

BUSINESS PLAN

EMC Sports N.V.

I. EXECUTIVE SUMMARY

Services

www.tokenwin.com (under legal entity EMC Sports N.V.) is a new online gaming start-up project, we aim to become the benchmark of Asia's top Internet entertainment industry and the leader of sports pan-entertainment.

We clearly know that it will not be easy to achieve this goal, Because we are a new project, we will encounter many difficulties at the beginning, but we will fully study the market with the enthusiasm of a start-up company, and gain the trust of the market as soon as possible. At this point, we fully recognize the challenges and difficulties we will encounter, but we are also full of confidence.

Market

www.tokenwin.com wants to gain a certain market position in the online gaming market. The online game market has been one of the fastest growing markets for a long time. We also attach great importance to the online game market. Mr. Carin Birchman also has many years of experience and accurate market knowledge of the online game market.

www.tokenwin.com's target markets are Japan and Vietnam in Asia. The motivation for entering the Vietnamese market is very simple. The Southeast Asian market has always been the most important segment of the Asian market. Online games have a penetration rate unmatched by other markets in the Southeast Asian market. At the same time, the Southeast Asian market also has a good penetration rate of electronic equipment, so www.tokenwin.com can give full play to the advantages of our multi-platform client, and gain the trust and favor of customers in this large market with excellent user experience and impeccable quality service.

Japan has a rich variety of online games, and Japan is a developed country, www.tokenwin.com believes that this is still a market with untapped potential. Obviously, our journey on Japan market won't be easy, but www.tokenwin.com are ready for this.

Company

the Company of the www.tokenwin.com project will be located in Curacao. After our internal discussion, applying for a Curaçao license is the most suitable choice for us. First, we hope that the application process will not be too cumbersome and affect our World Cup year plan (the World Cup year is very important to our industry), we do not want the license applying process are very time-consuming. Secondly, the price of applying to Curaçao license application is also attractive. Curaçao license certification is more friendly to small and medium-sized online gaming companies, also it is very popular in small and medium-sized gaming companies

One of our main market is Japan, In the Japanese market, many gaming sites have chosen the Curacao license, and Japanese players have a high degree of recognition and trust in the Curacao license. Curacao has a long history of gaming certification and has rich experience in gaming industry management, which can guide us very well.

Based on these factors, it is obviously that Curacao license are the best choice for us at this stage.

II. BUSINESS DESCRIPTION

In the preparatory work in the early stage, we have developed a wap-side website version through research on the online game industry. Now, we have developed both the Japanese and Vietnamese versions of the website. In the future, we will also develop native APP and html5 versions to meet the needs of different customers in different scenarios.

The problem of deposit for a multi-language version platform is never easy, but we have introduced many deposit methods, which allow us to solve the localization problem while taking into account both markets.

Our website will provide a wide variety of games for customers to choose. In addition to traditional sports betting, live games, and slot machine games, we also introduce chess and card games to enrich customers' choices, which is never seen

in our competitor's website. this is also our advantage; we have an amazing it team to provide support. And we will continue to focus on introducing more interesting and competitive products in the future.

We believe that to be successful in online gaming, we must strengthen customer loyalty and improve our customers' gaming experience. In addition to the most basic technology-based smooth game experience, we have developed a complete VIP system to enrich the fun of players. Around our VIP system, we have also prepared birthday gifts, promotion gifts, monthly gifts and other ways to give back to customers.

In addition, we also provide 7x24-hour customer service, so that no matter what time zone customers are in, they can get feedback immediately with the problems they encounter. www.tokenwin.com believes that effective communication between the platform and customers is very important.

III. PRODUCTS AND SERVICES

Since our market is concentrated in Asia, our selection of game providers is actually more realistic. We use software of the most popular and most reliable Asian gaming provider know by following trademarks-AG, BTI,188 etc.

These game providers already have a strong enough market position in Asia and mature solutions methods in various situations. Besides, we will also use some upcoming game providers in the chess & card game.

As mentioned here and above www.tokenwin.com online gaming website www.tokenwin.com will be offering a wide range of gaming experience. We will be providing also betting services to our client.

www.tokenwin.com will have a wide range of game providers.

Here are some examples of BTI sporting games:

IV. MARKETING PLAN

Japan, one of our main target markets, is one of the biggest potential markets in the world. Currently in Japan there are lots of people prefer slot games. They have their own special slot machine named Pa-chin-ko, We can launch their preferred games according to the needs of local customers, so as to achieve the purpose of giving them the best gaming experience.

It is worth mentioning that some well-known online game websites in the Japanese market tend to be European in style. We have also noticed this. Generally speaking, the UI and technical level of Japanese online game websites are still far from the top level in Asia. .

Undoubtedly, chaos is always accompanied by great opportunities, and we believe that the Japanese market is full of potential. We plan to outsource most of marketing services. Sales and marketing services shall comprise the most of our expenditure.

V. OPERATIONAL PLAN

Online gaming services themselves are mostly self-service by customers. The customer handles the top-up and use of the service (choose the game and place a bet) by himself. Therefore, most of the company's day-to-day operations should be related to sales, marketing, support and risk control.

Since our company's main target market is Japan and Vietnam, we will need co-working, but we do not plan to outsource our services, our goal is not as simple as building a website in Vietnam and Japan, we think that If you want to truly achieve localization and have a good user experience, and want to become the best one in the target market, then the job demand arising from these factors is inevitable, and we believe that we must handle all of these in order to ensure that best service.

VI. MANAGEMENT & ORGANIZATION

CEO of company name is Carin Birchman. He will manage the business activity of

the company on day-to-day basis. Carin Birchman has huge experience in management and in IT. He is good at technical issues, the construction of technical teams, the construction of project architecture, and the communication with technical teams, which is also an important reason why we are so confident in our technology, whether it is PC, wap, html5, Mr. Carin Birchman are very understanding.

Of course, our CEO also has a keen market sense, and he has extensive experience in operating online casinos. He is almost an all-rounder, which is why we dare to challenge different markets.

We plan to build a team of 20 employees at the beginning. In addition to the IT department, we also need Vietnamese and Japanese local employees to assist us in the initial localization, and for all this, we need a medium-sized team.

VII. FINANCIAL PLAN

12 MONTHS PLAN OF INCOME AND EXPENSES

	Monthly revenues (USD)	Monthly expenses (USD)	Profit/loss (USD)
Month 1	100000	200000	100000
Month 2	200000	200000	0
Month 3	250000	150000	100000
Month 4	300000	500000 (world cup 200000 promotion)	
Month 5	350000	150000	200000

Month 6	700000	200 000	500000
Month 7	450000	200 000	250000
Month 8	500000	250 000	250000
Month 9	550000	290 000	260000
Month 10	600000	335 000	265000
Month 11	650000	390 000	260000
Month 12	700000	450 000	250000

PROFIT AND LOSS FOR 1 YEAR (PROJECTED)

	Position	Value (EUR)
1	Gaming revenue	5350000 \$
2	Cost of sales (% Providers)	3315000 \$
3	Other (% commission)	n/a\$
4	TOTAL COST OF SALES	3315000 \$
5	Gross margin	2035000 \$
6	Gross margin %	38%
	EXPENSES	
7	Sales and marketing expenses	200000 \$

8	Salaries	400000 \$
9	Depreciation	n/a
10	Research and development	300000 \$
11	Utilities (hosting, domains etc)	60000 \$
12	Insurance	n/a
13	Rent	n/a
14	Licensing	20000 \$
15	Other	10000 \$
16	TOTAL EXPENSES	990000 \$
17	Profit before tax and interest	1045000 \$
18	Taxes	n/a \$
19	Net profit	1045000 \$

UBO: Carin Birchman

Signature:.....

Date:24/03/2024