1999, nowadays brings joy and success to more than 250 000 clients in Europe, Asia, Africa and South America, operating online and offline (through network of more than 1000 betting shops).

We offer sophisticated and interesting betting options for our customers and we constantly increase the number of kinds of sports, events and bets to provide customers with the best service today! FAVBET together with leading online games developers have integrated a range of high-quality products, which will add lots of delightful emotions to your life. The number of new services is constantly increasing.

Today FAVBET have the following products and services to offer:

FAVBET SPORTS BETTING: Wide range of matches and betting options, competitive odds, instant automatic settlement of events. More than 150 In-play events on a daily basis; extensive database of statistics for main kinds of sport.

FAVBET TV: An exclusive service, which gives a unique opportunity to watch events live on the web-site. The majority of top in-play matches have video coverage available.

FAVBET CASINO: The most popular games in our Casino are provided by recognized worldwide leading companies of the industry: Playtech, Microgaming, Novomatic and IGT. Excellent game quality won't leave you indifferent! The biggest progressive jackpots.

LIVE DEALER CASINO: Play in real casino on-line with Live Dealer for real money. Enjoy the game and live communicating with dealer and other players staying home.

In the nearest future new services will be available on FAVBET.com – Horse and Dog Racing betting from the major world tracks and Virtual Sports (Horse and Dog Racing, Football, Tennis, Autoracing, Motocycling, Cycling).

Basic Concepts and Terms

Betting company is a legal entity that carries out betting activity within the legal framework and the requirements of the license agreement.

Bookmaking activity is the activities provided for placing bets and participation in totalizer games, including the application of means of telecommunication networks, aimed to create a list of events that must take place in the future, receiving bets for these events, storing the bets, tracking the results of the events, as well as determining and delivery of prizes (wins).

Client (Player) is a private person, a participant of the agreement, who makes a bet with a betting company.

Bet is a gamble, which is actually an agreement between clients and the bookmaker network that Clients place their bets through bookmakers on previously unknown outcome of the event to be held in the future, and get the prize (win), depending on the outcome. The size of the prize is calculated based on the bet amount and the odd defined by the bookmaker at the time of bet placing (betting).

Line is a list of events and relevant outcomes with the odds of wins offered by the bookmaker for betting.

Stake is the funds transferred to betting company, which is a payment of a Player for participation in game; its amount is a constituent for participation and used for bet calculation.

Odd is the value set by the bookmaker on the event in the line, which is multiplied by the sum of a stake when calculating the prize (win).

Prize (win) is the funds, property or property rights voluntarily transferred to the player as the result of winning the game according to its Rules.

Outcome is the result of the event that the player has bet on.

Jackpot is the maximum cumulative prize (win), the size of which is set by the bookmaker or is defined based on the total amount of placed bets.

Strategic Objectives

To achieve our organizational goals and overcome challenges, FavBet will focus on three strategic objectives:

1. Optimize revenue by offering a broad variety of market-responsive games that appeal to a diverse consumer audience.
2. Develop a strategy for addressing key concerns regarding FavBet's financial position.
3. Commit to a fair and healthy player base through responsible gambling outreach and through the development of a progressive relationship with our partners including potential partners.

Product Industry Analysis

The online gaming industry is experiencing strong growth. Market development is necessary to obtain high growth rates and there are still several unexplored markets to penetrate. Vital factors in making growth possible are increased internet penetration throughout the world, and the emerging popularity of Bitcoin.

Online gaming showed the third largest growth rate behind the radio entertainment field (live music streams). Since people can play more hands online than they can in traditional poker rooms (and even play at multiple tables simultaneously), the internet has taken poker excitement to a higher level. Without overhead costs and with a pool of millions of customers, poker websites offer a wide variety of games that casinos often cannot. Without having to worry about things like dealer salaries and a limited number of physical tables, poker websites offer a plethora of betting limits (ranging from pennies to thousands of dollars) which appeal to customers.

Within this year, and in the years to come, FavBet target market is the rapidly expanding online professional gambler. The typical FavBet customer is highly internet savvy, in his or her mid-twenties to early-forties, with moderate to high income figures. Because of the advanced graphic cards and faster processors that are now installed on most computers, online gaming is becoming one of the most popular hobbies among adults worldwide. To capitalize on this opportunity, FavBet is creating and implementing the most innovative gaming software which will allow online players to play efficiently with no impediments.

Opportunities

Awareness of and interest in online gaming has grown dramatically since its inception and is expected to continue. The Interactive Digital Software Association estimates that the number of users of online gaming sites is growing 12 to 15 percent per month. Therefore, the potential opportunity for a broad and ever-changing array of new gaming is possible for enhancing the online gaming business.

Trends

The World Poker Exchange indicates that 39% of poker players are logging in for a game more than 5 times a month. 57% of online players stated that skill was more important than luck, whereas 74% of live poker players thought the same. 75% of those who play online cited the ease and convenience of the online game as being an important factor, as well as highlighting the benefits of being able to find a game at any time of the day or night.

The difference in the amount of time men and women play poker online is minimal. 60% of men and 62% of women reported playing up to four times a day however, 7% of women said they were “serious” players compared to 17% of men. Currently, the online poker industry provides amateur players with a way to practice “alone,” without the added pressures of conventional poker games, such as criticism from friends and family.

Consumers

In order to protect their interests, the majority of players can “test drive” a game before depositing funds on a site.

Rules and principles of Company's activities.

Favbet accepts bets on the outcome of sporting and other events with unknown outcome, including the use of telecommunications.

All bets are accepted in accordance with these Rules published on official websites of FavBet and are evidence that the participant is aware of and fully agrees to the Rules of Favbet.

When placing a bet or participating in a game, the user declares to have attained the minimum age required for participation in that game according to the respective national legal system, but not less than 18 years, and that he has the necessary legal capacity. The Player is fully responsible for the violation of the Rules. In case of failure to comply with these requirements, the Client's account is closed by FavBet.

Betting company fully trusts the information provided by the Client during the registration in the system, and not assume any responsibility whatsoever for non-compliance of the above-mentioned information. In order to prevent fraud, registration of multiple accounts by a single user, repeated violations of the rules, Betting Company may require the Client to confirm the verification of his identity to authenticate the information provided by the Client. Company management reserves the right to authenticate the Client's identity via videoconference. When opening an account Client agrees to provide all necessary documents as required by betting companies, as well as undergo a videoconference procedure in exceptional cases.

The company assumes no responsibility for input, transmission and display errors. In particular, the company reserves its right to correct obvious errors - even after the end of event - with the input of betting odds and/or the evaluation of betting results and bets settlement (e.g. odds-related, team-related, event-related errors) or declare affected bets void. The company also assumes no liability for correctness, completeness or up-to-dateness of the information services provided, including the information for the events in "Live" tab. In case of correction of obvious errors, such bets will be void.

Favbet informs its Clients that placement of bets as well as participation in multi-user poker, casino games, lotteries and other types of games can be partially or fully restricted by law of several countries. Such restrictions or prohibitions may be imposed even in cases when the betting companies have all the necessary permits (license for mutuel or gambling), and for placing of bets on sports and other events. Therefore, the Client should take note that if placing bets or participation in sports betting, multiplayer poker game and in lottery or other games is prohibited or permitted only under certain conditions, which are not met in these Rules, the Client is the one to bear responsibility for any damage caused by this. The Client must also take note that the company is not obligated to provide the Players with information, instructions and warnings other than provided in these Rules. In particular, the company is not liable for any damage suffered by the Client because of with violation of the relevant legislative prohibitions in his country. Favbet can attract in its sole discretion new or alternative third party in respect of the provision of additional gaming services on their resources.

The company collects and stores personal information, as well as personal data of Players for the purpose of:

- providing services and support to the Clients;

- personal identification and safety provision for the Players personal accounts in Favbet system;
- online processing of financial and other transactions.

Personal data is collected and stored not for sale, but it can be used for distribution of promotional materials and informing about new products and features of betting companies or partners. By agreeing to these rules, the Player agrees to the use of his personal data in the above mentioned purposes by Favbet.

Key market issues

Betting company takes match fixing and integrity issues in sport very seriously. Betting company actively cooperates with independent sports associations to ensure the fairness of sport competition and to strengthen good reputation of sport.

Where an indication of unsporting conduct or match fixing exist (including conduct of FIFA Early Warning System <https://fifa-ews.com/en/> and Federbet <http://federbet.com/>), Betting company has the right at its sole discretion:

To suspend settlement of suspicious bets places on such events, but not more than 30 calendar days after the end of the event;

To cancel and return suspicious bets if an indication of unsporting conduct exists, except for bets which have already been settled.

Betting company does not provide Clients with any evidence of unsporting conduct or match fixing. Favbet does not offer its Clients any advice in tax matters and/or legal matters.

Legal relationship between the Client and the company are subject to the legislation of the country issuing the license, and are regulated by it, with the exception of the legal rules of private international law. The place of performance of all obligations under betting and gaming, as well as by rates is the country that issued the license. All disputes arising over or in connection with bets made by Clients are permitted, if it is not contrary to the law of the country that issued the license and the authority that has the territorial and subject matter jurisdiction.