

# Business Plan

Foxland

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## Executive summary

Foxland is an international project aiming to obtain the Curacao gaming license to run e-gaming operations and set up a Curacao company after the pre-approval process. Foxland (further – the Company) will use the domain [foxland.io](http://foxland.io) to provide e-gaming services across the Asian region with a particular focus on Hong Kong, China, Philippines, and Taiwan. The revenue will primarily be generated from the taking of bets on behalf of players that become enrolled members of the online casino. The online casino games hosted on the Company's services will include: Evolution, Ezugi, Pragmatic play (live), Pragmatic play, spadegaming, betsoft, playngo, redtigergaming, spinomenal, boominggames, YGGdrasil, wazdan, evoplay, Sportbook - Digitain. The Company's objective is to provide a better and convenient platform for the users to enjoy. Founders of Foxland believe that a wider range of options in the e-gaming market plays a positive role by raising competition and, therefore, stimulating development of higher quality platforms.

Foxland has put forward an objective to become an advanced and trustworthy e-gaming operator, therefore, obtaining the license is a fundamental step for building trust with the audience. Since the gambling industry not only awards opportunities but presents many risks and involves a large number of dishonest players, a recognisable license will enhance the image of the Company as a reliable and honest operator. The Curacao license will allow establishing business relationships with various partners and purchasing software from SoftGamings - one of the leading manufacturers in the industry.

The Company means to operate in a way that best represents information of benefits and risks of e-gaming operations acknowledging the risks of a gambling addiction. Foxland will promote 'responsible gambling' ensuring that advertisements and marketing campaigns contain a special responsible gaming warning.

## Strategy

Foxland has determined the goal to develop into a well-established and well-known e-gaming operator in the next 5 years. It intends to become one of the major operators in the Asian gaming market, namely in countries such as Hong Kong, China, Philippines, Taiwan. Asia is a large and diverse market with an emerging middle class and strong growth forecasts. China is expected to displace America as the largest economy in the world and entering a market in a growth phase increases the likelihood of success. A rapidly expanding middle-class driving growth in many areas boosts consumer confidence and spendings are likely to be higher than in other markets.

After the outbreak of the pandemic, the demand for online gambling in Asian market has increased significantly. Online gambling is preferred over traditional land-based gambling due to accessibility through any device, cashless transactions, better visuals and real-time gambling experience from any part of the world. Foxland will provide high-quality services to its target audience: a middle to upper middle class male or female aged 20-35 who are active smartphone / laptop users with a stable and high speed internet access. The audience will consist both of experienced online casino players and those who are new to this industry and are curious to try. On average, a user will spend around \$50-\$200 per usage of the platform.

The Company has identified its main competitors which are greatly-known international brands with a long-term market presence. PokerStars, founded in 2001, is the largest real money online poker site in the world, controlling over two-thirds of the total online poker market. 888casino, established in 1997, is one of the oldest online casinos which also became the first exclusively online casino to be licensed in the United States. Betway, an online gambling company founded in 2006, which offers various gambling products, holds licenses in more than 15 jurisdictions. Foxland's comparative advantage lies in its particular focus on the target markets and technological and marketing advancements.

## Software

Foxland will use a wide range of technical tools to ensure the smooth operations and quality of the product. This includes games, slots, bots, content such as graphics, sounds, effects, omni-channel gaming solutions, e-gaming platforms, retention and distribution solutions, turnkey and API solutions acquired from SoftGamings. The supreme quality software solutions will be obtained from the following software and content providers:

|                                         |                                      |
|-----------------------------------------|--------------------------------------|
| <b><i>Evolution + branded games</i></b> | <b><i>Ezugi</i></b>                  |
| <b><i>Pragmatic Live</i></b>            | <b><i>Pragmatic play (slots)</i></b> |
| <b><i>Spadegaming</i></b>               | <b><i>Betsoft</i></b>                |
| <b><i>PnG</i></b>                       | <b><i>Red Tiger Gaming</i></b>       |
| <b><i>Spinomenal</i></b>                | <b><i>Booming games</i></b>          |
| <b><i>Yggdrasil</i></b>                 | <b><i>Wazdan</i></b>                 |
| <b><i>Evoplay</i></b>                   | <b><i>Digitain</i></b>               |

## Management

Foxland's UBO has been a member of the HKJC for over 6 six years – Hong Kong's biggest gambling institution. During his employment with HKJC, he gained substantial experience by being exposed to various professional duties in the field of gambling. His responsibilities included provision of professional advice and quality gambling service to customers, interaction with customers to enhance their entertainment experience, assistance with digital products and account services, handling customer queries and assistance with betting, as well as sustaining the daily operations of the hippodrome, store and horse farm. Owing to the relevant background, he is able to understand and analyze customer needs, and therefore integrate products and platforms that address evolving customer demands. Foxland's UBO will explore new business opportunities in order to expand the variety of income sources and grow the business. At the initial stage, Foxland's UBO will supervise the staff and head managers, evaluate their performance and ensure that all the procedures and controls are in place and being followed.

## Structure

All chiefs of Foxland including Chief Financial Officer, Chief Technology Officer, Chief Operating Officer and Chief Marketing Officer have vast experience working in online casino business internationally. Foxland will consist of 4 main branches:

- Finance branch led by Chief Financial Officer (CFO)
  - Foxland's CFO has 7+ years of experience, skilled in leadership and finance. Seeking to improve finances at Execulink Community Services. At CentuFund, helped raise revenue from \$3 million to \$22 million through carrying out 6 acquisitions and redesigning operational flows. Worked with cross-functional teams to improve accounts collections by 28%.
- Technology branch led by Chief Technology Officer (CTO)
  - Foxland's CTO has 10+ years of experience and proven leadership skills. Increased customer satisfaction by 45% and sales by 24% for HHC Software. At Techware, increased the efficiency of the manual testing process by 27% and expanded the customer base by 350%. Eager to drive ROI and technological innovation for KLPR Enterprises.
- Operation branch led by Chief Operating Officer (COO)
  - Foxland's COO has 9+ years of experience as a change agent, leader, and communicator in a tech company with over \$500M in annual revenue. Seeking to improve ROI for HubSpot. At MicroWorks, cut product development times by 50% through modified Agile workflow and employee-led programs.

- Marketing branch led by Chief Marketing Officer (CMO)
  - Foxland's CMO with career success developing and deploying strategic marketing plans, designing and launching effective public relations (PR) campaigns and achieving record breaking increases in profits and productivity. Recognized as a leader with strengths in non-profit, project management, event planning, administration and business development. Exceptional strategist analyzing trends and forecasting sales to develop long-term strategies, key objectives, and operations execution plans based on business best practices as well as maximum growth and profitability. Excellent communication skills proven by the ability to successfully manage large projects while working with people from very diverse backgrounds.

## **Marketing & sales strategy**

While Foxland regards quality and competitiveness of the actual service provided as key to its success, comprehensive marketing is nevertheless an important aspect of business in today's industry. Inflow of clients is expected through the above described programs and strategies that will be developed by a marketing team. Inflow of clients is expected through a wide range of different programs and strategies that will be developed by a marketing team to attract new clients and expand the Company's online presence. These strategies include social media marketing, digital advertisements, search engine optimisation (SEO), and various sales representatives. Advertising on social media and networks is perceived as an effective tool to increase website traffic, to raise interest and awareness, and ultimately to increase gambling sales. Properly configured SEO will ensure that the Company appears more frequently among search engines and relevant links pop up at the top of the webpage. The marketing team will constantly review and analyze the performance and cost-effectiveness of implemented marketing strategies to preserve the Company's online visibility and inflow of new customers.

## Financial projections

Below is a breakdown of financial projection for the 12-months period:

| Foxland   |                        |                        |                   |
|-----------|------------------------|------------------------|-------------------|
| 2023/2024 | Monthly revenues (EUR) | Monthly expenses (EUR) | Profit/Loss (EUR) |
| Month 1   | 13,000.00              | 15,150.00              | -2,150.00         |
| Month 2   | 14,950.00              | 15,907.50              | -957.50           |
| Month 3   | 17,192.50              | 16,702.88              | 489.62            |
| Month 4   | 19,771.38              | 17,538.02              | 2,233.36          |
| Month 5   | 22,737.08              | 18,414.92              | 4,322.16          |
| Month 6   | 27,284.50              | 19,335.67              | 7,948.83          |
| Month 7   | 32,741.40              | 20,689.16              | 12,052.23         |
| Month 8   | 39,289.68              | 22,137.40              | 17,152.27         |
| Month 9   | 47,147.61              | 23,687.02              | 23,460.59         |
| Month 10  | 61,291.90              | 25,345.11              | 35,946.78         |
| Month 11  | 79,679.46              | 27,626.17              | 52,053.29         |
| Month 12  | 103,583.30             | 30,112.53              | 73,470.77         |