

Seven Investments America N.V.

Business Plan

Forecast 2024 - 2026

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1. Business Overview

The company Seven Investments has chosen to adopt a distinctive strategy within the iGaming market. It has introduced multiple domains with the aim of broadening the range of players, thereby enhancing its operational capacity within the market. This approach facilitates increased revenue inflow and offers players greater flexibility, ensuring they are not confined to a single platform for their entertainment needs.

Seven Investments America N.V. is currently sublicensed by Antillephone N.V. under the number 8048/JAZ2021-183 since November 25, 2021, using Amelco UK Limited.

The operational domains are:

- durabet.com
- playon99.com
- orange247.com
- taj777.com
- owl777.com
- profit777.com
- vivocric777.com

The company UBO is:

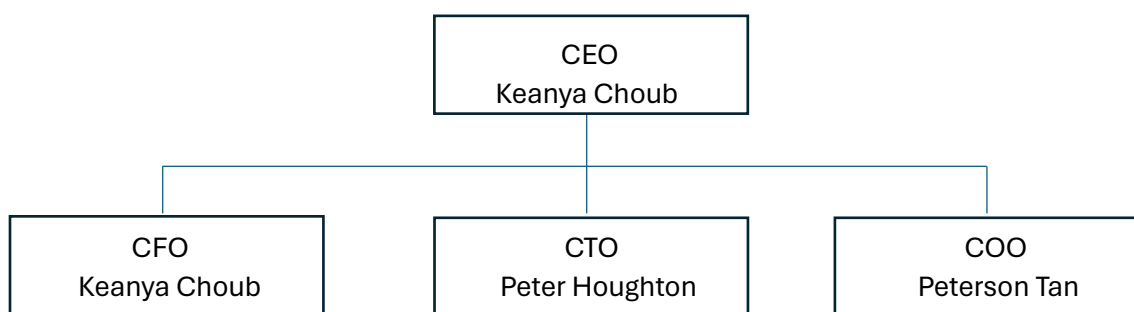
- **Keanya Chuob** – Professional seasoned entrepreneur with over 5 years of experience in the betting and gaming industry.

The company's main partners are:

- EGS Digital Limited - Consultants
- AMELCO UK LIMITED

2. Company's Management Structure

The company's organogram is presented below:



- **Keanya Choub** - Acting as the center point of communication between the directors, always aligning and updating the brand's core focus, Mrs Keanya plays her role diligently to maintain the company's robust growth and explore new markets in the iGaming industry.

- **Peter Houghton** - 20+ years of managing and restructuring teams & programs in critical customer-facing engagements. Proven track record in successful change and operational management across a broad range of technologies and industries.
- **Peterson Tan** - Effective Executive with a decade of experience in online gaming. Delivering projects from both sides of the court – Business and IT. An agile as well as PMP practitioner. Possess a track record of building team structure and delivery method that caters to the dynamics of the company.

3. Business Forecast 2024 - 2027

Seven Investments anticipates sustained growth and market expansion through its innovative multi-domain strategy, poised to capture diverse player demographics and enhance revenue streams in the iGaming sector.

P&L	YEAR 1		YEAR 2		YEAR 3	
Turnover	€	128,400,000	€	192,600,000	€	269,640,000
Payout	-€	120,696,000	-€	181,044,000	-€	253,461,600
Gross Gaming Revenue	€	7,704,000	€	11,556,000	€	16,178,400
Bonus Cost	-€	2,568,000	-€	3,852,000	-€	5,392,800
Net Gaming Revenue	€	5,136,000	€	7,704,000	€	10,785,600
Gaming Platform	-€	231,120	-€	346,680	-€	485,352
Payment Providers	-€	385,200	-€	577,800	-€	808,920
Gross Profit	€	4,519,680	€	6,779,520	€	9,491,328
Marketing	-€	1,070,000	-€	1,145,000	-€	1,220,000
Company Structure	-€	310,000	-€	362,000	-€	417,000
Human Resource	-€	170,000	-€	210,000	-€	350,000
Others	-€	280,000	-€	320,000	€	380,000
Total Cost	-€	1,830,000	-€	2,037,000	-€	1,607,000
NET PROFIT	€	2,689,680	€	4,742,520	€	7,884,328

4. Strategy for Business Growth and Marketing Plan

Seven Investments is a dynamic player in the iGaming industry, committed to strategic innovation and market expansion. With a focus on diversification and customer-centric approaches, Seven Investments aims to establish itself as a leading force in the sector.

4.1 Diversification of Domains: Expand the portfolio of gaming domains to attract a broader audience and cater to varied preferences within the iGaming market.

4.2 Enhanced User Experience: Prioritize user-centric design and seamless interface functionality to ensure a captivating and accessible gaming experience across all platforms.

4.3 Strategic Partnerships: Forge alliances with key stakeholders, including game developers, payment processors, and marketing agencies, to amplify reach and drive brand visibility.

4.4 Targeted Marketing Campaigns: Utilize data-driven insights to develop personalized marketing strategies, targeting specific demographics and segments to maximize conversion rates.

4.5 Customer Retention Initiatives: Implement loyalty programs, exclusive bonuses, and tailored promotions to foster long-term engagement and loyalty among existing players.

4.6 Regulatory Compliance: Stay abreast of evolving regulatory frameworks and ensure full compliance with legal requirements in all operational jurisdictions to mitigate risks and maintain trust.

4.7 Continuous Innovation: Foster a culture of innovation within the organization, encouraging ongoing product development and technological advancements to stay ahead of competitors and meet evolving market demands.

5. Main Suppliers

5.1. Platform

AMELCO UK LIMITED

5.2. Providers

EGS Digital Limited - Consultants

5.3. PSPs

PayPugs Ltd

6. Risk Evaluation

Operating in diverse markets such as India and Brazil, Seven Investments faces unique challenges stemming from regulatory complexities, cultural nuances, and economic conditions. By proactively identifying and mitigating potential risks, the company can safeguard its operations, reputation, and long-term sustainability in these dynamic and evolving markets.

6.1 Regulatory Uncertainty: Assess and monitor regulatory landscapes in various jurisdictions to mitigate the risk of unexpected legal restrictions or compliance challenges.

6.2 Cybersecurity Threats: Implement robust cybersecurity measures to safeguard customer data, financial transactions, and platform integrity against potential cyberattacks and data breaches.

6.3 Market Volatility: Conduct thorough market analysis and scenario planning to anticipate and adapt to fluctuations in player preferences, economic conditions, and competitive dynamics.

6.4 Technological Dependencies: Identify and address vulnerabilities in technology infrastructure, including reliance on third-party software providers, to mitigate the risk of system failures or disruptions.

6.5 Reputation Management: Proactively manage brand reputation through transparent communication, effective crisis response protocols, and proactive community engagement to mitigate the impact of negative publicity or customer dissatisfaction.

7. Legal and Governance Framework

In navigating legal and governance frameworks, Seven Investments prioritizes adherence to regulatory requirements and ethical standards to ensure sustainable business practices.

7.1 Regulatory Compliance: Vigilantly monitor and comply with iGaming regulations in India and Brazil, navigating the intricacies of licensing, taxation, and operational requirements.

7.2 Ethical Standards: Uphold rigorous governance principles and ethical guidelines to foster transparency, accountability, and trust among stakeholders.

7.3 Risk Management Protocols: Implement robust risk management protocols to address legal uncertainties, mitigate compliance risks, and safeguard corporate integrity and reputation.

8. Target KPIs

Seven Investments employs a strategic approach to establish key performance indicators (KPIs) that align with its business objectives, ensuring measurable success in its operations.

8.1 Player Acquisition Rate: Measure the rate of new player sign-ups and assess the effectiveness of marketing campaigns and user acquisition strategies.

8.2 Customer Retention Rate: Monitor the percentage of active players retained over time, indicating the effectiveness of engagement initiatives and overall customer satisfaction.

8.3 Revenue Growth: Set targets for revenue increase over specific periods, reflecting the company's ability to attract and retain players while maximizing monetization opportunities.

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.