

BUSINESS PLAN

HAZARION NV

May 2025

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EXECUTIVE SUMMARY

Business Name: **Hazarion NV**

Overview: The company operates the below domains;

Cslotv.com

Frankclubcasino.com

Aplay.casino

The Company is an online gambling platform focused on delivering a user-centric experience, combining both online casino and sports betting verticals. Our platform prioritizes compliant, secure, transparent, and engaging gaming experiences.

Objective: Our primary objective is to capture 2-5% of the targeted jurisdictions online gambling market share within three years by offering a differentiated gaming experience and leveraging advanced data analytics to personalize offerings.

Products and Services: the domains will focus on offering online casino slots and classic casino games like Blackjack and Roulette, as well as online betting.

Marketing and Sales: We will deploy an omni-channel marketing strategy, harnessing the power of social media, influencer partnerships, and targeted PPC campaigns. Our loyalty programs and referral bonuses aim to incentivize user retention and word-of-mouth recommendations.

Financial Projections: We anticipate a 10% year-on-year growth in the coming three years.

Conclusion: our brands are not just another online casino; we are the future of immersive and responsible gambling. Our data-driven strategies, combined with a fresh approach to gaming, position us uniquely to carve a significant niche in the booming online gambling market.

OUR PRODUCTS AND SERVICES

We pride ourselves on offering a comprehensive and immersive online gambling experience tailored to the modern player's needs. Our product suite is a blend of classic allure and modern innovation, ensuring an engaging and dynamic gaming journey for all our patrons.

Our Online Casino Slots selection is both vast and varied, with titles from top-tier game developers. Players can indulge in a plethora of themes, play styles, and jackpots, ensuring that every spin holds the potential for excitement and sizeable rewards. From the nostalgic classics to the latest releases, our slot games cater to both casual gamers and avid slot enthusiasts.

Delving into the world of Live Casino Games, we bring the real casino experience right to our players' devices. Our offerings include ever-popular games such as Roulette, where players can bet on the iconic spinning wheel, and Blackjack, where strategy meets luck. Additionally, Video Poker stands as a testament to our dedication to variety, bridging the gap between slot machines and classic card games. Each live game is hosted by professional dealers, ensuring fairness, interaction, and an authentic atmosphere that mirrors the opulence of a physical casino.

Furthermore, recognizing the global passion for sports and the thrill of predicting game outcomes, we've partnered with renowned betting platform provider, Altenar. This collaboration allows us to present our customers with a seamless online betting experience. Whether it's football, basketball, tennis, or any other major sport, our platform ensures up-to-date odds, a plethora of betting options, and a smooth wagering process.

OUR MISSION AND VISION STATEMENT

Mission Statement

'We are dedicated to providing an unparalleled online gambling experience, combining tradition with innovation. We prioritize transparency, fairness, and user engagement, ensuring that every game played on our platform is both a thrill and a testament to our commitment to excellence.'

Vision Statement

"To be recognized as a regional leader in the online gambling industry, setting standards in innovation, user experience, and responsible gaming. We envision a future where our platform is not just a place to play, but a community of enthusiasts, driven by passion and the shared joy of gaming."

JOB ROLES AND RESPONSIBILITIES

Compliance Officer – Michela Cuschieri :

The Compliance Officer, oversees the company's adherence to anti-money laundering (AML) regulations, ensuring that all suspicious activities are reported and documented appropriately. Ensures the company meets all external regulatory requirements and internal policies. Keeps abreast of any legislative changes, implements compliance programs, and liaises with regulatory bodies.

Director – Global Related Services B.V:

Responsible for the overall direction, strategy, and growth of the company. Ensures alignment with stakeholders' interests and drives business profitability.

Chief Legal Officer – Currently outsources and recruitment is undergoing:

Oversees all legal matters pertaining to the company, from contracts to litigation. Provides legal counsel to the board and ensures that the company operates within the legal framework.

Chief Financial Officer (CFO) – Martha Ursu -Charalambous :

Manages the company's finances, including financial planning, risk management, and financial reporting. Ensures financial viability and growth while optimizing fiscal strategies.

Risk, Fraud, and RG officer - Currently outsources and recruitment is undergoing:

Oversees strategies to mitigate risks related to fraud and gaming practices. Ensures the platform remains secure for users and that gaming is conducted responsibly.

Customer Services Agents:

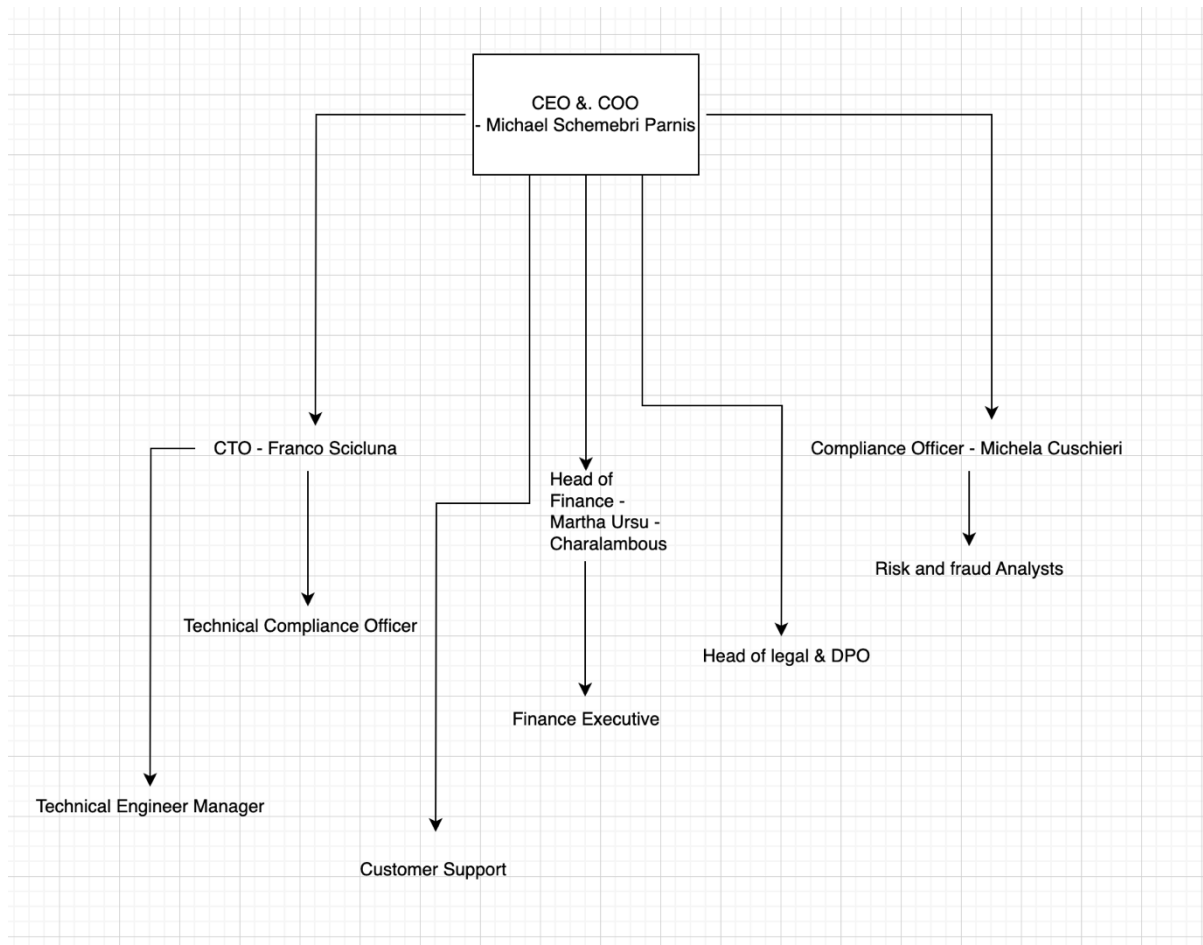
Act as the primary point of contact for customers, addressing inquiries, resolving issues, and ensuring a high level of customer satisfaction and engagement.

Chief Technology Officer (CTO) - Franco Scicluna :

Responsible for the technological direction of the company. Leads the technical team in developing, implementing, and optimizing platform features. Ensures system security, uptime, and scalability.

DPO (Data Protection Officer) - Currently outsources and recruitment is undergoing::

Ensures the company adheres to data protection laws and regulations. Oversees data management, ensures data security, and liaises with regulatory bodies regarding data protection matters.



RISK EVALUATION AND MANAGEMENT

The Company employs a Risk-Based Approach (RBA) to effectively combat Money Laundering and Terrorist Financing within the online casino sector. In alignment with the recommendations of the Financial Action Task Force (FATF), the Company is dedicated to promoting a comprehensive understanding of the RBA. This includes defining essential principles for its application and advocating best practices tailored to different risk factors.

To determine the need for a risk-based strategy, the Company utilizes a rules-based framework that assesses specific risks related to money laundering and terrorist financing, as well as the scale and nature of operations in the jurisdictions where it conducts business. This evaluation also considers the geographical distribution of the customer base and the origins of its customers.

The Company places special emphasis on jurisdictions that have established anti-money laundering and counter-terrorism financing (AML/CFT) measures, while also acknowledging that some designated jurisdictions may lack the necessary expertise to implement an effective risk-based approach.

SWOT ANALYSIS

Strengths:

- **Regulated Market:** Operating in a country with clear online gambling regulations ensures legitimacy and trustworthiness.
- **Broad Product Offering:** With a mix of online casino slots, live casino games, and a partnership with Altenar for betting, the company offers a comprehensive gambling experience.
- **Experienced Management Team:** The team comprises industry veterans and experts in each department, ensuring strategic leadership and functional excellence.
- **Technology Integration:** Emphasis on modern technology and user experience ensures a cutting-edge platform.

Weaknesses:

- **New Entrant Challenges:** As a newer entrant in a competitive market, initial customer acquisition costs might be high.
- **Dependence on Partners:** Reliance on a third-party partner (Altenar) for the betting platform might pose challenges in terms of integration or customer experience.
- **Cultural & Local Nuances:** Understanding and catering to the specific preferences and behaviors of gamblers may take time.
- **Initial Overheads:** The comprehensive offering might lead to higher initial overheads due to multiple game types and technology requirements.

Opportunities:

- **Growing Online Gambling Market:** The global shift towards online gambling means a larger potential customer base.
- **Technological Innovations:** Opportunities to integrate newer technologies like VR, AR, or AI for a more immersive user experience.
- **Expanding Game Portfolio:** By continuously updating and expanding the game portfolio, the company can cater to a wider audience and keep content fresh.
- **Partnerships & Collaborations:** Collaborations with game developers, sports teams, or events could boost visibility and user engagement.

Threats:

- **Regulatory Changes:** Any changes in the online gambling regulations could impact operations.
- **Intense Competition:** Established operators with a strong local presence could pose stiff competition.
- **Cybersecurity Concerns:** The online nature of the business makes it susceptible to cyber threats and data breaches.
- **Economic Factors:** Economic downturns or disruptions could reduce discretionary spending on leisure activities like gambling.

BUSINESS GROWTH STRATEGY

Intended Funding

As part of our application for licensing, we would like to clarify the funding structure behind our online casino operations. Under the previous licensing regime, our casino has been operational and has accrued funds through routine business activities, including player deposits, gaming revenue, and other revenue streams. This accumulated funding has been generated over time as a result of our established operations and has been managed in accordance with all applicable regulatory requirements. We are committed to maintaining transparency and compliance as we transition to the new licensing framework.

MARKET ANALYSIS

Industry Overview

Our Target market is Online gambling industry in Japan, , India and other emerging jurisdictions has seen consistent growth in the past decade. With a regulatory framework that's supportive of online gaming ventures and an increasing number of internet users, the industry is poised for further expansion. The GCB active role ensures a regulated and transparent market.

Customer Segmentation

The online gambling audience can be segmented into:

- **Casual Gamblers:** Engage in online gambling occasionally, primarily for entertainment.
- **Regular Players:** Dedicate a specific budget and time for online gaming, seeking both entertainment and potential monetary gains.
- **High Rollers:** Individuals with significant spending, looking for premium experiences and high-stake games.
- **Sports Enthusiasts:** Primarily interested in sports betting, their activity spikes during major sporting events.

Competitive Landscape

While there are several established online gambling platforms in Curacao, the market still has room for differentiated and innovative players. Many of these competitors have a strong local presence, backed by aggressive marketing strategies and a broad game portfolio.

Regulatory Environment

The GCB regulates online gambling, ensuring that operators adhere to stipulated guidelines. The license fees and taxes are defined, creating a clear operational framework for new entrants. It's essential to stay updated with any regulatory changes to navigate the landscape efficiently.

Trends and Opportunities

Mobile Gaming: With the proliferation of smartphones, there's a rising trend of mobile gaming. Ensuring a mobile-friendly platform can capture a significant market share.

Live Casino Games: The demand for real-time, immersive experiences through live casino games is on the rise.

eSports Betting: The global surge in eSports popularity is also evident, opening avenues for eSports betting.

Responsible Gaming Initiatives: Integrating tools and protocols to promote responsible gaming can not only fulfill regulatory requirements but also build trust among users.

Challenges and Threats

Cybersecurity: Ensuring a secure platform is paramount, given the rising cyber threats.

Cultural Nuances: Understanding local preferences and cultural gaming nuances can be challenging but is essential for customer retention.

Economic Fluctuations: Economic downturns can impact discretionary spending, affecting the online gambling industry.

International Competitors: The open nature of the internet means competing not just with local players but also with international platforms targeting players.

OVERVIEW OF EXCLUDED MARKETS

Excluded markets include but are not limited to:

- Aruba
- Australia
- Austria
- Belgium
- Bonaire
- Brazil
- Check Republic
- Curacao
- France
- Germany
- Greece
- Lithuania
- Saba
- Sint Eustatius
- Spain
- The Netherlands
- United States of America

KEY SUPPLIERS AND MATERIAL DEPEDENCIES

The Company engages with top tier third party providers including but not limited to;

1. PSPs - Paycos, SkyCrypto, CoinPayments, BlackRabbitPay
2. Game Providers - Amatic, Pragmatic, Play'n'Go, Endorphina
3. Banks and EMIs - Bilderlings/ EMI, Bitfinex / crypto exchange, Cex IO / crypto exchange, CoinsPaid / crypto exchange, ECNG Digital / crypto exchange, IBS Lithuania / EMI, Paymix / EMI, Payment Execution / EMI
4. KYC verification – Sum and Substance Ltd
5. Hosting – Servers.com
6. Betting Platform provider – Altenar

MARKETING STRATEGY

In the dynamic landscape of Curacao's online gambling industry, success isn't solely predicated upon offering a superior gaming experience, but also on adeptly positioning that offering in the minds of potential customers. Our marketing strategy revolves around understanding our target audience, harnessing the latest digital trends, and crafting compelling narratives to drive engagement and loyalty.

Understanding Our Audience: At the heart of our strategy lies a profound understanding of our diverse customer segments. From casual gamblers seeking light entertainment to high rollers searching for premium experiences, our marketing endeavors will be tailored to resonate with each segment's unique preferences and aspirations. Regular surveys and feedback mechanisms will keep us attuned to our audience's evolving needs.

Digital Dominance: Recognizing the innate online nature of our business, digital channels will be our primary marketing avenues. We will leverage search engine marketing, social media advertising, and email campaigns to ensure maximum visibility. SEO optimization will ensure our platform ranks prominently for key search terms related to online gambling.

Partnerships & Collaborations: By partnering with local influencers, sports teams, or hosting gaming tournaments, we aim to integrate ourselves into the broader entertainment tapestry. Collaborations with game developers could also bring exclusive game releases, providing an edge over competitors.

Content Marketing: We believe in not just selling a service but sharing a story. Regular blog posts, game tutorials, and insights into the world of gambling will position us as thought leaders in the industry. Videos and interactive content can further immerse users and attract potential gamers.

Promotions & Loyalty Programs: Seasonal promotions, bonuses for new players, and a robust loyalty program will encourage user acquisition and retention. The loyalty program will incentivize regular play, turning occasional gamblers into dedicated patrons.

Responsible Gaming Campaigns: Beyond regulatory adherence, we'll run campaigns highlighting responsible gaming. By promoting a balanced approach to gambling, we not only foster trust but also position our brand as a responsible and ethical choice in the market.

3 YEAR FORECAST

	2024 Total	2025 Total	2026 Total	2027 Total
Net Gaming Revenue (NGR)	\$ 24,618,646.00	\$ 25,775,463.00	\$ 25,980,224.00	\$ 26,980,562.00
Marketing (not inc Affiliate)	\$ (3,550,445.00)	\$ (4,850,530.00)	\$ (4,268,950.00)	\$ (4,353,800.00)
Affiliate marketing	\$ (7,456,834.00)	\$ (7,456,834.00)	\$ (7,156,834.00)	\$ (6,456,834.00)
Referral Revenue Share	\$ (851,437.00)	\$ (887,446.00)	\$ (894,560.00)	\$ (903,449.00)
Brand Licensing	\$ 75,000.00	\$ 75,000.00	\$ 75,000.00	\$ 75,000.00
Casino Royalty Fee	\$ (1,969,491.68)	\$ (2,062,037.04)	\$ (2,078,417.92)	\$ (2,152,440.90)
Chargebacks	\$ (1,023.00)	\$ (2,096.00)	\$ (2,480.00)	\$ (2,659.00)
Payment processing fees	\$ (2,283,382.00)	\$ (2,062,505.00)	\$ (2,089,070.00)	\$ (2,158,530.00)
Distribution Costs	\$ (16,037,612.68)	\$ (17,246,448.04)	\$ (16,415,311.92)	\$ (15,952,712.90)
Gross Profit / (Loss)	\$ 8,581,033.32	\$ 8,529,014.96	\$ 9,564,912.08	\$ 11,027,849.10
Compensation & Benefits	\$ (710,850.00)	\$ (730,500.00)	\$ (750,900.00)	\$ (780,000.00)
Office & General	\$ (65,870.00)	\$ (67,500.00)	\$ (69,000.00)	\$ (71,000.00)
IT Costs	\$ (403,500.00)	\$ (401,580.00)	\$ (429,000.00)	\$ (435,000.00)
Bank Charges	\$ (266,379.00)	\$ (332,973.00)	\$ (416,217.00)	\$ (520,271.00)
FX	\$ (98,000.00)	\$ (102,000.00)	\$ (105,000.00)	\$ (110,000.00)
Legal & Professional Fees	\$ (73,000.00)	\$ (77,000.00)	\$ (80,000.00)	\$ (85,000.00)
Travel and entertainment	\$ (5,000.00)	\$ (5,000.00)	\$ (5,000.00)	\$ (5,000.00)
Administrative costs	\$ (1,622,599.00)	\$ (1,716,553.00)	\$ (1,855,117.00)	\$ (2,006,271.00)
Net Profit / (Loss)	\$ 6,958,434.32	\$ 6,812,461.96	\$ 7,709,795.08	\$ 9,021,578.10

TARGET KPIs AND BUSINESS OBJECTIVES

Key performance indicators (KPIs) include:

- Player retention rates
- Gross gaming revenue (GGR) targets
- Return on investment (ROI)

The long-term objective is to maintain the standard of the Company as a reputable online gambling provider, recognized for its diverse gaming offerings with a view to sustainable and scalable business operations.

POLICIES AND PROCEDURES

The company develops its policies and procedures internally, collaborating closely with the Legal department to create a comprehensive strategy that adheres to legal and regulatory standards. Any changes are promptly communicated to the Gaming Control Board (GCB) to ensure ongoing compliance with regulatory requirements.

In the process of formulating policies and procedures, the company ensures that designated personnel have the requisite qualifications for their respective roles. The Compliance Officer leads the drafting of both the Anti-Money Laundering (AML) and Counter Financing of Terrorism (CFT) policy and the Responsible Gambling Policy and Procedures. This collaborative effort aligns the policies with the company's core values, emphasizing socially responsible marketing and player protection. The Legal department then finalizes the policies to ensure they meet all relevant guidelines and regulations.

The Compliance Officer possesses the necessary expertise to effectively draft and implement the company's policies and procedures, ensuring adherence to all applicable legal and regulatory standards.