

BUSINESS PLAN

NEXENBET.COM



March 2024

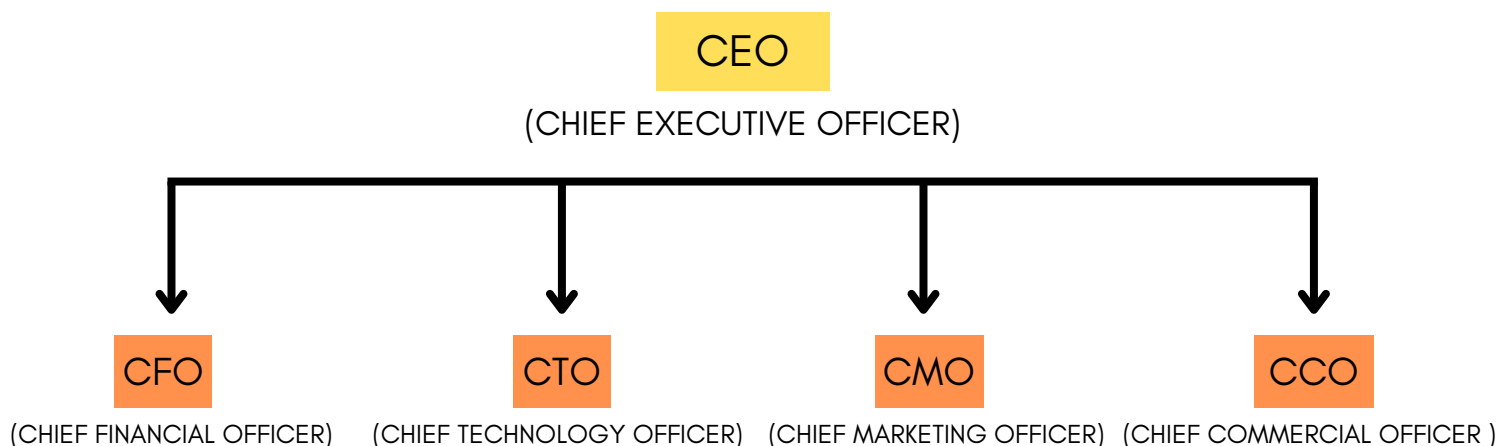
OVERVIEW

NEXENBET.COM online casino aims to offer a thrilling and secure betting experience to its players. NEXENBET.COM will provide a wide selection of casino games, sports betting opportunities and other engaging gambling activities through a user-friendly web and mobile applications. NEXENBET.COM will be owned and managed by Mr Sai Wai Lin Oo, who has competent experience in the online gambling industry, mainly working as an online gambling agent distributor for Myanmar and Thailand gaming websites. Mr Sai Wai Lin Oo also has extensive experience in the marketing field, who specializes in cross-channel marketing, brand awareness through customer-centric campaign strategies, digital communication and social media management. Having gambling background and marketing knowledge, UBO wants to take on new challenges with NEXENBET.COM and believes in the success of the NEXENBET.COM project.

OPERATIONAL AND MANAGEMENT STRATEGY

NEXENBET.COM will focus mainly on convenience and easy deposit and withdrawal methods. Players can therefore enjoy gambling without leaving their homes and receive instant cash into their accounts.

Online casino will be managed by the beneficial owner Mr Sai Wai Lin Oo who will develop and implement the overall organization's strategy and direction. He will hire professionals who are well experienced in the gambling industry for the following main positions:



BUSINESS PRODUCTS AND SERVICES

Online gambling games that Thai people most like to play are baccarat, poker, other types of card games, slot machines, betting on sports (mostly football, horse racing, and martial arts), various lottery, including computer games (eSports) betting. For example, football, in addition to having a very high turnover, has a high proportion of youth playing as well. Therefore, NEXENBET.COM will offer the following to its players:

- **Live casino:** Evolution Gaming; Pragmatic Play Live; Ezugi; Asia Gaming; AE Sexy; HoGaming ; Oriental Game; SA Gaming; Vivo Gaming; WM Casino; XProGaming.
- **Crash games:** BGaming; Smartsoft Gaming (JetX game); JetGames.
- **Virtual sports:** 1x2 Network; GoldenRace; Kiron Interactive.
- **Slots:** NetEnt; Play'n GO; Thunderkick; NoLimitCity; Booongo / 3 Oaks Gaming; Playson; Pragmatic Play; Red Tiger (RT); iSoftBet; Microgaming Quickfire (MG); 1x2 Network; Amatic; BGaming; Wazdan; Betsolutions; CQ9; EvoPlay; Fugaso; GameArt; Habanero; KA Gaming; OnlyPlay/JustPlay; Pocket Games Soft; Relax Gaming; Lady Luck Games (ex Spigo); Spinomenal; Spade Gaming; Yggdrasil; Endorphina.

Target KPIs and Business Objectives

NEXENBET.COM focus on

- Revenue Generation
- Customer Acquisition and Retention
- Player Engagement and Activity
- Risk Management and Compliance
- Brand Awareness and Reputation
- Product and Technology Development
- Market Share and Competitive Positioning
- Financial Performance and Efficiency

REASON FOR APPLICATION FOR CURACAO LICENSE

NEXENBET.COM is applying for a Curacao license because holding a valid gambling license increases the online casino's credibility and trustworthiness in the eyes of players and potential business partners. What is more, it demonstrates that the operator is committed to meeting strict regulatory standards and ensuring fair play. In our opinion, the existence of the license from an organization and jurisdiction that is recognized in the gambling industry will bring more trust and will attract more players to our online casino as well as will positively influence the retention of the existing customers.

SOFTWARE

Platform's software is the foundation of the online casino business. It is essential to ensure that gameplay is never interrupted and that the platform is reliable, high quality and easily navigated. Therefore, NEXENBET.COM is obtaining the certified software from the experienced and highly professional provider of iGaming products - SoftGamings. The choice for using the software developed by SoftGamings is based on the following value added benefits:

- Flexible functionality
- Partnership with trusted and worldwide known games providers
- Integration of a great variety of certified top games with rich content
- Quality and technical support
- Integration of secure payment providers and popular payment methods
- Multi-currency and multi-language solutions
- Server hosting
- 24/7 support to accommodate people with different time preference

TARGET MARKETS

NEXEBET.COM. will target the following markets:

South East Asia has a massive population and a growing middle class, making it an attractive market for online gambling operations. According to industry analysts, the Asian iGaming market sector will grow significantly by 2025.

Our first target market will be Thailand, because the UBO of NEXENBET.COM is familiar with Thai culture, Thai language and Thai people. During the last few years the UBO has been working as an Agent distributing Thai players to online casinos and already knows their games preferences and interests. The initial focus is put on Thailand also because it is one of the fastest growing economies in Southeast Asia and together with the developments of technology Thailand's online gambling market is also experiencing a boom.

Thailand's Internet and smartphone usage rates are increasing. With a population of 70 million, Thailand has an Internet penetration rate over 57% and a smartphone penetration rate of over 80%. This presents a significant market potential for operators in the online gambling market. Moreover, the Thai government is gradually moving towards regulated online gambling, with a new gambling act under preparation and implementation. Statistics show that Thais are willing to gamble and each year citizens of Thailand are spending no less than 32 mio USD for online betting and gambling.

This fact proves that Thailand has one of the most adventurous and risky audience for betting and online casinos. Taking into account the huge population and amount of tourists visiting the country every year, Thailand demonstrates a vast market and potential for online casino operators and investors.

We intend marketing NEXENBET.COM online casino to the following customer profile:

Male and female, youth and middle age and middle class enthusiasts, who are experienced users of Internet and mobile phones.

MARKETING AND SALES STRATEGY

NEXENBET.COM (mainly in the face of UBO Mr Sai Wai Lin Oo) has a deep understanding of the various types of gambling activities, player preferences, behavior of different player segments and market trends. To drive potential customers and retain the existing players the following promotional methods will be used:

- Research the competitors and define where we can overcome them and provide better services or gaming options.
- Promote our casino online via our official website and employ strategies that will help us pull traffic to the site.
- Participation at iGaming events and exhibitions .
- Engage in email marketing.
- SEO on the website for targeted keywords.
- Affiliate marketing is one of the most effective ways to attract players, because it focuses on results. We believe that collaboration with affiliates will provide a high return on investments.
- Advertising our casino on social media. Thais keep up with the global trends and we plan to implement advertising campaigns in Facebook, Youtube, Instragram, TikTok, dating apps and other social media platforms that are popular and widely used in Thailand. We intend to cooperate with influencers who will bring new players through their recommendations.
- Bonus and promotions in order to attract new customers or keep the existing ones. For example, welcome bonuses, deposit bonuses, free spins, free bets, loyalty bonuses.

MARKETING AND SALES STRATEGY

The following projection is done based on what is obtainable in the industry and with the assumption that there won't be any major economic meltdown and natural disasters within the stated period. There won't be any major competitor offering same additional services as we will do within same location:

YEAR 1	Monthly Revenues (EUR)	Monthly Expenses (EUR)	Profit / Loss (EUR)
Month 1	50,000	30,000	20,000
Month 2	60,000	35,000	25,000
Month 3	70,000	40,000	30,000
Month 4	90,000	45,000	45,000
Month 5	100,000	50,000	50,000
Month 6	115,000	55,000	60,000
Month 7	125,000	60,000	65,000
Month 8	135,000	65,000	70,000
Month 9	150,000	70,000	80,000
Month 10	165,000	75,000	90,000
Month 11	180,000	80,000	100,000
Month 12	190,000	85,000	105,000
Total	1,430,000	690,000	740,000