

HoloBet N.V. Business Plan – GCB Application

1) Overview of the business products and services/brands as well as proprietary IP.

HoloBet is a Turn Key Casino developed and licensed by Softgamings to HoloBet N.V. Development commenced in August 2022 and license was granted November 2022 registered in Dr. M.J. Klipstraat 13, Curaçao, D.W.I., registration No.161707 and gaming license No. 8048/JAZ2022-095.

Proprietary IP includes:

- Brand Identity and Marketing Strategies: Unique branding elements, marketing strategies, or positioning in the market that contribute to the company's competitive advantage.
- Customer Databases and Insights: Information collected about customers, their preferences, behaviours, or usage patterns, which the company uses to optimize its offerings or marketing strategies
- Supplier and Partner Relationships: Exclusive partnerships or relationships with suppliers, manufacturers, or distributors that give the company access to unique resources or capabilities.
- Player Rewards and Loyalty Programs: Unique player rewards, loyalty programs, and VIP schemes designed to incentivize player retention and engagement.
- Customer Support Systems: Proprietary customer support systems, chatbots, and knowledge bases tailored to address the needs of online casino players.
- Marketing Strategies and Analytics: Customized marketing strategies, data analytics, and player segmentation techniques to attract and retain players effectively.

Our UBO has no other Gambling businesses in common control

HoloBet is currently in a soft launch phase while Softgamings continues to deliver the completed product. Some examples of our unique features that will offer us a competitive edge include:

- Over 8000 games to choose from, no other casino in Asia has this many games.
- Full coverage sportsbook with over 20,000 markets.
- Weekly tournaments and lottery's.
- Multicurrency support for both Fiat and Crypto wallets.
- Progressive multi-level loyalty system.
- Up to 0.6% player commission on turnover with instant redemption.
- 24/7 Live Support across 130+ Languages.
- 5 minute withdrawal turnaround time.

2) Company management structure showing key management roles and reporting lines.

HoloBet N.V. is currently still in a soft launch phase while awaiting final features developments however the key management structure will be as follows.

1. **Chief Executive Officer (CEO):**
 - Directly oversees all departments.
2. **Chief Operations Officer (COO):**
 - Reports to CEO.
 - Head of Gaming Operations
 - Head of Customer Experience
 - Head of Security and Fraud Prevention
3. **Chief Technology Officer (CTO):**
 - Reports to CEO.
 - IT Infrastructure Team
 - Software Development Team
 - Technical Support Team
4. **Chief Financial Officer (CFO):**
 - Reports to CEO.
 - Accounting Department
 - Treasury Department
 - Risk Management Department
5. **Chief Marketing Officer (CMO):**
 - Reports to CEO.
 - Marketing Department
 - Branding Department
 - Advertising Department
6. **Chief Compliance Officer (CCO):**
 - Reports to CEO.
 - Legal and Compliance Department
 - Regulatory Affairs Department
 - Internal Audit Department
7. **Head of Gaming Operations:**

- Reports to COO.
8. **Head of Customer Experience:**
- Reports to COO.
9. **Head of Security and Fraud Prevention:**
- Reports to COO.
10. **Human Resources Director:**
- Reports to CEO.
 - Human Resources Department

This reporting structure outlines the direct reporting lines for each department head to the CEO or relevant C-level executive. It ensures clear communication channels and accountability throughout the organization. HoloBet N.V.

3) Business forecasts for 3 years.

Year 1 Projections:

1. **Revenue Projection:** Targeting a conservative revenue goal of \$500,000 in the first year.
2. **Expenses Projection:** Anticipating initial setup costs, basic marketing expenses, software licensing fees, and minimal staffing, with total expenses estimated at \$350,000 for the first year.
3. **Net Income Projection:** With projected revenue of \$500,000 and expenses of \$350,000, the projected net income for the first year is \$150,000.

Year 1 Targets:

1. **Player Acquisition:** Aim to attract around 5,000 active players by the end of the first year through targeted marketing campaigns and promotions.
2. **Customer Retention:** Implement basic customer retention strategies to achieve a customer retention rate of 20%.
3. **Game Portfolio Expansion:** Begin with a well rounded game portfolio and aim to add new game providers gradually throughout the year.

Year 1 Cash Flow:

1. **Initial Investment:** Assuming an initial investment of \$200,000 to set up the online casino platform, obtain necessary licenses, and cover initial marketing expenses.
2. **Operating Cash Flow:** With projected revenue of \$500,000 and expenses of \$350,000, the operating cash flow for the first year is expected to be \$150,000.
3. **Cash Reserve:** Maintain a cash reserve of at least 20% of total revenue (\$100,000) for contingencies and operational stability.

Year 2 Projections:

1. **Revenue Projection:** With steady growth in player base and improved brand recognition, target a revenue increase of 15% to reach \$575,000 in the second year.
2. **Expenses Projection:** As the business scales gradually, anticipate moderate increases in marketing budgets, staffing costs, and technology investments, with total expenses estimated at \$400,000 for year two.
3. **Net Income Projection:** Based on the revenue and expense projections, target a net income of \$175,000 for the second year.

Year 2 Targets:

1. **Market Expansion:** Focus on organic growth strategies to attract new players and increase market share within the targeted demographics.
2. **Technology Upgrades:** Invest in incremental technology upgrades to enhance user experience, mobile compatibility, and platform stability.
3. **Customer Engagement:** Implement enhanced customer engagement strategies, such as personalized promotions and loyalty rewards, to improve retention rates.

Year 2 Cash Flow:

1. **Operating Cash Flow:** With projected revenue of \$575,000 and expenses of \$400,000, the operating cash flow for the second year is expected to be \$175,000.
2. **Reinvestment:** Allocate a portion of the profits for reinvestment into the business for further growth, focusing on areas such as marketing, technology, and customer experience enhancements.

Year 3 Projections:

1. **Revenue Projection:** With continued growth momentum and expanded offerings, target a revenue increase of 20% to reach \$690,000 in the third year.
2. **Expenses Projection:** Anticipate moderate increases in operating costs to support growth initiatives, with total expenses estimated at \$450,000 for year three.
3. **Net Income Projection:** Based on the revenue and expense projections, target a net income of \$240,000 for the third year.

Year 3 Targets:

1. **Diversification:** Explore opportunities to diversify revenue streams, such as introducing new game categories or additional services.
2. **Brand Building:** Continue to invest in brand building efforts through targeted marketing campaigns, social media engagement, and community outreach.
3. **Operational Efficiency:** Streamline operations and optimize resource allocation to improve cost-effectiveness and maximize profitability.

Year 3 Cash Flow:

1. **Operating Cash Flow:** With projected revenue of \$690,000 and expenses of \$450,000, the operating cash flow for the third year is expected to be \$240,000.
2. **Financial Stability:** Maintain a healthy cash reserve and financial stability to support ongoing operations, expansion plans, and unforeseen challenges.

We operate on a lean approach and planning a smaller operation provides a more realistic outlook for growth and financial performance while ensuring prudent management of resources and sustainable business practices. Adjustments can be made based on actual performance, market dynamics, and strategic priorities to ensure the long-term success of HoloBet.

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

HoloBet aims to establish itself as a reputable player in the industry, focusing on sustainable growth, customer satisfaction, and market share expansion over the next three years. The strategy encompasses a blend of financial prudence, targeted marketing efforts, technological innovation, and operational efficiency to achieve strategic objectives.

Financial Strategy:

1. **Cost Control and Efficiency:** Implement rigorous cost control measures to optimize operational expenses while maintaining service quality and compliance standards.
2. **Profit Reinvestment:** Allocate a portion of profits towards strategic investments in technology upgrades, game portfolio expansion, and marketing initiatives to drive growth and enhance competitiveness.
3. **Risk Management:** Mitigate financial risks through prudent financial planning, diversification of revenue streams, and maintaining adequate cash reserves for contingencies and future expansion.

Marketing Strategy:

1. **Targeted Customer Acquisition:** Identify and target specific demographics and market segments through data-driven marketing strategies, personalized promotions, and targeted advertising campaigns.
2. **Brand Building and Awareness:** Invest in brand-building activities to enhance brand recognition and credibility through consistent messaging, engaging content, and community outreach efforts.
3. **Customer Retention:** Implement customer-centric strategies to foster loyalty and retention, including personalized rewards programs, VIP schemes, and exceptional customer service.

4. **Market Expansion:** Explore new geographic markets and demographics to expand the player base, leveraging strategic partnerships, localized marketing initiatives, and regulatory compliance.

Year 1 Financial and Marketing Plans:

1. Financial Plan:

- **Initial Investment:** Allocate \$200,000 for platform setup, licensing, and marketing expenses.
- **Revenue Projection:** Target \$500,000 in revenue with a focus on player acquisition and retention.
- **Expense Management:** Limit expenses to \$350,000 through lean operations and efficient resource allocation.
- **Cash Flow Management:** Maintain a cash reserve of at least 20% of revenue (\$100,000) for financial stability and contingencies.

2. Marketing Plan:

- **Digital Marketing Campaigns:** Launch targeted digital marketing campaigns across online channels, including social media, search engines, and affiliate networks, with a budget of \$50,000.
- **Player Incentives:** Offer attractive sign-up bonuses, free spins, and promotional offers to incentivize player registration and initial deposits.
- **Customer Support:** Provide responsive and reliable customer support through multiple channels, including live chat, email, and phone, to enhance customer satisfaction and retention.

Year 2 Financial and Marketing Plans:

1. Financial Plan:

- **Revenue Growth:** Target a 15% increase in revenue to reach \$575,000 by expanding the game portfolio and enhancing player engagement.
- **Expense Allocation:** Increase marketing budget to \$75,000 to support brand-building efforts and customer acquisition initiatives.
- **Reinvestment Strategy:** Allocate a portion of profits towards technology upgrades, customer experience enhancements, and talent acquisition to sustain growth momentum.

2. Marketing Plan:

- **Brand Awareness Campaigns:** Continue brand-building activities through content marketing, influencer partnerships, and sponsorship opportunities to increase brand recognition and credibility.
- **Loyalty Programs:** Introduce tiered loyalty programs and exclusive VIP rewards to incentivize repeat play and increase customer lifetime value.

- **Community Engagement:** Foster community engagement through social media engagement, forums, and user-generated content to build a loyal player community and drive word-of-mouth referrals.

Year 3 Financial and Marketing Plans:

1. Financial Plan:

- **Revenue Expansion:** Target a 20% increase in revenue to \$690,000 by diversifying revenue streams, optimizing operational efficiency, and capitalizing on market opportunities.
- **Strategic Investments:** Allocate funds towards strategic partnerships, technology innovations, and regulatory compliance to sustain competitive advantage and drive long-term growth.
- **Financial Sustainability:** Maintain a healthy cash flow and profitability ratio to support ongoing operations, expansion initiatives, and shareholder returns.

2. Marketing Plan:

- **Market Penetration:** Explore new market segments and geographical regions through targeted marketing campaigns, localized content, and language-specific promotions to expand the player base and capture market share.
- **Brand Differentiation:** Emphasize unique selling propositions, such as exclusive game offerings, innovative features, and superior customer service, to differentiate the brand from competitors and enhance perceived value.
- **Data-Driven Marketing:** Utilize data analytics and customer insights to personalize marketing communications, optimize conversion rates, and maximize return on investment across marketing channels.

By implementing this comprehensive strategy, HoloBet aims to achieve sustainable growth, secure market share, and maintain a competitive edge in the dynamic and evolving online gaming industry over the next three years. Regular monitoring, analysis, and adaptation of strategies based on performance metrics and market trends will be essential to achieving strategic objectives and ensuring long-term success.

5) Who are the key suppliers and material dependencies?

1. **Software Providers:** Companies that supply the gaming software, including the casino platform, game titles, and backend systems. Examples include:
 - Softgamings
 - Pragmatic Play
 - Evolution Gaming etc.
2. **Payment Processors:** Services that facilitate payment transactions between players and the casino. Key payment processors include:

- Coinspaid
 - Now Payments
 - Capital Pay
3. **Server and Hosting Providers:** Infrastructure services that host HoloBets website, gaming platform, and databases.
 - Softgamings
 4. **Marketing and Advertising Agencies:** Companies that provide marketing services to promote HoloBet and attract players. This may include digital marketing agencies, SEO experts, content creators, and affiliate marketing networks.
 5. **Customer Support Tools and Services:** Software platforms and customer relationship management (CRM) systems used to manage player inquiries, complaints, and support tickets.
 - Zendesk
 - Intercom
 - Softgamings
 6. **Data Analytics and Business Intelligence Providers:** Tools and services for analyzing player behavior, performance metrics, and market trends.
 - Softgamings
 7. **Affiliate Programs and Networks:** Partnerships with affiliate marketers who promote the online casino in exchange for commissions on player referrals.

6) Risk evaluation and management.

1. **Operational Risks:**
 - **Assessment:** Regular audits of technology systems and security protocols.
 - **Mitigation:** Implementation of robust cybersecurity measures and redundant infrastructure.
 - **Management:** Continuous monitoring and staff training to ensure compliance.
2. **Financial Risks:**
 - **Assessment:** Ongoing analysis of revenue streams and currency exchange exposure.
 - **Mitigation:** Diversification of revenue sources and prudent financial management.
 - **Management:** Regular financial reporting and scenario planning.
3. **Reputation Risks:**
 - **Assessment:** Monitoring of customer feedback and social media sentiment.

- **Mitigation:** Robust customer service protocols and proactive communication strategies.
- **Management:** Swift response to customer complaints and transparent communication.

4. Legal and Regulatory Risks:

- **Assessment:** Regular review of gaming regulations and legal obligations.
- **Mitigation:** Establishment of compliance programs and engagement with legal counsel.
- **Management:** Timely response to regulatory inquiries and remediation of compliance deficiencies.

5. Strategic Risks:

- **Assessment:** Analysis of market trends and competitive landscape.
- **Mitigation:** Adoption of agile business strategies and strategic partnerships.
- **Management:** Regular strategic planning and performance evaluations.

By integrating these practices, HoloBet can effectively identify, evaluate, and address risks, ensuring operational resilience, regulatory compliance, and sustained success.

7) Legal and governance framework.

Currently HoloBet is still in its infancy however the future board will oversee the following framework

1. Licensing and Compliance:

- Obtaining and maintaining necessary licenses and adhering to local and international gambling regulations.

2. Corporate Governance:

- Establishing and maintaining a legal entity and implementing governance policies for transparency and accountability.

3. Risk Management:

- Identifying, assessing, and mitigating operational, financial, and legal risks through internal controls and regular audits.

4. Legal Documentation:

- Maintaining comprehensive terms of service, privacy policies, and vendor contracts to protect the interests of the casino and its players.

5. Compliance Monitoring:

- Appointing a compliance officer to oversee regulatory compliance, monitor changes in laws, and provide employee training.

6. Responsible Gambling Measures:

- Implementing and maintaining measures for player protection, including age verification and responsible gaming tools.

By focusing on these key areas, HoloBet can ensure legal compliance, mitigate risks, and promote a safe and transparent gambling environment.

HoloBet is solely owned by the UBO, deadlocks are not possible, legal support and advice is sourced from experienced industry professionals.

8) Target KPIs and business objectives**1. Player Metrics:**

- Measure new player sign-ups, retention rates, and revenue per player to assess customer acquisition and engagement.

2. Revenue Performance:

- Track total revenue, revenue growth rate, and operational expenses to ensure financial sustainability and profitability.

3. Customer Satisfaction:

- Monitor customer satisfaction scores and engagement metrics to gauge player experience and loyalty.

4. Compliance and Technology:

- Ensure regulatory compliance and monitor technology performance to maintain operational integrity and trustworthiness.

5. Brand Recognition:

- Assess brand awareness, website traffic, and market share to strengthen brand presence and competitiveness.

6. Responsible Gambling:

- Measure usage of responsible gambling tools and interventions to promote player well-being and social responsibility.

By focusing on these core KPIs, HoloBet can effectively measure success and track progress towards its long-term business objectives.

9) Policies and Procedures**1. Describe whether the policies and procedures are done internally, or externally.**

HoloBet's policies and procedures are conducted internally with advice taken from strategic partners and legal advisors. Policies can be found directly on our website.

2. Describe the intended timelines and commitment to keeping the GCB apprised.

HoloBet will continue to keep the GCB apprised on an ongoing basis as mandated by them.

3. Describe why the board believes, acting reasonably, that the person/entity doing the policies and procedures is qualified, competent and not conflicted.

HoloBet's UBO has a proven track record of successful business acumen across multiple companies as evidenced in the Personal History Disclosure form.

Thank you for your consideration