

BUSINESS PLAN

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

vip2bet.com

Winever N.V.

Business Plan Version: 1.0.

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Our Mission

Winever N.V. (hereinafter referred to as the "Company") with its new brand, vip2bet strives to provide online casino and sportsbook solutions to the Eastern European market, more specifically on Ukrainian and Russian speaking clients. To achieve these plans, the Company will develop its brand on the platform offered by B2B Betlab Holdings Limited. In perspective, we want to expand the brand to various other markets.

We recognize the potential in these emerging markets, particularly as they are situated within Eastern Europe, a region with a population exceeding 291 million individuals. This translates to an estimated 218 million potential players based on standard demographic rates, with approximately 75% of the population being over 18 years of age. Additionally, the online gambling sector has seen substantial growth in recent years, driven by the rising popularity of internet-based betting and gaming activities. This growth is further fueled by advancements in technology and the widespread availability of high-speed internet connectivity.

While our company and brand are newcomers to the market, we benefit from the support of a team of seasoned specialists with extensive expertise in the gambling industry. Specifically, this support is provided by a shared business center catering to various clients within the gaming sector. For any inquiries or assistance, please don't hesitate to contact us at compliance@winever.io.

Company and Management

Winever N.V. will be led by Viktors Kolesnikovs, who will serve as the Chief Executive Officer (CEO). With Mr. Kolesnikovs at the helm, the company will benefit from their extensive experience and deep understanding of the gambling industry. Mr. Kolesnikovs brings his expertise in various facets of the gaming sector, having successfully navigated both challenges and opportunities within the industry.

In addition to Mr. Kolesnikovs's leadership, the company will have a dedicated team of professionals with specialized roles crucial to the company's success. These roles include the Chief Financial Officer (CFO), the Money Laundering Reporting Officer (MLRO), and the Technical Contact. Each member of this professional team possesses a wealth of experience in the gaming industry and has a proven track record of excellence.

Furthermore, the team boasts extensive experience in operating within regulated markets, particularly in jurisdictions like Curacao. This firsthand knowledge of regulatory frameworks ensures that Winever N.V. will maintain compliance with all relevant laws and regulations, fostering trust and confidence among both customers and regulatory authorities.

By combining the visionary leadership of Mr. Kolesnikovs with the expertise of our seasoned professionals, Winever N.V. is poised to establish itself as a reputable and successful player in the dynamic and competitive landscape of the gambling industry.

Our Services

Drawing upon estimates provided by Global Industry Analysts, Inc., the global gambling market, valued at USD 1 trillion in 2022, is projected to reach USD 1.4 trillion by 2030. This robust growth trajectory has attracted the attention of numerous market players, ourselves included, eager to introduce innovative offerings to cater to existing and prospective players.

At Winever N.V., we are driven by a vision to provide players with a distinctive online gambling experience. Backed by a team of industry experts with a strong business acumen and problem-solving capabilities, we are well-positioned to capitalize on this opportunity. Our expertise spans not only the intricacies of the gambling sector but also related domains, ensuring a holistic approach to our operations.

With Vip2Bet already demonstrating encouraging dynamics, our focus is on further enhancing our position in the market. Securing the Curacao Gaming License will not only validate our commitment to international compliance standards but also bolster our credibility and trustworthiness among players.

Our platform, built on the foundation provided by the Cyprus-based B2B company, B2B Betlab Holdings Limited, will offer a diverse range of services, including sportsbook and casino games. This strategic integration will enable us to swiftly adapt to market demands and deliver a seamless and comprehensive experience to our customers.

Looking ahead, we envision Winever N.V. as a catalyst for partnership and growth within the industry. Through our White Label program, we aim to empower potential partners to establish their own brands, fostering collaboration and innovation in the market.

With Vip2Bet as our flagship initiative, we are confident in the success of our venture within this niche. We anticipate that our strategic approach, coupled with adherence to international compliance standards, will not only drive our company's growth but also inspire similar initiatives among other market players, enriching the landscape of online gambling.

Our Competitive Advantage

In the previous chapter, we outlined the competitive advantage our brand holds over others in the industry. However, we recognize that sustaining success requires more than just a unique selling proposition. We firmly believe that the future of gaming lies in tailoring products to meet the evolving needs of players and adapting to the dynamic gaming landscape.

Central to our success is the selection of a reliable and flexible platform for our operations. Our brand has carefully chosen a platform that not only meets our current needs but also allows for seamless adaptation to future changes in the gaming environment. This ensures that we can swiftly respond to emerging trends and technological advancements, staying ahead of the curve and maintaining our competitive edge.

Furthermore, our product, Vip2Bet, is tailored as a VIP platform for users who value exclusivity and premium service. Unlike traditional platforms, our website does not allow registration for any player. Instead, player acquisition is facilitated by personal customer managers who provide customized support and act as personal assistants for gaming affairs, ensuring a personalized and high-quality experience for our users.

Moreover, we understand that the true essence of any project lies in the people behind it. That's why our company is led by individuals who combine extensive experience with an unwavering ability to tackle new challenges. Despite their seasoned expertise, these individuals remain agile and adaptable, continuously seeking opportunities for innovation and improvement.

By integrating all these elements into our approach, we have crafted a winning formula that we believe is destined for success. We are committed to delivering an exceptional gaming experience that not only meets but exceeds the expectations of our players. With a reliable platform, a team of dedicated professionals, and a philosophy centered around customer-centric innovation, we are well-positioned to thrive in the ever-evolving landscape of the gaming industry.

Financial Considerations

At Winever N.V., strategic financial planning and resource optimization have been key drivers of our success. Our ability to minimize initial investments was made possible through shrewd negotiations with counterparties and a keen focus on reducing fixed costs, while allowing for more flexibility in variable costs. By securing favorable terms with payment systems, software and casino providers, and administrators, we effectively streamlined our expenditures while ensuring the quality and reliability of our services.

This prudent financial approach has allowed us to achieve self-sustainability, with our current profit margins comfortably covering operational expenses. As we pursue the acquisition of the Curacao Gaming License, any additional costs associated with this regulatory endeavor are anticipated to be absorbed by our existing profit margin. However, should the need arise, we have the flexibility to utilize additional

investments from the UBO and CEO to meet these obligations without compromising our financial stability.

With a strong foundation built on sound financial management and strategic foresight, Winever N.V. is well-equipped to navigate the challenges and opportunities of the gambling industry while maintaining a strong focus on sustainable growth and profitability.

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

thsd USD	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue total including:	10,137	12,460	15,067	18,151	21,696
Sport	4,648	5,764	7,031	8,508	10,125
Casino	5,489	6,697	8,036	9,643	11,572
COGS					
Royalties	2,940	3,613	4,219	4,901	5,858
Other direct expenses	1,318	1,558	1,657	1,997	2,387
Total COGS	4,258	5,171	5,876	6,898	8,245
Gross Profit	5,879	7,289	9,191	11,253	13,451
Operating Expenses (OPEX)					
Administrative Expenses	1,723	2,118	2,561	3,086	3,688
Marketing Expenses	3,244	3,987	4,219	4,719	5,424
Other Expenses	811	997	1,205	1,452	1,736
Total OPEX	5,778	7,102	7,985	9,257	10,848
Net Profit	101	187	1,206	1,996	2,603

The financial projections encompass both Casino and Sports Betting Gross Gaming Revenue (GGR), as detailed in the preceding financial table. Forecasts indicate that revenue from the Casino GGR is expected to exhibit modest growth compared to Sports Betting across each year. Specifically, the anticipated income growth from

Casino revenue is projected to marginally surpass the percentage of royalties owed to casino providers annually.

Marketing expenses are slated to initially account for 32% of the GGR in the first year, with a subsequent reduction to 25%. This reduction reflects the variance in costs associated with user acquisition and subsequent retention efforts. A similar trend is observed in Other Direct Expenses, which includes bonuses aimed at extending player lifespan during the early stages. Moreover, Other Direct Expenses predominantly comprise commission fees to Payment Service Providers (PSPs) covered by the Company rather than players.

Administrative costs are envisaged to remain relatively stable as a percentage of revenue from year to year. This stability is attributed to the business model's emphasis on product development rather than diversification into new markets or products. Consequently, the anticipated growth in revenue is deemed sufficient to accommodate the need for additional administrative support.

During the initial two years, the owner intends to pursue a cost-effective strategy aimed at generating nominal net profits to bolster market share growth. This strategic approach underscores the company's commitment to maximizing its presence within the market during its early stages of operation.

Timetable

With the product already live and operational under the existing sublicense, our immediate focus post-receiving the license from GCB will be to modify the website aiming to acquaint players with the new licensing framework, reinforcing our adherence to compliance standards and commitment to responsible gaming. As an integral step, we will swiftly integrate the license validator into the website footer. Simultaneously, our ongoing marketing campaign will continue to communicate our presence as a new player in the market, ensuring players are informed about our offerings and values.

Conclusions

We are eagerly anticipating the receipt of the license to propel our work forward. Your time in reviewing our business plan is greatly appreciated, and we are optimistic that the licensing procedure will proceed swiftly. Should you have any further questions or require clarification, please do not hesitate to reach out. Thank you for your attention and support.