

Fair interactive Group N.V.

Business Plan

Forecast 2024 - 2028



Summary

1. Business Overview 3

2. Company’s Management Structure..... 3

3. Business Forecast 2024 - 2027 4

4. Strategy for Business Growth and Marketing Plan 4

5. Main Suppliers 5

 5.1. Platform 5

 5.2. Providers..... 5

 5.3. PSPs 5

6. Risk Evaluation 5

7. Legal and Governance Framework 5

8. Target KPIs 6

9. Policies and Procedures 7

1. Business Overview

Fair Interactive Group has completed three years of operation, maintaining a growing number of active players on the platform, allowing for constant improvement in the services offered and increased investment in marketing to continue attracting more players. The company's team has shown itself to be competent and capable of maintaining the bigfafa.com domain as one of the main options for players looking for the best in entertainment with the best odds on the market.

Fair Interactive Group N.V. is currently sublicensed by Antillephone N.V. under the number 8048/JAZ2021-019 since May 5, 2021, using Mirax Management Ltd.

The operational domain is:

- bigfafa.com

The company UBO is [are]

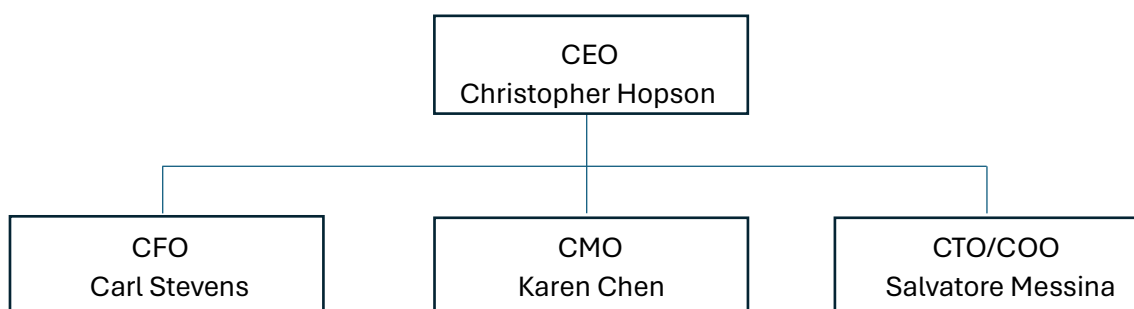
- **Christopher Robert Hopson** – Recently decided to take a more active in the Fair Interactive company. Mr Hopson has an excellent reputation as a businessman and has a record of elevating business to a more profitable path.

The company's main partners are:

- Mirax Management Ltd.
- EGS Digital Limited - Consultants

2. Company's Management Structure

The company's organogram is presented below:



- **Christopher Hopson** – Professional responsible for leading the board from different areas in the company. Mr Hopson frequently evaluate the company's daily operations to make the necessary adjustments.
- **Carl Stevens** – Highly experienced CFO with over 10 years of experience in financial management, strategic planning, and investment analysis. Strong track record of success in driving growth and profitability for companies in various industries.

- **Karen Chen** – Responsible for developing and executing successful marketing strategies that drive revenue growth and brand awareness with a cutting-edge approach with an incredible capacity for innovation.
- **Salvatore Messina** – Experienced professional with over 12 years in the industry. Proven track record of developing and executing successful operational strategies that drive revenue growth. Strong leader and communicator who excels in cross-functional collaboration.

3. Business Forecast 2024 - 2028

The strategic focus of the company's approach encompasses several key elements. By prioritizing niche marketing and directing efforts towards seasoned online players, Bigfafa offers a comprehensive one-stop-shop content solution for the players.

P&L	YEAR 1		YEAR 2		YEAR 3		YEAR 4		YEAR 5	
Turnover	€	120,000,000	€	180,000,000	€	252,000,000	€	302,400,000	€	332,640,000
Payout	-€	112,800,000	-€	169,200,000	-€	236,880,000	-€	284,256,000	-€	312,681,600
Gross Gaming Revenue	€	7,200,000	€	10,800,000	€	15,120,000	€	18,144,000	€	19,958,400
Bonus Cost	-€	2,400,000	-€	3,600,000	-€	5,040,000	-€	6,048,000	-€	6,652,800
Net Gaming Revenue	€	4,800,000	€	7,200,000	€	10,080,000	€	12,096,000	€	13,305,600
Gaming Platform	-€	216,000	-€	324,000	-€	453,600	-€	544,320	-€	598,752
Payment Providers	-€	360,000	-€	540,000	-€	756,000	-€	907,200	-€	997,920
Gross Profit	€	4,224,000	€	6,336,000	€	8,870,400	€	10,644,480	€	11,708,928
Marketing	-€	1,000,000	-€	1,500,000	-€	2,200,000	-€	2,700,000	-€	3,000,000
Company Structure	-€	750,000	-€	850,000	-€	1,100,000	-€	1,450,000	-€	1,620,000
Human Resource	-€	820,000	-€	870,000	-€	1,150,000	-€	1,580,000	-€	1,770,000
Others	-€	500,000	-€	500,000	-€	750,000	-€	800,000	-€	850,000
Total Cost	-€	3,070,000	-€	3,720,000	-€	5,200,000	-€	6,530,000	-€	7,240,000
NET PROFIT	€	1,154,000	€	2,616,000	€	3,670,400	€	4,114,480	€	4,468,928

4. Strategy for Business Growth and Marketing Plan

Through strategic digital initiatives and personalized experiences and focus on diversifying market reach, enhancing customer engagement, and innovating product offerings, we are poised to seize new opportunities and solidify our position as a leader in the digital gaming space.

4.1 Diversify Market Reach: Expand beyond mature online players by targeting emerging markets and demographics, leveraging tailored marketing campaigns and localized strategies to increase brand visibility and attract new customers.

4.2 Enhance Customer Engagement: Implement personalized loyalty programs, promotional offers, and interactive experiences to foster deeper connections with existing customers, encouraging repeat visits and word-of-mouth referrals.

4.3 Innovate Product Offerings: Continuously evolve the gaming platform with new features, games, and betting options to stay ahead of competitors, cater to evolving consumer preferences, and maintain a reputation for innovation and excellence.

4.4 Strengthen Digital Presence: Invest in digital marketing channels, including social media, search engine optimization (SEO), and online advertising, to amplify brand awareness, drive website traffic, and capture a larger share of the online gaming market.

5. Main Suppliers

5.1. Platform

Mirax Management Ltd

5.2. Providers

EGS Digital Limited – Consultants

5.3. PSPs

Finance Incorporated Limited (Paymix Pro)

Wirecard Bank AG

6. Risk Evaluation

From regulatory compliance and cybersecurity threats to market volatility and technological risks, the company's approach ensures the resilience and sustainability of our business in the dynamic landscape of online gaming.

6.1 Regulatory Compliance: Assess and mitigate risks associated with evolving regulatory frameworks in different jurisdictions, ensuring adherence to licensing requirements, anti-money laundering (AML) regulations, and responsible gaming practices to avoid legal penalties and reputational damage.

6.2 Cybersecurity Threats: Evaluate vulnerabilities in the company's digital infrastructure, including online platforms and customer data systems, and implement robust cybersecurity measures to protect against data breaches, hacking attempts, and unauthorized access, safeguarding sensitive information and preserving customer trust.

6.3 Market Volatility: Monitor fluctuations in the online gaming market, including changes in consumer behaviour, competitive landscape, and economic conditions, and develop contingency plans to mitigate the impact of downturns or disruptions, such as adjusting pricing strategies, diversifying revenue streams, or reallocating resources.

6.4 Technological Risks: Identify potential risks associated with technology dependencies, such as software glitches, server outages, or compatibility issues with new devices or operating systems, and implement comprehensive testing protocols, redundancy measures, and disaster recovery plans to minimize downtime and ensure uninterrupted service delivery.

7. Legal and Governance Framework

Through meticulous oversight and adherence to ethical standards, Fair Interactive fortify its foundation for sustainable growth and in the landscape of this industry.

7.1 Robust Compliance Mechanisms:

- Thorough procedures for local and international regulatory adherence.
- Compliance with licensing obligations, AML laws, and responsible gaming practices.

- Mitigation of regulatory risks through comprehensive compliance measures.

7.2 Transparent Governance Practices:

- Establishment of clear governance structures and accountability mechanisms.
- Implementation of independent oversight committees and regular audits.
- Promotion of transparency, integrity, and ethical standards across all organizational levels.

7.3 Proactive Risk Management:

- Development of proactive risk assessment frameworks.
- Identification and mitigation of legal and governance risks.
- Preventive measures, contingency planning, and continuous monitoring to address potential litigation, regulatory penalties, or reputational harm.

8. Target KPIs

Through rigorous measurement, analysis, continuous improvement initiatives, a focus on revenue growth, user acquisition, operational efficiency, customer satisfaction, and regulatory compliance, our tailored KPIs reflect the company's commitment to maximizing performance.

8.1 Revenue Growth:

- Increase revenue by 10% annually through targeted marketing campaigns, product innovations, and expansion into new markets.
- Enhance customer engagement and retention to drive repeat business and boost lifetime customer value.
- Monitor key revenue metrics such as Average Revenue Per User (ARPU), Conversion Rates, and Customer Acquisition Cost (CAC) to optimize revenue generation strategies.

8.2 User Acquisition:

- Achieve a monthly user growth rate of 5% through aggressive marketing tactics, strategic partnerships, and user referral programs.
- Utilize data-driven insights to identify and target high-value customer segments, optimizing acquisition channels for maximum ROI.
- Implement A/B testing and performance tracking to refine acquisition strategies and improve conversion rates across digital platforms.

8.3 Operational Efficiency:

- Streamline operational processes and workflows to reduce costs and improve overall efficiency.

- Set and track Key Performance Indicators (KPIs) related to operational metrics such as cost per transaction, resource utilization, and time-to-market for new products.
- Invest in automation and technology upgrades to eliminate manual tasks and enhance productivity across departments.

8.4 Customer Satisfaction:

- Maintain a customer satisfaction score (CSAT) of 75% or higher through superior service delivery and personalized customer experiences.
- Implement feedback mechanisms such as surveys, reviews, and social listening to gather insights and address customer pain points proactively.
- Provide ongoing training and development opportunities for frontline staff to ensure consistent and exceptional service standards.

8.5 Regulatory Compliance:

- Ensure full compliance with regulatory requirements in all operating jurisdictions, minimizing legal risks and potential penalties.
- Conduct regular audits and reviews of internal policies and procedures to ensure alignment with evolving regulatory standards.
- Invest in compliance training for employees at all levels to promote awareness and adherence to legal and regulatory guidelines.

9. Policies and Procedures

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

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