

ONLINE CASINO CLICKPARI.COM

Business plan



Lotostorm B.V.

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1. EXECUTIVE SUMMARY

1.1. PROJECT SUMMARY

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

The domain is clickpari.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. The user is logged in as VOLODYMYR ZHUKOVSKYI with a security level of 1. The Cashpot balance is €0, with links for Wire Transfer, Top-Up, and History.

The main content area shows the 'My Domain Names' section, indicating 1 domain name found matching 'clickpari.com'. Below this is a table with the following data:

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

The bottom of the page features a Site Map, More Resources, and Global Domain Search sections.

Site Map

- Account**
 - Account Profile
 - Users
 - Create Sub-account
 - Manage Sub-accounts
 - Invoices
 - Fees
- Domain Management**
 - View My Domains
 - Renewals
 - Move Domains To A Sub-account
 - Pending Orders
 - SSL Certificates
- DNS & Transfers**
 - Modify Nameservers
 - Edit DNS Records
 - Web Redirects
 - Transfer-In
 - Transfer-out
 - Pending Transfer-in
 - Pending Transfer-out

More Resources

- Support**
 - Help
 - Knowledge Base
- Direct Contact**
 - Sales Department
 - Registrations / Transfers Department
 - Billing Department
 - Legal Services
 - Customer Services
- Resources**
 - Domain Name Regulations
 - WHOIS Lookup
 - IDN Converter
 - Legal Documents
 - About Us

Global Domain Search

Search & Order Wizard
Fast Track Search & Order
Order IDN Domains
Order SSL Certificates

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Starting in 2024, the prospective regulatory authority overseeing our operations will be the Gaming Control Board. We are currently in the process of applying for the government license required to operate 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:

Step into the world of CLICKPARI, an online gaming enterprise committed to delivering an immersive and responsible gambling platform. We embody innovation, integrity, and excitement in the ever-evolving landscape of digital gaming.

Vision:

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

Mission:

CLICKPARI is guided by a set of fundamental principles:

Innovation Hub: We lead the forefront of technological advancement, continuously pushing creative boundaries to provide an unparalleled gaming experience with cutting-edge games.

Responsible Gaming Advocacy: We proactively promote responsible gaming, implementing robust player protection measures, investing in educational resources, and collaborating with like-minded organizations dedicated to promoting healthy gaming habits.

Player-Centric Approach: Our players are at the heart of everything we do, motivating us to deliver tailored experiences, prompt customer support, and an unwavering commitment to refining our services based on player feedback.

Global Integration: We break down geographical barriers, building a worldwide gaming network that embraces players from diverse cultural, social, and geographical backgrounds.

Goals:

Excellence in Entertainment: We strive for excellence in every aspect of entertainment, ensuring that our games transcend mere excitement to become platforms for social connection, skill enhancement, and unforgettable experiences.

Innovation Leadership: We aim to lead the industry in innovation, setting benchmarks for gaming excellence and consistently surprising our players with fresh and captivating gaming experiences.

Community Impact: At the core of our corporate ethos is a dedication to making a positive impact in our community. We achieve this by supporting charitable endeavors, endorsing local initiatives, and advocating for responsible gaming as a key part of our corporate social responsibility.

Sustainable Growth: We seek sustainable growth by balancing financial success with ethical business practices, environmental stewardship, and a steadfast commitment to the well-being of our players.

1.2. UBO BACKGROUND

Volodymyr Zhukovskiy, CEO & Founder of CLICKPARI.COM, is an autonomous leader with a results-focused approach. With a track record of developing motivated teams, he ensures timely project completion through effective communication and delegation. His strategic leadership drives company vision and mission, collaborating with the board for sound governance. Volodymyr prioritizes profitability and financial management for sustainable growth, managing stakeholder relationships and fostering positive connections. He leads organizational development initiatives, enhances efficiency, and proactively identifies and manages risks to capitalize on opportunities. With extensive experience as an Account Manager at Favbet and Traffichunt in Kyiv, he negotiated contracts, boosted profit margins, and contributed to product development through client feedback.

As a former CEO at CLICKPARI, Volodymyr possesses unparalleled knowledge of all underlying processes of the project, giving him a distinct advantage in leading the company to success in his role as CEO.

VOLODYMYR ZHUKOVSKYI

Devladove, Ukraine | +447823934381
zhukovskiyvolodymyr@gmail.com



Professional Summary

Results-focused employee with experience developing motivated, dependable teams. Communicates and delegates effectively to aid timely, quality completion of projects.

Skills

- Stop/go systems
- Project management
- Leadership skills
- Flexible
- Autonomous
- Written and verbal communication
- Planning

Experience

CEO & Founder
CLICKPARI.COM – Cyprus

- Providing strategic leadership and direction to drive the overall vision and mission of the company.
- Collaborating effectively with the board of directors to ensure sound governance and decision-making processes.
- Focusing on profitability and financial management to achieve sustainable business growth and success.
- Managing relationships with key stakeholders, fostering positive connections and effective communication.
- Leading organizational development initiatives to enhance efficiency, effectiveness, and overall performance.
- Proactively identifying and managing risks, making decisive decisions to navigate challenges and capitalize on opportunities.

05/2023 to Present

Account Manager
Favbet (Betting company) – Kyiv

- Negotiated contracts with clients to boost profit margins.
- Planned sales approach for both current and potential customers.
- Resolved complaints and minimised issues by improving processes and offering incentives.

04/2010 to 05/2023

- Reminded clients regarding updates and renewals to avoid delays and penalties.
- Contributed to development of new product features by collating partner feedback.

Account Manager

02/2006 to 04/2010

Traffichunt – Kyiv

- Negotiated contracts with clients to boost profit margins.
- Utilised key account metrics to conduct annual forecasts.
- Informed stakeholders regarding progress of monthly and quarterly initiatives.
- Communicated with clients to determine needs and advise on suitable product.

Education

Master Economic cybernetics

Jul 2007

National technical University of Ukraine- Kyiv , Ukraine

Language

Ukrainian, Conversational

Russian, Proficient (C2)

English, Intermediate (B1)

Polish, Intermediate (B1)

1.3. 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)

1.4. INDICATORS OF THE PROJECT

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

Table 1. Indicators of the project

Name of the index	Value of the index
Calculation period of the project, year	3
Laid-down capital (LDC), EUR	162 840
Sum of proceeds (SP), EUR	4 167 188
Net average operational receipts per month (NAOR), EUR	34 314
Net profit for the project period, EUR	1 005 844
Average profitability for the project period (net profit to proceeds	24,14%
Discounting rate (DR), %	19,00%
Net present value (NPV), EUR	348 413
Average Rate of Return of investments (ARR)	161,67%
Return on investment (ROI)	518%
Profitability index (PI)	2,1
Internal rate of return (IRR)	95,96%
Pay back period of the project in whole (PBP), incl. financing scheme	15 months
	1,25 years

2. COMPANY MANAGEMENT STRUCTURE

Board Oversight - The CEO, who also serves as the Ultimate Beneficial Owner (UBO) and sole shareholder of the Operator, is actively involved in the day-to-day operations of the business.

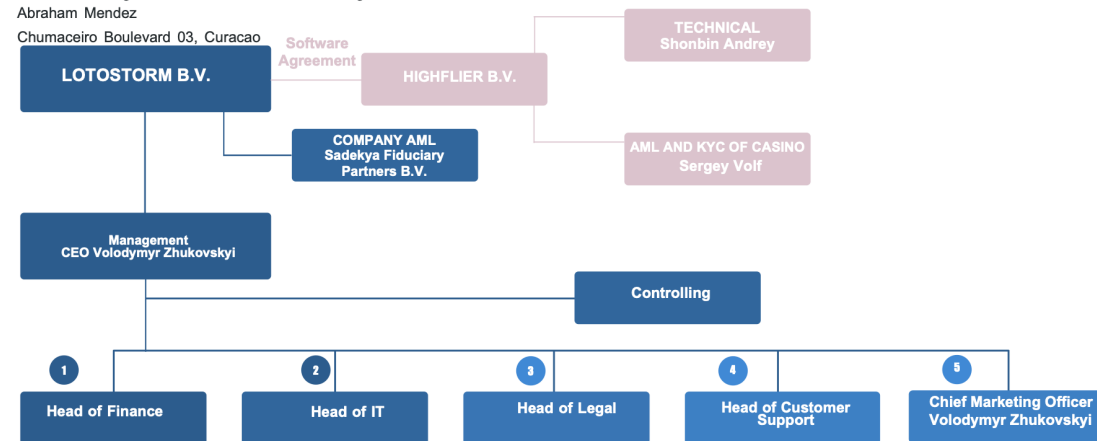
Responsibilities of the CEO include handling marketing matters, defining the company's development strategies across various sectors, integrating payment solutions, and expanding the brand into different geographical regions. Senior employees of the company, along with the director, may be invited to participate in board meetings.

The CEO delegates strategies and decision-making authority directly to departments and functional units, ensuring agile decision-making and preventing decision deadlocks. Legal support is provided internally by respective departments and officers. While department heads make most decisions, final approval rests with the CEO.

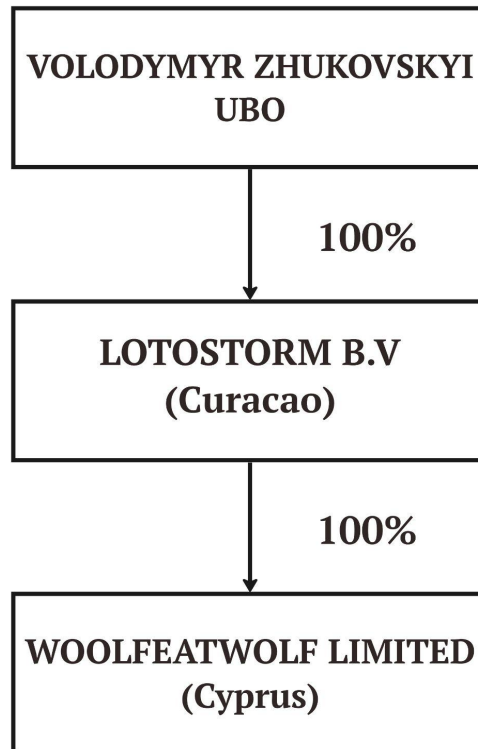
Company control structure

LOTOSTORM B.V., a company incorporated under the laws of Curaçao with registration number 163910 and registered address at Abraham Mendez

Chumaceiro Boulevard 03, Curacao



OWNERSHIP STRUCTURE



3. FINANCIAL SUMMARY

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

Table 2. Cash flow for the first year, euro

	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	- 162 840	- 152 000	-	-	- 10 840	-	-	-	-	-	-	-	-
Acquisition of a license and security payment	- 152 000	- 152 000	-	-	-	-	-	-	-	-	-	-	-
Payment for the Amazon server	- 7 640	-	-	-	- 7 640	-	-	-	-	-	-	-	-
Office equipment and stationery	- 3 200	-	-	-	- 3 200	-	-	-	-	-	-	-	-
Cash flow - OPERATING	1 093 192	- 4 850	-	-	-	- 41 035	2 266	5 395	8 344	11 614	15 329	- 17 676	20 206
Proceeds	4 167 188	-	-	-	-	28 823	36 893	42 254	47 659	53 637	60 365	67 963	76 556
Income from clients	4 167 188	-	-	-	-	28 823	36 893	42 254	47 659	53 637	60 365	67 963	76 556
Expenses total	- 3 073 996	- 4 850	-	-	-	- 69 857	- 34 626	- 36 859	- 39 314	- 42 023	- 45 035	- 85 639	- 56 350
Direct costs	- 2 370 304	- 4 850	-	-	-	- 61 224	- 25 993	- 27 469	- 29 093	- 30 879	- 32 844	- 35 005	- 42 783
Advertising costs	- 1 241 743	-	-	-	-	- 25 620	- 14 762	- 16 238	- 17 862	- 19 648	- 21 613	- 23 774	- 26 152
Additional staff costs	- 691 200	-	-	-	-	-	-	-	-	-	-	-	- 5 400
License fees	- 142 961	- 4 850	-	-	-	- 26 404	- 2 031	- 2 031	- 2 031	- 2 031	- 2 031	- 2 031	- 2 031
Salary	- 294 400	-	-	-	-	- 9 200	- 9 200	- 9 200	- 9 200	- 9 200	- 9 200	- 9 200	- 9 200
Indirect costs	- 400 267	-	-	-	-	- 8 633	- 8 633	- 8 633	- 8 633	- 8 633	- 8 633	- 50 633	- 8 633
Accounting	- 96 000	-	-	-	-	- 3 000	- 3 000	- 3 000	- 3 000	- 3 000	- 3 000	- 3 000	- 3 000
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	- 25 600	-	-	-	-	- 800	- 800	- 800	- 800	- 800	- 800	- 800	- 800
Legal support	- 80 000	-	-	-	-	- 2 500	- 2 500	- 2 500	- 2 500	- 2 500	- 2 500	- 2 500	- 2 500
Taxes	- 303 425	-	-	-	-	-	-	- 756	- 1 588	- 2 510	- 3 558	-	- 4 934
Profit tax	- 303 425	-	-	-	-	-	-	- 756	- 1 588	- 2 510	- 3 558	-	- 4 934
Cash flow - FINANCING	- 150 122	156 850	-	-	10 840	41 035	-	938	- 1 971	- 3 115	- 4 415	17 676	- 6 122
Co-investor's investment	226 401	156 850	-	-	10 840	41 035	-	-	-	-	-	17 676	-
Refunds to co-investor	- 376 523	-	-	-	-	-	-	938	- 1 971	- 3 115	- 4 415	-	- 6 122
CASH FLOW OF THE PROJECT	780 229	-	-	-	-	-	2 266	4 457	6 374	8 499	10 914	-	14 084
progressive total (cash balance)	780 229	-	-	-	-	-	2 266	6 723	13 097	21 596	32 510	32 510	46 594

Table 3. Cash flow for the second year, euro

[illegible]

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	-	2 333
Hosting	-	124 000	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	42 000	-	-
Office rent	-	25 600	-	800	-	800	-	800	-	800	-	800	-	800	-	800	-	800	-	800	-	800	-	800	-	800	-	800
Legal support	-	80 000	-	2 500	-	2 500	-	2 500	-	2 500	-	2 500	-	2 500	-	2 500	-	2 500	-	2 500	-	2 500	-	2 500	-	2 500	-	2 500
Taxes	-	303 425	-	6 161	-	7 801	-	9 746	-	12 607	-	8 535	-	13 440	-	13 974	-	13 255	-	12 434	-	12 995	-	3 211	-	13 138	-	13 138
Profit tax	-	303 425	-	6 161	-	7 801	-	9 746	-	12 607	-	8 535	-	13 440	-	13 974	-	13 255	-	12 434	-	12 995	-	3 211	-	13 138	-	13 138
Cash flow - FINANCING	-	150 122	-	7 645	-	9 681	-	12 094	-	15 644	-	10 591	-	16 677	-	17 340	-	16 448	-	15 429	-	16 125	-	3 985	-	16 304	-	16 304
Co-investor's investment		226 401		-		-		-		-		-		-		-		-		-		-		-		-		-
Refunds to co-investor	-	376 523	-	7 645	-	9 681	-	12 094	-	15 644	-	10 591	-	16 677	-	17 340	-	16 448	-	15 429	-	16 125	-	3 985	-	16 304	-	16 304

CASH FLOW OF THE PROJECT		780 229		16 913		20 692		25 174		31 766		22 383		33 686		34 918		33 261		31 368		32 661		10 114		32 992		32 992		32 992
progressive total (cash balance)		780 229		63 506		84 198		109 372		141 139		163 522		197 208		232 126		265 387		296 754		329 415		339 529		372 521		372 521		372 521

Table 4. Cash flow for the third year, euro

[illegible]

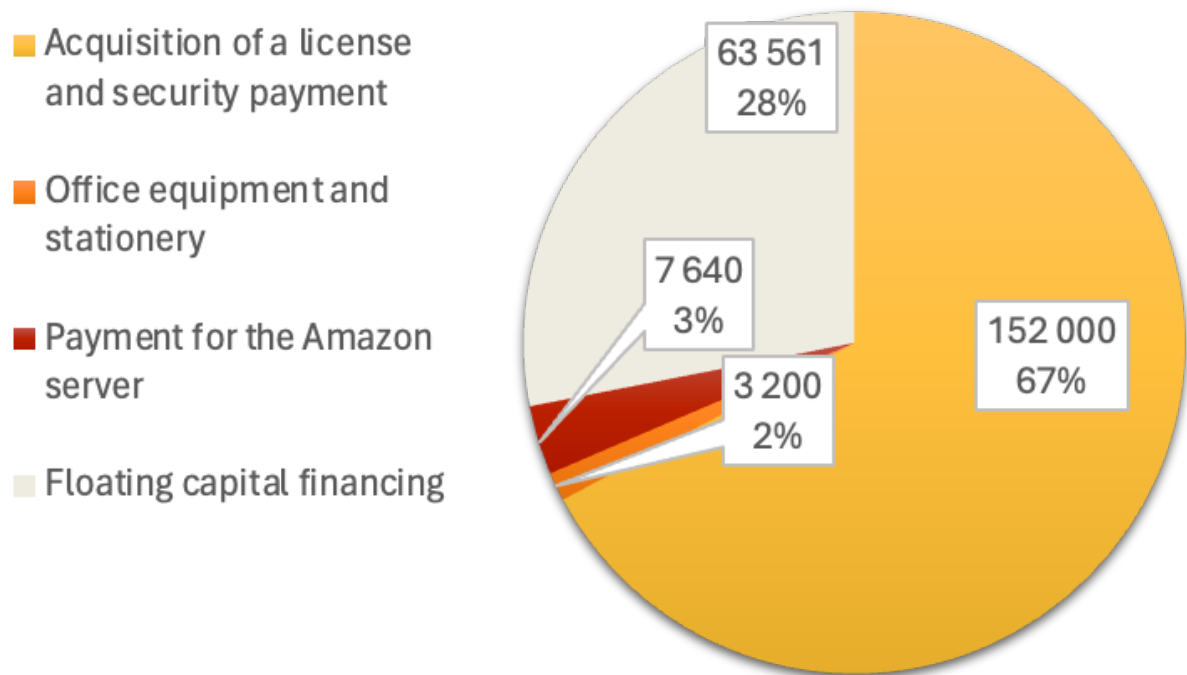
Office equipment maintenance	- 74 667	- 2 333	- 2 333	- 2 333	- 2 333	- 2 333	- 2 333	- 2 333	- 2 333	- 2 333	- 2 333	- 2 333	- 2 333	- 2 333
Hosting	- 124 000	-	-	-	-	-	-	-	-	-	-	-	- 40 000	-
Office rent	- 25 600	- 800	- 800	- 800	- 800	- 800	- 800	- 800	- 800	- 800	- 800	- 800	- 800	- 800
Legal support	- 80 000	- 2 500	- 2 500	- 2 500	- 2 500	- 2 500	- 2 500	- 2 500	- 2 500	- 2 500	- 2 500	- 2 500	- 2 500	- 2 500
Taxes	- 303 425	- 13 855	- 13 408	- 14 173	- 13 772	- 9 222	- 14 232	- 15 093	- 14 792	- 15 705	- 15 705	- 15 458	- 7 628	- 15 445
Profit tax	- 303 425	- 13 855	- 13 408	- 14 173	- 13 772	- 9 222	- 14 232	- 15 093	- 14 792	- 15 705	- 15 705	- 15 458	- 7 628	- 15 445
Cash flow - FINANCING	- 150 122	- 17 193	- 16 638	- 17 587	- 17 090	- 11 443	- 17 660	- 18 729	- 18 355	- 19 489	- 19 489	- 19 182	- 9 465	- 19 166
Co-investor's investment	226 401	-	-	-	-	-	-	-	-	-	-	-	-	-
Refunds to co-investor	- 376 523	- 17 193	- 16 638	- 17 587	- 17 090	- 11 443	- 17 660	- 18 729	- 18 355	- 19 489	- 19 489	- 19 182	- 9 465	- 19 166

CASH FLOW OF THE PROJECT	780 229	34 643	33 613	35 375	34 453	23 966	35 512	37 496	36 803	38 908	38 339	20 292	38 308
progressive total (cash balance)	780 229	407 165	440 778	476 153	510 606	534 572	570 084	607 581	644 383	683 291	721 630	741 922	780 229

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 226,4 K EUR.

Diagram 1. Investments structure



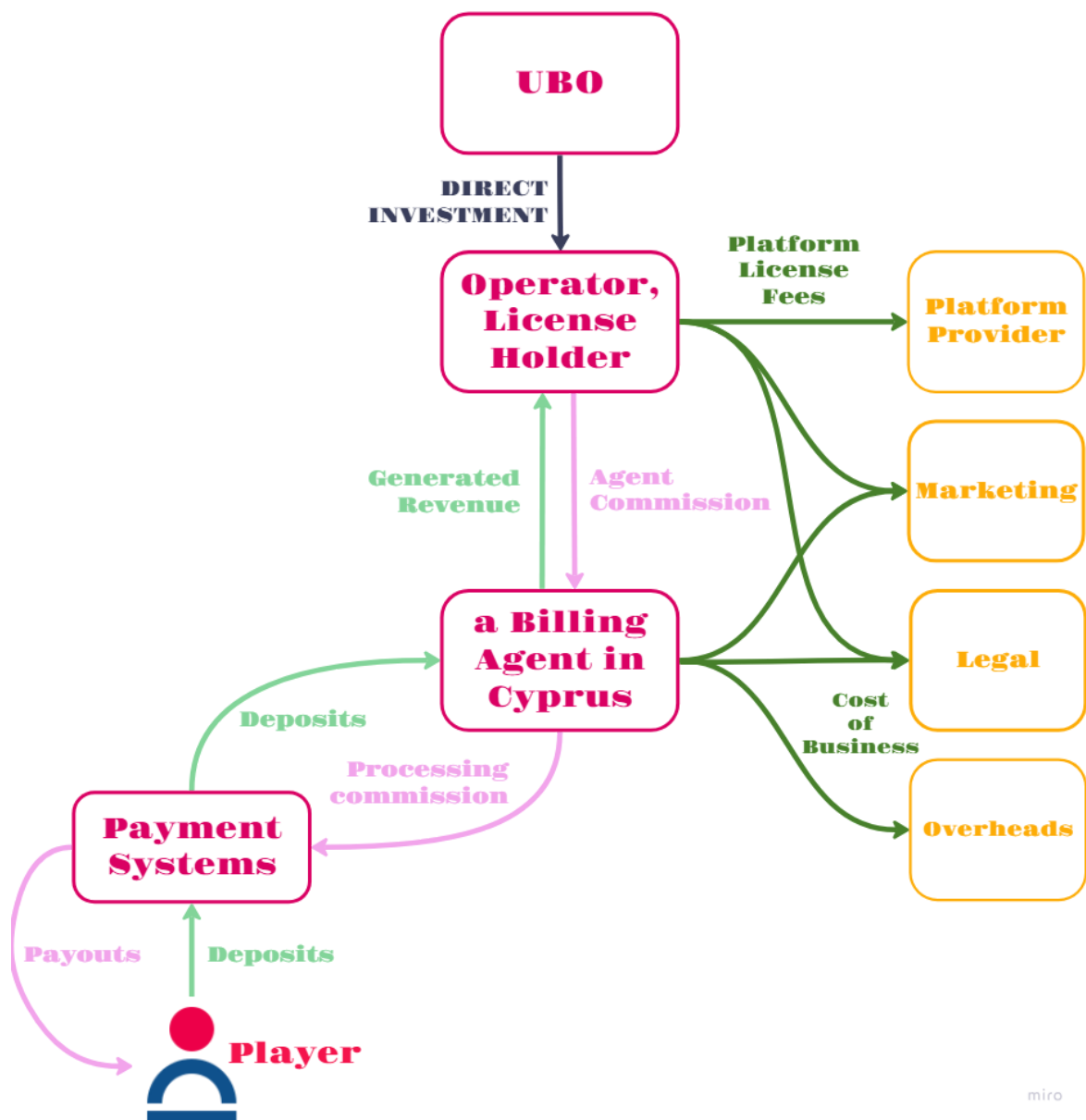
It is planned that the financing of this project will be carried out at the expense of the investor.

The amount of payments to the investor for the period of the project will be 376,5 K EUR.

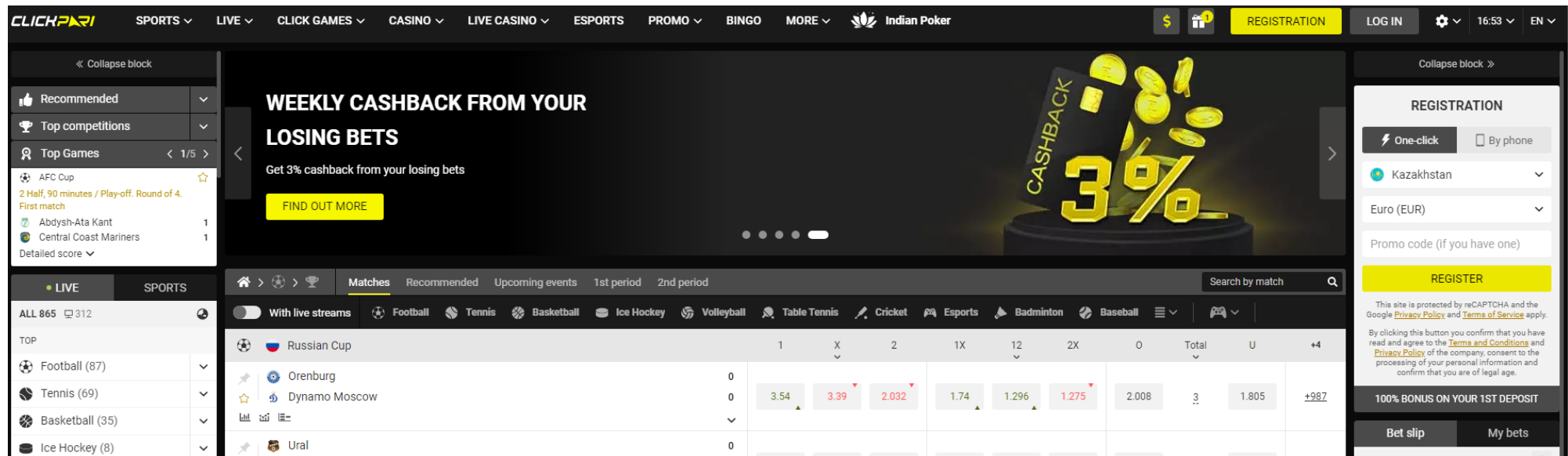
3.3. FLOW OF FUNDS SCHEMATIC

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

Flow of Funds



4.1. REGISTRATIONS AND OPENING OF AN ACCOUNT



100% ACCUMULATOR CASHBACK

Get money back if your accumulator loses

[FIND OUT MORE](#)



Bonus for sports betting
Welcome bonus on your 1st deposit up to 100 EUR



Casino + Click Games
Welcome package up to 1500 EUR + 150 FS



Reject bonuses
Make your selection later

REGISTRATION

[ONE-CLICK](#)
[BY PHONE](#)
[BY E-MAIL](#)
[SOCIAL NETWORKS AND MESSENGERS](#)

Select country
 Moldova

Select currency
Euro (EUR)

Promo code (if you have one)

[REGISTER](#)

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By clicking this button you confirm that you have read and agree to the [Terms and Conditions](#) and [Privacy Policy](#) of the company, consent to the processing of your personal information and confirm that you are of legal age.

REGISTRATION

[One-click](#)
[By phone](#)

[Registration](#)

Euro (EUR)

Phone code (if you have one)

[REGISTER](#)

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[100% BONUS ON YOUR 1ST DEPOSIT](#)

[Get app](#)
[My bets](#)

YOUR BETS

Add events to the bet slip or enter a code to load events

[REGISTRATION](#)

CLICKPARI

SPORTS LIVE CLICK GAMES CASINO LIVE CASINO ESPORTS PROMO BINGO MORE  Indian Poker

Main account (EUR)
0

MAKE A DEPOSIT

1









16:55 

EN

№849374613

Add email

1/5

Bonus points0

Main account (EUR)0

ACCOUNT

\$ Deposit

 Withdraw funds

 Bet history

 Transaction history

EXTRA

 Invite friends

 VIP Cashback

 Bonuses and gifts

 Customer Support

PROFILE

 **Personal profile**

 Security

 Account settings

 Responsible Gambling

Personal profile

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

Fill in profile29%

Account

Account number849374613

Password*****

Registration date17/04/2024

Username

Personal info

Surname

First name

Patronymic

Date of birth

Place of birth

Type of document

CountryMoldova

Permanent registered address

Contacts

Phone

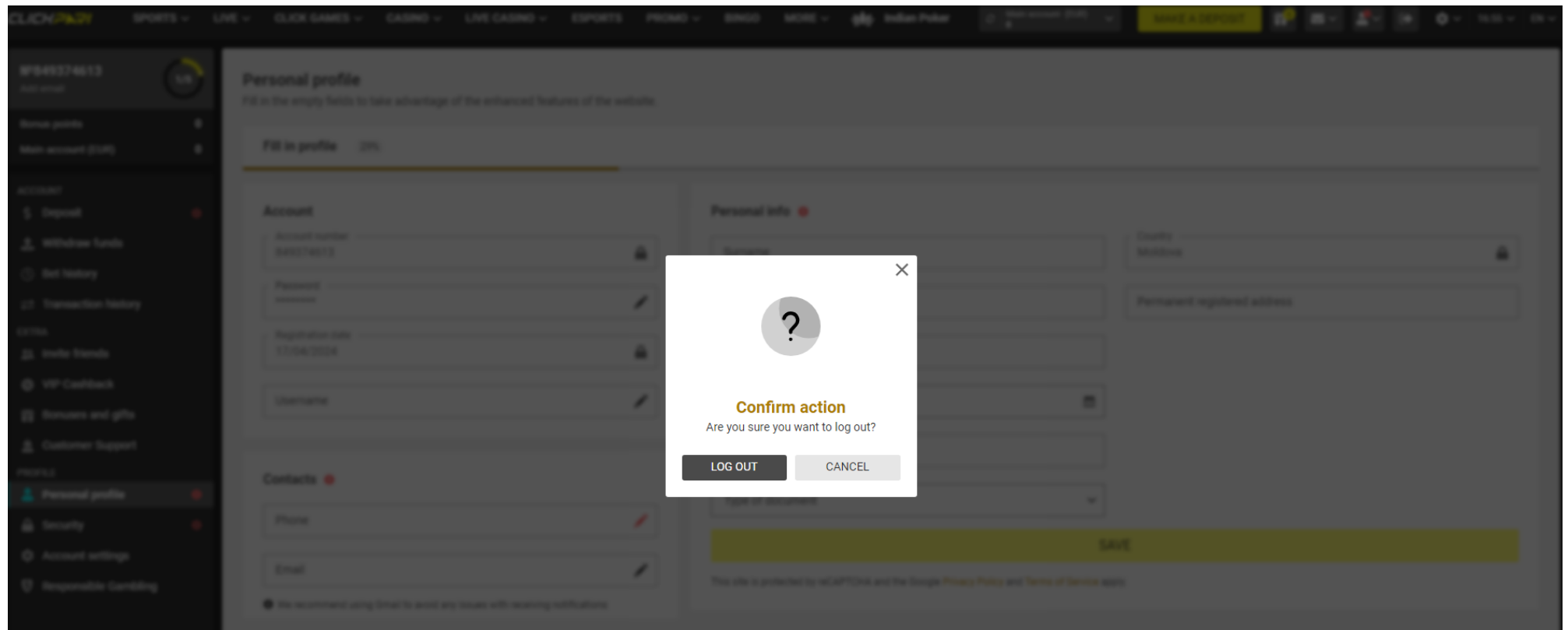
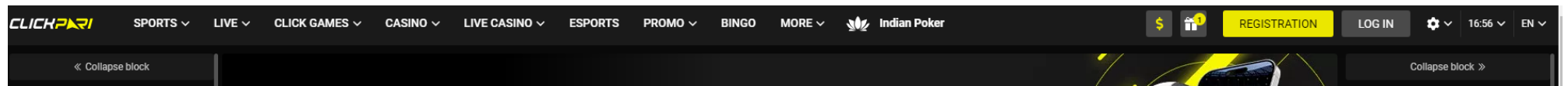
Email

 We recommend using Gmail to avoid any issues with receiving notifications

SAVE

This site is protected by reCAPTCHA and the Google [Privacy Policy](#) and [Terms of Service](#) apply.

4.2. LOG IN AND LOGOUT



4.4. OBLIGATIONS AS A PLAYER

4. 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.
5. You are responsible for determining whether your accessing and/or use of the Website is compliant with applicable laws in your jurisdiction and you warrant to us that gambling is legal in the territory where you reside. When opening an account and/or using our Website you must make sure that your actions are legal in the territory in which you reside. You also guarantee and agree that you have received legal advice before registering on our Website. If we become aware that you are a resident in a country where the use of our Website is considered illegal, we will have the right to close your account and refund any remaining balance on your account at the moment of its closure (after the deduction of any winnings credited after your most recent deposit was made).
6. The bookmaker shall be entitled to refuse bets from customers who fail to abide by these Rules. The bookmaker reserves the right to refuse to accept a bet of any type from any customer should they violate social standards of conduct and public order.
7. The bookmaker reserves the right to refuse to accept a bet from any individual without giving a reason.
All bets shall be settled based on the data provided by the processing center.
8. Winnings shall be paid to the bettor within 30 (thirty) calendar days from the date of official publication of the results of the latest event on the bet slip.
9. A bet placed by the Customer shall be deemed won if all outcomes specified in such bet have been predicted correctly.
10. Betting terms (odds, handicaps, totals, maximum stake limits, etc.) may be subject to variation after a bet has been made, but this does not affect the terms at the time the bet was placed. Before entering into an arrangement, the customer shall check all changes in the current pre-match markets.
11. In the case of technical failures and unfinished streams, etc. bets on Esports Live will be refunded only if the event in question does not occur or bets on the event are not settled by the bookmaker.
12. If an employee makes an error while accepting a bet (obvious misprints on the list of events, inconsistency of odds between offered betting markets and the bet, etc), or a bet is accepted in violation of these Rules, or if there are any other indications that the bet is wrong, the bookmaker reserves the right to declare such bets void. Returns on such bets shall be paid at odds of 1.
13. In the event of obviously erroneous odds, such bet shall be settled based on the final result at the effective odds applicable to the certain market.
14. In the event of suspicions in the unsportsmanlike format of matches the company reserves the right to block bets on sport event before final conclusion of an international organization and declare bets as invalid if the fact of an unsportsmanlike game is determined. Payment of these bets is made with odds "1". The administration is not obliged to present evidence and conclusions to the customers.
15. ClickPari is committed to ensuring fair play in sport and is fully aware that the manipulation of sporting events (as well as other events) is linked to committing



4.5. PAYOUTS

1. Accounts, Payouts & Bonuses

1. Accounts

1. Each registered customer is allowed to have only one account. Customers are allowed to register only one account per family, address, e-mail address, IP address, credit/debit card, e-wallet or electronic payment method. Persons otherwise associated with a customer will not be allowed to register on the website.

2. No registered customer is allowed to be re-registered as a new customer (under a new name, with a new email address, etc.).

3. In the event of

duplicate registration (including registering under a new name), the submission of someone else's, invalid, or forged documents (including those that have been edited by using any kind of software or graphic editor)

multiple breaches of the Betting Company's T&C

doubts about the identity of the customer or the information they have provided (i.e. address, credit/debit card details, other data)

any types of fraud committed either by you or by another person acting in your interests or in collusion with you, including but not limited to:

a) refund or rake fraud

b) your use of a stolen or unverified bank card as a source of funds

c) any actions you have carried out or attempted to carry out which may reasonably be considered illegal in any applicable jurisdiction, which were committed deliberately or with the intention to deceive and/or circumvent constraints set in law regardless of whether this action or attempt ultimately causes loss or damage to your account

when the customer placed the bet, they had information about the result of that event

the customer was able to influence the outcome of an event due to their direct participation in the match (sportspeople, coaches, referees, etc.) or because they acted on behalf of the participants

bets were placed by a group of bettors acting in concert (as a syndicate) in order to exceed the limits set by the bookmaker, as well as colluding with others in order to obtain an unfair advantage through bonus schemes or any other promotions offered by us

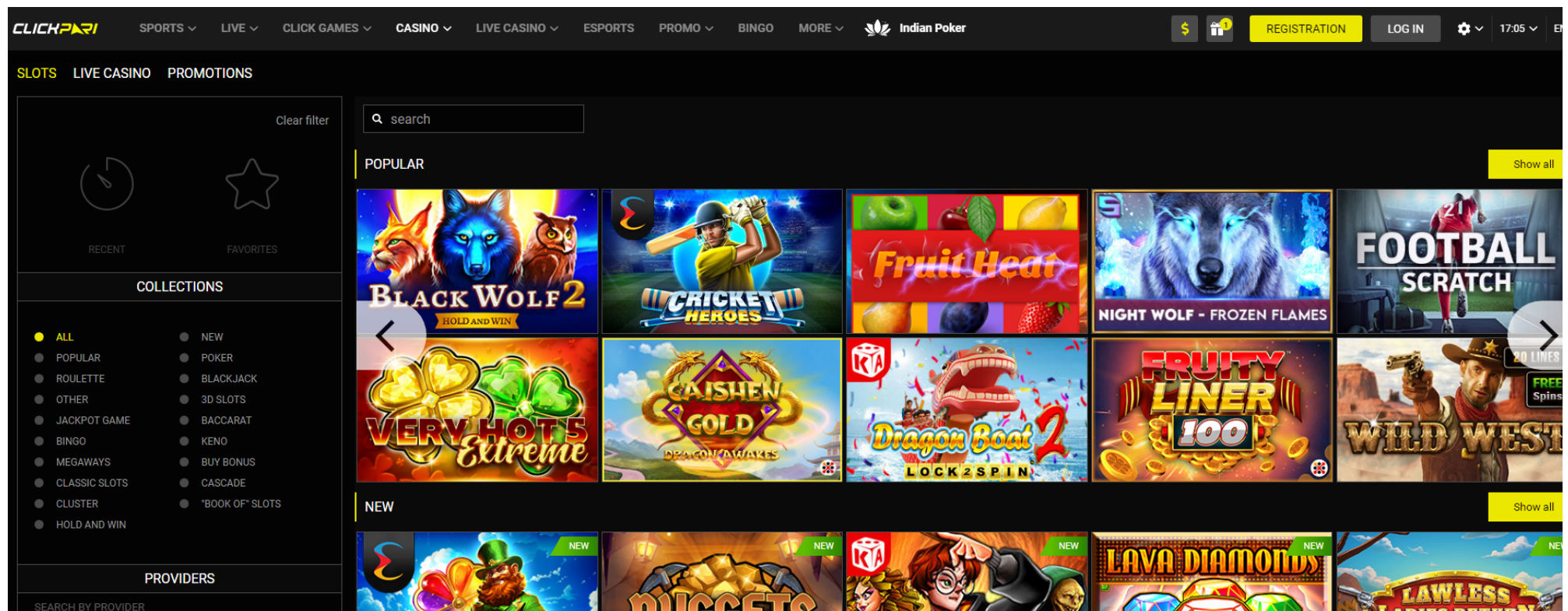
the bettor is suspected of using special software or hardware which facilitate automated betting, including but not limited to the use of glitches, faults or errors in our software in connection with the Services we offer (including betting); your use of rogue equipment and programs or analytical systems, including but not limited to software that allows you to place bets without human intervention (for example, bots), etc.

unfair means of any kind were used to obtain information or circumvent restrictions imposed by the company.

4.6. WITHDRAWING

Withdrawals can be processed using the designated payment methods as detailed below: FIAT withdrawals are allowed if the initial deposit was made in FIAT currency, while CRYPTO withdrawals are permitted for deposits made using cryptocurrency.

4.7. A LIST OF THE GAMES THAT WILL BE PROVIDED



5. KEY SUPPLIERS, MATERIAL DEPENDENCIES

5.1. PLATFORM DESCRIPTION

HIGHFLIER B.V., a company registered under the laws of Curacao under registration number 149996 ("HIGHFLIER") has developed the bet-b2b 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 Highflier'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:

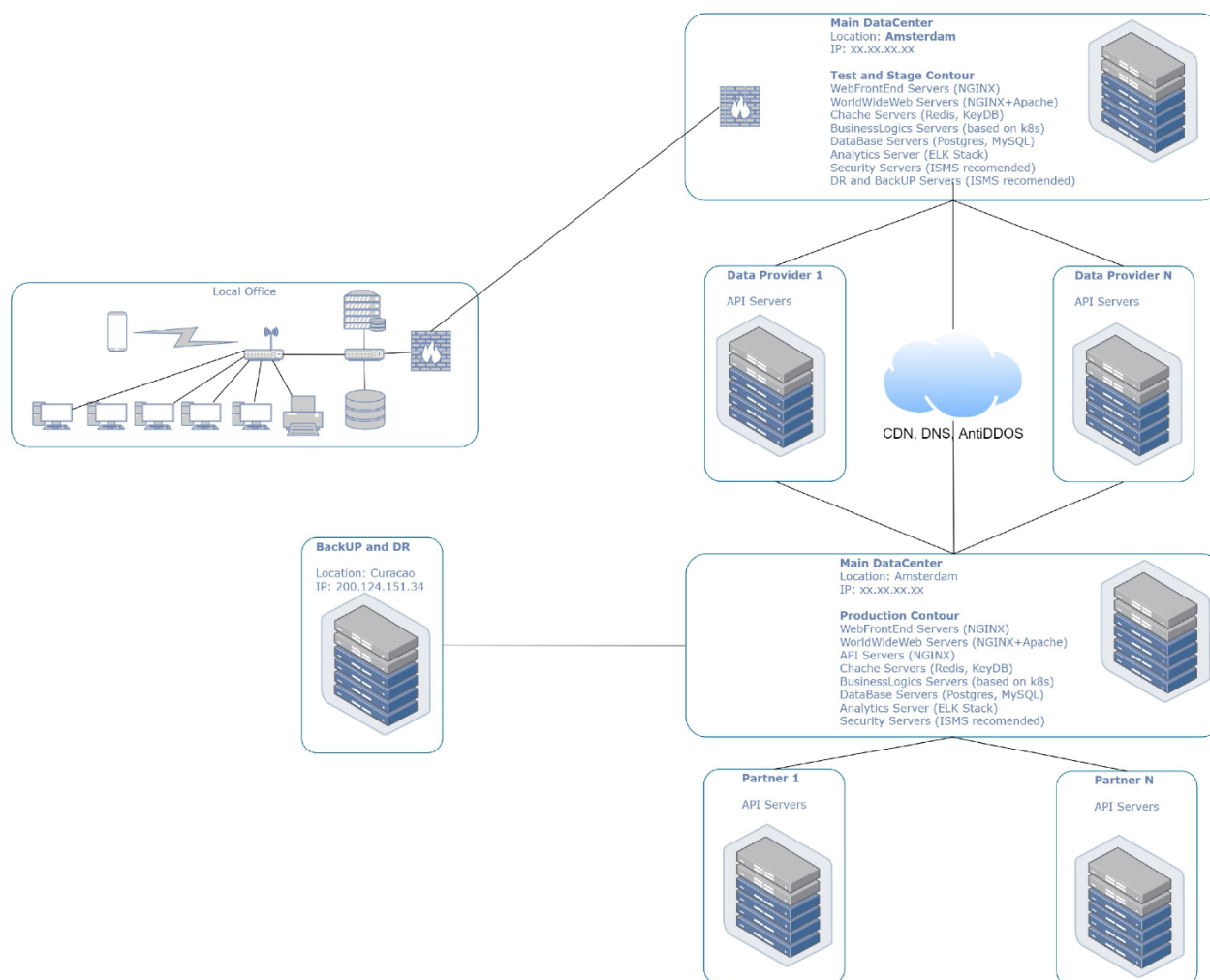
- a) iOS
- b) Android
- c) Windows

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 comprehensive disaster preparedness plan and resilient infrastructure effectively mitigate risks associated with platform implementation. We employ stringent protocols

for data backup and restoration, incorporating redundant server systems to minimize service disruptions and data loss. Regular testing and refinement of our disaster plan, essential for addressing evolving threats and technological advancements, ensure its efficacy. Collaboration with cybersecurity experts and regulatory bodies offers valuable insights, ensuring that our platform remains at the forefront of disaster preparedness for online casino platforms, safeguarding operations and maintaining 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): Flatterwave, Paygames, BigIdea, Pion, RoyalPay, SticPay.



Likewise, rigorous compliance measures in banking services reduce the risk of service interruption, while simultaneously using 2 to 3 banks concurrently protects us from inherent banking risks. Expanding our banking relationships not only improves our bargaining power for favorable terms but also enhances resilience in our financial framework. This proactive approach not only protects against potential disruptions but also fortifies our financial infrastructure. By strategically diversifying our banking partnerships, we optimize our risk management strategy, promoting stability and longevity in our financial activities.

5.3. LEGAL AND CORPORATE PROVIDERS

In the legal and corporate service provider sector, there are numerous seasoned professionals with vast experience in the gambling industry. These experts play a vital role in assisting us in complying with regulatory, payment, and banking requirements, thereby ensuring comprehensive compliance.

6. RISK EVALUATION AND MANAGEMENT

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

6.1. RISK AUDITING

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

6.2. RISK OVERVIEW

6.2.1. Legal Landscape Oversight (Oversight by Head of Legal): Given the ever-changing legal landscape in online gambling, ongoing monitoring is essential. We ensure all staff members are kept informed about the evolving legal framework by regularly disseminating updates regarding legal changes throughout departments. The legal team works 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:** The establishment and operation of an online casino require obtaining licenses from relevant regulatory bodies across various jurisdictions. Regulatory requirements can differ significantly from one jurisdiction to another, and failure to comply with licensing prerequisites can result in significant fines, legal consequences, or even the cessation of operations.

Mitigation: The Operator presently 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 vast amounts of sensitive customer data. Compliance with data protection regulations, such as the EU's General Data Protection Regulation (GDPR), is essential to avoid fines and maintain customer trust

Mitigation: To tackle this issue, only gather and process the minimum amount of personal data necessary for providing gambling services, ensuring data isn't kept longer than necessary. Establish and implement a data breach response plan to efficiently manage and mitigate the impacts of data breaches, including protocols for informing affected individuals and relevant regulatory authorities within mandated timeframes. Integrate privacy by design and default principles into the development of new products, features, or services, incorporating privacy considerations from project inception.

- **Advertising and Marketing Restrictions:** Many jurisdictions enforce strict regulations on advertising and marketing for online gambling services to protect vulnerable populations, such as minors and individuals with gambling addictions. Failure to comply with advertising standards can result in regulatory penalties and public backlash.

Mitigation: To tackle this issue, it's crucial to consistently monitor advertising and marketing activities to ensure compliance with relevant laws, regulations, and industry standards regarding gambling advertising. Transparently disclose all terms, conditions, restrictions, or limitations associated with promotions, bonuses, or other marketing offers to prevent consumer deception and potential regulatory repercussions. Conduct thorough vetting of third-party advertising partners, agencies, or affiliates to confirm their compliance with advertising and marketing regulations and their commitment to responsible advertising practices.

- **Cross-Border Regulatory Challenges:** Operating across various jurisdictions can expose online casinos to complex regulatory landscapes and legal uncertainties. Differences in gambling laws and enforcement approaches between borders can create obstacles in maintaining compliance, often requiring significant legal support.

Mitigation: To address these challenges, it's essential to establish strategic alliances with local entities, legal experts, or industry groups in targeted jurisdictions. This allows for gaining knowledge of local regulations, navigating regulatory procedures, and building connections with regulatory bodies. Conduct thorough due diligence on potential business partners, affiliates, suppliers, and other 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 consistently monitoring regulatory updates, industry literature, and legal counsel advisories.

- **Changes in Regulation:** The regulatory environment governing online casinos is continually evolving, with new laws, regulations, and enforcement measures emerging regularly. Operators must stay updated on these regulatory developments and adjust their operations accordingly to mitigate compliance risks.

Mitigation: To address this challenge, conduct comprehensive assessments of how new regulations may impact the casino's operations, financial standing, and risk exposure. Identify areas of compliance vulnerability and devise proactive strategies to mitigate them. Implement agile compliance approaches that enable swift adaptation to evolving regulatory requirements. This may involve developing modular compliance solutions, leveraging technology for automation and efficiency gains, and fostering a culture of continuous improvement and innovation. Offer regular training and educational programs for employees on emerging regulations, compliance mandates, and best practices for upholding regulatory standards. Empower staff members to recognize and effectively respond to regulatory changes within their respective roles.

- **Enforcement Actions:** Regulatory authorities may undertake investigations or audits to ensure compliance with gambling regulations. Enforcement actions, such as fines, license revocation, or legal proceedings, can have severe consequences for iGaming operators found to be in violation of regulatory requirements.

Mitigation: To address this, conduct regular internal audits and reviews of compliance practices, operations, and procedures to identify areas of non-compliance, assess risks, and proactively implement corrective actions. Establish open communication channels with regulatory authorities, industry associations, and other stakeholders to foster relationships, seek guidance on compliance matters, and promptly address concerns or questions. Maintain comprehensive documentation and records of compliance activities, including policies, procedures, training materials, audits, and enforcement actions, to demonstrate compliance efforts and support regulatory inquiries or investigations.

- **Political and Public Perception:** Public attitudes towards gambling can significantly influence regulatory decisions and public policy initiatives. Negative publicity or public backlash against iGaming operators can lead to increased regulatory scrutiny and pressure for stricter regulations.

Mitigation: To address this, uphold transparency in business operations, regulatory compliance, and corporate governance practices to build trust with regulators, customers, and the public. Provide educational resources and information to the public about the online casino industry, responsible gambling practices, and potential gambling-related risks. Promote awareness of problem gambling helplines, support services, and resources

6.2.2. **Regulatory Risks (Responsible: Compliance Officer):** Mitigating regulatory risks associated with Anti-Money Laundering (AML) and Know Your Customer (KYC) compliance is paramount for businesses, particularly in financial and gambling sectors. The organization's AML&KYC department plays a pivotal role in upholding relevant laws and regulations aimed at preventing money laundering and terrorist financing activities. This involves establishing robust protocols to authenticate customer identities, scrutinizing transactions for suspicious behavior, and promptly reporting any irregularities to the appropriate authorities. Non-compliance with AML&KYC regulations can result in severe consequences, including hefty fines, reputational damage, and potential criminal charges. Therefore, maintaining strict adherence to these standards is crucial for mitigating regulatory risks and safeguarding the organization's integrity. The AML&KYC department assumes a central role in overseeing compliance efforts, conducting comprehensive risk assessments, and implementing necessary controls to minimize the organization's exposure to regulatory pitfalls. Additionally, ongoing training initiatives are essential to keep employees informed about evolving AML&KYC requirements and industry best practices. In summary, effective management of regulatory risks associated with AML&KYC compliance requires a proactive and comprehensive 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 are under strict obligation to adhere to compliance standards to prevent money laundering, terrorist financing, and other illicit activities. Inadequate implementation of AML controls can result in severe regulatory penalties, damage to reputation, and legal consequences.

Mitigation: To address this, it's crucial to establish a robust AML policy outlining procedures for customer due diligence, transaction monitoring, and reporting suspicious activities. This policy should be aligned with regulatory mandates and industry best practices. Additionally, conducting regular training and awareness programs for casino staff is essential. These programs educate employees on AML regulations, help them recognize red flags of suspicious behavior, and emphasize their role in preventing money laundering and terrorist financing activities.

6.2.3. **Technical Risks (Responsible: Technical):** The technical department oversees critical areas such as infrastructure upkeep, platform integration, cybersecurity, and data security. It bears the responsibility of ensuring the regular maintenance 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 fend off threats like hacking, data breaches, and malware attacks. The technical team must vigilantly monitor for potential security breaches and promptly respond to incidents to mitigate risks and minimize the impact of cybersecurity breaches. Conducting routine audits and security assessments is crucial for identifying vulnerabilities and shortcomings in the infrastructure. This empowers the technical team to proactively address potential risks before they escalate, ensuring the continued integrity and security of the systems.

- **Data Security:** Unauthorized access to customer information, including personal details and financial data, poses significant risks such as identity theft, fraud, and legal consequences.

Mitigation: Deploy multi-layered cybersecurity protocols that include firewalls, intrusion detection systems, and encryption mechanisms. Ensure consistent updates of software and security patches to address vulnerabilities and strengthen defenses against evolving threats.

6.2.4. **Financial Risks (Responsible: Head of Finance):** Financial risks are inherent in all business operations, demanding careful management to ensure sustainability and prosperity. As the individual accountable for financial matters, the Head of Finance plays a pivotal role in recognizing, evaluating, and mitigating these risks. Implementing robust financial controls, monitoring cash flow, and optimizing capital allocation to minimize exposure to these risks are key responsibilities. Additionally, close collaboration with other departments is essential to develop and execute financial

strategies aligned with the organization's goals. Through proactive risk management and strategic planning, the Head of Finance aims to safeguard the company's financial well-being and enhance shareholder value. Regular financial analysis and reporting are critical for identifying emerging risks and opportunities, facilitating timely adjustments to financial strategies

- **Taxation:** Taxation policies concerning online gambling vary widely across jurisdictions and significantly impact the profitability of iGaming operators. Fluctuations in tax laws or unforeseen tax obligations can pose financial risks to casino operators.

Mitigation: Engage tax professionals, accountants, and legal experts specializing in international taxation to ensure compliance with local tax laws and regulations. Leverage tax treaties and agreements between nations to mitigate double taxation and optimize tax planning strategies. These agreements may provide provisions for tax credits, exemptions, or reduced tax rates for cross-border transactions. Maintain accurate financial records, robust accounting systems, and meticulous tax filings to adhere to local tax laws and regulations in each jurisdiction where the casino operates. This includes timely submission of tax returns, payments, and compliance with reporting obligations.

6.2.5. **Litigation Risks (Responsible: Customer Service):** Customer service-related risks involve ensuring compliance with relevant laws and regulations to mitigate the potential for litigation resulting from regulatory breaches. Customer Service establishes clear communication protocols to effectively manage customer expectations, thereby reducing misunderstandings and potential legal disputes. Thorough documentation of customer interactions and resolutions serves as crucial evidence of adherence to service standards and aids in resolving disputes amicably, thus mitigating litigation risks. Regular reviews and refinement of customer service processes based on feedback and performance metrics address recurring issues, 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 diminishes disputes arising from perceived unfairness or ambiguity. Establishing clear escalation procedures ensures swift resolution of unresolved customer concerns by appropriate management levels, thereby averting the escalation of grievances into potential litigation.

- **Responsible Gaming Practices:** Regulatory bodies often require casino operators to uphold responsible gambling standards and implement measures to deter problem gambling behaviors. Non-compliance with responsible gaming regulations can lead to regulatory penalties and damage the operator's reputation.

Mitigation: Deploy self-exclusion tools that allow players to voluntarily exclude themselves from gambling activities for specified durations. Ensure these tools are easily accessible and prominently displayed on the casino's website and gaming platforms. Offer players the ability to set deposit limits and timeouts on their accounts, empowering them to manage their gambling behaviors and control excessive gambling. Customize and enforce these limits to ensure compliance with regulations. Utilize data analytics and monitoring tools to identify players showing signs of potential gambling problems, such as high frequency and amount of wagers. Implement appropriate interventions and support measures for these players as needed.

6.3. RISK OF POTENTIAL CAPITAL LOSS

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

Mitigation:

With a collective 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, the project is strategically positioned to mitigate risks associated with market entry to the fullest extent.

7. POLICIES AND PROCEDURES

7.1. KNOW YOUR CUSTOMER

The KYC (Know Your Customer) policy comprises procedures and guidelines crafted to verify and authenticate the identity of clients. Its primary objective is to thwart financial crimes like money laundering, terrorist financing, and fraud by ensuring that casinos possess accurate information about their customers and their financial activities. By adhering to KYC protocols, casinos foster trust, comply with regulatory requirements, and mitigate risks linked to illicit activities in the financial system.

7.2. ANTI-MONEY LAUNDERING

The primary objective of the Anti-Money Laundering (AML) policy is to discourage the unlawful concealment of the origins of funds acquired through criminal endeavors. AML policies and procedures are formulated to identify and thwart money laundering, terrorist financing, and other unlawful financial activities within financial institutions.

7.3. DATA PRIVACY

The objective of the Data Privacy Policy is to delineate the procedures for collecting, utilizing, retaining, and securing individuals' personal data within an organization. Its aim is to ensure adherence to data protection laws, protect the privacy rights of both customers and employees, and foster trust with stakeholders. Through 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 procedures.

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 follow when utilizing the platform. It encompasses diverse facets such as user obligations, account administration, payment processes, dispute resolution, and adherence to pertinent laws and regulations. By consenting to these terms, users affirm their comprehension of the regulations governing their engagement with the casino, fostering transparency, equity, and adherence to legal norms throughout their gaming journey.

7.6. SELF-EXCLUSION

This outlines the procedure through which individuals can voluntarily opt to exclude themselves from engaging in gambling activities on the platform for a designated period, usually aimed at managing their gambling behaviors or addressing addiction concerns.

7.7. DISPUTE RESOLUTION

This segment furnishes information regarding the procedures and tools accessible for resolving conflicts or disagreements that might emerge between the casino and its users, typically delineating the steps for escalation and resolution.

7.8. FAIRNESS & RNG TESTING METHODS

This portion delves into the equity of the casino's games, affirming their randomness and neutrality, frequently highlighting the employment of Random Number Generators (RNGs) and the methodologies employed to assess and validate their fairness.

7.9. ACCOUNTS, PAYOUTS & BONUSES

This segment elaborates on the procedures for overseeing accounts, payout options, and the terms associated with bonuses, encompassing wagering prerequisites and limitations.

7.10. BETTING RULES

This section outlines precise rules and regulations governing betting endeavors on the platform, incorporating game-specific directives, upper and lower limits for wagers, and any supplementary terms pertinent to various bet types.

7.11. INTERNAL POLICIES

The Human Resources Policy entails directives for recruitment, onboarding, performance assessment, employee development, diversity, disciplinary measures, and termination procedures.

The Financial Policy details procedures for budget allocation, expenditure supervision, financial statement preparation, auditing, procurement practices, and compliance with accounting standards.

The Communication and Social Media Policy outlines protocols for both internal and external communication platforms, encompassing email usage, social media guidelines, media engagements, and branding directives.

The Information Security Policy addresses the safeguarding of sensitive data, including protocols for data management, cybersecurity measures, password handling, and strategies for averting data breaches.

Internal Policies are crafted to reinforce external policies, subject to periodic review and updates, while the latter undergo continual adaptation, adjustment, and discontinuation as needed.

7.12. The imperative to establish 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 a minimum of three years under the GCB license, with renewal contingent upon achieving investment returns and fulfilling key performance indicators as outlined in our financial projections.

7.13. In adherence to established protocols and procedures, the project draws upon a diverse array of resources, both internal and external. The Ultimate Beneficial Owner (UBO) contributes invaluable expertise in gambling and IT, rendering her an ideal overseer. Crucial departments such as Legal, IT, Human Resources, and Finance boast significant experience in sustainably managing large-scale gambling ventures. Furthermore, jurisdictions such as Curacao, Cyprus, and others offer ample opportunities for collaboration with advisors, specialists, and independent auditors.

The Gaming Control Board (GCB) aids operators by furnishing guidance and support in policy formulation. This collaborative endeavor ensures that operators can customize their policies to align with regulatory mandates and industry norms. By leveraging the GCB's knowledge and resources, operators can establish robust and efficient policies that foster compliance and integrity within the gambling sphere. Additionally, the GCB provides ongoing assistance and updates to assist operators in adapting their policies to evolving regulations and emerging challenges. In essence, the support offered by

the GCB empowers operators to construct and maintain a sturdy 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.

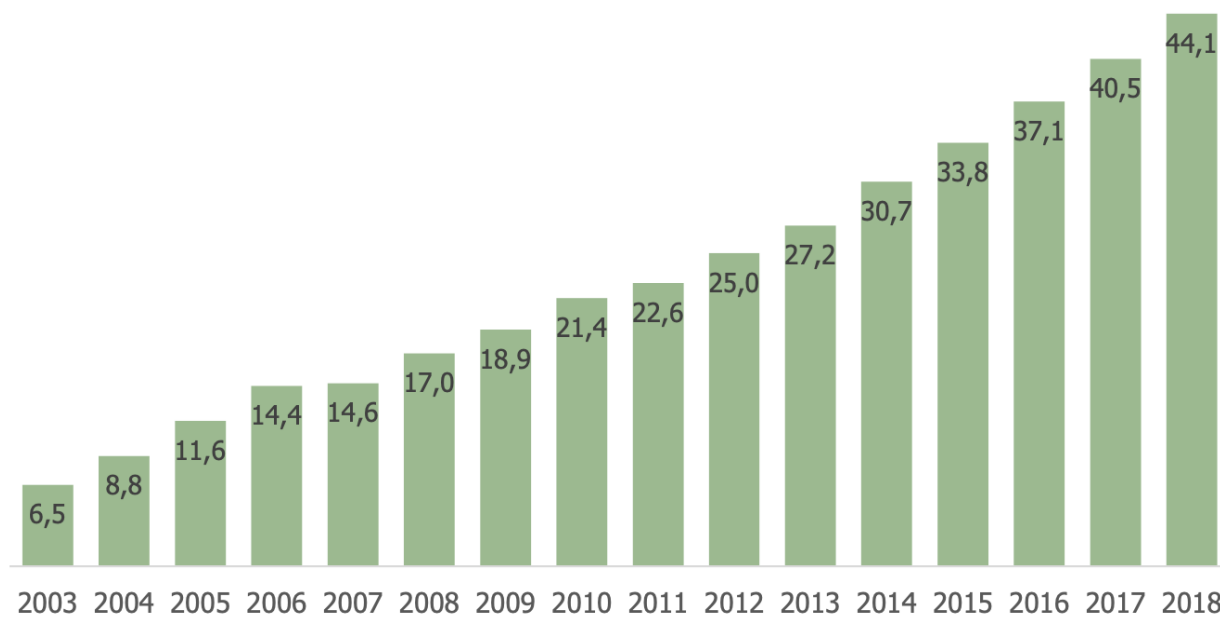
According to Juniper research, gambling is increasingly moving to the online environment. Moreover, the greatest activity is shown by mobile applications. The share of bets made using mobile phones is constantly growing.

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.

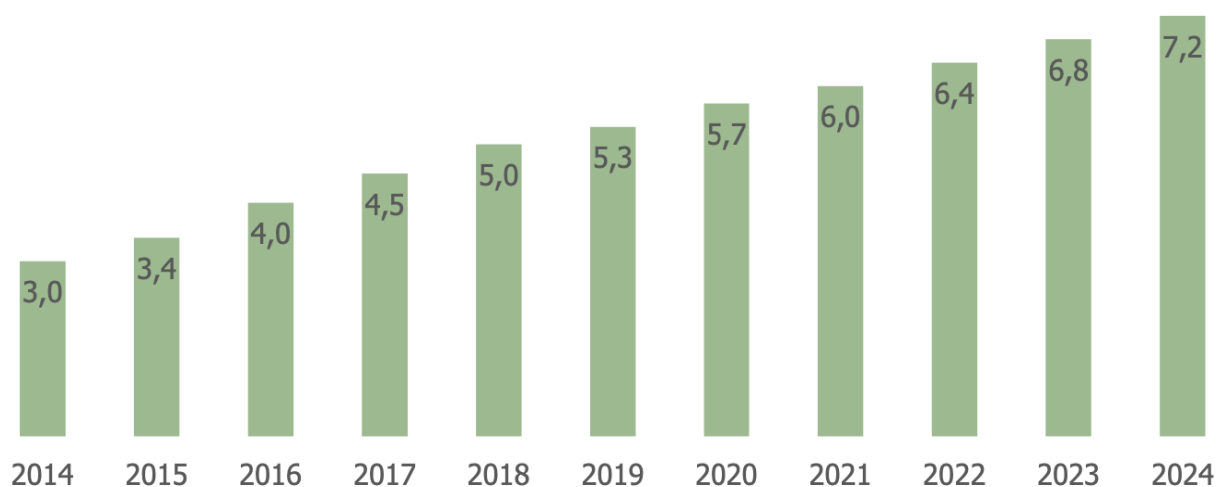
Diagram 2. Revenue from online gambling worldwide, billion euros



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.

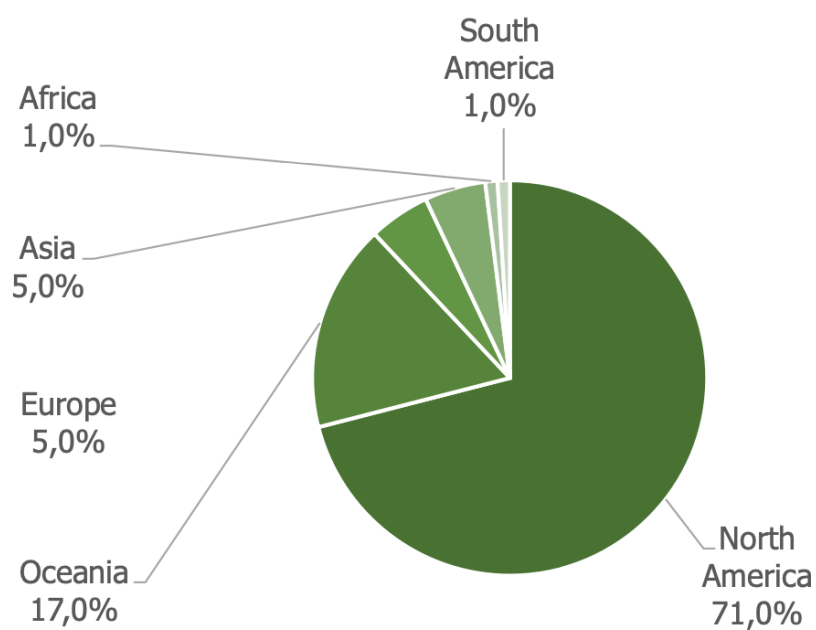
BV1sion presented an overview of the online casino market in 2019, including the GGR market predictions. In 2019, GGR was \$ 5.3 billion (up from \$ 5 billion in 2018). It is predicted that GGR will grow further and will reach \$ 5.7 billion this year (2020), and \$ 7.2 billion in 2024.

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



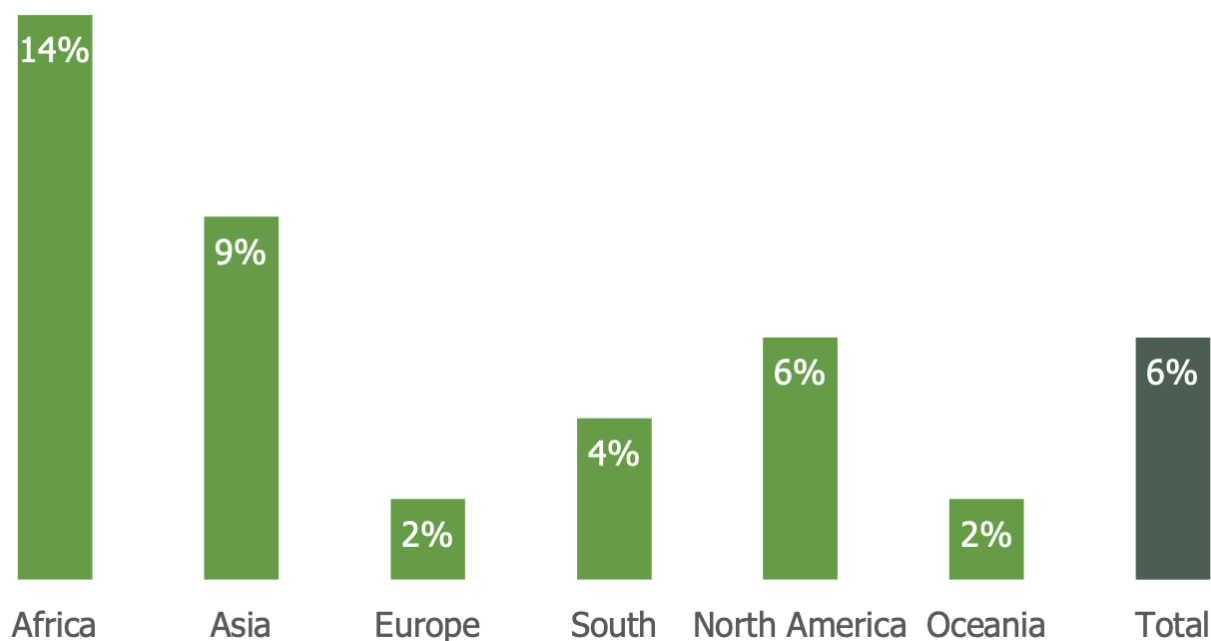
At the same time, Oceania (Fiji, New Zealand, Polynesia, New Guinea, etc.) also has a strong presence with 17% of the global GGR in 2019, significantly ahead of Asia and Europe with 5%.

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



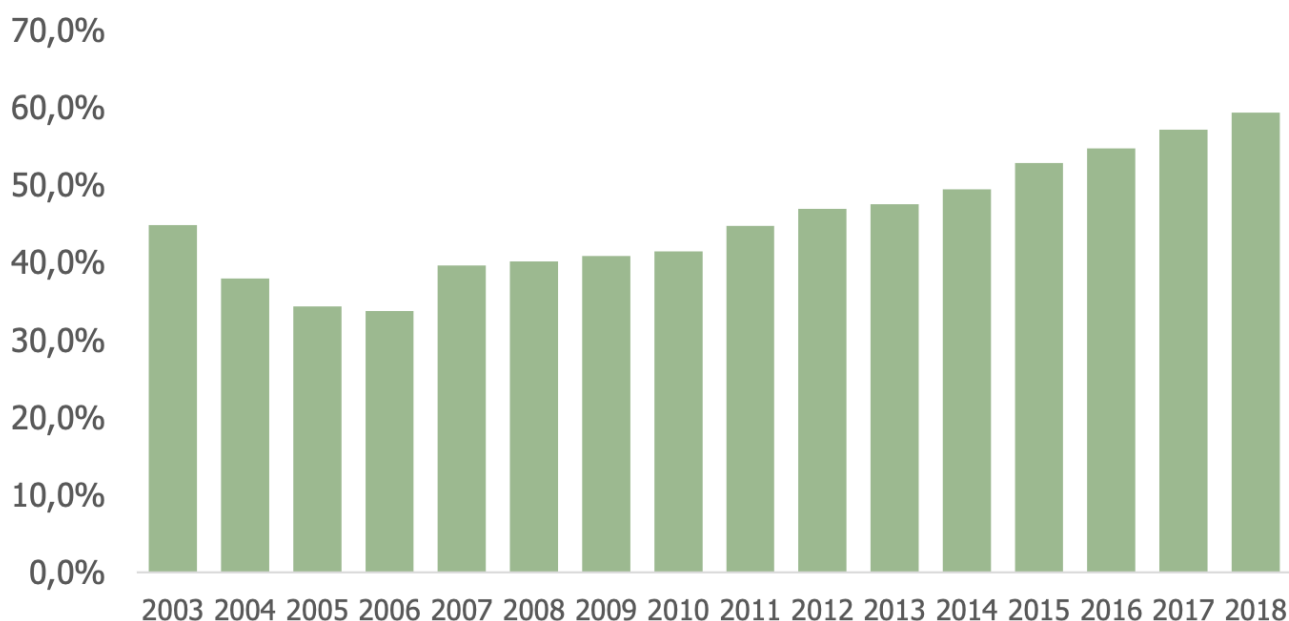
Africa posted the fastest growth rate in 2019 at 14% YoY, while Europe experienced very modest growth.

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

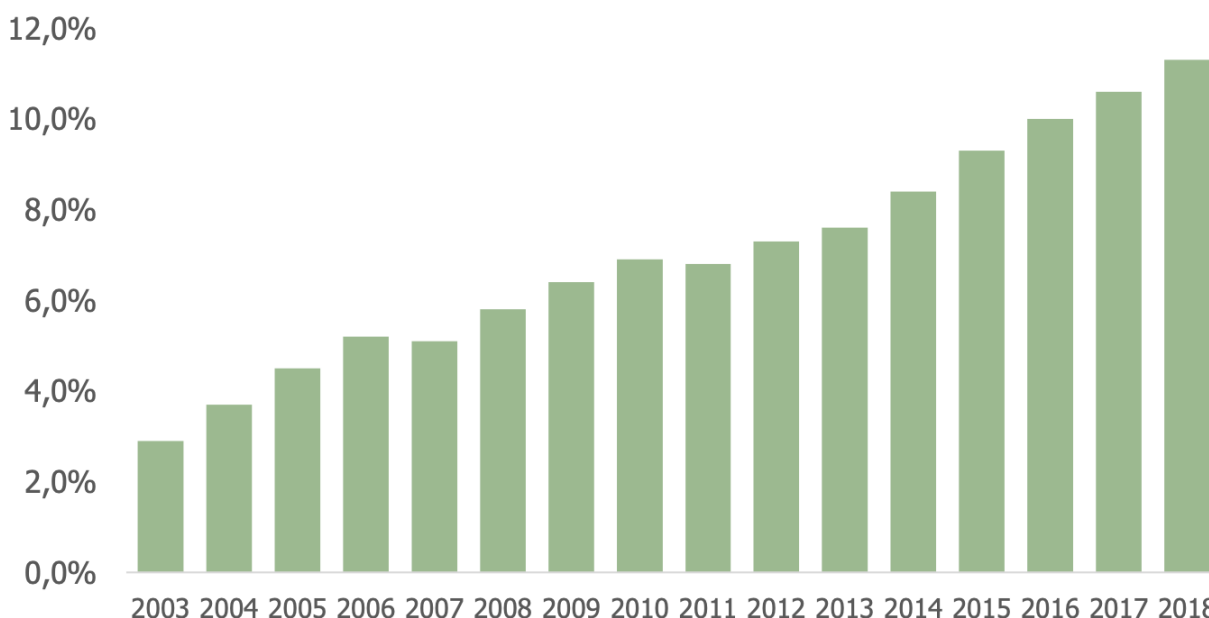
Since 2004, the number of female Internet users aged 18 to 74 has increased by more than 80%, and men by 60%. Online gambling attracted mostly young men, but now it is becoming more popular among women and older people.

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.

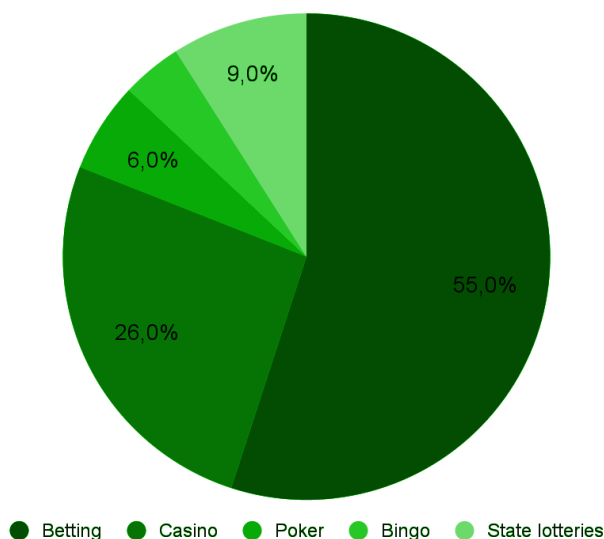
Diagram 7. Share of online gambling income from total gambling income in the world



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. This year, 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 2025, 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.

8.4. 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 state-owned 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.

8.5. 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.

Advertising

Regulatory organizations ensure that gambling advertising is socially responsible, with attention to protecting children, young people and other vulnerable persons from harm or exploitation. This applies to the images of toys, comic book characters, cartoons, fairy tales, brands that children like.

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 226,4 K EUR.

Table 5. Investment budget, euro

<i>Nº</i>	<i>Name</i>	<i>Value</i>
<i>1</i>	<i>Acquisition of a license and security payment</i>	<i>152 000</i>
<i>2</i>	<i>Payment for the Amazon server</i>	<i>7 640</i>
<i>3</i>	<i>Office equipment and stationery</i>	<i>3 200</i>
<i>4</i>	<i>Floating capital financing</i>	<i>63 561</i>
<i>Invested capital total (actual need for cash)</i>		<i>226 401</i>

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: acquisition of a license and security payment;
- second stage: payment for the Amazon server;
- third stage: office equipment and stationery;

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

Table 6. Financial plan, euro

		Total for 3 years	Apr-24	Jul-24	Aug-24	Sep-24	Feb-25
1	Acquisition of a license and security payment	152 000	152 000	-	-	-	-
2	Payment for the Amazon server	7 640	-	7 640	-	-	-
3	Office equipment and stationery	3 200	-	3 200	-	-	-
4	Floating capital financing	63 561	4 850	-	41 035	-	17 676
	Investment total excl. floating capital	162 840	152 000	10 840	-	-	-
	Invested capital total (actual need for cash)	226 401	156 850	10 840	41 035	-	17 676

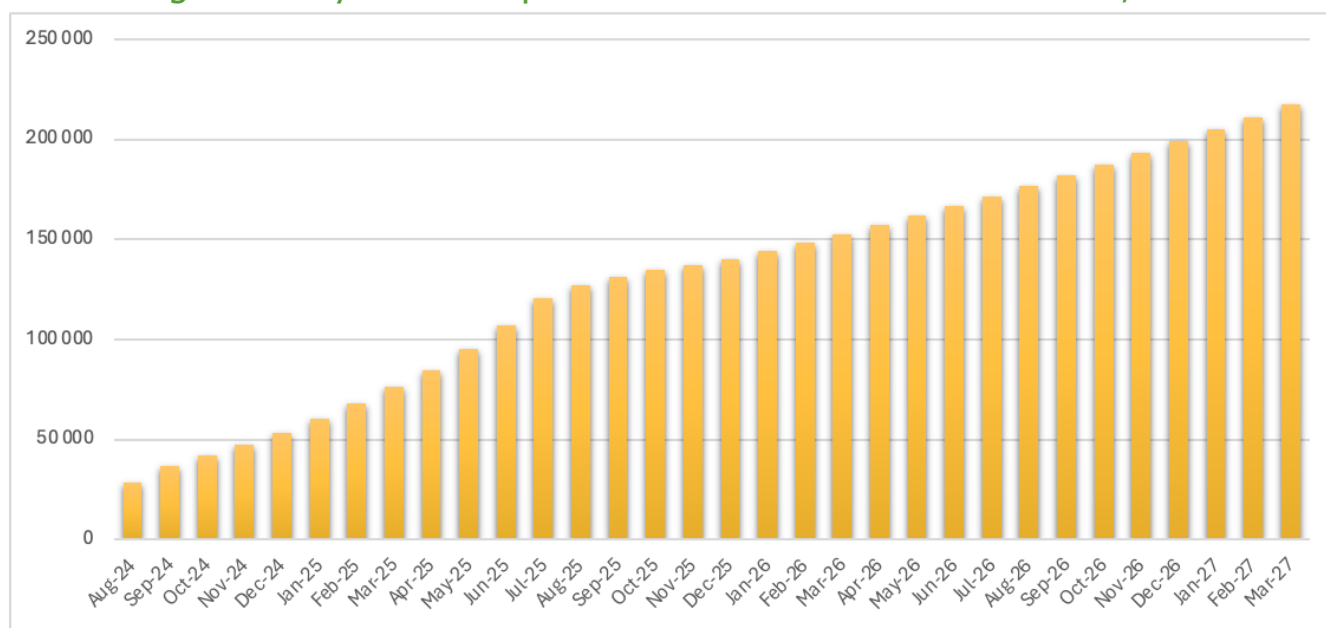
10.2. INCOME PLAN

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, euro



The total amount of proceeds for the project period (3 years) will amount to 4 167,1 K EUR.

Table 7. Income and direct cost plan, euro

		Total for 3 years	2024 (9M)	2025	2026	2027 (3M)
Physical indicators	Unit					
Total number of clients	ppl	88 194	4 429	27 168	43 190	13 409
Number of new clients	ppl	59 093	3 724	18 559	28 089	8 722
Number of current clients	ppl	29 101	705	8 609	15 101	4 686

Proceeds		4 167 188	209 265	1 283 665	2 040 705	633 554
Income from clients	47,25	4 167 188	209 265	1 283 665	2 040 705	633 554

Direct costs		2 457 652	193 578	674 620	1 196 941	392 513
Advertising costs	20	1 241 743	94 130	391 107	578 628	177 878
Additional staff costs	1 080	691 200	0	91 800	426 600	172 800
Salary		294 400	46 000	110 400	110 400	27 600
License fees		143 461	39 878	48 745	48 745	6 093

Depreciation	60 m	86 848	13 570	32 568	32 568	8 142
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Indirect costs		400 267	43 167	145 600	145 600	65 900
Accounting		96 000	15 000	36 000	36 000	9 000
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		25 600	4 000	9 600	9 600	2 400
Legal support		80 000	12 500	30 000	30 000	7 500

10.3. MARKETING PLAN

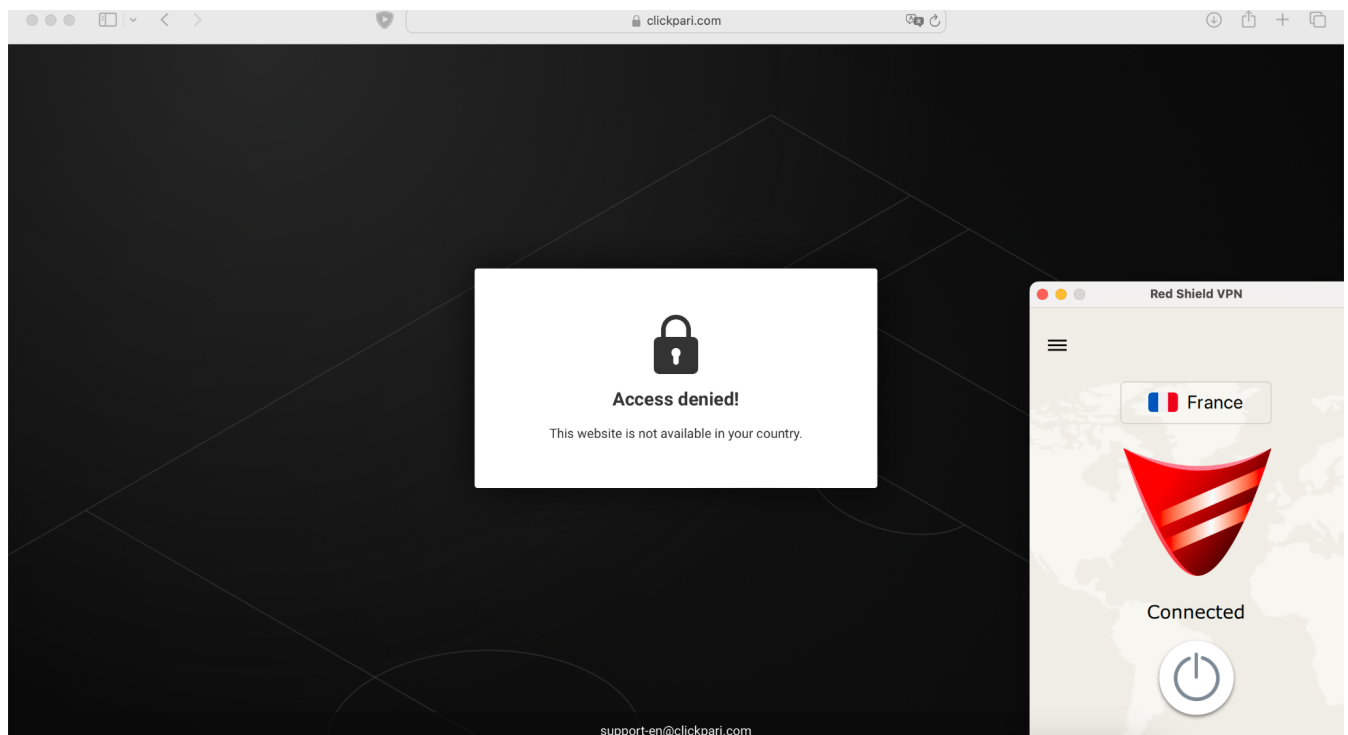
CLICKPARI caters to discerning individuals aged 18 and above seeking a unique and responsible gaming experience. This comprehensive marketing blueprint outlines strategies aimed at building brand affinity, engaging the target demographic, and driving sales growth through innovative and ethical initiatives.

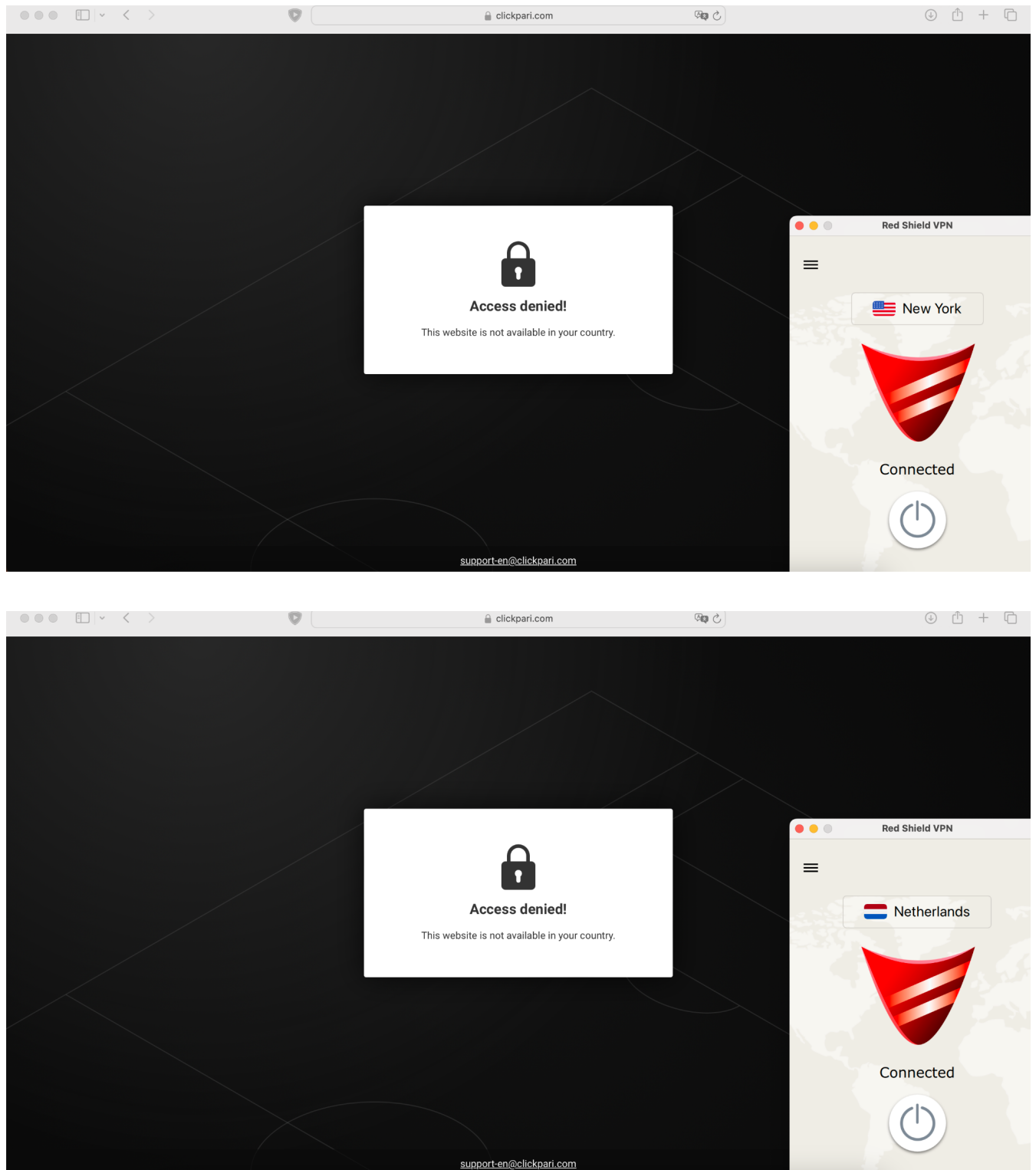
Target Audience:

Demographics: Our primary focus is on adults aged 18 and above, with a specific emphasis on the 27-60 age group.

Geographics: India, Turkey.

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 audience consists of individuals passionate about cutting-edge technology, avid gamers, and those who prioritize responsible gaming principles.

Marketing Strategies:

a. Brand Identity:

Cultivate a compelling brand narrative emphasizing dedication to reshaping the gaming landscape through innovation, excitement, and a strong foundation in responsible gaming.

Position CLICKPARI as a nexus for groundbreaking technology, diverse gaming experiences, and a thriving gaming community.

b. Digital Realm Domination:

Elevate the website for an intuitive user experience, ensuring seamless navigation across various platforms.

Leverage the potential of social media platforms for targeted advertising, captivating content dissemination, and community-building endeavors.

c. Content Odyssey:

Develop a content strategy featuring engaging blog posts, interactive tutorials, and exclusive insights from developers to foster a sense of community and sustained player engagement.

Forge partnerships with gaming influencers and content creators to amplify

Position CLICKPARI's reach and impact.

d. Advocacy for Responsible Gaming:

Infuse responsible gaming messages organically within marketing materials and gaming interfaces.

Integrate features such as session duration reminders, spending limits, and voluntary self-exclusion tools to empower players.

Sales Expeditions:

a. Launch Excitement:

Unveil captivating launch promotions and exclusive bonuses to enthrall early adopters.

Employ strategically timed limited-time offers to instill urgency and anticipation.

b. Partnership Odyssey:

Form strategic alliances with gaming affiliates, influencers, and synergistic brands to amplify visibility and attract a broader audience.

Establish an enticing affiliate program to motivate third-party promotion.

c. Data-Fueled Refinement:

Harness analytics tools to glean insights into player behavior, preferences, and the efficacy of various acquisition channels.

Propel data-driven optimizations in marketing strategies, targeting precision, and overall user experience.

d. Customer Harmony Mastery:

Implement an agile Customer Relationship Management (CRM) system to personalize communications, promotions, and offers based on individual player preferences.

Leverage targeted email marketing campaigns for personalized promotions and real-time updates.

Evaluation Yardsticks:

Continuously monitor pivotal metrics, including customer acquisition cost, conversion rates, player lifetime value, and overall customer satisfaction.

Undertake periodic reviews and agile adjustments based on performance analytics.

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 1 840 euro 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, euro

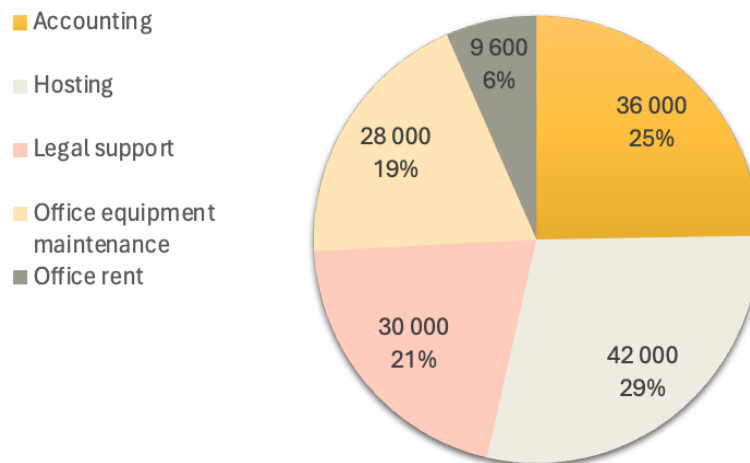
№	Position	Number of people	Salary	Total per month
1	Director	1	2 500	2 500
2	Site developer	1	1 800	1 800
3	Designer	1	1 500	1 500
4	Advertising specialist	1	1 400	1 400
5	Employee	2	1 000	2 000
Total		6		9 200

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

Table 9. Fixed costs, euro

№	Item of expense	Total per year
1	Accounting	36 000
2	Office equipment maintenance	28 000
3	Hosting	42 000
3	Office rent	9 600
4	Legal support	30 000
Total		145 600

Diagram 10. The structure of fixed costs



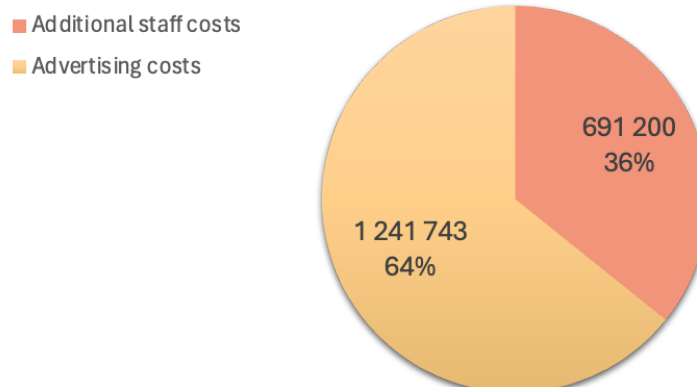
Variable costs

Direct production costs

Table 10. Variable costs, euro

No	Item of expense	Per unit, total	Calculation base
1	Advertising costs	20	for 1 client
2	Additional staff costs	1 080	for 1 person

Diagram 11. Structure of variable costs (to the total volume of variable costs)



Taxes

Taxes of the company as a tax subject

The amount of accrued and paid taxes for the project period will amount to 303,4 K EUR.

10.5. FINANCIAL PLAN

Conditions for attracting investment resources

Financial resource requirements and financing structure

The need for financial resources for the project is 226,4 K EUR.

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

Conditions for reimbursement of investor funds

The amount of payments to the investor for the period of the project will be 376,5 K EUR.

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.

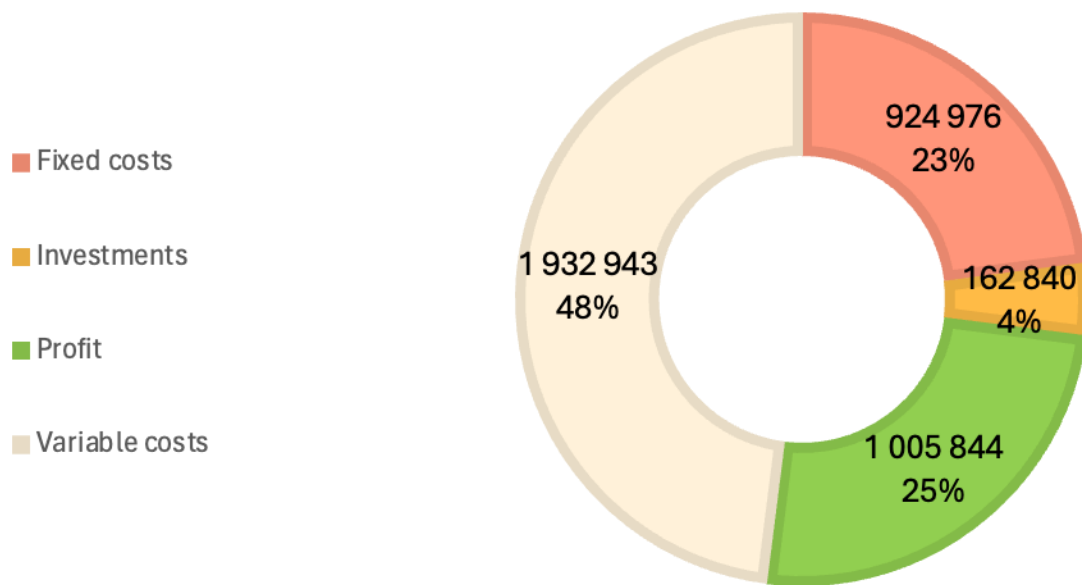
The amount of proceeds for the period of the project reaches 4 167,1 K EUR.

Negative cash flow reaches 3 073,9 K EUR and consists of the following main components:

- variable costs - Advertising costs 20 for 1 client; Additional staff costs 1080 for 1 person
- fixed costs - 436,8 K EUR;
- taxes - 303,4 K EUR.

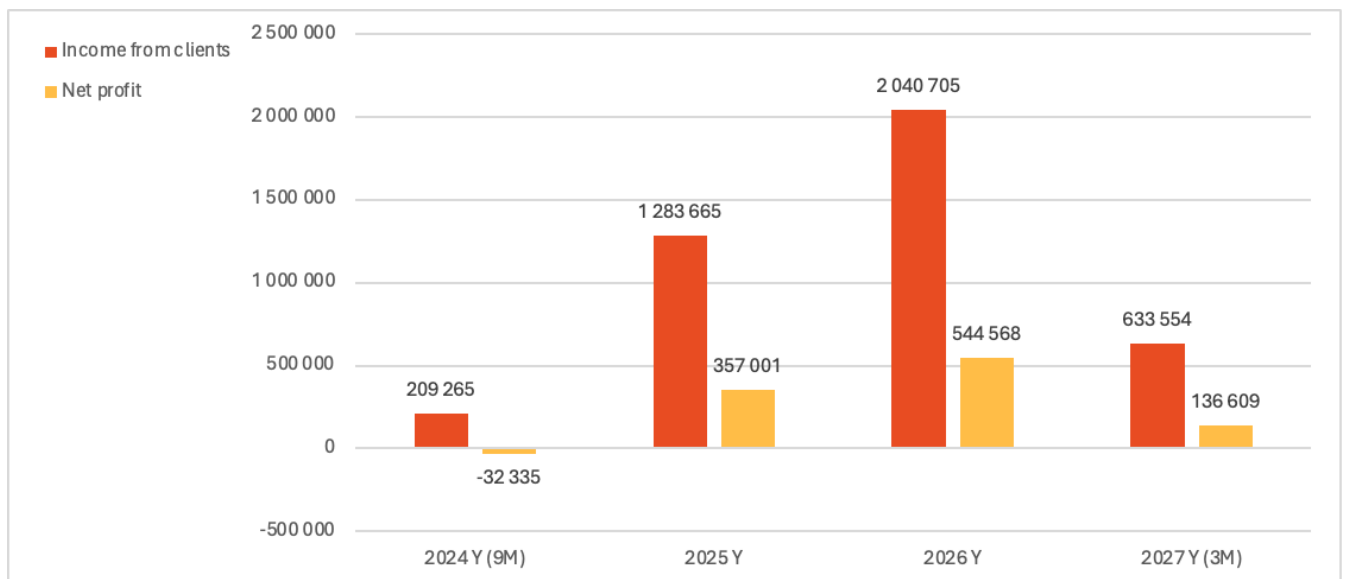
Thus, the balance on operating activities at the end of the project will be equal to the amount of net profit and will be 1 005,8 K EUR.

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



10.6. SWOT ANALYSIS

Table 11. 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	• Instability of the political environment • High competition
• Constant emergence of new technologies • Global trend towards legalizing online casinos	• 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