

ONLINE CASINO

PARIPULSE.COM
SEVENTORIA B.V.

Business plan

TABLE OF CONTENTS

<i>EXECUTIVE SUMMARY</i>	<i>3</i>
<i>COMPANY MANAGEMENT STRUCTURE.....</i>	<i>10</i>
<i>FINANCIAL SUMMARY.....</i>	<i>12</i>
<i>PRODUCT & SERVICES.....</i>	<i>20</i>
<i>KEY SUPPLIERS, MATERIAL DEPENDENCIES.....</i>	<i>25</i>
<i>RISK EVALUATION AND MANAGEMENT.....</i>	<i>30</i>
<i>POLICIES AND PROCEDURES.....</i>	<i>37</i>
<i>MARKET ANALYSIS.....</i>	<i>40</i>
<i>ONLINE CASINO LAUNCHING RISKS</i>	<i>55</i>
<i>FINANCIAL PLAN.....</i>	<i>57</i>

EXECUTIVE SUMMARY

1.1. PROJECT SUMMARY

The initiator of the project is Seventoria B.V. a company incorporated in Curacao.

The domain is paripulse.com.

The screenshot displays the Safenames International Domain Portal interface. The top navigation bar includes links for Home, WHOIS, Help, Logout, Account, Domain Management, SSL, Search & Order, Support, and Resources. A blue banner indicates the account holder is PAVLO BUZATOV with a security level of 1 and a cashpot balance of 0. Below this, the breadcrumb trail shows the path: Home / Domain Management / Domain Names / View My Domains.

The main section is titled "My Domain Names" and shows "1 domain names found (matching 'PARIPULSE.COM')". A table lists the domain details:

Domain Name	TLD	Account / Sub Account	Registration Term	Registered Date	Renewal Date	Invoice Info
paripulse.com	com	PAVLO BUZATOV	2 yrs	18.04.2023	18.04.2025	View (1) Invoices

The bottom of the page features a sidebar with "Site Map" and "More Resources" sections, and a "Global Domain Search" section with a search bar and a "Find" button. The footer includes the copyright notice: Copyright ©1998-2023 Safenames Ltd.

Beginning in 2024, the Gaming Control Board will serve as the regulatory authority overseeing our operations. We are presently in the process of applying for the government license necessary to conduct operations legally under this authority.



The project involves the creation of a company offering online games improved by technologies that attract players, based on the experience of working in 7 casinos that have already been created with the participation of the founders of a new gaming platform.

The security payment, in the event of the closure of the online casino for internal reasons or other objective reasons, is returned to the casino owners, but must remain unused during the operation of the online casino as a deposit in case of winning the jackpot, i.e. losses can be minimal.

Company Description:

Welcome to Paripulse, an online gaming enterprise committed to delivering an immersive and responsible gambling platform. We embody innovation, integrity, and excitement in the dynamic realm of digital gaming.

Vision:

At Paripulse, we envision a global gaming community where every participant feels empowered, entertained, and secure. Our goal is to revolutionize the gaming industry by fostering innovation, embracing accountability, and creating an inclusive environment for players from all backgrounds.

Mission:

Paripulse is guided by core principles:

1. Innovation Hub: We lead technological advancement, constantly pushing creative boundaries to deliver cutting-edge games and an unparalleled gaming experience.
2. Responsible Gaming Advocacy: We promote responsible gaming through robust player protection measures, educational resources, and collaboration with like-minded organizations.
3. Player-Centric Approach: Our players are at the heart of our operations. We aim to provide tailored experiences, prompt customer support, and continuous refinement based on player feedback.
4. Global Integration: We unite players from diverse backgrounds, breaking down geographical barriers to foster a global gaming network.

Goals:

1. Excellence in Entertainment: We strive for excellence, ensuring our games offer more than just excitement, but also social connection, skill enhancement, and unforgettable experiences.
2. Innovation Leadership: We lead the industry in innovation, setting benchmarks for gaming excellence and surprising players with fresh and captivating experiences.
3. Community Impact: We prioritize making a positive impact by supporting charitable endeavors, endorsing local initiatives, and advocating for responsible gaming as part of our corporate social responsibility.
4. Sustainable Growth: We pursue sustainable growth by balancing financial success with ethical business practices, environmental stewardship, and a steadfast commitment to player well-being.

1.2. A LIST OF THE GAMES

Main types of casino games:

- Type 1 – Games of Chance (RNG-based games such as slots and casino table games)
- Type 2 – Betting (including live betting and virtual-sports betting)
- Type 3 – Live Dealer Games
- Type 4 – Pooled-prize games (such as lotteries and parimutuel)
- Type 5: Promoting peer-to-peer games (such as sport-exchange, bingo and poker)

1.3. UBO BACKGROUND

As the Founder of Paripulse.com since 2022, Pavlo Buzatov orchestrates the comprehensive business plan, delineating the vision, mission, and long-term strategy of the online casino. His expertise extends to formulating strategies for customer acquisition, retention, and revenue growth, alongside executing marketing initiatives to allure and sustain player engagement. Previously, as Marketing Manager at Cosmolot from 2020 to 2022, he adeptly tracked and analysed KPIs, fostering sales, lead generation, and user engagement. His tenure as Affiliate Manager at Vulkan underscored his proficiency in developing media, advertisements, and graphics to bolster online sales, alongside optimizing marketing campaigns for enhanced ROI.

With his background as the Founder of Paripulse.com, Pavlo brings extensive insights into every aspect of the project, providing him with a distinct advantage in guiding the company toward success in his current role as Founder.



Buzatov Pavlo

+380671680000

pavlo.buzatov@gmail.com

Ukraine, Kryvyj Rih

Professional Summary

Marketing Manager with strong understanding of digital marketing strategies, concepts and best practices. Expert in SEO, SEM and PPC advertising. Adept at reaching KPIs to maximise profits. Thrives in fast-paced and deadline-driven environments. Results-focused employee with experience developing motivated, dependable teams. Communicates and delegates effectively to aid timely, quality completion of projects.

Skills

Google Ads	SEO and SEM
Digital marketing KPI reporting	Budget management
Investor engagement	Salesforce
Brand marketing	SEO campaign oversight
Digital marketing strategies	Social media content planning
PPC advertising	

Experience

Founder 2022 - Present

Paripulse.com

- Develop a comprehensive business plan outlining the vision, mission, and long-term strategy of the online casino.
- Formulate strategies for customer acquisition, retention, and revenue growth.
- Develop and execute marketing strategies to attract and retain players.

Marketing Manager 2020-2022

Cosmolot (online casino) - Kyiv

- *Tracked and analysed KPIs using Insightly to effectively report on sales, lead generation and user engagement.*
- *Contributed to overall aims and ethos of organisation.*
- *Developed social media communities through interaction with posts and participation in social media discussions.*
- *Developed strategic marketing plans maximising brands potential.*

Affiliate Manager

Vulkan (online casino) - Kyiv

- *Developed media, advertisements and graphics to boost online sales.*
- *Collaborated with product development teams to assess customer demand.*
- *Used sales records, market assessments and seasonal changes to guide special sales activities.*
- *Analysed and optimised marketing campaigns for increased ROI*

Education

Master of economics

Jul 2008

Kyiv trade and economic university- Kyiv, Ukraine

Language

Ukrainian,Advanced (C1)

Russian,Proficient (C2)

English,Upper intermediate (B2)

1.4. INDEXES OF THE PROJECT

The economic efficiency of the project was confirmed by calculating traditional financial indicators used in project analysis.

Table 1. Indexes of the project

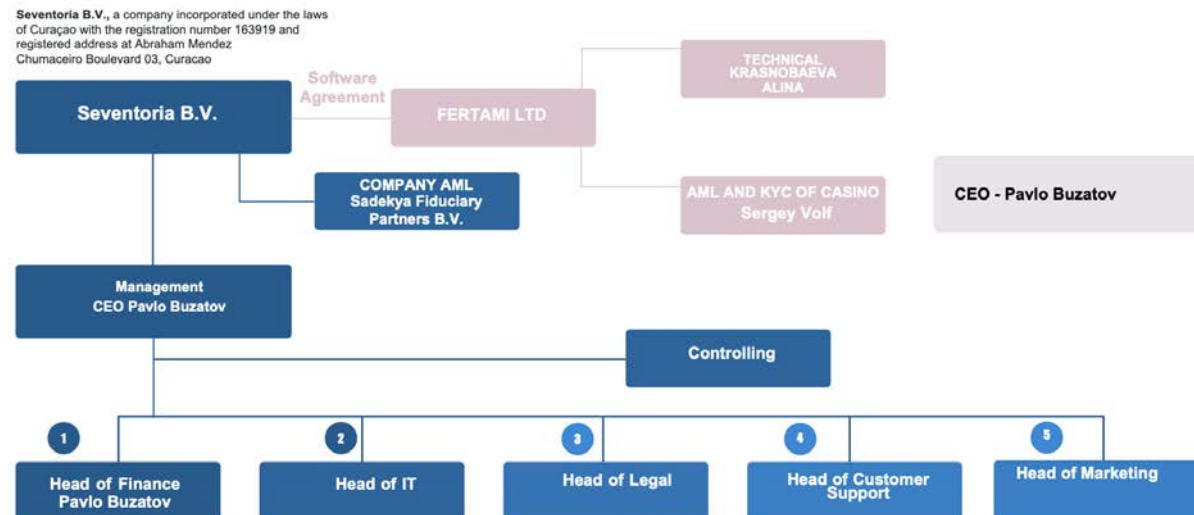
Name of the index	Value of the index
Calculation period of the project, year	3
Laid-down capital (LDC), EUR	175 950
Sum of proceeds (SP), EUR	4 522 160
Net average operational receipts per month (NAOR), EUR	31 791
Net profit for the project period, EUR	918 384
Average profitability for the project period (net profit to proceeds	20,31%
Discounting rate (DR), %	18,00%
Net present value (NPV), EUR	310 366
Average Rate of Return of investments (ARR)	134,14%
Return on investment (ROI)	422%
Profitability index (PI)	1,8
Internal rate of return (IRR)	80,55%
Pay back period of the project in whole (PBP), incl. financing scheme	17 months
	1,4 years

2. COMPANY MANAGEMENT STRUCTURE

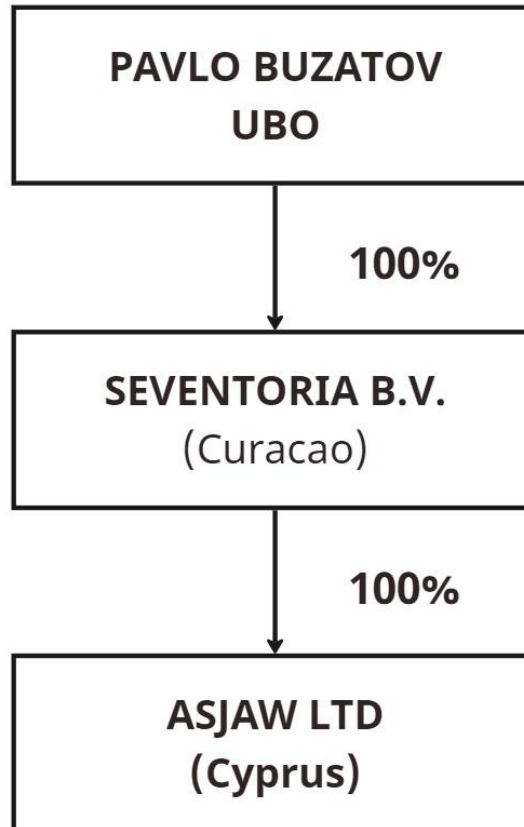
Board oversight is led by the CEO, who also serves as the sole shareholder of the Operator, actively involved in day-to-day operations. The CEO spearheads marketing initiatives, sets developmental trajectories across different sectors, oversees payment solutions integration, and drives brand expansion into new markets. Board meetings may include key company personnel, including department heads and the director.

Direct delegation of strategies and decision-making authority to departments fosters ensures that no decision is deadlocked. Legal support is internally managed by dedicated departments and officers. While department heads primarily make decisions, the CEO ultimately approves and finalizes most determinations.

Company control structure



OWNERSHIP STRUCTURE



3. FINANCIAL SUMMARY

3.1. FINANCIAL ESTIMATION FOR THE FIRST, SECOND AND THIRD YEAR

Table 2. Cash flow for the first year, euros

	Total for 3 years	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25
Month of the project		1	2	3	4	5	6	7	8	9	10	11	12
Number of days in the period		30	31	30	31	31	30	31	30	31	31	28	31
Cash flow - INVESTING	- 175 950	- 164 000	-	-	- 11 950	-	-	-	-	-	-	-	-
Acquisition of a license and security payment	- 164 000	- 164 000	-	-	-	-	-	-	-	-	-	-	-
Payment for the Amazon server	- 8 850	-	-	-	- 8 850	-	-	-	-	-	-	-	-
Office equipment and stationery	- 3 100	-	-	-	- 3 100	-	-	-	-	-	-	-	-
Cash flow - OPERATING	1 012 474	- 4 850	-	-	-	- 44 449	2 706	5 862	9 029	10 248	14 966	- 22 625	19 865
Proceeds	4 522 160	-	-	-	-	35 219	43 671	49 602	55 805	62 725	71 774	75 381	83 499
Income from clients	4 522 160	-	-	-	-	35 219	43 671	49 602	55 805	62 725	71 774	75 381	83 499
Expenses total	- 3 509 686	- 4 850	-	-	-	- 79 667	- 40 965	- 43 740	- 46 776	- 52 477	- 56 808	- 98 006	- 63 634
Direct costs	- 2 787 057	- 4 850	-	-	-	- 69 814	- 31 112	- 33 060	- 35 203	- 40 560	- 43 560	- 46 153	- 49 005
Advertising costs	- 1 541 896	-	-	-	-	- 33 810	- 19 481	- 21 429	- 23 572	- 25 929	- 25 929	- 28 522	- 31 374

Additional staff costs	- 795 000	-	-	-	-	-	-	-	-	- 3 000	- 6 000	- 6 000	- 6 000
License fees	- 142 961	- 4 850	-	-	-	- 26 404	- 2 031	- 2 031	- 2 031	- 2 031	- 2 031	- 2 031	- 2 031
Salary	- 307 200	-	-	-	-	- 9 600	- 9 600	- 9 600	- 9 600	- 9 600	- 9 600	- 9 600	- 9 600
Indirect costs	- 439 307	-	-	-	-	- 9 853	- 9 853	- 9 853	- 9 853	- 9 853	- 9 853	- 51 853	- 9 853
Accounting	- 112 000	-	-	-	-	- 3 500	- 3 500	- 3 500	- 3 500	- 3 500	- 3 500	- 3 500	- 3 500
Office equipment maintenance	- 74 667	-	-	-	-	- 2 333	- 2 333	- 2 333	- 2 333	- 2 333	- 2 333	- 2 333	- 2 333
Hosting	- 124 000	-	-	-	-	-	-	-	-	-	-	- 42 000	-
Office rent	- 32 640	-	-	-	-	- 1 020	- 1 020	- 1 020	- 1 020	- 1 020	- 1 020	- 1 020	- 1 020
Legal support	- 96 000	-	-	-	-	- 3 000	- 3 000	- 3 000	- 3 000	- 3 000	- 3 000	- 3 000	- 3 000
Taxes	- 283 322	-	-	-	-	-	-	- 826	- 1 719	- 2 063	- 3 394	-	- 4 776
Profit tax	- 283 322	-	-	-	-	-	-	- 826	- 1 719	- 2 063	- 3 394	-	- 4 776
Cash flow FINANCING	- 98 780	168 850	-	-	11 950	44 449	-	- 1 025	- 2 134	- 2 560	- 4 212	22 625	- 5 926
Co-investor's investment	252 797	168 850	-	-	11 950	44 449	-	-	-	-	-	22 625	-
Refunds to co-investor	- 351 577	-	-	-	-	-	-	- 1 025	- 2 134	- 2 560	- 4 212	-	- 5 926

CASH FLOW OF THE PROJECT	737 745	-	-	-	-	-	2 706	4 837	6 895	7 687	10 755	-	13 938
progressive total (cash balance)	737 745	-	-	-	-	-	2 706	7 543	14 438	22 125	32 880	32 880	46 818

Table 3. Cash flow for the second year, euros

	Total for 3 years	Apr-25	May-25	Jun-25	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25	Jan-26	Feb-26	Mar-26
Month of the project		13	14	15	16	17	18	19	20	21	22	23	24
Number of days in the period		30	31	30	31	31	30	31	30	31	31	28	31
Cash flow - INVESTING	- 175 950	-	-	-	-	-	-	-	-	-	-	-	-
Acquisition of a license and security payment	- 164 000	-	-	-	-	-	-	-	-	-	-	-	-
Payment for the Amazon server	- 8 850	-	-	-	-	-	-	-	-	-	-	-	-
Office equipment and stationery	- 3 100	-	-	-	-	-	-	-	-	-	-	-	-
Cash flow - OPERATING	1 012 474	25 359	36 018	34 962	36 194	17 602	31 164	37 744	35 434	36 286	22 908	- 4 924	35 761
Proceeds	4 522 160	93 681	107 346	111 992	113 572	114 109	116 574	125 011	128 048	129 141	121 786	130 320	138 264
Income from clients	4 522 160	93 681	107 346	111 992	113 572	114 109	116 574	125 011	128 048	129 141	121 786	130 320	138 264
Expenses total	- 3 509 686	- 68 322	- 71 328	- 77 030	- 77 378	- 96 507	- 85 410	- 87 266	- 92 614	- 92 855	- 98 878	- 135 244	- 102 503
Direct costs	- 2 787 057	- 52 143	- 52 143	- 58 143	- 58 143	- 82 516	- 67 594	- 67 594	- 73 594	- 73 594	- 83 390	- 83 390	- 83 390
Advertising costs	- 1 541 896	- 34 512	- 34 512	- 34 512	- 34 512	- 34 512	- 37 963	- 37 963	- 37 963	- 37 963	- 41 759	- 41 759	- 41 759
Additional staff costs	- 795 000	- 6 000	- 6 000	- 12 000	- 12 000	- 12 000	- 18 000	- 18 000	- 24 000	- 24 000	- 30 000	- 30 000	- 30 000
License fees	- 142 961	- 2 031	- 2 031	- 2 031	- 2 031	- 26 404	- 2 031	- 2 031	- 2 031	- 2 031	- 2 031	- 2 031	- 2 031

Salary	- 307 200	- 9 600	- 9 600	- 9 600	- 9 600	- 9 600	- 9 600	- 9 600	- 9 600	- 9 600	- 9 600	- 9 600	- 9 600
Indirect costs	- 439 307	- 9 853	- 9 853	- 9 853	- 9 853	- 9 853	- 9 853	- 9 853	- 9 853	- 9 853	- 9 853	- 51 853	- 9 853
Accounting	- 112 000	- 3 500	- 3 500	- 3 500	- 3 500	- 3 500	- 3 500	- 3 500	- 3 500	- 3 500	- 3 500	- 3 500	- 3 500
Office equipment maintenance	- 74 667	- 2 333	- 2 333	- 2 333	- 2 333	- 2 333	- 2 333	- 2 333	- 2 333	- 2 333	- 2 333	- 2 333	- 2 333
Hosting	- 124 000	-	-	-	-	-	-	-	-	-	-	- 42 000	-
Office rent	- 32 640	- 1 020	- 1 020	- 1 020	- 1 020	- 1 020	- 1 020	- 1 020	- 1 020	- 1 020	- 1 020	- 1 020	- 1 020
Legal support	- 96 000	- 3 000	- 3 000	- 3 000	- 3 000	- 3 000	- 3 000	- 3 000	- 3 000	- 3 000	- 3 000	- 3 000	- 3 000
Taxes	- 283 322	- 6 326	- 9 332	- 9 034	- 9 382	- 4 138	- 7 963	- 9 819	- 9 167	- 9 408	- 5 634	-	- 9 259
Profit tax	- 283 322	- 6 326	- 9 332	- 9 034	- 9 382	- 4 138	- 7 963	- 9 819	- 9 167	- 9 408	- 5 634	-	- 9 259
Cash flow - FINANCING	- 98 780	- 7 849	- 11 580	- 11 210	- 11 642	- 5 134	- 9 881	- 12 184	- 11 375	- 11 674	- 6 992	4 924	- 11 490
Co-investor's investment	252 797	-	-	-	-	-	-	-	-	-	-	4 924	-
Refunds to co-investor	- 351 577	- 7 849	- 11 580	- 11 210	- 11 642	- 5 134	- 9 881	- 12 184	- 11 375	- 11 674	- 6 992	-	- 11 490

CASH FLOW OF THE PROJECT	737 745	17 510	24 438	23 752	24 553	12 468	21 283	25 560	24 058	24 613	15 917	-	24 271
progressive total (cash balance)	737 745	64 328	88 766	112 518	137 071	149 538	170 821	196 382	220 440	245 052	260 969	260 969	285 240

Table 4. Cash flow for the third year, euros

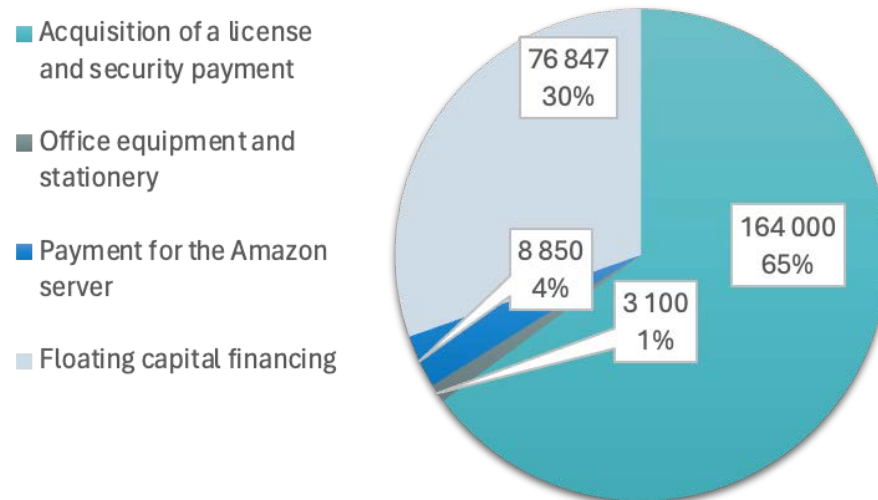
	Total for 3 years	Apr-26	May-26	Jun-26	Jul-26	Aug-26	Sep-26	Oct-26	Nov-26	Dec-26	Jan-27	Feb-27	Mar-27
Month of the project		25	26	27	28	29	30	31	32	33	34	35	36
Number of days in the period		30	31	30	31	31	30	31	30	31	31	28	31
Cash flow - INVESTING	- 175 950	-	-	-	-	-	-	-	-	-	-	-	-
Acquisition of a license and security payment	- 164 000	-	-	-	-	-	-	-	-	-	-	-	-
Payment for the Amazon server	- 8 850	-	-	-	-	-	-	-	-	-	-	-	-
Office equipment and stationery	- 3 100	-	-	-	-	-	-	-	-	-	-	-	-
Cash flow - OPERATING	1 012 474	37 991	30 857	32 471	38 134	17 315	47 833	58 879	70 449	78 287	79 600	62 775	122 621
Proceeds	4 522 160	141 123	142 153	148 815	161 129	176 368	197 236	218 122	240 353	264 539	275 175	303 451	346 176
Income from clients	4 522 160	141 123	142 153	148 815	161 129	176 368	197 236	218 122	240 353	264 539	275 175	303 451	346 176
Expenses total	- 3 509 686	- 103 132	- 111 296	- 116 344	- 122 995	- 159 054	- 149 402	- 159 243	- 169 904	- 186 253	- 195 575	- 240 676	- 223 555
Direct costs	- 2 787 057	- 83 390	- 93 566	- 98 160	- 103 213	- 145 144	- 126 885	- 133 610	- 141 008	- 155 146	- 164 097	- 173 944	- 179 944
Advertising costs	- 1 541 896	- 41 759	- 45 935	- 50 529	- 55 582	- 61 140	- 67 254	- 73 979	- 81 377	- 89 515	- 98 466	- 108 313	- 108 313
Additional staff costs	- 795 000	- 30 000	- 36 000	- 36 000	- 36 000	- 48 000	- 48 000	- 48 000	- 48 000	- 54 000	- 54 000	- 54 000	- 60 000
License fees	- 142 961	- 2 031	- 2 031	- 2 031	- 2 031	- 26 404	- 2 031	- 2 031	- 2 031	- 2 031	- 2 031	- 2 031	- 2 031
Salary	- 307 200	- 9 600	- 9 600	- 9 600	- 9 600	- 9 600	- 9 600	- 9 600	- 9 600	- 9 600	- 9 600	- 9 600	- 9 600
Indirect costs	- 439 307	- 9 853	- 9 853	- 9 853	- 9 853	- 9 853	- 9 853	- 9 853	- 9 853	- 9 853	- 9 853	- 49 853	- 9 853
Accounting	- 112 000	- 3 500	- 3 500	- 3 500	- 3 500	- 3 500	- 3 500	- 3 500	- 3 500	- 3 500	- 3 500	- 3 500	- 3 500
Office equipment maintenance	- 74 667	- 2 333	- 2 333	- 2 333	- 2 333	- 2 333	- 2 333	- 2 333	- 2 333	- 2 333	- 2 333	- 2 333	- 2 333

Hosting	-	124 000	-	-	-	-	-	-	-	-	-	-	-	40 000	-											
Office rent	-	32 640	-	1 020	-	1 020	-	1 020	-	1 020	-	1 020	-	1 020	-	1 020										
Legal support	-	96 000	-	3 000	-	3 000	-	3 000	-	3 000	-	3 000	-	3 000	-	3 000										
Taxes	-	283 322	-	9 888	-	7 876	-	8 331	-	9 929	-	4 057	-	12 664	-	15 780	-	19 043	-	21 254	-	21 624	-	16 879	-	33 758
Profit tax	-	283 322	-	9 888	-	7 876	-	8 331	-	9 929	-	4 057	-	12 664	-	15 780	-	19 043	-	21 254	-	21 624	-	16 879	-	33 758
Cash flow - FINANCING	-	98 780	-	12 271	-	9 774	-	10 338	-	12 321	-	5 034	-	15 715	-	19 581	-	23 631	-	26 374	-	26 834	-	20 945	-	41 891
Co-investor's investment		252 797		-		-		-		-		-		-		-		-		-		-		-		-
Refunds to co-investor	-	351 577	-	12 271	-	9 774	-	10 338	-	12 321	-	5 034	-	15 715	-	19 581	-	23 631	-	26 374	-	26 834	-	20 945	-	41 891
		-		-		-		-		-		-		-		-		-		-		-		-		-
CASH FLOW OF THE PROJECT		737 745		25 721		21 083		22 132		25 814		12 281		32 118		39 298		46 818		51 913		52 767		41 830		80 730
progressive total (cash balance)		737 745		310 961		332 044		354 177		379 990		392 271		424 389		463 687		510 505		562 418		615 184		657 015		737 745

3.2. INVESTMENT SCHEMATIC SHOWING TYPE OF INVESTMENTS, PROJECTED COSTS, EXPLANATION BY WHOM AND SOURCE OF WEALTH

The need for financial resources for the project is 252,7 K euros.

Diagram 1. Investments structure, K euros



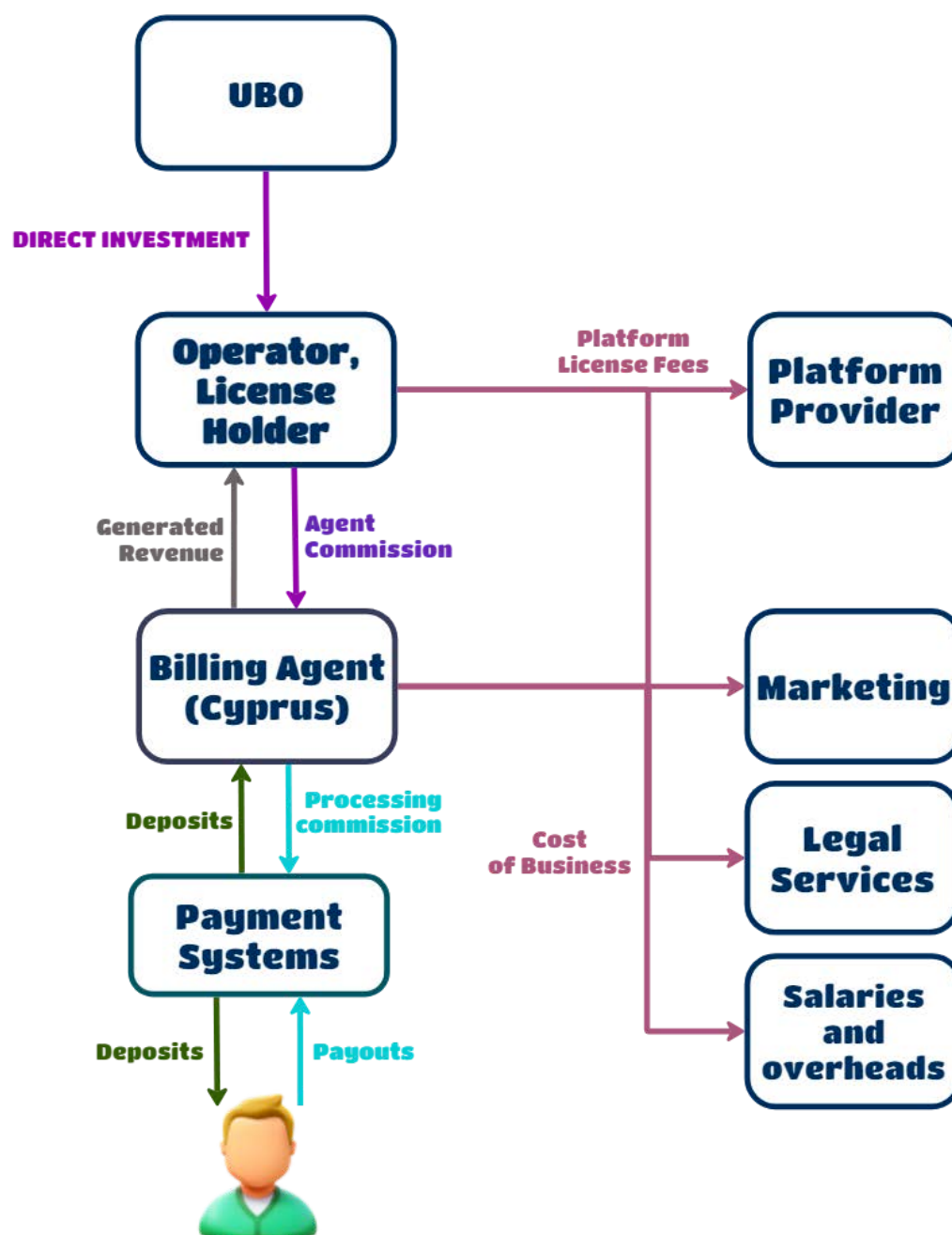
It is planned that the financing of this project will be carried out at the expense of the investor.

The amount of payments to the investor for the period of the project will be 351,5 K euros.

3.3. FLOW OF FUNDS SCHEMATIC

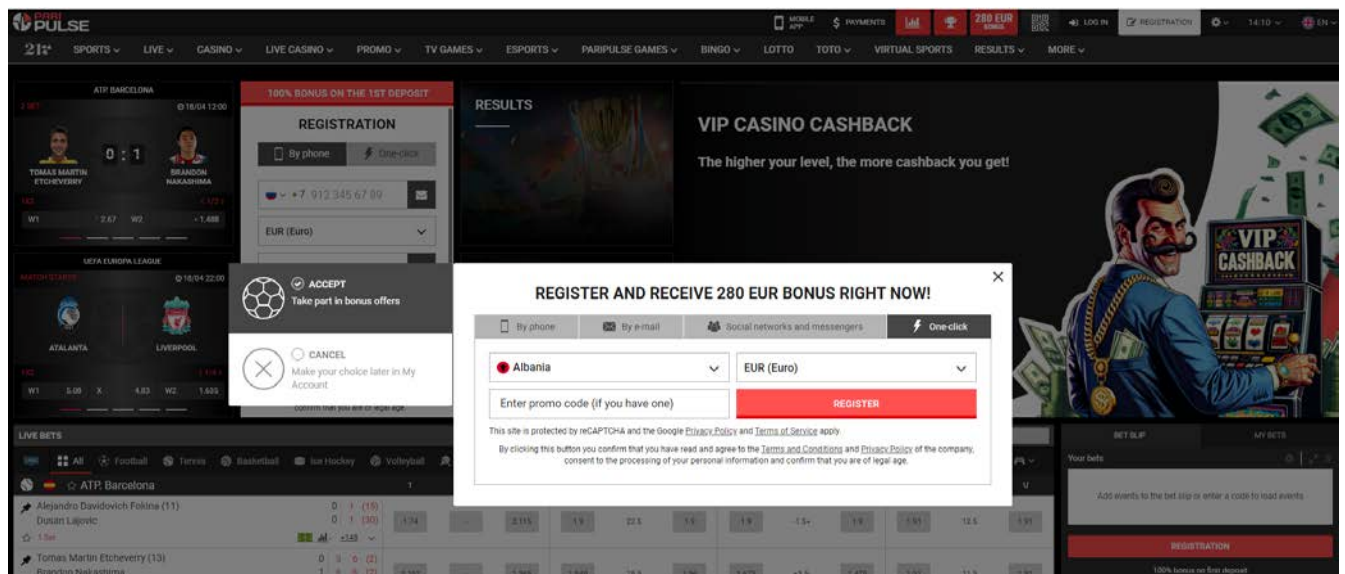
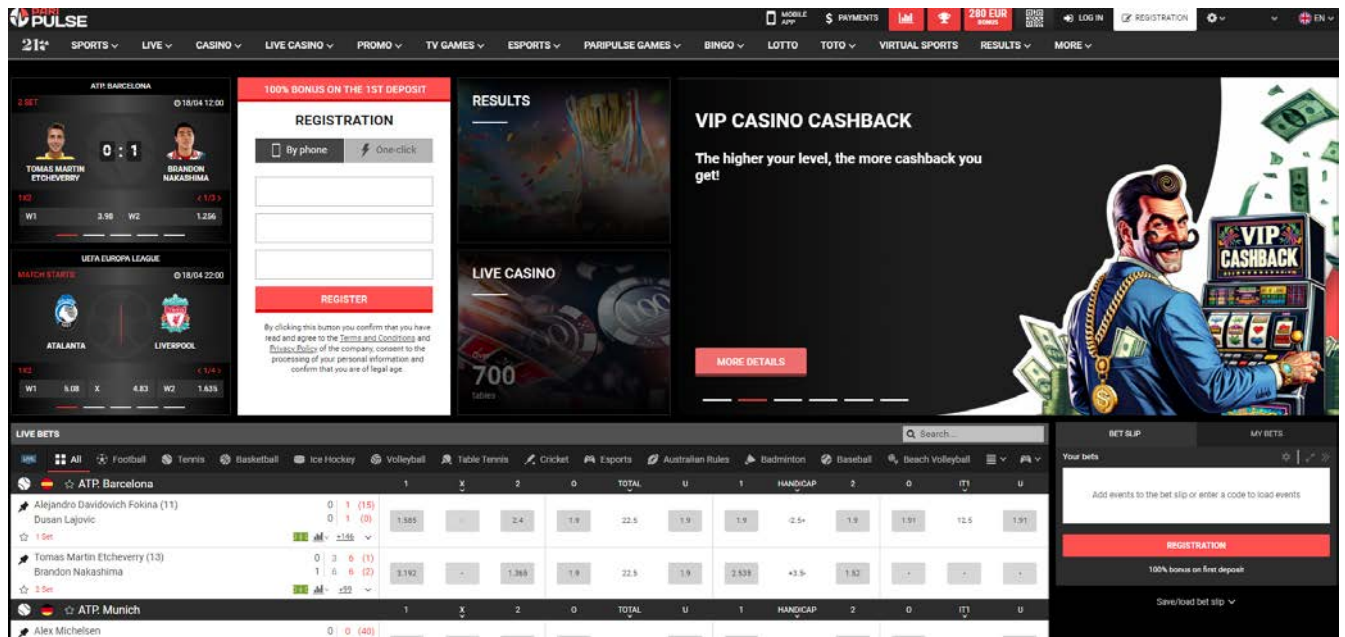
The project's operating costs include license fees paid to the Platform provider, expenses for web marketing, service fees for employees, and legal fees paid to fiduciary service providers.

Flow of Funds



4. PRODUCTS & SERVICES

4.1. REGISTRATIONS AND OPENING OF AN ACCOUNT



WELCOME
Main account (EUR)

PERSONAL PROFILE

SECURITY

INVITE FRIENDS

ACCOUNT SETTINGS

DEPOSIT

PROMOTIONS

WITHDRAW FUNDS

BET HISTORY

TRANSACTION HISTORY

BONUSES AND GIFTS

CUSTOMER SUPPORT

RESPONSIBLE GAMING

LOG OUT

PERSONAL PROFILE

Fill in the empty fields to take advantage of the enhanced features of the website!

Edit all

ACCOUNT INFO	
Account number	850223081
Password	*****
Registration date	18/04/2024
Username	
Surname	
First name	
Date of birth	
Place of birth	
Type of document	National identity card
Document number	
Document issue date	
Country	Albania
Permanent registered address	

CONTACT DETAILS	
Phone	
Email	

RECENT SESSIONS

18/04/2024 14:11:12

172.255.5.36, Limassol

protected by reCAPTCHA

SAVE

TOP UP YOUR ACCOUNT

DEPOSIT

BONUS ON YOUR ACCOUNT BALANCE

The more you bet, the more bonuses you get!

FIND OUT MORE

LINK YOUR PHONE NUMBER

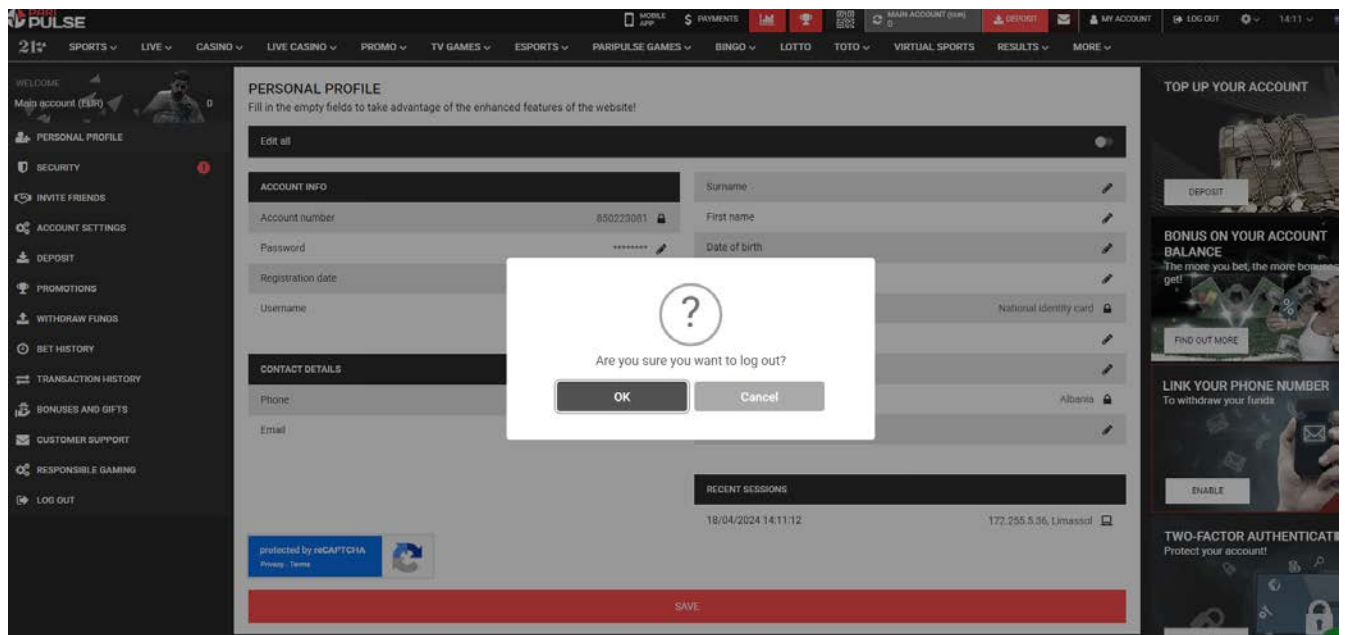
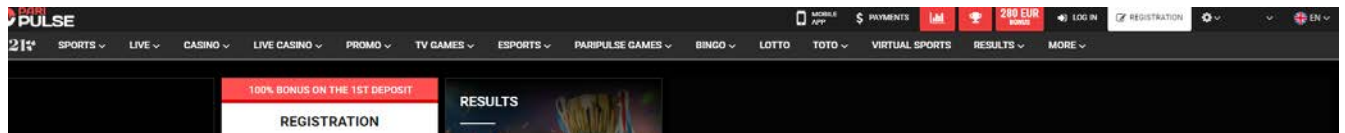
To withdraw your funds

ENABLE

TWO-FACTOR AUTHENTICATION

Protect your account!

4.2. LOG IN AND LOGOUT



4.3. TERMS AND CONDITIONS/ RULES AND PROCEDURES

SPORTS ▾
LIVE ▾
CASINO ▾
LIVE CASINO ▾
PROMO ▾
TV GAMES ▾
ESPORTS ▾
PARIPULSE GAMES ▾
BINGO ▾
LOTTO ▾
TOTO ▾
VIRTUAL SPORTS ▾
RESULTS ▾
MORE ▾

[MOBILE APP](#)
[PAYMENTS](#)
[280 EUR BONUS](#)
[LOG IN](#)
[REGISTRATION](#)
14:14

[MAIN PAGE](#) / [TERMS AND CONDITIONS](#)

TERMS AND CONDITIONS

[SHOW ALL](#)

[DOWNLOAD OR PRINT](#)

- GENERAL TERMS AND DEFINITIONS**
- GENERAL TERMS
- GENERAL BETTING RULES
- TYPES OF BETS
- SELF-EXCLUSION
- DISPUTE RESOLUTION
- ACCOUNTS, PAYOUTS & BONUSES
- LIVE BETTING
- MATCH RESULTS, DATES AND STARTING TIMES
- RULES ON SPORTS
- FINANCIAL BETS
- AVAILABLE MARKETS (OUTCOMES)
- EXTRA BETS
- EXAMPLES
- TOTALIZATOR 15-TOTO
- TOTO «CORRECT SCORE»
- TOTALIZATOR FOOTBALL-TOTO
- TOTO «ICE HOCKEY»
- TOTO «BASKETBALL»
- TOTO «FIFA»

1. GENERAL TERMS AND DEFINITIONS

Introduction: 1.1. These terms and conditions and the documents referred to below (the "Terms") apply to the use of the current website (the "Website") and its related or connected services (collectively, the "Service"). You should carefully review these Terms as they contain important information concerning your rights and obligations concerning the use of the Website and form a binding legal agreement between you - our customer (the "Customer"), and us. By using this Website and/or accessing the Service, you, whether you are a guest or a registered user with an account ("Account"), agree to be bound by these Terms, together with any amendments, which may be published from time to time. If you do not accept these Terms, you should refrain from accessing the Service and using the Website. The Service is owned by SEVENTORIA B.V. which is incorporated under the laws of Curaçao with company registration No. 163919 at Abraham Mendez Dumarsceno Boulevard 63, Curaçao. This website is licensed and regulated by Curaçao eGaming, license No. 1668/JAZ. Paripulse's payment operations are processed by a facilitating company ASJAW LTD incorporated under the laws of Cyprus with company registration number HE 448619 and its registered address at Voukoureistou 25, NEPTUNE HOUSE, Floor 1, Flat/ Office 11, 3045, Limassol, Cyprus.

The following Betting Rules pertaining to the bookmaker Paripulse (hereinafter referred to as the Rules) stipulate the manner of accepting bets, paying winnings and resolving disputes, as well as the specific features of certain bets on certain sports. These Rules shall govern any other relations between the bookmaker Paripulse and the customer.

These Rules shall apply to betting on the website and at Paripulse betting facilities.

Regular Time	- is the duration of the match subject to the regulations of the relevant sport, including time added by the referee. Regular time does not include extra time, overtime(s), penalty shootouts, etc.
Outcome Customer	- is a risk-driven agreement for potential winnings entered into between the customer and the bookmaker under the established Rules, - where the fulfillment of such agreement is conditioned by an event whose outcome is yet to be determined. Bets are accepted on the conditions offered by the bookmaker. - is the result of the event (event) on which the bet was placed.
Cancellation	- is an individual placing a bet with the bookmaker on an outcome - is an outcome on which the bet is not settled and winnings are not paid. As per the Rules, in the event of "bet cancellation", an arrangement between the bookmaker and the customer shall be deemed unconcluded and the stake shall be refunded.

ABOUT US
 CONTACTS
 TERMS AND CONDITIONS
 PAYMENTS
 HOW TO PLACE A BET

4.4. OBLIGATIONS AS A PLAYER

1. GENERAL TERMS AND DEFINITIONS		
2. GENERAL TERMS		
3. GENERAL BETTING RULES	▼	owned and operated by SEVENTORRA B.V. a company registered and established under the laws of Curaçao and registered address at Abraham Mendez Chumaceiro Boulevard 03, Curacao, and its wholly-owned subsidiary, ASJAW LTD&nbps;acts as the payment agent registered in Cyprus with the registration number HE 448619 and registered address Voukourestiou 25, NEPTUNE HOUSE, Floor 1, Flat/Office 11, 3045, Limassol, Cyprus. SEVENTORRA B.V. is licensed and regulated by Curaçao and eGaming, license No. 1668/JAZ. Remember that gambling can be addictive. Play responsibly ->P
4. TYPES OF BETS		
5. SELF-EXCLUSION		
6. DISPUTE RESOLUTION		
7. ACCOUNTS, PAYOUTS & BONUSES	▼	2. In order to register for this website, the user is required to accept the General Terms and Conditions. In the event the General Terms and Conditions are updated, existing users may choose to discontinue using the products and services before the said update shall become effective, which is a minimum of two weeks after it has been announced. Paripluse.com is owned and operated by SEVENTORRA B.V. a company registered and established under the laws of Curaçao, with registration number 163919 and registered address at Abraham Mendez Chumaceiro Boulevard 03, Curacao, and its wholly-owned subsidiary, ASJAW LTD registered in Cyprus with the registration number HE 448619 and registered address Voukourestiou 25, NEPTUNE HOUSE, Floor 1, Flat/Office 11, 3045, Limassol, Cyprus. SEVENTORRA B.V. is licensed and regulated by Curaçao eGaming, license No. 1668/JAZ. Remember that gambling can be addictive. Play responsibly.
8. LIVE BETTING		
9. MATCH RESULTS, DATES AND STARTING TIMES		
10. RULES ON SPORTS	▼	3. Bets may only be placed by individuals who are 18 years of age or the age of majority in their state (if the age of majority is over 18) and agree to the Betting Rules offered by the bookmaker. The customer shall be held liable for violation of this regulation.
11. FINANCIAL BETS		
12. AVAILABLE MARKETS (OUTCOMES)		
13. EXTRA BETS		
14. EXAMPLES	▼	4. By registering and playing on the website, you confirm that you do not suffer from a gambling addiction.
15. TOTALIZATOR 15-TOTO		
16. TOTO «CORRECT SCORE»	▼	5. The following individuals are not allowed to place bets: • Individuals who are under 18 years of age at the time of placement; • Individuals who directly participate in the events being betted on (e.g. sportspeople, coaches, referees, club owners or club management, or other individuals who can influence the outcome of the event), as well as any individuals acting on their behalf or affiliating with them; • Individuals representing other bookmakers; • Individuals who are prohibited from entering into a contract with a bookmaker subject to the effective legislation.
17. TOTALIZATOR FOOTBALL-TOTO		
18. TOTO «ICE HOCKEY»	▼	6. The right to access and/or use the Website (including any or all of the products offered through the Website) may be considered illegal in certain countries (including, for example, the USA, the United Kingdom, Cyprus, the Netherlands, etc.). We do not intend for our Website to be used for sports betting, gambling or other purposes by people who reside in countries or jurisdictions in which such types of activity are illegal.
19. TOTO «BASKETBALL»		
20. TOTO «FIFA»		
21. ESSPORTS TOTO	▼	7. The fact that our Website is available in such a country and/or jurisdiction or that it can be displayed in the official language of any of those countries cannot be considered official authorization or legal grounds for using our Website and depositing funds into your account or withdrawing your winnings. The availability of the Website does not mean that it contains any proposals, incitement or invitation to use or subscribe to betting, gambling or any of the other services in any jurisdiction where such activity is illegal.
22. TOTO FREE		

4.5. PAYOUTS

7.3. DEPOSITS AND PAYOUTS

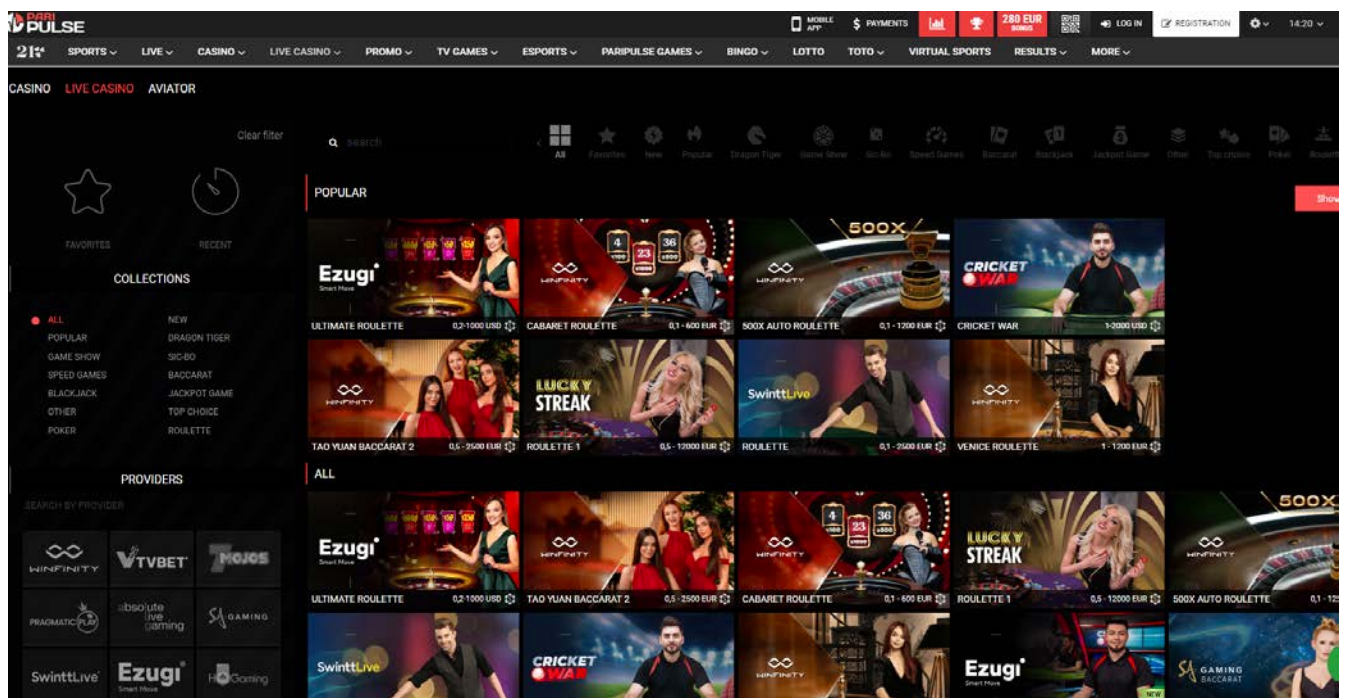
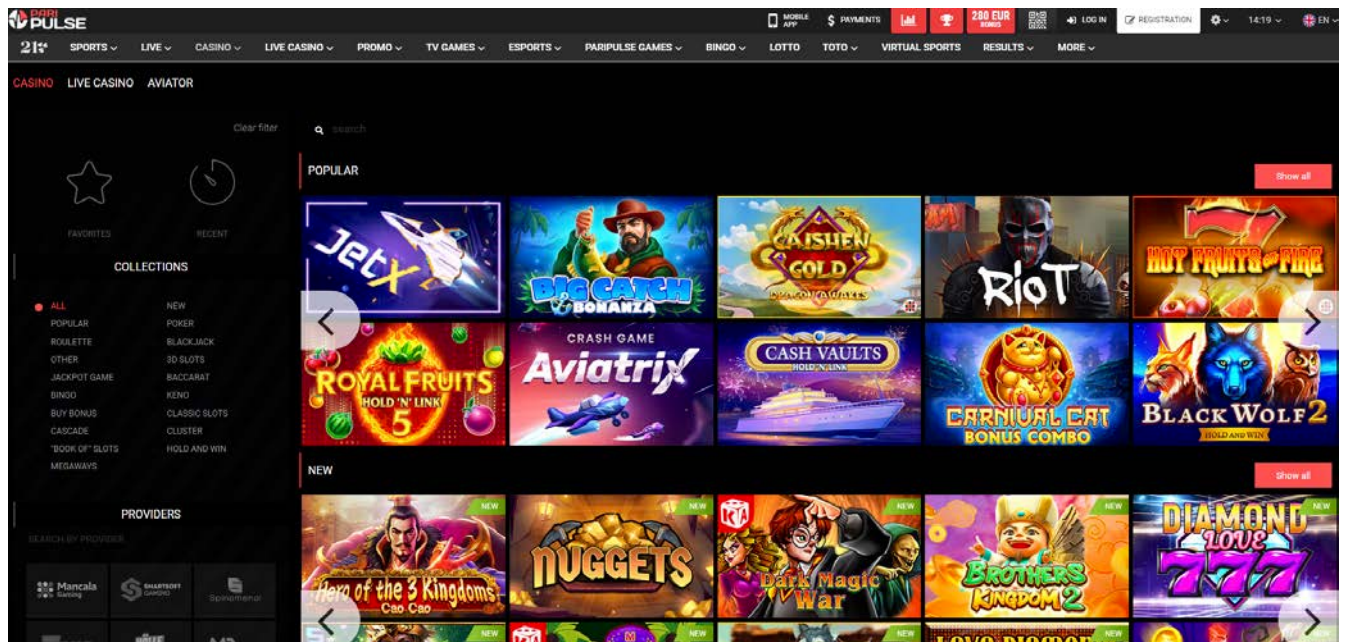
1. There are various ways of depositing and withdrawing funds from the Customer's account. All deposit and withdrawal methods can be found in the "Payments" section.
2. All withdrawal requests are processed 24/7.
3. The PariPulse Security Service is entitled to:
 - decline cash withdrawal requests if deposits were made through e-payment systems.
 - refuse any withdrawal should the deposit or withdrawal amounts be inconsistent with bets placed (the Customer must place bets with stakes which add up to the sum of all deposits and the bets must have odds of at least 1.1; placing a high volume of bets that have a minimal impact on your balance shall not be taken into account, i.e. bets placed on opposite outcomes in games such as Roulette, Baccarat, Craps and Dice). Permitted withdrawal amounts shall be calculated based on the amount of the bets placed from any given deposit.
 - refuse any withdrawal if the betting account is misused. In this case your account must be verified before withdrawal can take place.
4. The PariPulse Security Service does not recommend Customers:
 - transfer funds from one payment system to another;
 - deposit and withdraw funds without placing bets;In the foregoing events, funds will be returned to your account.
5. You can only withdraw funds using the same payment details that were used for depositing funds into your account. If you use different methods to make a deposit, withdrawals should be proportionate to the deposits made using any particular method.
6. PariPulse may refuse withdrawals via payment systems or in cash and offer a bank transfer as a substitute. The company may, at its discretion, restrict one or more of the payment methods you use to make deposits and/or withdrawals.
7. ATTENTION! Our administration does not recommend making deposits and withdrawing funds using someone else's electronic wallet.
 - Our Security Team reserves the right to deem such deposits to be fraudulent and block users' transactions without prior notification.
 - Our administration is entitled to deny withdrawals of funds using payment details which do not belong to the account holder.
8. In certain circumstances and in respect to certain customers PariPulse may decide not to reimburse service charges imposed by payment systems on deposits or withdrawals, which PariPulse usually reimburses.
9. In certain cases, the company has the right to unilaterally initiate the verification procedure of a customer's payments and request additional information from the payment system.
The customer's account may be blocked for financial procedure purposes during the verification process.
According to the terms of some payment systems, the verification procedure can last up to a maximum of 180 days.
10. If a customer doesn't comply with the Company's rules (for example by breaching the T&C, not placing a bet before requesting a withdrawal, etc.), the Company reserves the right to refuse to allow that customer to make a withdrawal.
11. service charge is imposed if monies are deposited into or withdrawn from User's account in BTC currency using the Bitcoin payment system.
12. According to current legislation in Mozambique, 15% will be deducted from the prize won (IRPS and stamp duty)

Your credit card statement will read "Betting_deposit".

4.6. WITHDRAWING

You have the flexibility to initiate withdrawals through the designated payment methods outlined below: If your initial deposit was in FIAT currency, you can choose to withdraw using FIAT methods. Conversely, if you made your deposit using cryptocurrency, you have the option to withdraw using CRYPTO methods.

4.7. A LIST OF THE GAMES THAT WILL BE PROVIDED



5. KEY SUPPLIERS, MATERIAL DEPENDENCIES

5.1. PLATFORM DESCRIPTION

The critical supplier for the project is Fertami Ltd. - the supplier of the software platform. **Fertami Ltd**, a company registered under the laws of the Republic of Cyprus under registration number HE 413010 ("Fertami") has developed **the Unionsoft Platform** ("**Platform**") - a software solution for betting companies with 24/7 stream of data and technical support. The Platform provides betting website operators with a reliable software solution designed to deliver high performance and security. Built on advanced technologies, it offers a diverse range of features, including real-time data updates, support for multiple types of bets, huge selection of sports and flexible customization options.

1. Platform specifications

1.1. General specifications

1.1.1. The Platform's structure

The functional structure of the Platform includes the following modules:

- a) the option to register as a customer
- b) the option to log in and reset the password
- c) the option to make deposits and withdrawals
- d) the option to place bets
- e) the option to view betting history
- f) the option to view deposit history
- g) the option to receive bonuses
- h) the option to view bonus history
- i) the option to contact the customer support team
- j) the option to self-exclude
- k) the option to place limits on deposits
- l) deployment of two-factor authentication
- m) deployment of secret phrase authentication
- n) databases and tables of real events containing established statistics or dynamic odds
- o) service for obtaining odds on events through an API
- p) service for tracking customer money – records of deposits, bets, and withdrawals
- q) service for integrating the Platform with the payment services of other third-party providers through an API

- r)* service for notifying customers about a future event, changes, adverts, and marketing for promotions by email, text message and pop-up message on mobile devices
- s)* tool for protecting and restricting access and assigning competences to Fertami's employees (BackOffice) and displaying an employee's level of access in their profile
- t)* profiles for the technical service departments of remote operating units (B2C) including the department structure, information about the SLA and the serviced business units of the operator or affiliates
- u)* technical support service including the systems for logging in, registration, and recording and resolving questions and problems from service contractors when using email services or live communication
- v)* display of short messages to customers (primarily the status of their account and customer legal compliance)
- w)* the option for customers to put forward and discuss customer ideas to improve the platform's services and install new services, and the option to introduce ratings
- x)* document management – files received from customers – loading files and exchanging them with colleagues securely, tagging, the option to add comments and information about users that downloaded files, version control
- y)* cookie service – storage and sharing of useful links to various online resources, customer recommendations and content on the basis of information accumulated about a customer, improvement and suggestions for customers to make using the platform easier and more efficient
- z)* responsible gaming service – a service for customers to set up their own limits and self-exclude with the option to customize these to suit the different requirements of the various jurisdictions
- aa)* Anti-fraud and AML service – the option to connect third-party resources through an API from government bodies in different jurisdictions to verify customers when they register and if they engage in suspicious activity
- bb)* service for monitoring suspicious customer activity, such as using different payment methods and a large number of small deposits, bets, and withdrawals
- cc)* voting service – the opportunity for customers to vote for the operator's various marketing or informational promotions posted and sent to customers through the Platform's services
- dd)* service for issuing ratings – mechanisms for determining the activity and popularity of Platform users and creation of reports on VIP customers

Compatibility with related platforms

The Platform is compatible with third-party betting platforms and individual slots, casino, corporate back-office portal sufficient for general navigation and information research, a payment system aggregator, and a customer support module.

The Platform also supports:

- a) marketing modules from third parties
- b) integration with the business solutions including CMS, CRM, and BackOffice
- c) integration with external platforms such as Microsoft Office, business email, tasks and calendars, and a platform for sending mass messages by email and SMS
- d) integration with additional structures providing prior verification services on customers, KYC, AML, fraud prevention, and PEP lists to help the operator decide whether to accept certain users
- e) provision of API for several modules
- f) integration with system managing access to information resources for providing the betting odds.
- g) integration with AWS and other data storage services that have security certificates and are located within the EU.

Ergonomic features

It is possible to modify the Platform's interface according to the developed and agreed designs.

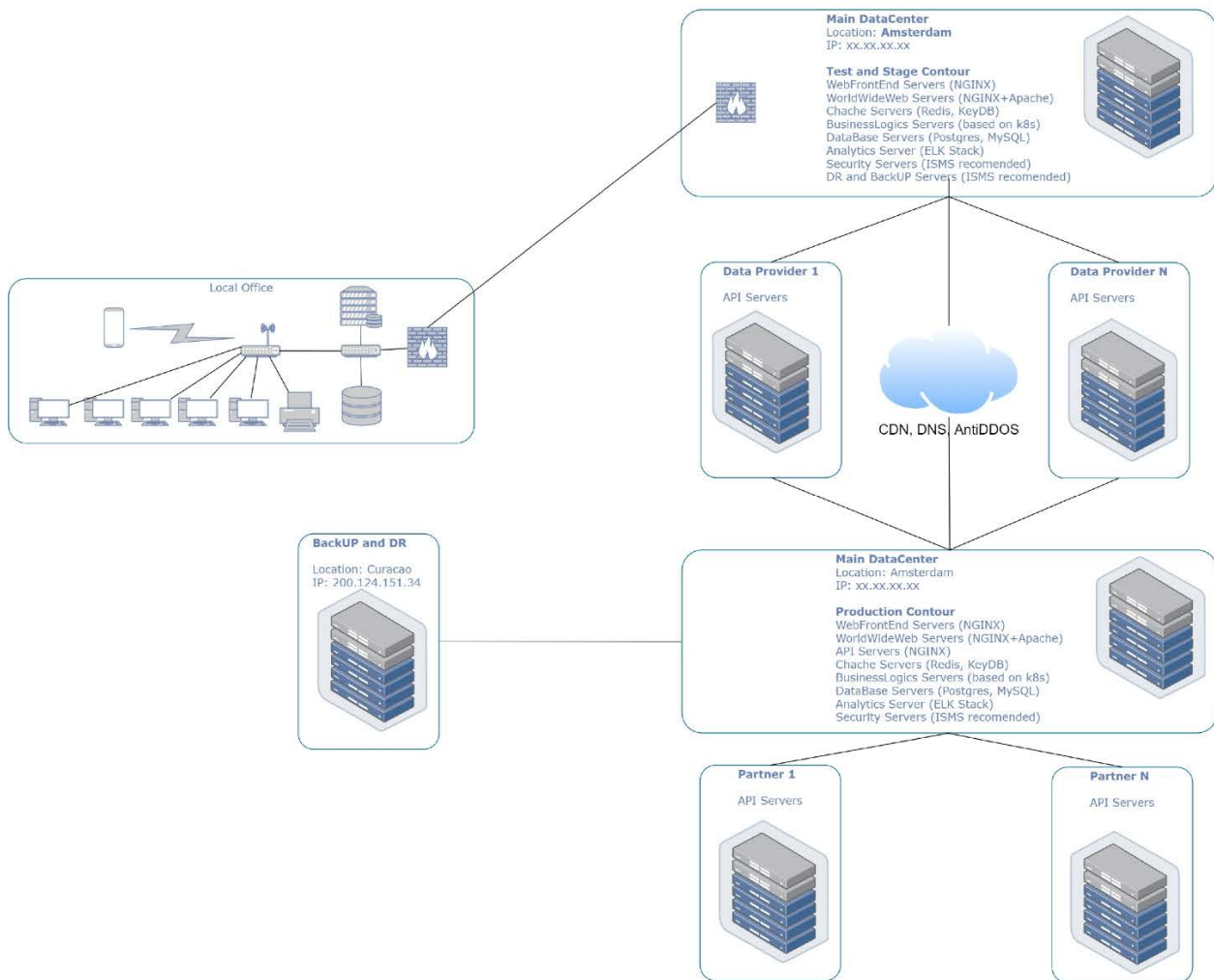
The Platform supports access from the following mobile platforms:

- a) iOS
- b) Android
- c) Windows

The Platform supports adaptive web design (or an adaptive user interface) capable of carrying out W3C CSS3 requests with a changing proportion grid and also support flexible changes to image proportions.

Platform Risk Management

Our thorough disaster plan and resilient infrastructure effectively mitigate the risks associated with platform implementation. By employing robust protocols for data backup and restoration, along with redundant server systems, we reduce service interruptions and prevent data loss. Continuous testing and improvement of our disaster plan guarantee its effectiveness against evolving threats and technological advancements. Collaboration with cybersecurity experts and regulatory authorities provides valuable insights, ensuring that our platform remains at the forefront of disaster preparedness for online casino platforms. This unwavering commitment safeguards both operations and customer trust.



5.2. PAYMENT SERVICE PROVIDERS

Withdrawals can be made using the payment methods specified below, as follows: FIAT - provided that the deposit was made in FIAT and CRYPTO - provided that the deposit was made in cryptocurrency.

Payment service provider (at the connection/planning stage): euPago, eZeewallet, Colibrix, PayOp, GateExpress.



Likewise, rigorous compliance measures in banking services mitigate the risk of service interruptions. Concurrently, utilizing 2 to 3 banks simultaneously provides protection against inherent banking risks. Expanding our banking relationships enhances our bargaining power for favorable terms and bolsters resilience in our financial framework. This proactive stance shields against potential disruptions and strengthens our financial infrastructure. By strategically diversifying our banking partnerships, we optimize risk management strategies, promoting stability and longevity in our financial operations.

5.3. LEGAL AND CORPORATE PROVIDERS

In the legal and corporate service provider sector, numerous seasoned professionals boast extensive experience in the gambling industry. These experts play a crucial role in aiding us to comply with regulatory, payment, and banking requirements, thereby ensuring comprehensive compliance.

6. RISK EVALUATION AND MANAGEMENT

Each department meticulously oversees its own array of risks on a daily basis.

6.1. RISK AUDITING

Internal audits, supervised by the Audit Committee comprising the Heads of IT, Legal, and Finance, are conducted annually across all risk categories. Furthermore, external audits are undertaken every three years to offer an impartial assessment of business and financial affairs. Routine audits are also performed on the platform, its software providers, infrastructure, and financial standing. A meticulous risk register is maintained and reviewed quarterly by the Audit Committee, enhancing daily interdepartmental communication. Additionally, mandatory financial audits are conducted annually for all companies within the organizational structure.

6.2. RISK OVERVIEW

A) **Legal Landscape Oversight (Head of Legal Oversight):** Given the dynamic nature of the legal landscape in online gambling, continuous monitoring is imperative. We ensure all staff members stay informed about evolving legal frameworks by regularly disseminating updates on legal changes across departments. The legal team collaborates closely with other departments, including compliance and operations, to ensure a comprehensive understanding of legal obligations and streamline implementation processes. By maintaining open channels of communication with regulatory bodies and industry associations, we prioritize transparency and demonstrate our commitment to adhering to legal standards in online gambling.

- **Legality and Licensing:** Operating an online casino requires obtaining licenses from relevant regulatory bodies across various jurisdictions. Regulatory requirements vary greatly from one jurisdiction to another, and failing to comply with licensing prerequisites can result in significant fines, legal consequences, or even the suspension of operations.

Mitigation: The Operator currently operates under the Curacao eGaming license No. 1668/JAZ and is in the process of applying for a new GCB license

- **Data Protection and Privacy Laws :** Online casinos manage large volumes of sensitive customer data, making compliance with data protection regulations like the EU's General Data Protection Regulation (GDPR) essential to avoid fines and maintain customer trust.

Mitigation: To tackle this, it's essential to minimize the collection and processing of personal data to what's strictly necessary for providing gambling services, ensuring no data is kept longer than required. Establishing and implementing a data breach response plan is crucial for efficiently managing and mitigating the impacts of data breaches, including clear protocols for notifying affected individuals and regulatory authorities within mandated timeframes. Additionally, integrating privacy by design and default principles into the development of new products, features, or services is vital, incorporating privacy considerations from the outset of the project.

- **Advertising and Marketing Restrictions:** In many regions, strict regulations govern the advertising and marketing of online gambling services to protect vulnerable populations, including minors and individuals grappling with gambling addictions. Failure to adhere to these standards can result in regulatory penalties and public backlash.

Mitigation: To tackle this issue, it's vital to maintain continuous oversight of advertising and marketing activities to guarantee compliance with pertinent laws, regulations, and industry norms governing gambling advertising. Transparently communicating all terms, conditions, restrictions, or limitations linked to promotions, bonuses, or other marketing offers is essential to prevent consumer misinterpretation and mitigate potential regulatory consequences. Additionally, conducting thorough evaluations of third-party advertising partners, agencies, or affiliates is crucial to confirm their adherence to advertising and marketing regulations and their dedication to responsible advertising practices.

- **Cross-Border Regulatory Challenges:** Operating across different jurisdictions exposes online casinos to complex regulatory environments and legal uncertainties. Variations in gambling laws and enforcement practices among different regions can pose challenges in ensuring compliance, often requiring significant legal assistance.

Mitigation: Establish strategic partnerships with local entities, legal professionals, or industry associations in specific jurisdictions to gain insights into local regulations, navigate regulatory processes, and build relationships with regulatory authorities. Conduct thorough due diligence on potential business partners, affiliates, suppliers, and external entities to ensure compliance with regulatory standards and mitigate compliance risks in cross-border operations. Stay vigilant about changes in gaming regulations and enforcement strategies in targeted jurisdictions by regularly

monitoring regulatory updates, industry publications, and legal counsel advisories.

- **Changes in Regulation:** The regulatory landscape surrounding online casinos is continuously evolving, marked by the frequent introduction of new laws, regulations, and enforcement measures. Operators must stay vigilant and adapt their operations to these changes to mitigate compliance risks.

Mitigation: To tackle this challenge effectively, conduct thorough assessments to understand the potential impact of new regulations on the casino's operations, financial health, and risk profile. Identify areas where compliance might be vulnerable and develop proactive strategies to address them. Implement agile compliance methodologies that enable rapid adaptation to evolving regulatory requirements. This could entail creating flexible compliance solutions, leveraging technology for automation and efficiency enhancements, and fostering a culture of ongoing improvement and innovation. Provide regular training and educational initiatives for employees on emerging regulations, compliance requirements, and the best practices for maintaining regulatory standards. Empower staff to identify and respond appropriately to regulatory changes within their roles

- **Enforcement Actions:** Regulatory authorities have the power to undertake investigations or audits to verify compliance with gambling regulations. If violations are found, enforcement actions, such as fines, license revocation, or legal proceedings, can have serious ramifications for iGaming operators.

Mitigation: To tackle this challenge, it's crucial to conduct regular internal audits and reviews of compliance practices, operations, and procedures. This helps identify areas of non-compliance, assess risks, and proactively implement corrective actions. Additionally, establishing open communication channels with regulatory authorities, industry associations, and other stakeholders is essential. This fosters relationships, allows for seeking guidance on compliance matters, and enables the prompt addressing of concerns or questions. Moreover, maintaining comprehensive documentation and records of compliance activities, including policies, procedures, training materials, audits, and enforcement actions, demonstrates compliance efforts and supports regulatory inquiries or investigations.

- **Political and Public Perception:** Public sentiment regarding gambling holds substantial sway over regulatory decisions and public policy initiatives. Instances of negative publicity or public outcry against iGaming operators

can escalate regulatory scrutiny and prompt demands for stricter regulations.

Mitigation: To tackle this challenge, prioritize transparency in business operations, regulatory compliance, and corporate governance practices to cultivate trust with regulators, customers, and the public. Provide educational resources and information to the public about the online casino industry, emphasizing responsible gambling practices and potential risks associated with gambling. Increase awareness of problem gambling helplines, support services, and resources to support individuals in need.

B) Regulatory Risks (Responsible: Compliance Officer): Effectively managing regulatory risks related to Anti-Money Laundering (AML) and Know Your Customer (KYC) compliance is imperative for businesses, particularly those in the financial and gambling sectors. The AML&KYC department plays a pivotal role in ensuring adherence to pertinent laws and regulations aimed at thwarting money laundering and terrorist financing activities. This encompasses establishing robust protocols for authenticating customer identities, scrutinizing transactions for suspicious behavior, and promptly reporting any irregularities to the relevant authorities. Non-compliance with AML&KYC regulations can result in severe repercussions, including hefty fines, reputational harm, and potential legal entanglements. Hence, strict adherence to these standards is crucial for mitigating regulatory risks and upholding the organization's integrity. The AML&KYC department takes center stage in overseeing compliance efforts, conducting comprehensive risk assessments, and implementing necessary controls to minimize the organization's exposure to regulatory pitfalls. Moreover, ongoing training initiatives are essential to keep employees well-versed in evolving AML&KYC requirements and industry best practices. In summary, effective management of regulatory risks associated with AML&KYC compliance necessitates a proactive and holistic approach, with the AML&KYC department serving as a cornerstone in the organization's compliance framework.

- **Compliance and Anti-Money Laundering (AML) Regulations:** Online casinos must strictly adhere to compliance standards to mitigate the risks associated with money laundering, terrorist financing, and other illicit activities. Failing to implement sufficient Anti-Money Laundering (AML) controls can lead to severe regulatory penalties, damage to reputation, and legal repercussions.

Mitigation: To tackle this challenge, it's vital to establish a robust Anti-Money Laundering (AML) policy that outlines clear procedures for customer due diligence, transaction monitoring, and reporting suspicious activities. This policy should align closely with regulatory requirements and

industry best practices. Furthermore, conducting regular training and awareness programs for casino staff is essential. These programs educate employees on AML regulations, empower them to identify indicators of suspicious behavior, and underscore their responsibility in preventing money laundering and terrorist financing activities.

- C) **Technical Risks (Responsible: Technical):** The technical department plays a critical role in overseeing key areas such as infrastructure maintenance, platform integration, cybersecurity, and data security. It is responsible for ensuring the regular upkeep of infrastructure to minimize downtime and mitigate risks associated with hardware or software malfunctions. Prioritizing the implementation and updating of cybersecurity protocols and technologies is essential to combat threats such as hacking, data breaches, and malware attacks. The technical team must diligently monitor for potential security breaches and respond promptly to incidents to mitigate risks and minimize the impact of cybersecurity breaches. Regular audits and security assessments are vital for identifying vulnerabilities and shortcomings in the infrastructure, empowering the technical team to proactively address potential risks before they escalate and ensuring the continued integrity and security of the systems.
- **Data Security:** Illegitimate access to customer information, which includes personal details and financial data, poses substantial risks like identity theft, fraudulent activities, and potential legal ramifications.
 - **Mitigation:** Implement a comprehensive cybersecurity strategy comprising multiple layers of protection, such as firewalls, intrusion detection systems, and encryption mechanisms. Regularly update software and security patches to address vulnerabilities and enhance defenses against emerging threat.
- D) **Financial Risks (Responsible: Head of Finance):** Managing financial risks is crucial for the sustainability and growth of any business. As the person accountable for financial matters, the Head of Finance holds a central role in identifying, evaluating, and addressing these risks. Key responsibilities include establishing strong financial controls, monitoring cash flow, and optimizing capital allocation to reduce exposure to potential risks. Collaboration with other departments is essential to develop and implement financial strategies aligned with the organization's objectives. Through proactive risk management and strategic planning, the Head of Finance aims to protect the company's financial health and maximize shareholder value. Regular financial analysis and reporting play a vital role in identifying emerging risks and opportunities, allowing for timely adjustments to financial strategies.
- **Taxation:** Taxation policies related to online gambling vary greatly across jurisdictions and can have a substantial impact on the profitability of

iGaming operators. Changes in tax laws or unexpected tax obligations can introduce financial risks for casino operators.

- **Mitigation:** To ensure compliance with local tax laws and regulations, enlist the expertise of tax professionals, accountants, and legal experts specializing in international taxation. Utilize tax treaties and agreements between nations to minimize the risk of double taxation and enhance tax planning strategies. These agreements often offer provisions such as tax credits, exemptions, or reduced tax rates for cross-border transactions. Maintain precise financial records, robust accounting systems, and thorough tax filings to adhere to local tax laws and regulations in every jurisdiction where the casino operates. This encompasses timely submission of tax returns, payments, and adherence to reporting obligations.

E) **Litigation Risks (Responsible: Customer Service):** Mitigating customer service-related risks involves ensuring compliance with relevant laws and regulations to minimize the potential for litigation resulting from regulatory breaches. Establishing clear communication protocols within the Customer Service department is paramount to effectively manage customer expectations, thus reducing misunderstandings and potential legal disputes. Thorough documentation of customer interactions and resolutions serves as crucial evidence of adherence to service standards and facilitates the amicable resolution of disputes, thereby mitigating litigation risks. Regular reviews and refinement of customer service processes based on feedback and performance metrics address recurring issues, thereby minimizing the risk of customer dissatisfaction leading to litigation. Cultivating a culture of transparency and accountability within the customer service team fosters trust with customers and reduces disputes arising from perceived unfairness or ambiguity. Establishing clear escalation procedures ensures the swift resolution of unresolved customer concerns by appropriate management levels, thus averting the escalation of grievances into potential litigation.

- **Responsible Gaming Practices:** To address this, online casino operators must prioritize responsible gambling standards mandated by regulatory bodies. Implementing measures to deter problem gambling behaviors is essential to ensure compliance and maintain a positive reputation. Non-compliance with responsible gaming regulations can result in regulatory penalties and reputational damage for operators.
- **Mitigation:** Implement self-exclusion tools that enable players to voluntarily exclude themselves from gambling activities for specific periods. Ensure these tools are readily accessible and prominently featured on the casino's website and gaming platforms. Provide players with options to set deposit limits and timeouts on their accounts, empowering them to manage their gambling behaviors and prevent excessive gambling. Customize and enforce

these limits to ensure compliance with regulations. Utilize data analytics and monitoring tools to identify players exhibiting signs of potential gambling problems, such as frequent or high-value wagers. Implement suitable interventions and support measures for these players as necessary.

6.3. RISK OF POTENTIAL CAPITAL LOSS

During the initial phases, there is a risk of potential losses of funds allocated for registration, rent, and office equipment. In the event of the online casino closing due to internal or external factors, the security deposit is refunded to the casino owners. However, it's essential to preserve this amount untouched throughout the casino's operation, designated solely as a reserve for jackpot wins, thereby minimizing potential losses.

Mitigation:

Drawing upon a cumulative 25 years of experience in the online casino industry among the founders and co-owners, coupled with the seasoned managerial expertise of the project mentor, strategically situates the project to effectively mitigate risks associated with market entry.

7. POLICIES AND PROCEDURES

7.1. KNOW YOUR CUSTOMER

The KYC (Know Your Customer) policy includes procedures and guidelines crafted to authenticate and verify clients' identities. Its primary goal is to prevent financial crimes such as money laundering, terrorist financing, and fraud by ensuring that casinos possess accurate information about their customers and their financial transactions. Adhering to KYC protocols enables casinos to build trust, meet regulatory standards, and mitigate risks associated with illicit activities within the financial system.

7.2. ANTI-MONEY LAUNDERING

The primary objective of the Anti-Money Laundering (AML) policy is to discourage the illegal concealment of the origins of funds obtained through criminal activities. AML policies and procedures are designed to identify and prevent money laundering, terrorist financing, and other illicit financial activities within financial institutions.

7.3. DATA PRIVACY

The objective of the Data Privacy Policy is to delineate procedures for collecting, utilizing, retaining, and securing individuals' personal data within an organization. Its aim is to ensure compliance with data protection laws, protect the privacy rights of both customers and employees, and foster trust with stakeholders. By establishing explicit guidelines and protocols for managing sensitive data, the policy endeavors to reduce the likelihood of data breaches, unauthorized access, and misuse of personal information, ultimately enhancing transparency and accountability in data management practices.

7.4. RESPONSIBLE GAMING

The objective of the Responsible Gaming Policy is to foster healthy and moderate gambling behaviors while mitigating the hazards linked to excessive or problematic gambling. It articulates approaches and values aimed at shielding players from the adverse effects of gambling addiction, such as financial hardships, mental health challenges, and social ramifications. Through provisions for self-exclusion resources, implementing limits on gambling engagements, and extending assistance to individuals requiring support, the policy endeavors to establish a responsible and enduring gambling milieu, with a focus on player welfare and upholding the credibility of the gaming sector.

7.5. TERMS OF USE

The Terms of Use policy for an online casino delineates the guidelines, rules, and conditions users must adhere to while utilizing the platform. It encompasses various aspects such as user responsibilities, account management, payment procedures, dispute

resolution, and compliance with relevant laws and regulations. By consenting to these terms, users acknowledge their understanding of the rules governing their interaction with the casino, thereby fostering transparency, fairness, and adherence to legal standards throughout their gaming experience.

7.6. SELF-EXCLUSION

This section offers comprehensive details on the process whereby individuals can voluntarily opt to exclude themselves from engaging in gambling activities on the platform for a predetermined period. This exclusion is typically aimed at helping individuals manage their gambling habits or address addiction concerns.

7.7. DISPUTE RESOLUTION

This section furnishes information regarding the procedures and mechanisms accessible for resolving conflicts or disputes that may arise between the casino and its users. It typically outlines steps for escalation and resolution.

7.8. FAIRNESS & RNG TESTING METHODS

This section assesses the fairness of the casino's games, affirming their randomness and impartiality. It frequently highlights the utilization of Random Number Generators (RNGs) and the methodologies employed to evaluate and validate their fairness.

7.9. ACCOUNTS, PAYOUTS & BONUSES

This section elaborates on the procedures for overseeing accounts, payout options, and the terms associated with bonuses, including wagering requirements and limitations.

7.10. BETTING RULES

This section outlines precise rules and regulations governing betting activities on the platform, encompassing game-specific guidelines, maximum and minimum wagering limits, and any additional terms relevant to various types of bets.

7.11. INTERNAL POLICIES

The Human Resources Policy encompasses guidelines for recruitment, onboarding, performance evaluation, staff development, diversity, disciplinary actions, and termination procedures. The Financial Policy outlines procedures for budget allocation, expenditure oversight, financial statement preparation, auditing, procurement practices, and adherence to accounting standards. The Communication and Social Media Policy delineates protocols for both internal and external communication channels, including email usage, social media directives, media interactions, and branding guidelines. The

Information Security Policy addresses the protection of sensitive data, including protocols for data handling, cybersecurity measures, password management, and strategies for preventing data breaches. Internal Policies are crafted to support external policies, subject to periodic review and updates, while the latter undergo continual adaptation, modification, and discontinuation as necessary.

- 7.12. The necessity to create and uphold these policies arises from our commitment to sustained long-term operations, particularly considering the substantial initial investment. Our objective is to maintain operations for at least three years under the GCB license, with renewal dependent on achieving investment returns and meeting key performance indicators as outlined in our financial projections.
- 7.13. Utilizing a diverse array of internal and external resources, our project capitalizes on a wide range of expertise. The Ultimate Beneficial Owner (UBO) brings invaluable insights in both the gambling and IT domains, serving as an exemplary overseer. Essential departments such as Legal, IT, Human Resources, and Finance boast substantial experience in sustainably managing large-scale gambling ventures. Moreover, collaboration with jurisdictions like Curacao, Cyprus, and others presents opportunities to engage with advisors, specialists, and independent auditors.

Additionally, the Gaming Control Board (GCB) supports operators by offering guidance and assistance in policy formulation. This collaborative effort ensures that operators can customize their policies to meet regulatory requirements and industry standards effectively. By leveraging the knowledge and resources of the GCB, operators can establish resilient and efficient policies that foster compliance and integrity within the gambling industry. Furthermore, the GCB provides ongoing support and updates to help operators adapt their policies to evolving regulations and emerging challenges, empowering them to maintain a robust framework for responsible gambling practices.

8. MARKET ANALYSIS

8.1. INCOME AND TURNOVER

2020 has become a successful year for online casinos around the world due to the pandemic and self-isolation. In many countries the revenue of the entire gambling market has grown by a third - at least in relation to the previous 2019. This indicates the robustness and promise of this business model.

Over the past few years 85 countries around the world have legalized online gambling. Online betting and betting in slot machines and other gambling games together account for 70% of the income of all Internet gambling.

Gambling on the global network is very popular due to the wide variety of offers and comfortable gaming process without any restrictions. The largest income from online slot machines is generated in the UK, China, Austria, Germany and Italy.

Research firm Juniper has calculated that online gambling betting turnover will reach \$ 950 billion by 2024 and will continue to grow, Yogonet reports.

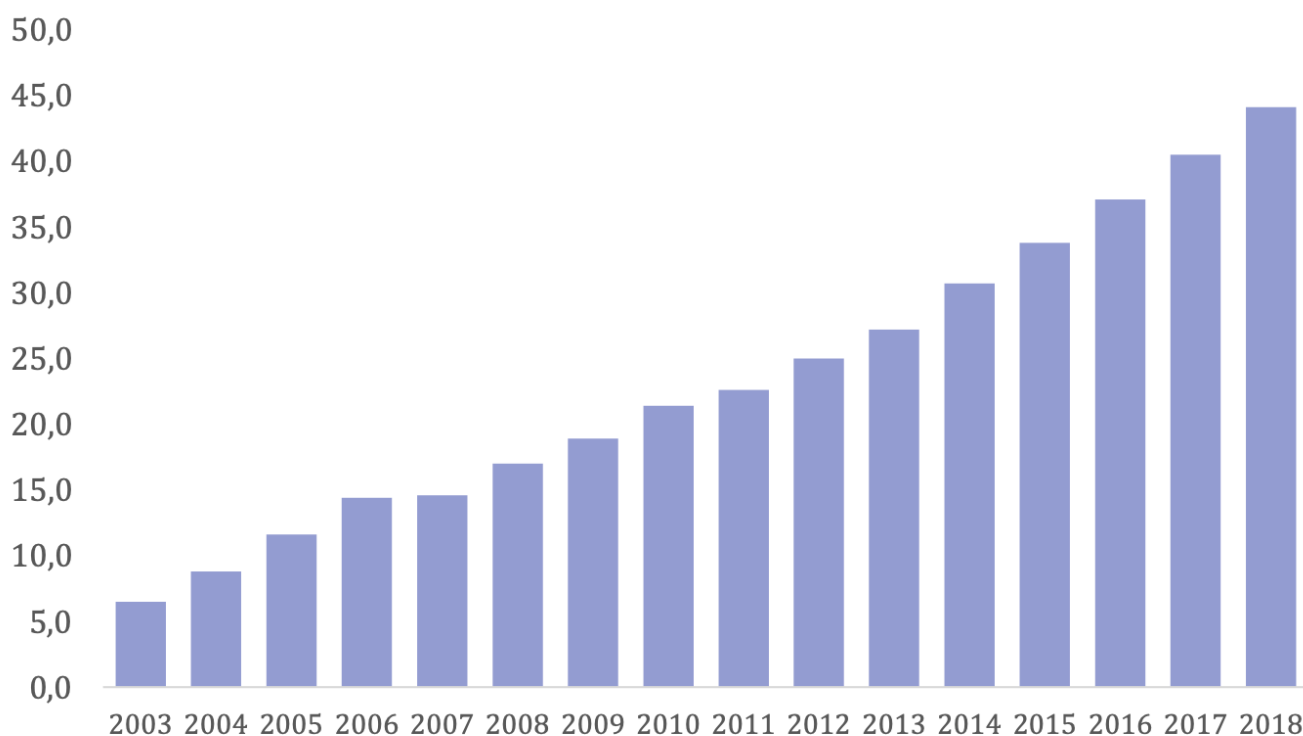
According to Juniper research, gambling is increasingly moving to the online environment. Moreover, the greatest activity is shown by mobile applications. The share of bets made using mobile phones is constantly growing.

The authors of the study also noted that, despite the general trend towards the regulation of national gambling markets, a few countries are moving towards the prohibition of gambling via the Internet and mobile applications.

The global online gambling market already accounts for 13% of the total global legal gambling market and this figure is constantly growing.

About 85 countries have allowed online gambling, according to a study by the American Gaming Association.

Diagram 2. Revenue from online gambling worldwide, billion euros



Gross Gaming Revenue is a financial indicator that determines the gross revenues of a gambling establishment. The GGR parameter allows you to track the dynamics of the behavior of gambling players around the world.

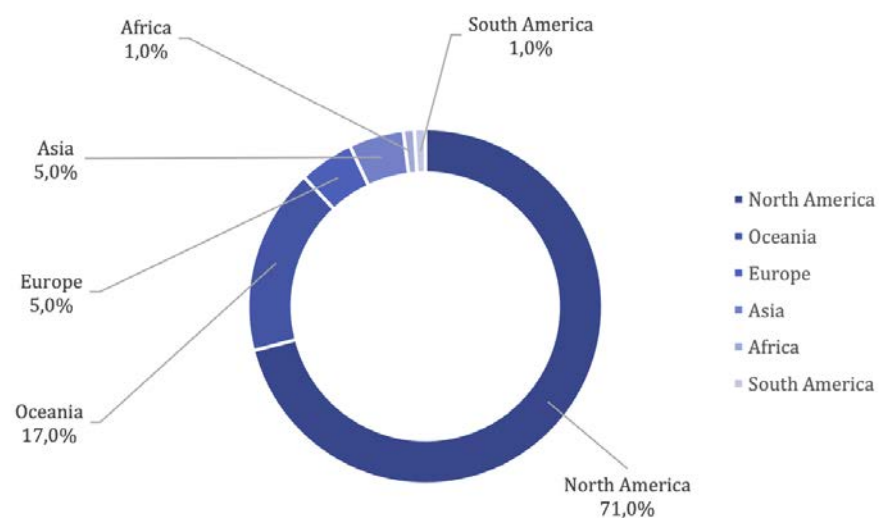
BV1sion presented an overview of the online casino market in 2019, including the GGR market predictions. In 2019, GGR was \$ 5.3 billion (up from \$ 5 billion in 2018). It is predicted that GGR will grow further and will reach \$ 5.7 billion in 2024, and \$ 7.2 billion in 2025..

Diagram 3. Forecast of Gross Gaming Revenue, \$ billion



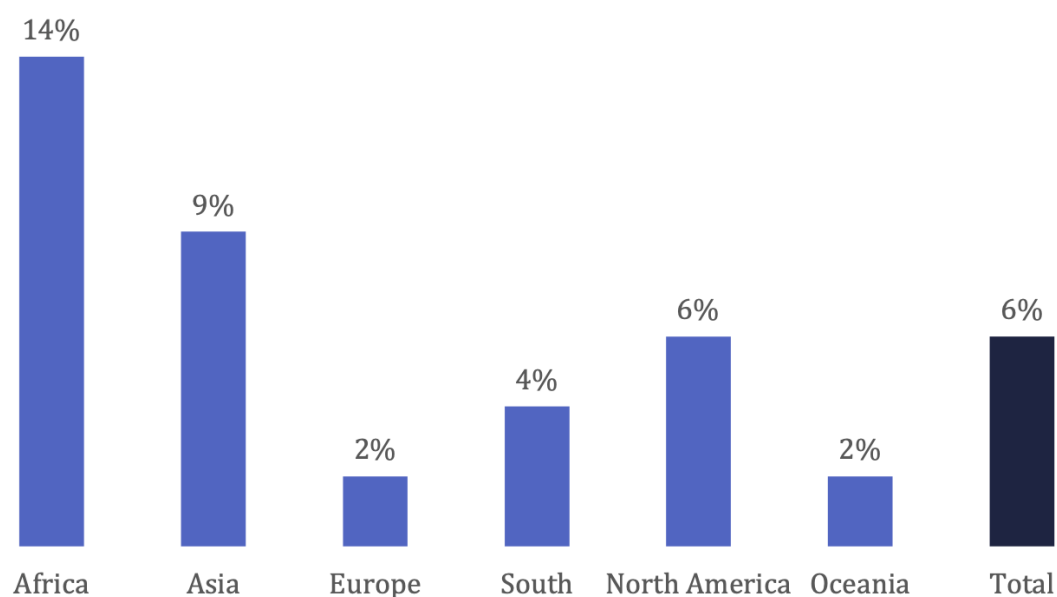
At the same time, Oceania (Fiji, New Zealand, Polynesia, New Guinea, etc.) also has a strong presence with 17% of the global GGR in 2019, significantly ahead of Asia and Europe with 5%.

Diagram 4. Regional structure of gross income of the gambling business in 2019



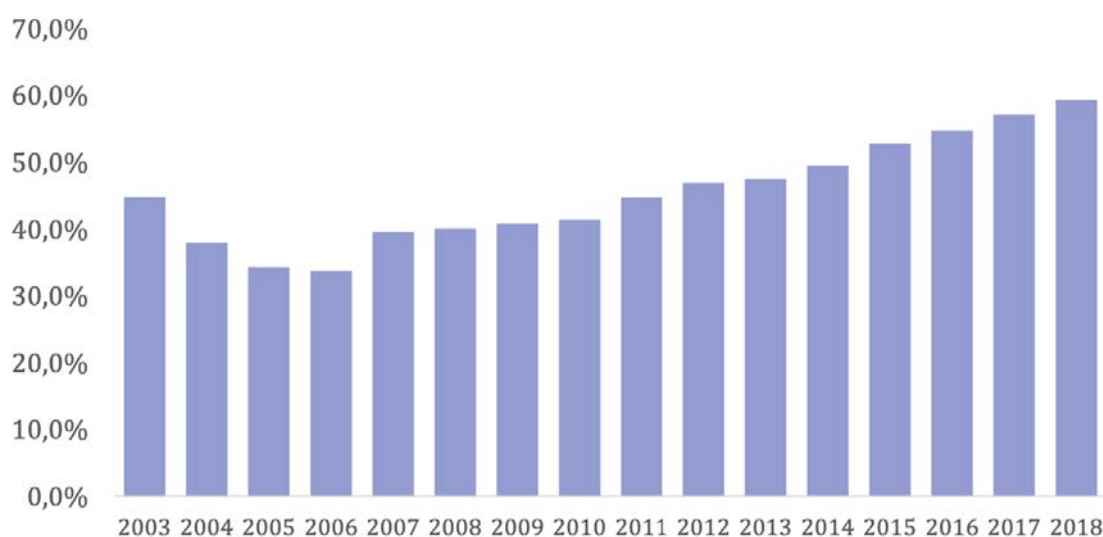
Africa posted the fastest growth rate in 2019 at 14% YoY, while Europe experienced very modest growth.

Diagram 5. Growth in gross income by region in 2019



There was also talk about simplifying the rules. Operators of online gambling operating in the European Union are forced to obtain licenses in several countries, which require licensing. But a more general approach would be better for them. More compliance requirements create unnecessary infrastructure duplication and costs, which adds unnecessary administrative burdens for regulators.

Diagram 6. The share of the "white market" in online gambling revenue worldwide



Since 2003, the market has grown by an average of 23% annually. The dominant elements were betting, casino and poker. Online gaming is becoming more and more popular, and its progress is driven by factors such as the spread of the Internet, the emergence of new markets and new groups of players.

8.2. NEW GROUPS OF PLAYERS

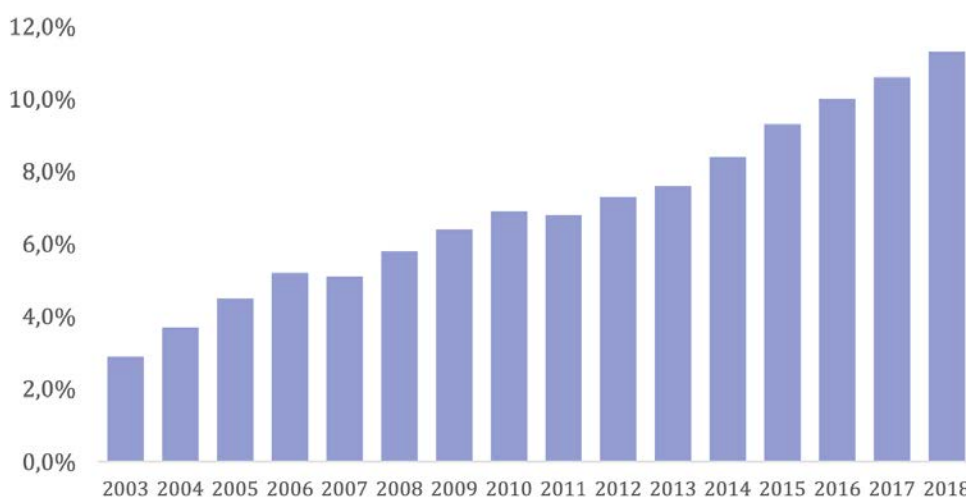
Since 2004, the number of female Internet users aged 18 to 74 has increased by more than 80%, and men by 60%. Online gambling attracted mostly young men, but now it is becoming more popular among women and older people.

Different types of players have different preferences and reasons to play. Most people do it for fun, others do it to win money, and some do it to relax. Whatever the reason, operators and developers should keep an eye on player preferences. Age differences between players are also increasing as the Internet continues to spread in society. The image of the average male player between the ages of 25 and 35 is becoming increasingly blurred.

According to a study by GP Bullhound, 43% of all online gamblers in 2009 were women. Their favorite segment is still bingo, but they play in different directions. Research shows that the play behavior of men and women is different. Women tend to play longer and bet lower, while men do it more often and bet more, but the games are shorter.

Bingo is becoming more and more popular because the game offers the opportunity to relax in a social society.

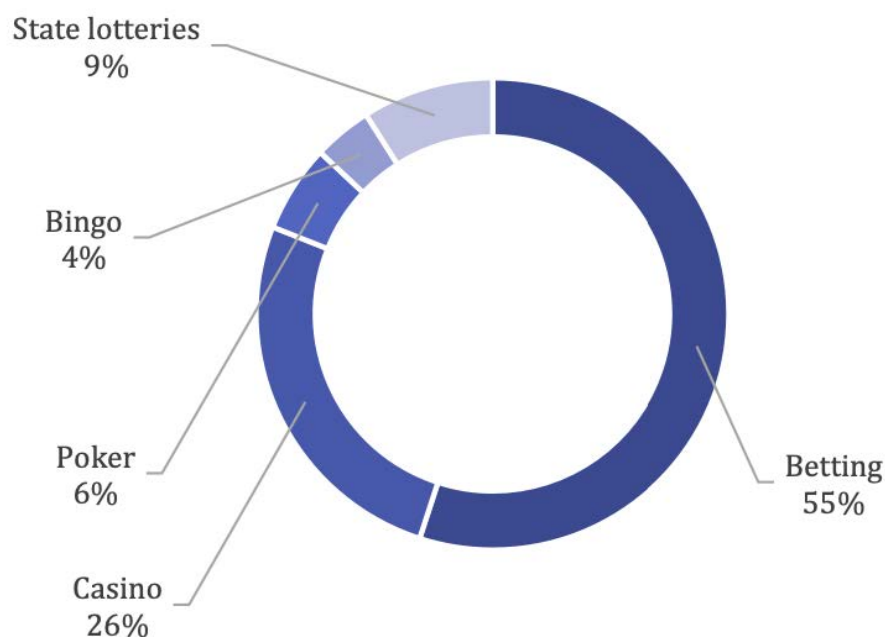
Diagram 7. Share of online gambling income from total gambling income in the world



It is important to note that most of the popular forms of remote gambling today are traditional casino games, betting and poker variations. The popularity of different types of online gambling depends on gender. The bingo industry is expected to have the highest growth rates as more women are interested in the iGaming industry and bingo.

Nevertheless, online gambling is still more popular among men. Young men are especially prone to gambling. Women enjoy playing just as much, but they choose simpler games like lotteries and slots. The difference can be explained by the socialization of the roles of men and women. Betting, casino games and skill games are traditionally associated with male audiences, while women are more accustomed to playing, having fun, rather than getting an adrenaline rush.

Diagram 8. Online gaming revenue by type, 2019



8.3. CURRENT TRENDS IN ONLINE CASINOS

Due to the pandemic and self-isolation in many countries, 2020 has become a very successful year for online casinos around the world: there is an increase in the revenue of the entire online gambling market in the world by a third compared to the previous

period last year. And during the crisis of 2008, it practically had no effect on the wallet of online casino customers. This indicates the robustness of this business model.

New technologies are having a profound impact on the gaming market. Active development is predicted for mobile gambling, and only the best new products will withstand competition, which means that users will notice an improvement in the quality of mobile gambling.

All technical changes, including those related to the speed of mobile data transmission, will not be particularly noticeable to end users, they will take place, so to speak, in the background. But the qualitative and specific changes will be on the face.

The main surprise will be virtual reality in online gambling. Thanks to the development of Microsoft HoloLens, HTC Vive and Playstation VR, video slots and other online games will become more spectacular and amazing than ever before soon.

Virtual reality technology

New advances in VR technology make it possible to faithfully reproduce the emotions and physiological sensations experienced by a person in a real casino. With the help of virtual reality glasses, anyone who wishes today can walk through the hall of a masterfully recreated gambling establishment, talk to the dealer and place bets at any gaming table.

Such giants of the gaming market as Microgaming, Novomatic, NetEnt, Lucky VR, Topgame Technology and others are working in the direction of the development of virtual reality games.

Back in the winter of last year, at the international conference ICE Totally Gaming, Microgaming presented an impressive stand, where the virtual roulette game was demonstrated. The software used has clearly shown that virtual reality is achievable, and a great future awaits it in the gambling industry.

The company NetEnt is actively studying VR technologies. Visitors to exhibitions dedicated to online gambling have already repeatedly experienced the Jack and the Bean Tree slot machine. The amazingly realistic journey was appreciated by both players and competitors.

Talking about their achievements in the field of virtual reality, Novomatic representatives note the main advantages of realistic online games: full immersion in the gameplay; incredible emotions, even brighter than in real life; the ability to use the resource in any convenient place where there is an Internet connection; exciting and varied plots.

Novomatic is one of the pioneers in the implementation of VR technology in online gambling, which has many new developments.

Recently, the idea of the possibility of integrating virtual gameplay into social networks has been repeatedly expressed. Most likely, such an idea will soon be implemented.

Social games combined with slot machines

Online gambling in a social format is gaining popularity. We recently reviewed the new Castle Builder 2 slot from Microgaming, which evolves gameplay through advances in spinning reels and placing bets.

The advantage of social gambling is that it is much more dynamic and addictive than a traditional slot machine. Such games allow you to choose a playable character and follow different paths depending on the character of the hero. In addition, the characters are invited to develop: to accumulate experience, skills and achievements, and due to this, get more favorable conditions for the game. The role of the reel slot machine is that the winning combinations not only bring money, but also the resources necessary to continue in the game.

Currently, slot machines with social game capabilities are in great demand, so many developers are working on their creation. In the second half of 2019, several fresh new products were released.

Progressive Poker Jackpot with a live dealer

Slot machines with a progressive jackpot are chosen by many gamblers, as this is a chance to win a large cash prize. Now this technology is smoothly spreading to poker. Evolution Gaming has already introduced the world's first Jumbo 7 Progressive Jackpot in Live Casino Hold'em!

The initial size of the jackpot is 1,000,000 euros, but since it is cumulative, the amount increases in proportion to the activity of the players. Evolution Gaming Product Director Todd Haushalter noted that the jackpot could grow to an incredible € 30,000,000! Agree, playing poker with such a prize at stake is much more fun. The game also has a second level jackpot with lower fixed payments.

Other developers of live online casino games are also considering introducing an attractive progressive jackpot for players.

Live-games

Live dealer games have become very popular in the past year. And this is just the beginning of their successful development. It is expected to further popularize live games in conjunction with VR technology. The developers plan to create even more realistic games with improved functionality and open new studios for broadcasting games in real time.

Skill games

Most modern players rely not only on luck, but also on their own skills. This inspired many providers to develop platforms containing strategy games. They need to apply certain skills, which is very attractive for players. This promises immense popularity for skill games soon.

Gamification

This concept implies the use of game dynamics and game thinking to attract an audience to the process and solutions to marketing problems. Gamification will no doubt become a new trend in gambling and promises new missions, competitions, bonus programs and rewards to attract gamblers.

Entertainment content

Online casino operators strive to keep users on their resource in every possible way. Now, in addition to chats, special sections with useful non-game content will be used for this: movies, TV series, music videos and TV shows. In addition, plot details of many slots will appear in online casinos.

Big data

Another trend of the current year will be Big Data technology. It provides the collection and storage of a huge amount of information and is indispensable for the progressive online gambling industry. Thanks to the ability to analyze and sort a large amount of data, games will effectively adapt to the interests and needs of the target audience.

Mergers and acquisitions

According to experts' forecasts, the development of the gambling market is so rapid that by 2024 its volume will exceed \$ 60 billion. So, in 2024, gambling companies will expand and increase their capital.

Messengers

The new possibilities of the mobile Internet are constantly attracting players. If earlier social networks and telephone means of communication were in trend, now the position of the leader is taken by convenient instant messengers.

Slotegrator is seriously interested in this trend and has created its own Telegram casino. Integration of the gaming platform into the messenger allows users to enjoy gambling on their smartphone at any time.

Individual slots

Creation of slots for individual orders will also be included in the top online casino services. The development of unique slots will allow operators to gain a competitive advantage in the market and maximize brand awareness.

Cryptocurrencies

Cryptocurrencies are famous for such significant advantages as anonymity, convenience, minimum fees and the absence of prohibitions from legislation. Thanks to this, they will become one of the most popular means of payment in the field of Internet gambling. In addition to bitcoin, the following currencies will gain popularity: litecoin, dogecoin, ethereum, ripple, monero, zcash and others.

Currently, the use of cryptocurrencies by customers is alarming, since they are associated with illegal, i.e. gray financial market. At the first stage, it is not recommended to use settlements with clients in cryptocurrency.

Security issues in online gambling

New technologies imply the search for new ways to solve security issues. Moreover, DDoS attacks have become more frequent lately. In the past year, they have done a lot of damage to online bookmaker sites. As it turned out, even large operators with close attention to security issues, such as Britain's William Hill, are not immune from hacker provocations. Last fall, the services of this operator were unstable, and with 5 million revenue a day, the losses will be rightly called significant.

In 2019, a significant proportion of gambling operators' investments were directed towards security.

Women are actively interested in online gambling

The trend of an increase in the number of female gamblers in online casinos was outlined back in 2015. And now it is only getting stronger. According to the research conducted,

the fair sex prefers to gamble on personal gadgets and in private. This allows for more leeway and avoids ridicule from male players.

The most active gamblers are women under the age of 35, but older ladies are also not averse to occasionally spinning the reels of slot machines, starting a roulette wheel or throwing cards.

Online casinos made especially for women have already begun to appear, and some operators are conducting advertising campaigns aimed specifically at women.

4.4 MAJOR GAMBLING MARKETS IN ASIA

More than half of the world's population resides in Asia, which is also the home of many avid gamblers. However, unfortunately for these individuals, the majority of Asian countries prohibit gambling. Today, some of the biggest casino operators in the world view Asia as one of the most untapped markets. With favorable deals offered by the likes of MGM, Wynn, and Las Vegas Sands and the prospect of significant tax money plus pressure from the public, Asian state governments are beginning to reconsider their minds.

In the past few years, especially since the COVID pandemic devastated what once was a thriving tourism industry, we have observed an increase in the number of legal operations. Let's look at which Asian nations are preparing to welcome both tourists and locals in their brand-new venues.

Asia Pacific Online Gambling Market size crossed USD 15 billion in 2019 and is anticipated to showcase around 18% growth rate between 2020 and 2026.

A rise in the number of internet users along with increased adoption of digital payments in Southeast Asia will drive the market growth. According to the e-Conomy Southeast Asia (SEA) 2020 report, around 40 million users from Malaysia, Vietnam, Singapore, the Philippines, Indonesia, and Thailand came online for the first time in 2020. This resulted in increasing the number of internet users to around 400 million, representing 70% of the region's population. Similarly, digital payments in Southeast Asia are estimated to reach USD 1 trillion by 2025.

Japan

For more than a century, the majority of gambling activities have been prohibited in Japan; at the moment, wagers on certain football games, horse races, and pachinko machines are the only types of gambling in Japan that are permitted.

Japan has witnessed a significant trend toward the licensing of casinos on a bigger scale, thanks to the Integrated Resort (IR) Promotion Act and the Integrated Resort (IR) Improvement Law, which came a few years later. Integrated Resorts are tourist destinations with a hotel, shops, restaurants, and, most significantly, casinos.

In 2021, the recently created Japan Casino Regulatory Commission also published regulations establishing the requirements for setting up casinos and putting the Specified Integrated Resort Area Development Law into effect. The late Shinzo Abe, a supporter of the initiative and former prime minister, was reported as stating that he thought these measures would boost tourism and the country's economy.

Philippines

The Cagayan Economic Zone Authority, which manages licensing for internet operators, and the Philippine Amusement and Gaming Corporations (PAGCOR), which handles licensing for land-based gambling establishments, are the two main regulatory authorities for the Philippine gambling industry.

Although an online casino is permitted to operate from the Philippines, it is not permitted to offer online gaming services within the country. Ironically, foreign companies are permitted to legally provide Filipinos with online gambling services. Further complicating matters, these offshore casino businesses obtain their licenses PAGCOR, the body that was only created to handle licensing for land-based operations

China

With the exception of two state-run lotteries, gambling is forbidden in mainland China. This does not mean, however, that Chinese citizens have nowhere to enjoy casino entertainment. Through some legal loopholes, Macau and Hong Kong, China's two special administrative territories, are allowed to legally provide gambling entertainment. Seizing the opportunity, China's neighbors invest heavily in attracting and catering to Chinese gambling tourists through luxury five-star casino resorts.

Macau

Due to its huge gambling industry, Macau is known as the Asian "Las Vegas," and its 41 casinos primarily serve high-rolling professionals rather than visitors. The island perfectly captures the "Vegas vibe," including the seemingly limitless supply of neon lights and heavily themed hotels and casinos. Online gambling has not been permitted in Macau since 2015.

Hong Kong

Taking advantage of its increased independence, China's other special administrative region, Hong Kong instated the Jockey Club, an institution wherein horse race betting and sports gambling is permitted, but highly regulated. Gambling and sports betting online are entirely banned and foreign online casino sites are actively and effectively blocked. Other forms of gambling, such as land-based casino games, are only permitted outside Hong Kong's territorial waters, so those who want to gamble are regularly ferried to close by Macau.

Singapore

For a long time, Singapore's gambling options consisted solely of those provided by stateowned businesses: Singapore Pools for lottery-style games and Singapore Turf Club for horse racing and sports betting.

Prior to 2005, Singapore only permitted gambling through government-run establishments, namely the Turf Club for horse races and sports wagers and the Singapore Pools for lotteries. Casinos were strictly prohibited.

The Singaporean government began allowing land-based casinos to operate in the nation in 2005, but only in integrated resorts and with a requirement that any tourists who wished to indulge in this form of entertainment pay an admission fee. Only two gambling licenses are available to international operators in order to better regulate the business, and online gambling is prohibited.

Vietnam

Vietnam began the process of legalizing gambling fairly recently, in 2018 sports betting was permitted and casinos were opened to tourists. While locals are, for the most part, banned from playing in casinos, there is one initiative to allow the Vietnamese citizens in specifically licensed venues, should they be able to provide proof of monthly income exceeding €370. While many developers are seeking the government's stamp of approval to build more casinos, only one is currently active, with only one other in development.

Cambodia

Only visitors are permitted to gamble at land-based casinos in Cambodia, which is a favorite gambling destination for many of its neighbors whose governments do not yet permit this sort of entertainment. Between 2015 until 2020, online gambling was briefly lawful, but the government has since reversed this decision, making it once again prohibited.

Malaysia

Similar to Vietnam and Cambodia, Malaysia only permits tourists to gamble in physical locations; both internet and physical gambling are banned for its own citizens. The good news is that if you're a Malaysian citizen and you're found gambling, it won't be treated as a crime.

Conclusion

Although it appears that a legalized Asian gambling market is still a considerable time ahead, positive advances are being made, and more and more states are seeing the advantages of the higher tax revenues and the enhanced security that a regulated market would provide for their citizens.

8.4. MARKET FORECAST

Research company Juniper calculated that betting turnover in the online gambling segment will reach \$ 950 billion by 2024 and will continue to grow even before the pandemic, according to Yogonet.

According to Juniper research, gambling is increasingly moving to the online environment. Moreover, the greatest activity is shown by mobile applications. The share of bets made via mobile phones is constantly growing.

The authors of the study also noted that, despite the general trend towards the regulation of national gambling markets, a few countries are moving towards a complete ban on gambling via the Internet and mobile applications.

The global online gambling market already accounts for more than 13% of the total global legal gambling market and this figure is constantly growing.

Niche revenue is expected to reach \$ 65 billion by 2024, and the niche itself will undergo a series of changes and reforms depending on the market.

Modern technologies for the gambling business are actively developing. This applies to classic slots, video slots and VR (virtual) - gambling. A young generation of players is entering the market, and companies are doing their best to meet the high requirements. This is how esports betting and skill-based games emerged.

The Asian market is the largest in the world in terms of volume, and every year the demand for gambling is only growing. 2019 showed softening in the field of law - more and more countries are legalizing online betting and even casinos. This trend has moved

into 2020, which opens new perspectives for the industry. See also the best deals from Asian casinos at 3snet.

In Africa, the online gambling market is now at the stage of rapid development and growth. The main problem is that currently, in most countries of the continent, casino activities are not regulated in any way (but they are not prohibited at the legislative level either). Therefore, it will take time to fully unleash the potential of this market.

9. ONLINE CASINO LAUNCHING RISKS

Unstable legislation

Each country has its own rules regarding gambling, which change quite often. You need to understand that, perhaps, the casino owner will need to decide how to reformat the establishment in the event of changes in the law.

Instability of equipment operation

Since the main locale is the internet, it's important that everything runs like clockwork. If the site or server goes down, the casino will suffer serious losses.

Software

The structure of an online casino is a kind of constructor consisting of three types of software (software, or so-called software): a gaming platform, a payment solution, and gaming content.

Payment systems are the least risky category. All payment solutions are seriously tested by regulatory authorities, banks, etc. Here the risk of getting low-quality software is minimized.

The biggest risk for operators is non-original, or so-called pirated, software. As a result, you can lose experienced and serious players who understand software. They will choose the casino that has the original software. Because it guarantees both payouts and a clear return to player (RTP) percentage. Another aspect that operators often overlook is the back doors. Backdoors is a malicious algorithm that programmers often "screw" onto handicraft software to simply steal money from unsuspecting operators. In addition to backdoor, there is a huge number of errors, bugs, which also entail financial losses.

"Pirate" software is an illegal thing. Clients simply cannot know either the final provider or who they are contracting with, because there is a whole chain of intermediaries. At a certain moment, when you invested money in the development of a casino, installed software, launched a project, spent money on marketing, your provider will simply disappear. This will not happen with the original software, because you always know with whom you have a contract, who is behind this contract and to whom in case of something to contact with problems.

The last aspect is a violation of the copyright law, which is often ignored, but in our country, there is still a possibility to prosecute a person under this law.

A very important aspect when choosing software is security. Serious software development companies spend colossal resources on it. Creation of secure software requires additional time and human resources. Companies deliberately do this in order to end up with a product that will provide security to all customers. And that's something worth working for.

Another very important aspect is the so-called usability, which is often neglected when developing software, because people are chasing functionality. Forgetting about usability, you can face a problem when a lot of unsystematic functionality accumulates on one platform. It is necessary to think about ease of use at all stages: both when drawing up a technical assignment for software development, and subsequently, during modernization and upgrades.

High competition

The owner of a gambling business can receive a lot of money, since this type of service is in great demand. Many seek to occupy a niche, but only casinos with the right approach to business achieve success. You need to tune in to the fact that you must work hard to earn.

Money laundering

Regulatory organizations conduct constant checks about money laundering by criminal structures, financing of terrorism through online casinos. If evidence of inadequate antimoney laundering activities is found, casinos may have their license revoked.

Loss of funds

At the first stage, losses of funds spent on registration, rent and office equipment are possible.

The security payment, in the event of the closure of the online casino for internal reasons or other objective reasons, is returned to the casino owners, but must remain unused during the operation of the online casino as a deposit in case of winning the jackpot, i.e. losses can be minimal.

Risk insurance

Thanks to the combined 10 years of experience in the field of online casinos of the founders and co-owners of the project and the managerial experience of the project mentor, the risks of entering the market will be minimized as much as possible.

10. FINANCIAL PLAN

10.1. INVESTMENTS

Volume and structure of investments

The total investment required for the project is 252,7 K euros.

Table 5. Investment budget, euros

№	Name	Value
1	Acquisition of a license and security payment	164 000
2	Payment for the Amazon server	8 850
3	Office equipment and stationery	3 100
4	Floating capital financing	76 847
Invested capital total (actual need for cash)		252 797

Project Milestones and Implementation of Investments Schedule

The total project implementation period is 36 months (3 years).

The duration of the investment period (before the launch of the project) is 0,3 years.

In the process of project implementation, the following steps must be completed:

- first stage: purchase of license and security payment;
- second stage: payment for the Amazon server;
- third stage: purchase of office equipment, stationery;

A phased work schedule with a financing schedule is presented in the table below.

Table 6. Financial plan, euros

		Total for 3 years	Apr-24	Jul-24	Aug-24	Sep-24	Feb-25
1	Acquisition of a license and security payment	164 000	164 000	-	-	-	-
2	Payment for the Amazon server	8 850	-	8 850	-	-	-
3	Office equipment and stationery	3 100	-	3 100	-	-	-
4	Floating capital financing	71 924	4 850	-	44 449	-	22 625
	Investment total excl. floating capital	175 950	164 000	11 950	-	-	-
	Invested capital total (actual need for cash)	247 874	168 850	11 950	44 449	-	22 625

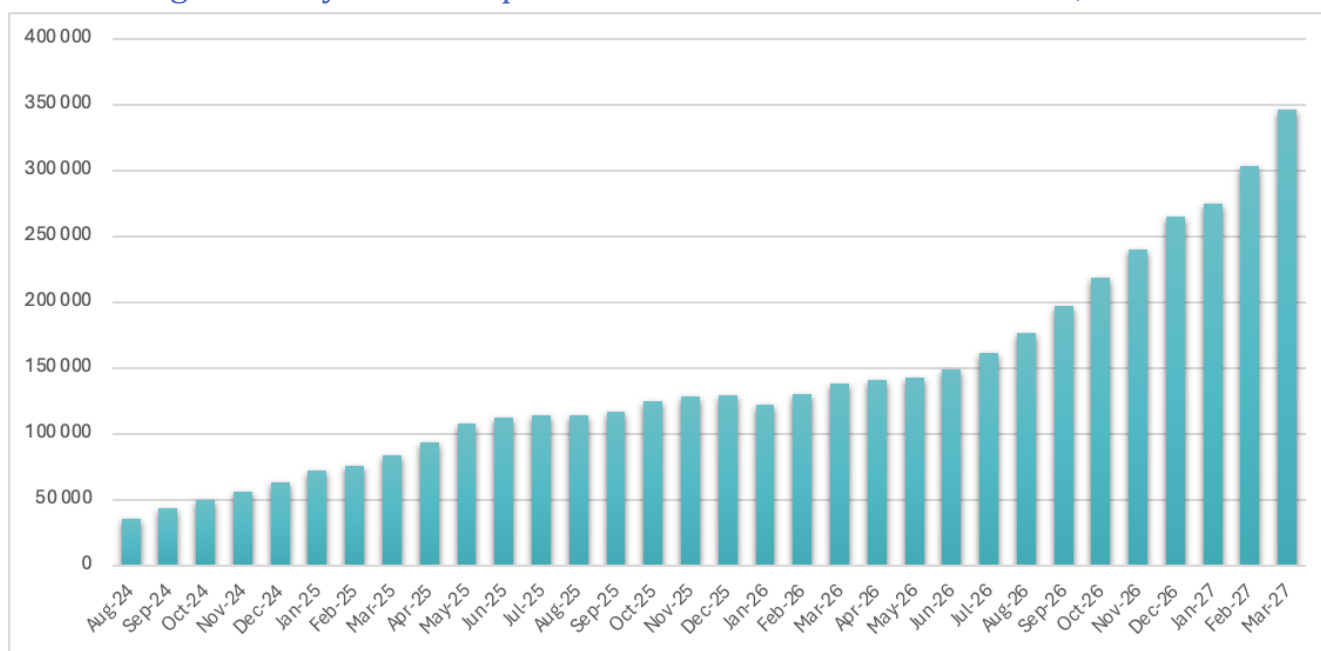
10.2. INCOME PLAN

Income-generating activities and products

Within the framework of this project, it is planned to receive income from the provision of online casino services.

Volume of income

Diagram 9. Dynamics of proceeds from sales and direct costs, euros



The total amount of proceeds for the project period (3 years) will amount to 4 522,1 K euros.

Table 7. Income and direct cost plan, euros

		Total for 3 years	2024 (9M)	2025	2026	2027 (3M)
Physical indicators	Unit					
Total number of clients	ppl	103 364	5 646	29 031	47 548	21 138
Number of new clients	ppl	71 679	4 915	19 910	32 040	14 815
Number of current clients	ppl	31 684	732	9 121	15 508	6 324

Proceeds		4 522 160	247 021	1 270 128	2 080 209	924 802
Income from clients	43,75	4 522 160	247 021	1 270 128	2 080 209	924 802

Direct costs		2 881 147	229 512	759 371	1 365 482	526 782
Advertising costs	20	1 541 896	124 221	410 236	692 347	315 092
Additional staff costs	1 200	795 000	3 000	150 000	474 000	168 000
Salary		307 200	48 000	115 200	115 200	28 800
License fees		143 211	39 628	48 745	48 745	6 093
Depreciation	60 m	93 840	14 663	35 190	35 190	8 798

Indirect costs		439 307	49 267	160 240	160 240	69 560
Accounting		112 000	17 500	42 000	42 000	10 500

Office equipment maintenance		74 667	11 667	28 000	28 000	7 000
Hosting		124 000	0	42 000	42 000	40 000
Office rent		32 640	5 100	12 240	12 240	3 060
Legal support		96 000	15 000	36 000	36 000	9 000

10.3. MARKETING PLAN

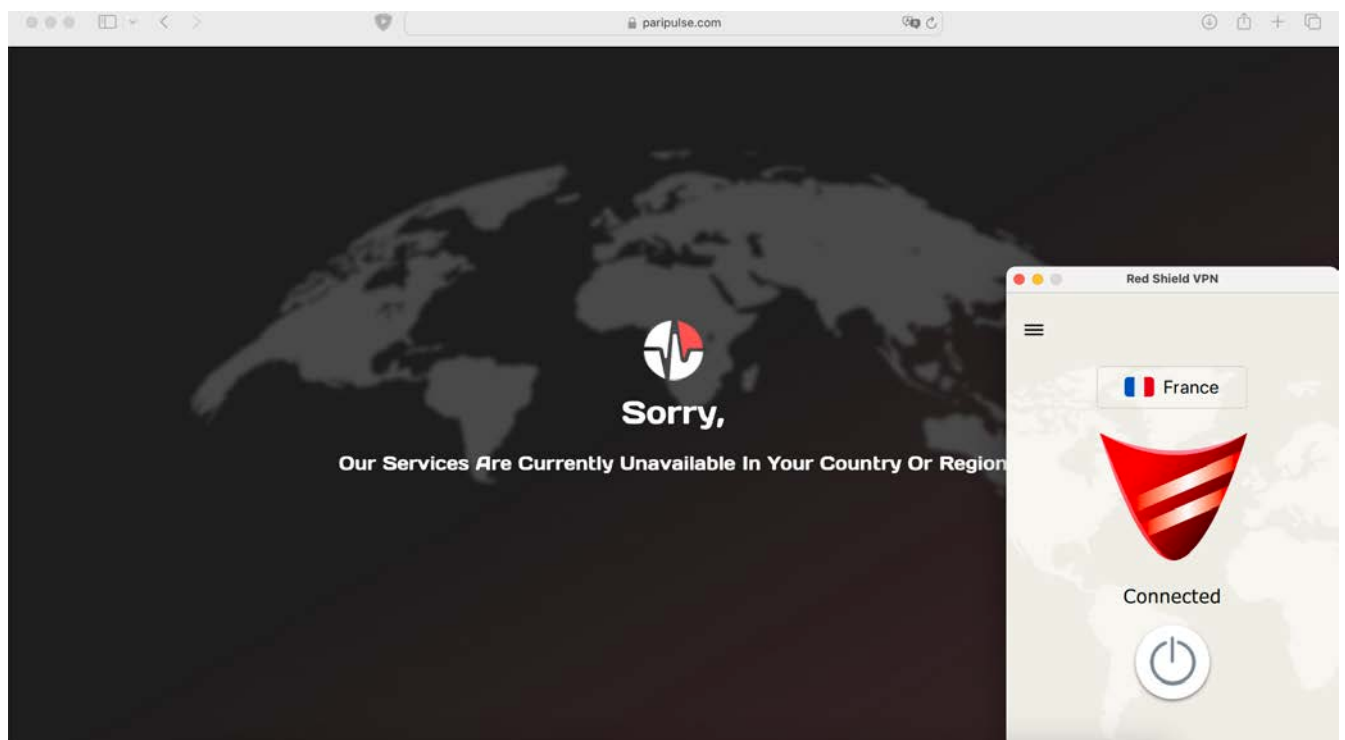
PARIPULSE is designed to provide a unique and responsible gaming experience for individuals aged 18 and above. Our comprehensive marketing strategy outlines initiatives aimed at building brand loyalty, captivating the target audience, and driving sales growth through innovative and ethical approaches.

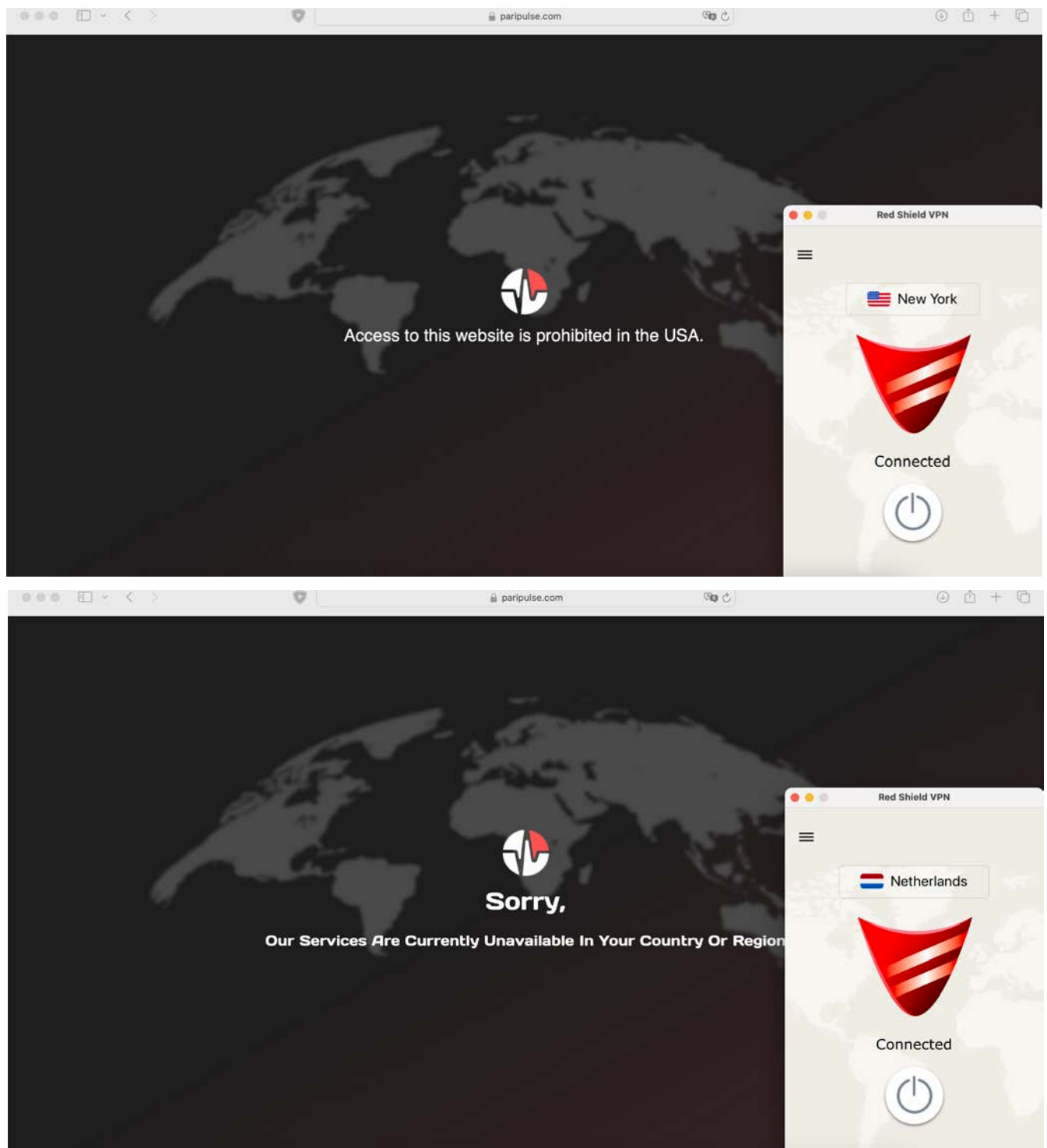
Target Audience:

Demographics: Our primary target demographic consists of adults aged 18 and above, with a specific focus on the 21-35 age range.

Geographics: We aim to target markets such as Canada (excluding Ontario), Finland, and Poland.

Geoblock: Access is restricted from the USA, France, and The Netherlands, as well as the Dutch Caribbean Islands: Curacao, Aruba, Bonaire, St. Martin, St. Eustatius, and Saba.





Psychographics: Our target demographic consists of individuals who are deeply interested in state-of-the-art technology, enthusiastic gamers, and those who prioritize responsible gaming values.

10.4. PROJECT COSTS

Fixed costs

Staffing and salary

According to the staffing table, the total estimated number of personnel is 6 people with a standard workload with an average salary of 1 600 euros per month.

It is planned to pay for the work of all employees of the company on a time-based basis. At the same time, in the future, it is planned to develop a system of financial incentives (bonuses, bonuses, etc.).

Table 8. Staffing table with salaries, euros

№	Position	Number of people	Salary	Total per month
1	Director	1	2 400	2 400
2	Site developer	1	1 800	1 800
3	Designer	1	1 600	1 600
4	Advertising specialist	1	1 600	1 600
5	Employee	2	1 100	2 200
	Total	6		9 600

5 additional staff are employed for every 6000 new clients. The cost of additional personnel is shown in variable costs.

Other current (fixed) expenses

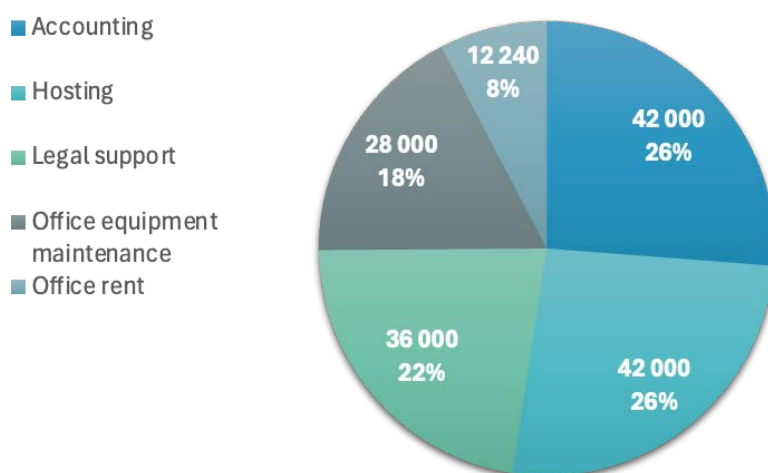
When calculating the financial indicators of this project, current fixed costs with an average amount of per month were taken into account.

A complete list of ongoing fixed costs is presented in the table below.

Table 9. Fixed costs, euros

№	Item of expense	Total per year
1	Accounting	42 000
2	Office equipment maintenance	28 000
3	Hosting	42 000
3	Office rent	12 240
4	Legal support	36 000
	Total	160 240

Diagram 10. The structure of fixed costs



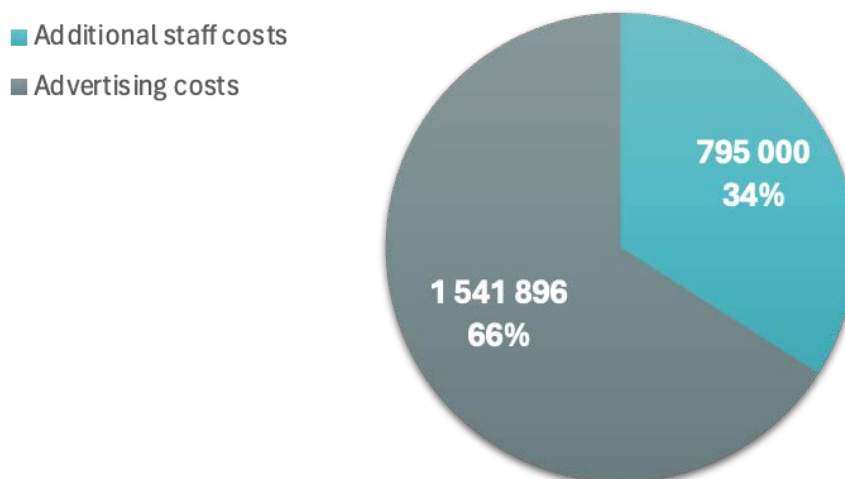
Variable costs

Direct production costs

Table 10. Variable costs, EUR

№	Item of expense	Per unit, total	Calculation base
1	Advertising costs	20	for 1 client
2	Additional staff costs	1 200	for 1 person

Diagram 11. Structure of variable costs



Taxes

The amount of accrued and paid taxes for the project period will amount to 283,3 K euros.

10.5. FINANCIAL PLAN

Conditions for attracting investment resources

Financial resource requirements and financing structure

The need for financial resources for the project is 252,7 K euros.

It is planned that the financing of this project will be carried out at the expense of the investor.

The amount of payments to the investor for the period of the project will be 351,7 K euros.

Indicators of the cash flow plan

Operating activities

Positive cash flows from operating activities are generated by sales proceeds. Negative cash flows are the company's operating costs.

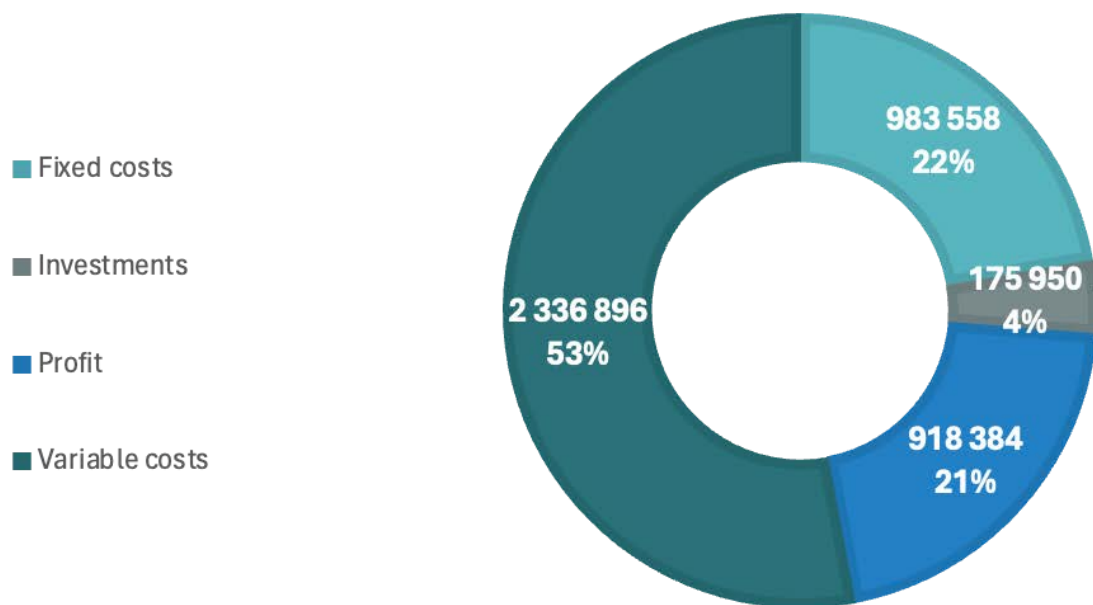
The amount of proceeds for the period of the project reaches 4 522,1 K euros.

Negative cash flow reaches 3 509,6 K euros and consists of the following main components:

- variable costs - Advertising costs 20 for 1 client; Additional staff costs 1200 for 1 person
- fixed costs - 160,2 K euros per year;
- taxes - 283,3 K euros.

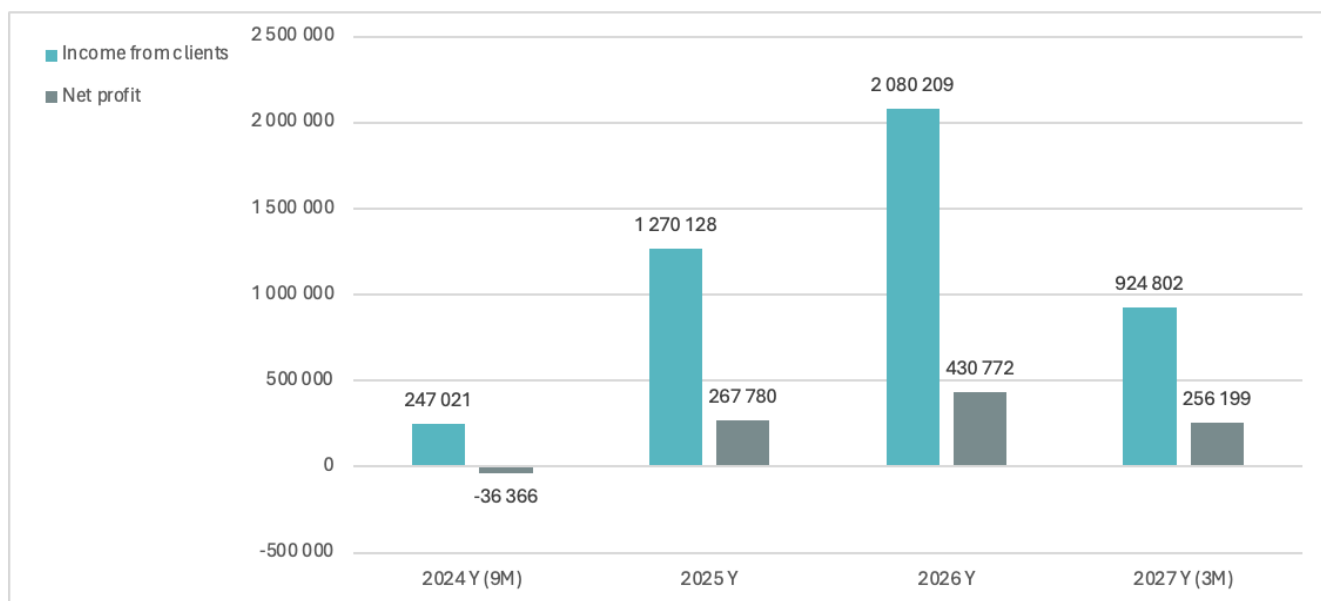
Thus, the balance on operating activities at the end of the project will be equal to the amount of net profit and will be 918,3 K euros.

Diagram 12. Distribution Structure of Sales Proceeds to Costs and Profit



Indicators of Profit and Loss Plan

Diagram 13. Dynamics of income and net profit in Euros



Financial Performance

The project calculation horizon is 36 months (3 years). The investment period of the project (until the launch of the project) is 3 months (0,3 years). The working period of the project (from the launch) is 33 months (2,7 years).

To calculate the financial indicators of the project, taking into account the nature of the project, a discount rate of was adopted.

In total, for the entire period of the project implementation, 4 522,1 K euros of sales proceeds will be received.

Net profit upon completion of the project will amount to 918,3 K euros.

Table 11. Financial and investment indicators of the project

Name of the index	Value of the index
Calculation period of the project, year	3
Laid-down capital (LDC), EUR	175 950
Sum of proceeds (SP), EUR	4 522 160
Net average operational receipts per month (NAOR), EUR	31 791
Net profit for the project period, EUR	918 384
Average profitability for the project period (net profit to proceeds	20,31%
Discounting rate (DR), %	18,00%
Net present value (NPV), EUR	310 366
Average Rate of Return of investments (ARR)	134,14%
Return on investment (ROI)	422%
Profitability index (PI)	1,8
Internal rate of return (IRR)	80,55%
Pay back period of the project in whole (PBP), incl. financing scheme	17 months
	1,4 years

10.6. SWOT ANALYSIS

Table 12. SWOT analysis

Strengths	Weaknesses
• Significant experience of the project managers and team members in the field of communications and casino management • High quality service • Strict policy against any type of fraud, which protects players from any potential troubles during the game • Wide range of games	• Competitors can quickly offer similar products or services • Limited pricing flexibility • Not available in all countries • Online content requires high internet speed • Lack of a clearly formulated long-term strategy (due to the nature of the business)
Opportunities	Threats
• Growing popularity of mobile gambling • Constant emergence of new technologies • Global trend towards legalizing online casinos	• Instability of the political environment • High competition • Impossibility of local placement of equipment and/or bans on the use of international services in some countries • Decrease in disposable income of the population against the backdrop of economic recession