

BUSINESS PLAN

CW Marketing B.V

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1. Business Overview

CW Marketing B.V. was incorporated on the 7th of June 2017 in Curaçao and holds a gaming license issued by Antillephone N.V. The company's directors are E-Magnus N.V, bringing extensive experience in the industry, along with legal representatives Andrea Maria Engelhardt and Christina Wilhelmina Johanna Biemans, who also possess significant expertise in the gaming sector. The shareholder of the company is Valdosa Holdings Co. Limited, incorporated in Cyprus on 24th of April 2024, and the Ultimate Beneficial Owner is Mr. Alexandros Charalambidis, born in Cyprus in 1980, playing a pivotal role in the business.

CW Marketing B.V. aims to acquire the local license in Curaçao and continue its mission by providing a comprehensive, safe and secure online gaming experience to our customers.

CW Marketing B.V. boasts a rich history in gaming activity, initially establishing its presence with renowned domains such as campeonbet.com, svenbet.com, and evobet.com. Presently, the company has expanded its portfolio to include three additional domains: playfastcasino.com, treasurespins.com, and live-bet.com, bringing the total number of domains under its purview to six.

As a gambling company, our primary focus is on operating online casinos, sports betting platforms, and other gambling-related services. We adhere to strict regulatory standards to ensure the integrity and fairness of our gaming offerings while delivering a seamless and enjoyable experience for our players.

Our focus is to offer a wide variety of high-quality games, a fully-fledged sportsbook, fast and secure payment options, and excellent customer support to ensure that our customers have a positive experience on our platform.

Our mission is to provide innovative and entertaining gambling experiences to players worldwide while ensuring compliance with all relevant regulations.

Leveraging our expertise in digital marketing and strategic partnerships, we aim to establish CW Marketing B.V. as a leading player in the global online gambling market. We also prioritize responsible gaming and compliance with the Curaçao gaming regulations to maintain our license and reputation.

CW Marketing B.V. operates a diverse portfolio of online gambling platforms, offering an extensive array of casino games, sports betting options, and other gambling-related services. Our commitment to providing a secure and fair gaming environment is reinforced by the implementation of advanced technologies and stringent security measures to safeguard our players' personal and financial information.

Our team comprises of seasoned professionals with specialized expertise in gaming operations, customer support, marketing, and regulatory compliance. With a strong focus on delivering excellence, we ensure that our platforms meet the highest industry standards while prioritizing the safety and satisfaction of our players.

In terms of marketing strategy, we employ a multifaceted approach to reach our target audience effectively. This includes leveraging digital marketing channels such as search engine optimization (SEO), social media marketing, email marketing and targeted advertising campaigns (online display). Additionally, strategic partnerships with affiliate marketers and other partners play a crucial role in expanding our reach and attracting new players to our platforms.

As part of our product portfolio, CW Marketing B.V. offers a comprehensive range of games, including Slots, Other RNG Casino Games, Live Casino, Virtual Sports, Sportsbook, and eSports. Through continuous innovation and adaptation to market trends, we strive to provide an unparalleled gaming experience to our players.

Our target markets span across Europe (excluding Netherlands, UK, and Spain), Americas (excluding USA and Curacao), and Oceania (excluding Australia). We are committed to complying with all applicable regulatory requirements in these regions to ensure responsible and ethical gaming practices.

It's worth noting that our Player Account Management Provider (PAM) will be Nexto Gaming, a trusted partner renowned for their expertise and reliability in player management solutions.

Through our dedication to excellence, innovation, and regulatory compliance, CW Marketing B.V. is poised to continue delivering exceptional gaming experiences while driving sustainable growth and success in the online gambling industry.

2. Company Management Structure

The management team of CW Marketing B.V. comprises seasoned professionals with extensive experience in the gambling sector. Our team is dedicated to ensuring the success and sustainability of our business through strategic leadership, innovation, and operational excellence. We prioritize compliance with all relevant regulations and strive to uphold the highest standards of integrity and transparency in all our endeavors.

At the forefront of CW Marketing B.V. is Mr. Alexandros Charalambidis, serving as the Ultimate Beneficial Owner (UBO) of the company, and EMagnus NV, represented by Ms. Andrea Maria Engelhardt, who holds the position of director. Mr. Charalambidis provides strategic direction and oversees the overall operations of the company, leveraging his expertise in the gambling industry to drive growth and innovation. Ms. Engelhardt, with her extensive experience in the gaming industry, ensures that CW Marketing B.V. complies with all legal and regulatory requirements, safeguarding the company's interests and reputation. Together, they form a dynamic leadership team committed to the success and sustainability of CW Marketing B.V.

The company boasts a robust Legal and Compliance department staffed with highly qualified individuals possessing valuable expertise in the gaming industry. They are ready to provide comprehensive support to the company in navigating any compliance or legal challenges that may arise.

The primary objective of the company is always to adhere to the laws and procedures required while continuously training its employees to enhance their knowledge in the gaming industry.

3. Business Forecast for 3 years

CW Marketing B.V. generates revenues primarily by registering customers to its Player Account management system who will then deposit funds and will wager them. Our financial projections consider factors such as player acquisition costs, retention rates, and average turnover and revenue per user.

We have projected steady revenue growth over the next three years, driven by:

- an expanding player base due to new partnerships with key international affiliate networks,
- increased player engagement due to the launch of real time campaigns,
- nonstop monitoring of our marketing costs to ensure that we achieve the desired ROI
- reduced costs through renegotiations with our suppliers to lower their fees due to the increase in volumes

Based on the above our 3 years forecast is as follows:

	2024			
	Q1	Q2	Q3	Q4
Gaming Contribution				
Active Players	8,423	10,276	9,248	12,023
Turnover	€ 44,250,052	€ 46,302,339	€ 43,987,222	€ 50,585,305
Casino GGR	€ 2,046,122	€ 2,148,429	€ 2,041,007	€ 2,347,158
Sports GGR	€ 511,531	€ 537,107	€ 510,252	€ 586,790
Total GGR	€ 2,557,653	€ 2,685,536	€ 2,551,259	€ 2,933,948
% Margin	5.8%	5.8%	5.8%	5.8%
Bonus Cost	€ (332,495)	€ (349,120)	€ (331,664)	€ (440,092)
% Bonus to GGR	13.0%	13.0%	13.0%	15.0%
NGR	€ 2,225,158	€ 2,336,416	€ 2,219,595	€ 2,493,856
Costs				
Casino & Sportsbook Provider Fees	€ 317,149	€ 333,006	€ 316,356	€ 363,810
Platform Fee	€ 127,883	€ 134,277	€ 127,563	€ 146,697
Payment Provider Fees	€ 130,000	€ 125,000	€ 135,000	€ 150,000
Marketing Costs	€ 600,000	€ 450,000	€ 650,000	€ 800,000
Operational Costs	€ 80,000	€ 90,000	€ 90,000	€ 110,000
IT Infrastructure Costs	€ 100,000	€ 100,000	€ 100,000	€ 100,000
Total Costs	€ 1,355,032	€ 1,232,283	€ 1,418,919	€ 1,670,507
EBITDA	€ 870,126	€ 1,104,133	€ 800,676	€ 823,349

2025				
	Q1	Q2	Q3	Q4
Gaming Contribution				
Active Players	13,225	14,547	13,093	15,057
Turnover	€ 53,298,358	€ 55,770,299	€ 48,520,160	€ 55,798,184
Casino GGR	€ 2,464,516	€ 2,587,742	€ 2,251,335	€ 2,589,036
Sports GGR	€ 616,129	€ 646,935	€ 562,834	€ 647,259
Total GGR	€ 3,080,645	€ 3,234,677	€ 2,814,169	€ 3,236,295
% Margin	5.8%	5.8%	5.8%	5.8%
Bonus Cost	€ (400,484)	€ (420,508)	€ (365,842)	€ (485,444)
% Bonus to GGR	13.0%	13.0%	13.0%	15.0%
NGR	€ 2,680,161	€ 2,814,169	€ 2,448,327	€ 2,750,850
Costs				
Casino & Sportsbook Provider Fees	€ 382,000	€ 401,100	€ 348,957	€ 401,301
Platform Fee	€ 154,032	€ 161,734	€ 140,708	€ 161,815
Payment Provider Fees	€ 160,000	€ 170,000	€ 160,000	€ 190,000
Marketing Costs	€ 750,000	€ 500,000	€ 650,000	€ 850,000
Operational Costs	€ 125,000	€ 140,000	€ 150,000	€ 160,000
IT Infrastructure Costs	€ 100,000	€ 100,000	€ 100,000	€ 100,000
Total Costs	€ 1,671,032	€ 1,472,834	€ 1,549,665	€ 1,863,115
EBITDA	€ 1,009,129	€ 1,341,335	€ 898,662	€ 887,735

2026				
	Q1	Q2	Q3	Q4
Gaming Contribution				
Active Players	16,562	18,219	16,397	18,856
Turnover	€ 58,790,820	€ 64,446,903	€ 58,002,212	€ 63,802,434
Casino GGR	€ 2,718,488	€ 2,990,336	€ 2,691,303	€ 2,960,433
Sports GGR	€ 679,622	€ 747,584	€ 672,826	€ 740,108
Total GGR	€ 3,398,109	€ 3,737,920	€ 3,364,128	€ 3,700,541
% Margin	5.8%	5.8%	5.8%	5.8%
Bonus Cost	€ (441,754)	€ (485,930)	€ (437,337)	€ (555,081)
% Bonus to GGR	13.0%	13.0%	13.0%	15.0%
NGR	€ 2,956,355	€ 3,251,991	€ 2,926,792	€ 3,145,460
Costs				
Casino & Sportsbook Provider Fees	€ 421,366	€ 463,502	€ 417,152	€ 458,867
Platform Fee	€ 169,905	€ 186,896	€ 168,206	€ 185,027
Payment Provider Fees	€ 210,000	€ 235,000	€ 220,000	€ 250,000
Marketing Costs	€ 800,000	€ 750,000	€ 650,000	€ 850,000
Operational Costs	€ 180,000	€ 190,000	€ 200,000	€ 220,000
IT Infrastructure Costs	€ 100,000	€ 100,000	€ 100,000	€ 100,000
Total Costs	€ 1,881,271	€ 1,925,398	€ 1,755,358	€ 2,063,894
EBITDA	€ 1,075,084	€ 1,326,593	€ 1,171,433	€ 1,081,566

We will continuously monitor our financial performance and adjust our strategies as needed to optimize profitability and achieve our long-term goals.

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4. Overview of intended strategy for the business growth and to secure/maintain/grow market share with specific financial and marketing plans.

CW Marketing B.V. has developed a comprehensive strategy for driving business growth and securing, maintaining, and expanding market share over the next three years. Our strategy is centered around strategic initiatives aimed at increasing player acquisition, enhancing player engagement and retention, expanding geographic coverage, optimizing marketing costs, and improving overall product offerings.

Marketing Plans and Projected Revenue Growth

Our marketing plans are designed to support steady revenue growth over the next three years. Key drivers of this growth include:

1. **Expansion of Player Base:** CW Marketing B.V. recognizes the importance of continuously growing its player base to sustain revenue growth. To achieve this, we will forge new partnerships with key international affiliate networks known for their reach and influence in target markets. By leveraging the networks' established presence and expertise, we aim to attract a larger pool of players from diverse geographical regions and demographics.
2. **Geographic Expansion:** In addition, CW Marketing B.V. is committed to expanding its geographic coverage to tap into new markets and capitalize on emerging opportunities. This expansion strategy involves conducting thorough market research to identify regions with high growth potential and favorable regulatory environments. By strategically entering new markets, we aim to diversify revenue streams and reduce dependence on specific regions, thereby enhancing the company's resilience and long-term sustainability.
3. **Effective Cost Management:** CW Marketing B.V. understands the importance of optimizing marketing costs to maximize return on investment (ROI) and profitability. To achieve this, we will implement stringent cost control measures and leverage data analytics to identify and eliminate inefficiencies in marketing spend. By adopting a data-driven approach to marketing budget allocation, we aim to achieve a balance between cost-effectiveness and revenue generation, ensuring sustainable growth and profitability in the long run.
4. **Enhanced Player Engagement:** Recognizing that player engagement is critical to driving retention and maximizing lifetime value, CW Marketing B.V. will focus on launching real-time personalized CRM campaigns. These campaigns will leverage advanced data analytics and machine learning algorithms to deliver highly targeted and relevant communications to players based on their preferences, behaviors, and gaming patterns. By enhancing the overall player experience and fostering deeper connections with our brand, we aim to increase player loyalty and drive long-term revenue growth.
5. **VIP Management:** CW Marketing B.V. recognizes the significance of high-value players (VIPs) in driving revenue and profitability. To effectively manage VIPs and enhance their gaming experience, we will implement a dedicated VIP management program. This program will offer personalized rewards, and exclusive privileges to VIP

players, ensuring they feel valued and appreciated. By nurturing strong relationships with VIPs and providing them with tailored incentives and benefits, we aim to maximize their lifetime value and contribute significantly to overall revenue growth.

6. **Continuous Monitoring of KPIs:** CW Marketing B.V. understands the importance of data-driven decision-making in optimizing business performance and driving growth. To this end, we will continuously monitor key performance indicators (KPIs), including return on investment (ROI), player acquisition costs (CPA), player lifetime value (LTV), and churn/retention rate. By tracking these metrics in real-time and analyzing trends and patterns, we can identify areas for improvement, optimize marketing strategies, and make informed decisions to drive sustainable growth and profitability.
7. **Tech Stack Improvement:** In today's highly competitive online gambling industry, staying ahead of technological advancements is paramount to maintaining a competitive edge. CW Marketing B.V. will invest in enhancing the capabilities of its tech stack to deliver a seamless and immersive gaming experience across all platforms. This includes upgrading infrastructure, implementing cutting-edge software solutions, and adopting innovative technologies such as artificial intelligence (AI) and virtual reality (VR). By providing players with a superior gaming experience characterized by speed, reliability, and innovation, we aim to differentiate ourselves from competitors and attract and retain a loyal player base.
8. **Content Providers:** To strengthen and diversify our product offerings and appeal to a broader audience, CW Marketing B.V. will contract with new content providers across all product verticals, including casino, sportsbook, virtuals, and e-sports. These partnerships will enable us to offer a wider range of high-quality games and betting options, catering to the diverse preferences and interests of players. By continuously expanding and refreshing our content portfolio, we aim to keep players engaged and coming back for more, driving revenue growth and market share expansion.

Financial Projections

We have developed a sound financial strategy that focuses on careful budgeting, effective resource allocation, and strategic investment to drive our growth objectives. We have invested in various areas to bolster our competitive position and drive revenue growth. This includes improving our technology infrastructure, ensuring regulatory compliance, and acquiring top talent. The revenue growth is projected on 15% year-over-year, driven by increased player acquisition, higher player engagement, and expanded market presence. With a stability on the percentage of costs the EBITDA will grow 15% year-on-year as well.

For a detailed analysis of our financial projections, *please see paragraph 3* of the Business Plan.

Excluded Markets

While CW Marketing B.V. aims to expand its reach and grow market share, certain markets have been excluded from our expansion plans due to regulatory restrictions or market dynamics. Our decision to exclude these markets is guided by a commitment to compliance with all applicable gambling legislation and regulations, ensuring responsible and ethical gaming practices.

Specifically, our target markets span across Europe (excluding the Netherlands, UK, and Spain), the Americas (excluding the USA and Curacao), and Oceania (excluding Australia). By focusing on regions where we can operate in full compliance with regulatory requirements, we mitigate legal risks and uphold our commitment to responsible gambling.

It is essential for CW Marketing B.V. to operate within the bounds of the law and adhere to the highest standards of regulatory compliance. While we recognize the potential for growth in excluded markets, we prioritize integrity and ethical conduct in all our business operations. Our exclusion of these markets underscores our dedication to maintaining a reputable and sustainable presence in the global online gambling industry.

5. Who are the Key Suppliers and material dependencies

In the dynamic and fiercely competitive market in which we operate, there exists a plethora of supplier options available to us. Choosing the ideal supplier/provider is paramount to our company's success. It extends beyond merely selecting a gaming provider with visually appealing graphics or a payment provider offering diverse payment options; it encompasses factors such as scalability, user experience, reliability, and more. Leveraging the expertise of the respective responsible department, we have meticulously selected the top suppliers in the market. This strategic decision positions us for success while ensuring unwavering compliance with all rules, legislation, and conditions stipulated by the respective regulator.

Key to the success of our company is the selection of our main technological suppliers who ensure the seamless operation of our online gaming and betting websites. These include:

First and foremost, Nexto Gaming, which we have selected as our online iGaming platform provider, offering the necessary technology stack, as well as IT support to ensure robust technical support and the most engaging gaming experience.

Secondly, Hosting and Infrastructure Providers, providing essential hosting services, cloud infrastructure, and IT support to guarantee the reliability, security, and scalability of our portfolio of websites. These partners like Hosting B2B ensure uninterrupted service delivery.

Moreover, Payment Processors, facilitating secure and efficient transactions between players and our websites, supporting a wide range of payment methods such as credit/debit cards, e-wallets, bank transfers, and cryptocurrency payments. We engage with top-tier payment providers to ensure smooth payment processing, such as AstroPay, Cashlib, Jeton, Kluwp, Mifinity, Neosurf, PaySafeGroup, Dimoco, Cashtocode, Gate2way etc.

Lastly, in terms of gaming content, we partner with dedicated gaming providers renowned for their quality and variety of games, e.g. Pragmatic, PlayNGo, Evolution, Yggdrasil, Playson, PG Soft, MediaLive, One touch, B Gaming etc and our sports betting services are facilitated by specialized sportsbook providers known for their expertise and reliability such as Altenar.

By collaborating with the best-in-class suppliers in each sector, we aim to maintain a competitive edge in the market while adhering to industry standards and regulatory requirements.

6. Risk Evaluation and Management

At CW Marketing B.V., we recognize that the online gambling industry is inherently associated with various risks, including regulatory, financial, operational, and reputational risks. Hence, we have developed comprehensive strategies to assess, mitigate, and oversee these risks effectively.

Risk Assessment:

1. **Regulatory Risk:** We conduct thorough assessments of regulatory requirements in Curacao and other relevant jurisdictions to ensure compliance with all applicable laws and regulations. This includes regular monitoring of regulatory changes and updates to adapt our operations accordingly.
2. **Financial Risk:** Our finance department utilizes sophisticated risk management tools to analyze financial risks such as currency fluctuations, liquidity risks, and credit risks. Regular financial audits are conducted by reputable external auditors to ensure transparency and accuracy in financial reporting.
3. **Operational Risk:** We assess operational risks associated with our online gambling platform, including technology failures, cybersecurity threats, and operational disruptions. Continuous monitoring and testing of our systems and protocols are conducted to identify and address potential vulnerabilities.
4. **Reputational Risk:** We understand the importance of maintaining a positive reputation in the industry. Our marketing and communications teams closely monitor public perception and promptly address any issues or concerns that may arise. We also prioritize transparency and ethical business practices to build trust with our customers and stakeholders.

Risk Mitigation:

1. **Regulatory Compliance:** We have established robust compliance processes and procedures to ensure adherence to regulatory requirements at all times. This includes implementing Know Your Customer (KYC) procedures, anti-money laundering (AML) measures, and responsible gambling practices.
2. **Financial Controls:** Internal controls are implemented to mitigate financial risks, including segregation of duties, regular financial reporting, and budgetary controls. We also maintain adequate insurance coverage to mitigate potential financial losses.
3. **Operational Resilience:** To mitigate operational risks, we have implemented redundant systems, disaster recovery plans, and cybersecurity measures to safeguard against potential threats. Regular staff training and awareness programs are conducted to enhance operational resilience.

4. **Reputation Management:** We prioritize proactive communication and engagement with customers, regulators, and other stakeholders to maintain a positive reputation. In the event of any reputational issues, we have established crisis management protocols to address and mitigate the impact on our brand.

Oversight and Audit:

1. **Internal Audits:** Internal audit functions are conducted regularly to evaluate the effectiveness of our risk management processes and controls. This includes risk assessments, control testing, and monitoring of key risk indicators.
2. **External Audits:** We engage reputable external auditors to conduct independent audits of our financial statements and compliance with regulatory requirements. These audits provide assurance to stakeholders and regulatory authorities regarding the integrity of our operations.
3. **Oversight Committees:** We have established oversight committees comprising senior management and independent directors to oversee risk management activities. These committees meet regularly to review risk assessments, audit findings, and mitigation strategies.
4. **Risk Registers:** Comprehensive risk registers are maintained to document and track identified risks, their likelihood, potential impact, and mitigation measures. Regular updates to the risk registers are made based on evolving threats and changes in the business environment.

In conclusion, CW Marketing B.V. is committed to maintaining a proactive approach to risk evaluation and management. By implementing robust processes, controls, and oversight mechanisms, we strive to mitigate risks effectively and ensure the long-term sustainability and success of our online gambling operations in Curacao.

7. Legal and Governance Framework

The board oversight at CW Marketing B.V. is robust, ensuring effective governance and decision-making processes. The current board membership comprises representatives from E-Magnus N.V., a company with significant experience in the gaming industry. Directors Andrea Maria Engelhardt and Christina Wilhelmina Johanna Biemans bring extensive expertise to the table, enhancing the board's effectiveness.

In the daily operations, the senior management holds the responsibility for decision-making, ensuring agility and efficiency in day-to-day activities. However, the board's involvement is paramount for strategic direction and oversight. Significant matters requiring strategic insight or major decisions necessitate consensus among the board members and the Ultimate Beneficial Owner (UBO). This division of responsibility allows for a balance between operational autonomy and board oversight, ensuring effective governance and decision-making processes.

To prevent deadlock, clear protocols are in place to facilitate consensus-building among board members. The legal support and advice are primarily provided by the in-house legal department, leveraging their expertise in gaming regulations and compliance. Additionally, outsourcing is utilized when specialized legal counsel is required, ensuring comprehensive legal guidance.

Board meetings may also include key stakeholders and advisors beyond board members, depending on the agenda and specific requirements. Our policy prioritizes transparency and inclusivity in board proceedings, facilitating informed decision-making and fostering stakeholder engagement.

8. Target KPIs and Business Objectives

At CW Marketing B.V., we have established clear business objectives to guide our long-term strategy and measure success. Our objectives encompass key areas of growth, brand development, diversification, and financial efficiency.

Long-Term Business Objectives:

1. **Increase Revenue:** Our primary objective is to drive sustainable revenue growth by maximizing player engagement and expanding our customer base.
2. **Improve Brand Preference:** We aim to enhance brand recognition and loyalty by delivering exceptional gaming experiences, innovative promotions, and superior customer service.
3. **Expand into New Geographies and Leverage New Partnerships:** We seek to identify and capitalize on emerging market trends and opportunities for expansion, including new geographical areas and new business partnerships which will provide us access to new traffic sources.
4. **Optimize Spending:** We are committed to optimizing operational efficiency and cost-effectiveness across all aspects of our business to ensure sustainable profitability and long-term financial health.

Key Performance Indicators (KPIs):

To monitor our performance and progress towards achieving our business objectives, we have established the following key performance indicators:

1. **Number of Active Players:** This metric measures the total number of players actively engaged with our platform over a specific period, indicating the effectiveness of our marketing efforts and customer retention strategies.

2. **Retention Rate:** The retention rate reflects the percentage of players who continue to engage with our platform over time, highlighting the effectiveness of our user experience, loyalty programs, and customer support initiatives.
3. **Net Gaming Revenue per Player:** This KPI measures the average revenue generated per player, indicating the monetization effectiveness of our gaming offerings and pricing strategies.
4. **Customer Lifetime Value (CLTV) / Customer Acquisition Cost (CAC):** The CLV/CAC ratio evaluates the long-term value of acquiring a customer relative to the cost of acquiring them, guiding our investment decisions in customer acquisition and retention initiatives.
5. **Growth in Revenue:** This metric tracks the percentage increase in our total revenue over a specific period, providing insight into the overall health and trajectory of our business.
6. **Net Operating Profit Growth:** The growth in net operating profit reflects the efficiency of our operations and the effectiveness of our cost management efforts in driving profitability and sustainable growth.

Monitoring and Evaluation:

We regularly monitor and evaluate our performance against these KPIs to assess our progress towards achieving our long-term business objectives. Performance reviews are conducted at regular intervals, allowing us to identify areas of strength and opportunities for improvement. Insights gained from KPI analysis inform strategic decision-making and resource allocation to optimize business performance and drive success.

In conclusion, CW Marketing B.V. is committed to achieving its long-term business objectives through strategic planning, performance monitoring, and continuous improvement initiatives guided by key performance indicators. By focusing on revenue growth, brand development, diversification, and financial efficiency, we aim to position ourselves as a leader in the online gambling industry while delivering value to our stakeholders and customers.

9. Policies and Procedures

Policies and procedures serve as integral components within any organization, providing a structured framework for day-to-day operations. They ensure compliance with laws and regulations, offer guidance for decision-making, and streamline internal processes.

Given their significance to business operations, our company has dedicated professional employees who have developed internal policies and procedures aimed at enhancing daily workflows. However, for licensing purposes, our professionals may engage with outsourced experts in the gaming industry to review, enhance, and approve existing policies and procedures in alignment with new guidelines anticipated from Curacao.

The Board believes, acting reasonably, that the professionals engaged in reviewing and confirming our policies and procedures are highly qualified, competent, and free from conflicts of interest. Specifically, before finalization, all policies undergo thorough review and confirmation by renowned Curacao law firms, such as Spigt Dutch Caribbean.

10. Conclusions

The global online gambling market is experiencing rapid growth, driven by increasing internet penetration, smartphone adoption, and changing consumer preferences. With the proliferation of online gaming platforms, there is a growing demand for high-quality gambling experiences that offer a diverse range of games, competitive odds, and secure payment options. CW Marketing B.V. aims to capitalize on this trend by providing innovative and immersive gambling experiences tailored to the needs of our target audience.

Our company is well-positioned to continue its online gaming operation under the new Curacao License according to the local laws and provide high-quality online gaming services to our customers. Responsible gaming and compliance with the regulations will be our top priority, so we can maintain our license and reputation.