

BUSINESS PLAN 1.0

**Napoleon Entertainment
Limited B.V.**

April 2024

CONFIDENTIALITY STATEMENT

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Review & Approvals

The following representatives of Napoleon Entertainment Limited B.V.. (**hereinafter referred to as “Napoleon”**) have approved this document:

Name	Title	Approved Signature
Menno Jordaan	UBO 100%	

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Company Details

Napoleon Entertainment Limited B.V. registered at Dr. W. P. Maalweg 26, Willemstad, Curaçao and registered under the registry number 146617.

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Object of the business plan

This document is being provided in an effort to obtain the online gaming licenses currently being issued by the Curaçao Gaming Control Board ("GCB").

Abstract

The business plan is separated into the following six (6) chapters.

Chapter One	(1): Introduction of NAPOLEON
Chapter Two	(2): Corporate Structure
Chapter Three	(3): NAPOLEON Product & Services
Chapter Four	(4): NAPOLEON Marketing Strategy
Chapter Five	(5): AML & CFT and KYC
Chapter Six	(6): Financial Forecast

Executive Summary

NAPOLEON ENTERTAINMENT LIMITED B.V.'s (**hereinafter referred to as "NAPOLEON"**) business model is providing online casino games to its end users. The solutions extend to software provision with its' main focuses on engaging casino offerings to their players, with over 7,000 games as part of its portfolio. The company will focus on offering a full solution with the functionality of a back office to run the administration, KYC and AML, Gamification, CRM, CMS and other solutions as needed.

NAPOLEON will conduct its operations through an accredited platform provider that offers a comprehensive casino platform.

For the time being, NAPOLEON plans to only provide games of chance, where players compete against the house and the outcome is determined at random (such as slots, table games, and live casino games). The company will explicitly request permission from the GCB if it wants to offer other products in the future.

In-depth details about the company, the services provided, the projected financial results, the source of funds related to the first investment, the approach taken with the AML activities, partners, and are all included in this business plan.

NAPOLEON would like to be fully operational by end of May 2024. NAPOLEON will operate under the domain www.duckingleucky.io which is directly owned by the applicant.

With the new online gaming licenses currently being issued by the Curaçao Gaming Control Board ("GCB"), NAPOLEON anticipates that players will feel more secure knowing that their interests are safeguarded.

1 Introduction of Napoleon.

1.1 NAPOLEON Mission

NAPOLEON will always put the needs of its customers first and will measure its performance against the most stringent benchmarks in the business. The quality, sophistication, dependability, and commitment of the company's service will speak for itself.

NAPOLEON's mission is to provide an exceptional online casino experience that surpasses the expectations of our players while upholding the highest standards of integrity, transparency, and responsible gaming. We are dedicated to creating a safe and enjoyable environment for our customers, where they can indulge in a diverse range of casino games while adhering to legal and ethical guidelines.

1.2 NAPOLEON Vision

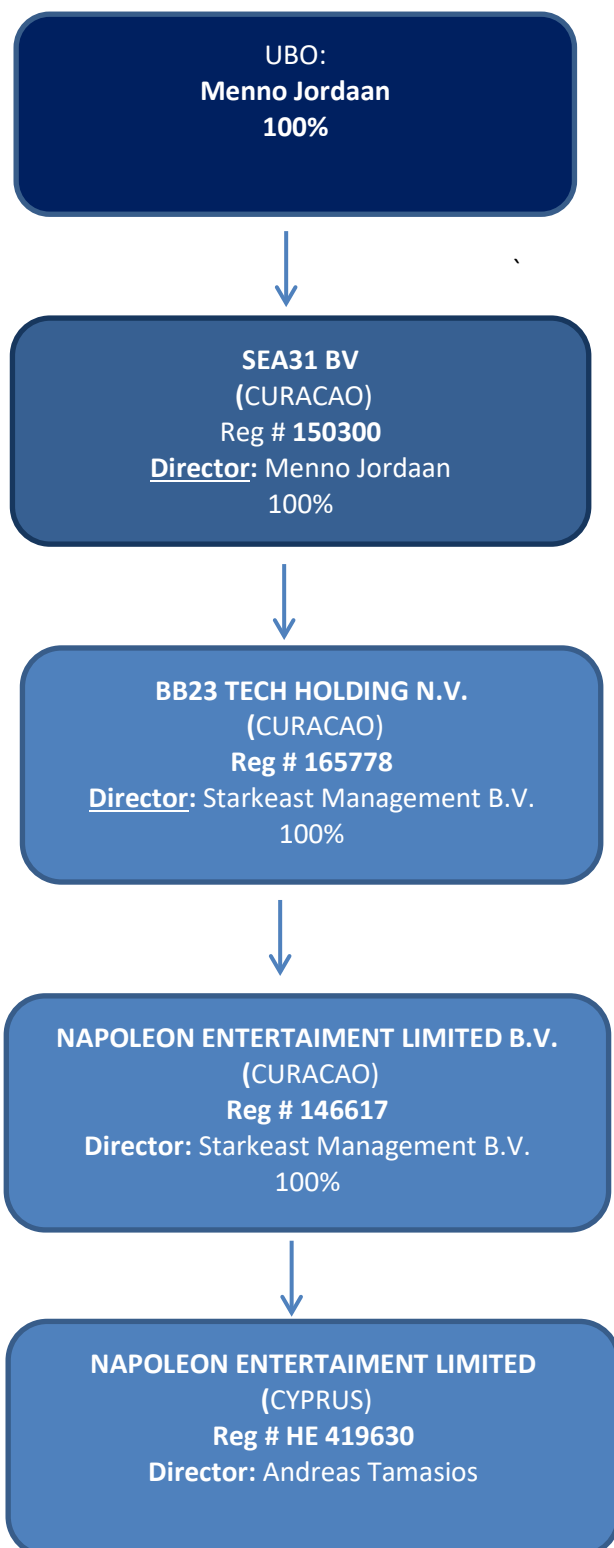
NAPOLEON envisions itself as a trailblazer in the online casino industry, guided by the seasoned expertise of its founder who possesses a wealth of experience and a keen insight into emerging trends across diverse verticals. Our vision is rooted in a strategic approach that prioritizes player safety, unparalleled gaming experiences, and operational agility.

- **A Player-Centric Focus:** We aspire to venture into multiple markets, establishing a brand synonymous with player safety, exceptional experiences, and adaptability.
- **Agility as a Core Strength:** NAPOLEON recognizes the dynamic nature of the gaming industry and aims to leverage its agility as a core strength. Our ability to pivot swiftly in response to evolving trends and capitalize on emerging opportunities will be a defining factor in our success.
- **VIP Experience as a Competitive Edge:** Our vision revolves around offering a VIP experience that sets NAPOLEON apart from the competition. By concentrating on personalized and premium services, we aim to attract and retain a loyal player base, fostering long-term success.

In summary, NAPOLEON envisions itself not just as an online casino operator but as a dynamic force, setting industry benchmarks through a strategic blend of player-centric focus, operational agility, and a commitment to delivering an unparalleled VIP experience. This vision positions NAPOLEON to thrive in a rapidly evolving gaming landscape while avoiding the pitfalls associated with excessive overhead and lack of adaptability.

2 Corporate Structure

2.1 NAPOLEON Corporate Structure



2.2 Corporate Governance

The Board of Directors (the Board) initially comprises Mr. Menno Jordaan. The Board holds a pivotal role in safeguarding NAPOLEON's success, upholding the legitimate interests of UBO, and considering the perspectives of relevant entities, including the GCB.

The board provides oversight and strategic direction for the company. They ensure that the company operates in accordance with its mission, goals, and legal obligations, while also safeguarding the interests of the UBO.

Responsibilities of the Board encompass setting and overseeing strategic goals, formulating rules, monitoring the performance of the management team, and overseeing the company's risk management and compliance frameworks. This includes a commitment to adhering to local and international legal and regulatory requirements. NAPOLEON is unwavering in its dedication to the principles of good corporate governance, including accountability, fairness, transparency, and independence. These principles serve as the foundation for achieving strategic objectives, sustained growth, an enhanced business environment, and the promotion of best practices and performance.

The Board will always provide the necessary leadership and ensure that NAPOLEON will keep strong channels of information sharing and dissemination regarding its operations. Consequently, this required us to establish distinct lines of authority and monitor the performance of all operational components.

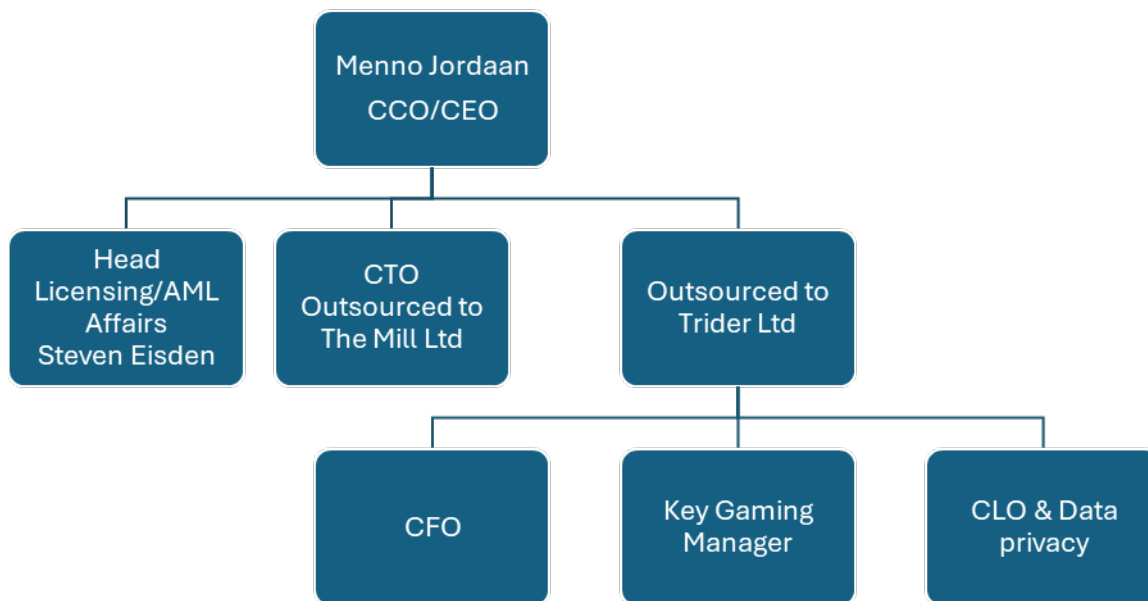
Menno Jordaan as CEO and CCO interact regularly with senior management, including the C-levels, to review operational performance, discuss strategic initiatives, and address any challenges or opportunities facing the company.

While senior management handles day-to-day operational decisions, significant strategic decisions and major transactions require board approval. The board delegates authority to senior management for routine matters but remains actively involved in key decision-making processes, including but not limited to major investments, acquisitions, divestitures, changes to corporate governance, and significant financial transactions.

The company engages external legal counsel specializing in gaming law if necessary to provide legal support and advice to the board and senior management. These legal advisors assist in contractual negotiations, and legal disputes, ensuring the company operates within the bounds of the law.

2.3 Management Structure

NAPOLEON's management team is composed of a diverse and skilled group of professionals, including but not limited to the following key individuals:



- Chief Executive Officer (CEO) – Menno Jordaan
- Head Licensing/AML Affairs – Outsourced to Steven Eisdén.
- CTO - Outsourced to The Mill Ltd
- Key Gaming Manager (Games, Risk & Fraud) – Outsourced to Trider Ltd
- CLO & Data protection – Outsourced to Trider Ltd
- CFO - Outsourced to Trider Ltd

In our management structure, the Chief Executive Officer (CEO), Menno Jordaan, holds the central leadership position, overseeing all aspects of the company's operations and strategic direction. Reporting directly to the CEO is the Head Licensing /AML, this position is outsourced to Steven Eisdén, who ensures strict adherence to legal and regulatory requirements, including anti-money laundering (AML), compliance procedures and responsible gaming matters.

Given the complexity and specialized nature of technological infrastructure and development, the role of Chief Technology Officer (CTO) is outsourced to The Mill Software Limited.

Certain functions, including Key Gaming Manager, CLO and CFO are outsourced to Trider Ltd, a Management Services Company with independent professionals specializing in these services.

This strategic decision allows NAPOLEON to leverage external expertise while maintaining a focus on core business functions.

Comprehensive agreements between NAPOLEON and Trider Ltd, as well as between NAPOLEON and the Mill outline the terms of our outsourcing arrangements. These agreements are available upon request, demonstrating our commitment to transparency and clarity in our operational partnerships.

3 NAPOLEON Products & Services

3.1 Game Product

NAPOLEON takes pride in offering a diverse and engaging portfolio of online casino games designed to captivate and delight players. With over 7,000 games as part of its extensive collection, NAPOLEON ensures a thrilling and dynamic gaming experience for enthusiasts from leading providers such as Pragmatic Play, Play N Go, Relax or Gameart.

The game selection spans a variety of genres, including classic slots, table games, and live casino offerings. The emphasis on quality, innovation, and user experience is evident in each carefully curated title. NAPOLEON's commitment to staying at the forefront of industry trends is reflected in the continuous expansion and enhancement of its game offerings, providing players with a rich tapestry of choices.

Whether seeking the excitement of slots, the strategy of table games, or the immersive atmosphere of live casino interactions, NAPOLEON's game product is crafted to meet the diverse preferences of its player community.

With cutting-edge technology and a keen eye for emerging trends, NAPOLEON ensures that its game portfolio remains a cornerstone of the exceptional online casino experience it aspires to deliver.

3.1.1 Slot Games

Customers will be able to participate in the games offered according to the terms and conditions and other policies set by NAPOLEON. Customers must meet certain criterias in order to be found eligible to open a playing account on the website. Customers who provide the requested information and passed the KYC procedures successfully, would be able to open an account to participate in one of the games offered.

3.1.2 Table Games and Live Casino

NAPOLEON offers an exhilarating gaming experience through its diverse array of table games and live casino offerings. The platform ensures a fair and secure environment for its players, with participation subject to adherence to the specified terms, conditions, and policies. To open a playing account on the website, customers must fulfill certain criteria and successfully complete Know Your Customer (KYC) procedures. Once these requirements are met, players gain access to a thrilling selection of table games and live casino options. From classic favorites like blackjack, and roulette to the immersive live casino environment with real-time dealers, NAPOLEON provides an engaging and authentic gaming atmosphere for eligible participants.

3.1.3 Partners

In alignment with NAPOLEON's discerning approach to partnerships, the company exercises meticulous care in selecting collaborators. From the foremost experts in technology to the paramount standards in player safety, NAPOLEON prioritizes associations that epitomize excellence in their respective domains. This stringent selection process underscores NAPOLEON's commitment to fostering relationships with partners who share its dedication to the highest levels of technological prowess and player well-being.

- **The Mill**

The Mill is a reputable platform provider with both a MGA and Swedish license that offers its clients a comprehensive casino platform.

- **Starkeast Management B.V**

Starkeast Management B.V is the director that will manage the structure. Starkeast Management B.V. will ensure that NAPOLEON remains in good standing and comply with all the applicable laws and regulations.

- **Trider Ltd**

Trider Ltd is a reputable company headquartered in Malta that offers to its business partners a customized administration and management support including but not limited to Marketing, legal advice, CRM (Customer Relationship Management).

3.2 Banking and Payment

NAPOLEON already holds operational bank accounts, partnering with reputable institutions like Mano Bank and Valletta Pay. Furthermore, a dedicated bank account has been set up to segregate player funds, ensuring accurate management of player deposits, payments, and associated responsibilities.

For payment processing, NAPOLEON through his designated merchant of record, is positioned to apply for major global e-wallet solutions, encompassing both fiat and cryptocurrency methods. Further diversification will include the incorporation of various credit card and debit card methods, voucher code systems, and other non-standard payment processors. With numerous providers available, this ensures continuity of services.

The establishment of a master agreement with reputable companies will bolster the efficiency of the back office and player functionality. This intricate process will be meticulously overseen by our team, aligning risk scoring with deposit methodology to enhance player protection.

Deposits and withdrawals are subject to the stipulations outlined in the Terms & Conditions and other policies, which may undergo periodic amendments. NAPOLEON commits to processing withdrawal requests within 2 business days, contingent upon the provision of all requisite due diligence documentation.

Deposited amounts will be available in the account within a reasonable amount of time after the confirmation of the deposit on all available deposit options unless extra verification procedures are needed. NAPOLEON reserves the right to use additional procedures and means to verify the identity (Know Your Client) when effecting deposits or withdrawals.

4 NAPOLEON Marketing Strategy

4.1 Target Audience and trends

NAPOLEON's target audience is diverse, encompassing gaming enthusiasts seeking an immersive and secure online casino experience. Our offerings cater to a broad demographic that values entertainment, innovation, and responsible gaming practices. With a focus on player safety, NAPOLEON ensures a welcoming space for both seasoned players and newcomers. The target audience includes individuals who appreciate a wide array of casino games, from classic slots to live dealer experiences. NAPOLEON will focus its operations with a strategic focus on selected European and LATAM countries while also venturing into burgeoning markets in Asia at a later stage always avoiding restricted territories such as Turkey, the United States of America, Bonaire, Curacao, France, the Netherlands, Saba, St Eustatius, St Martin, Spain, Australia, and the United Kingdom. Additionally, countries listed on the FATF Blacklist are not included in our target market.

The global online casino gambling sector is currently witnessing increased momentum across various regions. According to projections by Market Research Future, this specialized gambling sector is poised for a notable growth rate of 7.32%, with an anticipated market value reaching USD 503.54 Billion by 2030. The rise in per capita income worldwide is driving heightened interest in this market. The demand for gambling experiences through both desktop and mobile platforms is on the ascent. Presently, gambling has become readily accessible through mobile devices, and this persistent trend is expected to provide significant growth opportunities for the global casino market. These factors collectively contribute to the substantial growth potential of the Global Casino Market.

4.2 Competitors Analysis

Conducting a comprehensive competitor analysis is crucial for NAPOLEON to position itself effectively within the competitive landscape of the online casino industry.

In the dynamic landscape of the Online Casino market, NAPOLEON is poised to navigate through competition by establishing its first brand, duckinglucky.io.

To distinguish itself from these competitors, NAPOLEON aims to carve a niche by prioritizing personalized services for players including a robust playing environment, an exclusive VIP customer experience with tailored rewards, customized gaming recommendations, individualized promotions and bonuses, responsive 24/7 customer support, flexible payment options, personalized communication strategies, and a tailored gaming environment.

Analyzing the competitors in the market reveals that there are large companies with substantial cash flow capable of acquiring traffic in both existing and new markets. However, their profitability is often compromised by significant internal resource expenditures, making them less agile in reacting to market changes or exploring new opportunities.

Strategically positioning itself within this competitive landscape, NAPOLEON adeptly leverages advantageous rates and relationships typically associated with large-scale companies, all while maintaining the financial robustness and industry experience necessary to swiftly seize emerging opportunities. This strategic positioning not only underscores the critical rationale behind the inception of NAPOLEON but also emphasizes its unique capacity, supported by both financial strength and seasoned expertise, to deftly navigate the complexities of the online casino market.

4.3 SWOT Analysis

NAPOLEON understands the massive market potential of the iGaming industry. However, NAPOLEON recognizes that there are major risks in the iGaming industry. To this end, we have completed a Strengths, Weaknesses, Opportunities, and Threats analysis.

4.3.1 Strengths

NAPOLEON derives strength from its highly skilled and experienced team within the online casino sector, a solid financial foundation, an operational stability, and strategic partnerships.

The founder's extensive industry experience contributes valuable insights, effective leadership, and a nuanced understanding of market trends. Forming strategic partnerships with accredited gaming platforms and management entities further enhances NAPOLEON's operational efficiency and regulatory compliance. The company's commitment to providing personalized services, including VIP experiences and tailored promotions, positions it as a player-centric platform.

4.3.2 Weakness

As a new entrant, NAPOLEON may encounter challenges entering established markets with strong competitors, necessitating careful market penetration strategies. The initial phase may also see limited brand recognition, prompting the need for targeted marketing efforts to build awareness and establish a distinctive presence in the online casino sector. However, this challenge will be addressed through the extensive affiliate network of the founder, providing robust support to build awareness and establish a distinctive presence in the highly competitive online casino sector.

4.3.3 Threat:

The ever-evolving regulatory landscape in the online gaming sector poses a persistent challenge, necessitating that NAPOLEON remains agile and adaptive to changing legal frameworks. The intensely competitive nature of the online casino market adds another layer of challenge, requiring continuous innovation and differentiation to distinguish NAPOLEON amidst formidable rivals. Effectively navigating these threats is paramount for NAPOLEON to secure its position in this dynamic and competitive industry. In response, NAPOLEON is committed to close collaboration with regulatory authorities, ensuring a proactive approach to compliance. This commitment not only enhances the quality of NAPOLEON's offerings but also demonstrates a dedication to staying abreast of regulatory updates, thereby reinforcing the company's resilience in the face of industry challenges.

4.3.4 Opportunities:

The growing global online casino market presents an opportunity for NAPOLEON to extend its reach into new devices, including smartphones and tablets, thereby catering to the evolving preferences of a diverse player base. Simultaneously, this growth presents a favorable landscape for NAPOLEON's expansion into untapped territories, particularly in emerging European markets and the thriving Latin American sector.

Furthermore, the industry's dynamic nature grants NAPOLEON the chance to be at the forefront of technological advancements and innovations. By embracing cutting-edge technologies, NAPOLEON can differentiate itself, offering unique and immersive gaming experiences that resonate with tech-savvy players. Capitalizing on these opportunities not only positions NAPOLEON to overcome initial challenges but also lays the foundation for establishing a robust presence and thriving in the fiercely competitive online casino sector.

4.4 Marketing Plan

Leveraging the extensive network and industry relationships of the founder, NAPOLEON's comprehensive marketing strategy strategically taps into affiliate partnerships to drive substantial traffic for the first NAPOLEON owned brand. These partnerships, benefiting from existing connections, secure favorable rates, and dedicated efforts, positioning NAPOLEON to generate revenue shortly after launch.

Beyond affiliate marketing, NAPOLEON's approach integrates collaboration with SEO and content marketing, enhancing brand awareness and diversifying traffic sources. This multi-faceted strategy not only reduces reliance on affiliates but also ensures adaptability as the business expands.

The focus extends beyond acquisition to retention and loyalty, where NAPOLEON's collective expertise in building and executing CRM and Loyalty programs aims to elevate average deposits and lifetime player value, mitigating risks associated with bonus abuse.

This strategic marketing plan for the first twelve months encapsulates NAPOLEON's commitment to agility in acquisition, utilizing the extensive network for immediate impact, while concurrently prioritizing the player experience as the cornerstone for long-term retention and success in the dynamic online casino industry.

GOAL: DIGITAL & EXTERNAL BRAND AWARENESS

Strategy: Online digital presence

Our goal is to elevate NAPOLEON's brands digital awareness, employing a dual approach through affiliate marketing and SEO content marketing. In the realm of affiliate marketing, strategic partnerships will be formed to amplify NAPOLEON's brands reach across diverse online platforms.

Leveraging the extensive network and industry relationships of the founder, NAPOLEON aims to secure advantageous rates and dedicated efforts from affiliates to drive significant traffic.

Simultaneously, content marketing initiatives will be deployed to enhance brand visibility. By creating compelling, informative, and shareable content, NAPOLEON seeks to position itself as an authoritative and engaging presence within the online gaming community. This multifaceted strategy aims to not only expand NAPOLEON's digital footprint but also solidify its status as a prominent and reputable player in the online casino industry.

5 AML & CFT / KYC Procedures

5.1 Risk evaluation and management

We continuously risk assess our players when they hit predefined deposit thresholds but to ensure we apply a true Risk-based Approach (RBA) we have also created ongoing monitoring channels where we will also assess risk on a time to time basis.

As a part of the AML/CFT regulatory framework, it requires our organization to adopt measures, policies, controls, and procedures that are commensurate to the money laundering and funding of terrorism (“ML/FT”) risks to which they are exposed to prevent and mitigate the said risks from materializing themselves.

The risk-based approach recognizes that the ML/FT risks faced by each sector and each subject person are different and allows for resources to be invested and applied where they are most required. It is diametrically opposed to a prescriptive tick-box approach and entrusts subject persons with significant discretion in its application. Thus, a risk-based approach envisages the application of checks that are proportionate to the assessed risk. High-risk areas should be subjected to enhanced procedures, whilst simplified or reduced controls may be applied in areas of low risk.

How is this to be achieved? The risk-based approach envisages the application of a risk management process in dealing with ML/FT, including recognizing the existence of risks, undertaking a risk assessment, and implementing systems and strategies to manage and mitigate the identified risks.

The cornerstone of the risk-based approach is the risk assessment which has to be carried out at different stages of a subject person’s activities. This assessment allows the subject person to identify its ML/FT vulnerabilities and the ML/FT risks it is exposed to. On this basis, the subject person will be able to draw up, adopt, and implement AML/CFT measures, policies, controls, and procedures that address any identified risks.

However, each customer exposes the subject person to different risks. A customer-specific risk assessment must therefore be carried out so that the subject person can identify potential risks upon entering into a business relationship with, or carrying out an occasional transaction for, a customer. This assessment enables the subject person to develop a risk profile for the customer and to categorize the ML/FT risk posed by such a customer as low, medium, or high.

We use an automated Risk Assessment Tool as well; this is a tool created internally with our MLRO that considers 8 groups of risk:

- Jurisdiction/Country
- Deposit Methods
- Amount of same or distinct Deposit Methods
- Deposit vs Wager
- Wagered last 12 months
- Net hold last 12 months
- Deposit amount last 12 months
- Game type

The risk in each group goes from 1 to 10 and is matched against a scoring sheet, the sum of all groups' scores divided by 8 gives us the end result, which places the player in LOW, MEDIUM, or HIGH RISK.

This is live so any change at any given moment will affect the score and the risk can decrease or increase, all this is connected to a reporting channel we use to monitor players and take action upon this Risk-Based approach to decide whether we need simplified, regular or enhanced due diligence.

As a general rule, once suspicious transactions, activity, or behaviors are found, these must be reported to the MLRO in case further actions are needed. This report is made through the called SAR/STR (Suspicious Activity Report / Suspicious Transactions Report)

5.2 Policies and Procedures

Policies and procedures are meticulously crafted and implemented internally by our compliance and legal team. Committed to upholding the highest standards, our team ensures that all protocols adhere strictly to regulatory guidelines, fostering an environment of fairness, transparency, and integrity. With a firm dedication to compliance, our terms not only meet but exceed industry regulations, reflecting our unwavering commitment to ethical practices and responsible gaming.

The board holds a firm belief that the team responsible for formulating and implementing our policies and procedures are highly qualified, exceptionally competent, and devoid of any conflicts of interest. Our rigorous selection process ensures that only the most capable and ethical professionals are entrusted with these critical responsibilities. Additionally, ongoing training and evaluation further reinforce their expertise and commitment to upholding the highest standards of governance and compliance within our organization.

6 Financial Forecast

6.1 Forecast

	YTD X1	YTD X2	YTD X3
GGR	21,662,033	58,796,152	100,426,142
Sites WLC	4	8	12
GGR per site	5,415,508	7,349,519	8,368,845
Revenue:			
Platform fees	408,994	1,124,987	1,840,981
Games royalty	2,983,303	8,146,997	13,310,692
Payment fees	2,320,374	6,090,214	9,860,055
Other	738,568	1,990,810	3,371,185
Revenue Total	6,451,239	17,353,009	28,382,912
Revenue %	30%	30%	33%
Cost of Sales			
Platform fees	758,171	1,175,923	2,008,523
Games royalty	1,907,244	5,242,665	8,578,086
Payment fees	1,706,235	4,494,514	7,282,793
Other	893	2,111	3,577
Cost of Sales Total	4,372,543	10,915,213	17,872,979
	24%	22%	21%
Gross Margin			
Platform fees	(349,177)	(50,936)	(167,542)
Games royalty	1,076,059	2,904,332	4,732,605
Payment fees	614,139	1,595,701	2,577,262
Other	737,675	1,988,699	7,879,875
Gross Margin Total	2,078,696	6,437,796	10,509,933

Napoleon anticipates the launch of its premier brand, www.duckingleucky.io, by the end of May 2024. This marks the company's inaugural brand entry into the market. Looking ahead, our strategic roadmap aims to have 4 brands operational by the conclusion of 2024, with a total of 12 brands established by the end of 2026.

Revenue Growth Outlook: The forecast indicates a promising growth trajectory in Gross Gaming Revenue (GGR) over the upcoming periods. This growth is anticipated to be supported by an expanding number of sites, leading to an expected increase in GGR per site.

Cost Management and Gross Margin: While revenue is projected to increase, it's essential to closely monitor and manage costs to maintain a healthy gross margin. Controlling costs of sales will be crucial in ensuring that revenue growth translates into improved profitability.

Regular Monitoring and Adjustment: The company will engage in regular monitoring and

adjustment of the forecast, ensuring it remains dynamic and responsive to actual performance and market dynamics. This proactive approach enables the company to maintain agility and adaptability to changing conditions as they evolve.

This forecast is based on the presumption that there won't be any significant obstacles. These figures might be higher or lower depending on how quickly the economy is expanding.