

MCC Digital N.V.

Business Plan

Forecast 2024 - 2028

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1. Business Overview

MCC Digital was initially opened under the name Monte Carlos Games in 2020. The operational team had some difficulties that required to take the decision to restructure the company. After the company was taken over by Maryna, the company took on a new strategic position in the industry and since, maintains two websites with a high volume of players and continues to innovate and invest to bring one of the best products on the market.

MCC Digital N.V. is currently sublicensed by Antillephone N.V. under the number 8048/JAZ2021-164 since October 7, 2021, using Mitrtech Limited Seychelles.

The operational domains are:

- whycasino.com
- whykz.com

The company UBO is:

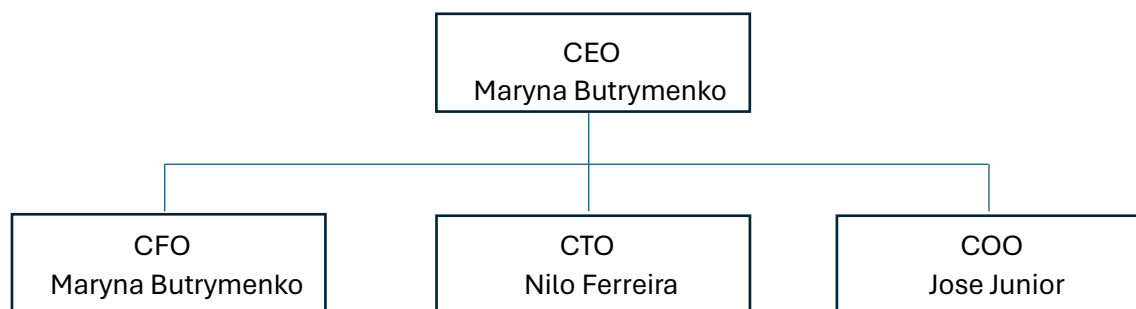
- **Maryna Butrymenko** – Mrs Maryna has more than 20 years of experience as leading manager business, she is specialized in Business Economics, and has shown a great capacity for developing strategies and leadership.

The company's main partners are:

- Mitrtech Limited Seychelles
- EGS Digital Limited - Consultants

2. Company's Management Structure

The company's organogram is presented below:



- **Maryna Butrymenko** – Professional with background in business account, more than 18 years of experience, has been responsible for supervise entire projects and all aspects of a project Mrs. Maryna have a strong will be responsible for strategic, financial and operational functionality of the company.
- **Nilo Ferreira** – Mr. Ferreira has a large experience in the Information Technology field extending for more than 20 years. The CTO's job is a critical one a developer for more than 10 years he then started managing his own projects and it is responsible for the management and improvement of MCC's platform for the last 5 years together with the platform provider.

- **Jose Junior** – Mr. José will be in managing the operational side ranging from the marketing, design and customer support departments He has been working in the lottery and gaming industry for the last 12 years and has accumulated a lot experience that can serve the project well

3. Business Forecast 2024 - 2028

MCC Digital will continue to have a relevant marketing budget to invest in different types of advertising seeking to attract customers and generate brand awareness.

P&L	YEAR 1		YEAR 2		YEAR 3		YEAR 4		YEAR 5	
Turnover	€	238,080,000	€	357,120,000	€	499,968,000	€	599,961,600	€	659,957,760
Payout	-€	223,795,200	-€	335,692,800	-€	469,969,920	-€	563,963,904	-€	620,360,294
Gross Gaming Revenue	€	14,284,800	€	21,427,200	€	29,998,080	€	35,997,696	€	39,597,466
Bonus Cost	-€	4,761,600	-€	7,142,400	-€	9,999,360	-€	11,999,232	-€	13,199,155
Net Gaming Revenue	€	9,523,200	€	14,284,800	€	19,998,720	€	23,998,464	€	26,398,310
Gaming Platform	-€	428,544	-€	642,816	-€	899,942	-€	1,079,931	-€	1,187,924
Payment Providers	-€	714,240	-€	1,071,360	-€	1,499,904	-€	1,799,885	-€	1,979,873
Gross Profit	€	8,380,416	€	12,570,624	€	17,598,874	€	21,118,648	€	23,230,513
Marketing	-€	1,984,000	-€	2,110,000	-€	2,520,000	-€	2,950,000	-€	3,150,000
Company Structure	-€	700,000	-€	1,230,000	-€	1,970,000	-€	2,210,000	-€	2,650,000
Human Resource	-€	1,550,000	-€	1,845,000	-€	2,051,000	-€	2,150,000	-€	2,284,000
Others	-€	1,125,000	-€	1,250,000	-€	1,350,000	-€	1,770,000	-€	1,950,000
Total Cost	-€	5,359,000	-€	6,435,000	-€	7,891,000	-€	9,080,000	-€	10,034,000
NET PROFIT	€	3,021,416	€	6,135,624	€	9,707,874	€	12,038,648	€	13,196,513

4. Strategy for Business Growth and Marketing Plan

In the dynamic landscape of online gaming, MCC Digital, has undergone a transformative journey under the leadership of Maryna. Embracing innovation and strategic restructuring, MCC Digital now stands poised to propel its growth trajectory through a comprehensive business strategy and marketing plan.

4.1 Enhanced Customer Experience

Implement a user-centric approach by leveraging data analytics to understand player preferences and behaviors. Tailor gaming experiences, promotions, and rewards to individual players, fostering loyalty and increasing lifetime value.

4.2 Diversified Product Portfolio

Expand beyond traditional casino games to incorporate emerging trends such as esports betting, virtual reality gaming, and gamified experiences. This diversification not only attracts a broader audience but also mitigates risks associated with market saturation.

4.3 Strategic Partnerships

Forge alliances with reputable gaming software providers, content creators, and influencers to enhance brand visibility and credibility. Collaborate on exclusive game releases, co-branded promotions, and cross-platform marketing campaigns to reach new demographics and markets.

4.4 Localized Marketing Initiatives

Develop targeted marketing strategies tailored to specific geographical regions and cultural preferences. Translate website content, customer support services, and promotional materials into multiple languages, ensuring inclusivity and accessibility for diverse audiences worldwide.

4.5 Continuous Innovation and R&D

Invest in research and development to stay ahead of industry trends and technological advancements. Introduce cutting-edge features such as blockchain-based gaming, AI-driven personalization, and immersive gameplay experiences to differentiate from competitors and solidify the company's position as an industry leader.

5. Main Suppliers

5.1. Platform

Mitrastech Limited Seychelles

5.2. Providers

EGS Digital Limited - Consultants

5.3. PSPs

Piastrix

6. Risk Evaluation

In navigating the dynamic landscape of the online gaming industry, MCC Digital must remain vigilant in assessing and mitigating various risks that could impact its operations, reputation, and bottom line. From regulatory compliance and cybersecurity threats to market saturation and economic fluctuations, a comprehensive risk evaluation is essential to safeguard the company's success and ensure sustainable growth.

6.1 Regulatory Compliance: Adherence to evolving regulations in the gaming industry, both domestically and internationally, poses a significant risk. Non-compliance could lead to fines, legal actions, and reputational damage.

6.2 Cybersecurity Threats: The company faces the constant risk of cyberattacks, data breaches, and hacking attempts, which could compromise sensitive player information, disrupt operations, and erode trust among customers.

6.3 Market Saturation: Despite innovation, the online gaming market may become oversaturated, intensifying competition, and potentially limiting the company's ability to attract and retain players.

6.4 Technological Disruptions: Rapid advancements in technology could render current gaming platforms obsolete or necessitate costly upgrades to maintain competitiveness, risking financial strain and disruption of service.

6.5 Currency Fluctuations: Operating in multiple geographic regions exposes the company to currency exchange rate fluctuations, impacting revenue and profitability, especially in markets with volatile economic conditions.

6.6 Brand Reputation: Negative publicity, customer dissatisfaction, or scandals related to fair gaming practices, security breaches, or unethical conduct could tarnish the company's reputation and undermine customer trust.

6.7 Dependency on Third-party Providers: Reliance on third-party software providers, payment processors, and infrastructure partners introduces risks related to service interruptions, contract disputes, and dependency on external entities' performance.

6.8 Economic Downturns: Economic recessions or downturns may lead to decreased disposable income among players, resulting in reduced spending on online gaming and potentially impacting the company's financial performance.

6.9 Legal Challenges: Legal disputes, intellectual property infringement claims, or litigation from competitors could result in financial losses, damage to reputation, and diversion of resources away from core business operations.

6.10 Geopolitical Risks: Operating in multiple jurisdictions exposes the company to geopolitical risks such as political instability, trade disputes, and regulatory changes, which could disrupt operations and affect market access.

7. Legal and Governance Framework

In ensuring ethical conduct and legal compliance, MCC Digital's legal and governance framework establishes robust measures spanning regulatory compliance, data protection, intellectual property rights, contractual agreements, anti-money laundering, and corporate social responsibility.

7.1 Regulatory Compliance:

- Establish robust compliance procedures to ensure adherence to gaming regulations in all jurisdictions of operation.
- Regularly monitor and update policies and practices to align with evolving legal requirements.
- Implement internal controls and audits to mitigate the risk of non-compliance and potential legal sanctions.

7.2 Corporate Governance:

- Maintain a transparent and accountable corporate governance structure, including a board of directors with diverse expertise.
- Develop and enforce ethical standards and codes of conduct for employees, management, and stakeholders.
- Foster a culture of integrity, responsibility, and accountability throughout the organization.

7.3 Data Protection and Privacy:

- Implement stringent data protection measures to safeguard customer information and ensure compliance with privacy laws.
- Obtain explicit consent for data collection, processing, and sharing activities, prioritizing user privacy and confidentiality.
- Regularly assess and enhance cybersecurity protocols to prevent unauthorized access or data breaches.

7.4 Intellectual Property Protection:

- Secure trademarks, copyrights, and patents to protect proprietary gaming content, software, and brand assets.
- Enforce intellectual property rights through legal measures against infringement or unauthorized use.
- Conduct due diligence on third-party content providers to mitigate the risk of copyright violations.

7.5 Contractual Agreements:

- Draft and negotiate comprehensive contractual agreements with vendors, partners, and service providers to clearly define rights, obligations, and responsibilities.
- Include dispute resolution mechanisms and termination clauses to address breaches or disagreements.
- Regularly review and update contracts to reflect changing business needs and market conditions.

7.6 Anti-Money Laundering (AML) and Counter-Terrorist Financing (CTF) Compliance:

- Implement robust AML and CTF policies and procedures to detect and prevent illicit financial activities.
- Conduct thorough customer due diligence and risk assessments to identify suspicious transactions or behaviors.
- Provide ongoing training and awareness programs for employees to enhance vigilance and compliance with AML/CTF regulations.

7.7 Corporate Social Responsibility (CSR):

- Integrate CSR principles into business operations, including initiatives to support responsible gaming practices, community engagement, and environmental sustainability.
- Engage with stakeholders, including players, employees, and local communities, to address social and environmental concerns.
- Report on CSR activities and performance transparently to demonstrate commitment to ethical business practices and social impact.

8. Target KPIs

As MCC Digital continues its journey towards excellence in the online gaming industry, defining and monitoring Target Key Performance Indicators (KPIs) is paramount to measure success, drive strategic decision-making, and optimize performance across key business areas."

8.1 Player Acquisition and Retention:

- Monthly Active Users (MAU) growth rate.
- Customer Acquisition Cost (CAC) versus Customer Lifetime Value (CLTV) ratio.
- Churn rate and customer retention rate.
- Average revenue per user (ARPU) and average session duration.

8.2 Financial Performance:

- Revenue growth rate quarter-over-quarter and year-over-year.
- Gross and net profit margins.
- Return on Investment (ROI) for marketing campaigns and product development.
- Cost per acquisition (CPA) and cost per conversion (CPC).

8.3 Operational Efficiency:

- Website and mobile app uptime and responsiveness.
- Time to market for new games or features.
- Customer support response time and satisfaction score.
- Employee productivity and satisfaction metrics.

8.4 Product and Innovation:

- Number of new games or features released per quarter.
- User satisfaction and Net Promoter Score (NPS) for new features.
- Innovation adoption rate among players.
- Number of patents filed, or technological advancements made.

8.5 Regulatory Compliance and Risk Management:

- Number of regulatory violations or fines incurred.
- Compliance audit pass rate.
- Number of cybersecurity incidents and data breaches.
- Risk assessment findings and mitigation actions implemented.

9. Policies and Procedures

The operational policies and procedures in place were provided by the business consultants according to the compliance criteria from the Master License. The maintenance of the policies and procedures is under the scope of the CEO and COO/CTO.

All policies and procedures will be constantly observed and any alteration and/or revision will be reported to GCB immediately.