

Business Plan

AFROPARI.COM

IRIDIUM GROUP N.V.



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1. OVERVIEW OF BUSINESS

1.1. PROJECT SUMMARY

AFROPARI.COM operates under the Gaming Curacao license - 365JAZ. IRIDIUM GROUP N.V. is a company dedicated to delivering enriched online gaming experiences, integrating technologies tailored to engage players.

The domain AFROPARI.COM is owned and operated by IRIDIUM GROUP N.V., a Curacao-based company.

The screenshot displays the Safenames International Domain Portal interface. The top navigation bar includes links for Home, WHOIS, Help, and Logout. The account information shows 'Account: OLEH MALETSKYI | Security level: 1' and a 'Cashpot balance: €0.00'. The main content area is titled 'My Domain Names' and shows '1 domain names found (matching "afropari.com")'. A table lists the domain 'afropari.com' with details: TLD (com), Account / Sub Account (OLEH MALETSKYI), Registration Term (2 yrs), Registered Date (14.12.2022), Renewal Date (14.12.2024), and Invoice Info (View (1) Invoices). The bottom section contains a Site Map, More Resources, and Global Domain Search.

Site Map

- Account**
 - Account Profile
 - Users
 - Create Sub-account
 - Manage Sub-accounts
 - Invoices
 - Fees
- Domain Management**
 - View My Domains
 - Renewals
 - Move Domains To A Sub-account
 - Pending Orders
 - SSL Certificates
- DNS & Transfers**
 - Modify Nameservers
 - Edit DNS Records
 - Web Redirects
 - Transfer-in
 - Transfer-out
 - Pending Transfer-in
 - Pending Transfer-out

More Resources

- Support**
 - Help
 - Knowledge Base
- Direct Contact**
 - Sales Department
 - Registrations / Transfers Department
 - Billing Department
 - Legal Services
 - Customer Services
- Resources**
 - Domain Name Regulations
 - WHOIS Lookup
 - IDN Converter
 - Legal Documents
 - About Us

Global Domain Search

Search & Order Wizard
Fast Track Search & Order
Order IDN Domains
Order SSL Certificates

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Starting in 2024, the Gaming Control Board will serve as the prospective regulatory authority. The application for the government license is presently underway.



Company Description:

Welcome to AFROPARI, where we transcend boundaries to provide an immersive and responsible online gaming experience. We're a beacon of innovation, integrity, and excitement in the dynamic world of digital gaming.

Vision:

AFROPARI envisions a global gaming community where every player feels empowered, entertained, and secure. Our vision is to redefine the gaming industry by fostering innovation, embracing responsibility, and creating an inclusive space for players from all walks of life.

Mission:

At AFROPARI, our mission is guided by several principles:

1. **Innovation Hub:** Driving technological advancements and pushing creative boundaries to deliver an unparalleled gaming experience through a diverse range of cutting-edge games.
2. **Responsible Gaming Advocacy:** Taking a proactive approach to responsible gaming by implementing robust player protection measures, investing in educational resources, and collaborating with organizations dedicated to promoting healthy gaming habits.
3. **Player-Centric Focus:** Placing our players at the heart of everything we do, offering personalized experiences, responsive customer support, and a commitment to continuously enhance our offerings based on player feedback.
4. **Global Connectivity:** Breaking down geographical barriers and creating a global gaming network that welcomes players from diverse cultures, backgrounds, and regions.

Goals:

1. **Excellence in Entertainment:** Striving for excellence in every aspect of entertainment, ensuring our games are not just a source of excitement but also a platform for social interaction, skill development, and memorable experiences.
2. **Innovation Leadership:** Aspiring to be at the forefront of industry innovation, setting new standards for gaming excellence, and continuously surprising our players with novel and engaging gaming experiences.

3. Community Impact: Making a positive impact on the community by contributing to charitable causes, supporting local initiatives, and promoting responsible gaming as a cornerstone of our corporate social responsibility.
4. Sustainable Growth: Achieving sustainable growth by balancing financial success with ethical business practices, environmental responsibility, and a commitment to the well-being of our players.

1.2. UBO BACKGROUND

- 1.2.1 With a background in technology and data analysis, Oleh Maletskyi held key roles in esteemed Ukrainian firms. As Chief Technology Officer at Apiko, directed technological strategies, fostering innovation. At Yalantis, as Software Development Manager, orchestrated projects, ensuring quality delivery. As a Data Analyst at Zfort Group, Oleh Maletskyi extracted insights from intricate datasets. Each role honed his leadership, project management, and analytical skills, contributing to the success of these organizations.
- Leveraging her tenure as the CEO & Founder of AFROPARI, Oleh holds profound insights across all project aspects, providing her with a distinct advantage in guiding the company towards success in her current role as CEO & Founder.

OLEH MALETSKYI
CEO & FOUNDER

maletskyoleh@gmail.com
Kyiv, Ukraine
06.05.1987

Work Experience

- CEO & FOUNDER | AFROPARI**
2024 - Present
- Strategic leadership for sustainable growth and market competitiveness.
 - Ensure regulatory compliance, risk management, and ethical business practices.
 - Drive innovation, integrate technology, and enhance user experience.
- Chief Technology Officer | Apiko | Ukraine**
2016 -2024
- Oversee technology development and implementation.
 - Ensure IT infrastructure security and scalability.
 - Lead innovation in software and platform enhancements.
- Software Development Manager | Yalantis | Ukraine**
2013 - 2016
- Lead software development teams in product creation.
 - Ensure timely and quality delivery of software projects.
 - Collaborate with cross-functional teams for seamless integration.
- Data Analyst | Zfort Group | Kharkov, Ukraine**
2009 - 2013
- Analyze user behavior and data for insights.
 - Optimize products based on data-driven decisions.
 - Implement data privacy and protection measures.

Skills & Specialization

- Experience with data analysis tools (e.g., SQL, R, or Python libraries).
- Problem Solving
- Communication
- Proficient in programming languages (e.g., Python, Java).
- Time Management

Education History

Bachelor of Science in Computer Science | National Technical University of Ukraine "Kyiv Polytechnic Institute"
2005-2009

1.3. GAMES LIST

Main types of casino games:

- 1.3.1 Type 1 – Games of Chance (RNG-based games such as slots and casino table games)
- 1.3.2 Type 2 – Betting (including live betting and virtual-sports betting)
- 1.3.3 Type 3 – Live Dealer Games
- 1.3.4 Type 4 – Pooled-prize games (such as lotteries and parimutuel)
- 1.3.5 Type 5: Promoting peer-to-peer games (such as sport-exchange, bingo and poker)

1.4. INDICATORS OF THE PROJECT

The project's economic viability has been confirmed through the calculation of conventional financial indicators typically used in project analysis.

Table 1. Indicators of the project

Name of the index	Value of the index
Calculation period of the project, year	3
Laid-down capital (LDC), EUR	195 550
Sum of proceeds (SP), EUR	4 408 992
Net average operational receipts per month (NAOR), EUR	33 800
Net profit for the project period, EUR	972 208
Average profitability for the project period (net profit to proceeds	22,05%
Discounting rate (DR), %	19,00%
Net present value (NPV), EUR	306 189
Average Rate of Return of investments (ARR)	136,62%
Return on investment (ROI)	397%
Profitability index (PI)	1,6
Internal rate of return (IRR)	76,46%
Pay back period of the project in whole (PBP), incl. financing scheme	18 months
	1,5 years

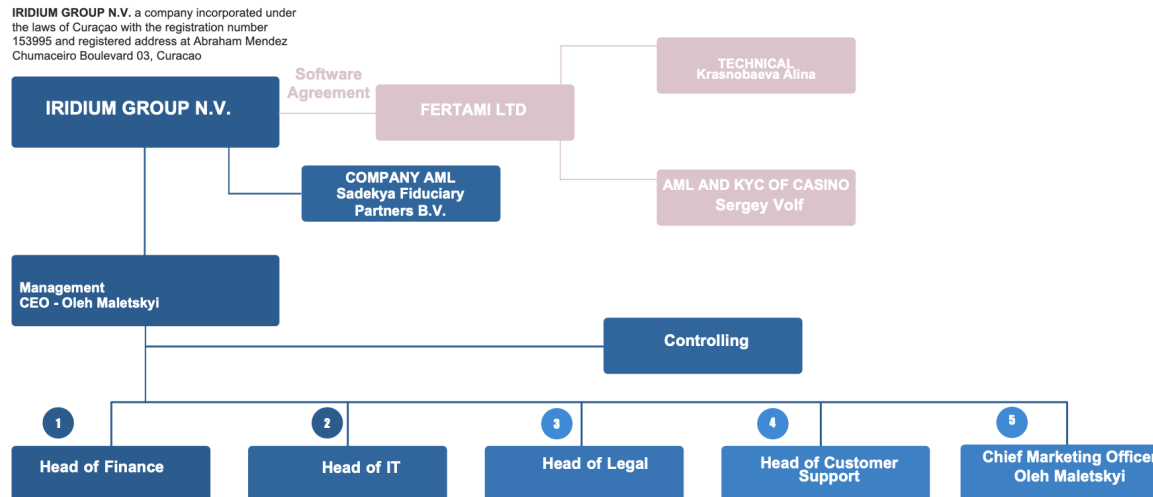
2. COMPANY MANAGEMENT STRUCTURE

2.1. BOARD OVERSIGHT

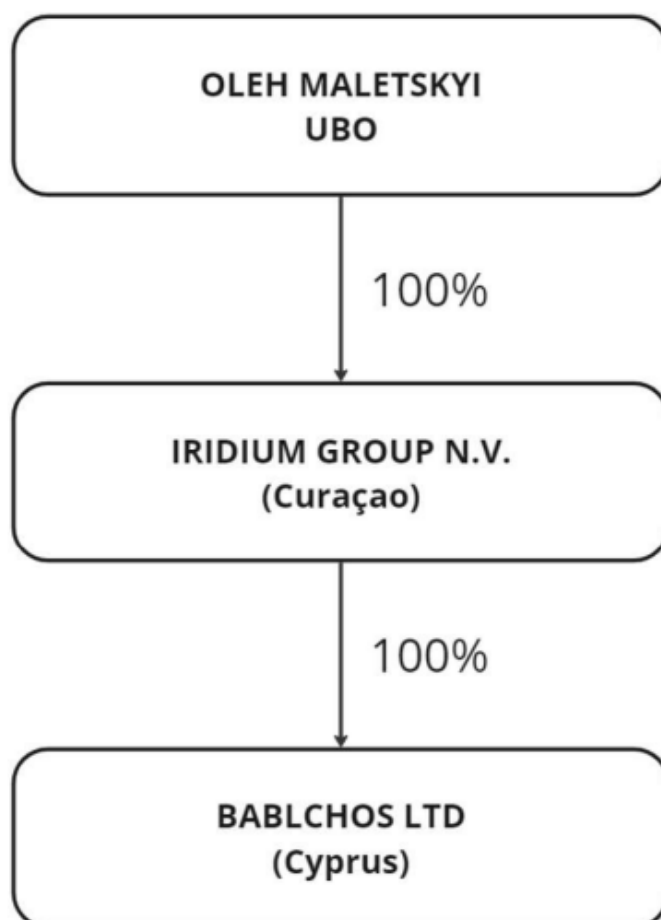
Board oversight at the Operator is primarily conducted by the CEO, who also happens to be the sole shareholder. He actively manages the day-to-day operations of the business, taking charge of marketing initiatives, charting the company's growth trajectory across various sectors, integrating payment solutions, and expanding the brand into new geographical markets. Board meetings may involve key employees and the director himself.

The CEO delegates strategies and decision-making authority directly to departments and functions, fostering a flexible approach to decision-making while preventing deadlock. Legal support is handled internally by dedicated departments and officers. While department heads play a significant role in decision-making, the CEO typically finalizes most decisions, ensuring a cohesive and efficient process.

Company control structure



Corporate Structure
IRIDIUM GROUP N.V.



3. FINANCIAL SUMMARY

3.1. FINANCIAL ESTIMATION FOR THE FIRST, SECOND AND THIRD YEAR

Table 2. Cash flow for the first year, euro

	Total for 3 years	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25
Month of the project		1	2	3	4	5	6	7	8	9	10	11	12
Number of days in the period		30	31	30	31	31	30	31	30	31	31	28	31
Cash flow - INVESTING	- 195 550	- 182 000	-	-	- 13 550	-	-	-	-	-	-	-	-
Acquisition of a license and security payment	- 182 000	- 182 000	-	-	-	-	-	-	-	-	-	-	-
Payment for the Amazon server	- 10 650	-	-	-	- 10 650	-	-	-	-	-	-	-	-
Office equipment and stationery	- 2 900	-	-	-	- 2 900	-	-	-	-	-	-	-	-
Cash flow - OPERATING	1 076 751	- 4 850	-	-	-	- 40 970	4 011	7 305	10 594	11 768	15 165	- 22 506	21 076
Proceeds	4 408 992	-	-	-	-	33 250	41 895	47 774	53 810	60 520	68 074	71 249	80 279
Income from clients	4 408 992	-	-	-	-	33 250	41 895	47 774	53 810	60 520	68 074	71 249	80 279
Expenses total	- 3 332 241	- 4 850	-	-	-	- 74 220	- 37 884	- 40 469	- 43 217	- 48 751	- 52 909	- 93 754	- 59 203
Direct costs	- 2 624 294	- 4 850	-	-	-	- 65 232	- 28 684	- 30 339	- 32 160	- 37 363	- 40 563	- 42 766	- 45 189
Advertising costs	- 1 310 133	-	-	-	-	- 28 728	- 16 553	- 18 208	- 20 029	- 22 032	- 22 032	- 24 235	- 26 658
Additional staff costs	- 848 000	-	-	-	-	-	-	-	-	- 3 200	- 6 400	- 6 400	- 6 400
License fees	- 142 961	- 4 850	-	-	-	- 26 404	- 2 031	- 2 031	- 2 031	- 2 031	- 2 031	- 2 031	- 2 031
Salary	- 323 200	-	-	-	-	- 10 100	- 10 100	- 10 100	- 10 100	- 10 100	- 10 100	- 10 100	- 10 100

Indirect costs	-	411 627	-	-	-	-	8 988	-	8 988	-	8 988	-	8 988	-	50 988	-	8 988
Accounting	-	80 000	-	-	-	-	2 500	-	2 500	-	2 500	-	2 500	-	2 500	-	2 500
Office equipment maintenance	-	78 667	-	-	-	-	2 458	-	2 458	-	2 458	-	2 458	-	2 458	-	2 458
Hosting	-	124 000	-	-	-	-	-	-	-	-	-	-	-	-	42 000	-	-
Office rent	-	32 960	-	-	-	-	1 030	-	1 030	-	1 030	-	1 030	-	1 030	-	1 030
Legal support	-	96 000	-	-	-	-	3 000	-	3 000	-	3 000	-	3 000	-	3 000	-	3 000
Taxes	-	296 320	-	-	-	-	-	-	212	-	1 141	-	2 069	-	3 358	-	5 025
Profit tax	-	296 320	-	-	-	-	-	-	212	-	1 141	-	2 069	-	3 358	-	5 025
Cash flow - FINANCING	-	103 802	186 850	-	-	13 550	40 970	-	263	-	1 416	-	2 567	-	2 978	-	4 167
Co-investor's investment		263 904	186 850	-	-	13 550	40 970	-	-	-	-	-	-	-	22 506	-	-
Refunds to co-investor	-	367 706	-	-	-	-	-	-	263	-	1 416	-	2 567	-	2 978	-	4 167

CASH FLOW OF THE PROJECT		777 399	-	-	-	-	-	3 748	5 889	8 027	8 790	10 998	-	14 840
progressive total (cash balance)		777 399	-	-	-	-	-	3 748	9 637	17 663	26 453	37 451	37 451	52 292

Table 3. Cash flow for the second year, euro

	Total for 3 years	Apr-25	May-25	Jun-25	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25	Jan-26	Feb-26	Mar-26
Month of the project		13	14	15	16	17	18	19	20	21	22	23	24
Number of days in the period		30	31	30	31	31	30	31	30	31	31	28	31
Cash flow - INVESTING	- 195 550	-	-	-	-	-	-	-	-	-	-	-	-
Acquisition of a license and security payment	- 182 000	-	-	-	-	-	-	-	-	-	-	-	-
Payment for the Amazon server	- 10 650	-	-	-	-	-	-	-	-	-	-	-	-
Office equipment and stationery	- 2 900	-	-	-	-	-	-	-	-	-	-	-	-
Cash flow - OPERATING	1 076 751	28 209	36 395	32 586	32 965	14 075	30 747	38 184	37 900	41 758	27 660	- 28	35 541
Proceeds	4 408 992	92 090	102 585	104 101	104 587	104 742	111 076	120 611	126 646	131 593	123 143	130 574	133 248
Income from clients	4 408 992	92 090	102 585	104 101	104 587	104 742	111 076	120 611	126 646	131 593	123 143	130 574	133 248
Expenses total	- 3 332 241	- 63 881	- 66 190	- 71 515	- 71 622	- 90 667	- 80 329	- 82 427	- 88 746	- 89 835	- 95 484	- 130 602	- 97 707
Direct costs	- 2 624 294	- 47 855	- 47 855	- 54 255	- 54 255	- 78 628	- 63 588	- 63 588	- 69 988	- 69 988	- 79 613	- 79 613	- 79 613
Advertising costs	- 1 310 133	- 29 324	- 29 324	- 29 324	- 29 324	- 29 324	- 32 257	- 32 257	- 32 257	- 32 257	- 35 482	- 35 482	- 35 482
Additional staff costs	- 848 000	- 6 400	- 6 400	- 12 800	- 12 800	- 12 800	- 19 200	- 19 200	- 25 600	- 25 600	- 32 000	- 32 000	- 32 000
License fees	- 142 961	- 2 031	- 2 031	- 2 031	- 2 031	- 26 404	- 2 031	- 2 031	- 2 031	- 2 031	- 2 031	- 2 031	- 2 031
Salary	- 323 200	- 10 100	- 10 100	- 10 100	- 10 100	- 10 100	- 10 100	- 10 100	- 10 100	- 10 100	- 10 100	- 10 100	- 10 100
Indirect costs	- 411 627	- 8 988	- 8 988	- 8 988	- 8 988	- 8 988	- 8 988	- 8 988	- 8 988	- 8 988	- 8 988	- 50 988	- 8 988
Accounting	- 80 000	- 2 500	- 2 500	- 2 500	- 2 500	- 2 500	- 2 500	- 2 500	- 2 500	- 2 500	- 2 500	- 2 500	- 2 500
Office equipment maintenance	- 78 667	- 2 458	- 2 458	- 2 458	- 2 458	- 2 458	- 2 458	- 2 458	- 2 458	- 2 458	- 2 458	- 2 458	- 2 458
Hosting	- 124 000	-	-	-	-	-	-	-	-	-	-	- 42 000	-

Office rent	-	32 960	-	1 030	-	1 030	-	1 030	-	1 030	-	1 030	-	1 030	-	1 030
Legal support	-	96 000	-	3 000	-	3 000	-	3 000	-	3 000	-	3 000	-	3 000	-	3 000
Taxes	-	296 320	-	7 037	-	9 346	-	8 272	-	8 378	-	3 051	-	7 753	-	9 851
Profit tax	-	296 320	-	7 037	-	9 346	-	8 272	-	8 378	-	3 051	-	7 753	-	9 851
Cash flow - FINANCING	-	103 802	-	8 732	-	11 598	-	10 264	-	10 397	-	3 786	-	9 621	-	12 224
Co-investor's investment		263 904		-		-		-		-		-		-		-
Refunds to co-investor	-	367 706	-	8 732	-	11 598	-	10 264	-	10 397	-	3 786	-	9 621	-	12 224

CASH FLOW OF THE PROJECT		777 399		19 477		24 798		22 322		22 568		10 289		21 126		25 960
progressive total (cash balance)		777 399		71 768		96 566		118 887		141 455		151 744		172 871		198 831

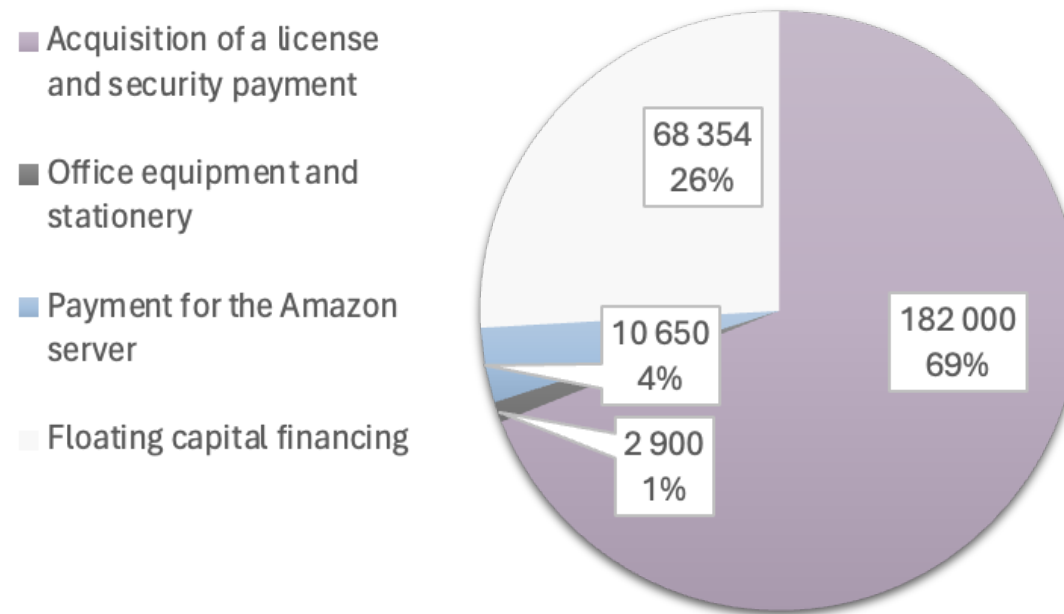
Table 4. Cash flow for the third year, euro

	Total for 3 years	Apr-26	May-26	Jun-26	Jul-26	Aug-26	Sep-26	Oct-26	Nov-26	Dec-26	Jan-27	Feb-27	Mar-27
Month of the project		25	26	27	28	29	30	31	32	33	34	35	36
Number of days in the period		30	31	30	31	31	30	31	30	31	31	28	31
Cash flow - INVESTING	- 195 550	-	-	-	-	-	-	-	-	-	-	-	-
Acquisition of a license and security payment	- 182 000	-	-	-	-	-	-	-	-	-	-	-	-
Payment for the Amazon server	- 10 650	-	-	-	-	-	-	-	-	-	-	-	-
Office equipment and stationery	- 2 900	-	-	-	-	-	-	-	-	-	-	-	-
Cash flow - OPERATING	1 076 751	36 293	28 803	30 484	36 141	14 664	44 983	58 809	74 958	88 602	93 354	78 280	133 796
Proceeds	4 408 992	134 211	134 558	140 616	152 162	166 523	186 215	209 655	236 645	267 452	281 150	310 191	347 766
Income from clients	4 408 992	134 211	134 558	140 616	152 162	166 523	186 215	209 655	236 645	267 452	281 150	310 191	347 766
Expenses total	- 3 332 241	- 97 919	- 105 755	- 110 132	- 116 021	- 151 859	- 141 232	- 150 846	- 161 687	- 178 850	- 187 796	- 231 911	- 213 970
Direct costs	- 2 624 294	- 79 613	- 89 562	- 93 465	- 97 758	- 139 654	- 120 476	- 126 190	- 132 476	- 145 791	- 153 397	- 161 763	- 168 163
Advertising costs	- 1 310 133	- 35 482	- 39 031	- 42 934	- 47 227	- 51 950	- 57 145	- 62 859	- 69 145	- 76 060	- 83 666	- 92 032	- 92 032
Additional staff costs	- 848 000	- 32 000	- 38 400	- 38 400	- 38 400	- 51 200	- 51 200	- 51 200	- 51 200	- 57 600	- 57 600	- 57 600	- 64 000
License fees	- 142 961	- 2 031	- 2 031	- 2 031	- 2 031	- 26 404	- 2 031	- 2 031	- 2 031	- 2 031	- 2 031	- 2 031	- 2 031
Salary	- 323 200	- 10 100	- 10 100	- 10 100	- 10 100	- 10 100	- 10 100	- 10 100	- 10 100	- 10 100	- 10 100	- 10 100	- 10 100
Indirect costs	- 411 627	- 8 988	- 8 988	- 8 988	- 8 988	- 8 988	- 8 988	- 8 988	- 8 988	- 8 988	- 8 988	- 48 988	- 8 988
Accounting	- 80 000	- 2 500	- 2 500	- 2 500	- 2 500	- 2 500	- 2 500	- 2 500	- 2 500	- 2 500	- 2 500	- 2 500	- 2 500
Office equipment maintenance	- 78 667	- 2 458	- 2 458	- 2 458	- 2 458	- 2 458	- 2 458	- 2 458	- 2 458	- 2 458	- 2 458	- 2 458	- 2 458
Hosting	- 124 000	-	-	-	-	-	-	-	-	-	-	- 40 000	-
Office rent	- 32 960	- 1 030	- 1 030	- 1 030	- 1 030	- 1 030	- 1 030	- 1 030	- 1 030	- 1 030	- 1 030	- 1 030	- 1 030
Legal support	- 96 000	- 3 000	- 3 000	- 3 000	- 3 000	- 3 000	- 3 000	- 3 000	- 3 000	- 3 000	- 3 000	- 3 000	- 3 000

<i>Taxes</i>	-	296 320	-	9 317	-	7 205	-	7 679	-	9 274	-	3 217	-	11 768	-	15 668	-	20 223	-	24 071	-	25 411	-	21 160	-	36 818
Profit tax	-	296 320	-	9 317	-	7 205	-	7 679	-	9 274	-	3 217	-	11 768	-	15 668	-	20 223	-	24 071	-	25 411	-	21 160	-	36 818
Cash flow - FINANCING	-	103 802	-	11 562	-	8 940	-	9 529	-	11 509	-	3 992	-	14 603	-	19 442	-	25 095	-	29 870	-	31 533	-	26 257	-	45 688
Co-investor's investment		263 904		-		-		-		-		-		-		-		-		-		-		-		-
Refunds to co-investor	-	367 706	-	11 562	-	8 940	-	9 529	-	11 509	-	3 992	-	14 603	-	19 442	-	25 095	-	29 870	-	31 533	-	26 257	-	45 688
	-		-		-		-		-		-		-		-		-		-		-		-		-	
CASH FLOW OF THE PROJECT		777 399		24 731		19 863		20 955		24 633		10 672		30 380		39 366		49 863		58 732		61 821		52 023		88 108
progressive total (cash balance)		777 399		320 983		340 846		361 801		386 434		397 106		427 486		466 852		516 716		575 448		637 268		689 291		777 399

3.2. INVESTMENT SCHEME, OUTLINING INVESTMENT TYPES, PROJECTED COSTS, AND SOURCE OF WEALTH EXPLANATION

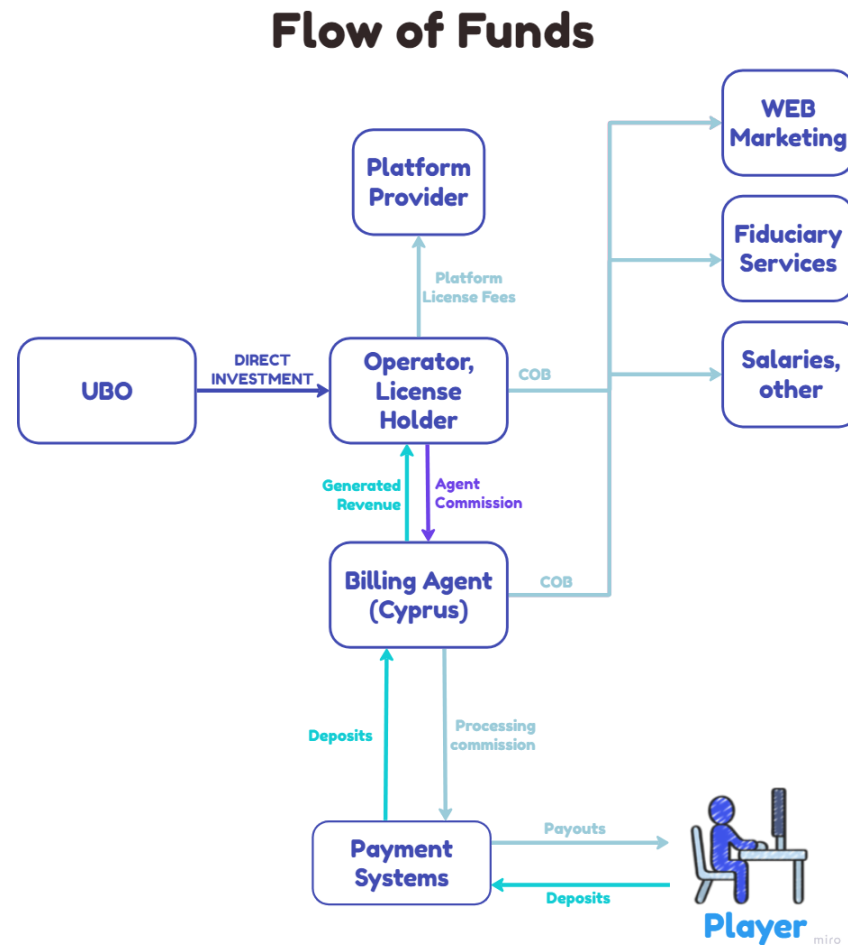
Diagram 1. Investments structure



The project's funding is provided by the investor, with a projected total payment of €242.2 thousand over the project's duration. Initial investments consist of funds directly provided by the Ultimate Beneficial Owner. Upon launch, profits are expected to be generated directly from operations.

3.3. FLOW OF FUNDS SCHEMATIC

The cost of business for the project includes license fees to the Platform provider, Web-marketing, Service fees to employees and legal fees to fiduciary service providers.



4. PRODUCTS & SERVICE

4.1. REGISTRATIONS AND OPENING OF AN ACCOUNT

The screenshot displays the AFROPARI website interface. At the top, there is a navigation bar with links for 'Mobile application', currency selection (\$), 'Log In', and 'Registration'. Below this is a secondary navigation bar with categories: 'Today', 'Live', 'PROMO', 'Games', 'Casino', 'Live Casino', and 'Extra'. A search bar is located on the left side of the main content area.

The main banner features a large image of a slot machine in a desert landscape with the text 'CASINO BONUS UP TO 200%' and '200% 150FS'. A 'Find out more' button is positioned below the text.

Below the banner, there are four football match cards, each with a 'TOP' indicator and a 'Find out more' button:

- Football. Spain. La Liga** (19/04/2024 22:00): Athletic Bilbao vs Granada. Odds: 1.297, X 6.13, 2 12.3.
- Football. England. Premier League** (20/04/2024 21:30): Wolverhampton Wanderers vs Arsenal. Odds: 1 9.5, X 5.48, 2 1.374.
- Football. Italy. Serie A** (19/04/2024 21:45): Cagliari Calcio vs Juventus. Odds: 1 5.17, X 3.705, 2 1.811.
- Football. Germany. Bundesliga** (19/04/2024 21:45): Eintracht Frankfurt vs Augsburg. Odds: 1 2.097.

At the bottom, there is a 'Today' section with tabs for 'Football', 'Tennis', 'Basketball', and 'Ice Hockey'. A 'Bet slip' button is located on the right side of the page.

On the right side of the page, there is a 'Registration' section with a dropdown menu for currency selection (USD (US dollar)), a confirmation code field, and a 'Register' button. Below the 'Register' button, there is a disclaimer: 'By clicking this button you confirm that you have read and agree to the Terms and Conditions and Privacy Policy of the company, consent to the processing of your personal information and confirm that you are of legal age.'

Mobile application

\$

AFROPARI

Log In

Registration

⚙

🇬🇧

Today

Live

PROMO

Games

Casino

Live Casino

Extra

Search

🔍

Sports

LIVE

All

⌕

⌆

Football (2457)

▼

Tennis (78)

▼

Basketball (463)

▼

Ice Hockey (68)

▼

Volleyball (280)

▼

Table Tennis (568)

▼

Cricket (61)

▼

American Football (26)

▼

Esports (271)

▼

Sports. A-Z

▼

Arm Wrestling (14)

▼

Athletics (2)

▼

Australian Rules (15)

▼

Badminton (1)

▼

Bare-knuckle Boxing (8)

▼

Baseball (89)

▼

Basque pelota (6)

▼

1 / 10

GE

BE

Find

Football, Sp

19/04/2024

Athletic

Granada

1

1.297

Today

⚽

🇩🇪

Eintracht Frankfurt

Augsburg

19/04 21:30

📊

+1364

2.097

3.865

3.575

1.34

1.304

1.822

1.708

2.5

2.327

20 APRIL

★

1. Heidenheim

RasenBallsport Leipzig

6.57

5.08

1.5

2.785

1.206

1.145

2.265

3.5

1.743

Registration

🇩🇪

+237 6 71 23 45

Confirmation code

USD (US dollar)

Enter promo code (if you have one)

Register

By clicking this button you confirm that you have read and agree to the [Terms and Conditions](#) and [Privacy Policy](#) of the company, consent to the processing of your personal information and confirm that you are of legal age.

Bet slip

Add events to the bet slip or code to load events

Registration

Save/load bet slip

Offers

By phone

By e-mail

One-click

🇩🇪

+237 6 71 23 45 67

Send SMS

Confirmation code

Confirm

USD (US dollar)

▼

Enter promo code (if you have one)

Sports

Welcome bonus on your 1st deposit up to 187 EUR

⚽

Casino + games

Welcome package up to 1500 EUR + 150 FS

🃏

Cancel

Make your choice later in My Account

⌕

Register

By clicking this button you confirm that you have read and agree to the [Terms and Conditions](#) and [Privacy Policy](#) of the company, consent to the processing of your personal information and confirm that you are of legal age.

Mobile application

\$

AFROPARI

Main account (USD)
0

Deposit

EN

Today
Live
PROMO
Games
Casino
Live Casino
Extra

851435277

1/5

Main account (USD)

0

Two-factor authentication

Protect your account!

Enable

Top up your account

Start winning now - make a deposit

Deposit

ACCOUNT

Deposit

Withdraw funds

Bet history

Transaction history

EXTRA

Invite friends

VIP cashback

Bonuses and gifts

PROFILE

Personal profile

Security

Account settings

Log out

Personal profile

Fill in the empty fields to take advantage of the enhanced features of the website!

Edit all

Personal info

Surname

First name

Date of birth

Place of birth

Passport details

Type of document

Select document type

Address

Country

Cameroon

Permanent registered address

4.2. LOG IN AND LOGOUT

The screenshot displays the AFROPARI website interface. At the top, there are links for 'Mobile application', a currency selector '\$', and the 'AFROPARI' logo. Navigation tabs include 'Today', 'Live', 'PROMO', 'Games', and 'Casino'. A 'Log In' button and a 'Registration' button are visible in the top right corner. A modal form is open in the center, allowing users to log in 'By e-mail' or 'By phone'. The form includes fields for 'ID or Email' and 'Password', a 'Remember' checkbox, and a 'Forgot your password?' link. A yellow 'Log in' button is at the bottom of the modal. The background features a large orange banner with the text 'GET 50% ON SECOND DEPOSIT!' and a 'Find out more' button. Below the banner, there are four football match listings with odds. On the right side, there is a 'Registration' section with a dropdown for country, a phone number field, a 'Confirmation code' field, a currency selector 'USD (US dollar)', a 'Enter promo code' field, and a yellow 'Register' button. At the bottom right, there is a 'Bet slip' button.

Mobile application \$ AFROPARI Log In Registration

Today Live PROMO Games Casino

Search

Sports • LIVE

Football (2457) Tennis (78) Basketball (463) Ice Hockey (68) Volleyball (280) Table Tennis (568) Cricket (61) American Football (26) Esports (271)

GET 50% ON SECOND DEPOSIT!

Find out more

By e-mail By phone

ID or Email

Password

☐ Remember [Forgot your password?](#)

Log in

Registration

+237 6 71 23 45 ...

Confirmation code

USD (US dollar)

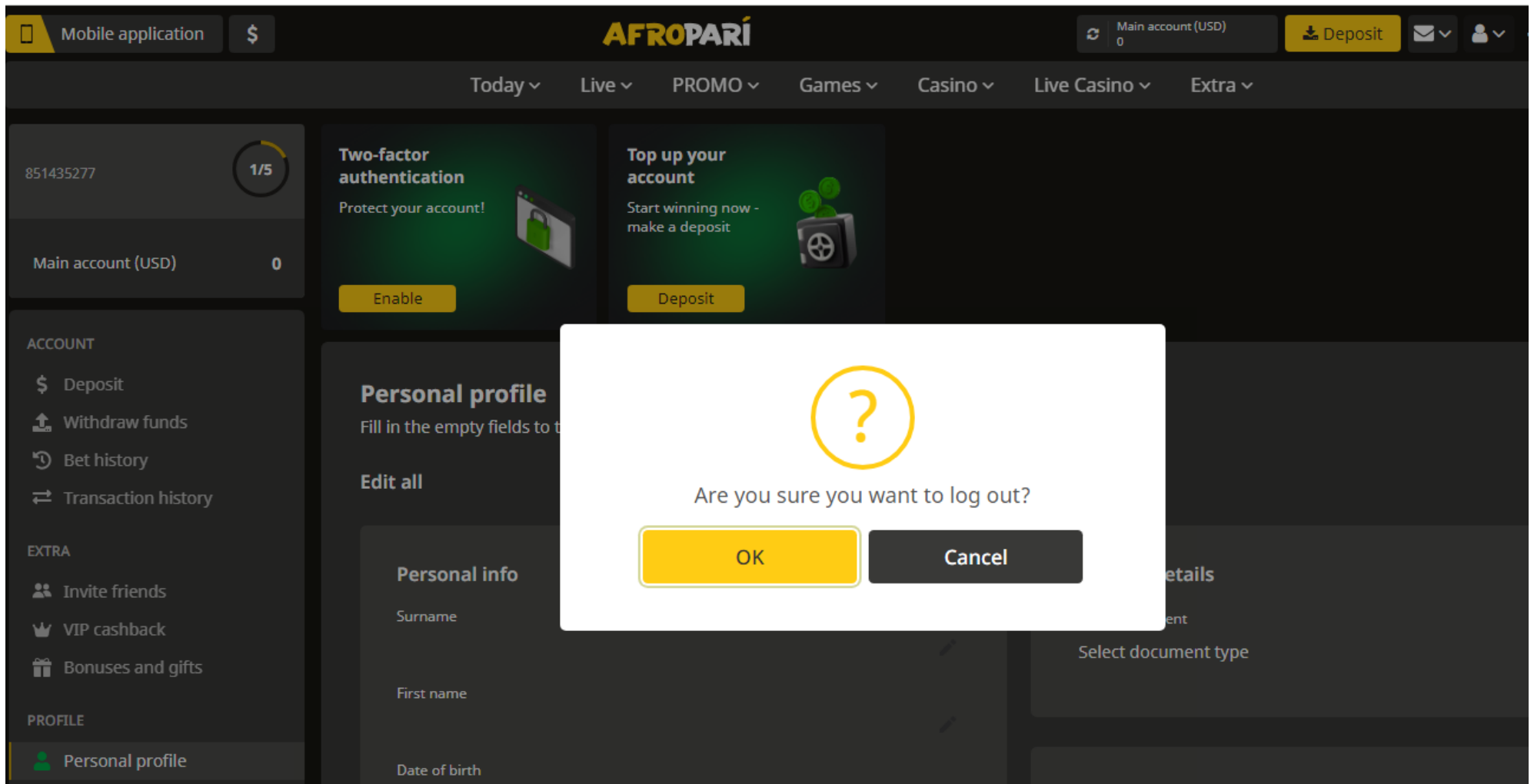
Enter promo code (if you ha...)

Register

By clicking this button you confirm that you have read and agree to the [Terms and Conditions](#) and [Privacy Policy](#) of the company, consent to the processing of your personal information and confirm that you are of legal age.

Bet slip

Match	1	X	2
Football. Spain. La Liga 19/04/2024 22:00 Athletic Bilbao vs Granada	1.297	6.13	12.3
Football. England. Premier League 20/04/2024 21:30 Wolverhampton Wanderers vs Arsenal	9.5	5.48	1.374
Football. Italy. Serie A 19/04/2024 21:45 Cagliari Calcio vs Juventus	5.17	3.705	1.811
Football. Germany. Bundesliga 19/04/2024 21:30 Eintracht Frankfurt vs Augsburg	2.097		



4.3. TERMS AND CONDITIONS/ RULES AND PROCEDURES

TERMS AND CONDITIONS

Search

Q

SHOW ALL

DOWNLOAD OR PRINT

1. TERMS OF SERVICE

2. GENERAL TERMS

3. GENERAL BETTING RULES

4. TYPES OF BETS

5. SELF-EXCLUSION

6. DISPUTE RESOLUTION

7. ACCOUNTS, PAYOUTS & BONUSES

8. LIVE BETTING

9. MATCH RESULTS, DATES AND STARTING TIMES

10. RULES ON SPORTS

1. TERMS OF SERVICE

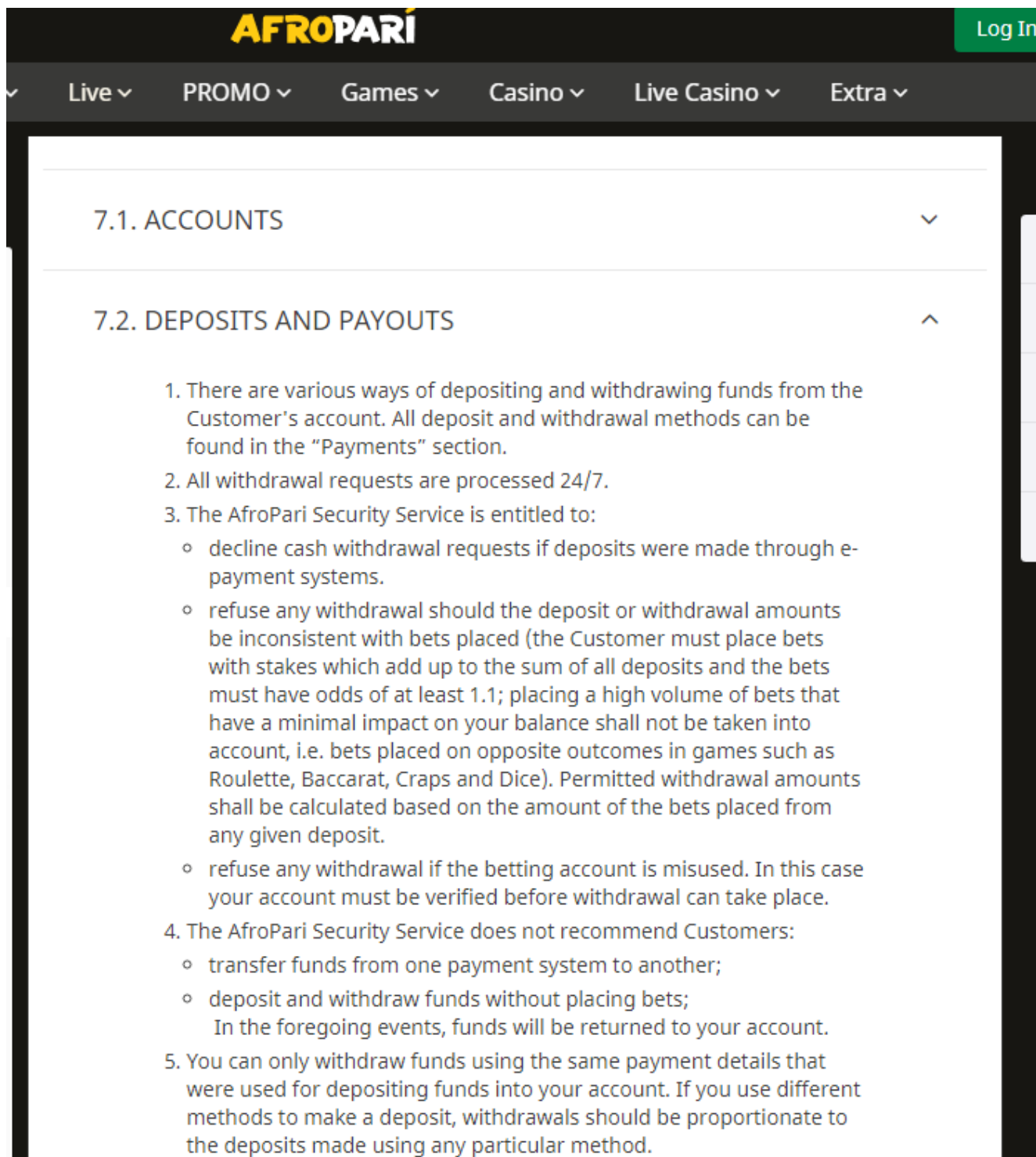
Introduction: 1.1. These terms and conditions and the documents referred to below (the "Terms") apply to the use of the current website (the "Website") and its related or connected services (collectively, the "Service"). You should carefully review these Terms as they contain important information concerning your rights and obligations concerning the use of the Website and form a binding legal agreement between you - our customer (the "Customer"), and us. By using this Website and/or accessing the Service, you, whether you are a guest or a registered user with an account ("Account"), agree to be bound by these Terms, together with any amendments, which may be published from time to time. If you do not accept these Terms, you should refrain from accessing the Service and using the Website. The Service is owned by IRIDIUM GROUP N.V. which is incorporated under the laws of Curaçao with company registration No. 153995 at Abraham de Veerstraat 9, Willemstad, Curaçao and its wholly-owned subsidiary, BABLCHOS LTD, registered in Cyprus with the registration number HE 455257 and registered address Voukourestiou 25, NEPTUNE HOUSE, Floor 1, Flat/Office 11, 3045, Limassol, Cyprus. This website is licensed and regulated by Gaming Services Provider N.V., license No.365/JAZ.

The following Betting Rules pertaining to the bookmaker AfroPari (hereinafter referred to as the Rules) stipulate the manner of accepting bets, paying winnings and resolving disputes, as well as the specific features of certain bets on certain sports. These Rules shall govern any

4.4. OBLIGATIONS AS A PLAYER

4. The right to access and/or use the Website (including any or all of the products offered through the Website) may be considered illegal in certain countries (including, for example, the USA, the United Kingdom, Cyprus, the Netherlands, etc.). We do not intend for our Website to be used for sports betting, gambling or other purposes by people who reside in countries or jurisdictions in which such types of activity are illegal. The list of explicitly forbidden territories is: Aruba, Australia, Bonaire, Curacao, France, Iran, Iraq, Netherlands, Saba, Spain, St Maarten, Statia, U.S.A or the U.S.A dependencies, United Kingdom.
5. The fact that our Website is available in such a country and/or jurisdiction or that it can be displayed in the official language of any of those countries cannot be considered official authorization or legal grounds for using our Website and depositing funds into your account or withdrawing your winnings. The availability of the Website does not mean that it contains any proposals, incitement or invitation to use or subscribe to betting, gambling or any of the other services in any jurisdiction where such activity is illegal.
6. You are responsible for determining whether your accessing and/or use of the Website is compliant with applicable laws in your jurisdiction and you warrant to us that gambling is legal in the territory where you reside. When opening an account and/or using our Website you must make sure that your actions are legal in the territory in which you reside. You also guarantee and agree that you have received legal advice before registering on our Website. If we become aware that you are a resident in a country where the use of our Website is considered illegal, we will have the right to close your account and refund any remaining balance on your account at the moment of its closure (after the deduction of any winnings credited after your most recent deposit was made).
7. The bookmaker shall be entitled to refuse bets from customers who fail to abide by these Rules. The bookmaker reserves the right to refuse to accept a bet of any type from any customer should they violate social standards of conduct and public order.
8. The bookmaker reserves the right to refuse to accept a bet from any individual without giving a reason.
All bets shall be settled based on the data provided by the processing center.
9. Winnings shall be paid to the bettor within 30 (thirty) calendar days from the date of official publication of the results of the latest event on the bet slip.

4.5. PAYOUTS



The screenshot displays the AFROPARI website interface. At the top, there is a navigation bar with the AFROPARI logo on the left and a 'Log In' button on the right. Below the logo, a horizontal menu contains several categories: 'Live', 'PROMO', 'Games', 'Casino', 'Live Casino', and 'Extra', each followed by a downward-pointing chevron. The main content area is a white box with a light gray border. It features two expandable sections: '7.1. ACCOUNTS' with a downward chevron, and '7.2. DEPOSITS AND PAYOUTS' with an upward chevron. The '7.2. DEPOSITS AND PAYOUTS' section is currently expanded, revealing a list of five numbered items. The first item states that various deposit and withdrawal methods are available in the 'Payments' section. The second item notes that withdrawal requests are processed 24/7. The third item details the AfroPari Security Service's policies, including declining cash withdrawals for e-payment deposits, refusing withdrawals inconsistent with bets, and refusing withdrawals for account misuse. The fourth item lists actions not recommended by the security service, such as transferring funds or depositing/withdrawing without betting. The fifth item specifies that withdrawals must use the same payment details as deposits.

AFROPARI Log In

Live ▾ PROMO ▾ Games ▾ Casino ▾ Live Casino ▾ Extra ▾

7.1. ACCOUNTS ▾

7.2. DEPOSITS AND PAYOUTS ^

1. There are various ways of depositing and withdrawing funds from the Customer's account. All deposit and withdrawal methods can be found in the "Payments" section.
2. All withdrawal requests are processed 24/7.
3. The AfroPari Security Service is entitled to:
 - decline cash withdrawal requests if deposits were made through e-payment systems.
 - refuse any withdrawal should the deposit or withdrawal amounts be inconsistent with bets placed (the Customer must place bets with stakes which add up to the sum of all deposits and the bets must have odds of at least 1.1; placing a high volume of bets that have a minimal impact on your balance shall not be taken into account, i.e. bets placed on opposite outcomes in games such as Roulette, Baccarat, Craps and Dice). Permitted withdrawal amounts shall be calculated based on the amount of the bets placed from any given deposit.
 - refuse any withdrawal if the betting account is misused. In this case your account must be verified before withdrawal can take place.
4. The AfroPari Security Service does not recommend Customers:
 - transfer funds from one payment system to another;
 - deposit and withdraw funds without placing bets;In the foregoing events, funds will be returned to your account.
5. You can only withdraw funds using the same payment details that were used for depositing funds into your account. If you use different methods to make a deposit, withdrawals should be proportionate to the deposits made using any particular method.

4.6. WITHDRAWING

Withdrawals can be executed utilizing the payment methods outlined below, as follows: for FIAT deposits, withdrawals can be made in FIAT currency, and for cryptocurrency deposits, withdrawals can be made in cryptocurrency.

4.7. A LIST OF THE GAMES THAT WILL BE PROVIDED

The games will be provided by partners in the Appendix.



5. KEY SUPPLIERS, MATERIAL DEPENDENCIES

5.1. Platform description

The critical supplier for the project is Fertami Ltd. - the supplier of the software platform. **Fertami Ltd**, a company registered under the laws of the Republic of Cyprus under registration number HE 413010 (“Fertami”) has developed the Unionsoft Platform (“**Platform**”) - a software solution for betting companies with 24/7 stream of data and technical support. The Platform provides betting website operators with a reliable software solution designed to deliver high performance and security. Built on advanced technologies, it offers a diverse range of features, including real-time data updates, support for multiple types of bets, huge selection of sports and flexible customization options.

1. Platform specifications

1.1. General specifications

1.1.1. The Platform’s structure

The functional structure of the Platform includes the following modules:

- a) the option to register as a customer
- b) the option to log in and reset the password
- c) the option to make deposits and withdrawals
- d) the option to place bets
- e) the option to view betting history
- f) the option to view deposit history
- g) the option to receive bonuses
- h) the option to view bonus history
- i) the option to contact the customer support team
- j) the option to self-exclude
- k) the option to place limits on deposits
- l) deployment of two-factor authentication
- m) deployment of secret phrase authentication
- n) databases and tables of real events containing established statistics or dynamic odds
- o) service for obtaining odds on events through an API
- p) service for tracking customer money – records of deposits, bets, and withdrawals
- q) service for integrating the Platform with the payment services of other third-party providers through an API

- r)* service for notifying customers about a future event, changes, adverts, and marketing for promotions by email, text message and pop-up message on mobile devices
- s)* tool for protecting and restricting access and assigning competences to Fertami's employees (BackOffice) and displaying an employee's level of access in their profile
- t)* profiles for the technical service departments of remote operating units (B2C) including the department structure, information about the SLA and the serviced business units of the operator or affiliates
- u)* technical support service including the systems for logging in, registration, and recording and resolving questions and problems from service contractors when using email services or live communication
- v)* display of short messages to customers (primarily the status of their account and customer legal compliance)
- w)* the option for customers to put forward and discuss customer ideas to improve the platform's services and install new services, and the option to introduce ratings
- x)* document management – files received from customers – loading files and exchanging them with colleagues securely, tagging, the option to add comments and information about users that downloaded files, version control
- y)* cookie service – storage and sharing of useful links to various online resources, customer recommendations and content on the basis of information accumulated about a customer, improvement and suggestions for customers to make using the platform easier and more efficient
- z)* responsible gaming service – a service for customers to set up their own limits and self-exclude with the option to customize these to suit the different requirements of the various jurisdictions
- aa)* Anti-fraud and AML service – the option to connect third-party resources through an API from government bodies in different jurisdictions to verify customers when they register and if they engage in suspicious activity
- bb)* service for monitoring suspicious customer activity, such as using different payment methods and a large number of small deposits, bets, and withdrawals
- cc)* voting service – the opportunity for customers to vote for the operator's various marketing or informational promotions posted and sent to customers through the Platform's services
- dd)* service for issuing ratings – mechanisms for determining the activity and popularity of Platform users and creation of reports on VIP customers

Compatibility with related platforms

The Platform is compatible with third-party betting platforms and individual slots, casino, corporate back-office portal sufficient for general navigation and information research, a payment system aggregator, and a customer support module.

The Platform also supports:

- a) marketing modules from third parties
- b) integration with the business solutions including CMS, CRM, and BackOffice
- c) integration with external platforms such as Microsoft Office, business email, tasks and calendars, and a platform for sending mass messages by email and SMS
- d) integration with additional structures providing prior verification services on customers, KYC, AML, fraud prevention, and PEP lists to help the operator decide whether to accept certain users
- e) provision of API for several modules
- f) integration with system managing access to information resources for providing the betting odds.
- g) integration with AWS and other data storage services that have security certificates and are located within the EU.

Ergonomic features

It is possible to modify the Platform's interface according to the developed and agreed designs.

The Platform supports access from the following mobile platforms:

iOS

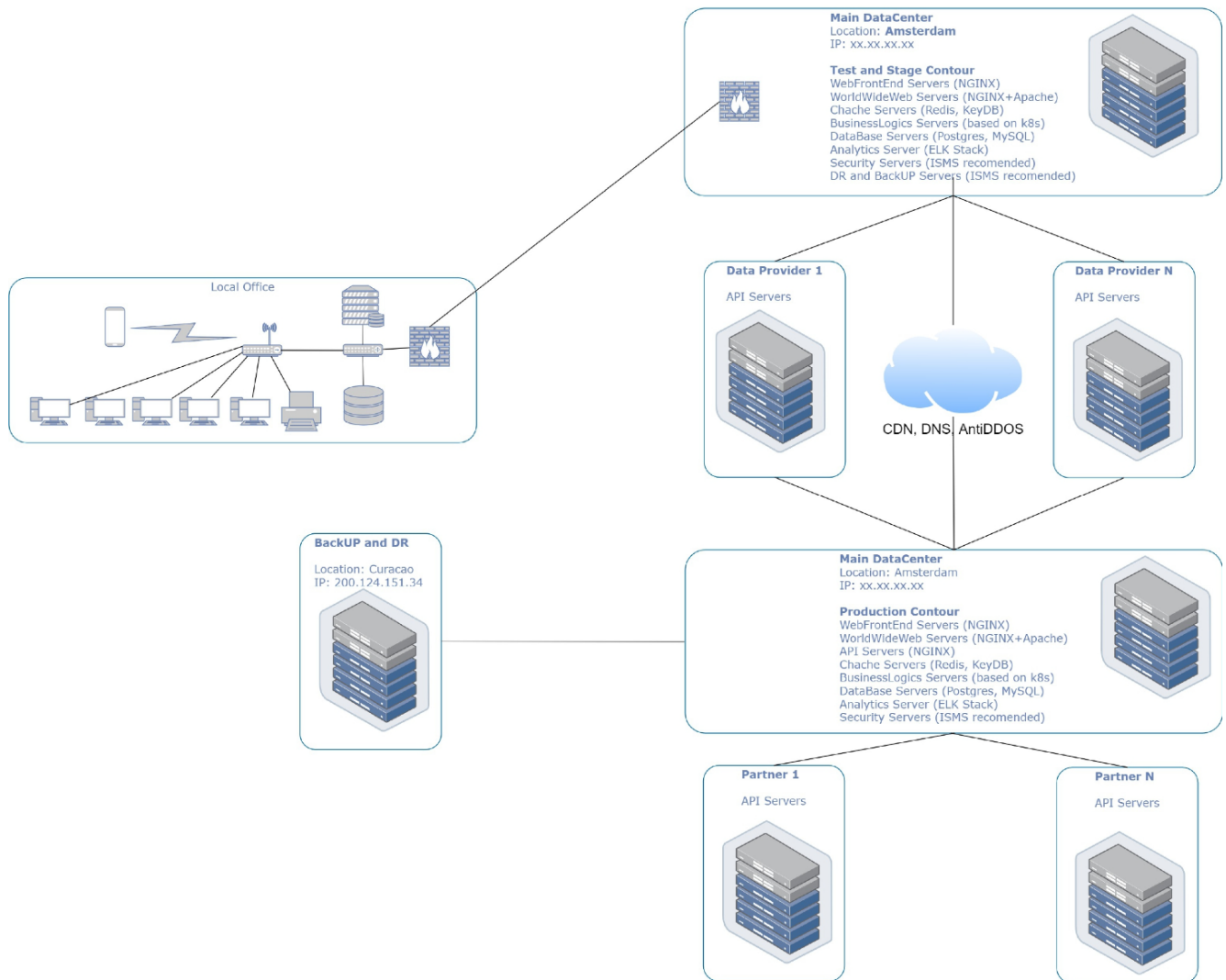
Android

Windows

The Platform supports adaptive web design (or an adaptive user interface) capable of carrying out W3C CSS3 requests with a changing proportion grid and also support flexible changes to image proportions.

Platform-related risks

Given the disaster plan in place and robust infrastructure, the risks entailed by its usage are minimal. The platform uses protocols for data backup and restoration, including redundant server systems to prevent service disruptions and minimize data loss. Regular testing and updating of the disaster plan which are crucial to adapt to evolving threats and technology advancements, ensure its effectiveness when needed. Collaborating with cybersecurity experts and regulatory bodies provides both the Platform and the project with valuable insights and guidance in enhancing the disaster preparedness of online casino platforms, safeguarding both operations and customer trust.



5.2. PAYMENT SERVICE PROVIDERS

Another essential category of suppliers includes payment service providers. To ensure uninterrupted payment processing, we engage some of the most dependable PSPs operating within the relevant jurisdictions. Payment service providers (at the connection/planning stage) include eZeewallet, PayOp, Mifinity, and EasyPaygame.



Similar principles apply to banking services, where a stringent compliance framework reduces the risk of losing banking services on our end. Concurrently, utilizing 2 to 3 banks simultaneously provides protection against inherent banking risks.

Moreover, diversifying our banking relationships strengthens our bargaining power for favorable terms and services. This proactive approach not only shields against potential disruptions but also bolsters resilience in our financial infrastructure. By strategically diversifying our banking affiliations, we optimize our risk management strategy, promoting stability and longevity in our financial operations.

5.3. LEGAL AND CORPORATE PROVIDERS

In the realm of legal and corporate service providers, numerous seasoned professionals boast extensive experience in the gambling industry. These specialists aid us in adhering to all regulatory, payment, and banking requirements, ensuring complete compliance.

6. RISK EVALUATION AND MANAGEMENT

Each department manages its own risks on a daily basis.

6.1. RISK AUDITING

Internal audits are conducted annually across all risk categories by the Audit Committee, which includes the Head of IT, Head of Legal, and Head of Finance. External audits are performed every three years to provide an independent assessment of business and financials.

Regular audits are conducted on the platform, its software providers, infrastructure, and financial status. A risk register is maintained and reviewed by the Audit Committee on a quarterly basis, in addition to daily communication between departments.

Mandatory financial audits are carried out annually for all companies within the structure.

6.2. RISK OVERVIEW

- **Legal Landscape (Responsibility: Head of Legal):** Monitoring the legal aspects of online gambling is crucial due to their propensity to change. Regular updates on legal alterations are disseminated across departments to ensure staff members remain abreast of evolving regulations in online gambling. The legal team collaborates with other departments, such as compliance and operations, to comprehensively understand legal requirements and streamline implementation processes. Maintaining open communication channels with regulatory bodies and industry associations fosters transparency and underscores our commitment to compliance with legal obligations in online gambling.
 - a) **Legality and Licensing:** Operating an online casino necessitates obtaining licenses from relevant regulatory authorities across various jurisdictions. Regulatory requirements can vary significantly from one jurisdiction to another, and non-compliance with licensing requirements can lead to substantial fines, legal actions, or even closure of operations.
Mitigation: The Operator currently operates under Gaming Curacao license No. 365/JAZ while concurrently applying for a new GCB license.
 - b) **Data Protection and Privacy Laws:** Compliance with data protection regulations, such as the EU's General Data Protection Regulation (GDPR), is crucial for online casinos, as they collect and process large volumes of sensitive customer data. This compliance is necessary to prevent fines and uphold customer trust.
Mitigation: Limit the collection and processing of personal data to the minimum required for gambling services, and refrain from retaining data longer than necessary. Establish and enact a data breach response plan to promptly address breaches, including notifying affected individuals and authorities within mandated timeframes. Embed privacy principles into product development from inception, adhering to privacy by design and default standards.
 - c) **Advertising and Marketing Restrictions:** Numerous jurisdictions enforce stringent regulations on advertising and marketing for online gambling services to safeguard vulnerable demographics like minors and those with gambling

addiction. Failure to adhere to advertising standards can lead to regulatory fines and public condemnation.

Mitigation: Consistently oversee advertising and marketing initiatives to verify compliance with relevant laws, regulations, and industry norms governing gambling advertising. Provide transparent disclosure of all terms, conditions, restrictions, or limitations linked to promotions, bonuses, or other marketing offers to prevent consumer misinterpretation and potential regulatory repercussions. Conduct thorough evaluations of third-party advertising partners, agencies, or affiliates to confirm their adherence to advertising and marketing regulations and commitment to responsible advertising practices.

- d) **Cross-Border Regulatory Challenges:** Operating across multiple jurisdictions can subject online casinos to intricate regulatory frameworks and legal ambiguities. Discrepancies in gambling laws and enforcement methodologies between regions can present compliance challenges and necessitate substantial legal resources.

Mitigation: Forge strategic alliances with local entities, legal experts, or industry groups in target jurisdictions to acquire insights into regional regulations, navigate regulatory procedures, and establish rapport with regulatory bodies. Perform comprehensive due diligence on partners, affiliates, vendors, and other third parties to confirm their adherence to regulatory standards and mitigate compliance risks for the casino's operations across borders. Remain vigilant about alterations in gaming regulations and enforcement strategies in target jurisdictions by consistently monitoring regulatory updates, industry literature, and legal counsel.

- e) **Changes in Regulation:** The regulatory environment for online casinos undergoes continual evolution, with frequent introductions of new laws, regulations, and enforcement strategies. Operators must remain vigilant and keep abreast of regulatory updates to adjust their practices accordingly, minimizing compliance risks.

Mitigation: Thoroughly evaluate the potential implications of new regulations on the casino's operations, financial stability, and risk exposure. Identify areas of compliance vulnerability and proactively devise strategies to mitigate them. Implement flexible compliance approaches that enable swift adaptation to evolving regulatory demands. This could entail creating modular compliance solutions, utilizing technology for streamlined processes, and nurturing a culture of ongoing improvement and innovation. Offer regular training and educational programs to employees on emerging regulations, compliance criteria, and optimal practices for upholding regulatory standards. Empower staff to promptly recognize and adeptly respond to regulatory shifts within their respective roles.

- **Regulatory Risks (Responsible: Compliance Officer):** Regulatory risks related to Anti-Money Laundering (AML) and Know Your Customer (KYC) compliance are paramount concerns for businesses across various industries, particularly in finance and gambling. The AML&KYC department within an organization shoulders the responsibility of ensuring adherence to pertinent laws and regulations designed to thwart money laundering and terrorist financing endeavors. This entails the implementation of robust policies and protocols to verify customer identities, scrutinize transactions for suspicious activities, and promptly report any anomalies to the relevant

authorities. Non-compliance with AML&KYC regulations carries severe repercussions, including hefty fines, reputational harm, and potential criminal charges. Therefore, maintaining stringent compliance with these regulations is imperative for mitigating regulatory risks and upholding the organization's integrity and standing. The AML&KYC department assumes a pivotal role in supervising compliance initiatives, conducting risk evaluations, and instituting necessary controls to curtail the organization's exposure to regulatory risks. Furthermore, continual training and educational programs are often provided to employees to ensure their awareness of evolving AML&KYC requirements and optimal practices. In essence, effective management of regulatory risks associated with AML&KYC compliance demands a proactive and holistic approach, with the AML&KYC department serving as a cornerstone in the organization's compliance architecture.

a) **Compliance and Anti-Money Laundering (AML) Regulations:** Online casinos are required to maintain stringent compliance standards to prevent money laundering, terrorist financing, and other illicit activities. Failing to establish sufficient Anti-Money Laundering (AML) controls can lead to regulatory penalties, harm to reputation, and legal repercussions.

Mitigation: Create a comprehensive AML policy detailing protocols for customer due diligence, transaction monitoring, and reporting suspicious activities. Align the policy with regulatory standards and industry best practices. Conduct frequent training and awareness sessions for casino staff to educate them on AML regulations, identifying red flags for suspicious behavior, and their responsibilities in thwarting money laundering and terrorist financing activities.

- **Technical Risks: (Responsible: Technical)** The technical department oversees infrastructure maintenance, platform integration, cybersecurity, and data security. Their duties include ensuring regular infrastructure upkeep to reduce downtime and address hardware or software failure risks. Priority is given to implementing and updating cybersecurity measures and technologies to defend against hacking, data breaches, and malware attacks. Continuous monitoring for security threats and swift incident response are fundamental tasks for mitigating risks and limiting the fallout from cybersecurity breaches. Regular audits and security assessments help identify vulnerabilities, enabling proactive risk management by the technical team.

a) **Data security:** Unauthorized access to customer information, encompassing personal details and financial data, poses risks such as identity theft, fraud, and potential legal ramifications.

Mitigation: Deploy a multi-layered cybersecurity framework incorporating firewalls, intrusion detection systems, and encryption mechanisms. Ensure timely software updates and security patch installations to address vulnerabilities and fortify defenses against emerging threats.

- **Financial Risks: (Responsible: Head of Finance)** Financial risks are inherent in all business operations and require meticulous management for sustainability and growth. As the individual responsible for overseeing financial matters, the Head of Finance plays a central role in identifying, assessing, and mitigating these risks. They implement robust financial controls, monitor cash flow, and optimize capital allocation to minimize exposure. Collaborating closely with other departments, they develop and execute financial strategies aligned with organizational goals. Through proactive risk

management and strategic planning, they safeguard the company's financial health and enhance shareholder value. Regular financial analysis and reporting enable the identification of emerging risks and opportunities, facilitating timely adjustments to financial strategies.

- a) **Taxation:** Taxation policies for online gambling vary widely across jurisdictions and can have a significant impact on the profitability of iGaming operators. Changes in tax laws or unforeseen tax liabilities can pose financial risks to casino operators.

Mitigation: Consult tax professionals, accountants, and legal experts specializing in international taxation to ensure compliance with local tax laws and regulations. Utilize tax treaties and agreements between countries to minimize double taxation and enhance tax planning strategies. These treaties may offer provisions for tax credits, exemptions, or reduced tax rates for cross-border transactions. Maintain precise financial records, robust accounting systems, and accurate tax filings to adhere to local tax laws and regulations in every jurisdiction where the casino operates. This involves timely submission of tax returns, tax payments, and compliance with reporting obligations.

- **Litigation Risks: (Responsible: Customer Service)** To mitigate customer service-related risks, ensuring compliance with relevant laws and regulations is paramount. Establishing clear communication policies within Customer Service effectively manages customer expectations, thereby reducing the potential for misunderstandings and subsequent litigation. Thorough documentation of customer interactions and resolutions is crucial to provide evidence of compliance with service standards and resolve disputes amicably, thus mitigating litigation risks. Regular review and refinement of customer service processes based on feedback and performance metrics help address recurring issues and minimize the risk of customer dissatisfaction leading to litigation. Encouraging transparency and accountability within the customer service team fosters trust with customers and diminishes the likelihood of disputes arising from perceived unfairness or lack of clarity. Additionally, clear escalation protocols ensure that unresolved customer issues receive prompt attention from appropriate management levels, preventing grievances from escalating into potential litigation.

- a) **Responsible Gaming Practices:** Regulatory bodies frequently require casino operators to prioritize responsible gambling and enforce measures to prevent problem gambling behaviors. Non-compliance with responsible gaming regulations can result in regulatory sanctions and harm the operator's reputation.

Mitigation: Integrate self-exclusion tools into the platform, enabling players to voluntarily exclude themselves from gambling for a defined duration. Ensure these tools are readily accessible on the website and gaming platforms. Provide options for players to set deposit limits and timeouts on their accounts, tailoring these limits to their preferences and enforcing them effectively. Utilize data analytics and monitoring tools to identify players exhibiting signs of problem gambling, such as frequent or high-value wagers. Implement appropriate interventions and support measures for these players.

6.3. RISK OF POTENTIAL CAPITAL LOSS

During the initial phase, potential losses may arise from expenses such as registration fees, rent, and office equipment. If the online casino ceases operations for internal or objective reasons, the security deposit is refunded to the owners. However, it's crucial to refrain from utilizing this amount during casino operations, reserving it exclusively as a jackpot-winning deposit to mitigate potential losses.

Mitigation:

With a combined experience of 25 years in the online casino industry among the founders and co-owners, along with the seasoned managerial guidance of the project mentor, the project is strategically positioned to minimize risks associated with market entry.

7. POLICIES AND PROCEDURES

7.1. KNOW YOUR CUSTOMER

The KYC (Know Your Customer) policy comprises procedures and guidelines aimed at verifying and authenticating clients' identities. Its primary goal is to prevent financial crimes like money laundering, terrorist financing, and fraud by ensuring that casinos maintain accurate information about their customers and financial transactions. Adhering to KYC protocols enables casinos to foster trust, meet regulatory standards, and mitigate risks associated with illicit activities in the financial realm.

7.2. ANTI-MONEY LAUNDERING

The primary objective of the Anti-Money Laundering (AML) policy is to prevent the illegal concealment of funds' origins acquired through criminal activities. AML policies and procedures are formulated to detect and deter money laundering, terrorist financing, and other illicit financial activities within financial institutions.

7.3. DATA PRIVACY

The Data Privacy Policy serves to delineate the procedures governing the collection, usage, retention, and security of individuals' personal data within an organization. Its aim is to ensure adherence to data protection laws, safeguard the privacy rights of customers and employees, and cultivate trust among stakeholders. By articulating clear guidelines and protocols for handling sensitive data, the policy aims to mitigate the risk of data breaches, unauthorized access, and misuse of personal information, thereby enhancing transparency and accountability in data management practices.

7.4. RESPONSIBLE GAMING

The Responsible Gaming Policy aims to encourage responsible and balanced gambling habits while addressing the potential risks associated with excessive or problematic gambling. It sets out strategies and guidelines to shield players from the adverse effects of gambling addiction, including financial strain, mental health challenges, and social repercussions. By offering options for self-exclusion, imposing limits on gambling activities, and extending assistance to those in need, the policy strives to cultivate a responsible and enduring gambling atmosphere, prioritizing player welfare and upholding the integrity of the gaming sector.

7.5. TERMS OF USE

The Terms of Use policy for an online casino lays out the guidelines, rules, and terms that users must follow while using the platform. It encompasses various aspects including user obligations, account handling, payment processes, dispute resolution, and adherence to relevant laws and regulations. By accepting these terms, users affirm their acknowledgment of the regulations governing their engagement with the casino, fostering transparency, equity, and lawful conduct throughout their gaming endeavors.

7.6. SELF-EXCLUSION

This section outlines the procedure for individuals to voluntarily exclude themselves from engaging in gambling activities on the platform for a predetermined period. Typically, this self-exclusion option is utilized by individuals seeking to regulate their gambling habits or address concerns related to addiction.

7.7. DISPUTE RESOLUTION

This section delineates the available procedures and mechanisms for resolving conflicts or disputes between the casino and its users, typically outlining steps for escalation and resolution.

7.8. FAIRNESS & RNG TESTING METHODS

This segment addresses the fairness of the casino's games, ensuring they are random and impartial. It often highlights the utilization of Random Number Generators (RNGs) and the methodologies employed to test and validate their fairness.

7.9. ACCOUNTS, PAYOUTS & BONUSES

This portion elaborates on the procedures for managing accounts, payout options, and the terms associated with bonuses, including wagering requirements and limitations.

7.10. BETTING RULES

Here, specific rules and regulations governing betting activities on the platform are provided. This includes game-specific guidelines, maximum and minimum betting limits, and any additional terms relevant to various types of bets.

7.11. INTERNAL POLICIES

Human Resources Policy: This encompasses policies related to recruitment, onboarding, performance assessment, staff development, diversity and inclusion initiatives, disciplinary procedures, and termination protocols.

Financial Policy: This encompasses policies related to budgeting, expenditure oversight, financial statement preparation, auditing procedures, procurement practices, and adherence to accounting standards.

Communication and Social Media Policy: This delineates guidelines for both internal and external communication channels, covering aspects such as email usage, social media guidelines, media interactions, and directives for branding.

Information Security Policy: This addresses protocols for safeguarding sensitive information, including procedures for data handling, cybersecurity measures, password

management, and strategies for preventing data breaches.

Internal Policies are designed to complement external policies and undergo continual creation, modification, and discontinuation as necessary, while external policies are subject to annual review and updating.

7.12. Enforcing our policies is essential for our long-term operational goals, particularly given the significant initial investment involved. Our plan entails sustaining operations for a minimum of three years under the GCB license, with renewal contingent upon meeting investment returns and key performance indicators outlined in our financial projections.

7.13. To uphold these policies, we draw on a diverse range of internal and external resources. The Ultimate Beneficial Owner (UBO) brings invaluable expertise in both gambling and IT, making her an ideal overseer. Crucial departments like Legal, IT, Human Resources, and Finance boast significant experience in managing large-scale gambling ventures sustainably.

Furthermore, collaborations with jurisdictions such as Curacao, Cyprus, and others provide opportunities to engage with advisors, experts, and independent auditors. The Gaming Control Board (GCB) assists operators by offering guidance and support in policy development. This collaborative effort ensures that operators can tailor their policies to meet regulatory requirements and industry standards.

By leveraging the expertise and resources of the GCB, operators can establish robust policies that promote compliance and integrity within the gambling industry. The GCB also offers ongoing assistance and updates, empowering operators to adapt their policies to evolving regulations and emerging challenges. Overall, the support provided by the GCB strengthens operators' frameworks for responsible gambling practices.

8. MARKET ANALYSIS

8.1. INCOME AND TURNOVER

The year 2020 marked a prosperous period for online casinos worldwide, driven by the onset of the pandemic and widespread self-isolation measures. In numerous countries, the overall revenue of the gambling market surged by one-third compared to the preceding year, 2019, highlighting the resilience and potential of the online casino business model.

In recent years, the global landscape has witnessed the legalization of online gambling in 85 countries. Online betting, slot machines, and various other gambling games collectively contribute to 70% of the total income generated in the realm of Internet gambling.

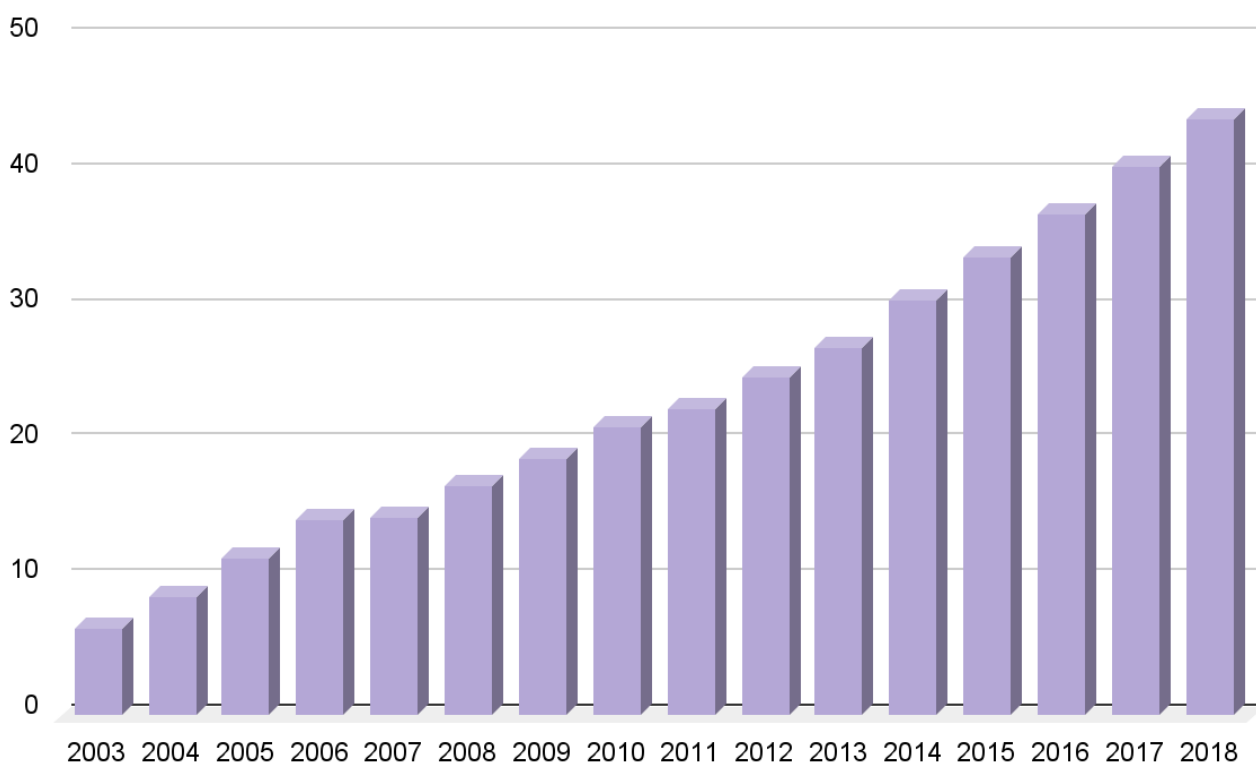
The popularity of online gambling on a global scale can be attributed to the extensive range of offerings and a seamless gaming experience free from restrictions. Notably, the highest income from online slot machines is reported in the United Kingdom, China, Austria, Germany, and Italy.

According to research conducted by Juniper, the turnover from online gambling betting is projected to reach \$950 billion by 2024, with a continuing upward trajectory, as reported by Yogonet. Juniper's findings indicate a significant shift of gambling activities to the online sphere, with mobile applications leading the way. The share of bets placed through mobile phones is consistently increasing.

Despite the prevailing trend towards the regulation of national gambling markets, a few countries are considering the prohibition of online gambling and mobile applications.

As of now, the global online gambling market constitutes 13% of the total global legal gambling market, and this percentage continues to rise. According to a study by the American Gaming Association, approximately 85 countries have embraced the legalization of online gambling.

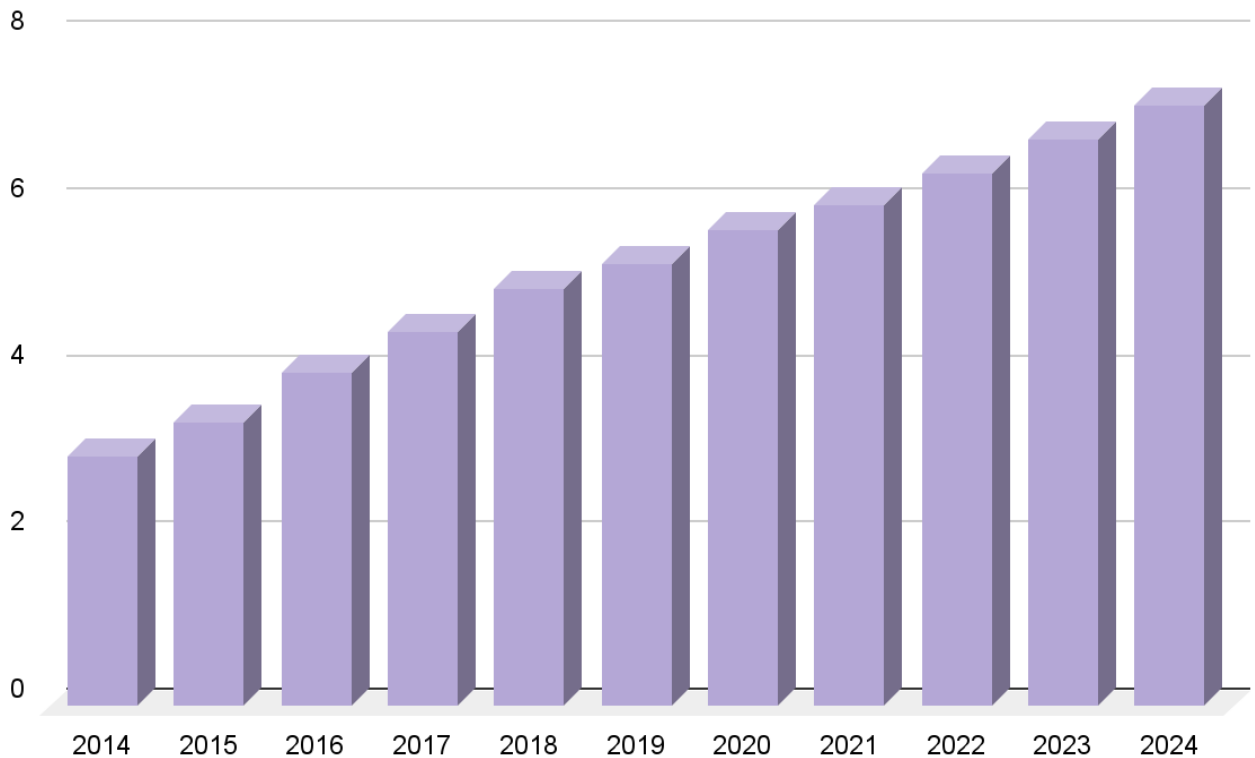
Diagram 2. Revenue from online gambling worldwide, billion euros



Gross Gaming Revenue (GGR) stands as a key financial indicator for assessing the total revenues generated within the gambling sector. This metric offers valuable insights into the behavioral trends of global gambling enthusiasts.

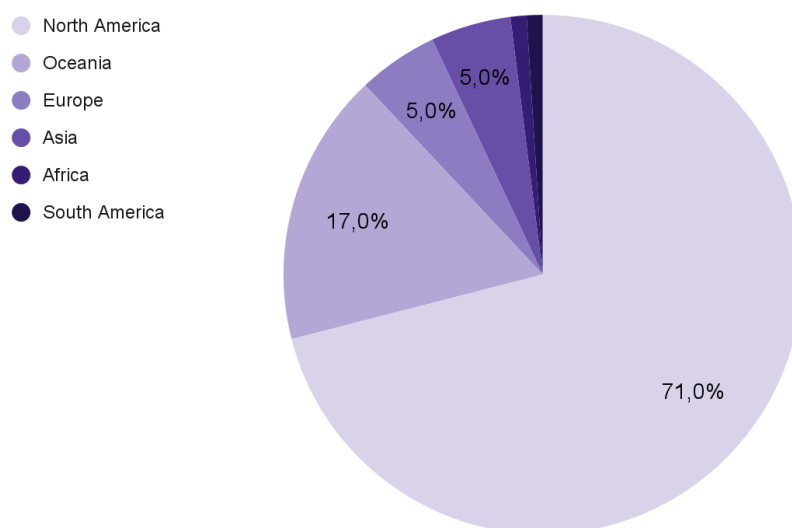
In 2019, BV1sion provided a comprehensive analysis of the online casino market, including forecasts for Gross Gaming Revenue. The GGR for 2019 totaled \$5.3 billion, marking an increase from \$5 billion in the preceding year, 2018. Projections suggest a continued upward trajectory, with GGR expected to reach \$5.7 billion by 2024 and further rise to \$7.2 billion by 2025. These forecasts underscore the dynamic and expanding nature of the online casino market.

Diagram 3. Forecast of Gross Gaming Revenue, \$ billion



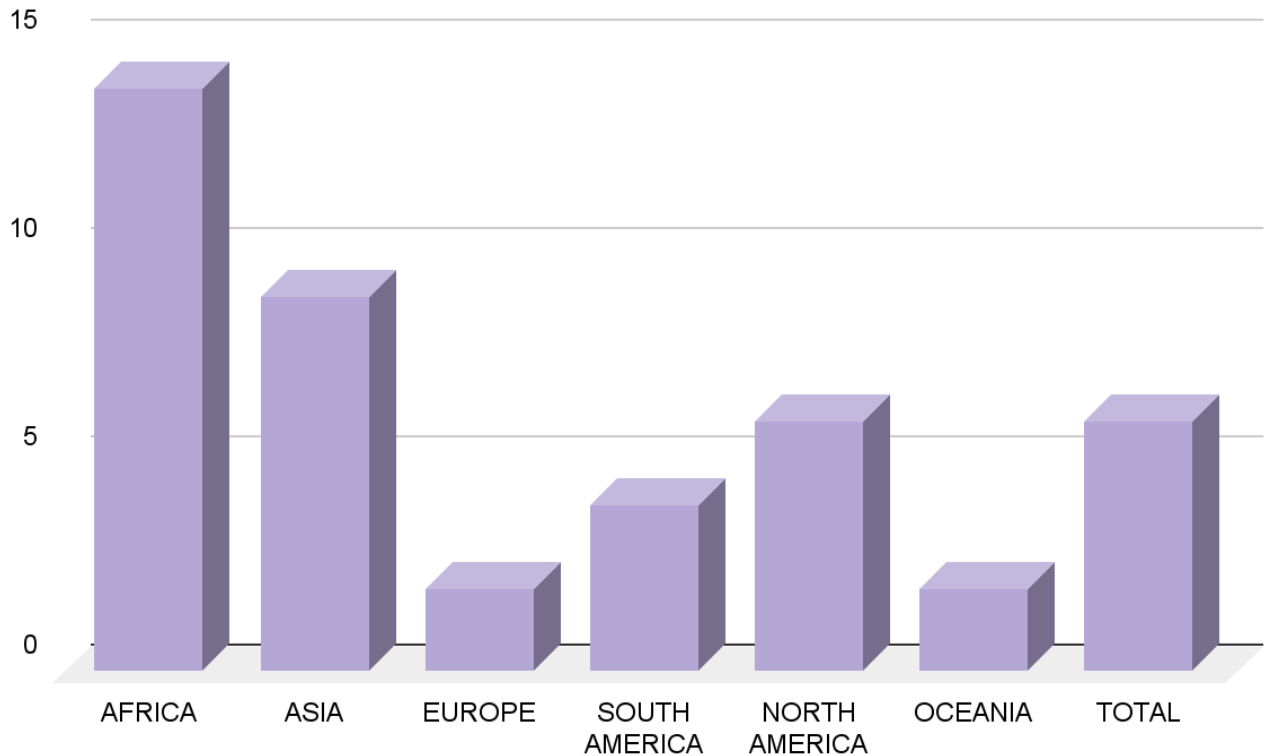
At the same time, Oceania, including areas like Fiji, New Zealand, Polynesia, and New Guinea, demonstrated a strong impact, contributing 17% to the global Gross Gaming Revenue (GGR) in 2019. This represented a considerable lead over Asia and Europe, which each accounted for 5% of the global GGR during the same timeframe. The substantial presence of Oceania in the global GGR landscape highlights its significant influence on the overall dynamics of the gambling industry.

Diagram 4. Regional structure of gross income of the gambling business in 2019



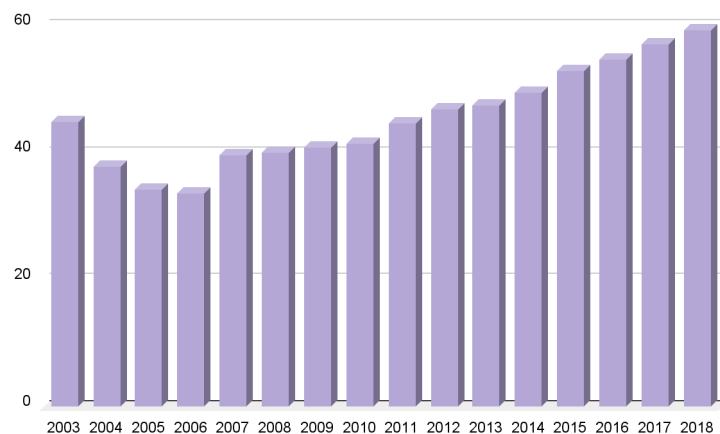
In 2019, Africa showcased the highest growth rate, marking an impressive 14% year-over-year increase, whereas Europe experienced a relatively moderate growth trajectory.

Diagram 5. Growth in gross income by region in 2019



Discussions have also centered on the streamlining of regulations. Presently, online gambling operators within the European Union are required to acquire licenses in various countries, each with its distinct licensing prerequisites. However, a more unified approach would be preferable for them. The proliferation of compliance requirements results in redundant infrastructure and extra expenses, burdening regulators with unnecessary administrative tasks.

Diagram 6. The share of the "white market" in online gambling revenue worldwide



From 2003 onward, the market has maintained an average annual growth rate of 23%. This growth is driven by key sectors like betting, casino, and poker. Factors such as the widespread accessibility of the Internet, the opening of new markets, and the engagement of diverse player demographics contribute to the rising popularity of online gaming.

8.2. IDENTIFYING NEW PLAYER SEGMENTS

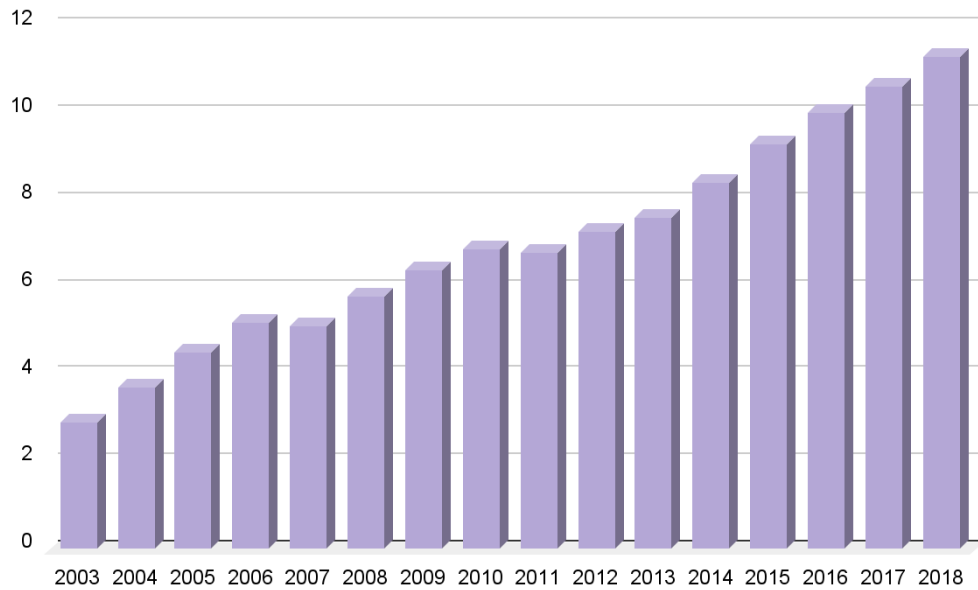
Since 2004, the number of female internet users aged 18 to 74 has surged by over 80%, surpassing the 60% increase observed in men. While online gambling initially appealed primarily to young men, there has been a notable shift, with increasing popularity among women and older demographics.

Diverse player preferences and motivations underscore the need for operators and developers to stay attuned to evolving trends. Whether pursued for entertainment, monetary gain, or relaxation, understanding player preferences is paramount. As the internet becomes more pervasive in society, age differences among players are widening, challenging the stereotypical image of the average male player aged 25 to 35.

According to a study by GP Bullhound in 2009, 43% of all online gamblers were women, with bingo emerging as their preferred segment. Notably, women exhibit distinct playing behaviors, often engaging in longer sessions with lower bets, while men tend to play more frequently, with higher wagers, albeit in shorter game durations.

Bingo's rising popularity can be attributed to its capacity to provide a social and communal gaming experience, allowing players the opportunity to relax and connect in a sociable setting.

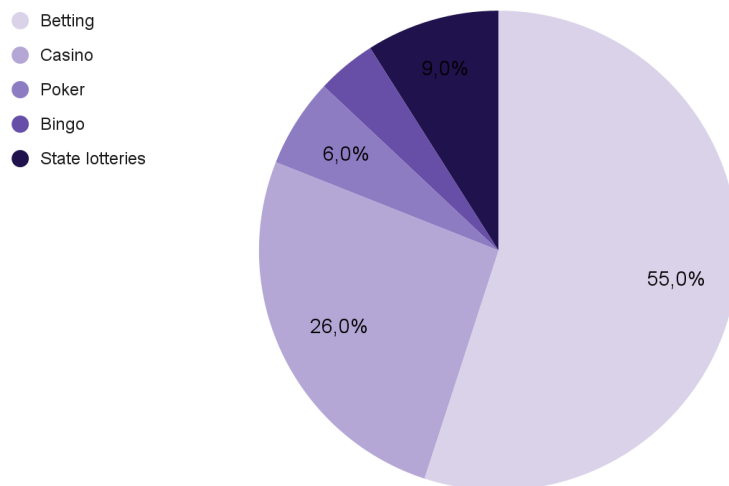
Diagram 7. Proportion of global gambling revenue contributed by online gambling



It's essential to emphasize that the primary forms of remote gambling today encompass traditional casino games, diverse betting activities, and various poker variations. Gender plays a significant role in shaping preferences within the online gambling landscape, with the bingo sector poised to experience substantial growth, fueled by the increasing interest of women in the iGaming industry.

Despite this growth trajectory, online gambling remains more popular among men, especially young men who are particularly drawn to such activities. Women also participate in online gambling, but their preferences often gravitate towards simpler games like lotteries and slots. This contrast in preferences can be attributed to societal norms and gender roles, wherein activities such as betting, casino games, and skill-based games are traditionally associated with male audiences, while women tend to prefer recreational gaming experiences over seeking an adrenaline rush.

Diagram 8. Online gaming revenue by type, 2019



8.3. CURRENT TRENDS IN ONLINE CASINOS

In 2020, online casinos globally experienced a significant surge in revenue, attributed to the pandemic and widespread self-isolation measures. Compared to 2019, the entire online gambling market saw a remarkable one-third increase, showcasing the resilience of the industry even amidst the 2008 financial crisis, which had minimal impact on online casino customers. This resilience underscores the robustness of the online casino business model.

Technological advancements are reshaping the gaming market, with mobile gambling predicted to witness substantial growth. Only top-tier products are expected to withstand competition, leading to an enhancement in the quality of mobile gambling experiences. While technical changes, such as improvements in mobile data transmission speed, may occur in the background, end-users will notice qualitative and specific enhancements.

Virtual reality (VR) is poised to revolutionize online gambling, offering immersive and breathtaking gaming experiences. Technologies like Microsoft HoloLens, HTC Vive, and Playstation VR are enabling the creation of visually stunning and lifelike virtual casino environments. Major gaming industry players like Microgaming, Novomatic, NetEnt, Lucky VR, and Topgame Technology are actively developing VR games, with showcases at international conferences highlighting the potential of VR in the gambling industry.

Additionally, the integration of social elements into slot machines is gaining traction, enhancing player engagement and gameplay dynamics. Social gambling experiences, exemplified by games like Castle Builder 2 from Microgaming, offer dynamic and immersive

gameplay, allowing players to choose characters, follow unique paths, and develop their gaming personas.

Progressive poker jackpots, pioneered by Evolution Gaming's Jumbo 7 Progressive Jackpot in Live Casino Hold'em, are becoming increasingly popular. These jackpots offer players the chance to win substantial cash prizes, adding excitement to poker gameplay.

Live dealer games are experiencing a surge in popularity, with plans to further enhance realism through the integration of VR technology. Developers aim to create even more lifelike games with improved functionality, fostering a truly immersive gaming experience.

Skill-based games are gaining traction among players who prefer to rely on their skills in addition to luck. These games, which require strategic thinking and skill application, are attracting a significant player base.

Gamification is emerging as a trend in gambling, leveraging game dynamics to attract audiences and solve marketing challenges. New missions, competitions, bonus programs, and rewards are being introduced to engage players effectively.

Online casinos are diversifying their content to keep users engaged, incorporating non-game content like movies, TV series, and music videos. Additionally, big data technology is being utilized to analyze player behavior and adapt games to suit their interests and preferences.

Mergers and acquisitions are expected to drive market expansion, with the global gambling market projected to surpass \$60 billion by 2024. Integration of messengers into gaming platforms, development of unique individual slot experiences, and the adoption of cryptocurrencies as payment methods are anticipated trends in the coming years.

Addressing security challenges remains a priority, with a focus on combating DDoS attacks and enhancing overall platform security. Investments in security measures are increasing to

safeguard online gambling platforms against cyber threats.

Furthermore, there is a growing trend of female engagement in online gaming, with women under 35 being the most active participants. Online casinos tailored specifically for women are emerging, and targeted advertising campaigns are being launched to appeal to female players.

8.4. PROMINENT GAMING MARKETS IN ASIA

Asia, home to more than half of the global population, harbors a significant number of enthusiastic gamblers. However, the majority of Asian countries have historically prohibited gambling activities. Despite this, Asia is increasingly being viewed as one of the most promising untapped markets by some of the world's largest casino operators, including MGM, Wynn, and Las Vegas Sands. With lucrative deals on the table and the potential for substantial tax revenue, coupled with public pressure, Asian governments are beginning to reconsider their stance on gambling.

In recent years, especially following the COVID-19 pandemic, which severely impacted the tourism industry, there has been a noticeable uptick in the legalization of gambling operations in various Asian nations. Let's explore which countries in the region are gearing up to embrace both tourists and locals in their newly established venues.

The Asia Pacific Online Gambling Market achieved a size of over USD 15 billion in 2019, and it is projected to experience an approximate growth rate of 18% between 2020 and 2026.

The market growth is expected to be driven by the increasing number of internet users and the growing adoption of digital payment methods in Southeast Asia. According to the e-Conomy Southeast Asia (SEA) 2020 report, approximately 40 million users from countries like Malaysia, Vietnam, Singapore, the Philippines, Indonesia, and Thailand accessed the internet for the first time in 2020. This surge in internet users has propelled the total number to around 400 million, representing 70% of the region's population. Moreover, digital payments in Southeast Asia are forecasted to reach USD 1 trillion by 2025.

Japan

For over a century, Japan has maintained strict prohibitions on most forms of gambling, allowing only limited betting on specific activities such as football games, horse races, and pachinko machines.

However, Japan has experienced a notable shift towards the legalization of larger-scale casino operations, propelled by the enactment of the Integrated Resort (IR) Promotion Act and

subsequent Integrated Resort (IR) Improvement Law. Integrated Resorts represent comprehensive tourist destinations featuring hotels, retail outlets, dining establishments, and notably, casinos.

In 2021, the newly established Japan Casino Regulatory Commission introduced regulations outlining the requirements for establishing casinos and implementing the Specified Integrated Resort Area Development Law. Former Prime Minister Shinzo Abe, a proponent of the initiative, expressed his belief that these measures would stimulate tourism and bolster the nation's economy.

Philippines

The Philippine gambling industry is overseen by two primary regulatory bodies: the Cagayan Economic Zone Authority, responsible for licensing internet operators, and the Philippine Amusement and Gaming Corporation (PAGCOR), tasked with licensing land-based gambling establishments.

While online casinos can operate from the Philippines, they are not authorized to offer online gaming services to residents within the country. Paradoxically, foreign entities are legally allowed to provide online gambling services to Filipino players. Adding to the complexity, these offshore casino operators obtain their licenses from PAGCOR, which was originally established to regulate land-based operations.

China

Except for two state-operated lotteries, gambling is prohibited in mainland China. However, Chinese citizens can still access casino entertainment through legal loopholes in Macau and Hong Kong, China's two special administrative regions. Taking advantage of this, neighboring countries heavily invest in attracting Chinese gambling tourists by offering luxurious five-star casino resorts.

Macau

Macau, often dubbed the Asian "Las Vegas," boasts a thriving gambling industry with 41 casinos catering primarily to high-stakes players. Resonating with the vibrant ambiance of Vegas, Macau dazzles visitors with its abundance of neon lights, themed hotels, and casinos. However, online gambling has been prohibited in Macau since 2015.

Hong Kong

Hong Kong, China's other special administrative region, operates under a similar framework. The Jockey Club oversees horse race betting and sports gambling, albeit under strict regulations. Online gambling and sports betting are prohibited, with foreign online casino

platforms actively blocked. While certain forms of gambling, such as casino games, are only permitted outside Hong Kong's territorial waters, individuals seeking such entertainment are often ferried to nearby Macau.

Singapore

For many years, gambling options in Singapore were limited to state-owned entities such as Singapore Pools for lottery games and Singapore Turf Club for horse racing and sports betting.

Before 2005, Singapore's gambling landscape was dominated by government-run establishments, namely the Turf Club for horse racing and sports wagering, and Singapore Pools for lotteries. The operation of casinos was strictly prohibited.

In 2005, the Singaporean government introduced a new policy allowing land-based casinos to operate within integrated resorts, albeit with strict regulations. Tourists wishing to engage in casino activities were required to pay an admission fee. The government issued only two gambling licenses to international operators to ensure effective regulation, and online gambling remains prohibited in the country.

Vietnam

Vietnam embarked on the path of legalizing gambling quite recently, with sports betting being permitted in 2018 and the opening of casinos to tourists. However, locals are largely prohibited from playing in these casinos, except for one initiative that allows Vietnamese citizens to gamble in specially licensed venues if they can demonstrate a monthly income exceeding €370. Despite many developers seeking government approval to construct additional casinos, currently only one is operational, with another in the development phase.

Cambodia

In Cambodia, only tourists are allowed to gamble at land-based casinos, making it a preferred destination for gambling among neighboring countries whose governments have not yet legalized such entertainment. Although online gambling was briefly legal between 2015 and 2020, the government has since reverted its stance, once again prohibiting it.

Malaysia

Similarly to Vietnam and Cambodia, Malaysia restricts gambling to tourists in physical locations, prohibiting both online and land-based gambling for its citizens. However, Malaysian citizens found gambling are not subject to criminal charges.

Conclusion

While a fully legalized Asian gambling market may still be some time away, positive steps are being taken, with an increasing number of states recognizing the benefits of regulated markets, including higher tax revenues and improved security for citizens.

8.5. MARKET FORECAST

According to Juniper, the turnover in online gambling is projected to reach \$950 billion by 2024, a trend that was evident even prior to the pandemic, as reported by Yogonet. This shift towards online platforms is particularly pronounced in mobile applications, with a continual rise in the proportion of bets made via mobile phones.

Despite the global trend towards regulating national gambling markets, some countries are considering a complete ban on online gambling and mobile applications. Nevertheless, the global online gambling market already constitutes over 13% of the total legal gambling market worldwide, and this share continues to expand.

By 2024, niche revenue is forecasted to reach \$65 billion, with the niche undergoing various changes and reforms dictated by market dynamics. The gambling industry is witnessing rapid technological advancements, encompassing traditional slots, video slots, and virtual (VR) gambling. Moreover, there is a growing presence of a younger demographic entering the market, leading to the emergence of esports betting and skill-based games.

The Asian market stands out as the largest in the world by volume, with increasing demand for gambling services observed annually. The legal landscape has seen some relaxation, with more countries legalizing online betting and casinos. This positive trend has continued into 2020, offering new opportunities for the industry. Additionally, African countries are experiencing rapid growth in the online gambling market, although regulatory frameworks are still nascent, presenting both challenges and opportunities for market development.

9. CHALLENGES OF LAUNCHING AN ONLINE CASINO

Fluctuating Legislation

Gambling regulations vary widely from country to country and are subject to frequent changes. Casino owners must be prepared to adapt their establishments to comply with new laws as they arise.

Equipment Reliability

Given that online platforms are the primary venue for gambling, it's crucial that all systems function smoothly. Any downtime or server issues can lead to significant losses for the casino.

Software Considerations

The structure of an online casino relies on three main types of software: the gaming platform, payment solutions, and gaming content. Payment systems are typically low-risk, as they undergo thorough testing by regulatory bodies and financial institutions. However, the use of pirated software poses a significant risk to operators, as it can result in the loss of experienced players and potential security breaches. Choosing original software ensures reliability and legal compliance, while also mitigating the risk of financial losses and legal consequences.

Competition

While the gambling industry can be lucrative, success requires diligent effort and a strategic approach. High competition means that only casinos with effective business strategies will thrive.

Money Laundering Risks

Regulatory bodies closely monitor online casinos for signs of money laundering and terrorist financing. Failure to implement adequate anti-money laundering measures can result in the loss of a casino's license.

Advertising Regulations

Regulatory organizations ensure that gambling advertising is socially responsible and does not target vulnerable populations such as children and young people.

Initial Financial Losses

At the outset, casino owners may incur expenses related to registration, rent, and equipment. While some costs may be recoverable, such as security deposits, prudent financial management is essential to minimize losses.

Risk Management

Drawing on a collective 10 years of experience in the online casino industry, the project founders and mentors aim to minimize market entry risks through effective risk management strategies.

10. FINANCIAL PLAN

10.1. INVESTMENTS BREAKDOWN

Investment Volume and Structure

The complete investment needed for the project amounts to 263.9 thousand euros (EUR).

Table 5. Investment budget, euro

№	Name	Value
1	Acquisition of a license and security payment	182 000
2	Payment for the Amazon server	10 650
3	Office equipment and stationery	2 900
4	Floating capital financing	68 354
Invested capital total (actual need for cash)		263 904

Project Milestones and Investment Implementation Schedule

The overall project implementation period spans 36 months (3 years). The investment period, occurring before the official launch of the project, is set at 0.3 years. The project implementation involves the following key stages:

First Stage: Acquisition of a license and security payment.

Second Stage: Payment for the Amazon server.

Third Stage: Procurement of office equipment and stationery.

Table 6. Income and direct cost plan, euro

		Total for 3 years	Apr-24	Jul-24	Aug-24	Sep-24	Feb-25
1	Acquisition of a license and security payment	182 000	182 000	-	-	-	-
2	Payment for the Amazon server	10 650	-	10 650	-	-	-
3	Office equipment and stationery	2 900	-	2 900	-	-	-
4	Floating capital financing	68 326	4 850	-	40 970	-	22 506
	Investment total excl. floating capital	195 550	182 000	13 550	-	-	-
	Invested capital total (actual need for cash)	263 876	186 850	13 550	40 970	-	22 506

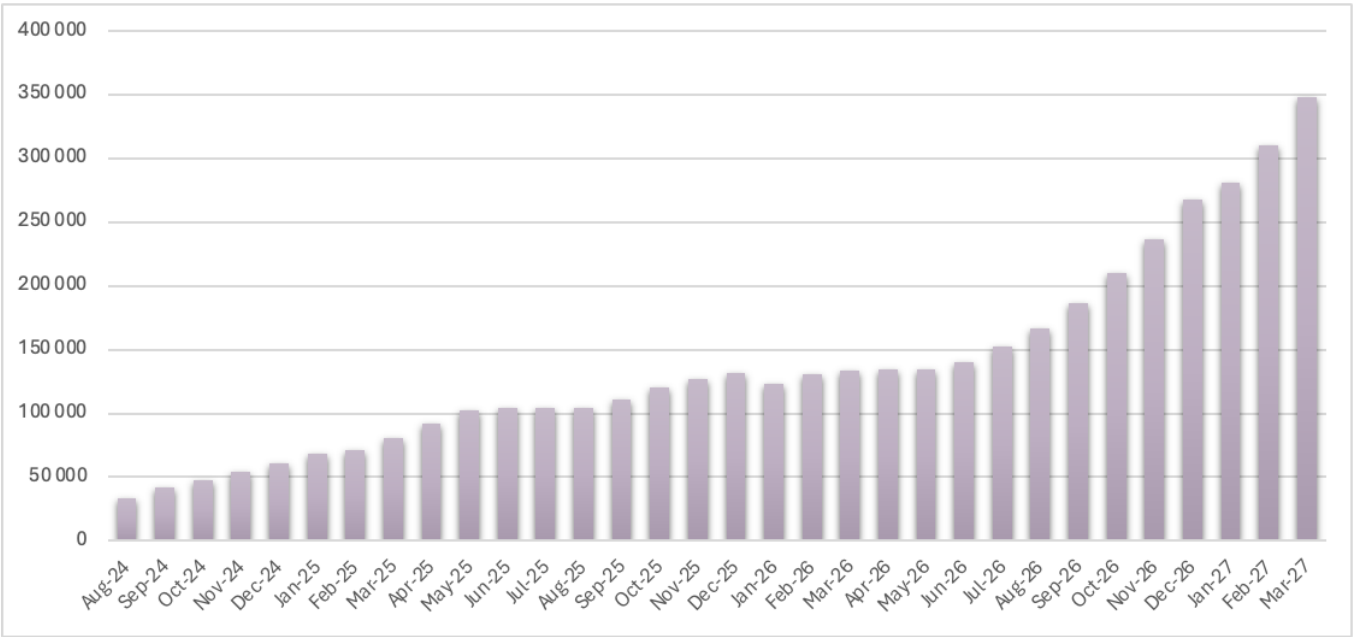
10.2. INCOME STRATEGY

Diverse Income-Generating Activities and Products

As part of this project, the anticipated revenue is derived from the provision of online casino services.

Extensive Service Portfolio

Diagram 9. Dynamics of proceeds from sales and direct costs, euro



The sum of proceeds for the entire project period of 3 years is projected to amount to 4,308.4 thousand euros (EUR).

Diagram 10. Dynamics of income and net profit in Euros

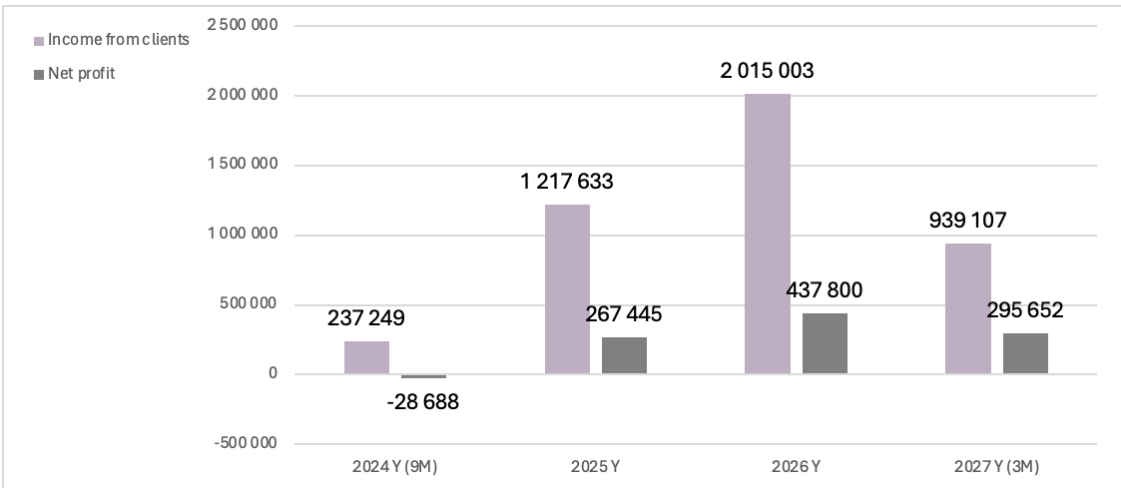


Table 7. Income and direct cost plan, euro

		Total for 3 years	2024 (9M)	2025	2026	2027 (3M)
Physical indicators	Unit					
Total number of clients	ppl	100 777	5 423	27 832	46 057	21 465
Number of new clients	ppl	67 672	4 640	18 797	30 249	13 987
Number of current clients	ppl	33 105	783	9 034	15 809	7 479

Proceeds		4 408 992	237 249	1 217 633	2 015 003	939 107
Income from clients	43,75	4 408 992	237 249	1 217 633	2 015 003	939 107

Direct costs		2 728 837	215 173	717 629	1 302 935	493 101
Advertising costs	18	1 310 133	105 550	348 574	588 280	267 730
Additional staff costs	1 280	848 000	3 200	160 000	505 600	179 200
Salary		323 200	50 500	121 200	121 200	30 300
License fees		143 211	39 628	48 745	48 745	6 093
Depreciation	60 m	104 293	16 296	39 110	39 110	9 778

Indirect costs		411 627	44 942	149 860	149 860	66 965
Accounting		80 000	12 500	30 000	30 000	7 500
Office equipment maintenance		78 667	12 292	29 500	29 500	7 375
Hosting		124 000	0	42 000	42 000	40 000

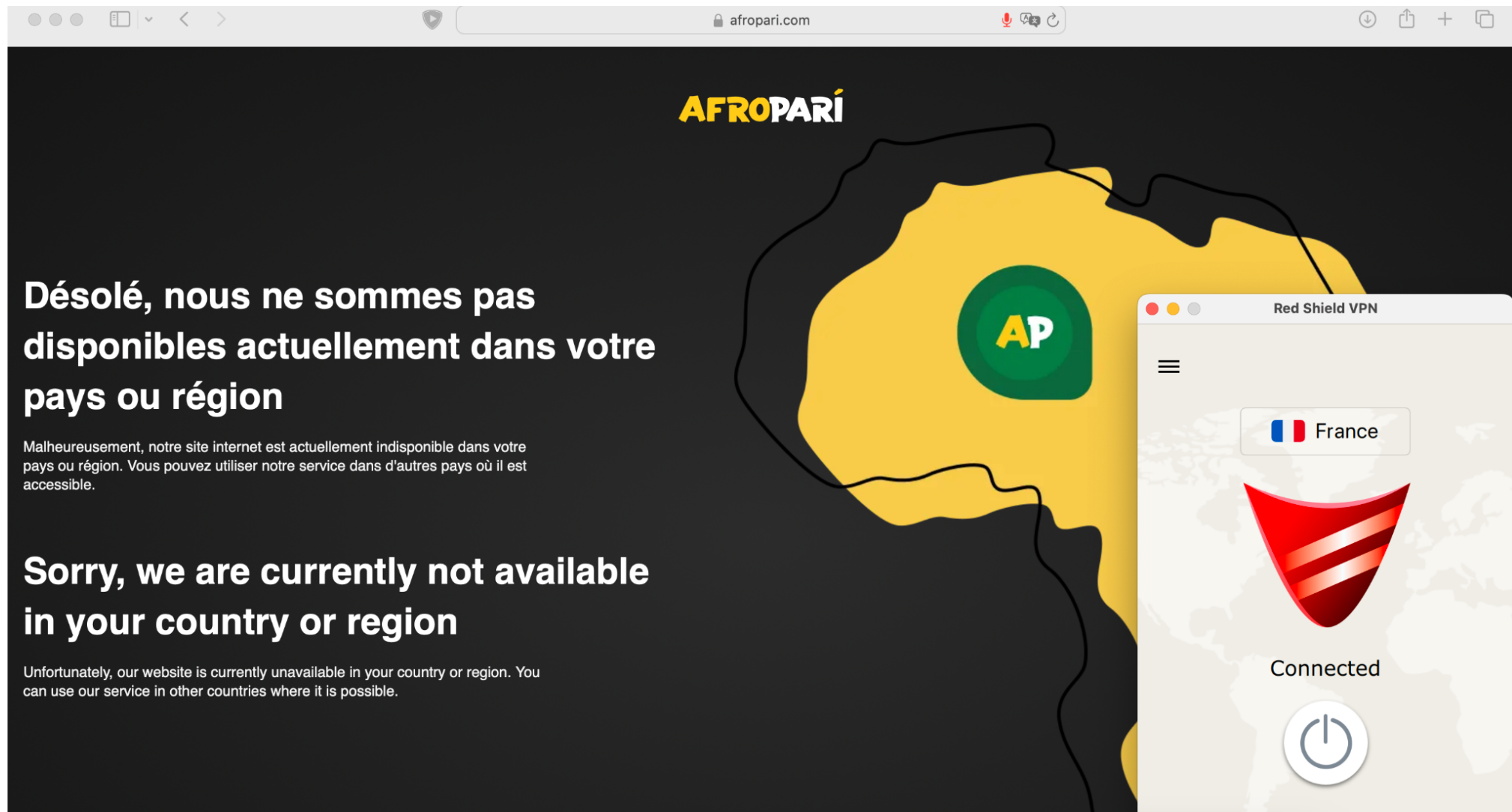
Office rent		32 960	5 150	12 360	12 360	3 090
Legal support		96 000	15 000	36 000	36 000	9 000

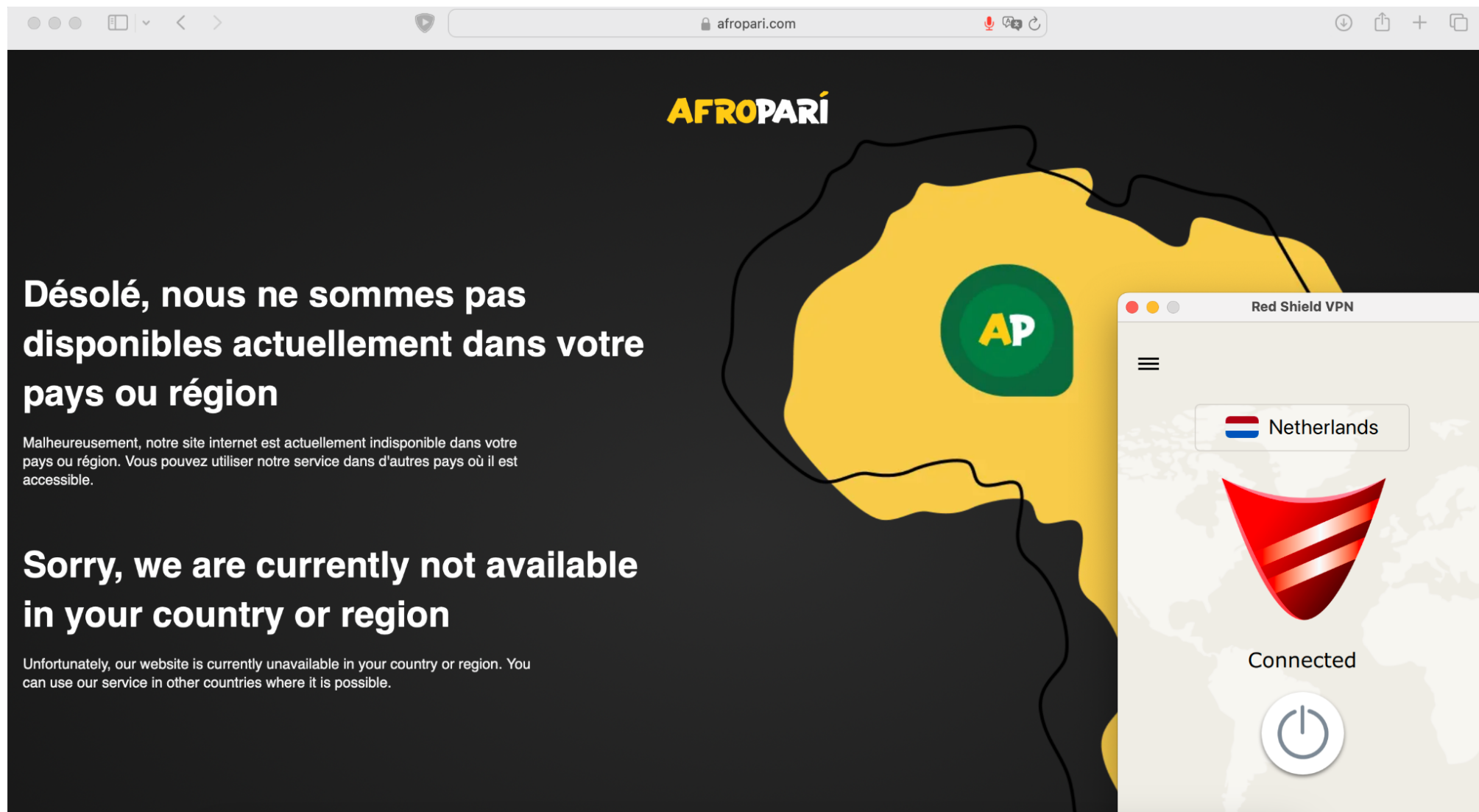
10.3. MARKETING PLAN

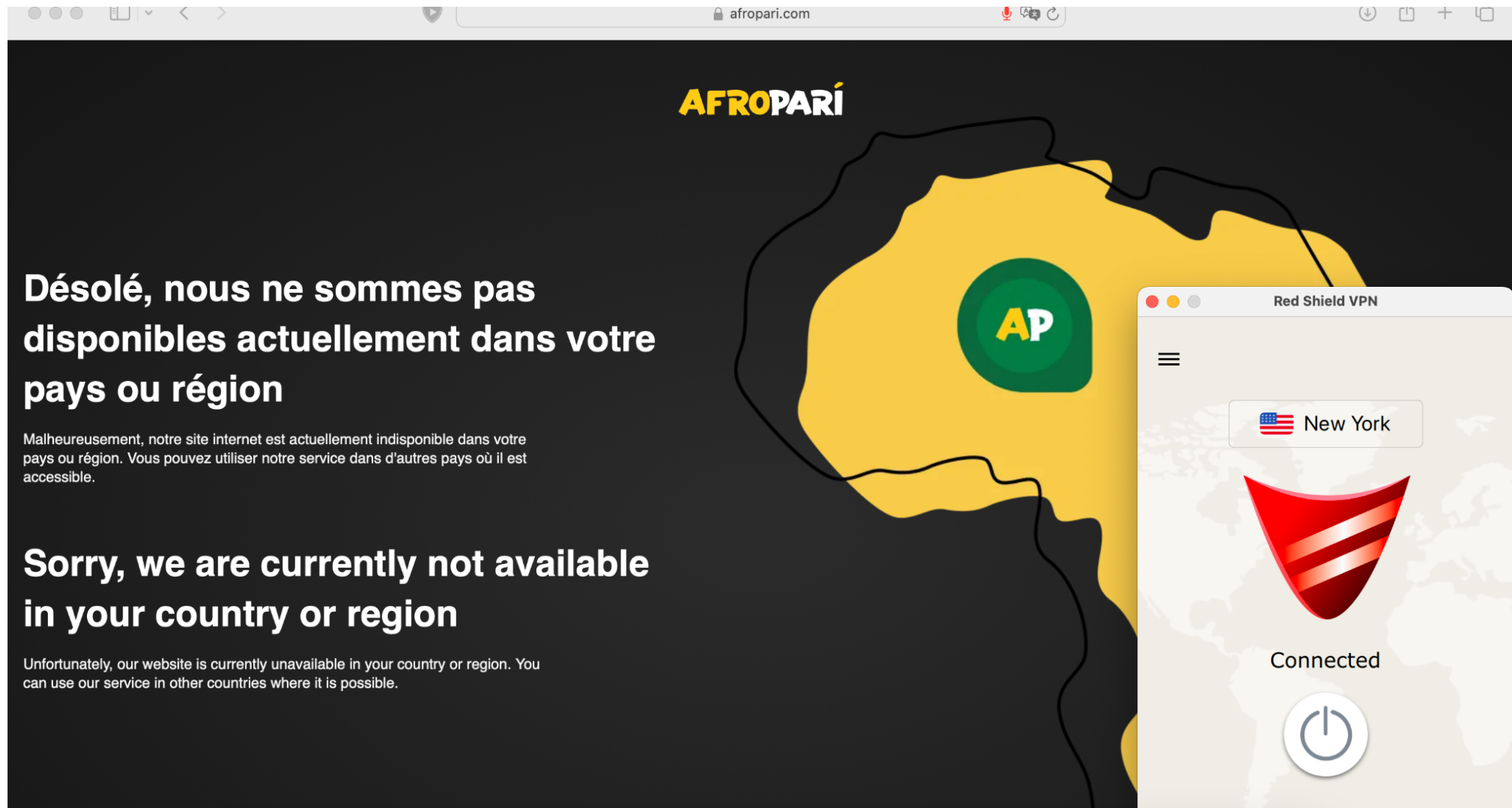
10.3.1 AFROPARI caters to individuals aged 18 and older, offering a unique and conscientious gaming experience. This detailed marketing strategy aims to build brand recognition, connect with the target demographic, and boost sales through innovative and ethical campaigns.

10.3.2 Target Audience:

- Demographics: Primarily targeting adults aged 18 and older, with a focal point on the 21-40 age group.
- Geographics: Guinea, Tanzania.
- Geoblock: USA, France, The Netherlands, The Dutch Caribbean Island: Curacao, Aruba, Bonaire, St. Martin, St. Eustatius, and Saba.







- Psychographics: Enthusiasts of cutting-edge technology, gaming aficionados, and those valuing a commitment to responsible gaming practices.

10.3.3 Marketing Strategies:

a. Brand Identity:

Craft a compelling brand narrative highlighting our commitment to revolutionizing the gaming industry through innovation, excitement, and a steadfast dedication to responsible gaming principles.

Position AFROPARI as a hub for cutting-edge technology, diverse gaming experiences, and a vibrant gaming community.

b. Digital Realm Dominance:

Enhance the website to ensure a seamless user experience, facilitating easy navigation across all platforms.

Harness the power of social media platforms for targeted advertising, engaging content distribution, and community-building initiatives.

c. Content Journey:

Create a content strategy comprising captivating blog posts, interactive tutorials, and exclusive insights from developers to foster a sense of community and sustained player involvement.

Establish partnerships with gaming influencers and content creators to extend NexusGamer Ventures' influence and reach.

d. Advocacy for Responsible Gaming:

Integrate responsible gaming messages seamlessly into marketing materials and gaming interfaces.

Incorporate features such as session duration reminders, spending limits, and voluntary self-exclusion tools to empower players and promote responsible gaming practices.

10.3.4 Sales Strategies:

a. Launch Excitement:

Unveil captivating launch promotions and exclusive bonuses to captivate early adopters and generate excitement.

Employ strategically timed limited-time offers to create a sense of urgency and anticipation among potential customers.

b. Partnership Exploration:

Forge strategic partnerships with gaming affiliates, influencers, and complementary brands to enhance visibility and attract a wider audience.

Establish an appealing affiliate program to incentivize third-party promotion and collaboration.

c. Data-Driven Optimization:

Utilize analytics tools to extract valuable insights into player behavior, preferences, and the performance of different acquisition channels.

Drive data-driven optimizations in marketing strategies, enhancing targeting precision and overall user experience.

d. Customer Relationship Mastery:

Implement an agile Customer Relationship Management (CRM) system to deliver personalized communications, promotions, and offers tailored to individual player preferences.

Harness targeted email marketing campaigns for personalized promotions and real-time updates, fostering customer engagement and loyalty.

10.3.5 Evaluation Criteria:

Consistently track key metrics such as customer acquisition cost, conversion rates, player lifetime value, and overall customer satisfaction.

Conduct regular reviews and agile adjustments informed by performance analytics to optimize strategies and maximize results.

10.4. PROJECT COST ANALYSIS

Fixed Expenditures

Staffing Costs and Salary Allocation

According to the staffing table, the projected total personnel count is 6 individuals, each with a standard workload. The average salary allocated for these roles is established at 1,683 euros per month. Compensation for all staff members will adhere to a time-based payment structure. Furthermore, there are intentions to implement a framework for financial incentives in the future, encompassing bonuses and alternative forms of rewards.

Table 8. Staffing table with salaries, euro

№	Position	Number of people	Salary	Total per month
1	Director	1	2 500	2 500
2	Site developer	1	1 900	1 900
3	Designer	1	1 700	1 700

4	Advertising specialist	1	1 600	1 600
5	Employee	2	1 200	2 400
	Total	6		10 100

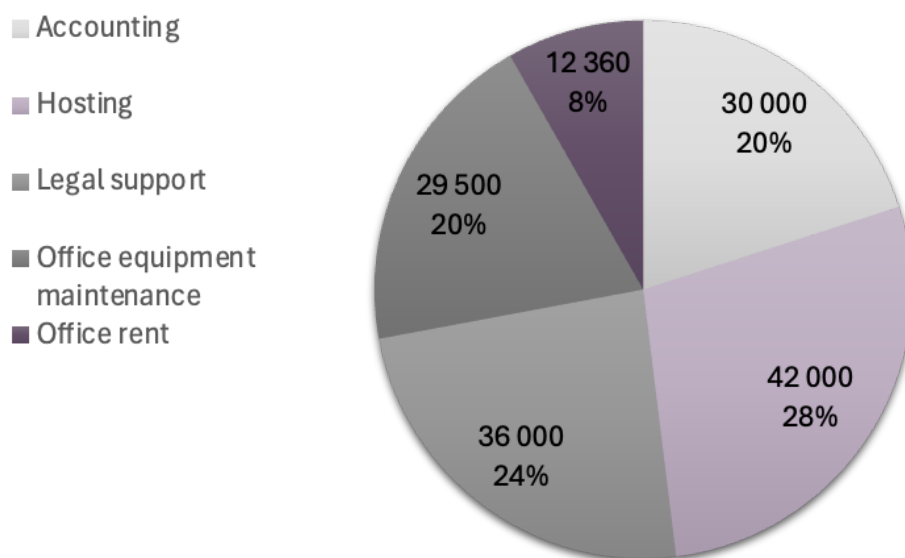
With the addition of every 6000 new clients, there will be an increase in staffing by 5 additional members. The expenses linked to this supplementary personnel are accounted for within the variable costs.

Other Incurred Fixed Expenses

Table 9. Fixed costs, euro

№	Item of expense	Total per year
1	Accounting	30 000
2	Office equipment maintenance	29 500
3	Hosting	42 000
3	Office rent	12 360
4	Legal support	36 000
Total		149 860

Diagram 11. The structure of fixed costs



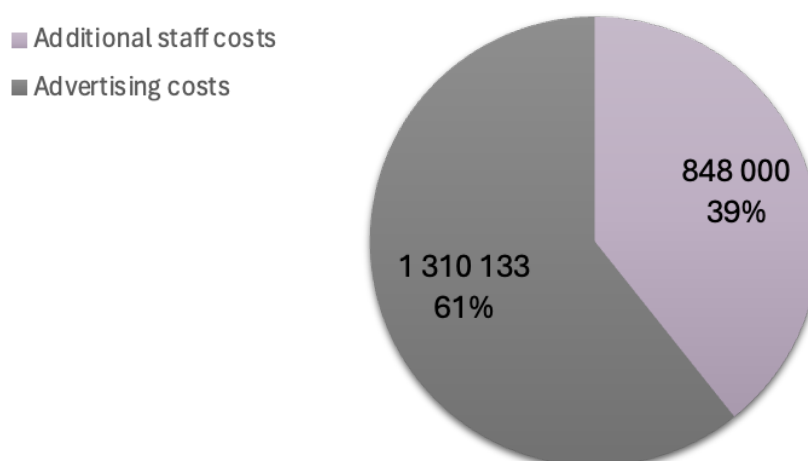
Variable Costs Assessment

Direct Production Expenses

Table 10. Variable costs, euro

№	Item of expense	Per unit, total	Calculation base
1	Advertising costs	18	for 1 client
2	Additional staff costs	1 280	for 1 person

Diagram 12. Structure of variable costs (to the total volume of variable costs)



Taxation Considerations

Taxes of the company as a tax subject

The projected total amount of accrued and paid taxes for the entire project period is estimated to be 296.3 thousand euros (EUR).

10.5. FINANCIAL PLAN

Attracting Investment Resources

Financial Resource Requirements And Funding Structure

The financial requirement for the project is 263.9 thousand euros (EUR). The intended funding for this project is anticipated to be sourced from the investor.

Terms For Investor Fund Reimbursement

The total amount of payments to the investor over the project's duration is projected to be 367.7 thousand euros (EUR).

Cash Flow Plan Indicators

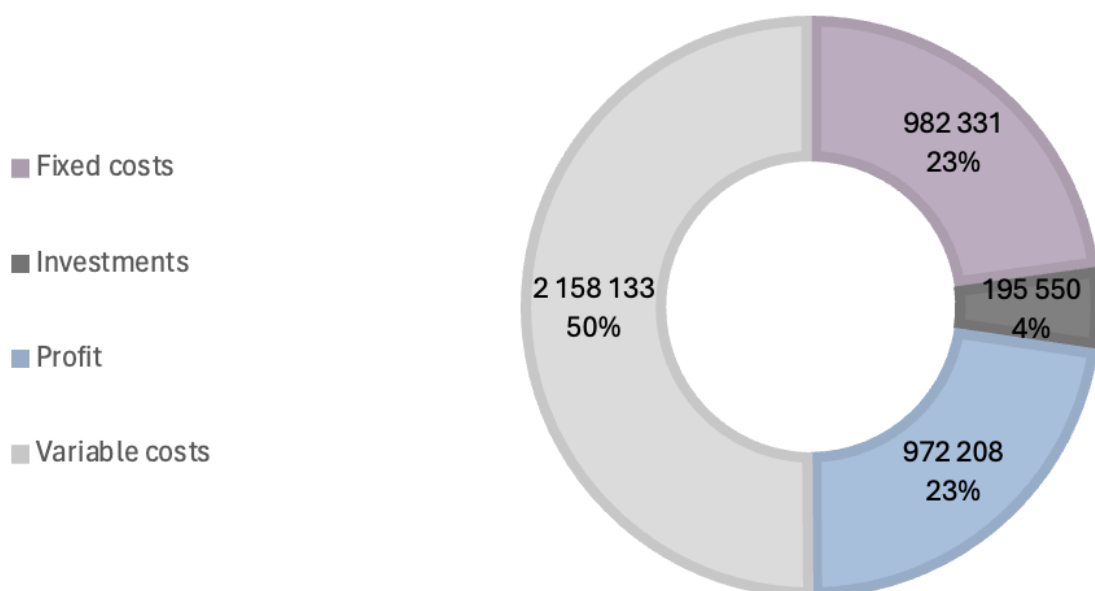
Day-to-day Operational Activities

Positive cash flows from operating activities are generated by sales proceeds, while negative cash flows arise from the company's operating costs. The total proceeds for the project period amount to 4,408.49 thousand euros (EUR).

The negative cash flow comprises the following key components:

- Variable costs: Advertising costs 18 for 1 client; Additional staff costs 1280 for 1 person
- Fixed costs: 149.8 thousand euros (EUR) per year
- Taxes: 296.3 thousand euros (EUR)

Diagram 13. Distribution Structure of Sales Proceeds to Costs and Profit



Overall Financial Performance

The project calculation horizon spans 36 months (3 years), with an investment period of 3 months (0.3 years) leading up to the project launch, followed by a working period of 33 months (2.7 years).

The total sales proceeds for the entire project implementation period are projected to reach 4,408.4 thousand euros (EUR).

The net profit upon completion of the project is forecasted to amount to 972.2 thousand euros (EUR). These financial indicators provide insights into the performance and profitability of the project over its specified timeline.

Table 11. Financial and investment indicators of the project

Name of the index	Value of the index
Calculation period of the project, year	3
Laid-down capital (LDC), EUR	195 550
Sum of proceeds (SP), EUR	4 408 992
Net average operational receipts per month (NAOR), EUR	33 800
Net profit for the project period, EUR	972 208
Average profitability for the project period (net profit to proceeds	22,05%
Discounting rate (DR), %	19,00%
Net present value (NPV), EUR	306 189
Average Rate of Return of investments (ARR)	136,62%
Return on investment (ROI)	397%
Profitability index (PI)	1,6
Internal rate of return (IRR)	76,46%
Pay back period of the project in whole (PBP), incl. financing scheme	18 months
	1,5 years

10.6. SWOT ANALYSIS

Table 12. SWOT analysis

SWOT Analysis			
STRENGTH	WEAKNESS	OPPORTUNITIES	THREATS
• Significant experience of the project managers and team members in the field of communications and casino management • High quality service • Strict policy against any type of fraud, which protects players from any potential troubles during the game • Wide range of games	• Competitors can quickly offer similar products or services • Limited pricing flexibility • Not available in all countries • Online content requires high internet speed • Lack of a clearly formulated long-term strategy (due to the nature of the business)	• Growing popularity of mobile gambling • Constant emergence of new technologies • Global trend towards legalizing online casinos	• Instability of the political environment • High competition • Impossibility of local placement of equipment and/or bans on the use of international services in some countries • Decrease in disposable income of the population against the backdrop of economic recession