

Business Plan

website address (URL): <https://livebetline.com>

company name: **Complex Technologies B.V.**

planned income after project implementation: **\$1 200 000**

document creation date: **April 2023**

1. Project Summary

The online gambling industry is one of the fastest growing in the world. Statistics clearly show that the online gambling sector is constantly growing. Revenue in the niche is expected to reach \$60 billion by 2025, and the industry is undergoing a series of changes and reforms. Experts believe that until 2025, the market will grow by 7.9% annually as a result of constant development in technology and a gradual increase in the standard of living in the middle class.

Europe

Among all other regions of the world, online gambling is most popular among Europeans. And the largest growth in profits in the gambling sector is shown by slots - about 84% over the past year.

Africa

African online gambling market is in the process of formation and rapid growth at the same time.

Asia

By its volume, the Asian gambling market is the largest in the world, which is quite expected as the continent is home to more than 60% of the world's population. The demand for gambling in the region is steadily growing. There is also a certain easing in the field of law – more and more countries are legalizing online gambling or betting. This undoubtedly opens new prospects for the industry.

Latin America

The key successful and legal gambling markets are represented by Argentina, where gambling revenue is about \$ 4.5 billion, as well as Colombia, Chile and Mexico.

livebetline.com is an online casino platform. The company will also conduct maintenance of online casinos by its own technical specialists.

The main services of the online casino:

- PREMATCH and LIVE bets on sports events,
- bets on virtual races
- lotteries, bingo

Main services of the company:

- online casino for B2C segment.

The audience in Latin America, Africa, Europe, and Asia is mostly men between 18 and 45 years old. The project is an online business, so most of the infrastructure for operating and making a profit is on the Internet.

The main source of income is casino margin from player bets and profit from the sale of sublicenses and rental of the online casino platform.

Competitive advantage over other online projects::

The company is not going to stop there, but will continue to develop its services and developments further by creating and implementing new games and services in the online platform: camel races, SicBo of its own design, virtual football, etc.

On one site you can bet simultaneously on real sports events, virtual races and casinos with a large number of games on any device with an internet connection.

Advertising on the Internet is the main source of attracting users and the main item of expenditure. The company's income depends on the number of registered users.

Organizational structure options:

- software maintenance (programmers, developers, site technical support service) takes place at the company's office in Ukraine.
- The sales department of the company is currently located in the USA, negotiations are underway to open additional sales offices in Peru (Latin America) .

The initial investment amount is \$90,000.

2. Online gambling market analysis

The gambling industry has evolved with the development of IT technology. With the advent and popularization of the Internet, this industry has received a new field for further development. The first online casino was opened in the United States in 1997.

In the era of wired Internet development, the trend of online casinos has become the lack of borders. Millions of players around the world were given the opportunity to play in casinos without leaving their homes or offices. The popularity of online gambling grew rapidly, which began to bring great profits to online gambling sites. With the increasing availability and popularity of the mobile Internet, online casinos, in order to be in trend, began to develop rapidly in this direction, offering their customers new gaming opportunities.

Today, almost all online Playground operators place mobile compatible versions of popular online games on their websites. Tablet and smartphone users can quickly access roulette, card and table games, or slot machines.

The gambling market shows stable growth from year to year. If in 2007 the total revenue from gambling entertainment was about \$16 billion, in 2015 the global revenue of the gaming industry was estimated by analysts at \$81.5 billion, of which more than \$37 billion is accounted for by the online gambling market.

In addition to Internet technologies, there are several factors influencing the rapid development of online gambling: the economic growth of promising regions, as well as the tendency for governments of many countries to review legislative restrictions on gambling. This process is also taking place at a high speed, and even today, in a number of countries where online gambling is most in demand, legislative initiatives to legalize gambling on the Internet are being adopted fairly quickly. At the moment, the gambling entertainment market is officially regulated in more than 85 countries.

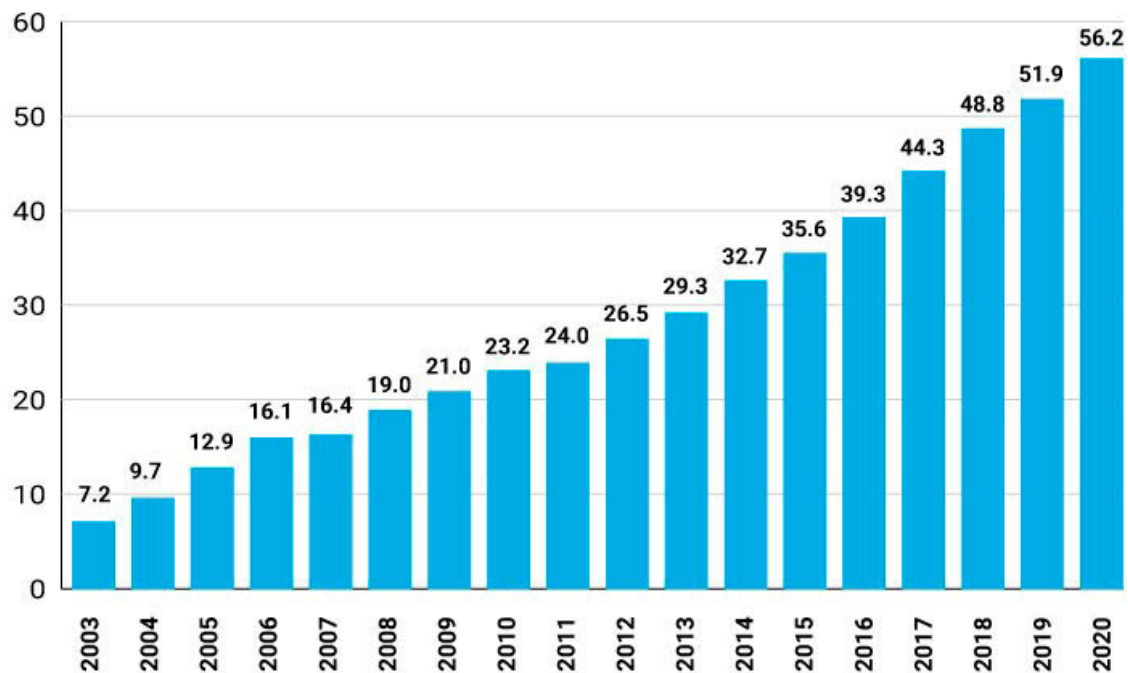
GAMING INDUSTRY GROWTH

The growth of the industry in recent years has been at 8-10% per year. Online gambling is currently experiencing a real peak of its development, which will continue until 2025. Until this time, at least the same pace is predicted. But the growth may reach 11-12% annually.

Let's consider the growth rates of the online gambling industry on the example of various statistical indicators.

H2 Gambling Capital Research Group is one of the leading iGaming market research companies. As follows from its exclusive review published in the journal Igaming Business, the total amount of global winnings in the industry of iGaming according to the data for 2016 and from 2017 to 2020 is as follows:

THE TOTAL AMOUNT OF WORLD WINNINGS FROM IGAMING IN BILLION EURO



As it can be seen, the growth of the total amount of global winnings in the iGaming-industry in the period from 2016 to 2020 was 43%, and annually this figure will increase by 6.3% to 12.3%.

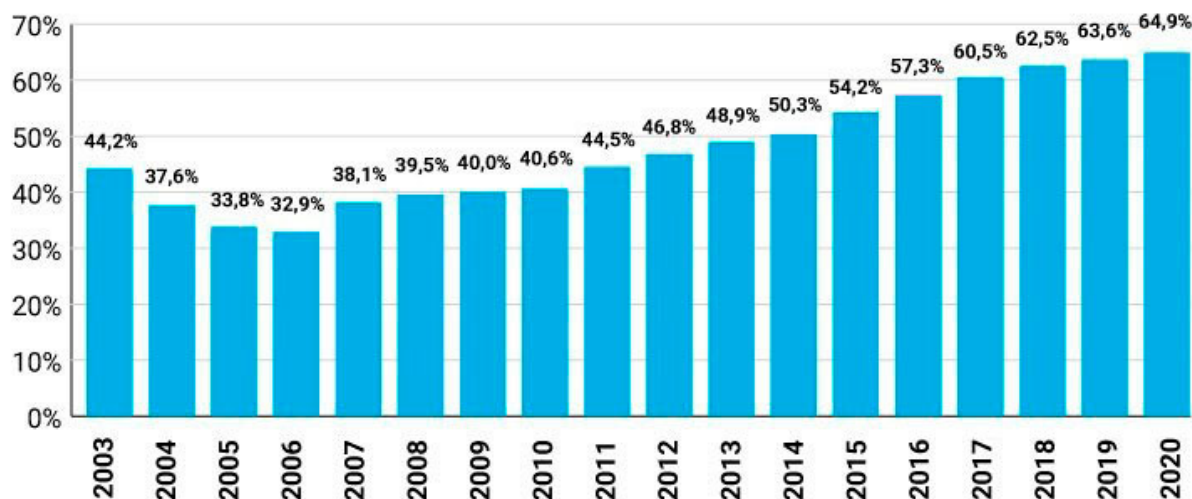
At the same time, a big problem for the industry remains the illegal, or, as it is also called, black, shadow, gambling market. Its prosperity is primarily due to the imperfection of the legislative regulation of industry in many countries.

Passion has always been inherent in people, regardless of nationality and religion. Therefore, in countries where gambling is prohibited by law, underground casinos both online and offline often flourish.

But the global trend is that legislators in more and more countries are beginning to consider gambling as a source of additional budget funding. Therefore, active work is being done to legalize this activity and eliminate the shadow market. The trend is also clearly visible in the graphs provided by H2 Gambling Capital.

Global winnings from iGaming on the legal (white) market as a percentage of all winnings.

NUMBER OF WORLD WINNINGS FROM IGAMING IN THE LEGAL (WHITE MARKET), EXPRESSED IN PERCENT



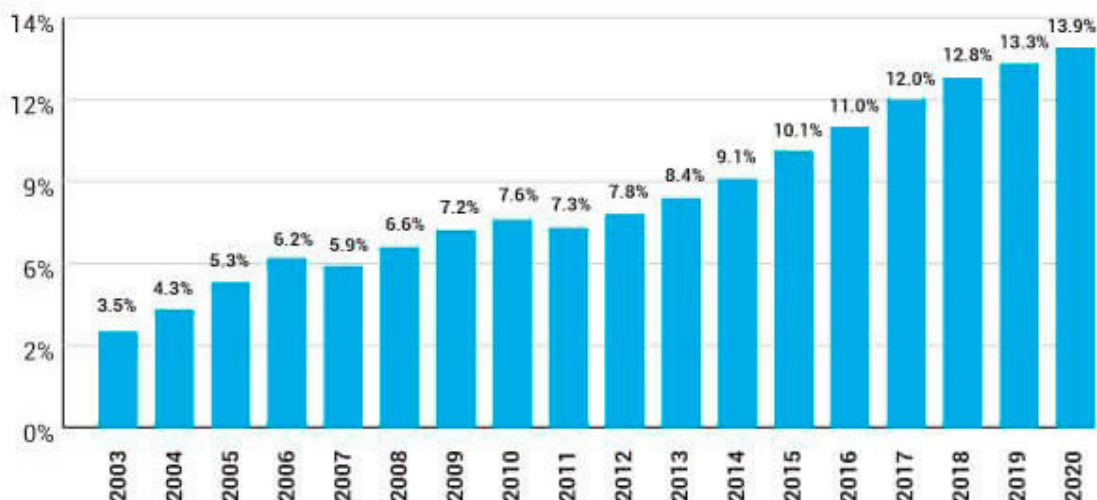
According to First gaming (RUB90), the share of online gambling in the total revenue of the global market continues to grow faster than the entire industry as a whole. If in 2014 online income amounted to 8.8% of the total income of the gambling business, then in 2015 this figure grew to 9.6%.

Online betting remains the market leader in terms of market share, which according to Firstgaming, a company engaged in research in this area, accounts for about 47% of the market.

The H2 Gambling Capital research group published similar data in its report. In dynamics, this growth indicator can be clearly seen in the graph below.

Percentage of iGaming industry revenue in total global gambling revenue.

PERCENTAGE OF IGAMING IN GLOBAL GAMBLING REVENUE

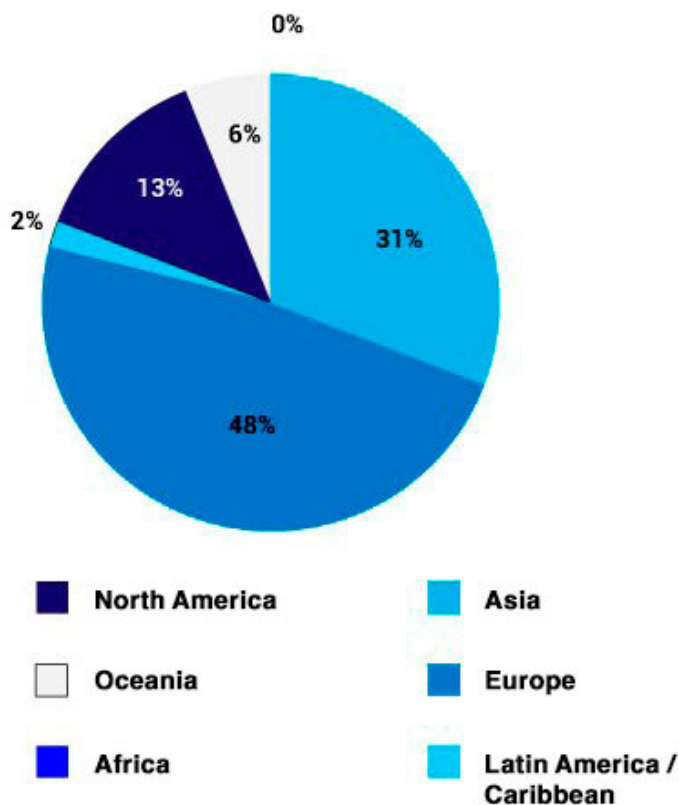


REGIONAL DISTRIBUTION

As mentioned earlier, the second important factor affecting the growth of the industry is the legislative framework. How perfect it is in terms of regulating online gambling can be seen by examining the following diagram presented in the H2 Gambling Capital report.

Percentage distribution by region depending on the amount of winnings from iGaming at the end of 2019:

**DISTRIBUTION OF TOTAL WINNINGS FROM MOBILE IGAMING
BY REGION FOR 2019 IN EUROS**



The most advanced gambling legislation is currently in force in Europe. More than 20 countries have already legalized the activities of online gambling, allowing European online casinos to develop freely within the established rules.

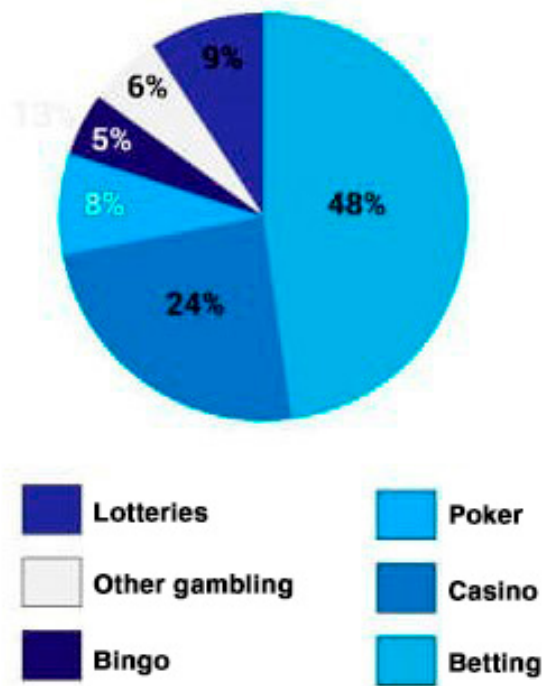
This had a positive effect on the statistics of data on winnings from iGaming. As can be seen in the diagram, the share of Europe occupies almost half of the global indicators. Asia accounts for a third of all global winnings. This is due to the fact that in some Asian countries online casinos are legalized, in some - no, but not banned.

Another factor that affects this distribution of indicators by region is the level of economic development. Europe is one of the most economically developed iGaming markets. And the high performance of the Asian economy is explained by the fact that in recent years there has been a fantastic breakthrough: the total GDP of the region has increased 10 times. Western investors are investing hundreds of millions of dollars in promising Asian markets. In a study published last year, newzoo Analytics noted the region's defining countries: Indonesia, Malaysia, the Philippines, Singapore, Thailand, and Vietnam. Average annual growth rate in the region is very high - 28.8%.

If you segment the iGaming market by type of gambling, then betting takes a leading position with a share of 48%. These indicators of H2 Gambling Capital are fully correlated with the estimates of other research companies.

Depending on the type of gambling, the amount of global winnings in the iGambling industry, according to H2 Gambling Capital, is distributed as follows (based on the results of 2019):

THE AMOUNT OF GLOBAL WINNINGS DEPENDING ON THE TYPE OF MOBILE ENTERTAINMENT INDUSTRY IGAMING FOR 2019



Different countries have their own preferences in certain types of gambling entertainment. Betting, or as it is also called sports betting, is traditionally popular in Europe and Asia. And these two regions, being the leaders in the total volume of iGaming, have a decisive role in the distribution of indicators by types of online gambling.

In various European countries, the share of online betting ranges from 30% to 49%. For example, according to Firstgaming, in France the share of betting is 31.5%, in Italy-31%, in Spain-49%, in Germany-43.7%, in the UK-29.9%. The average volume of betting in the EU accounted for 36.4 per cent.

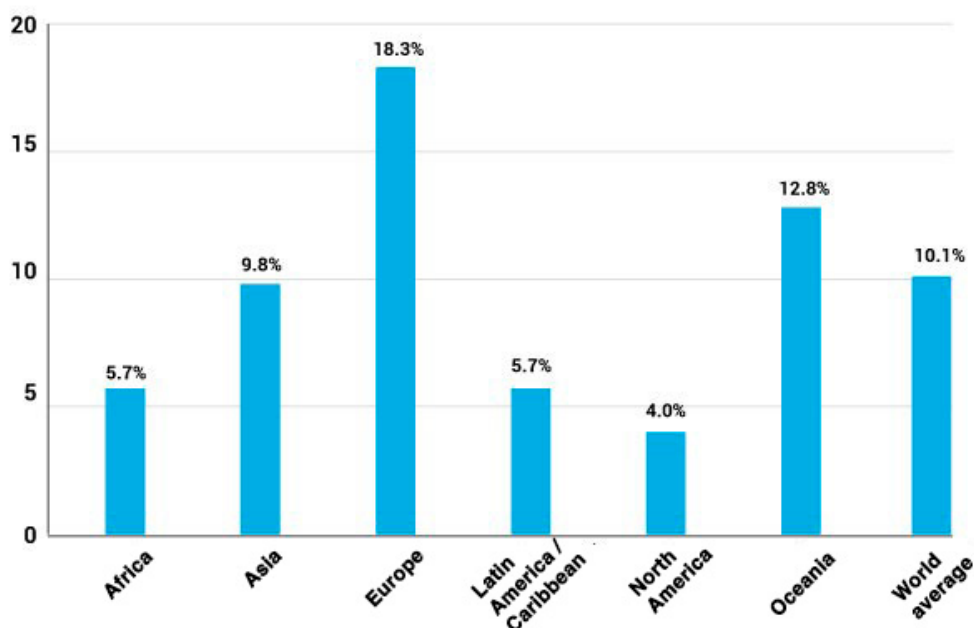
According to the analytical company First gaming, Asia is also traditionally the largest region for offline betting, as evidenced by the statistics for 2015. The total revenue from betting by Asian operators reached €17.4 billion, and their share in global indicators is 52%.

Asia also holds a leading position in the online segment. In 2019, Asian online platforms generated revenues of €7.3 billion and a global share of 44%.

Lotteries are the second most popular entertainment for Europeans and Asians. As you can see in the chart, they account for about a quarter of all winnings. This is followed by casinos, poker, bingo, and others.

Now let's look at how online gambling revenues are distributed by region (as a percentage of total world income). Also, for comparison, the graph shows the average.

**SHARE IN PERCENTAGE OF INCOME OF IGAMING INDUSTRY
IN TOTAL WORLD INCOME FROM GAMBLING GAMES**

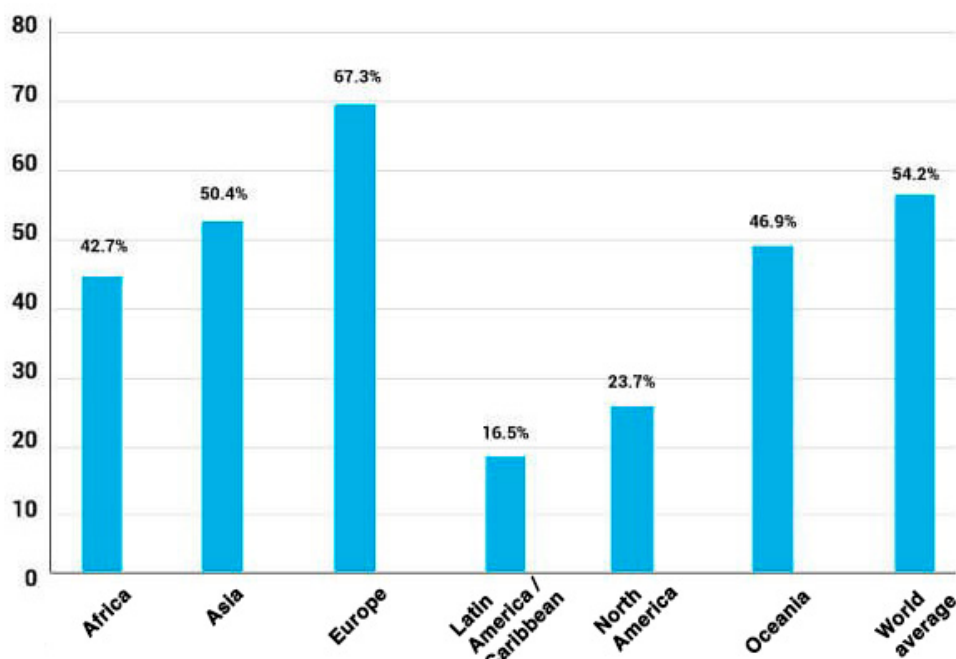


According to the report of the H2 Gambling Capital research group.

As we can see, the statistics of income distribution by regions gives a different picture from the total benefits. Търлидирует, как и в статистике по выигрышам, Europe is in the lead here, as well as in the statistics on winnings, but Oceania is in second place, followed by Asia. The reason for that is the sum of contributions and betting made by players, the size of which depends directly on the living standards. Then you can clearly see how the income from legal and illegal gambling is distributed.

Revenue from gambling on the legal market, depending on the region, as a percentage of total revenue from iGaming.

**WORLD WINNINGS FROM IGAMING ON THE LEGAL (WHITE) MARKET
IN PERCENTAGE OF THE TOTAL AMOUNT OF ALL WINS**



As we can see, the situation is directly proportional. In those countries where gambling business is regulated, the income from legal online casinos is much higher than that of illegal gambling. In those countries where online casinos are under a legal ban, underground gambling houses thrive.

MOBILE GAMBLING

This is the latest and newest trend in the iGaming industry. Mobile gambling started developing just a few years ago, in parallel with the mass availability of high-speed mobile Internet.

The overall growth figures are fantastic. Mobile gambling is the fastest growing segment of the gambling market.

The Firstgaming research group (RUB90) published data that in 2015 the share of mobile in the total income of online casinos increased from 24.5% to 29.4%. High income growth rates remain: in 2015, mobile gambling brought its owners 30% higher profits than in 2014. At the end of 2016, mobile gambling continued to grow rapidly and already brought 36.6% of iGaming revenue.

Such high growth rates are explained by the fact that today you don't need much to play in mobile casinos. It is enough for the player to have a phone or tablet with Internet access.

With the development, availability and cost reduction of broadband mobile access, with the growing popularity of smartphones and tablets, the number of users who want to play various casino games on the go will grow.

Now all developers of online casino game content are adapting their old games to mobile platforms, that is, converting them to HTML5 format. All new games today are already initially developed using this technology.

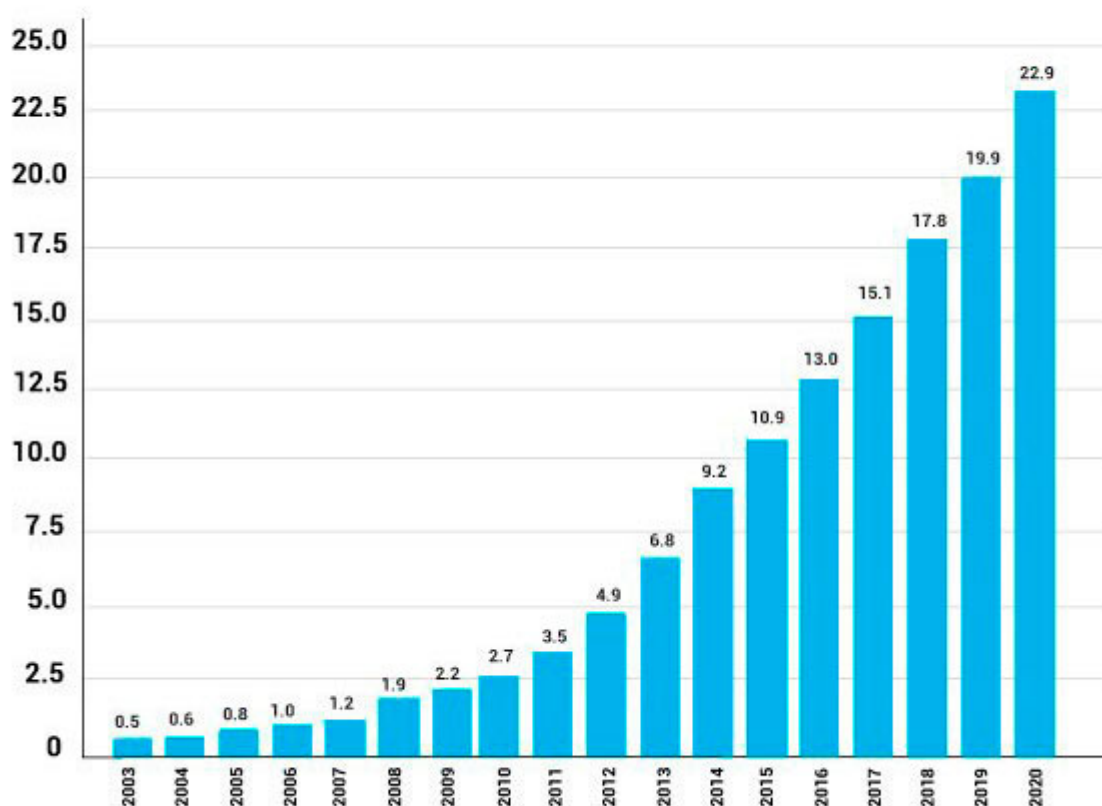
Everything is provided to the smallest detail: for example, even in conditions of not very stable connection, if there is a connection break, after restoring the unfinished game will be restored and the player will not lose anything. You can play both for tokens and for real money.

The range of games offered in the mobile version is huge. These are different versions of roulette, blackjack, video poker and other card games, numerous slot machines, including the most modern colorful video slots with stunning graphics and voice acting.

The research group H2 Gambling Capital conducted a study of the mobile gambling market and made forecasts for the next four years.

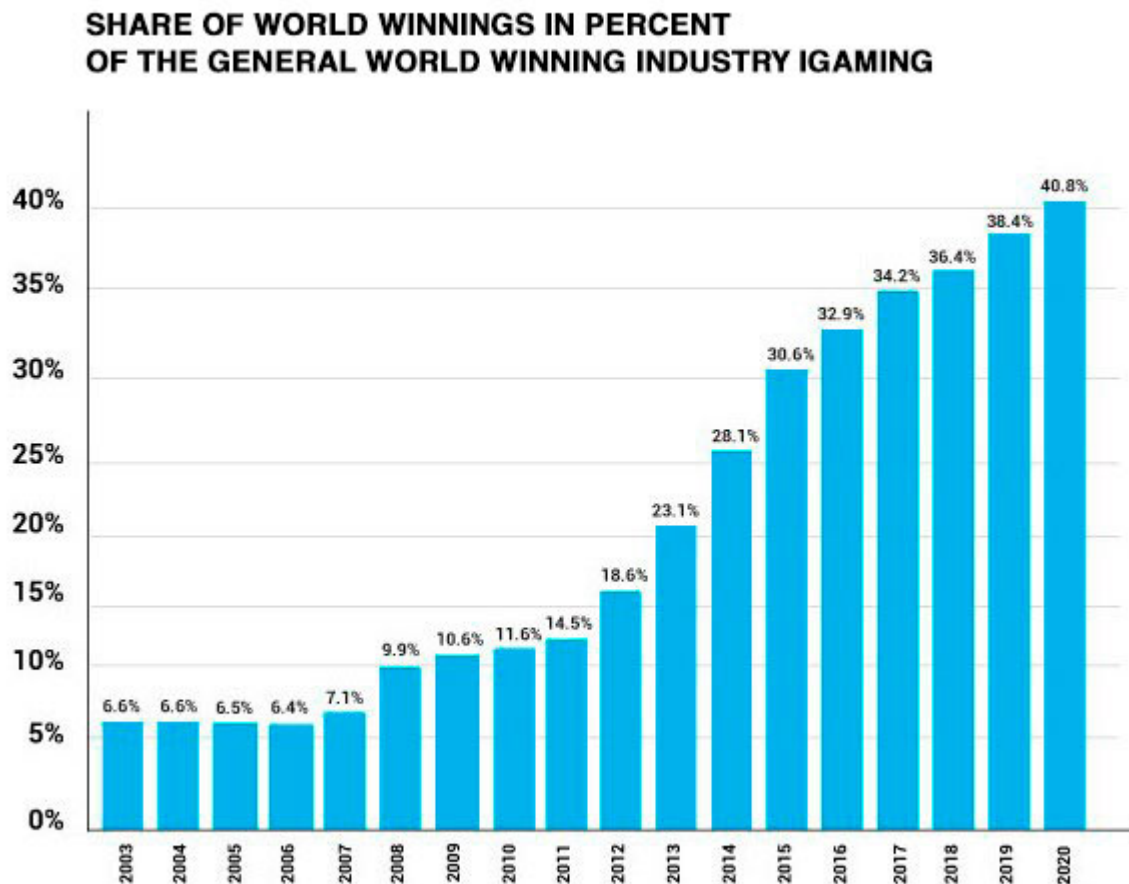
The total amount of global winnings from mobile iGaming in billion euros:

**TOTAL AMOUNT OF WORLD WINNINGS
FROM MOBILE IGAMING TO BILLION EURO**



As can be seen from the graph, the forecasts for the development of mobile gambling indicate that the peak of popularity of this type of gambling entertainment is yet to come. From 2016 to 2020, according to experts at the H2 Gambling Capital research group, the total winnings will increase by 76%. Few industries today can boast such success and pace of development.

The growth rate is also visible in the increasing share of mobile gaming in the entire iGaming industry. The share of mobile winnings as a percentage of the total global winnings of the iGaming industry.

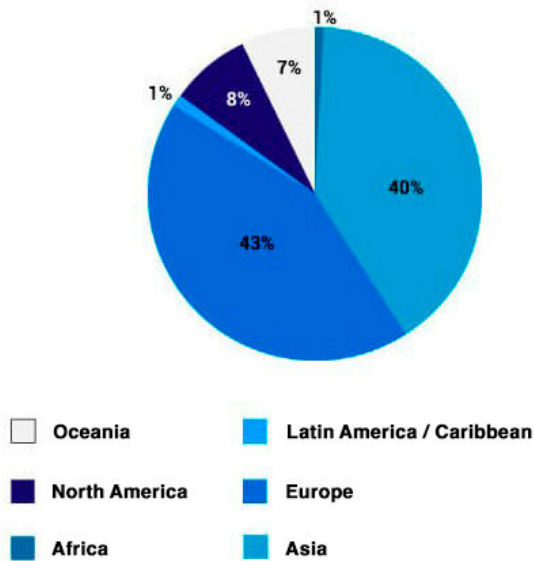


Taking into account the fact that the iGaming industry itself, as already discussed earlier, is growing at a tremendous pace, mobile gaming is clearly ahead of it. This confirms the earlier conclusion that mobile iGaming is the future of the gambling industry.

DISTRIBUTION OF MOBILE GAMBLING BY REGION

This indicator is influenced both by the legislative peculiarities of this or that state/region and by the general economic development and directly dependent on it high-speed mobile Internet. It should be noted that today it has an uneven coverage on a global scale: in some regions it is developed and easily accessible, in others - not. Distribution of total winnings from mobile iGaming by region at the end of 2019:

**DISTRIBUTION OF TOTAL WINNINGS FROM MOBILE IGAMING
BY REGION BY THE END OF 2019**

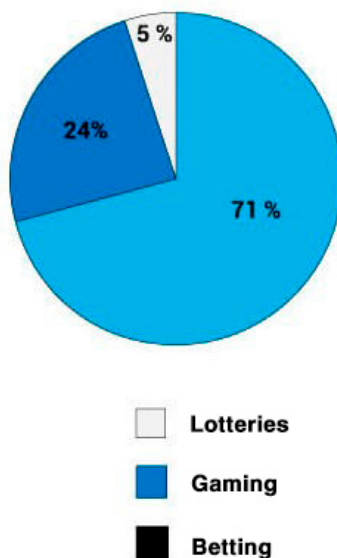


Based on the above factors, it is clear that Europe is the leader, followed by Asia with almost the same volume of mobile wins, Africa and Latin America close the list. In the last-mentioned regions, mobile iGaming is at a low level due to weak economic development and low mobile broadband coverage.

Let's look at how the mobile iGaming market is distributed by types of gambling entertainment.

According to H2 Gambling Capital, the amount of global winnings depending on the type of mobile entertainment industry iGaming, is distributed as follows (based on the results of 2019):

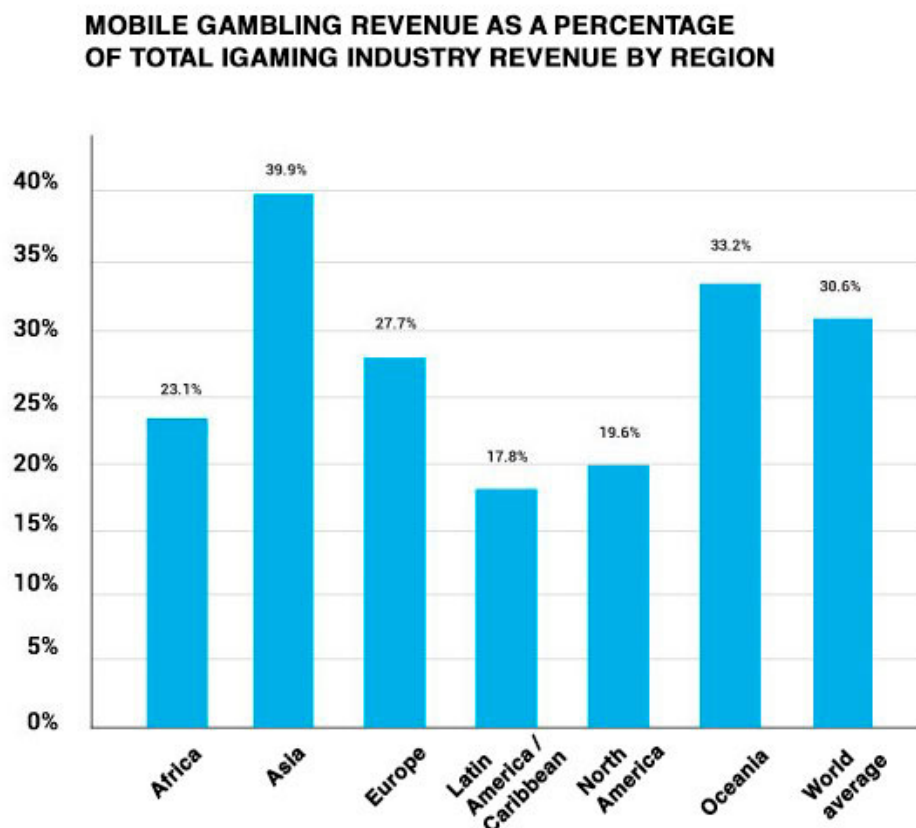
**THE AMOUNT OF WORLD WINNINGS DEPENDING
ON THE VARIETY OF MOBILE ENTERTAINMENT
OF THE IGAMING INDUSTRY FOR 2019**



If we segment the mobile iGaming market by types of gambling entertainment, betting holds the main share of 71%. On the second place with 24% goes all the gambling content offered by online casinos, and the remaining 5% belong to lotteries.

The popularity of mobile betting is primarily due to the fact that betting with a mobile device is much easier and faster. And given the nationwide love for this kind of gambling in those regions that are leading the development of mobile iGaming, such a hugely high share is quite understandable.

Mobile gambling revenue as a percentage of total iGaming industry revenue by region.



The latest statistics that we will examine in this review are the percentage of mobile gambling revenue in total online gambling by region. The last indicator is the average value, which is given for comparison.

Here Asia became the leader. The reason is that gambling is prohibited in many Asian countries. An exception is Vietnam, which has legalized gambling and is actively developing this area, as well as a number of regions, such as Macao in China.

As for Internet gambling, in most cases it is not regulated in any way, which makes it possible for its rapid development.

In China and a number of other Asian countries, such as the Philippines, Vietnam, Cambodia, Nepal, etc., the so-called proxy gambling has become especially popular – when the game on the Internet is carried out through an intermediary.

In addition, betting and lotteries are very popular in Asia. They hold the leading positions in the overall iGaming indicators. For example, today, the ratio of income in the Asian offline and online betting segment is about 70% and 30% respectively.

Of course, taking into account how much mobile iGaming is popular in Asia today, this region occupies a leading position in terms of revenue from mobile gambling.

RESULTS

The development of the entire online gambling industry is completely dependent on the progress of new technologies. We highlight three main points, which are directly related to Internet technologies: 1) data transmission speed; 2) Internet coverage in general; 3) development of mobile 5G Internet.

Solutions:

1) Online Gambling Solutions

Online casino. Unique software that is a full-featured betting solution with advanced options. Our company can create a customized software product to meet your specific requirements and implement it into your system. White Label Solution. Payment gateway; bets in a personal account (on the website).

luckerhub.com

- *Greyhound and horse racing software in HD format.* One of a kind online platform for fast bets running in HD. Instant results. Popular types of bets: Win/Place/ Show, Even/Odd, Over/Under, Exacta, Double Chance. White Label Solution. Different formats of work: (Online – playerwidget, Mobile – playerwidget, Retail – TVtransmissions). It can be implemented into any system through API.

demo.hd-races.com

- *Sportsbookfeed.* Instant transfer of events, betting odds and results of sport events. The best offer of betting odds for your clients! • own data for evens and betting odds • easy and convenient API (operation through your resource (site) • maximum number of events LIVE 20,000+ per month • full accounting for bets registered in PREMATCH & LIVE • good betting odds (average in the world) for the clients • instant transfer of events, betting odds and results • safe operation in any place in the world

youtube.com/watch?v=FDAzDfa9IUA

- *Telegram-Casino.* A full-scale online casino platform in Telegram. A wide range of services: HTML slots from leading providers (Novomatic, Play'N'Go, Igrosoft, Netent, Wazdan), live-games, virtual sports, betting PREMATCH and LIVE. Payment gateway; runs in Telegram using a website bot.

2) Land-based Gambling Solutions - Sports Betting Platform. Full-featured betting solution with advanced options (prematch and live feed). Our company can create a customized software product to meet your specific requirements and implement it into your system. All sports events are live. White Label solution. Terms of partnership: bets are placed via a cashier at a betting shop; automated cash in and cash out + bill print. • full spectrum of betting odds for all large events in the world

• easy and convenient API (operation through your resource (site) • we work with clients of any scale • extensive schedules for matches, events and quotations • any functionality & design to meet customer's requirements
Features • 24/7 real-time broadcast via Internet (GPRS is sufficient) • enormous number of events and all types of possible bets • making bets in personal account area (on the web-site) through booking-clerk (in betting shop) • automatic reception/payment of money + printing the slip • constant control and monitoring of events/betting odds with ability to block and correct them • adjustment of options: turning on/off the events, ability for separate support of PREMATCH/LIVEfeed • multi-lingual • multi-layer detailed statistics • autonomous operation: remote control, administration, refreshing • technical support 24/7

livebetline.com

- *Multifunctional Betting Software.* Unique software that fits all gambling businesses - it can run on gambling machines or PC. OS Windows, Linux, Mac OS. Available services: 150+ slots, live games (keno, bingo, fortune), virtual sports (greyhound and horse racing, penalty), betting software. Gambling halls: cash register + PCs; cash register+display screens (live games and virtual racings); option "BetnGo": deposits and withdrawal through a cash register, a customer can use services on any device PC, tablet, phone); standalone gambling machine, supports any dispenser and bill acceptors.

- *Fast Live Game.* ideal gambling solution for premises; games in Full HDM format; thrilling content: Keno, Bingo, Fortune, Roulette, SicBo, virtual and real sports betting. Bets are placed via a cashier, it runs on a standalone gambling machine (supports Windows and Linux), supports any dispensers and bill acceptors, automated cash in and cash out + bill print.

4. Preliminary advertising campaign

The main goal of marketing is to register the user in the personal account on the site, make a Deposit to your balance and play in the casino. Income from work directly depends on the number of leads and deposits made to the clients' personal account.

After user registration on the site, user data are entered into the SRM system, in which customers are divided into conditional groups, depending on the amount of one bet and the number of bets made by them, which allows more efficient interaction with each of them. This information is used for special promotions and individual conditions using the casino services, as well as for personal communication. Personal communication with VIP-clients is built on several channels - live chat on livebetline.com, skype messenger and e-mail. Customers themselves choose a convenient way of communication, which is also reflected in the CRM system.

The most effective way to attract traffic is through social networks and mailing lists.

Targeted advertising of the project in the Telegram messenger (creative videos).

Creation of several Telegram channels for diversification. For the site: free forecasts, success stories, earnings on bets. Posts in thematic chats and forums.

Creating an Instagram account, advertising in story.

Advertising in Google Play (app).

Google Adwords on brand and semi-thematic keys. Advertising on competitors' brands, selection of keywords (key checking for ban). Foreign brands including. Names of offline casinos and complexes. Working with webmasters on traffic for specific purposes.

Working with Google Adwords remarketing on the return of users who have already visited the resource once. Pixel collects and remembers the audience that was on the site or performed the targeted action, then we show them display advertising according to our exact settings.

Social networks.

Announcement of promotions and special offers.

Controllerbot для Telegram (post design: reactions, comments)

Additional actions:

- Partner traffic. Post your partner articles on websites, announcements, and publications.
- Purchase context traffic by information keys.
- Twitter .

