

Hit Me Casino

February 29, 2024

The logo for Hit Me Casino features the words "Hit Me" in a white, cursive script font. The text is centered on a solid purple rectangular background.

Projects Business Overview

Business Description

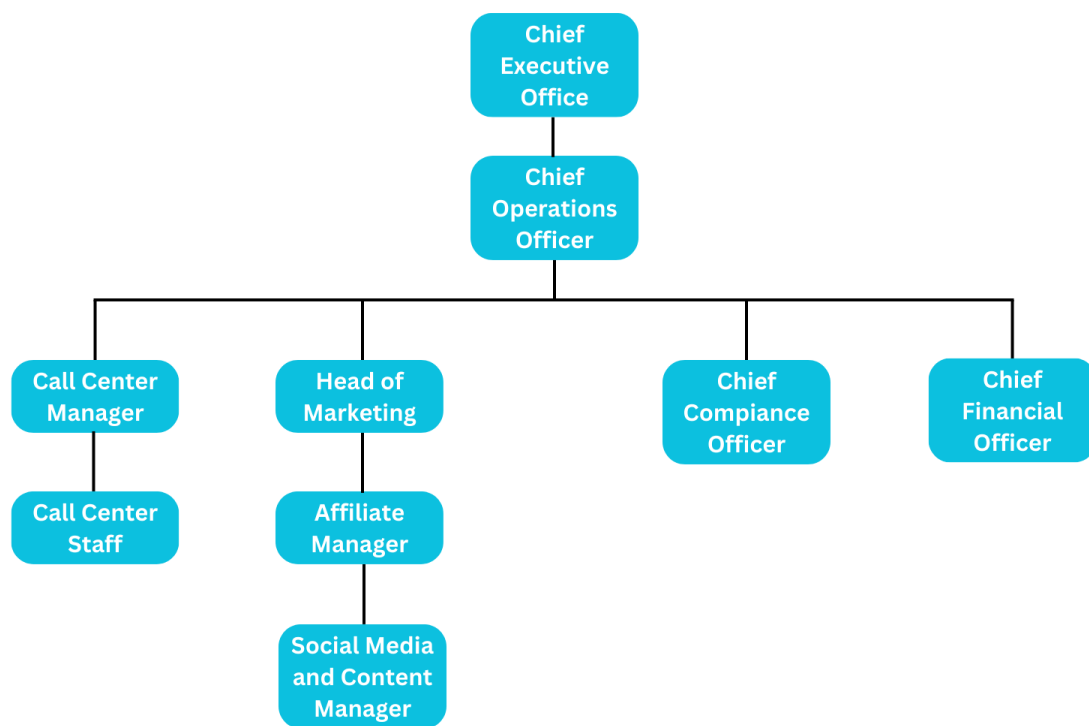
Introducing what will soon be the latest entrant in the world of online gambling, Hit Me, is a pioneering casino to be managed by a group of energetic and vibrant experts, all with extensive experience in the gambling industry. This forthcoming venture, though managed by a youthful and dynamic team, will be under the guidance of an experienced and reputable CEO with a stellar career spanning over three decades in the gambling industry. Our primary mission is to become a game-changer in the online gambling industry by incorporating a novel and captivating approach. We aim to shape an immersive, thrilling, and entertaining platform that will draw a wide range of audiences. Additionally, Hit Me will offer an extensive range of services including slots, live casino, game shows, and 24/7 support to enhance the overall gaming experience for our players. Our objective is to ensure a secure, safe, and fair environment that is

both entertaining and enjoyable, tailored to meet the diverse tastes and needs of our future customers. Hit Me - the real casino.

Competitiveness

Our casino stands out for its transparent and fair bonus terms and conditions, ensuring players understand the benefits and requirements of our promotions clearly. Additionally, we offer an in-game currency system where players can accumulate rewards for various achievements and activities within our games, adding an extra layer of engagement and value for our players. Drawing from our extensive experience in both online and land-based casinos, we prioritize the ethical operation of our platform, particularly in areas like customer care where many online casinos fall short. We provide a dedicated section outlining these terms, fostering trust and confidence among our players.

Company Management Structure



CEO- Joseph Pestana (18 years of gaming experience)

The Chief Executive Officer (Joseph Pestana) holds the preeminent position within the corporation, occupying the highest rung of the organizational ladder. The UBO oversees and

ensures the optimal performance and triumph of the corporation. In addition, the UBO is vested with the authority to make decisive and pivotal choices in the realm of upper-level administration.

COO- Jason Pestana (3 years of gaming experience)

Jason Pestana is the Online Gaming Manager responsible for ensuring the success of the online gaming segment of the company. With extensive experience in the casino industry, Jason has a strong understanding of casino operations, customer service, and compliance requirements. He has worked in various roles, including as a dealer and customer service representative, and has conducted extensive research on the Brazilian online casino market. His responsibilities include overseeing the online gaming segment, collaborating with the legal team, conducting competitor analysis, and ensuring optimal performance and success.

Head of Marketing- Tanya Pestana (5 years of marketing experience)

Reflecting Tanya's past 10 years of experience in analytics and marketing her role will be overseeing and expertly implementing diverse marketing strategies and initiatives. This encompasses engaging with potential new affiliates and executing a comprehensive ad campaign, all while leveraging their specialized knowledge and experience in the field of marketing.

Affiliate Manager- Allan Toledo (10 years of marketing experience)

The Affiliate Manager will be a key player in our growth, overseeing all affiliate partnerships while actively pursuing new alliances. Their responsibilities encompass managing and optimizing affiliate performance, maintaining strong partnerships, and seeking out new affiliations that align with our goals. Working with the marketing team, they'll develop promotional materials and ensure policy compliance. This role is a blend of relationship management, business development, and strategic planning, critical to our brand's expansion.

Social Media and Content Manager- Ana dos Anjos Camarano (9 years of marketing experience)

The Social Media and Content Manager will play a pivotal role in driving our brand's online presence and engagement. Responsible for crafting and executing our social media strategy, they will curate compelling content, manage various platforms, and foster community interaction. Collaborating closely with the marketing team, they will develop content calendars, analyze performance metrics, and optimize campaigns for maximum impact. Additionally, they will ensure brand consistency, oversee content creation, and explore innovative approaches to enhance our digital footprint. This multifaceted position blends creativity, analytical thinking, and strategic planning, serving as a linchpin for our brand's growth and visibility.

CFO- Outsourced to a Local Accounting Firm

The fundamental objective of a local firm is to provide indispensable support to an organization by upholding the utmost precision, currency, and periodic upkeep of all financial records and reports. Furthermore, the firm assumes a critical leadership role in collaborating with external entities, including banks and auditors, to ensure the company's financial landscape remains stable and conformant to all relevant regulations.

Compliance Officer- Ecorpp Management N.V.

Collaborating with Virtual Hangover N.V, they provide guidance, and stay updated on regulatory changes specific to Curacao's jurisdiction. The Compliance Officer role plays a crucial role in ensuring our company operates within the legal framework mandated by Curacao regulations. This role is overseen by the Managing Director of Ecorpp Management N.V., ensuring effective compliance oversight tailored to Curacao's legal requirements.

Customer Support Manager (to be appointed on)

The Customer Service Representative assumes an overarching responsibility for the supervision of our call and customer care center, encompassing a comprehensive purview of ensuring the diligent and efficient discharge of duties by all customer care staff. Additionally, the Customer Service Representative, and their staff, operate as key liaisons, providing timely and accurate information regarding our products and services, expertly addressing inquiries, and skillfully resolving any emergent issues that may arise in relation to customer accounts.

Customer Support Staff (to be appointed)

We have designated eight customer support staff, including the manager, who will be responsible for addressing a wide range of customer issues. These issues may include assisting customers with deposit and withdrawal-related concerns, troubleshooting technical issues, and ensuring that our VIP customers receive the full benefits of their bonuses. Our customer support staff will ensure that every customer interaction is handled with care and that any issues are resolved promptly and efficiently.

Operational Plan

SoftGaming platforms are designed to streamline and automate the processes of depositing and paying out funds to customers, thereby facilitating efficient and seamless financial transactions. The platform features advanced tools that enable financial information to be tracked and managed in real time, allowing for informed decision-making and accurate reporting. Additionally, we will integrate Customer Relationship Management (CRM) capabilities into the platform to provide an added layer of functionality, allowing us to gain deeper insights

into customer behavior and preferences, ultimately leading to improved customer retention and satisfaction. Overall, the automation and comprehensive financial management provided by SoftGaming platforms allow for a significant amount of information to be at our constant disposal.

To better serve our Brazilian users, we have decided to establish a call center composed of Portuguese-speaking employees. This will allow us to provide personalized support to our customers and address their concerns more effectively. Initially, we plan to start with a team of five customer service representatives who possess fluency in Portuguese and possess prior experience in this field. They will be responsible for addressing customer queries, troubleshooting issues, and providing assistance with our casino platform. We will continually evaluate our call center's performance and increase staffing as necessary to meet user demand. Our ultimate goal is to provide exceptional customer service, thereby fostering customer loyalty and gaining a competitive edge in the online casino industry.

Our marketing division will have the responsibility of both acquiring fresh signups and retaining existing customers, necessitating a multifaceted and sophisticated approach that incorporates targeted messaging, data analysis, and customer segmentation. Utilizing these tools, our marketing team aims to cultivate a loyal user base and drive sustained growth for our organization.

A local management firm based in Curacao has been appointed to oversee legal compliance and ensure adherence to local regulations. This firm will be responsible for staying up-to-date with any changes to local laws and regulations, ensuring that our operations are conducted lawfully and transparently. By engaging a local management firm, we can build strong relationships with the community, gain valuable insight into the local business environment, and minimize any potential legal risks.

In addition, our banking activities will be conducted through a financial institution based in Cyprus. This decision was made based on the country's reputation for stability, favorable regulatory environment, and robust financial infrastructure. By working with a Cyprus-based bank, we can benefit from their expertise and experience in handling international transactions, and gain access to a wider range of financial services.

Business Forecasts

<i>2024/2025/2026</i>	<i>Monthly Revenues - GGR</i>	<i>Monthly Expenses</i>	<i>Profit/Loss (EUR)</i>
Month 1	€ 30,544.92	€ 57,912.31	€ (27,367.39)
Month 2	€ 34,779.45	€ 58,090.31	€ (23,310.86)
Month 3	€ 50,191.20	€ 58,169.14	€ (7,977.94)
Month 4	€ 67,364.66	€ 58,256.98	€ 9,107.67
Month 5	€ 74,785.91	€ 58,346.09	€ 16,439.81
Month 6	€ 92,773.86	€ 58,438.10	€ 34,355.76
Month 7	€ 111,735.41	€ 58,535.09	€ 53,200.31
Month 8	€ 131,102.37	€ 58,634.16	€ 72,468.21
Month 9	€ 153,052.50	€ 58,746.43	€ 94,306.06
Month 10	€ 174,889.73	€ 58,858.13	€ 116,031.59
Month 11	€ 197,138.27	€ 58,973.86	€ 138,164.41
Month 12	€ 219,378.96	€ 68,461.48	€ 150,917.48
Year 1	€ 1,337,737.23	€ 711,422.09	€ 626,315.13
Year 2	€ 5,893,986.88	€ 2,123,368.77	€ 3,770,618.11
Year 3	€ 12,654,771.69	€ 4,037,190.28	€ 8,617,581.41

Business Growth Strategy -

Brazil

Our growth strategy revolves around targeting Brazil as our primary market, capitalizing on its promising landscape for online gambling. With a population exceeding 213 million and a GDP exceeding \$2 trillion, Brazil offers ample opportunities for expansion due to its growing economy and high Internet usage rates. Additionally, the recent legalization of online sports betting signifies a favorable environment for the online gambling industry.

To seize these opportunities, we plan to allocate a quarterly budget of €100,000 for marketing efforts and [insert amount] for operational expenses. This strategic allocation will enable us to establish a solid presence in the Brazilian market. By approximately month 4, as we



anticipate breaking even on our monthly expenses, we will allocate additional funds for expanding into other regions of Latin America, beginning with Mexico. Our approach in Brazil is grounded in extensive market research and the incorporation of competitors' successful promotional strategies and VIP systems. We aim to allocate 70% of our marketing budget towards acquisition-style marketing efforts, such as affiliate and influencer marketing. This

decision reflects our recognition of the effectiveness of referral programs in bolstering influencer marketing efforts and ultimately driving growth.

Our overarching goal is to gain a competitive edge in the Brazilian market and achieve sustained growth as we expand our presence throughout Latin America.

LATAM

Expanding our focus beyond Brazil, we recognize the burgeoning opportunities in other Latin American (LATAM) markets, particularly in Peru, Mexico, and Chile. With their growing economies and increasing Internet penetration, these countries offer promising landscapes for online gambling ventures. Peru's rapidly growing middle class and favorable regulatory environment present substantial potential for market growth, while Mexico and Chile exhibit rising demand for online entertainment activities alongside a growing acceptance of online gambling.

As we view these markets as pivotal for our future growth, we plan to position ourselves as early operators to make a significant impact. Following the successful establishment of operations in Brazil and achieving monthly break-even, we aim to allocate profits towards expanding into Mexico first. This strategic decision aims to diversify our market presence and mitigate risk, ensuring we do not overly rely on one market for revenue.

To support our expansion efforts, we plan to utilize affiliate marketing tools extensively, leveraging our extensive affiliate marketing connections. Additionally, we will implement dedicated social media campaigns tailored to each Geo to foster a stronger connection with our users and make them feel more engaged with our brand.

Starting from Month 7, we'll allocate a quarterly marketing budget of € 30,000 for Mexico. This smaller budget allows us to test our marketing strategies and gauge player response in these new markets before expanding further. Additionally, funds will be allocated for operational expenses to ensure smooth operations. Leveraging our experience in the Brazilian market, our goal is to establish a strong foothold in each country and position ourselves as leaders in the LATAM online gambling industry.

Ultimately, our goal is to capitalize on the growing demand for online gambling in LATAM markets and establish a sustainable and profitable presence across the region. Through prudent financial management and strategic allocation of resources, we are confident in our ability to achieve this goal and drive long-term growth and success.

Africa- Ghana, Nigeria, and Kenya

Expanding our focus to Africa, with a primary emphasis on Kenya initially, presents lucrative opportunities for online gambling ventures. Ghana, Nigeria, and Kenya collectively offer a promising market with rapidly growing economies, youthful populations, and increasing internet access. Together, these countries boast a combined population exceeding 350 million, with a significant proportion under the age of 35, making them an ideal demographic for online



activities. Furthermore, the widespread acceptance of gambling in these cultures further enhances the appeal of these markets.

Leveraging our company's over 20 years of experience operating in these countries, we are well-versed in the preferences and behaviors of African players. We plan to enter this market strategically after year one, around month 6 of year 2, once we have established stable and profitable practices in Latin America. This will allow us to focus and allocate a larger entry market budget of € 100,000 for the third quarter 2025.

To effectively target the African audience, we will employ affiliate marketing tools and programmatic advertising, partnering with influencers, bloggers, and websites to promote our platform to a larger audience. Additionally, programmatic advertising will allow us to utilize data to target specific demographics, behaviors, or interests, ensuring our ads and content are relevant to our target audience.

Furthermore, we will offer various bonuses and promotions, including join bonuses, cashback, free spins, tournaments, as well as VIP and Loyalty programs, to attract and retain users. Our platform will feature an extensive referral program, supported by SEO tools and email marketing campaigns, to reach potential users and foster engagement.

In line with our expansion plans, we also intend to integrate a sportsbook around this time to better appeal to the African market, where sports betting is immensely popular. This

addition will diversify our offerings and cater to the preferences of African players who enjoy both casino games and sports betting.

Ultimately, our goal is to establish ourselves as a trusted and reputable player in the African market, driving sustained growth through a positive user experience and strategic marketing initiatives. Through these efforts, we aim to solidify our position in the competitive online casino industry and continue expanding our global footprint.

Excluded Markets

One of the excluded markets from our business forecast is Argentina. This decision stems from the current political changes happening in the country, making it challenging to predict the direction of the iGaming market. With uncertainties surrounding regulatory frameworks and potential shifts in government policies, it is difficult to assess the stability and growth prospects of the market. Therefore, Argentina has been excluded from our immediate expansion plans until there is more clarity and stability in the political and regulatory landscape.

Similarly, Asia has also been excluded from our forecast. While Asia presents an enticing market with its vast population and growing internet penetration, we recognize the need for a tailored approach to effectively penetrate this market. The cultural nuances and diverse preferences across different Asian countries require a specialized strategy that resonates with the local population. As such, we believe that entering the Asian market will necessitate the development of an entirely new brand that aligns closely with the cultural values and preferences of consumers in the region.

In summary, the exclusion of Argentina and Asia from our business forecast is driven by the need to mitigate risks associated with political uncertainties and cultural differences. While these markets hold significant potential for future expansion, we recognize the importance of strategic planning and adaptation to local contexts to ensure successful entry and sustained growth in these regions.

Suppliers

Game

The successful establishment of an online casino website entails meticulous attention to detail across several fundamental aspects. Choosing a suitable technological platform and engaging with reputable gaming technology suppliers is paramount in ensuring the sustainability and profitability of the venture. In this regard, our team has meticulously evaluated and ultimately chosen SoftGamings as a platform provider, known for its cutting-edge solutions and comprehensive suite of services. SoftGamings is renowned for its impressive track record in integrating high-level game providers, including *Evolution Gaming*, *Pragmatic Play*, *Hacksaw Gaming*, *Microgaming*, *Pocket Games Soft*, *NoLimit City*, and a plethora of other esteemed suppliers that not only will supply us with slots but as well as live games and game shows. The

inclusion of these suppliers augments the prospects of offering a diverse and captivating array of games, thus enhancing the appeal of our online casino.

Risk

In addition to our gaming technology suppliers, we've partnered with Subsub for robust Know Your Customer (KYC) processes. Subsub's advanced verification technology ensures stringent KYC protocols, including identity and age verification, to enhance player protection and maintain regulatory compliance. With coverage across multiple countries, Subsub's services are utilized for document verification, further enhancing the security and reliability of our platform.

Banking

[here](#)

Evaluation and Management

Risk Assessment:

In our risk assessment process, we actively monitor player behavior to prevent bonus abuse and fraudulent activities. We utilize advanced identification software like Sumsb to verify player identities and minimize duplicate account creation. Additionally, our in-house platform system allows us to enforce strict measures, such as blocking duplicate emails, CPFs, phone numbers, addresses, and IPs, to promote fair gameplay and enhance platform security. These measures enable us to proactively mitigate risks and uphold the integrity of our online gaming platform.

Risk Mitigation:

Once a risk is identified, our customer service staff follows standard procedures to verify the issue's validity. This includes requesting additional information from users. Additionally, players who complete the verification process receive in-game rewards and enhanced abilities for withdrawals and deposits. These measures incentivize verification, promote trust, and mitigate the risk of fraudulent activities, enhancing the security of our platform.

Audits

[Here](#)

Risk Registers

We implement internal flag procedures to identify potential bonus abusers or fraudsters. These flags prompt our team to pay close attention to players' gaming patterns. Clear standard operating procedures (SOPs) outline forbidden playing patterns as detailed in our bonus terms and conditions. Additionally, our KYC software enables us to detect tampered or edited

documents, enhancing our fraud detection capabilities. To further strengthen our verification process, we plan to implement facial recognition technology for our highest level of verification. These measures ensure proactive risk management and reinforce the integrity and security of our platform.

Governance Framework

Reserved Matters and Decision-Making:

The UBO retains authority over significant matters such as major strategic initiatives, financial restructuring, and significant transactions. These decisions require the involvement and approval of UBO to ensure alignment with the company's overarching goals and interests.

Deadlock Resolution Mechanisms:

Given the UBO's ultimate decision-making authority, our company has established mechanisms to ensure efficient decision-making and prevent deadlock situations. These mechanisms involve structured discussions and negotiations between the UBO and senior management (COO) to reach a consensus on critical matters. In the rare event that an agreement cannot be reached, established protocols outline alternative dispute resolution methods to effectively resolve any deadlock situations that may arise.

Legal Support and Advice:

Our company receives comprehensive legal support and advice from Ecorpp Management N.V., a trusted partner specializing in compliance incentives and legal counsel. Ecorpp Management N.V. offers expertise in navigating regulatory requirements, drafting contracts, and mitigating legal risks, ensuring our operations remain compliant and legally sound. Their dedicated team provides valuable guidance to both the UBO and senior management, helping to address legal challenges and optimize decision-making processes effectively.

Board Meeting Participants and Policies:

Key advisors invited to board meetings include the UBO, COO, and Head of Marketing. This selection is based on their integral roles in driving the company's strategic direction and ensuring alignment with business objectives. The UBO provides overarching guidance and decision-making authority, while the COO offers operational insights and implementation strategies. Additionally, the Head of Marketing contributes valuable perspectives on market trends, customer preferences, and promotional strategies, ensuring that marketing efforts are aligned with overall business goals. By including these key advisors in board meetings, our company fosters collaborative decision-making and promotes holistic discussions that encompass both strategic and operational considerations.

ESG Policy:

The company remains committed to integrating Environmental, Social, and Governance (ESG) considerations into its business practices and decision-making processes. The UBOs oversee the implementation of the company's ESG policy, which outlines its commitment to

sustainability, corporate social responsibility, diversity and inclusion, and ethical business conduct. The ESG policy serves as a guiding framework for the company's operations, reinforcing its commitment to responsible business practices and long-term value creation.

Legal Framework



RMBL LLC- RMBL LLC's sole purpose is to be the holding company for JJP Holdings LLC

JJP Holdings- Is the shareholder of the Curacao company/ license, also plays a role in recruitment for the customer call center as well as being responsible for running operations of the call center

Policies and Procedures

