

OVERVIEW OF THE BUSINESS

Jazz Business Solutions B.V.'s team has an accumulated experience in the sportsbetting business for more than 34 years.

The business has changed and adapted to the ever-changing markets, products, regulations and technology. Jazz Business Solutions B.V. has set as its main goal to be one of the top B2C competitors in the Latin American market.



TO ACHIEVE THIS GOAL, JAZZ BUSINESS SOLUTIONS B.V.

has worked on having the latest technology for its different platforms as well as incorporating all the latest products. Our current products for sports betting, online casino, live dealer casino, e-Sports, race book and much more, have made our solution one of the most robust in the industry.

What do we do that makes us different from ALL OTHER B2C COMPETITORS?

The experience gathered during all the years of operating in Latin America, allows us to identify the peculiarities of each market in the region.



SOME EXAMPLES INCLUDE:

THE PERU MARKET

the influence is very heavy by European betting companies like BETSSON and BET365.

THE MEXICAN MARKET

prefers what we call an American view (as seen in DraftKings and FanDuel) versus the European view. Their main sport for betting is American Football, followed by the soccer 1st division league. In some areas of the country, baseball is the top sport. Regarding casinos, our clients prefer live dealer casinos versus online slot games. Etc.

THE DOMINICAN REPUBLIC

is heavily influenced by Major League Baseball, putting the biggest focus on this sport and league. In this market, the government has very specific laws regarding how parlays are built and how they must pay the player.

Jazz Business Solutions B.V. has adjusted its software to comply with these regulations.

IN THE ARGENTINIAN

the primary product is online and live dealer casinos versus sports betting. Jazz Business Solutions B.V. has developed unique player administration tools to fulfill the need of this market versus a more traditional sports betting centered market.

Jazz Business Solutions Review

We have seen how many countries have been impacted by the migration of the Venezuelan community.

A community that has deep roots in sports and horse racing betting. With this migration, they have created the need for previously unavailable or uncommon products in many markets.



BY IDENTIFYING THESE PECULIARITIES, JAZZ BUSINESS SOLUTIONS B.V.

HAS CREATED A PRODUCT THAT ADAPTS TO EACH REGION.

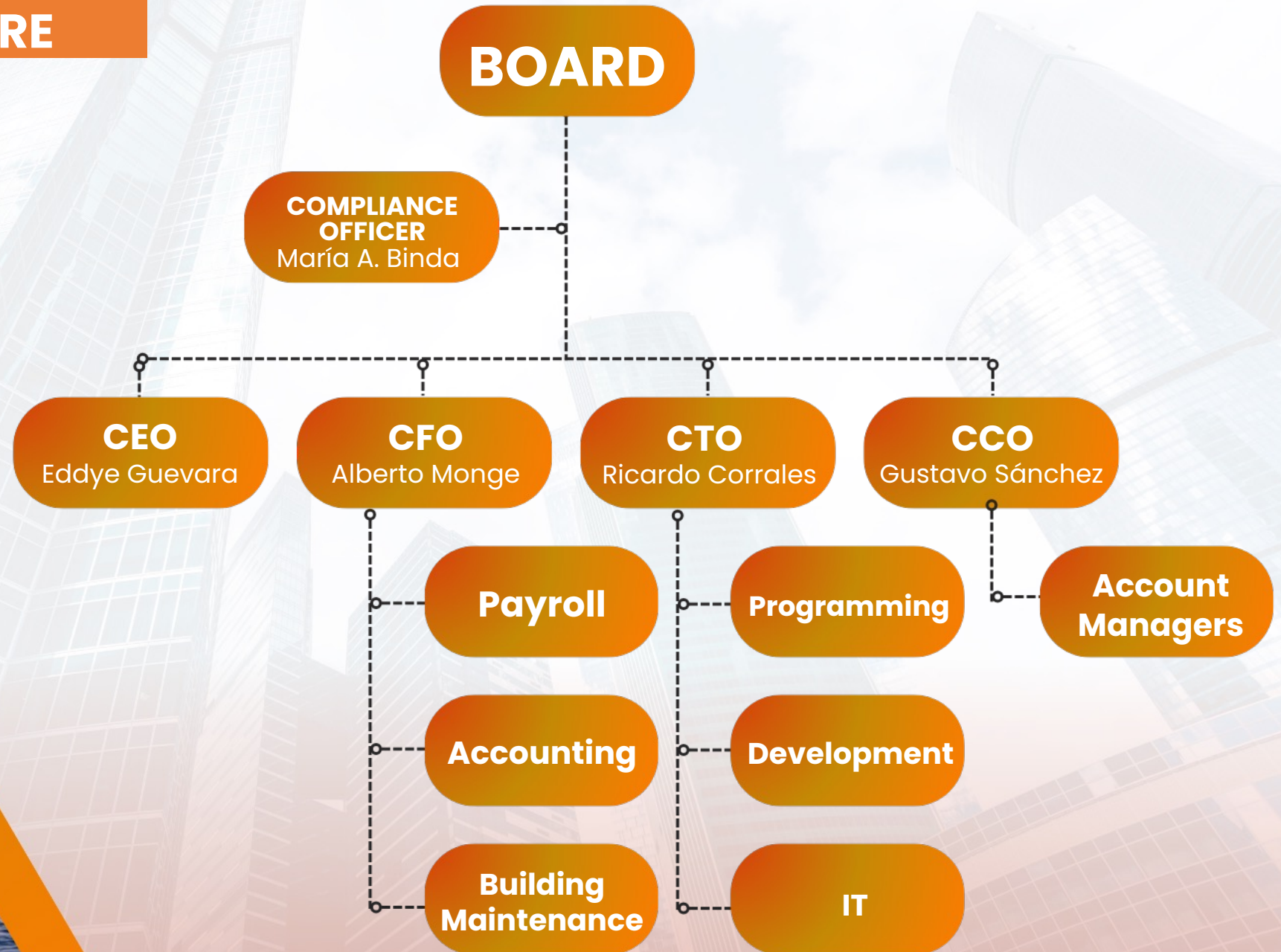
Many competitors have managed to capture single markets, but when they make efforts to pursue new markets, they usually fail due to their lack of adaptability.

-This is one of Jazz Business Solutions B.V. biggest strengths. With the 34-year experience of our team leaders, Jazz Business Solutions B.V. has seen what other software providers and solutions have developed.

-Jazz Business Solutions B.V.s' product has been built with the sole goal of scalability, innovation and evolution.

-The development team is one of the biggest departments in the company and is always working on this goal.

STRUCTURE





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

This will be the narrative in connection with the above business forecast as well as intended funding. Applicants need to demonstrate realistic market growth and sustainability plans with clear costs budgeted for as well a high-level overview of excluded markets.

Strategic Approach for Business Growth and Market Share Enhancement in the Sportsbook Industry

Business Growth Strategy:

Our growth strategy integrates financial planning, innovative marketing approaches, and prudent budget management to ensure sustainable growth and increased market share. It rests on three pillars: market penetration, product innovation, and geographic expansion, underpinned by rigorous financial analysis and strategic investment.

Market Penetration:

We plan to increase our market share in existing markets by enhancing user experience through technological advancements and customer service excellence. Investment in personalized betting experiences and dedicated support teams are key components of this strategy.

Product Innovation:

Diversifying our product offerings to include virtual sports, e-sports betting, and live casino games, tailored to user preferences identified through market research. Financially, we allocate a portion of our budget to R&D and marketing to promote these new offerings.

Geographic Expansion:

Entering new markets with high growth potential after comprehensive legal and market analysis to ensure compliance and viability. Strategic partnerships and local marketing initiatives will be crucial for effective market entry.

Financial Plans and Funding:

Our financial strategy is designed to support these growth initiatives, with budgeting for marketing, technology development and operational expansion.

Budgeting and Cost Management

A budget outlines projected costs associated with marketing campaigns, technology investments, regulatory compliance, and market entry expenses. This budget is reviewed quarterly to adjust for market changes and operational efficiency.

Funding Strategy:

Funding is secured through equity financing. We plan to reinvest profits to fuel further growth.

Revenue Projections:

Based on market analysis and our competitive positioning, we forecast a steady increase in revenue from diversified betting products and geographic expansion. Conservative revenue projections ensure realistic growth expectations and financial sustainability.

Marketing Plans:

Marketing efforts are focused on brand differentiation, user engagement, and market expansion:

Digital Marketing: Leveraging on SEO, social media, and targeted online advertising to increase brand visibility and attract new users. A significant portion of our marketing budget is allocated to digital channels for their wide reach and cost-effectiveness.

Partnerships: Collaborating with other organizations to enhance brand recognition and loyalty. These partnerships also open up new user acquisition channels.

Customer Retention Programs: Implementing loyalty and reward programs to retain existing users, with budgeted promotions and bonuses based on user activity and value.

Excluded Markets and Compliance:

We are committed to responsible gambling and compliance with all regulatory requirements. Our market analysis excludes countries with prohibitive gambling laws, focusing on jurisdictions where we can operate legally and sustainably. A portion of our budget is dedicated to regulatory compliance and legal advisory to navigate these complexities effectively.



Conclusion:

In conclusion, our business growth strategy for the Sportsbook industry in Curacao is underpinned by detailed financial planning, innovative marketing, and a clear focus on sustainable growth and market expansion. This strategy demonstrates our commitment to achieving a competitive edge while maintaining financial viability and regulatory compliance.



Jazz Business Solutions B.V. works with diverse suppliers to provide a complete solution to its clients. Jazz Business Solutions B.V. has also created software solutions for many of the critical parts of the operation. The critical suppliers and software are:

Digital Gaming Solutions: this software provides the PAM, SPORTSBOOK, ODDS RISK MANAGEMENT, and POINT OF SALE. This software is the main core of our system. Most of the 3rd party integrations are done in this software.

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Providers that are linked to the Digital Gaming Solutions software:

- o BETGENIUS PRE-MATCH AND LIVE ODDS
- o BAAL RISK MANAGEMENT SOFTWARE
- o CUSTOMER.IO

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Casino Engine:

Jazz Business Solutions B.V. has created its casino engine where the 3rd party online casino and live dealer casino providers are integrated. The casino engine and its code are property of Jazz Business Solutions B.V.

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Providers that are linked to the Casino Engine:

- 1x2 GAMING
- 5 MEN GAMING
- AST CASINO
- BET GAMES TV
- BETSOFT
- BGAMING
- BOOMING
- BOOONGO
- CALETA
- ELK STUDIO
- EVOLUTION
- EVOPLAY
- EZUGI
- FELIX GAMING
- FUGASO
- JACKPOT
- MR. SLOTTY
- PRAGMATIC GAMING
- SPINOMENAL
- THUNDERKICK
- TOM HORN
- WAZDAN

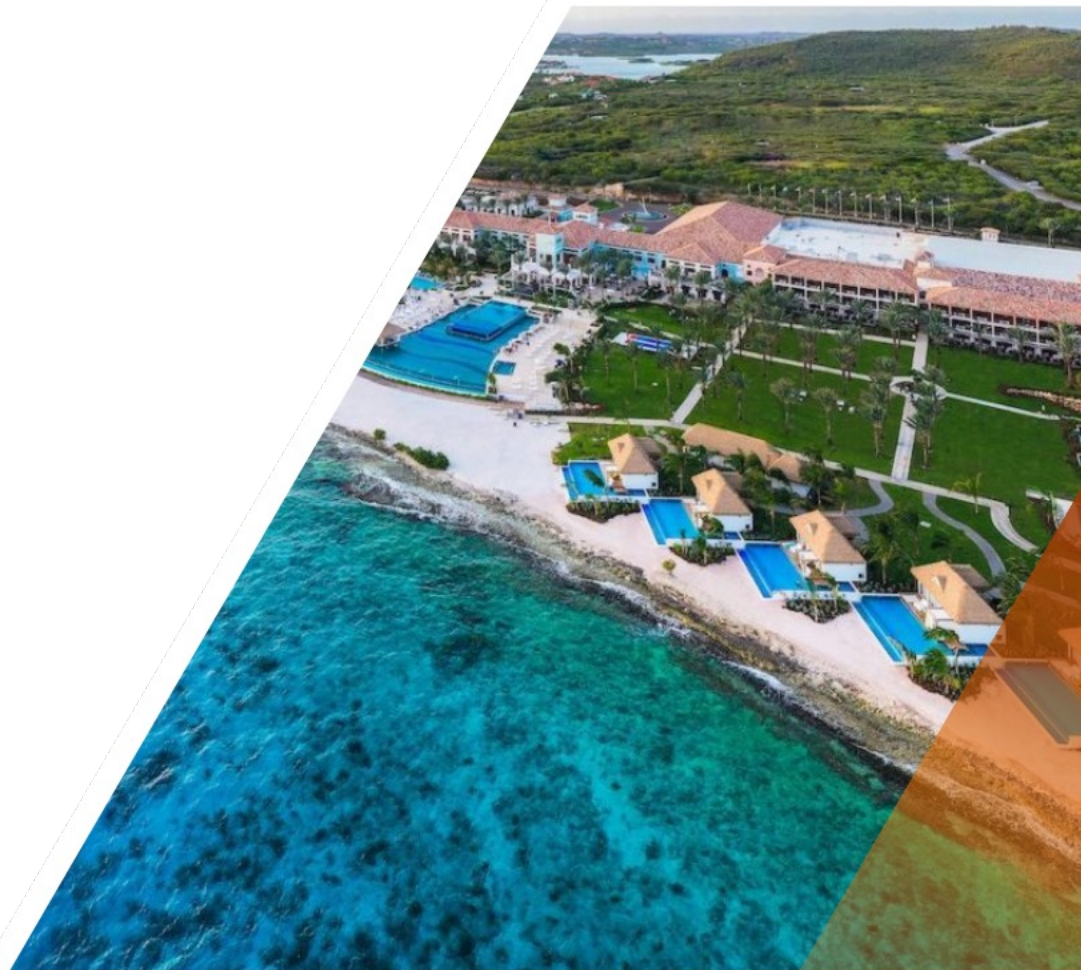
Cashier Module:

Jazz Business Solutions B.V. has created its cashier module where the 3rd party payment methods are integrated. The bonus engine can also be integrated into the cashier module. The cashier module and its code are the property of Jazz Business Solutions B.V.



Providers that are linked to the Cashier Module:

- ASTROPAY
- BANCO DE VENEZUELA
- CLUB PAGO
- CONEKTA CREDITCARD
- CONEKTA SPEI
- CONEKTA OXXOPAY
- JUSTPAY
- MONNET
- NUVEI
- OPENPAY
- PAGADITO
- PAGO EFECTIVO
- PAGUELO FACIL
- PAYCASH
- PAYCIPS
- PIX
- PRONTO PAGA
- PUNTO PAGO
- STP SPEI



Bonus Engine:

Jazz Business Solutions B.V. has created its bonus engine, where bonuses for sports and casino are created and managed. The bonus engine and its code are property of Jazz Business Solutions B.V.

Customer Ticketing system:

Customer Ticketing system. This system enables the communication between the clients and the customer support personnel. The customer ticketing system and its code are property of Jazz Business Solutions B.V.

Azure DevOps:

Azure DevOps Azure is a cloud base collection of servers and networking hardware, which runs a complex set of distributed applications. Jazz Business Solutions B.V.'s programming and development team uses this tool to manage its different projects. Azure DevOps provides version control, reporting, requirement management, project management, automated builds, testing and release management capabilities.

Cloudflare:

Jazz Business Solutions B.V. used Cloudflare to protect and accelerate our web properties such as apps, APIs, and websites. Cloudflare's architecture gives Jazz Business Solutions B.V. an integrated set of L3-L7 network services, all accessible from a single dashboard.

It is designed to run every service on every server in every data center across our global network. It also gives Jazz Business Solutions B.V. developers a flexible, Internet-scale platform to deploy serverless code instantly across the globe. No software or hardware is required.

Rack Nation Data Center:

The current infrastructure of Jazz consists of a Hyperconverged Private Cloud provided and supported by Rack Nation Data Center. This data center has two facilities in San José, Costa Rica, built to Tier III standards according to the Uptime Institute guidelines and Rated 3 by ANSI/TIA.

Rack Nation also provides redundant connectivity through three local providers, with two access trunks to the PoP in Miami (Equinix Mia-1), through which it interconnects with Tier 3 Internet providers such as Telia, Cogent, and Voxility.

Furthermore, the Data Center offers a robust security scheme

against Distributed Denial of Service (DDoS) attacks through the application of several layers including Cloud Providers like Cloudflare's Magic Transit and Voxelity, on-site traffic analysis mitigation equipment at a heuristic level, and finally through thresholds via flowspec, allowing for actions to be taken in less than 3 seconds in the event of anomalies.

Lastly, the Data Center provides a 24x7 support NOC with remote hands service, enabling an extension of our IT department for incident management.



Risk Assessment and Mitigation Strategies:

Our approach to risk assessment begins with the identification and evaluation of potential risks that could impact our operations, financial stability, and compliance status. This includes market risks, operational risks, compliance and legal risks, and financial risks. Each risk is assessed for its likelihood and potential impact, allowing us to prioritize mitigation strategies accordingly.

Market Risks: We analyze market trends, betting patterns, and regulatory developments continuously. Mitigation involves diversifying our product offerings and staying agile to adapt to market changes swiftly.

Compliance and Legal Risks:

Given the dynamic regulatory environment of online gambling, we conduct thorough compliance checks and engage with legal advisors to ensure all operations align with current laws and regulations. Regular training sessions for staff on compliance matters are conducted to mitigate legal risks.

Financial Risks:

Financial audits help us identify risks related to liquidity, fraud, and financial reporting. We employ stringent financial controls, fraud detection mechanisms, and maintain liquidity reserves to manage these risks effectively.

Operational Risks: Through regular internal audits and process evaluations, we identify areas of operational vulnerability, such as technology failures or process inefficiencies. We mitigate these through robust IT systems, backup procedures, and continuous process optimization.

Auditing and Oversight Mechanisms:

Our internal audit team conducts regular audits of all business areas, focusing on financial integrity, operational efficiency, and compliance with regulatory requirements. Findings from these audits are addressed through corrective action plans.



Continuous Monitoring and Reporting:

Risk management is an ongoing process. We continuously monitor the effectiveness of our risk mitigation measures and adjust them as necessary. Regular reports on risk management activities and audit outcomes are provided to the oversight committees and, if required, to regulatory bodies to ensure transparency and accountability.

In conclusion, our risk evaluation and management approach is comprehensive, systematic, and integrated into all aspects of our operations. It ensures not only compliance with Curacao's regulatory requirements but also supports our commitment to operational excellence and financial stability.

Legal and Governance Framework

Our Sportsbook operates under a legal and governance framework to ensure operational integrity, regulatory compliance and stakeholder trust.

Board Oversight and Membership:

The Board of Directors consists of seasoned professionals with extensive experience in the gaming industry, finance, legal, and technology sectors. Board oversight is fundamental in strategic planning, risk management, and compliance, ensuring alignment with our long-term vision and regulatory requirements.

Interaction with Senior Management:

Day-to-day decision-making is delegated to senior management, who are tasked with the operational execution of board-approved strategies. Regular reporting to the board ensures transparency and allows for strategic adjustments as needed.



Reserved Matters:

Critical decisions such as major financial commitments, strategic partnerships, compliance policies, and significant hiring are reserved for the board. This ensures that pivotal decisions are made with a comprehensive understanding of their potential impact.

Deadlock Prevention:

Our governance structure includes mechanisms to prevent deadlock situations, including predefined voting rules and an appointed independent director who can mediate and propose solutions.

Legal Support:

Legal support is provided by an in-house legal team and external legal advisors specializing in gaming law, corporate law, and regulatory compliance. This dual approach ensures that we are at the forefront of legal developments affecting our operations.



Board Meeting Attendance:

Besides board members, senior management representatives, legal advisors, and occasionally external consultants are invited to board meetings to provide insights and updates relevant to their areas of expertise. The policy for inviting non-board members is governed by the relevance to the meeting agenda.

ESG Policy:

We are committed to Environmental, Social, and Governance (ESG) principles, focusing on responsible gaming, environmental sustainability, and corporate social responsibility. Our ESG policy outlines our approach to these areas, ensuring we contribute positively to our communities and stakeholders.





Target KPIs and Business Objectives:

Our approach to measuring success and setting business objectives is rooted in clear, achievable Key Performance Indicators (KPIs) that align with our strategic vision.



Financial Performance:

Revenue growth, profit margins, and cost efficiency are primary financial KPIs. We aim for sustainable financial growth that supports our expansion and innovation goals.



Market Position:

Customer base growth, market share, and brand recognition in existing and new markets.



Operational Excellence:

Efficiency in operations, customer service satisfaction scores, and technological innovation adoption rates. We strive for continuous improvement in our operational capabilities.



Regulatory Compliance:

Meeting all regulatory requirements without any violations. Compliance KPIs include audit outcomes, licensing achievements, and adherence to responsible gaming practices.



Long-term Business Objectives:

Our long-term objectives include geographic expansion, diversification of gaming products, and leveraging technology to enhance user experiences. We are committed to maintaining a sustainable and responsible gaming environment while achieving business growth.



Policies and Procedures Framework

Our organization upholds a framework for the formulation, implementation, and review of policies and procedures, crucial for maintaining operational integrity, regulatory compliance and industry best practices.

1. Development of Policies and Procedures:

Our policies and procedures are predominantly developed internally, leveraging the expertise of our in-house legal, finance, and operational teams.

This approach ensures that all policies are tailor-made to align with our specific business model, operational requirements, and the regulatory landscape of the gaming industry, particularly within Curacao's jurisdiction.

For specialized areas requiring niche expertise, such as advanced cybersecurity measures and complex legal compliance issues, we engage external consultants renowned in their respective fields.



2. Timelines and Communication with the GCB

We are committed to maintaining an open and proactive communication channel with the Gaming Control Board (GCB) of Curacao.

Our intention is to submit initial drafts of our policies and procedures within 60 days of our license application submission. Following this, we will engage in a continuous review process, incorporating feedback from the GCB and adjusting our policies accordingly.

We pledge to keep the GCB fully apprised of any significant updates or amendments to our policies at least 30 days before their implementation, ensuring full transparency and compliance with regulatory expectations



2. Timelines and Communication with the GCB

The decision to primarily develop our policies and procedures internally, supplemented by external expertise as needed, is grounded in the following considerations:

Qualifications and Competence:

Our team comprises individuals with extensive experience in the gaming industry, finance, legal compliance, and risk management.

This depth of expertise ensures a comprehensive understanding of the operational and regulatory nuances applicable to our business. External consultants are carefully selected based on their proven track record, professional qualifications, and specific expertise relevant to our needs.

Absence of Conflict of Interest:

To mitigate any potential conflicts of interest, we have instituted strict governance protocols. These include rigorous conflict-of-interest checks for all team members and external consultants involved in policy development.

Our selection process for external consultants includes an exhaustive due diligence phase, examining professional affiliations and ensuring that there are no conflicting interests that could compromise the integrity of our policies and procedures.





In conclusion, our approach to policy

and procedure development is designed to ensure that we not only meet but exceed regulatory standards and best practices.

Our internal capabilities, complemented by strategic external collaborations, position us to achieve a high level of operational excellence and regulatory compliance.