

Business Plan

Bizbet

GAMEPLAY INTERNATIONAL B.V.

The logo features a large, bold, black letter 'B' with a white, stylized, curved shape inside its upper loop. To the right of this 'B' is the word 'bizbet' in a bold, italicized, black, sans-serif font. The entire logo is rendered in a dark blue color.

B bizbet

TABLE OF CONTENTS

1	OVERVIEW OF BUSINESS.....	3
2	COMPANY MANAGEMENT STRUCTURE.....	8
3	FINANCIAL SUMMARY.....	10
4	PRODUCT & SERVICES.....	18
5	KEY SUPPLIERS, MATERIAL DEPENDENCIES.....	27
6	RISK EVALUATION AND MANAGEMENT.....	32
7	POLICIES AND PROCEDURES.....	38
8	MARKET ANALYSIS.....	41
9	CHALLENGES OF LAUNCHING AN ONLINE CASINO.....	56
10	FINANCIAL PLAN.....	59

1. OVERVIEW OF BUSINESS

1.1. PROJECT SUMMARY

Bizbet operates under the Curacao eGaming license - B2C/C5W8Y2YY/1668JAZ. GAMEPLAY INTERNATIONAL B.V. is a company that provides enhanced online gaming experiences, incorporating technologies designed to engage players.

The domain is Bizbet.io, held and operated by a Curacao company GAMEPLAY INTERNATIONAL B.V.

The screenshot shows the Safenames International Domain Portal interface. The top navigation bar includes links for Home, WHOIS, Help, and Logout. Below this, there are links for Account, Domain Management, SSL, Search & Order, Support, and Resources. A blue banner displays the account name 'GALYNA GAVRIEL' and the security level '1'. A cashpot balance of €0.00 is shown with links for Wire Transfer, Top-Up, and History. The main content area is titled 'My Domain Names' and shows '1 domain names found (matching "bizbet.io")'. A table lists the domain 'bizbet.io' with details: TLD 'io', Account 'GALYNA GAVRIEL', Registration Term '1 yr', Registered Date '07.07.2022', Renewal Date '07.07.2024', and Invoice Info 'View (2) Invoices'. The page also includes a search bar with 'bizbet.io' entered and a pagination bar showing 'Page 1 of 1'.

Domain Name	TLD	Account / Sub Account	Registration Term	Registered Date	Renewal Date	Invoice Info
bizbet.io	io	GALYNA GAVRIEL	1 yr	07.07.2022	07.07.2024	View (2) Invoices

The screenshot shows the 'Site Map' and 'More Resources' sections of the Safenames International Domain Portal. The 'Site Map' is organized into three main categories: Account, Domain Management, and DNS & Transfers. The 'More Resources' section is organized into three main categories: Support, Direct Contact, and Resources. The 'Global Domain Search' section is located on the right side of the page.

Site Map

- Account**
 - Account Profile
 - Users
 - Create Sub-account
 - Manage Sub-accounts
 - Invoices
 - Fees
- Domain Management**
 - View My Domains
 - Renewals
 - Move Domains To A Sub-account
 - Pending Orders
 - SSL Certificates
- DNS & Transfers**
 - Modify Nameservers
 - Edit DNS Records
 - Web Redirects
 - Transfer-in
 - Transfer-out
 - Pending Transfer-in
 - Pending Transfer-out

More Resources

- Support**
 - Help
 - Knowledge Base
- Direct Contact**
 - Sales Department
 - Registrations / Transfers Department
 - Billing Department
 - Legal Services
 - Customer Services
- Resources**
 - Domain Name Regulations
 - WHOIS Lookup
 - IDN Converter
 - Legal Documents
 - About Us

Global Domain Search

Search & Order Wizard
Fast Track Search & Order
Order IDN Domains
Order SSL Certificates

Prospective Regulatory authority starting 2024: Gaming Control Board. The application for the government license is currently in progress.



Company Description:

Step into the world of Bizbet, an online gambling company that transcends boundaries to provide an immersive and responsible gaming experience. We stand as a beacon of innovation, integrity, and excitement in the dynamic landscape of digital gaming.

Vision:

Bizbet envisions a global gaming community where every player feels empowered, entertained, and secure. Our vision is to redefine the gaming industry by fostering innovation, embracing responsibility, and creating an inclusive space for players from all walks of life.

Mission:

Our mission at Bizbet is guided by the following principles:

- **Innovation Hub:** Driving technological advancements and pushing creative boundaries to deliver an unparalleled gaming experience through a diverse range of cutting-edge games.
- **Responsible Gaming Advocacy:** Taking a proactive approach to responsible gaming by implementing robust player protection measures, investing in educational resources, and collaborating with organizations dedicated to promoting healthy gaming habits.
- **Player-Centric Focus:** Placing our players at the heart of everything we do, offering personalized experiences, responsive customer support, and a commitment to continuously enhance our offerings based on player feedback.
- **Global Connectivity:** Breaking down geographical barriers and creating a global gaming network that welcomes players from diverse cultures, backgrounds, and regions.

Goals:

- **Excellence in Entertainment:** Striving for excellence in every aspect of entertainment, ensuring our games are not just a source of excitement but also a platform for social interaction, skill development, and memorable experiences.
- **Innovation Leadership:** Aspiring to be at the forefront of industry innovation, setting new standards for gaming excellence, and continuously surprising our players with novel and engaging gaming experiences.

- Community Impact: Making a positive impact on the community by contributing to charitable causes, supporting local initiatives, and promoting responsible gaming as a cornerstone of our corporate social responsibility.
- Sustainable Growth: Achieving sustainable growth by balancing financial success with ethical business practices, environmental responsibility, and a commitment to the well-being of our players.

1.2. UBO BACKGROUND

1.2.1 Galyna Gavriel is an accomplished executive with extensive experience in product management, business development, and commercial management within the technology and gambling industries. Currently serving as Vice CEO (Head of Product) at BizBet Cyprus, she excels in leading cross-functional teams, overseeing product lifecycles, and ensuring regulatory compliance. Prior roles include driving revenue growth and fostering client relationships at Playrix and Parimatch, along with managerial responsibilities at Tek Experts. With a track record of strategic leadership and results-driven approach, she brings valuable expertise in market analysis, client retention, and product optimization.

As a former Vice CEO at Bizbet, Galyna has unparalleled knowledge of all underlying processes of the project, which gives her an edge in guiding the company to success as a CEO.



GALYNA GAVRIEL

IGAMING / IT

 gavrielgalyna@gmail.com

 Nicosia, Cyprus

Date of birth: 28.10.1976

EDUCATION

**BUSINESS MANAGEMENT
BACHELOR**

European University Cyprus

1996 - 2000

LANGUAGE

English

Russian

Greek

EXPERIENCE

VICE CEO (HEAD OF PRODUCT)

BIZBET Cyprus, Limassol

Sep 2022 - Present

- Leading, mentoring, and motivating cross-functional teams in product management, design, and development
- Overseeing the entire product development lifecycle from ideation to release, ensuring timely and successful delivery
- Conducting ongoing market research to identify trends, competitive landscapes, and customer needs
- Managing the budget for product development, ensuring efficient resource allocation
- Ensuring compliance with gambling laws and regulations, implementing measures to promote responsible gaming

BUSINESS DEVELOPMENT MANAGER

Playrix (IT) Cyprus, Limassol

Apr 2015 - Sep 2022

- Executed targeted lead generation campaigns, resulting in a 30% increase in qualified leads
- Conducted comprehensive market research to identify new business opportunities and emerging trends
- Developed and maintained strong relationships with key clients, leading to a 25% increase in client retention
- Negotiated and closed high-value contracts, exceeding quarterly revenue targets by 20%
- Collaborated with cross-functional teams to customize product offerings, addressing specific client needs and preferences

1.3. GAMES LIST

Main types of casino games:

1.3.1 Type 1 – Games of Chance (RNG-based games such as slots and casino table games)

- 1.3.2 Type 2 – Betting (including live betting and virtual-sports betting)
- 1.3.3 Type 3 – Live Dealer Games
- 1.3.4 Type 4 – Pooled-prize games (such as lotteries and parimutuel)
- 1.3.5 Type 5: Promoting peer-to-peer games (such as sport-exchange, bingo and poker)

1.4. INDICATORS OF THE PROJECT

The economic viability of the project has been substantiated through the calculation of conventional financial indicators commonly employed in project analysis.

Table 1. Indicators of the project

Name of the index	Value of the index
Calculation period of the project, year	3
Laid-down capital (LDC), EUR	151 898
Sum of proceeds (SP), EUR	4 308 461
Net average operational receipts per month (NAOR), EUR	22 624
Net profit for the project period, EUR	728 369
Average profitability for the project period (net profit to proceeds	16,91%
Discounting rate (DR), %	19,20%
Net present value (NPV), EUR	294 621
Average Rate of Return of investments (ARR)	10,51%
Return on investment (ROI)	380%
Profitability index (PI)	1,9
Internal rate of return (IRR)	83,66%
Pay back period of the project in whole (PBP), incl. financing scheme	19 months
	1,58 years

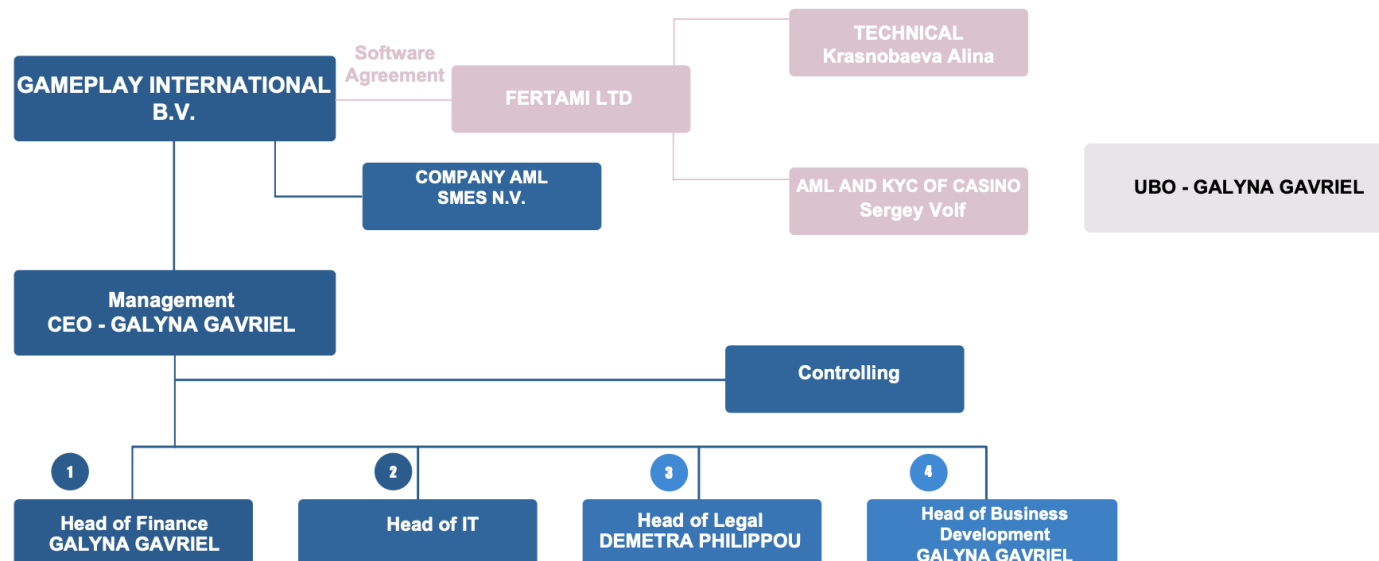
2. COMPANY MANAGEMENT STRUCTURE

2.1. BOARD OVERSIGHT

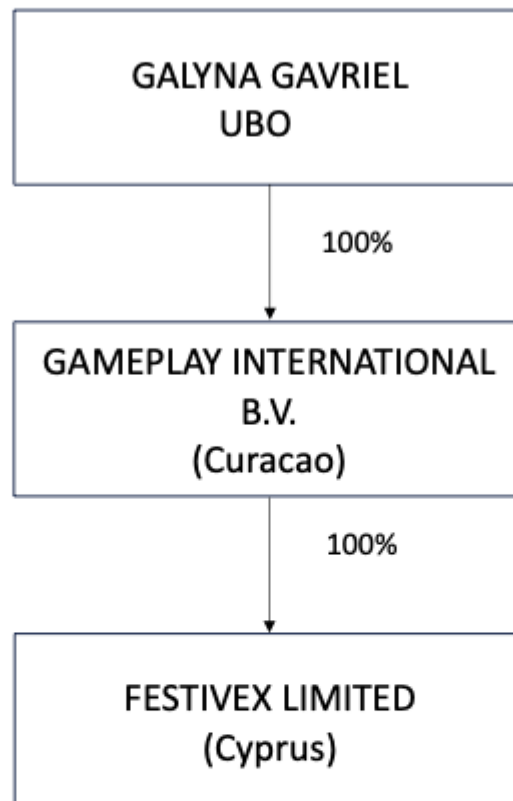
UBO is the CEO and sole shareholder of the Operator, she is engaged in the day-to-day operation of the business. She delegates strategies and decisions directly to Departments and functions. This structure ensures the versatility of decision-making and ensures that no decision is deadlocked. Legal support is provided in-house by respective Departments and officers. Most decisions are made by the Department Heads and finalized by the CEO. Head of IT are yet to be hired. In-house hiring is prioritized over outside hiring, and the experience in an operational online casino is a critical requirement.

Company control structure

GAMEPLAY INTERNATIONAL B.V., a company incorporated under the laws of Curaçao with registration number 148409 and registered address at Dr. H. Fergusonweg, 1, Curaçao



OWNERSHIP STRUCTURE



3. FINANCIAL SUMMARY

3.1. FINANCIAL ESTIMATION FOR THE FIRST, SECOND AND THIRD YEAR

Table 2. Cash flow for the first year, euro

	Total for 3 years	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25
Month of the project		1	2	3	4	5	6	7	8	9	10	11	12
Number of days in the period		30	31	30	31	31	30	31	30	31	31	28	31
Cash flow - INVESTING	- 151 898	- 138 500	-	-	- 13 398	-	-	-	-	-	-	-	-
Acquisition of a license and security payment	- 138 500	- 138 500	-	-	-	-	-	-	-	-	-	-	-
Payment for the Amazon server	- 11 310	-	-	-	- 11 310	-	-	-	-	-	-	-	-
Office equipment and stationery	- 2 088	-	-	-	- 2 088	-	-	-	-	-	-	-	-
Cash flow - OPERATING	814 481	-	-	-	-	48 897	- 5 866	- 2 795	- 256	2 453	4 824	- 32 565	14 034
Proceeds	4 308 461	-	-	-	-	26 950	33 149	37 913	42 316	47 074	52 347	65 542	76 113
Income from clients	4 308 461	-	-	-	-	26 950	33 149	37 913	42 316	47 074	52 347	65 542	76 113
Expenses total	- 3 493 980	-	-	-	-	75 847	- 39 014	- 40 708	- 42 572	- 44 621	- 47 523	- 98 106	- 62 079
Direct costs	- 2 771 673	-	-	-	-	64 524	- 27 691	- 29 385	- 31 248	- 33 298	- 35 553	- 44 783	- 47 511
Advertising costs	- 1 477 022	-	-	-	-	29 400	- 16 940	- 18 634	- 20 497	- 22 547	- 24 802	- 27 282	- 30 010
Additional staff costs	- 877 500	-	-	-	-	-	-	-	-	-	-	- 6 750	- 6 750
License fees	- 138 111	-	-	-	-	26 404	- 2 031	- 2 031	- 2 031	- 2 031	- 2 031	- 2 031	- 2 031
Salary	- 279 040	-	-	-	-	8 720	- 8 720	- 8 720	- 8 720	- 8 720	- 8 720	- 8 720	- 8 720
Indirect costs	- 486 347	-	-	-	-	11 323	- 11 323	- 11 323	- 11 323	- 11 323	- 11 323	- 53 323	- 11 323
Accounting	- 119 680	-	-	-	-	3 740	- 3 740	- 3 740	- 3 740	- 3 740	- 3 740	- 3 740	- 3 740

Office equipment maintenance	- 90 667	-	-	-	-	- 2 833	- 2 833	- 2 833	- 2 833	- 2 833	- 2 833	- 2 833	- 2 833
Hosting	- 124 000	-	-	-	-	-	-	-	-	-	-	- 42 000	-
Office rent	- 42 667	-	-	-	-	- 1 333	- 1 333	- 1 333	- 1 333	- 1 333	- 1 333	- 1 333	- 1 333
Legal support	- 109 333	-	-	-	-	- 3 417	- 3 417	- 3 417	- 3 417	- 3 417	- 3 417	- 3 417	- 3 417
Taxes	- 235 960	-	-	-	-	-	-	-	-	-	- 647	-	- 3 244
Profit tax	- 235 960	-	-	-	-	-	-	-	-	-	- 647	-	- 3 244
Cash flow - FINANCING	- 50 528	138 500	-	-	13 398	48 897	5 866	2 795	256	-	- 802	32 565	- 4 026
Co-investor's investment	242 277	138 500	-	-	13 398	48 897	5 866	2 795	256	-	-	32 565	-
Refunds to co-investor	- 292 805	-	-	-	-	-	-	-	-	-	- 802	-	- 4 026

CASH FLOW OF THE PROJECT	612 055	-	-	-	-	-	-	-	-	2 453	4 022	-	10 008
progressive total (cash balance)	612 055	-	-	-	-	-	-	-	-	2 453	6 475	6 475	16 483

Table 3. Cash flow for the second year, euro

	Total for 3 years	Apr-25	May-25	Jun-25	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25	Jan-26	Feb-26	Mar-26
Month of the project		13	14	15	16	17	18	19	20	21	22	23	24
Number of days in the period		30	31	30	31	31	30	31	30	31	31	28	31
Cash flow - INVESTING	- 151 898	-	-	-	-	-	-	-	-	-	-	-	-
Acquisition of a license and security payment	- 138 500	-	-	-	-	-	-	-	-	-	-	-	-
Payment for the Amazon server	- 11 310	-	-	-	-	-	-	-	-	-	-	-	-
Office equipment and stationery	- 2 088	-	-	-	-	-	-	-	-	-	-	-	-
Cash flow - OPERATING	814 481	18 164	22 360	27 581	34 997	13 674	36 776	37 583	36 868	34 673	39 413	4 729	40 315
Proceeds	4 308 461	84 409	93 090	103 414	114 120	119 140	125 656	128 001	135 182	140 508	148 016	153 773	158 913
Income from clients	4 308 461	84 409	93 090	103 414	114 120	119 140	125 656	128 001	135 182	140 508	148 016	153 773	158 913
Expenses total	- 3 493 980	- 66 245	- 70 729	- 75 833	- 79 123	- 105 466	- 88 880	- 90 418	- 98 315	- 105 835	- 108 602	- 149 044	- 118 598
Direct costs	- 2 771 673	- 50 512	- 53 813	- 57 445	- 58 643	- 91 000	- 67 898	- 69 208	- 77 307	- 85 446	- 86 877	- 95 100	- 96 618
Advertising costs	- 1 477 022	- 33 011	- 36 312	- 39 944	- 41 142	- 42 376	- 43 647	- 44 957	- 46 306	- 47 695	- 49 126	- 50 599	- 52 117
Additional staff costs	- 877 500	- 6 750	- 6 750	- 6 750	- 6 750	- 13 500	- 13 500	- 13 500	- 20 250	- 27 000	- 27 000	- 33 750	- 33 750
License fees	- 138 111	- 2 031	- 2 031	- 2 031	- 2 031	- 26 404	- 2 031	- 2 031	- 2 031	- 2 031	- 2 031	- 2 031	- 2 031
Salary	- 279 040	- 8 720	- 8 720	- 8 720	- 8 720	- 8 720	- 8 720	- 8 720	- 8 720	- 8 720	- 8 720	- 8 720	- 8 720
Indirect costs	- 486 347	- 11 323	- 11 323	- 11 323	- 11 323	- 11 323	- 11 323	- 11 323	- 11 323	- 11 323	- 11 323	- 53 323	- 11 323
Accounting	- 119 680	- 3 740	- 3 740	- 3 740	- 3 740	- 3 740	- 3 740	- 3 740	- 3 740	- 3 740	- 3 740	- 3 740	- 3 740
Office equipment maintenance	- 90 667	- 2 833	- 2 833	- 2 833	- 2 833	- 2 833	- 2 833	- 2 833	- 2 833	- 2 833	- 2 833	- 2 833	- 2 833
Hosting	- 124 000	-	-	-	-	-	-	-	-	-	-	- 42 000	-
Office rent	- 42 667	- 1 333	- 1 333	- 1 333	- 1 333	- 1 333	- 1 333	- 1 333	- 1 333	- 1 333	- 1 333	- 1 333	- 1 333

Legal support	- 109 333	- 3 417	- 3 417	- 3 417	- 3 417	- 3 417	- 3 417	- 3 417	- 3 417	- 3 417	- 3 417	- 3 417	- 3 417	- 3 417
Taxes	- 235 960	- 4 409	- 5 593	- 7 065	- 9 157	- 3 143	- 9 659	- 9 886	- 9 685	- 9 066	- 10 402	- 620	- 10 657	
Profit tax	- 235 960	- 4 409	- 5 593	- 7 065	- 9 157	- 3 143	- 9 659	- 9 886	- 9 685	- 9 066	- 10 402	- 620	- 10 657	
Cash flow - FINANCING	- 50 528	- 5 471	- 6 940	- 8 767	- 11 363	- 3 900	- 11 985	- 12 268	- 12 018	- 11 249	- 12 909	- 769	- 13 224	
Co-investor's investment	242 277	-	-	-	-	-	-	-	-	-	-	-	-	
Refunds to co-investor	- 292 805	- 5 471	- 6 940	- 8 767	- 11 363	- 3 900	- 11 985	- 12 268	- 12 018	- 11 249	- 12 909	- 769	- 13 224	

CASH FLOW OF THE PROJECT	612 055	12 693	15 420	18 813	23 634	9 774	24 790	25 315	24 850	23 424	26 505	3 960	27 091	
progressive total (cash balance)	612 055	29 176	44 596	63 410	87 044	96 818	121 609	146 924	171 774	195 198	221 702	225 662	252 753	

Table 4. Cash flow for the third year, euro

	Total for 3 years	Apr-26	May-26	Jun-26	Jul-26	Aug-26	Sep-26	Oct-26	Nov-26	Dec-26	Jan-27	Feb-27	Mar-27
Month of the project		25	26	27	28	29	30	31	32	33	34	35	36
Number of days in the period		30	31	30	31	31	30	31	30	31	31	28	31
Cash flow - INVESTING	- 151 898	-	-	-	-	-	-	-	-	-	-	-	-
Acquisition of a license and security payment	- 138 500	-	-	-	-	-	-	-	-	-	-	-	-
Payment for the Amazon server	- 11 310	-	-	-	-	-	-	-	-	-	-	-	-
Office equipment and stationery	- 2 088	-	-	-	-	-	-	-	-	-	-	-	-
Cash flow - OPERATING	814 481	45 457	43 956	47 188	44 982	29 008	47 322	51 159	49 473	53 000	51 298	23 739	49 834
Proceeds	4 308 461	167 069	173 505	179 308	184 938	190 592	198 260	205 046	211 558	218 060	224 668	231 437	238 393
Income from clients	4 308 461	167 069	173 505	179 308	184 938	190 592	198 260	205 046	211 558	218 060	224 668	231 437	238 393
Expenses total	- 3 493 980	- 121 612	- 129 549	- 132 120	- 139 956	- 161 583	- 150 938	- 153 887	- 162 085	- 165 060	- 173 370	- 207 698	- 188 559
Direct costs	- 2 771 673	- 98 182	- 106 542	- 108 201	- 116 660	- 142 792	- 126 982	- 128 849	- 137 522	- 139 502	- 148 292	- 150 394	- 163 894
Advertising costs	- 1 477 022	- 53 681	- 55 291	- 56 950	- 58 659	- 60 418	- 62 231	- 64 098	- 66 021	- 68 001	- 70 041	- 72 143	- 72 143
Additional staff costs	- 877 500	- 33 750	- 40 500	- 40 500	- 47 250	- 47 250	- 54 000	- 54 000	- 60 750	- 60 750	- 67 500	- 67 500	- 81 000
License fees	- 138 111	- 2 031	- 2 031	- 2 031	- 2 031	- 26 404	- 2 031	- 2 031	- 2 031	- 2 031	- 2 031	- 2 031	- 2 031
Salary	- 279 040	- 8 720	- 8 720	- 8 720	- 8 720	- 8 720	- 8 720	- 8 720	- 8 720	- 8 720	- 8 720	- 8 720	- 8 720
Indirect costs	- 486 347	- 11 323	- 11 323	- 11 323	- 11 323	- 11 323	- 11 323	- 11 323	- 11 323	- 11 323	- 11 323	- 51 323	- 11 323

Accounting	- 119 680	- 3 740	- 3 740	- 3 740	- 3 740	- 3 740	- 3 740	- 3 740	- 3 740	- 3 740	- 3 740	- 3 740	- 3 740	- 3 740
Office equipment maintenance	- 90 667	- 2 833	- 2 833	- 2 833	- 2 833	- 2 833	- 2 833	- 2 833	- 2 833	- 2 833	- 2 833	- 2 833	- 2 833	- 2 833
Hosting	- 124 000	-	-	-	-	-	-	-	-	-	-	-	- 40 000	-
Office rent	- 42 667	- 1 333	- 1 333	- 1 333	- 1 333	- 1 333	- 1 333	- 1 333	- 1 333	- 1 333	- 1 333	- 1 333	- 1 333	- 1 333
Legal support	- 109 333	- 3 417	- 3 417	- 3 417	- 3 417	- 3 417	- 3 417	- 3 417	- 3 417	- 3 417	- 3 417	- 3 417	- 3 417	- 3 417
Taxes	- 235 960	- 12 107	- 11 684	- 12 595	- 11 973	- 7 468	- 12 633	- 13 715	- 13 240	- 14 235	- 13 755	- 5 981	- 13 342	- 13 342
Profit tax	- 235 960	- 12 107	- 11 684	- 12 595	- 11 973	- 7 468	- 12 633	- 13 715	- 13 240	- 14 235	- 13 755	- 5 981	- 13 342	- 13 342
Cash flow - FINANCING	- 50 528	- 15 024	- 14 498	- 15 630	- 14 858	- 9 267	- 15 676	- 17 019	- 16 430	- 17 664	- 17 068	- 7 422	- 16 556	- 16 556
Co-investor's investment	242 277	-	-	-	-	-	-	-	-	-	-	-	-	-
Refunds to co-investor	- 292 805	- 15 024	- 14 498	- 15 630	- 14 858	- 9 267	- 15 676	- 17 019	- 16 430	- 17 664	- 17 068	- 7 422	- 16 556	- 16 556

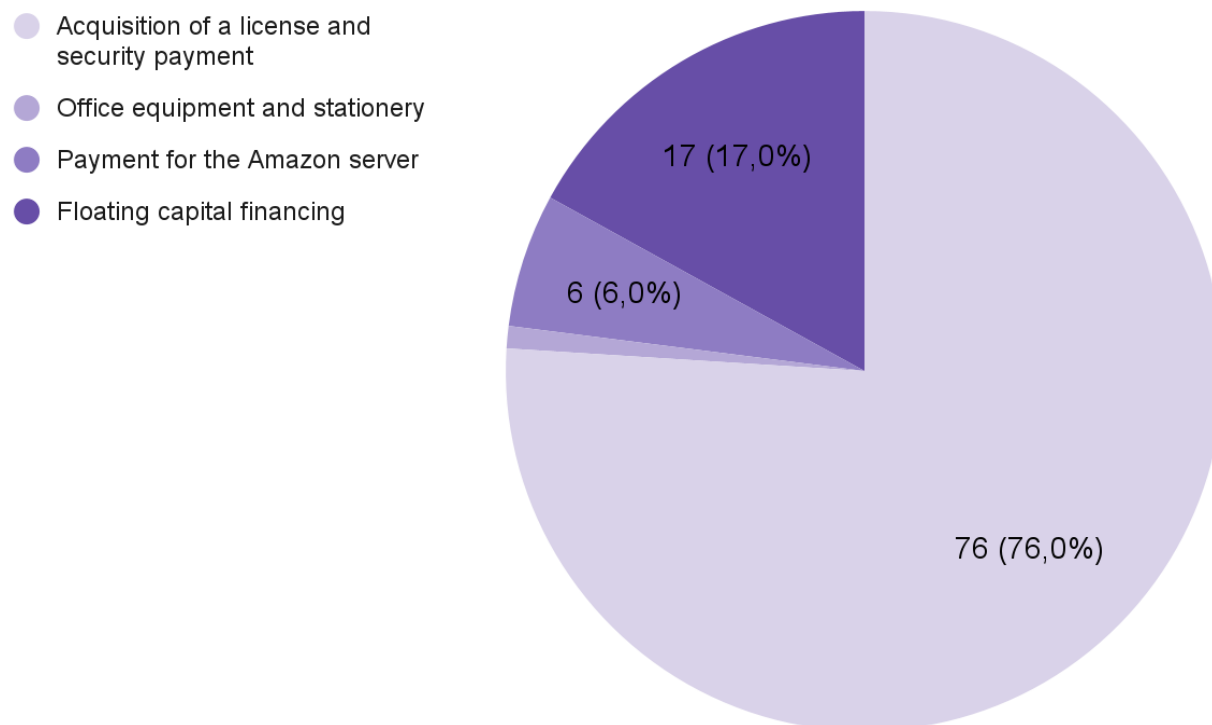
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CASH FLOW OF THE PROJECT	612 055	30 433	29 457	31 558	30 124	19 741	31 645	34 139	33 044	35 336	34 230	16 316	33 278	
progressive total (cash balance)	612 055	283 186	312 643	344 202	374 326	394 068	425 713	459 852	492 895	528 231	562 461	578 777	612 055	

3.2. INVESTMENT SCHEME, OUTLINING INVESTMENT TYPES, PROJECTED COSTS, AND SOURCE OF WEALTH EXPLANATION

The financial requirement for the project amounts to 242,2 thousand euros (EUR).

Diagram 1. Investments structure



The project's funding is sourced from the investor. The total amount of payments to the investor over the project's duration is projected to be 292,8 thousand euros (EUR).

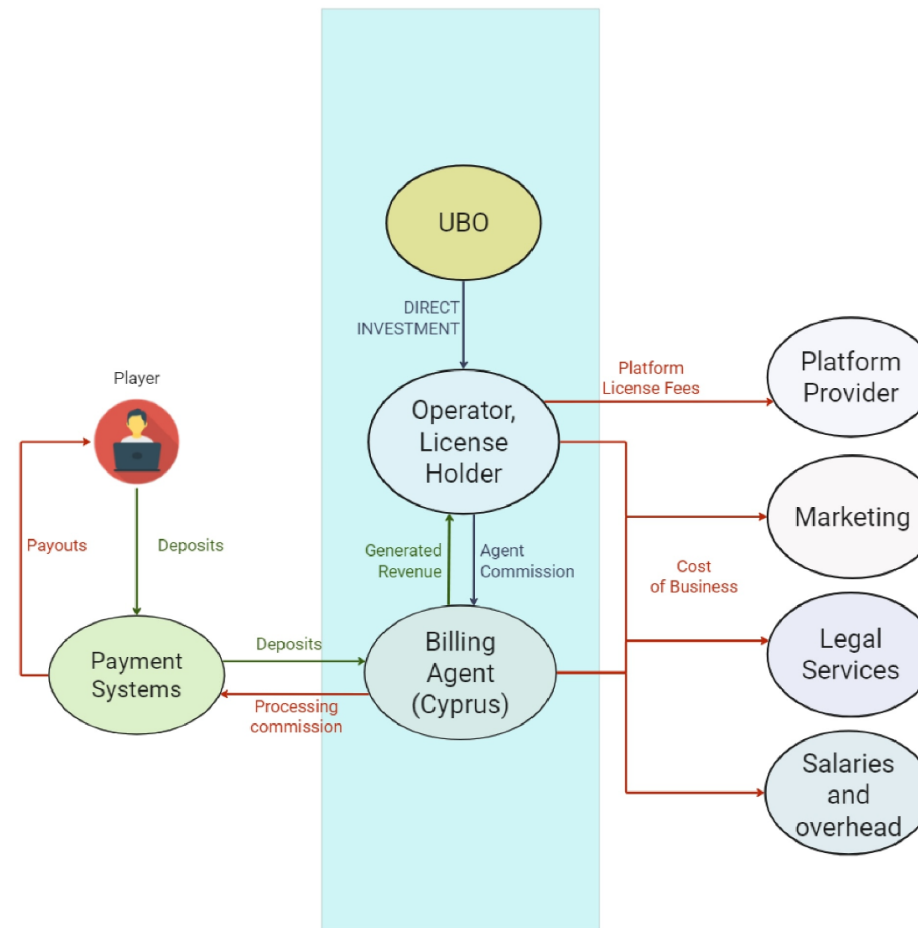
Type of initial investments - funds provided directly by the Ultimate Beneficial Owner.

Upon launch - profits generated directly from operations.

3.3. FLOW OF FUNDS SCHEMATIC

The cost of business for the project includes license fees to the Platform provider, Web-marketing, Service fees to employees and legal fees to fiduciary service providers.

Flow of Funds Schematic



4. PRODUCTS & SERVICE

4.1. REGISTRATIONS AND OPENING OF AN ACCOUNT

The screenshot displays the BizBET website interface. At the top, there is a navigation bar with links for 'Mobile application', 'Payments', and 'Log In'. The main navigation menu includes 'Sports', 'Live', 'BetGames', 'Casino', 'Live Casino', 'Esports', 'Promo', and 'Extra'. A search bar is located on the left side of the main content area. Below the search bar, there is a list of 'TOP Championships' including Cyprus, UEFA Champions League, NBA, England. Premier League, Germany. Bundesliga, Spain. La Liga, and France. Ligue 1. The main content area features a grid of football matches with odds. The matches are as follows:

Match	1	X	2	Other
Football, England. Premier League 31/03/2024 15:00 Liverpool vs Brighton & Hove Albion	1.385	X	5.87	2 8.1
Football, UEFA European Champi... 21/03/2024 21:45 Poland vs Estonia	1.201	X	6.8	2 15
Football, England. Premier League 30/03/2024 17:00 Chelsea vs Burnley	1.363	X	5.74	2 9.3
Football, UEFA European Champi... 21/03/2024 21:45 Greece vs Kazakhstan	1.35	X	4.75	2 10.5
Football, Spain. La Liga 30/03/2024 22:00 Barcelona vs Las Palmas	1.308	X	6.28	2 10.9

On the right side, there is a 'Registration' panel with options for 'By phone' and 'One-click'. It includes a dropdown for 'Turkey', a currency selector for 'TRY (Turkish lira)', a field for 'Enter promo code (if you ha...', and a 'Register' button. Below the registration panel, there is a message 'This website is protected by reCAPTCHA.' and a '100% bonus on the 1st deposit' offer. At the bottom right, there is a 'Bet slip' button.

Mobile application

Payments

B3BIZBET

Log InRegistration

SportsLiveBetGamesCasinoLive CasinoEsportsPromoExtra

Search

8 / 0

TOP Championships

Cyprus

UEFA Champions League

NBA

England. Premier League

Germany. Bundesliga

Spain. La Liga

France. Ligue 1

Sports

LIVE

All

Football (1183)

Tennis (473)

Basketball (270)

Ice Hockey (189)

Volleyball (194)

Table Tennis (495)

Cricket (43)

American Football (25)

Football. England. Premier League

31/03/2024 15:00

Liverpool

Brighton & Hove Albion

11.385X5.8728.1

Sports

Football

Tennis

Kontinental Hockey League

19 MARCH

Metallurg Magnitogorsk

Spartak Moscow

19/03 16:00

SKA Saint Petersburg

Football. Spain. La Liga

30/03/2024 22:00

Barcelona

Las Palmas

11.308X6.28210.9

Cricket

All sports

DICAP

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2.33

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-

Where can I find a working mirror site?

REGISTER AND RECEIVE 3000 TRY BONUS RIGHT NOW!

By phone

By e-mail

Social networks and messengers

One-click

+90 501 234 56 78

Send SMS

Confirmation code

Confirm

TRY (Turkish lira)

Enter promo code (if you have one)

Register

This site is protected by reCAPTCHA and the Google Privacy Policy and Terms of Service apply.

By clicking this button you confirm that you have read and agree to the Terms and Conditions and Privacy Policy of the company, consent to the processing of your personal information and confirm that you are of legal age.

Sports

Welcome bonus on your 1st deposit up to 3000 TRY

Casino + games

Welcome to a generous casino

Cancel

Make your choice later in My Account

Mobile applicationPayments

B3BIZBET

Log InRegistration

SportsLiveBetGamesCasinoLive CasinoEsportsPromoExtra

Search

8 / 0

TOP Championships

Cyprus

UEFA Champions League

NBA

England. Premier League

Germany. Bundesliga

Spain. La Liga

France. Ligue 1

SportsLIVE

All

Football (1182)

Tennis (473)

Basketball (270)

Ice Hockey (189)

Volleyball (194)

Table Tennis (488)

Cricket (43)

American Football (25)

Esports (238)

Sports. A-Z

Australian Rules (16)

Football, England. Premier League

31/03/2024 15:00

Liverpool

Brighton & Hove Albion

11.385X5.8728.11

SportsFootballTennis

Kontinental Hockey League

19 MARCH

Metallurg Magnitogorsk

Spartak Moscow

19/03 16:00

SKA Saint Petersburg

Avtomobilist Yekaterinburg

19/03 18:30

UEFA Champions League. Women

1X21X122X0TOTALU1HANDICAP20IT1U

REGISTER AND RECEIVE 3000 TRY BONUS RIGHT NOW!

By phoneBy e-mailSocial networks and messengersOne-click

TurkeyTRY (Turkish lira)

EmailYour phone number

First nameSurname

PasswordRe-enter your password

Enter promo code (if you have one)Register

This site is protected by reCAPTCHA and the Google [Privacy Policy](#) and [Terms of Service](#) apply.

By clicking this button you confirm that you have read and agree to the [Terms and Conditions](#) and [Privacy Policy](#) of the company, consent to the processing of your personal information and confirm that you are of legal age.

Sports

Welcome bonus on your 1st deposit up to 3000 TRY

Casino + games

Welcome to a generous casino

Cancel

Make your choice later in My Account

Registration

By phoneOne-click

Turkey

TRY (Turkish lira)

Enter promo code (if you ha...

Register

This website is protected by reCAPTCHA

100% bonus on the 1st deposit

Bet slip

Add events to the bet slip or enter a code to load events

Register and place bets!

Save/load bet slip

Where can I find a working mirror site?

Join us on social media where you can always find an up-to-date link to the site, as well as interesting news and promotions

Mobile application

Payments

BizBET

Main account (TRY)
0

SportsLiveBetGamesCasinoLive CasinoEsportsPromoExtra

test
test

test@gmail.com
822476823

20%

Main account (TRY)
0

ACCOUNT

Deposit

Withdraw funds

Bet history

Transaction history

EXTRA

Invite friends

Loyalty Cashback

Bonuses and gifts

Customer Support

PROFILE

Personal profile

Security

Account settings

Log out

Personal profile

Fill in the empty fields to take advantage of the enhanced features of the website!

Edit all

Personal info

Surname

test

First name

test

Date of birth

Place of birth

Passport details

Type of document

Select document type

Address

Country

Turkey

City

Select city

Permanent registered address

Recent sessions

172.255.5.36, Limassol

Contacts

Phone

Email

test@gmail.com

21

4.2. LOG IN AND LOGOUT

The screenshot displays the BIZBET website interface. At the top, there's a navigation bar with links for Mobile application, Payments, and the BIZBET logo. On the right, there are links for Log In and Registration. A modal window is open in the center, allowing users to log in by email or phone. The modal includes fields for ID or Email, Password, and a Remember checkbox. A 'Log in' button is prominently displayed. Below the modal, there's a section for 'You can log in to the website via:' with social media icons for Telegram and Google. The background shows the website's main content area, which includes a search bar, a list of sports (Football, Tennis, Basketball, etc.), and a detailed view of the Kontinental Hockey League matches for 19 March. The matches listed are Metallurg Magnitogorsk vs Spartak Moscow and SKA Saint Petersburg vs Avtomobilist Yekaterinburg. The interface also features a sidebar with various sports categories and a right-hand panel with registration options and a bet slip.

Mobile application **Payments** **BIZBET** **Log In** **Registration** **EN**

Sports **Live** **BetGames** **Casino** **Live Casino** **Esports** **Promo** **Ex**

Search **2 / 0**

TOP Championships

- Cyprus
- UEFA Champions League
- NBA
- England. Premier League
- Germany. Bundesliga
- Spain. La Liga
- France. Ligue 1

Sports **LIVE**

- All
- Football (1183)
- Tennis (470)
- Basketball (269)
- Ice Hockey (189)
- Volleyball (192)
- Table Tennis (487)
- Cricket (43)
- American Football (25)
- Esports (237)
- Sports. A-Z
- Australian Rules (16)

Football. England. Premier League 31/03/2024 15:00 **TOP**

Liverpool vs Brighton & Hove Albion

1 1.385 X 5.87 2 8.1

Football. UEFA European Championship 21/03/2024 21:45 **TOP**

Poland vs Estonia

1 1.201 X 6.8 2 15

Football. England. Premier League 30/03/2024 17:00 **TOP**

Chelsea vs Burnley

1 1.363 X 5.74 2 9.3

Football. UEFA European Championship 21/03/2024 21:45 **TOP**

Greece vs Kazakhstan

1 1.35 X 4.75 2 10.5

Barcelona vs **Las Palmas**

1 1.308 X 6.28 2 10.9

Sports **Football** **Tennis** **Basketball** **Ice Hockey** **Volleyball** **Table Tennis** **All sports**

Kontinental Hockey League

19 MARCH

Metallurg Magnitogorsk vs **Spartak Moscow** 19/03 16:00 **All markets +1058**

1.94 4.05 3.685 1.28 1.25 1.88 2.18 5.5 1.73 1.59 0 2.45 - - -

SKA Saint Petersburg vs **Avtomobilist Yekaterinburg** 19/03 18:30 **All markets +1060**

1.72 4.3 4.705 1.18 1.22 2.15 1.8 4.5 2.08 2.12 -1.5+ 1.77 - - -

UEFA Champions League. Women

1 X 2 1X 12 2X O TOTAL U 1 HANDICAP 2 O IT1 U

Registration

By phone **One-click**

Turkey

TRY (Turkish lira)

Enter promo code (if you ha...)

Register

This website is protected by reCAPTCHA.

100% bonus on the 1st deposit

Bet slip

Add events to the bet slip or enter a code to load events

Register and place bets!

Save/load bet slip

Where can I find a working mirror site?

Join us on social media where you can always find an up-to-date link to the site, as well as interesting news and promotions

Mobile application

Payments

BizBET

Main account (TRY)
0

SportsLiveBetGamesCasinoLive CasinoEsportsPromoExtra

test
test
test@gmail.com
822476823

20%

Main account (TRY)
0

ACCOUNT

Deposit

Withdraw funds

Bet history

Transaction history

EXTRA

Invite friends

Loyalty Cashback

Bonuses and gifts

Customer Support

PROFILE

Personal profile

Security

Account settings

Log out

Personal profile

Fill in the empty fields to take advantage of the enhanced features of the website!

Edit all

Personal info

Surname
test

First name
test

Date of birth

Place of birth

Passport details

Select city

Permanent registered address

Contacts

Phone

Email
test@gmail.com

Recent sessions

172.255.5.36, Limassol

?

Are you sure you want to log out?

OKCancel

23

4.3. TERMS AND CONDITIONS/ RULES AND PROCEDURES

Mobile application

\$ Payments

BizBET

Lo

Sports ▾Live ▾BetGames ▾Casino ▾Live Casino ▾Esports ▾Promo ▾Extra ▾

MAIN PAGE / TERMS AND CONDITIONS

TERMS AND CONDITIONS

Search

SHOW ALL

1. TERMS OF SERVICE

2. RESPONSIBLE GAMING

3. SELF-EXCLUSION

4. DISPUTE RESOLUTION

5. ANTI-MONEY LAUNDERING

6. FAIRNESS & RNG TESTING METHODS

7. KYC POLICIES

8. PRIVACY & MANAGEMENT OF PERSONAL DATA

9. ACCOUNTS, PAYOUTS & BONUSES

10. GENERAL BETTING RULES

1. TERMS OF SERVICE

1. INTRODUCTION

1.1. These terms and conditions and the documents referred to below (the "Terms") apply to the use of the current website (the "Website") and its related or connected services (collectively, the "Service").

1.2. You should carefully review these Terms as they contain important information concerning your rights and obligations concerning the use of the Website and form a binding legal agreement between you - our customer (the "Customer"), and us. By using this Website and/or accessing the Service, you, whether you are a guest or a registered user with an account ("Account"), agree to be bound by these Terms, together with any amendments, which may be published from time to time. If you do not accept these Terms, you should refrain from accessing the Service and using the Website.

1.3. The Service is owned by Gameplay International B.V., a company registered and established under the laws of Curaçao, with registration number 148409 and registered address at Dr. H. Fergusonweg 1, Curaçao and is operated by its wholly-owned subsidiary, Festivex Limited, with registered address A.G. Leventis, 5, THE LEVENTIS GALLERY TOWER, 13th floor, Flat/Office 1301 1097, Nicosia, Cyprus acting as a paying agent on behalf of Gameplay International B.V. Gameplay International B.V. is licensed and regulated by Curaçao eGaming (license no. 1668/JAZ).

2. GENERAL TERMS

2.1. We reserve the right to revise and amend the Terms (including any documents referred to and linked to below) at any time. You should visit this page periodically to review the Terms and Conditions. Amendments will be binding and effective immediately upon publication on this Website. If you object to any such changes, you must immediately stop using the Service. Your continued use of the Website following such publication will indicate your agreement to be bound by the Terms as amended. Any bets not settled prior to the changed Terms taking effect will be subject to the pre-existing Terms.

2.2. You understand that by participating in the games, you risk losing the money deposited to your account on **bizbet.io**. In some jurisdictions, online gambling may be illegal. You understand and agree that **bizbet.io** is not able to provide you legal advice or guarantees regarding the legality of your use of the services of the Website. The Company does not affirm that the services of the Website comply with legal requirements in your jurisdiction. You use the services provided by **bizbet.io** by your own choice and at your sole discretion, as well, assuming the risk of liability, making a decision as to whether the use of the services of the Website is legal in accordance with the current legislation of your jurisdiction. You log in the Website and participate in the games at your own risk. We can not guarantee that any returns,

4.4. OBLIGATIONS AS A PLAYER

4. The right to access and/or use the Website (including any or all of the products offered through the Website) may be considered illegal in certain countries (including, for example, the USA, the United Kingdom, Cyprus, the Netherlands, etc.). We do not intend for our Website to be used for sports betting, gambling or other purposes by people who reside in countries or jurisdictions in which such types of activity are illegal. The list of explicitly forbidden territories is: Aruba, Australia, Bonaire, Curacao, France, Iran, Iraq, Netherlands, Saba, Spain, St Maarten, Statia, U.S.A or the U.S.A dependencies, United Kingdom.
5. The fact that our Website is available in such a country and/or jurisdiction or that it can be displayed in the official language of any of those countries cannot be considered official authorization or legal grounds for using our Website and depositing funds into your account or withdrawing your winnings. The availability of the Website does not mean that it contains any proposals, incitement or invitation to use or subscribe to betting, gambling or any of the other services in any jurisdiction where such activity is illegal.
6. You are responsible for determining whether your accessing and/or use of the Website is compliant with applicable laws in your jurisdiction and you warrant to us that gambling is legal in the territory where you reside. When opening an account and/or using our Website you must make sure that your actions are legal in the territory in which you reside. You also guarantee and agree that you have received legal advice before registering on our Website. If we become aware that you are a resident in a country where the use of our Website is considered illegal, we will have the right to close your account and refund any remaining balance on your account at the moment of its closure (after the deduction of any winnings credited after your most recent deposit was made).
7. The bookmaker shall be entitled to refuse bets from customers who fail to abide by these Rules. The bookmaker reserves the right to refuse to accept a bet of any type from any customer should they violate social standards of conduct and public order.
8. The bookmaker reserves the right to refuse to accept a bet from any individual without giving a reason.
All bets shall be settled based on the data provided by the processing center.
9. Winnings shall be paid to the bettor within 30 (thirty) calendar days from the date of official publication of the results of the latest event on the bet slip.

4.5. PAYOUTS

The screenshot shows the Bizbet website interface. At the top, there's a navigation bar with 'Mobile application' and 'Payments' links, the Bizbet logo, and a 'Log' button. Below this is a secondary navigation bar with links for 'Sports', 'Live', 'BetGames', 'Casino', 'Live Casino', 'Esports', 'Promo', and 'Extra'. The main content area is titled 'TERMS AND CONDITIONS'. On the left, there's a sidebar with a search bar and a list of categories: 1. TERMS OF SERVICE, 2. RESPONSIBLE GAMING, 3. SELF-EXCLUSION, 4. DISPUTE RESOLUTION, 5. ANTI-MONEY LAUNDERING, 6. FAIRNESS & RNG TESTING METHODS, 7. KYC POLICIES, 8. PRIVACY & MANAGEMENT OF PERSONAL DATA, 9. ACCOUNTS, PAYOUTS & BONUSES (highlighted), and 10. GENERAL BETTING RULES. The main content area displays the '9. ACCOUNTS, PAYOUTS & BONUSES' section, which includes sub-sections for '1. ACCOUNTS' and '1.1. You are allowed to have only one (1) account...' through '1.8. We reserve the right to refuse, restrict, cancel or limit any wager at any time for whatever reason, including any bet perceived to be...'

4.6. WITHDRAWING

Withdrawals can be made using the payment methods specified below, as follows: FIAT - provided that the deposit was made in FIAT and CRYPTO - provided that the deposit was made in cryptocurrency.

4.7. A LIST OF THE GAMES THAT WILL BE PROVIDED

The games will be provided by partners in the Appendix.

The screenshot shows the Bizbet website interface, specifically the 'CASINO' section. At the top, there's a navigation bar with 'Mobile application' and 'Payments' links, the Bizbet logo, and 'Log In' and 'Registration' buttons. Below this is a secondary navigation bar with links for 'Sports', 'Live', 'BetGames', 'Casino', 'Live Casino', 'Esports', 'Promo', and 'Extra'. The main content area is titled 'CASINO' and features a sidebar with 'FAVORITES' and 'RECENT' sections. The main content area displays a grid of slot games, including 'ENERGY COINS', 'CASH FISHIN'', 'THE Pesos Game', 'HOT FRUITS FIRE', 'BUFFALO GOES WILD', 'BELLS', 'CAISHEN GOLD', 'SUPER WILDS', 'STORY OF MEDUSA', and 'ZOMBIES'. There's also a 'NEW' section at the bottom with games like 'RAINBOW RAY', 'TIGER'S LUCK', 'HOLIDAYS JOKER', 'CHAMBERS OF ANCIENTS', and '3 CLOVER SPOTS'.

5. KEY SUPPLIERS, MATERIAL DEPENDENCIES

5.1. Platform description

The critical supplier for the project is Fertami Ltd. - the supplier of the software platform. **Fertami Ltd**, a company registered under the laws of the Republic of Cyprus under registration number HE 413010 ("Fertami") has developed **the Unionsoft Platform** ("Platform") - a software solution for betting companies with 24/7 stream of data and technical support. The Platform provides betting website operators with a reliable software solution designed to deliver high performance and security. Built on advanced technologies, it offers a diverse range of features, including real-time data updates, support for multiple types of bets, huge selection of sports and flexible customization options.

1. Platform specifications

1.1. General specifications

1.1.1. The Platform's structure

The functional structure of the Platform includes the following modules:

- a) the option to register as a customer
- b) the option to log in and reset the password
- c) the option to make deposits and withdrawals
- d) the option to place bets
- e) the option to view betting history
- f) the option to view deposit history
- g) the option to receive bonuses
- h) the option to view bonus history
- i) the option to contact the customer support team
- j) the option to self-exclude
- k) the option to place limits on deposits
- l) deployment of two-factor authentication
- m) deployment of secret phrase authentication
- n) databases and tables of real events containing established statistics or dynamic odds
- o) service for obtaining odds on events through an API
- p) service for tracking customer money – records of deposits, bets, and withdrawals
- q) service for integrating the Platform with the payment services of other third-party providers through an API
- r) service for notifying customers about a future event, changes, adverts, and marketing for promotions by email, text message and pop-up message on mobile devices
- s) tool for protecting and restricting access and assigning competences to Fertami's employees (BackOffice) and displaying an employee's level of access in their profile

- t) profiles for the technical service departments of remote operating units (B2C) including the department structure, information about the SLA and the serviced business units of the operator or affiliates
- u) technical support service including the systems for logging in, registration, and recording and resolving questions and problems from service contractors when using email services or live communication
- v) display of short messages to customers (primarily the status of their account and customer legal compliance)
- w) the option for customers to put forward and discuss customer ideas to improve the platform's services and install new services, and the option to introduce ratings
- x) document management – files received from customers – loading files and exchanging them with colleagues securely, tagging, the option to add comments and information about users that downloaded files, version control
- y) cookie service – storage and sharing of useful links to various online resources, customer recommendations and content on the basis of information accumulated about a customer, improvement and suggestions for customers to make using the platform easier and more efficient
- z) responsible gaming service – a service for customers to set up their own limits and self-exclude with the option to customize these to suit the different requirements of the various jurisdictions
- aa) Anti-fraud and AML service – the option to connect third-party resources through an API from government bodies in different jurisdictions to verify customers when they register and if they engage in suspicious activity
- bb) service for monitoring suspicious customer activity, such as using different payment methods and a large number of small deposits, bets, and withdrawals
- cc) voting service – the opportunity for customers to vote for the operator's various marketing or informational promotions posted and sent to customers through the Platform's services
- dd) service for issuing ratings – mechanisms for determining the activity and popularity of Platform users and creation of reports on VIP customers

Compatibility with related platforms

The Platform is compatible with third-party betting platforms and individual slots, casino, corporate back-office portal sufficient for general navigation and information research, a payment system aggregator, and a customer support module.

The Platform also supports:

- a) marketing modules from third parties
- b) integration with the business solutions including CMS, CRM, and BackOffice
- c) integration with external platforms such as Microsoft Office, business email, tasks and calendars, and a platform for sending mass messages by email and SMS
- d) integration with additional structures providing prior verification services on customers, KYC, AML, fraud prevention, and PEP lists to help the operator decide whether to accept certain users
- e) provision of API for several modules

- f) integration with system managing access to information resources for providing the betting odds.
- g) integration with AWS and other data storage services that have security certificates and are located within the EU.

Ergonomic features

It is possible to modify the Platform's interface according to the developed and agreed designs.

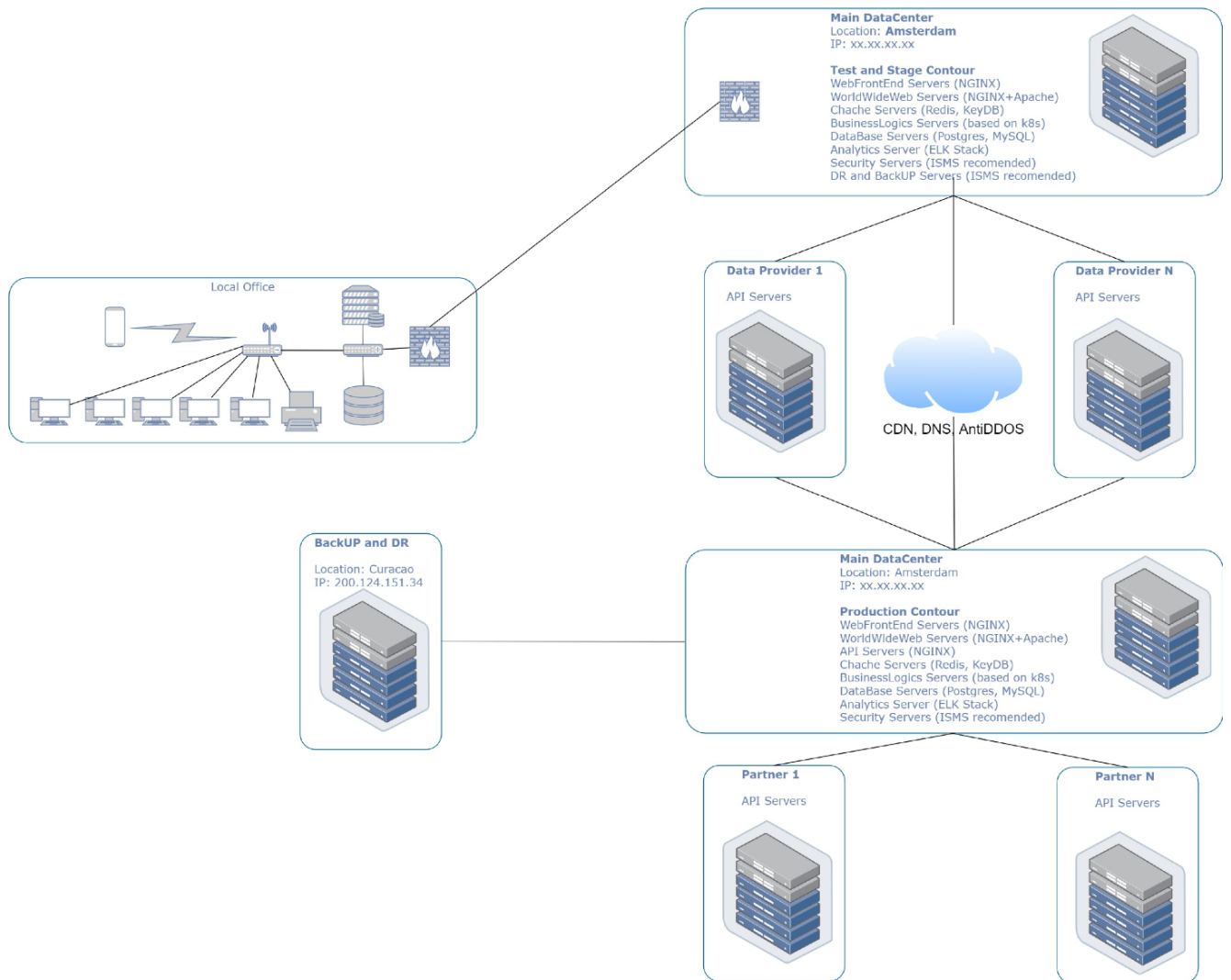
The Platform supports access from the following mobile platforms:

- iOS
- Android
- Windows

The Platform supports adaptive web design (or an adaptive user interface) capable of carrying out W3C CSS3 requests with a changing proportion grid and also support flexible changes to image proportions.

Platform-related risks

Given the disaster plan in place and robust infrastructure, the risks entailed by its usage are minimal. The platform uses protocols for data backup and restoration, including redundant server systems to prevent service disruptions and minimize data loss. Regular testing and updating of the disaster plan which are crucial to adapt to evolving threats and technology advancements, ensure its effectiveness when needed. Collaborating with cybersecurity experts and regulatory bodies provides both the Platform and the project with valuable insights and guidance in enhancing the disaster preparedness of online casino platforms, safeguarding both operations and customer trust.



5.2. PAYMENT SERVICE PROVIDERS

Another group of critical suppliers is represented by payment service providers. The uninterrupted payment processing is ensured by employing a number of the most reliable PSPs operating in the relevant jurisdictions. Payment service provider (at the connection/planning stage): euPago, eZeewallet, Colibrix, PayOp, Mifinity, GateExpress, EasyPaygame.



The same goes for banking services - a strict compliance framework mitigates the risk of loss of bank service on our end, and the employment of 2 to 3 banks simultaneously will protect us from inherent banking risks.

Furthermore, diversifying our banking relationships enhances our leverage in negotiating favorable terms and services. This proactive approach not only safeguards against potential disruptions but also fosters resilience in our financial infrastructure. By strategically spreading our banking affiliations, we optimize our risk management strategy, promoting stability and longevity in our financial operations.

5.3. LEGAL AND CORPORATE PROVIDERS

In the field of legal and corporate service providers, there are numerous experienced providers who have extensive experience in gambling. These specialists assist us in complying with all regulatory, payment, and banking requirements, ensuring full compliance. In the field of legal and corporate service providers, there are numerous experienced providers who have extensive experience in gambling. These specialists assist us in complying with all regulatory, payment, and banking requirements, ensuring full compliance.

6. RISK EVALUATION AND MANAGEMENT

Each department oversees its respective risks on a daily basis.

6.1. RISK AUDITING

Internal audits are conducted annually across all risk categories by the Audit Committee, comprising the Head of IT, Head of Legal, and Head of Finance. External audits are conducted every three years for an independent assessment of business and financials.

Regular audits are conducted on the platform, its software providers, infrastructure, and financial status.

Risk register is maintained and reviewed by the Audit Committee on a quarterly basis apart from the daily communication between the departments.

Mandatory financial audits are conducted annually for all companies within the structure.

6.2. RISK OVERVIEW

- **Legal Landscape (Responsible: Head of Legal):** Legal aspects of online gambling are subject to change; thus, regular monitoring is essential. Regular updates on legal changes can be disseminated across departments, ensuring all staff members are aware of the evolving legal landscape in online gambling. The legal team collaborate with other departments, such as compliance and operations, to ensure a comprehensive understanding of legal requirements and streamline implementation processes. Maintaining open communication channels with regulatory bodies and industry associations fosters transparency and demonstrates our commitment to compliance with legal requirements in online gambling.
 - a) **Legality and Licensing:** Operating an online casino involves obtaining licenses from relevant regulatory authorities in various jurisdictions. Regulatory requirements can vary greatly from one jurisdiction to another, and failure to comply with licensing requirements can result in hefty fines, legal action, or even closure of operations.
Mitigation: the Operator is currently operating under the Curacao eGaming license No. 1668/JAZ and applying for a new GCB license.
 - b) **Data Protection and Privacy Laws:** online casinos collect and process vast amounts of sensitive customer data. Compliance with data protection regulations such as the EU's General Data Protection Regulation (GDPR) is essential to avoid fines and maintain customer trust.
Mitigation: Collect and process only the minimum amount of personal data necessary for the provision of gambling services, and ensure that data is not retained for longer than necessary. Develop and implement a data breach response plan to effectively respond to and mitigate the impact of data breaches, including procedures for notifying data subjects and relevant supervisory authorities within the required timeframes. Implement privacy by design and default principles when developing new products, features, or

services, and integrate privacy considerations into the design and development process from the outset.

- c) **Advertising and Marketing Restrictions:** Many jurisdictions impose strict regulations on the advertising and marketing of online gambling services to protect vulnerable populations, such as minors and individuals with gambling addictions. Non-compliance with advertising standards result in regulatory penalties and public backlash.

Mitigation: Regularly monitor advertising and marketing activities to ensure compliance with applicable laws, regulations, and industry standards related to gambling advertising. Clearly disclose any terms, conditions, restrictions, or limitations associated with promotions, bonuses, or other marketing offers to avoid misleading consumers and potential regulatory penalties. Vet third-party advertising partners, agencies, or affiliates to ensure that they comply with advertising and marketing regulations and adhere to responsible advertising practices.

- d) **Cross-Border Regulatory Challenges:** Operating in multiple jurisdictions can expose online casinos to complex regulatory frameworks and legal uncertainties. Differences in gambling laws and enforcement practices across borders can pose challenges in ensuring compliance and may require significant legal resources.

Mitigation: Establish strategic partnerships with local companies, legal advisors, or industry associations in target jurisdictions to gain insights into local regulations, navigate regulatory processes, and build relationships with regulatory authorities. Conduct thorough due diligence on business partners, affiliates, vendors, and other third parties to ensure they comply with regulatory requirements and do not pose compliance risks to the casino's operations in cross-border markets. Stay informed about changes in gaming regulations and enforcement practices in target jurisdictions through regular monitoring of regulatory updates, industry publications, and legal advisories.

- e) **Changes in Regulation:** The regulatory landscape for online casinos is constantly evolving, with new laws, regulations, and enforcement measures being introduced regularly. Operators must stay informed about regulatory developments and adapt their practices accordingly to mitigate compliance risks.

Mitigation: Conduct thorough assessments of the potential impact of new regulations on the casino's operations, financial performance, and risk profile. Identify areas of compliance risk and develop strategies to address them proactively. Implement agile compliance strategies that allow for rapid adjustment to changing regulatory requirements. This may involve developing modular compliance solutions, leveraging technology for automation and efficiency, and fostering a culture of continuous improvement and innovation. Provide regular training and education for employees on new regulations, compliance requirements, and best practices for ensuring adherence to regulatory standards. Empower staff members to recognize and respond effectively to regulatory changes in their roles.

- f) **Enforcement Actions:** Regulatory authorities may conduct investigations or audits to ensure compliance with gambling regulations. Enforcement actions, such as fines, license revocation, or legal proceedings, can have severe consequences for iGaming operators found to be in violation of regulatory requirements.

Mitigation: Conduct regular internal audits and reviews of compliance practices, operations, and procedures to identify areas of non-compliance, assess risks, and implement corrective actions proactively. Establish open communication channels with regulatory authorities, industry associations, and other stakeholders to build relationships, seek guidance on compliance matters, and address any concerns or questions proactively. Maintain thorough documentation and records of compliance activities, including policies, procedures, training materials, audits, and enforcement actions, to demonstrate compliance efforts and support regulatory inquiries or investigations

- g) **Political and Public Perception:** Public attitudes towards gambling can influence regulatory decisions and public policy initiatives. Negative publicity or public backlash against iGaming operators can lead to increased regulatory scrutiny and pressure for stricter regulations.

Mitigation: Maintain transparency in business operations, regulatory compliance, and corporate governance practices to build trust with regulators, customers, and the public. Provide educational resources and information to the public about the online casino industry, responsible gambling practices, and the potential risks associated with gambling. Promote awareness of problem gambling helplines, support services, and resources for those in need. Monitor online and offline channels for mentions, reviews, and discussions about the online casino brand, and proactively address any negative feedback or misconceptions through targeted communications and engagement strategies.

- **Regulatory Risks (Responsible: Compliance Officer):** Regulatory risks pertaining to Anti-Money Laundering (AML) and Know Your Customer (KYC) compliance are crucial considerations for businesses operating in various sectors, particularly the financial and gambling industries. The AML&KYC department within the organization assumes responsibility for ensuring adherence to relevant laws and regulations aimed at preventing money laundering and terrorist financing activities. This department is tasked with implementing robust policies and procedures to verify the identities of customers, monitor transactions for suspicious activities, and report any irregularities to the appropriate authorities. Failure to comply with AML&KYC regulations results in severe penalties, including fines, reputational damage, and even criminal charges. Therefore, maintaining strict compliance with these regulations is essential for mitigating regulatory risks and safeguarding the integrity and reputation of the organization. The AML&KYC department plays a pivotal role in overseeing compliance efforts, conducting risk assessments, and implementing necessary controls to minimize the organization's exposure to regulatory risks. Additionally, ongoing training and education initiatives are often provided to employees to ensure they remain up-to-date with evolving AML&KYC requirements and best practices. Overall, effective

management of regulatory risks associated with AML&KYC compliance requires a proactive and comprehensive approach, with the AML&KYC department serving as a key pillar in the organization's compliance framework.

- a) **Compliance and Anti-Money Laundering (AML) Regulations:** online casinos must adhere to strict compliance standards to prevent money laundering, terrorist financing, and other illicit activities. Failure to implement adequate AML controls can result in regulatory penalties, reputational damage, and legal consequences.

Mitigation: Develop a robust AML policy that outlines procedures for customer due diligence, transaction monitoring, and reporting suspicious activities. Ensure that this policy aligns with regulatory requirements and industry best practices. Provide regular training and awareness programs for casino staff to educate them about AML regulations, red flags indicating suspicious behavior, and their role in preventing money laundering and terrorist financing activities.

- **Technical Risks: (Responsible: Technical)** Infrastructure maintenance, platform integration, cybersecurity, and data security. The technical department is responsible for ensuring regular infrastructure maintenance to minimize downtime and mitigate technical risks associated with hardware or software failures. Implementing and updating cybersecurity protocols and technologies is a priority for the technical department to protect against cyber threats such as hacking, data breaches, and malware attacks. Continuously monitoring for potential security threats and promptly responding to incidents are core responsibilities of the technical department to mitigate risks and minimize the impact of cybersecurity breaches. Conducting periodic audits and security assessments helps identify vulnerabilities and weaknesses in the infrastructure, allowing the technical team to proactively address potential risks before they escalate.

- a) **Data security:** Unauthorized access to customer information, including personal details and financial data, can lead to identity theft, fraud, and legal repercussions

Mitigation: Implement multi-layered cybersecurity protocols including firewalls, intrusion detection systems, and encryption mechanisms. Regularly update software and security patches to address vulnerabilities and protect against emerging threat.

- **Financial Risks: (Responsible: Head of Finance)** Financial risks are inherent in every business operation and require meticulous management to ensure sustainability and growth. As the individual accountable for overseeing financial matters, the Head of Finance plays a central role in identifying, assessing, and mitigating these risks. The Head of Finance is responsible for implementing robust financial controls, monitoring cash flow, and optimizing capital allocation to minimize exposure to these risks. Additionally, they collaborate closely with other departments to develop and execute financial strategies aligned with the organization's objectives. Through proactive risk management measures and strategic planning, the Head of Finance seeks to safeguard the company's financial health and enhance shareholder value. Regular financial

analysis and reporting are essential for identifying emerging risks and opportunities, enabling timely adjustments to financial strategies.

a) **Taxation:** Taxation policies for online gambling vary widely across jurisdictions and can significantly impact the profitability of iGaming operators. Changes in tax laws or unexpected tax liabilities can pose financial risks to casino operators.

Mitigation: Seek advice from tax professionals, accountants, and legal experts with expertise in international taxation to ensure compliance with local tax laws and regulations. : Leverage tax treaties and agreements between countries to mitigate double taxation and optimize tax planning strategies. These treaties may provide provisions for tax credits, exemptions, or reduced tax rates for cross-border transactions. Maintain accurate financial records, accounting systems, and tax filings to comply with local tax laws and regulations in each jurisdiction where the casino operates. This includes timely filing of tax returns, payment of taxes, and adherence to reporting requirements.

- **Litigation Risks: (Responsible: Customer Service)** Customer service-related risks. Ensuring that customer service practices comply with relevant laws and regulations helps minimize the risk of litigation arising from regulatory non-compliance. Customer Service establishes clear communication policies to manage customer expectations effectively, reducing the likelihood of misunderstandings and potential litigation. Maintaining thorough documentation of customer interactions and resolutions is essential for mitigating litigation risks by providing evidence of compliance with service standards and resolving disputes amicably. Customer Service regularly reviews and refine their processes based on feedback and performance metrics to address any recurring issues and minimize the risk of customer dissatisfaction leading to litigation. Fostering a culture of transparency and accountability within the customer service team helps build trust with customers and reduces the likelihood of disputes arising from perceived unfairness or lack of clarity. Establishing clear escalation protocols ensures that unresolved customer issues are promptly addressed by appropriate management levels, preventing grievances from escalating into potential litigation.

a) **Responsible Gaming Practices:** Regulatory bodies often mandate casino operators to promote responsible gambling and implement measures to prevent problem gambling behaviors. Failure to comply with responsible gaming regulations lead to regulatory sanctions and damage to the operator's reputation.

Mitigation: Implement self-exclusion tools that allow players to voluntarily exclude themselves from gambling activities for a specified period. Ensure that these tools are easily accessible and prominently displayed on the casino's website and gaming platforms. Offer players the option to set deposit limits and timeouts on their accounts to control their gambling behavior and prevent excessive gambling. These limits customizable and enforceable to ensure compliance. Use data analytics and monitoring tools to identify players who may be at risk of developing gambling problems based on their behavior patterns, such as frequency and amount of wagers. Implement interventions and support measures for these players as needed.

6.3. RISK OF POTENTIAL CAPITAL LOSS

During the initial stage, there may be potential losses of funds allocated for registration, rent, and office equipment.

In the event of the online casino's closure due to internal or other objective reasons, the security payment is reimbursed to the casino owners. However, it is imperative that this amount remains untapped during the ongoing operation of the online casino, serving solely as a deposit in the event of winning the jackpot. This precaution is in place to ensure that losses are kept to a minimum.

Mitigation:

Leveraging a collective expertise of 25 years in the online casino industry among the founders and co-owners, coupled with the seasoned managerial experience of the project mentor, the project is strategically positioned to mitigate risks associated with market entry to the greatest extent possible.

7. POLICIES AND PROCEDURES

7.1. KNOW YOUR CUSTOMER

KYC (Know Your Customer) policy is a set of procedures and guidelines to verify and authenticate the identity of the clients. The purpose of KYC is to prevent financial crimes such as money laundering, terrorist financing, and fraud by ensuring that casinos have accurate information about their customers and their financial activities. Through KYC, casinos establish trust, comply with regulatory requirements, and mitigate risks associated with illicit activities in the financial system.

7.2. ANTI-MONEY LAUNDERING

Anti-Money Laundering (AML) policy's main purpose is to prevent the illegal process of concealing the origins of money obtained through criminal activities. AML policies and procedures are designed to detect and deter money laundering, terrorist financing, and other illicit financial activities within financial institutions.

7.3. DATA PRIVACY

Data Privacy Policy purpose is to outline how an organization collects, uses, stores, and protects the personal information of individuals. It serves to ensure compliance with data protection regulations, safeguard the privacy rights of customers and employees, and establish trust with stakeholders. By articulating clear guidelines and procedures for handling sensitive data, the policy aims to mitigate the risk of data breaches, unauthorized access, and misuse of personal information, thereby promoting transparency and accountability in data management practices.

7.4. RESPONSIBLE GAMING

Responsible Gaming Policy purpose is to promote safe and healthy gambling behaviors while mitigating the risks associated with excessive or problematic gambling. It outlines measures and guidelines to protect players from the negative consequences of gambling addiction, such as financial hardship, mental health issues, and social problems. By providing resources for self-exclusion, setting limits on gambling activities, and offering support for those seeking help, the policy aims to foster a responsible and sustainable gambling environment, ensuring the well-being of players and maintaining the integrity of the gaming industry.

7.5. TERMS OF USE

The Terms of Use policy for an online casino outlines the rules, regulations, and conditions that users must adhere to when accessing the platform. It covers aspects such as user responsibilities, account management, payment procedures, dispute

resolution, and compliance with applicable laws and regulations. By agreeing to these terms, users acknowledge their understanding of the rules governing their interactions with the casino, ensuring transparency, fairness, and legal compliance in all aspects of the gaming experience.

7.6. SELF-EXCLUSION

Describes the process through which individuals can voluntarily exclude themselves from gambling activities on the platform for a specified duration, typically to manage gambling habits or address addiction issues.

7.7. DISPUTE RESOLUTION

Details the procedures and mechanisms available to resolve conflicts or disputes that may arise between the casino and its users, often outlining steps for escalation and resolution.

7.8. FAIRNESS & RNG TESTING METHODS

Discusses the fairness of games offered by the casino, ensuring they are random and unbiased, often mentioning the use of Random Number Generators (RNGs) and the methods used to test and verify their fairness.

7.9. ACCOUNTS, PAYOUTS & BONUSES

Details account management procedures, payout methods, and the terms and conditions related to bonuses, including wagering requirements and restrictions.

7.10. BETTING RULES

Provides specific rules and regulations governing betting activities on the platform, including game-specific rules, maximum and minimum bets, and any additional terms for different types of bets.

7.11. INTERNAL POLICIES

Human Resources Policy: include policy related to hiring, onboarding, performance management, training and development, diversity and inclusion, disciplinary actions, and termination procedures.

Financial Policy: include policy related to budgeting, expense management, financial reporting, auditing, procurement, and compliance with accounting standards.

Communication and Social Media Policy: This addresses guidelines for internal and

external communication channels, including email usage, social media policies, media relations, and branding guidelines.

Information Security Policy: This addresses the protection of sensitive information, including data handling procedures, cybersecurity measures, password management, and protocols for preventing data breaches.

Internal Policies are largely targeted at fulfilling the external policies, and while the latter is not subject to change apart from annual review and updating, the former are continuously created, amended, and terminated as necessary.

7.12. The need to adopt and enforce the policies is dictated by our plans to operate long-term, especially given the initial investment. The need to adopt and enforce the policies is dictated by our plans to operate long-term, especially given the initial investment. We plan to operate for a minimum of 3 years under the GCB license, with renewal contingent upon meeting investment return and project KPIs, as reflected in our financial projections.

7.13. In order to follow the adopted policies and procedures, the project takes the necessary competence and manpower from a range of sources, both internally and externally. The Ultimate Beneficial Owner (UBO) possesses experience in both gambling and IT which makes her a perfect overseer. Responsible departments, such as Legal, IT, Human Resources, Finance, have a significant expertise in maintaining a large gambling operation in a sustainable way. Additionally, Curacao, Cyprus and other jurisdictions offer ample opportunities for engagement with advisors, experts, independent auditors, etc. The GCB assists operators by providing guidance and support in the development of their policies. This collaborative effort ensures that operators can tailor their policies to align with regulatory requirements and industry standards. By leveraging the expertise and resources of the GCB, operators can create robust and effective policies that promote compliance and integrity within the gambling industry. Additionally, the GCB offers ongoing assistance and updates to help operators adapt their policies to changing regulations and emerging challenges. Overall, the support provided by the GCB empowers operators to establish and maintain a strong framework for responsible gambling practices.

8. MARKET ANALYSIS

8.1. INCOME AND TURNOVER

The year 2020 emerged as a prosperous period for online casinos worldwide, propelled by the onset of the pandemic and widespread self-isolation measures. In numerous countries, the overall revenue of the gambling market experienced a remarkable one-third increase compared to the preceding year, 2019. This surge underscores the resilience and potential of the online casino business model.

Over the past few years, the global landscape has witnessed the legalization of online gambling in 85 countries. Online betting, slot machines, and various other gambling games collectively contribute to 70% of the total income generated in the realm of Internet gambling.

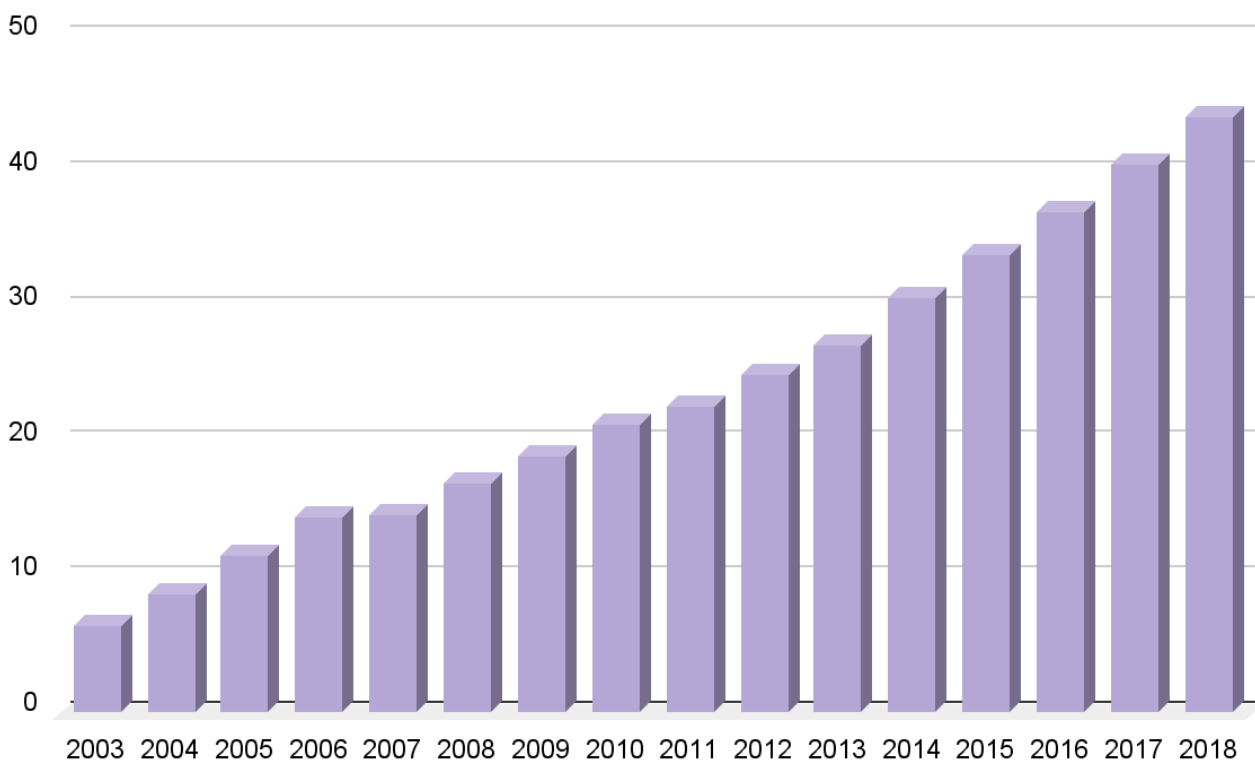
The popularity of online gambling on a global scale can be attributed to the extensive range of offerings and a seamless gaming experience devoid of restrictions. Notably, the highest income from online slot machines is reported in the United Kingdom, China, Austria, Germany, and Italy.

According to research conducted by Juniper, the turnover from online gambling betting is projected to reach \$950 billion by 2024, with a continuing upward trajectory, as reported by Yogonet. Juniper's findings indicate a significant shift of gambling activities to the online sphere, with mobile applications leading the way. The share of bets placed through mobile phones is consistently on the rise.

Despite the prevailing trend towards the regulation of national gambling markets, a handful of countries are moving in the opposite direction by contemplating the prohibition of online gambling and mobile applications.

As of now, the global online gambling market constitutes 13% of the total global legal gambling market, and this percentage continues to ascend. According to a study by the American Gaming Association, approximately 85 countries have embraced the legalization of online gambling.

Diagram 2. Revenue from online gambling worldwide, billion euros

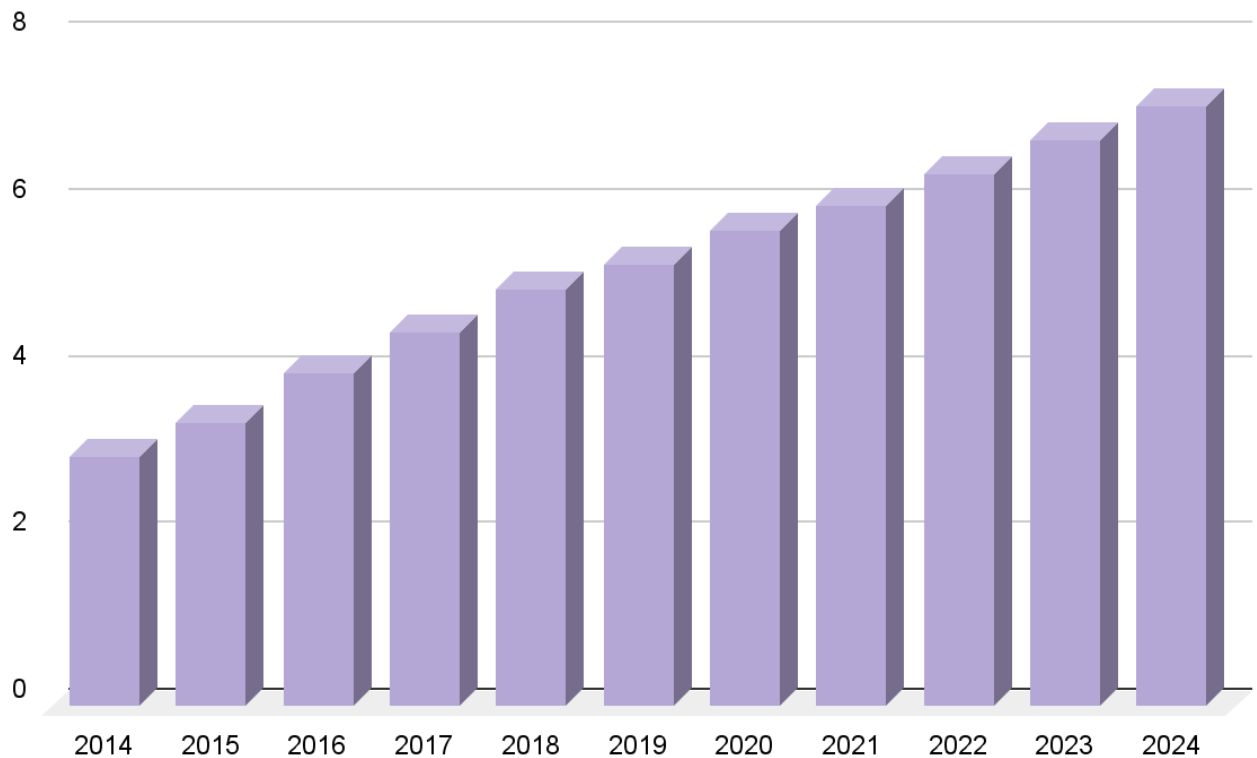


Gross Gaming Revenue (GGR) serves as a pivotal financial metric in gauging the total revenues generated by a gambling establishment. This parameter provides valuable insights into the global behavior trends of gambling players.

In 2019, BV1sion presented a comprehensive overview of the online casino market, encompassing predictions for Gross Gaming Revenue. The GGR for 2019 amounted to \$5.3 billion, reflecting an increase from \$5 billion in the previous year, 2018. Projections indicate a continued growth trajectory, with GGR anticipated to reach \$5.7 billion in the current year, 2020, and further escalate to \$7.2 billion by the year 2024. These forecasts underscore the dynamic and expanding nature of the online casino market.¹

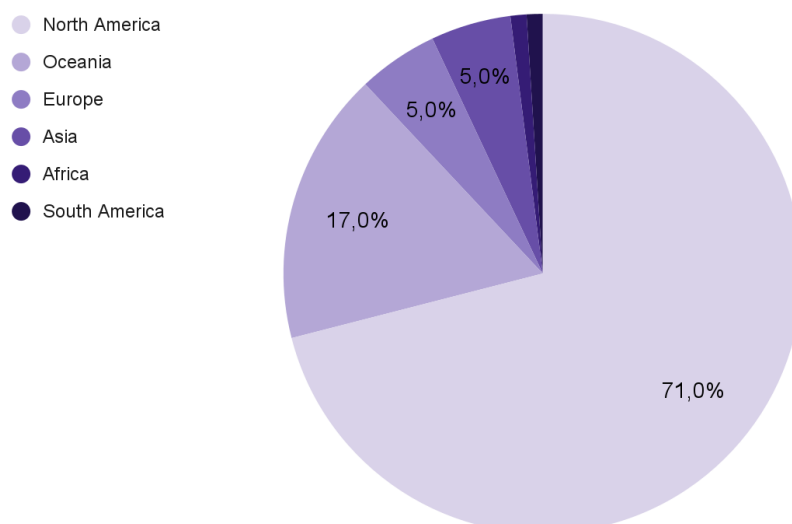
¹ <https://3snet.co/news/2020-forecasts-gambling/>

Diagram 3. Forecast of Gross Gaming Revenue, \$ billion



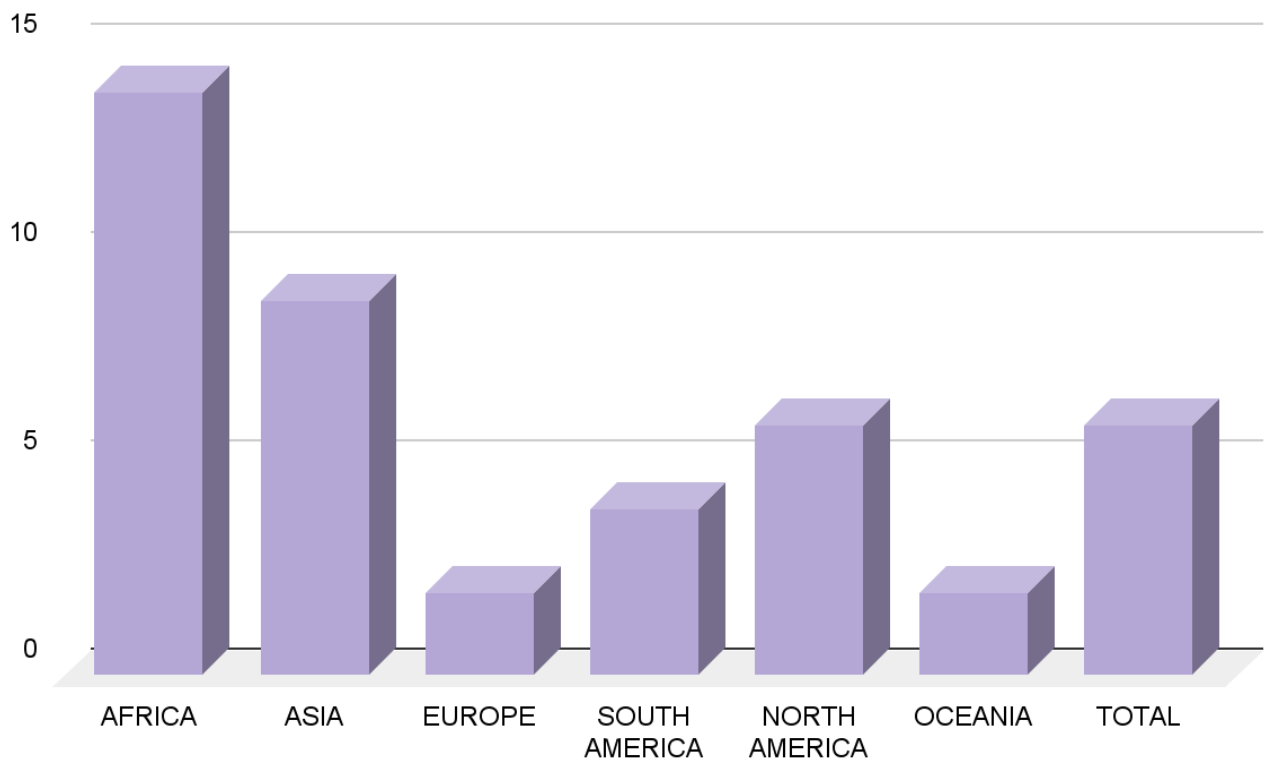
Simultaneously, Oceania, encompassing regions such as Fiji, New Zealand, Polynesia, New Guinea, and others, exerted a robust influence, contributing 17% to the global Gross Gaming Revenue (GGR) in 2019. This marked a substantial lead over Asia and Europe, each accounting for 5% of the global GGR during the same period. The notable presence of Oceania in the global GGR landscape underscores its significant role in the overall dynamics of the gambling industry.

Diagram 4. Regional structure of gross income of the gambling business in 2019



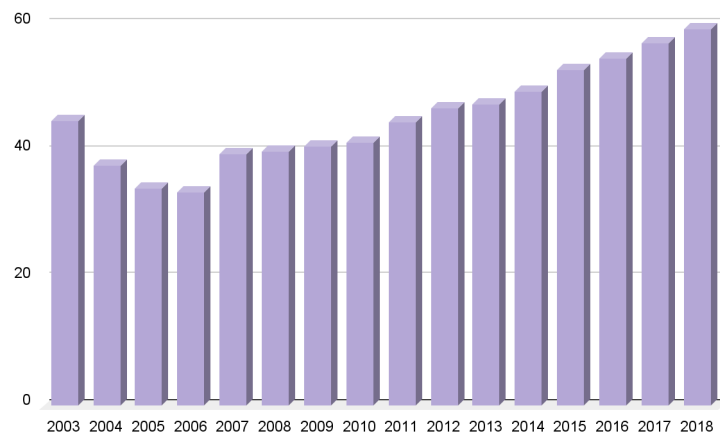
In 2019, Africa demonstrated the highest growth rate, registering an impressive 14% year-over-year increase, while Europe underwent a comparatively modest growth trajectory.

Diagram 5. Growth in gross income by region in 2019



Discussions have also revolved around streamlining regulations. Online gambling operators within the European Union currently face the obligation of obtaining licenses in multiple countries, each with its own licensing requirements. However, a more universal approach would be more favorable for them. The proliferation of compliance requirements leads to redundant infrastructure and additional costs, imposing unnecessary administrative burdens on regulators.

Diagram 6. The share of the "white market" in online gambling revenue worldwide



Since 2003, the market has experienced a consistent annual growth rate averaging 23%. Key components influencing this growth include betting, casino, and poker. The increasing popularity of online gaming is propelled by factors such as the widespread availability of the Internet, the emergence of new markets, and the inclusion of diverse player demographics.

8.2. IDENTIFYING NEW PLAYER SEGMENTS

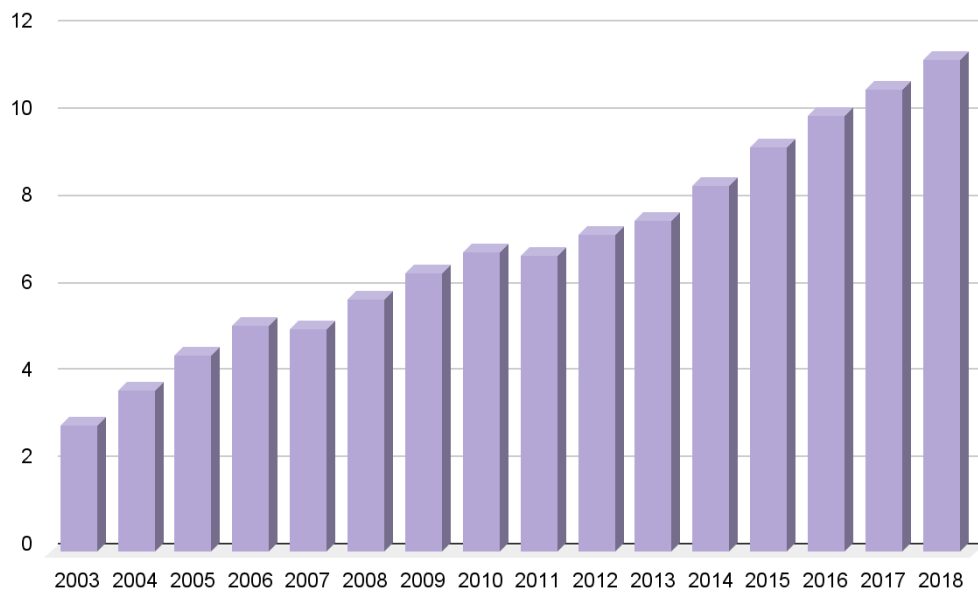
Since 2004, the number of female internet users aged 18 to 74 has surged by over 80%, surpassing the 60% increase observed in men. While online gambling initially appealed primarily to young men, there has been a notable shift, with increasing popularity among women and older demographics.

Diverse player preferences and motivations underscore the need for operators and developers to stay attuned to evolving trends. Whether pursued for entertainment, monetary gain, or relaxation, understanding player preferences is paramount. As the internet becomes more pervasive in society, age differences among players are widening, challenging the stereotypical image of the average male player aged 25 to 35.

According to a study by GP Bullhound in 2009, 43% of all online gamblers were women, with bingo emerging as their preferred segment. Notably, women exhibit distinct playing behaviors, often engaging in longer sessions with lower bets, while men tend to play more frequently, with higher wagers, albeit in shorter game durations.

Bingo's rising popularity can be attributed to its capacity to provide a social and communal gaming experience, allowing players the opportunity to relax and connect in a sociable setting.

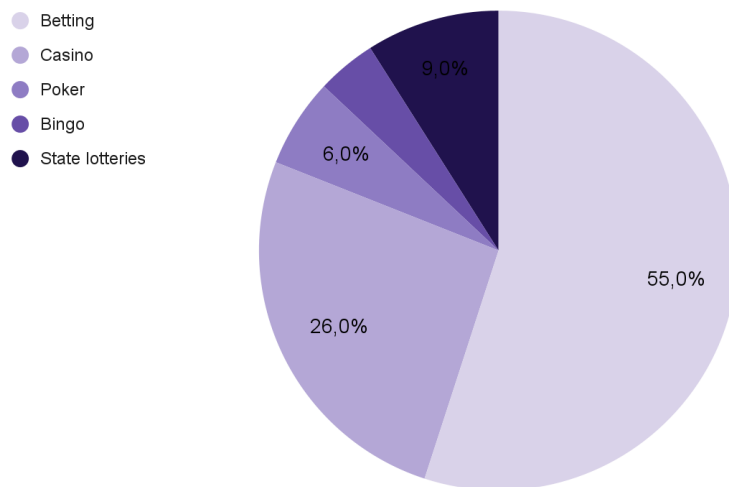
Diagram 7. Proportion of global gambling revenue contributed by online gambling



It's crucial to highlight that the predominant forms of remote gambling today include traditional casino games, various betting activities, and poker variations. The preference for different types of online gambling is influenced by gender, with the bingo sector anticipated to witness the highest growth rates, driven by increased female interest in the iGaming industry.

Despite this growth, online gambling remains more popular among men, particularly young men who are particularly prone to engaging in gambling activities. Women also enjoy playing, but their preferences often lean towards simpler games such as lotteries and slots. This divergence can be attributed to societal norms and roles, where activities like betting, casino games, and skill games are traditionally associated with male audiences, while women are more inclined towards recreational play rather than seeking an adrenaline rush.

Diagram 8. Online gaming revenue by type, 2019



8.3. CURRENT TRENDS IN ONLINE CASINOS

Due to the pandemic and self-isolation in many countries, 2020 has become a very successful year for online casinos around the world: there is an increase in the revenue of the entire online gambling market in the world by a third compared to the 2022. And during the crisis of 2008, it practically had no effect on the wallet of online casino customers. This indicates the robustness of this business model.

New technologies are having a profound impact on the gaming market. Active development is predicted for mobile gambling, and only the best new products will withstand competition, which means that users will notice an improvement in the quality of mobile gambling.

All technical changes, including those related to the speed of mobile data transmission, will not be particularly noticeable to end users, they will take place, so to speak, in the background. But the qualitative and specific changes will be on the face.

The main surprise will be virtual reality in online gambling. Thanks to the development of Microsoft HoloLens, HTC Vive and Playstation VR, video slots and other online games will become more spectacular and amazing than ever before soon.

Integration of Virtual Reality Technology

New advances in VR technology make it possible to faithfully reproduce the emotions and physiological sensations experienced by a person in a real casino. With the help of virtual reality glasses, anyone who wishes today can walk through the hall of a masterfully recreated gambling establishment, talk to the dealer and place bets at any gaming table.

Such giants of the gaming market as Microgaming, Novomatic, NetEnt, Lucky VR, Topgame

Technology and others are working in the direction of the development of virtual reality games.

Back in the winter of 2022, at the international conference ICE Totally Gaming, Microgaming presented an impressive stand, where the virtual roulette game was demonstrated. The software used has clearly shown that virtual reality is achievable, and a great future awaits it in the gambling industry.

The company NetEnt is actively studying VR technologies. Visitors to exhibitions dedicated to online gambling have already repeatedly experienced the Jack and the Bean Tree slot machine. The amazingly realistic journey was appreciated by both players and competitors.

Talking about their achievements in the field of virtual reality, Novomatic representatives note the main advantages of realistic online games: full immersion in the gameplay; incredible emotions, even brighter than in real life; the ability to use the resource in any convenient place where there is an Internet connection; exciting and varied plots.

Novomatic is one of the pioneers in the implementation of VR technology in online gambling, which has many new developments.

Recently, the idea of the possibility of integrating virtual gameplay into social networks has been repeatedly expressed. Most likely, such an idea will soon be implemented.

Fusion of Social Games with Slot Machines

Online gambling in a social format is gaining popularity. We recently reviewed the new Castle Builder 2 slot from Microgaming, which evolves gameplay through advances in spinning reels and placing bets.

The advantage of social gambling is that it is much more dynamic and addictive than a traditional slot machine. Such games allow you to choose a playable character and follow different paths depending on the character of the hero. In addition, the characters are invited to develop: to accumulate experience, skills and achievements, and due to this, get more favorable conditions for the game. The role of the reel slot machine is that the winning combinations not only bring money, but also the resources necessary to continue in the game.

Currently, slot machines with social game capabilities are in great demand, so many developers are working on their creation. In the second half of 2019, several fresh new products were released.

Progressive Poker Jackpot with Live Dealer Interaction

Slot machines with a progressive jackpot are chosen by many gamblers, as this is a chance to win a large cash prize. Now this technology is smoothly spreading to poker. Evolution Gaming has already introduced the world's first Jumbo 7 Progressive Jackpot in Live Casino Hold'em! The initial size of the jackpot is 1,000,000 euros, but since it is cumulative, the amount increases in proportion to the activity of the players. Evolution Gaming Product Director Todd Haushalter noted that the jackpot could grow to an incredible € 30,000,000! Agree, playing poker with such a prize at stake is much more fun. The game also has a second level jackpot with lower fixed payments.

Other developers of live online casino games are also considering introducing an attractive progressive jackpot for players.

Live Games Experience

Live dealer games have become very popular in the past year. And this is just the beginning of their successful development. In 2023, it is expected to further popularize live games in conjunction with VR technology. The developers plan to create even more realistic games with improved functionality and open new studios for broadcasting games in real time.

Skill-Based Games

Most modern players rely not only on luck, but also on their own skills. This inspired many providers to develop platforms containing strategy games. They need to apply certain skills, which is very attractive for players. This promises immense popularity for skill games soon.

Gamification Trends

This concept implies the use of game dynamics and game thinking to attract an audience to the process and solutions to marketing problems. Gamification will no doubt become a new trend in gambling and promises new missions, competitions, bonus programs and rewards to attract gamblers.

Rich Entertainment Content

Online casino operators strive to keep users on their resource in every possible way. Now, in addition to chats, special sections with useful non-game content will be used for this: movies, TV series, music videos and TV shows. In addition, plot details of many slots will appear in online casinos.

Utilization of Big Data

Another trend of the current year will be Big Data technology. It provides the collection and storage of a huge amount of information and is indispensable for the progressive online gambling industry. Thanks to the ability to analyze and sort a large amount of data, games will effectively adapt to the interests and needs of the target audience.

Trends in Mergers and Acquisitions

According to experts' forecasts, the development of the gambling market is so rapid that by 2023 its volume will exceed \$ 60 billion. So, in 2023, gambling companies will expand and increase their capital.

Integration of Messengers

The new possibilities of the mobile Internet are constantly attracting players. If earlier social networks and telephone means of communication were in trend, now the position of the leader is taken by convenient instant messengers.

Slotegrator is seriously interested in this trend and has created its own Telegram casino. Integration of the gaming platform into the messenger allows users to enjoy gambling on their smartphone at any time.

Unique Individual Slot Experiences

Creation of slots for individual orders will also be included in the top online casino services. The development of unique slots will allow operators to gain a competitive advantage in the market and maximize brand awareness.

Cryptocurrencies in Gaming

Cryptocurrencies are famous for such significant advantages as anonymity, convenience, minimum fees and the absence of prohibitions from legislation. Thanks to this, they will become one of the most popular means of payment in the field of Internet gambling. In addition to bitcoin, the following currencies will gain popularity: litecoin, dogecoin, ethereum, ripple, monero, zcash and others.

Currently, the use of cryptocurrencies by customers is alarming, since they are associated with illegal, i.e. gray financial market. At the first stage, it is not recommended to use settlements with clients in cryptocurrency.

Addressing Security Challenges in Online Gaming

New technologies imply the search for new ways to solve security issues. Moreover, DDoS attacks have become more frequent lately. In the past year, they have done a lot of damage to online bookmaker sites. As it turned out, even large operators with close attention to security issues, such as Britain's William Hill, are not immune from hacker provocations. Last fall, the services of this operator were unstable, and with 5 million revenue a day, the losses will be rightly called significant.

In 2019, a significant proportion of gambling operators' investments were directed towards security.

Increasing Female Engagement in Online Gaming

The trend of an increase in the number of female gamblers in online casinos was outlined back in 2015. And now it is only getting stronger. According to the research conducted, the fair sex prefers to gamble on personal gadgets and in private. This allows for more leeway and avoids ridicule from male players.

The most active gamblers are women under the age of 35, but older ladies are also not averse to occasionally spinning the reels of slot machines, starting a roulette wheel or throwing cards.

Online casinos made especially for women have already begun to appear, and some operators are conducting advertising campaigns aimed specifically at women.

8.4. PROMINENT GAMING MARKETS IN ASIA

More than half of the world's population resides in Asia, which is also the home of many avid gamblers. However, unfortunately for these individuals, the majority of Asian countries prohibit gambling. Today, some of the biggest casino operators in the world view Asia as one of the most untapped markets. With favorable deals offered by the likes of MGM, Wynn, and Las Vegas Sands and the prospect of significant tax money plus pressure from the public, Asian state governments are beginning to reconsider their minds.

In the past few years, especially since the COVID pandemic devastated what once was a thriving tourism industry, we have observed an increase in the number of legal operations. Let's look at which Asian nations are preparing to welcome both tourists and locals in their brand-new venues.

Asia Pacific Online Gambling Market size crossed USD 15 billion in 2019 and is anticipated to showcase around 18% growth rate between 2020 and 2026.

A rise in the number of internet users along with increased adoption of digital payments in Southeast Asia will drive the market growth. According to the e-Conomy Southeast Asia (SEA) 2020 report, around 40 million users from Malaysia, Vietnam, Singapore, the Philippines, Indonesia, and Thailand came online for the first time in 2020. This resulted in increasing the number of internet users to around 400 million, representing 70% of the region's population. Similarly, digital payments in Southeast Asia are estimated to reach USD 1 trillion by 2025.

Japan

For more than a century, the majority of gambling activities have been prohibited in Japan; at the moment, wagers on certain football games, horse races, and pachinko machines are the only types of gambling in Japan that are permitted.

Japan has witnessed a significant trend toward the licensing of casinos on a bigger scale, thanks to the Integrated Resort (IR) Promotion Act and the Integrated Resort (IR) Improvement Law, which came a few years later. Integrated Resorts are tourist destinations with a hotel, shops, restaurants, and, most significantly, casinos.

In 2021, the recently created Japan Casino Regulatory Commission also published regulations establishing the requirements for setting up casinos and putting the Specified Integrated Resort Area Development Law into effect. The late Shinzo Abe, a supporter of the initiative and former prime minister, was reported as stating that he thought these measures would boost tourism and the country's economy.

Philippines

The Cagayan Economic Zone Authority, which manages licensing for internet operators, and the Philippine Amusement and Gaming Corporations (PAGCOR), which handles licensing for land-based gambling establishments, are the two main regulatory authorities for the Philippine gambling industry.

Although an online casino is permitted to operate from the Philippines, it is not permitted to offer online gaming services within the country. Ironically, foreign companies are permitted to legally provide Filipinos with online gambling services. Further complicating matters, these offshore casino businesses obtain their licenses from PAGCOR, the body that was only created to handle licensing for land-based operations.

China

With the exception of two state-run lotteries, gambling is forbidden in mainland China. This does not mean, however, that Chinese citizens have nowhere to enjoy casino entertainment. Through some legal loopholes, Macau and Hong Kong, China's two special administrative territories, are allowed to legally provide gambling entertainment. Seizing the opportunity, China's neighbors invest heavily in attracting and catering to Chinese gambling tourists through luxury five-star casino resorts.

Macau

Due to its huge gambling industry, Macau is known as the Asian "Las Vegas," and its 41 casinos primarily serve high-rolling professionals rather than visitors. The island perfectly captures the "Vegas vibe," including the seemingly limitless supply of neon lights and heavily themed hotels and casinos. Online gambling has not been permitted in Macau since 2015.

Hong Kong

Taking advantage of its increased independence, China's other special administrative region, Hong Kong instated the Jockey Club, an institution wherein horse race betting and sports gambling is permitted, but highly regulated. Gambling and sports betting online are entirely banned and foreign online casino sites are actively and effectively blocked. Other forms of gambling, such as land-based casino games, are only permitted outside Hong Kong's territorial waters, so those who want to gamble are regularly ferried to close by Macau.

Singapore

For a long time, Singapore's gambling options consisted solely of those provided by state-owned businesses: Singapore Pools for lottery-style games and Singapore Turf Club for horse racing and sports betting.

Prior to 2005, Singapore only permitted gambling through government-run establishments, namely the Turf Club for horse races and sports wagers and the Singapore Pools for lotteries. Casinos were strictly prohibited.

The Singaporean government began allowing land-based casinos to operate in the nation in 2005, but only in integrated resorts and with a requirement that any tourists who wished to indulge in this form of entertainment pay an admission fee. Only two gambling licenses are available to international operators in order to better regulate the business, and online

gambling is prohibited.

Vietnam

Vietnam began the process of legalizing gambling fairly recently, in 2018 sports betting was permitted and casinos were opened to tourists. While locals are, for the most part, banned from playing in casinos, there is one initiative to allow the Vietnamese citizens in specifically licensed venues, should they be able to provide proof of monthly income exceeding €370. While many developers are seeking the government's stamp of approval to build more casinos, only one is currently active, with only one other in development.

Cambodia

Only visitors are permitted to gamble at land-based casinos in Cambodia, which is a favorite gambling destination for many of its neighbors whose governments do not yet permit this sort of entertainment. Between 2015 until 2020, online gambling was briefly lawful, but the government has since reversed this decision, making it once again prohibited.

Malaysia

Similar to Vietnam and Cambodia, Malaysia only permits tourists to gamble in physical locations; both internet and physical gambling are banned for its own citizens. The good news is that if you're a Malaysian citizen and you're found gambling, it won't be treated as a crime.

Conclusion

Although it appears that a legalized Asian gambling market is still a considerable time ahead, positive advances are being made, and more and more states are seeing the advantages of the higher tax revenues and the enhanced security that a regulated market would provide for their citizens.

8.5. MARKET FORECAST

Research company Juniper calculated that betting turnover in the online gambling segment will reach \$ 950 billion by 2021 and will continue to grow even before the pandemic, according to Yogonet.

According to Juniper research, gambling is increasingly moving to the online environment. Moreover, the greatest activity is shown by mobile applications. The share of bets made via mobile phones is constantly growing.

The authors of the study also noted that, despite the general trend towards the regulation of national gambling markets, a few countries are moving towards a complete ban on gambling via the Internet and mobile applications. The global online gambling market already accounts for more than 13% of the total global legal gambling market and this figure is constantly growing.

Niche revenue is expected to reach \$ 65 billion by 2021, and the niche itself will undergo a series of changes and reforms depending on the market.

Modern technologies for the gambling business are actively developing. This applies to classic slots, video slots and VR (virtual) - gambling. A young generation of players is entering the market, and companies are doing their best to meet the high requirements. This is how esports betting and skill-based games emerged.

The Asian market is the largest in the world in terms of volume, and every year the demand for gambling is only growing. 2019 showed softening in the field of law - more and more countries are legalizing online betting and even casinos. This trend has moved into 2020, which opens new perspectives for the industry. See also the best deals from Asian casinos at 3snet.

In Africa, the online gambling market is now at the stage of rapid development and growth. The main problem is that currently, in most countries of the continent, casino activities are not regulated in any way (but they are not prohibited at the legislative level either). Therefore, it will take time to fully unleash the potential of this market.

9. CHALLENGES OF LAUNCHING AN ONLINE CASINO

Unstable legislation

Each country has its own rules regarding gambling, which change quite often. You need to understand that, perhaps, the casino owner will need to decide how to reformat the establishment in the event of changes in the law.

Instability of equipment operation

Since the main locale is the internet, it's important that everything runs like clockwork. If the site or server goes down, the casino will suffer serious losses.

Software

The structure of an online casino is a kind of constructor consisting of three types of software (software, or so-called software): a gaming platform, a payment solution, and gaming content.

Payment systems are the least risky category. All payment solutions are seriously tested by regulatory authorities, banks, etc. Here the risk of getting low-quality software is minimized.

The biggest risk for operators is non-original, or so-called pirated, software. As a result, you can lose experienced and serious players who understand software. They will choose the casino that has the original software. Because it guarantees both payouts and a clear return to player (RTP) percentage. Another aspect that operators often overlook is the back doors. Backdoors is a malicious algorithm that programmers often "screw" onto handicraft software to simply steal money from unsuspecting operators. In addition to backdoor, there is a huge number of errors, bugs, which also entail financial losses.

"Pirate" software is an illegal thing. Clients simply cannot know either the final provider or who they are contracting with, because there is a whole chain of intermediaries. At a certain moment, when you invested money in the development of a casino, installed software, launched a project, spent money on marketing, your provider will simply disappear. This will not happen with the original software, because you always know with whom you have a contract, who is behind this contract and to whom in case of something to contact with problems.

The last aspect is a violation of the copyright law, which is often ignored, but in our country, there is still a possibility to prosecute a person under this law.

A very important aspect when choosing software is security. Serious software development companies spend colossal resources on it. Creation of secure software requires additional time and human resources. Companies deliberately do this in order to end up with a product that will provide security to all customers. And that's something worth working for.

Another very important aspect is the so-called usability, which is often neglected when developing software, because people are chasing functionality. Forgetting about usability, you can face a problem when a lot of unsystematic functionality accumulates on one platform. It is necessary to think about ease of use at all stages: both when drawing up a technical assignment for software development, and subsequently, during modernization and upgrades.

High competition

The owner of a gambling business can receive a lot of money, since this type of service is in great demand. Many seek to occupy a niche, but only casinos with the right approach to business achieve success. You need to tune in to the fact that you must work hard to earn.

Money laundering

Regulatory organizations conduct constant checks about money laundering by criminal structures, financing of terrorism through online casinos. If evidence of inadequate anti-money laundering activities is found, casinos may have their license revoked.

Advertising

Regulatory organizations ensure that gambling advertising is socially responsible, with attention to protecting children, young people and other vulnerable persons from harm or exploitation. This applies to the images of toys, comic book characters, cartoons, fairy tales, brands that children like.

Loss of funds

At the first stage, losses of funds spent on registration, rent and office equipment are possible. The security payment, in the event of the closure of the online casino for internal reasons or other objective reasons, is returned to the casino owners, but must remain unused during the operation of the online casino as a deposit in case of winning the jackpot, i.e. losses can be minimal.

Risk insurance

Thanks to the combined 10 years of experience in the field of online casinos of the founders and co-owners of the project and the managerial experience of the project mentor, the risks of entering the market will be minimized as much as possible.

10. FINANCIAL PLAN

10.1. INVESTMENTS BREAKDOWN

Investment Volume and Structure

The complete investment needed for the project amounts to 242.2 thousand euros (EUR).

Table 5. Investment budget, euro

No	Name	Value
1	Acquisition of a license and security payment	138 500
2	Payment for the Amazon server	11 310
3	Office equipment and stationery	2 088
4	Floating capital financing	90 379
Invested capital total (actual need for cash)		242 277

Project Milestones and Investment Implementation Schedule

The overall project implementation period spans 36 months (3 years). The investment period, occurring before the official launch of the project, is set at 0.3 years. The project implementation involves the following key stages:

First Stage: Acquisition of a license and security payment.

Second Stage: Payment for the Amazon server.

Third Stage: Procurement of office equipment and stationery.

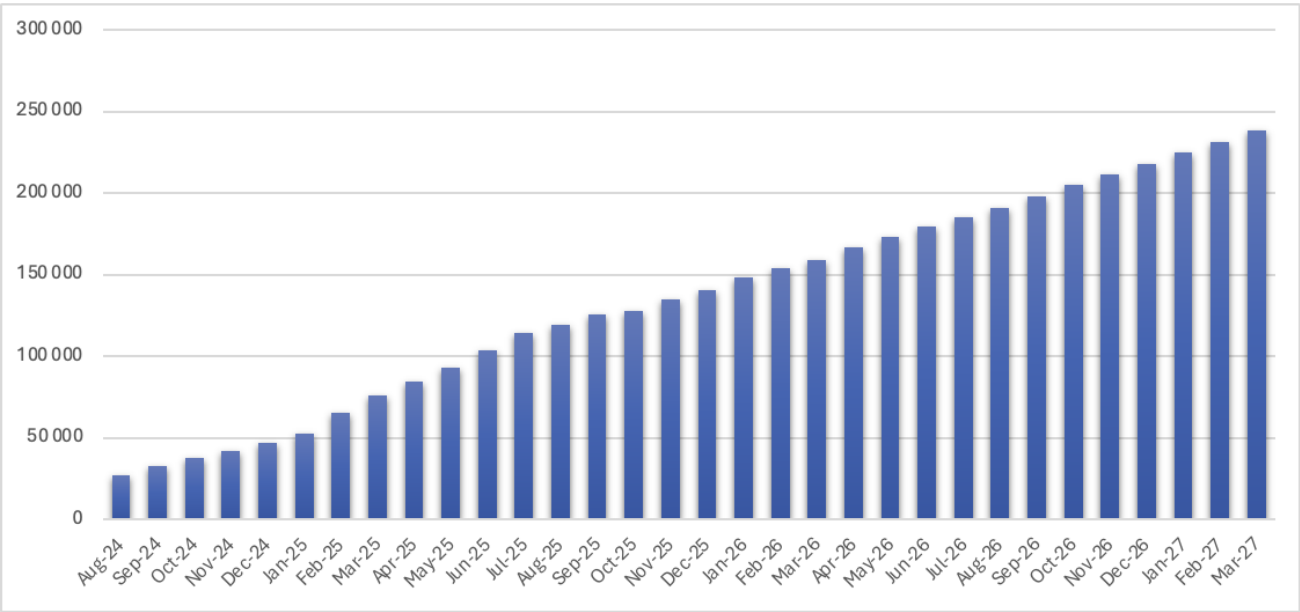
10.2. INCOME STRATEGY

Diverse Income-Generating Activities and Products

As part of this project, the anticipated revenue is derived from the provision of online casino services.

Extensive Service Portfolio

Diagram 9. Dynamics of proceeds from sales and direct costs, euro



The sum of proceeds for the entire project period of 3 years is projected to amount to 4,308.4 thousand euros (EUR).

Diagram 10. Dynamics of income and net profit in Euros

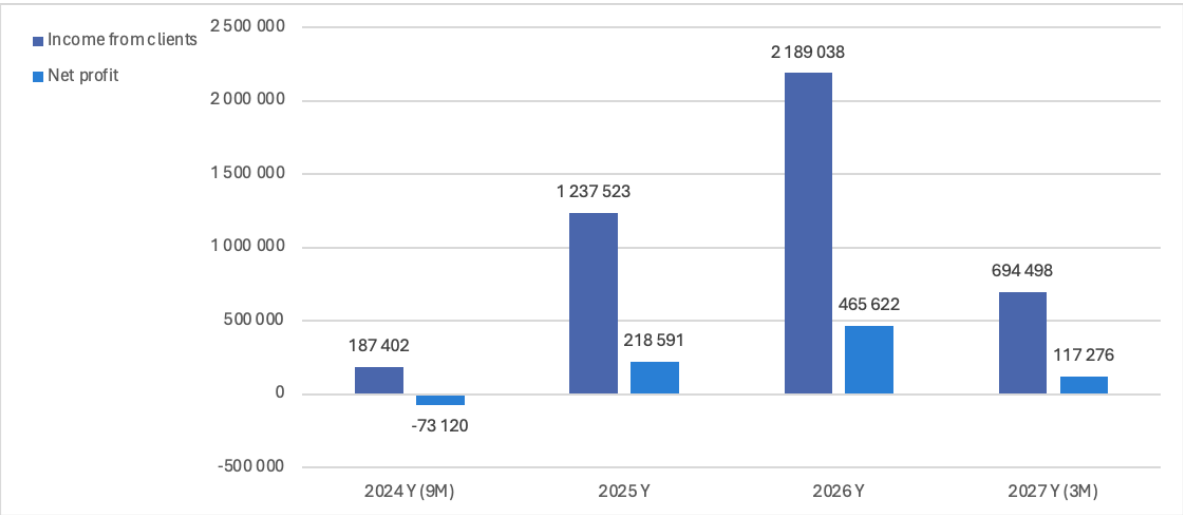


Table 6. Income and direct cost plan, euro

		Total for 3 years	2024 (9M)	2025	2026	2027 (3M)
Physical indicators	Unit					
Total number of clients	ppl	111 908	4 868	32 143	56 858	18 039
Number of new clients	ppl	70 244	4 274	21 617	33 844	10 509
Number of current clients	ppl	41 664	594	10 527	23 014	7 530
Proceeds		4 308 461	187 402	1 237 523	2 189 038	694 498
Income from clients	38,50	4 308 461	187 402	1 237 523	2 189 038	694 498
Direct costs		2 776 773	191 247	739 119	1 383 827	462 580
Advertising costs	20	1 477 022	108 019	457 484	697 192	214 327
Additional staff costs	1 350	877 500	0	128 250	533 250	216 000
Salary		279 040	43 600	104 640	104 640	26 160
License fees		143 211	39 628	48 745	48 745	6 093
Indirect costs		486 347	56 617	177 880	177 880	73 970
Accounting		119 680	18 700	44 880	44 880	11 220
Office equipment maintenance		90 667	14 167	34 000	34 000	8 500
Hosting		124 000	0	42 000	42 000	40 000
Office rent		42 667	6 667	16 000	16 000	4 000
Legal support		109 333	17 083	41 000	41 000	10 250

10.3. MARKETING PLAN

10.3.1 Bizbet designed for individuals aged 18 and above seeking a distinctive and responsible gaming experience. This comprehensive marketing plan outlines strategies to establish brand resonance, engage the target audience, and drive sales through inventive and ethical initiatives.

10.3.2 Target Audience:

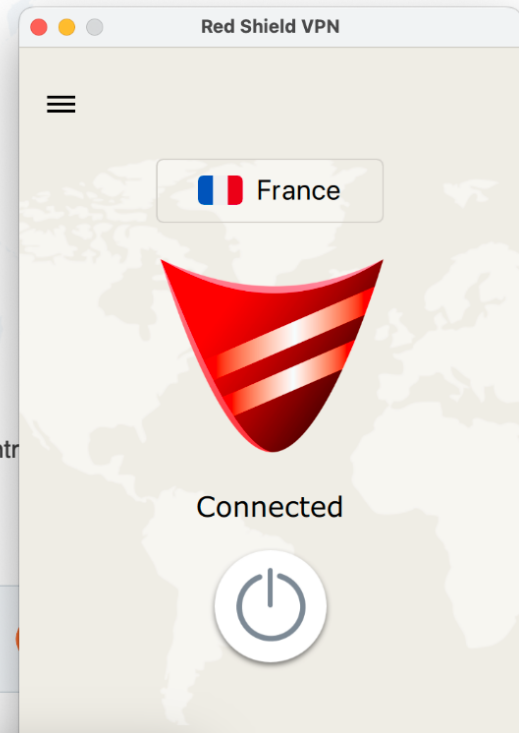
- Demographics: Primarily targeting adults aged 18 and older, with a focal point on the 21-35 age group.
- Geographics: Canada (except Ontario), Finland, Poland.
- Geoblock: USA, France, The Netherlands, The Dutch Caribbean Island: Curacao, Aruba, Bonaire, St. Martin, St. Eustatius, and Saba.



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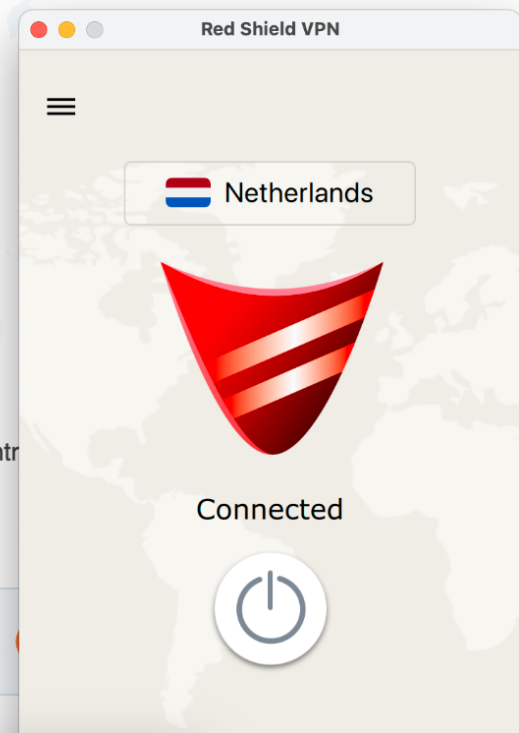




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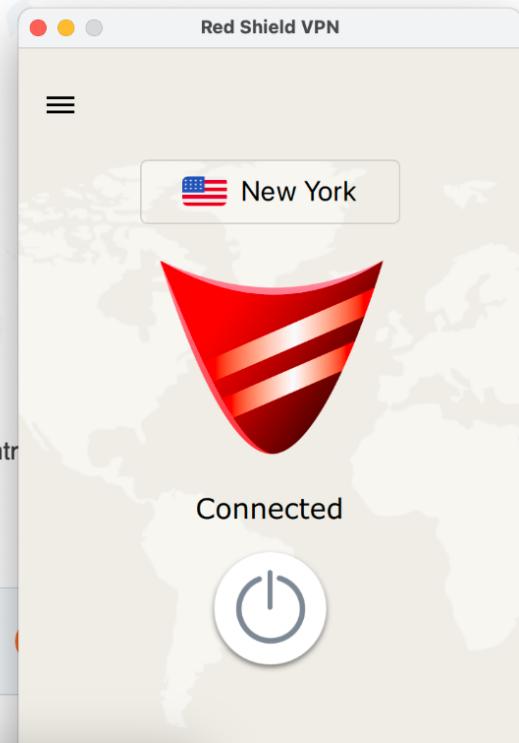




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- Psychographics: Enthusiasts of cutting-edge technology, gaming aficionados, and those valuing a commitment to responsible gaming practices.

10.3.3 Marketing Strategies:

a. Brand Identity:

- Cultivate a compelling brand narrative emphasizing dedication to reshaping the gaming landscape through innovation, excitement, and a strong foundation in responsible gaming.
- Bizbet as a nexus for groundbreaking technology, diverse gaming experiences, and a thriving gaming community.

b. Digital Realm Domination:

- Elevate the website for an intuitive user experience, ensuring seamless navigation across various platforms.
- Leverage the potential of social media platforms for targeted advertising, captivating content dissemination, and community-building endeavors.

c. Content Odyssey:

- Develop a content strategy featuring engaging blog posts, interactive tutorials, and exclusive insights from developers to foster a sense of community and sustained player engagement.
- Forge partnerships with gaming influencers and content creators to amplify NexusGamer Ventures' reach and impact.

d. Advocacy for Responsible Gaming:

- Infuse responsible gaming messages organically within marketing materials and gaming interfaces.
- Integrate features such as session duration reminders, spending limits, and voluntary self-exclusion tools to empower players.

10.3.4 Sales Expeditions:

a. Launch Excitement:

- Unveil captivating launch promotions and exclusive bonuses to enthrall early adopters.
- Employ strategically timed limited-time offers to instill urgency and anticipation.

b. Partnership Odyssey:

- Form strategic alliances with gaming affiliates, influencers, and synergistic brands to amplify visibility and attract a broader audience.
- Establish an enticing affiliate program to motivate third-party promotion.

c. Data-Fueled Refinement:

- Harness analytics tools to glean insights into player behavior, preferences, and the efficacy of various acquisition channels.
- Propel data-driven optimizations in marketing strategies, targeting precision, and overall user experience.

d. Customer Harmony Mastery:

- Implement an agile Customer Relationship Management (CRM) system to personalize communications, promotions, and offers based on individual player preferences.

- Leverage targeted email marketing campaigns for personalized promotions and real-time updates.

10.3.5 Evaluation Yardsticks:

- Continuously monitor pivotal metrics, including customer acquisition cost, conversion rates, player lifetime value, and overall customer satisfaction.
- Undertake periodic reviews and agile adjustments based on performance analytics.

10.4. PROJECT COST ANALYSIS

Fixed Expenditures

Staffing Costs and Salary Allocation

As per the staffing table, the total estimated number of personnel is 5 people, each with a standard workload. The average salary for these positions is set at 1,666 euros per month. The payment for the work of all company employees will be based on a time-based compensation structure. Additionally, there are plans for the future development of a system of financial incentives, including bonuses and other forms of rewards.

Table 7. Staffing table with salaries, euro

No	Position	Number of people	Salary	Total per month
1	Director	1	2 120	2 120
2	Site developer	1	1 400	1 400
3	Designer	1	1 400	1 400
4	Advertising specialist	1	1 400	1 400
5	Employee	2	1 200	2 400
	Total	6		8 720

For every 6000 new clients, an additional 5 staff members will be employed. The associated costs related to this additional personnel are reflected in the variable costs.

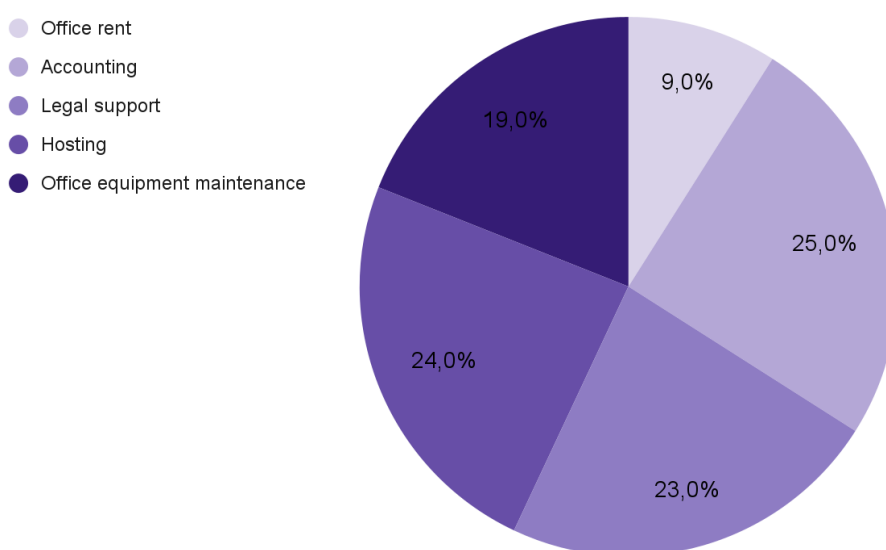
Other Incurred Fixed Expenses

When computing the financial indicators for this project, the current fixed costs, averaging 34.0 thousand euros per month, have been considered. A comprehensive breakdown of the ongoing fixed costs is provided in the table below.

Table 8. Fixed costs, euro

No	Item of expense	Total per year
1	Accounting	44 880
2	Office equipment maintenance	34 000
3	Hosting	42 000
3	Office rent	16 000
4	Legal support	41 000
	Total	177 880

Diagram 11. The structure of fixed costs



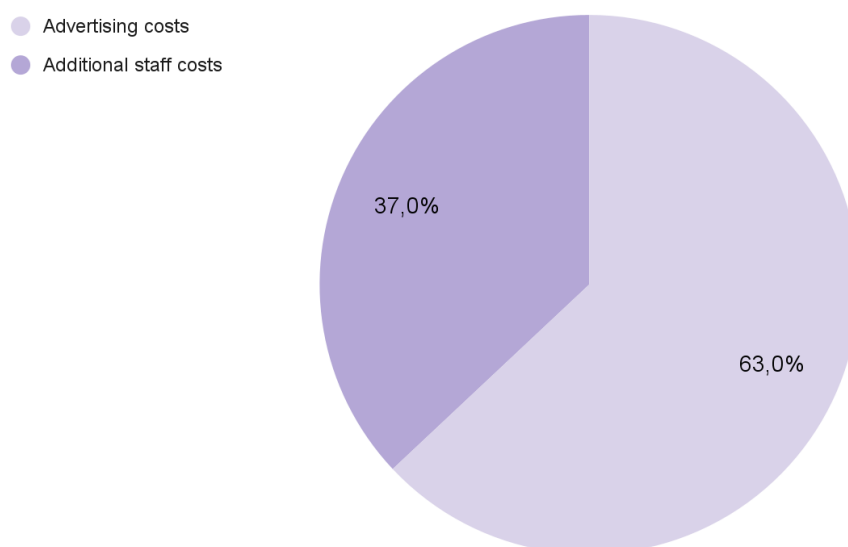
Variable Costs Assessment

Direct Production Expenses

Table 9. Variable costs, euro

No	Item of expense	Per unit, total	Calculation base
1	Advertising costs	20	for 1 client
2	Additional staff costs	1 350	for 1 person

Diagram 12. Structure of variable costs (to the total volume of variable costs)



Taxation Considerations

Taxes of the company as a tax subject

The projected total amount of accrued and paid taxes for the entire project period is estimated to be 235.9 thousand euros (EUR).

10.5. FINANCIAL PLAN

Attracting Investment Resources

Financial Resource Requirements And Funding Structure

The financial requirement for the project is 242.2 thousand euros (EUR). The intended funding for this project is anticipated to be sourced from the investor.

Terms For Investor Fund Reimbursement

This reimbursement process is set to begin from the 10th month, specifically when the accumulated profit for the current month surpasses zero. The total amount of payments to the investor over the project's duration is projected to be 292.8 thousand euros (EUR).

Cash Flow Plan Indicators

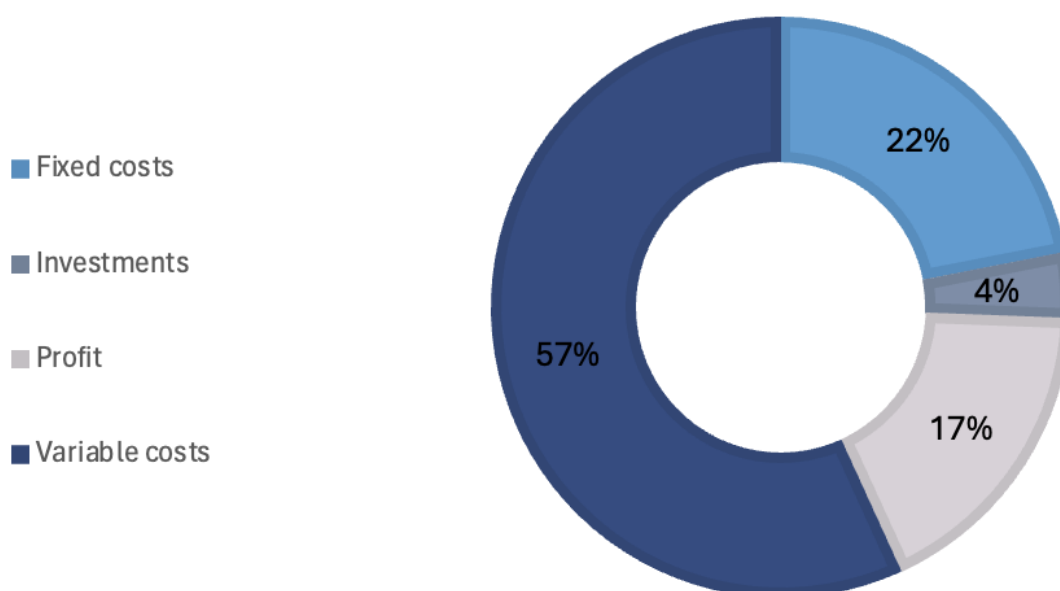
Day-to-day Operational Activities

Positive cash flows from operating activities are generated by sales proceeds, while negative cash flows arise from the company's operating costs. The total proceeds for the project period amount to 4,308.4 thousand euros (EUR).

The negative cash flow comprises the following key components:

- Variable costs: Advertising costs 20 for 1 client; Additional staff costs 1350 for 1 person
- Fixed costs: 177.8 thousand euros (EUR)
- Taxes: 235.9 thousand euros (EUR)

Diagram 13. Distribution Structure of Sales Proceeds to Costs and Profit



Overall Financial Performance

The project calculation horizon spans 36 months (3 years), with an investment period of 3

months (0.3 years) leading up to the project launch, followed by a working period of 33 months (2.7 years).

The total sales proceeds for the entire project implementation period are projected to reach 4,308.4 thousand euros (EUR), while the total costs for the project period are estimated at 177.8 thousand euros (EUR).

The average monthly net operating income is anticipated to be 22.6 thousand euros (EUR).

The net profit upon completion of the project is forecasted to amount to 728.3 thousand euros (EUR). These financial indicators provide insights into the performance and profitability of the project over its specified timeline.

Table 10. Financial and investment indicators of the project

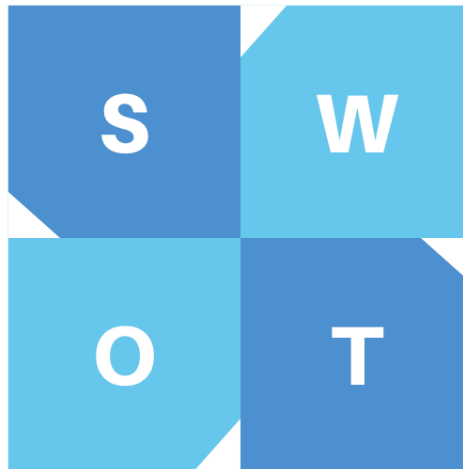
Name of the index	Value of the index
Calculation period of the project, year	3
Laid-down capital (LDC), EUR	151 898
Sum of proceeds (SP), EUR	4 308 461
Net average operational receipts per month (NAOR), EUR	22 624
Net profit for the project period, EUR	728 369
Average profitability for the project period (net profit to proceeds	16,91%
Discounting rate (DR), %	19,20%
Net present value (NPV), EUR	294 621
Average Rate of Return of investments (ARR)	10,51%
Return on investment (ROI)	380%
Profitability index (PI)	1,9
Internal rate of return (IRR)	83,66%
Pay back period of the project in whole (PBP), incl. financing scheme	19 months
	1,58 years

10.6. SWOT ANALYSIS

Table 12. SWOT analysis

STRENGTHS
Robust anti-fraud policy to safeguard players from potential issues during gameplay

OPPORTUNITIES
There is a continual emergence of new technologies in the industry



WEAKNESSES

The absence of a clearly defined long-term strategy is notable, largely influenced by the nature of the business

THREATS

Challenges include the instability of the political environment