

BUSINESS PLAN

For operators of games of chance

stawki.win

Kallila N.V.

Business Plan Version: 1.0.

Our Mission

Kallila N.V (hereinafter referred to as the "Company") with its new brand, stawki.win strives to provide online casino and sportsbook solutions to Russian or Ukrainian speaking clients from various markets. We plan to initially target Eastern European markets, with a primary focus on Poland. To achieve these plans, the Company will develop its brand on the platform offered by the BTB Betlab Holdings Ltd. In perspective, we want to expand the brand to various other markets, including Latin America and Asia.

We see opportunity in these new markets, primarily due to the fact that in the past years a vast number of people have immigrated to these countries and are looking for a customised brand tailored for their gaming preferences.

The company and its brand are new to the market; however, they have the assistance of a team of experienced specialists with a vast knowledge in what relates to the gambling industry. More specifically the assistance is provided by a shared business centre which serves various clients in the gaming industry.

Company and Management

At the initial stage, the company's management team will be of a limited number. The three key individuals in the company are people with huge experience in the industry, especially in what comprise legal side of the business.

Starting with the owner of the company, Mr. Viktors Kolesnikovs decided to make an investment and try entering the market with a couple of new brands. Being located in Eastern Europe, he understands the region very well and has considered all the potential risks and benefits of its operation in the region. However, Mr. Kolesnikovs plans to further expand its business to the regions mentioned previously, if the first market proves to be a success. He will also will take a position of CFO of the Company

The position of Head of Customer Support in the gambling industry is a crucial role responsible for overseeing and managing all aspects of customer service and support operations within a gambling company. Here's a detailed description of the role:

Leadership and Management: The Head of Customer Support is responsible for leading and managing the customer support team, including hiring, training, coaching, and performance management of support staff. They provide leadership direction to ensure that the team delivers exceptional customer service and meets performance targets.

Strategy Development: The Head of Customer Support develops strategies and initiatives to enhance the overall customer support experience, improve efficiency, and drive customer satisfaction and loyalty. They analyze customer feedback and data to identify areas for improvement and implement changes to optimize the support process.

Process Improvement: Continuously improving customer support processes and procedures is a key responsibility of the Head of Customer Support. They identify

bottlenecks, inefficiencies, and pain points in the support workflow and implement solutions to streamline operations, reduce response times, and enhance service quality. Quality Assurance: Ensuring the quality and consistency of customer support interactions is paramount. The Head of Customer Support establishes quality assurance standards and procedures, monitors customer interactions, and conducts regular audits and evaluations to maintain high service standards and compliance with company policies and regulations.

Customer Relationship Management: Building and maintaining positive relationships with customers is essential for long-term success. The Head of Customer Support plays a central role in fostering positive customer relationships by addressing customer inquiries, resolving issues, and providing personalized support and assistance when needed.

Our Services

Beginning with the estimates provided by the Global Industry Analysts, Inc., the global market for Gambling estimated at USD 1 Trillion in the year 2022, is projected to reach a revised size of USD 1.4 Trillion by 2030. This opportunity motivated many players on the market, including ourselves to offer a new product for the existing and forecasted players. While it gets harder and harder to compete directly with huge players, we found our niche in serving those players who moved abroad and want to experience a homelike gaming.

Kallila N.V. plans to offer through its new project, stawki.win, 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 provided by the UK company B2B Betlab Holdings Limited, this allows us to quickly integrate the required providers and their games.

Eventually, considering the success of the first project, we might expand it to other regions including South America and Asia, regions with a high diaspora of Ukrainian and Russian speakers. We have forecasted an increased adoption of smartphones as a mean of accessing our website in this region and have included the Android application in the footer of the website.

Even though the project is at the stage of incorporation, we foresee a big success in the presented niche and expect that this strategy will be wider implemented even by other players in the market.

Our Competitive Advantage

The competitive advantage our brand has in comparison to others was described in the previous chapter. We highly believe that the future of gaming consists in fitting the product to the needs of the players and constantly adaptation to the everchanging gaming environment. However, this wouldn't be enough for success without a reliable and flexible platform our brand has chosen for its operation. Not the last are the people behind the project, who haven't lost their adeptness to new challenges despite their vast experience in this industry. Putting all previous mentioned things together, we get a formula which in our opinion is deemed to succeed.

Financial Considerations

Financial part of this project is covered by the funds of the Company's owner, Mr. Kolesnikovs.

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:	9,820	11,686	13,906	16,548	19,542
Sport	4,451	5,297	6,303	7,501	8,776
Casino	5,369	6,389	7,603	9,048	10,767
COGS					
Royalties	2,848	3,272	3,755	4,468	5,081
Other direct expenses	1,178	1,402	1,530	1,820	2,150
Total COGS	4,026	4,674	5,285	6,288	7,231
Gross Profit	5,794	7,012	8,621	10,260	12,311
Operating Expenses (OPEX)					
Administrative Expenses	1,669	1,987	2,364	2,813	3,322
Marketing Expenses	3,241	3,739	3,894	4,303	4,886
Other Expenses	786	935	1,112	1,324	1,563
Total OPEX	5,696	6,661	7,370	8,440	9,771
Net Profit	98	351	1,251	1,820	2,540

The financial projections outlined encompass both Casino and Sports Betting Gross Gaming Revenue (GGR), providing a detailed insight into the company's anticipated earnings. Projections indicate that while revenue from Casino GGR is expected to experience modest growth, Sports Betting is poised to exhibit more robust performance annually. Notably, the projected income growth from Casino revenue

is forecasted to marginally surpass the percentage of royalties owed to casino providers each year.

In terms of expenditure, marketing expenses are initially set to account for 32% of the GGR in the first year, gradually decreasing to 25% thereafter. This reduction reflects the dynamic nature of costs associated with user acquisition and retention efforts. Similarly, Other Direct Expenses, which include bonuses aimed at extending player lifespan during the initial stages, primarily consist of commission fees to Payment Service Providers (PSPs) covered by the Company rather than players.

Administrative costs are expected to remain relatively stable as a percentage of revenue from year to year. This stability is attributed to the business model's focus on product development rather than diversification into new markets or products. As such, the projected revenue growth is deemed sufficient to accommodate any additional administrative support requirements.

During the initial two-year period, the owner plans to implement 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.

Conclusions

Our vision for the gambling industry is to cultivate an online casino enterprise that not only competes favourably with established leaders in the field but also emerges as a formidable contender against top gambling establishments globally. We aspire to establish our online casino business as the premier brand in the industry worldwide.

To realise this ambition, we are assembling a motivated and passionate team with a steadfast belief in our collective ability to achieve success. Our team is committed to innovation and continuous improvement, ensuring that we deliver exceptional gaming experiences to our customers.

In addition to the above, we emphasise the following points in the conclusion:

Commitment to Innovation: We are dedicated to pushing the boundaries of innovation in the gambling industry, constantly seeking new ways to enhance our offerings and stay ahead of the curve.

Regulatory Compliance: We place a strong emphasis on regulatory compliance and uphold the highest standards of integrity, transparency, and responsible gaming practices. Our commitment to compliance ensures a safe and secure gaming environment for our customers.

Strategic Partnerships and Alliances: We recognize the value of strategic partnerships and alliances in enhancing our capabilities, expanding our reach, and driving growth opportunities in the competitive gambling market. We are actively

seeking partnerships that align with our values and contribute to our long-term success.

Long-Term Vision for Sustainable Growth: Our long-term vision involves setting clear goals and objectives, implementing robust business strategies, and fostering a culture of innovation, teamwork, and accountability. We are committed to sustainable growth and success in the gambling industry, ensuring our longevity and prosperity for years to come.