

BUSINESS PLAN

For operators of games of chance
under license 1668/JAZ (Curaçao eGaming)

Galazia B.V.

Business Plan Version: 1.0

Contents

Contents

Our Mission	3
Company and Management	3
Our Services.....	4
Our Competitive Advantage	5
Financial Considerations.....	7
Timetable	8
Conclusions.....	8

Our Mission

The purpose of Galazia 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 Softamber Limited (UK), which is an experienced software development provider, operating in countries all over the world.

Company and Management

Since the company is a new and will be acting as a start-up, the company’s management team will have limited personnel, which will hold Managerial positions at the Company. There will be three key individuals in the company, which have a huge experience in the industry, with good understanding of the business and market.

The Owner of the company is Mr Ruzslan Pancsik who intends to apply to the Gaming Curacao for a sublicense.

The main source of investments will be from Shareholder – Mr. Ruzslan Pancsik, who has shown as a successful uncommon entrepreneur and already has huge experience in payments and gambling industries which will allow him to hold a position as a Director of the Company

Initial investments planned for USD 80 000 to set-up and start operating.

Stepan Shulga will hold the top financial position in an organization as a CFO. He will be responsible for tracking cash flow, financial planning and analyzing the company's financial strengths and weaknesses and proposing strategic directions.

Yuliya Berezna will hold the position of Head AML as well as Compliance Officer of the company. Her experience as an MLRO and Compliance Officer started since 2015. She has a wide knowledge and understanding of business needs, industry tendencies, complaints handling and all related compliance matters.

Our Services

The last five years for the Global Casinos and Online Gambling industry has indeed brought a giant shift in key markets in this industry.

The Company's targeting market at its beginning stage planning to take a LATAM market.

While being an excellent opportunity for operators and bookmakers to tap into an endless market of active, diverse audiences, entering this market can be murky as the legal framework is still in its developing state. Today we will take a closer look at the current state of the online gambling market in South America, its trends, opportunities and obstacles, as well as delve deeper into the legal state of iGaming within the region.

For years, Latin America has been in the spotlight within the global online gambling community. Despite challenges such as jurisdictional inconsistencies and payment processing, experts predict that this region is poised to become a major player in the industry.

Several factors contribute why The Company going to contribute into this market:

- **Large population**

The Latin American region has a population of more than 670 million, which offers huge potential in the field of online gambling.

- **Growing middle class**

Latin American middle class is rising fast, contributing to economic and business expansion, as this group has more available budgets for leisure, including online gambling.

- **High mobile adoption**

Over 70% of the population in Latin America owns a smartphone making mobile gaming a viable entertainment.

- **Growing acceptance of gambling regulation**

Recent years have seen many announcements by South American countries about developing or improving legislation to regulate the industry. Brazil, which has been finalizing its legislation to regulate this niche, is the latest big example of this movement. These efforts make the region a more business-friendly environment and attract investors.

- **Sports betting fandom**

Latin America is arguably one of the few regions where sports betting is paramount and sometimes even more influential than casinos. The population's love of sports translates into a desire to support their favorite teams, which generates strong demand for sports betting services.

- **Cultural values**

Lottery, bingo, betting on horse races – many gambling activities were a part of the daily lives of Latin Americans throughout history. In some countries, this loyal to gambling has been cultivated over many years.

Galazia N.V. is planning to offer through its new project, pe.parimatch.com, 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 Softamber Limited (UK), this allow 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	3 354	10 547	21 806	42 925	77 264
Casino	3 354	7 110	14 932	29 864	53 755
Sport		3 437	6 874	13 061	23 509
COS	1 677	5 327	10 903	20 818	36 314
Royalties	805	2 479	5 015	9 658	16 998
Bonuses and promotions	436	1 371	2 835	5 151	8 499
Other direct expenses	436	1 477	3 053	6 009	10 817
Gross Profit	1 677	5 220	10 903	22 107	40 950
Operating Expenses	1 542	4 851	9 921	18 028	31 679
Administrative Expenses	503	1 529	3 162	6 009	10 817
Marketing Expenses	771	2 531	5 015	9 014	15 453
Other Expenses	268	791	1 744	3 005	5 409
Net Profit	135	369	982	4 079	9 271

The calculations include both Casino GGR and Sportbook GGR, as shown on the above Financial table. The revenue predictions for Casino GGR from year to year are expected to be higher than the Sportsbook operations as demonstrated for each year. The expected income growth from casino will slightly reduce the percentage of royalties on casino providers every consecutive year.

Marketing costs are expected at average 22% of GGR and bonuses and promotions – 12%.

Other direct expenses mostly consist of commission fees to PSPs paid by the Company instead of the players. Administrative costs assumed to grow from year to year as it will reflect the number of new employees joining and potential plans to start development of own software on 4-5 years perspective. For the first 2 years, the owner plans to direct almost all net profit on marketing to maximize growth of its market share

Timetable

After obtaining of the license, we plan to start having the first clients within one to two weeks period. One of the first steps will be the inclusion of the license validator in the footer of the website. Meanwhile we will have to commence our marketing campaign in order to communicate to the new players about pe.parimatch.com as a new player on the market.

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.