

BUSINESS PLAN

For operators of game of chance
under Curacao gaming license (GCB)

GLADIA N.V

Business Plan Version: 1.0

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Our Mission

The purpose of Gladia N.V (hereinafter referred to as the “Company)” is to provide to our clients with a wide range of exciting, entertaining, and rewarding online casino and sportsbook options that help them enjoy the thrill and challenge of sports, games, and have fun while making informed and strategic decisions. Our mission is to become the leading provider of betting products in the region, offering a wide range of sports, games, and events to suit every taste and preference. We are committed to using only the finest technology and latest software, and to providing exceptional customer service, with knowledgeable and friendly staff who can help clients understand their options and make the best choices for their needs. To accommodate our goals the Company is planning to use the platform of the B2B Betlab Holdings Limited, which is an experienced platform provider, that also supplies the Company the casino content from the tier one casino providers as well as sport book.

Company and Management

The company is currently in its startup phase, with its product at an early stage having been recently launched. As a result, the company's management team consists of limited personnel, who will hold key managerial positions while non-core services are outsourced.

The Owner of the company, Mr. Frederik Franx, intends to apply for the Curacao Gaming License to replace a current sublicense held with Gaming Curacao. Mr. Franx, the sole shareholder, is a successful and innovative entrepreneur with extensive experience in both the payments and gambling industries. This expertise positions him to serve as the Director of the Company (CEO) and CFO.

The business model devised for the company aims to leverage the founder's extensive business network to negotiate favorable terms with counterparties such as Platform, Casino, and Sportsbook providers, payment solutions, and technical and customer support services. The core concept is to optimize variable costs to align with revenue generated, thereby

minimizing initial investment requirements.

Presently, the company and its flagship product, Jugabet, have proven to be self-sustainable, paving the way for future growth and brand development. A successful marketing strategy, realized through partnership programs and organic growth of the social media audience, has propelled the Jugabet brand to become one of the fastest-growing gaming brands in the Latam region.

Our Services

Over the past half-decade, the Global Casinos and Online Gambling industry has undergone a remarkable evolution, marked by profound shifts in its key markets. Rapid technological advancements, coupled with changing consumer preferences, have reshaped the landscape of online gaming.

Latin America (LATAM) stands out as a region of immense potential and opportunity within the industry. With a burgeoning population of internet users and an increasing acceptance of online gambling, LATAM has emerged as a focal point for companies seeking to expand their market presence. Countries like Ecuador, Bolivia, Paraguay, and Uruguay present particularly promising prospects. Ecuador, for instance, with its growing middle class and rising disposable incomes, offers a ripe market for online gambling ventures. Similarly, Bolivia's progressive stance on online gambling regulation and its youthful demographic make it an attractive target for investment. Paraguay, known for its vibrant gaming culture, presents ample opportunities for companies looking to capitalize on the burgeoning online gambling market. Lastly, Uruguay, with its stable economy and tech-savvy population, offers a conducive environment for the growth of online gambling platforms.

By targeting these key markets in LATAM, the Company aims to leverage the region's rapid digitalization and increasing demand for online entertainment. With strategic entry into these markets, the Company seeks to establish a strong foothold and position itself as a leading player in the dynamic and evolving landscape of online gambling in Latin America.

Gladia N.V. is planning to offer a new place where the customers alienated from their home country could enjoy spending their time.

We plan to offer not only sport book on the website, but casino games included. Being based on the platform, this allows us to quickly integrate the required providers and their games.

Our Competitive Advantage

We highly believe that the future of gaming consists in fitting the product to the needs of the players

We aim to provide a safe, efficient, and enjoyable working environment for our team, and to deliver exceptional results that exceed our clients' expectations. We believe that everyone deserves to have access to exciting, entertaining, and rewarding betting options, and we strive to provide our clients with the best products and services available.

We will be able to guide our casino sales and marketing strategies toward the direction of our business goals after contacting top sales and marketing specialists. The following is how we have decided to promote our business to potential customers:

First and foremost, we will ensure that we launch our online casino business with a bang.

We will do very well in promoting our online casino business on the internet. This will be accomplished with social media platforms such as Facebook, Twitter, Instagram, and others.

We will make certain that introductory letters about our online casino business are sent to various sports clubs, households, and corporate organizations.

Financial Considerations

As for the forecasted financials, for the first five years of operation we foresee the following:

thsd USD	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue total including:	9,899	12,298	15,125	18,506	22,337
Sport	4,754	5,610	6,563	7,548	8,529
Casino	5,145	6,689	8,561	10,958	13,808
COGS					
Royalties	2,772	3,444	4,084	4,997	5,808
Other direct expenses	1,188	1,476	1,664	2,036	2,457
Total COGS	3,960	4,920	5,748	7,033	8,265
Gross Profit	5,939	7,378	9,377	11,473	14,072
Operating Expenses (OPEX)					
Administrative Expenses	1,683	2,091	2,571	3,146	3,797
Marketing Expenses	3,366	3,935	4,235	4,812	5,808
Other Expenses	792	984	1,210	1,481	1,787
Total OPEX	5,841	7,010	8,016	9,439	11,392
Net Profit	98	368	1,361	2,034	2,680

The financial projections provide a comprehensive overview of both Casino and Sports Betting Gross Gaming Revenue (GGR), meticulously outlined in the preceding financial table. Forecasts suggest that while revenue from Casino GGR is anticipated to experience steady growth, Sports Betting is expected to exhibit more robust performance annually. Notably, the projected income growth from Casino revenue is poised to marginally surpass the percentage of royalties owed to casino providers each year.

Marketing expenses are earmarked to represent 34% of the GGR in the initial year, with a subsequent reduction to 25% over time. This decline mirrors the fluctuating costs associated with user acquisition and retention endeavors. Similarly, Other Direct Expenses, encompassing bonuses aimed at enhancing player engagement during the early stages, primarily consist of commission fees to Payment Service Providers (PSPs), covered by the Company rather than players.

Administrative costs are anticipated to remain relatively stable, constituting approximately 17% of revenue annually. This stability is attributed to the business model's focus on product development over diversification into new markets or products. Consequently, the envisaged revenue growth is deemed adequate to accommodate any additional administrative support requirements.

During the initial two-year period, the owner aims to implement a cost-effective strategy geared towards generating nominal net profits to fortify market share growth. This strategic approach underscores the company's unwavering dedication to maximizing its market presence during its nascent stages of operation.

Conclusions

Our gambling industry vision is to create and nurture an online casino business that will not only compete well with other leading online casino businesses but will also become a key rival to top gambling businesses all over the world. We want to establish our online casino business model as the number one online casino brand in the entire business. To achieve the goal we create a motivated and enthusiastic team with strong believe in what to do to be success.