

BUSINESS PLAN

For the casino aggregator

Beastone N.V.

Business Plan Version: 2.0.

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Our Mission

The mission of Beastone N.V. (the “**Company**”) is to revolutionize the online gaming industry by providing an unparalleled casino aggregation platform that connects operators with a diverse portfolio of premium casino games. Our objective is to deliver a seamless, innovative, and efficient B2B solution, enabling our partners to enhance their offerings and cater to the evolving demands of their players.

We are committed to excellence in every aspect of our operations, from curating an extensive library of high-quality games to leveraging cutting-edge technology for seamless integration and scalability. By partnering with leading software providers and utilizing advanced platforms, we ensure that our solutions are robust, reliable, and tailored to meet the unique needs of our clients.

Our mission extends beyond delivering exceptional products; it is to foster long-term partnerships built on trust, innovation, and mutual growth. Through personalized support, industry expertise, and a dedication to responsible gaming practices, we empower our clients to succeed in a competitive market while upholding the highest standards of integrity and compliance.

Company and Management

Mr. Girts Heidingers, the founder of the Company, has successfully transferred ownership to Mr. Evgenios Syemaka, who has assumed the roles of Chief Executive Officer (CEO) and Chief Financial Officer (CFO). Mr. Syemaka, on an ongoing basis, works on the development and penetration of new business opportunities that may enhance the Company’s growth and international presence. As part of its ongoing strategy, Mr. Syemaka identified an opportunity to pivot the Company’s strategy from a B2C online gambling operator to a B2B casino aggregation model.

This strategic shift leverages secured agreements with top-tier casino providers, negotiated under terms, to establish the Company as a leading casino aggregator. The new B2B focus offers several advantages:

1. **Regulatory and Technical Efficiency:** By transitioning to a B2B model, the Company reduces its regulatory and technical compliance burden, as operational responsibilities are shifted to its clients. This approach streamlines internal operations and allows the business to concentrate on delivering superior aggregation services.
2. **Market Expansion:** The B2B model opens doors to new markets by enabling clients to manage localized operations, ensuring compliance with regional regulations and market dynamics. This reduces the Company's exposure to operational risks while enhancing scalability and market penetration.

Under Mr. Syemaka's leadership, the Company is poised to capitalize on the growing demand for robust casino aggregation services, focusing on delivering innovative solutions, seamless integration, and a diverse portfolio of premium gaming content to its clients. This transformation reflects a forward-thinking approach, aligning the business with evolving industry trends and setting a solid foundation for sustainable growth.

The Company's business model leverages the extensive sales and negotiation expertise of the new CEO to establish favorable agreements with key stakeholders, including content providers, casino operators, and technical and customer support services. This strategic approach minimizes the need for substantial upfront investment, enabling the Company to maintain a lean and efficient operational framework. A detailed breakdown of the cost structure is provided in the Financial section hereof.

To manage its day-to-day administrative and compliance functions, the Company has partnered with Service Synergy, an experienced provider specializing in supporting gaming businesses. Service Synergy delivers a robust suite of services, including compliance management, policy development, and the implementation of AML (Anti-Money Laundering) and KYC (Know Your Customer) protocols, ensuring full compliance with industry regulations and best practices.

Additionally, Service Synergy handles non-core functions such as legal support, financial consulting, tax advisory, and regulatory reporting. By outsourcing these responsibilities to a trusted partner, the Company can focus on its core business activities while ensuring that all ancillary operations are managed with professionalism and efficiency. This collaboration reinforces the Company's commitment to operational excellence and regulatory adherence, providing a solid foundation for sustainable growth.

Corporate Governance, Risks, and Controls

The Company's structure follows a lean model, where operational functions are outsourced to specialized partners, and strategic decisions are managed directly by the Ultimate Beneficial Owner (UBO), who serves as the business developer. This model prioritizes agility and core competencies while leveraging external expertise to handle routine non-core functions.

Service Synergy plays a pivotal role as a reliable advisor in corporate, administrative, and compliance matters. Their services include overseeing day-to-day operations, governance practices, and providing dedicated reporting officers such as Compliance and Money Laundering Reporting Officer (MLRO) in case the ones are required to adhere to regulatory standards across jurisdictions.

Other important business partners are eMagnus Curaçao B.V., the Company's corporate service provider, and the Gaming Control Board of Curaçao (GCB). eMagnus fulfils directorship responsibilities and acts as the Company's local representative in Curaçao, ensuring compliance with jurisdictional requirements. With the GCB transitioning to replace previous licensing providers, the regulatory landscape in Curaçao is evolving toward a more robust framework. This shift reinforces the Company's commitment to compliance with both local and international gaming regulations.

By entrusting operational and compliance functions to specialized partners, the Company ensures that its core focus remains on scaling its business offerings while maintaining strict adherence to regulatory requirements. This outsourcing model not only enhances operational efficiency but also lays a solid foundation for sustainable growth, governance, and compliance in a competitive and highly regulated industry.

Our Services

The Company's primary client profile consists of B2C operators seeking streamlined access to a comprehensive range of casino content under favorable terms, while minimizing the operational complexities associated with compliance and KYC requirements imposed by individual content providers. This offering is particularly advantageous for smaller operators

with limited team resources, who may find it challenging to manage relationships with the numerous providers active in the market.

To address this need, the Company offers an aggregated solution that simplifies operations for its clients. By partnering with the Company, clients gain access to a vast portfolio of casino content through a single point of contact. This aggregated model ensures that clients receive a diverse and robust range of content, covering the majority of markets relevant to their business objectives, without the administrative burden of dealing with multiple providers individually.

The terms negotiated by the Company with content providers are highly advantageous, enabling the Company to pass on these benefits to its clients. With a modest margin added, the final cost to clients remains nearly equivalent to what they would incur through direct contracts with individual providers. However, the aggregated solution offers a distinct advantage: it eliminates the need for clients to establish and maintain multiple provider relationships, reducing administrative overhead and enhancing operational efficiency.

This approach allows clients to focus their resources on core business activities such as marketing, customer acquisition, and market expansion, while the Company manages the complexities of content aggregation, compliance, and provider relations. By offering a seamless, cost-effective, and comprehensive content solution, the Company empowers its clients to scale their operations and achieve their strategic goals more effectively.

Financial Considerations

With the change of the Company's management and its business model, financial model was significantly revised to provide the relevant figures for the perspective financial in the following years:

thsd EUR	Year 1 - 2025	Year 2 - 2026	Year 3 - 2027	Year 4 - 2028	Year 5 - 2029
Revenue	11,460	12,606	14,001	16,101	18,517
COS:					
Royalties	(11,126)	(12,239)	(13,463)	(15,482)	(17,804)
Gross Profit	334	367	539	619	712
	-	-	-	-	-
Operating Expenses	(61)	(67)	(70)	(74)	(77)
Administrative Expenses	(118)	(130)	(146)	(161)	(180)
Marketing Expenses	(60)	(70)	(85)	(90)	(100)
Net Profit	95	100	237	294	355

The revenue forecast reflects the total income generated from the casino aggregation business. Sales growth is conservatively projected at a minimum annual rate of 10%, underpinned by the scalability of the Company's model and increasing market demand. The primary direct cost associated with this revenue stream is the payment of royalties to content providers. These royalties are calculated as a fixed percentage of revenue, providing predictability and stability in cost management. Over time, however, it is anticipated that the commission rate may increase, reflecting the Company's growing brand recognition and expanding client network.

Other costs are categorized into several key areas:

1. Operating Expenses: This category mostly consist of fees associated with maintaining licenses, as well as compliance with jurisdictional regulatory requirements. These costs ensure the Company operates within the legal framework.
2. Administrative Expenses: This category encompasses costs related to maintaining the corporate structure, such as office operations, legal and financial consulting, and the hiring of personnel to manage routine business activities efficiently.
3. Marketing Expenses: To build brand visibility and attract new clients, the Company invests in strategic marketing initiatives. These include maintaining a robust online presence, participating in industry expos, and attending networking events to promote its services and forge new partnerships.

By maintaining a lean and strategic cost structure, the Company ensures operational efficiency while prioritizing investments in areas critical to growth and market positioning. This approach enables the Company to strengthen its brand, expand its client base, and achieve sustained revenue growth in the competitive casino aggregation market.

Conclusions

The Company is well-positioned to establish itself as a leading player in the B2B casino aggregation market, leveraging its strategic business model, robust partnerships, and commitment to operational efficiency. By offering an aggregated solution that simplifies access to a diverse range of casino content, the Company addresses the unique challenges faced by small and mid-sized operators, enabling them to streamline their operations and focus on growth.

With a clear vision for sustainable expansion, the Company is poised to capitalize on emerging opportunities in the global gaming industry. Its strong emphasis on compliance, customer-centric solutions, and cost-effective operations ensures a competitive edge in a rapidly evolving market. By maintaining a focus on innovation, strategic partnerships, and regulatory excellence, the Company is confident in its ability to deliver long-term value to its clients and stakeholders.

Through careful planning, prudent financial management, and a relentless commitment to quality, the Company is set to achieve its mission of becoming a trusted and preferred partner for B2C operators worldwide, driving mutual success and growth for years to come.