

BUSINESS PLAN

of
JungleRaja.com



January 2024

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1. GENERAL SUMMARY

1.1 Provided services

JangleRaja.com is the Company destined to provide online gaming and infotainment services.

The overall scope of work includes identifying industry trends, customer needs and how to address them specifically in the Indian market. The general scope of the work includes the determination of the industry's trends, customer needs, and the ways of meeting them, using various techniques and marketing undertakings.

Description of the market

We focus on India and study in detail the cultural characteristics of this region, the habits of the local population and their priorities. Concentration on one market is also our main advantage.

Although India is not easy in terms of player demographics, online casinos and sportsbooks are popular in the local gambling market.

With a population of 1.4 billion, India is the most populous country in the world, surpassing even China. Thanks to the surge in the economy, around 60% of Indians have stable access to the internet and India is now on the path to prosperity, with the number of paying players and bettors growing every day.

2. DESCRIPTION OF THE BUSINESS

Currently, the main strength of any online casino is the Random Number Generator (RNG) principle, which is used in online games. Another strength is the wide choice of online games of various natures. In addition to RNG, we provide an opportunity to play games with live dealers by means of a web camera and a specifically created interface. This gives our customers an experience similar to gaming in land-based casinos. Since land-based gambling is prohibited in multiple countries or is physically located too far from our potential audience, this offer will ultimately cater to their needs. Also, our RNG games includes a broader-than-usual list of offers, supplemented by branded slot games, which are rare among our competitors. The list of such games gradually expands over time.

To compete in the markets, we give our customers interesting bonuses and loyalty programs, for both novice and experienced gamers – this is completely in line with the market's best practices. Although we've already elaborated a line of attractive bonus and loyalty offers, we're still working on its completion and will be continuously working on its improvement throughout the course of the functioning of our offer.

Other strong advantages of our gaming brand will be:

- The provision of stable functioning and accessibility of the website
- 24/7 client support – to be always accessible to client requests
- Fraud-monitoring and fraud-prevention policies and procedures
- Prevention of chargebacks and money-laundering
- General business transparency in a continuous manner to gain the trust of our clients.

3. PRODUCTS AND SERVICES

3.1. General review

To be highly competitive, we use the software of the most popular and most reliable gaming providers, including (but not limited to) Playson, Booongo, Quickspin, Play'n Go, Relax, Pragmatic Play, and Netent. The all game providers will be purchased from Softgamings.

They all have been in the market from several to several dozen years and are certified to provide their gambling software for casino-running companies and individual gamers. The certification is provided by the most reliable controlling agencies and organizations, such as GLI or eCogra.

Thanks to the described above, JungleRaja website, provides the most modern and very wide gaming and betting experience, placing software of many game providers to its gaming catalogs.

To make our gaming offers interesting to the broadest our audiences (with all levels of incomes and desires to spend their money in online gaming), we have made the bet sizes to be in a wide range of minimum and maximum sums. Thanks to the introduced and developing bonus and loyalty programs, clients will also receive various gaming preferences. That would include a birthday bonus or a bonus for the 1st and 2nd deposits.

4. ADVERTISING AND PROMOTION

4.1. SWOT-Analyse

	Opportunity	Threats
	• Growing online gaming markets • Potential for partnerships with affiliate marketers and other gaming industry players. • Introduction of new and popular games to attract more customers. • Gaining experience and new connections at international gaming conferences • Reaching the global audience	• Regulatory changes that could impact the online gaming industry. • Competition from established online gaming platforms. • Technological advancements that could change customer preferences. • Economic downturns that could reduce spending on online gaming. • Security threats and fraud risks associated with online transactions
Strengths • Wide choice of online games, including RNG games and games with live dealers. • Popular and reliable gaming software providers. • Attractive bonuses and loyalty programs for customers. • High level of flexibility and response to changes • Experienced 24/7 client support. • Fraud-monitoring and prevention policies. • Business transparency to gain trust. • Strong <i>expertise</i> in customer acquisition.	<i>The company could increase market share using strong expertise in customer acquisition and a wide choice of online games.</i> <i>A wide choice of games combined with expertise and company flexibility will make potential partners interested in cooperation.</i> <i>Focusing on a clear and narrow target audience provides a deep understanding of it and the correct selection of current promotional offers and loyalty programs</i>	<i>A high level of flexibility will allow the company to adapt to potential regulatory changes quickly</i> <i>Due to attractive bonuses, a loyalty program, and 24/7 customer support the company would keep the players on our product and reduce the risk of losing players due to economic downturns.</i> <i>Fraud monitoring and prevention policies reduce security threads and fraud risks.</i>

Weakness • Dependence on external gaming software providers. • Competition from other online gaming platforms. • Relatively small initial team size, which may limit operational capacity. • Small market share	<i>Growing online gaming markets gives the company a possibility to grow market share</i> <i>Through international conferences and potential partnerships, the company could diversify gaming software providers and reduce risks.</i>	<i>By increasing market share we will reduce threats from new competitors.</i> <i>By eliminating problems with the dependence on external gaming software by diversification we will be ready to change of customer preferences.</i>
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Overall, JungleRaja.com has a strong foundation with its range of games, customer support, and experience. To capitalize on its strengths and opportunities, the company should focus on continuous improvement of its services, expansion into new markets, and building strong relationships with customers and partners.

4.2. Marketing strategy

Positioning:

Unique theme – JungleRaja.com as a unique online casino with a unique atmosphere, attracting audience attention through stylish design and gaming elements.

Goals:

Attracting new players:

Increase the number of registered users on JungleRaja.com by 50% during the first quarter through targeted advertising campaigns and attracting traffic partners.

Player retention:

Reduce player churn by 20% by implementing attractive newsletters, bonuses, personalized offers, and regular tournaments.

Increasing average spend:

Increase the average deposit by 15% by stimulating larger deposits.

Community development:

Increase activity on social media.

Brand awareness:

Increase JungleRaja.com brand recognition by 40% through partnerships and participation in events.

Establishing partnerships:

Attract at least 30 new partners to collaborate with JungleRaja.com during the first half of the year.

Improving customer satisfaction:

Increase customer satisfaction by 15% by providing prompt and quality support, collecting feedback, and implementing improvements.

5. OPERATIONAL PLAN

The planned incorporated place of our company is Curacao.

Online gaming is an infotainment process, where many mundane actions are made by gamers themselves: choosing a game to play, playing it, making bets, replenishing accounts, or finding most answers to their questions. Thus, the JungleRaja company's biggest part of operational work will be concentrated on marketing, support, sales, monitoring, and development. In addition, the biggest part of the named can be (and will be) effectively outsourced. This makes free the company from the need to hire employees (and work with other HR issues, connected to hired employees), have a physical office, and do much less accounting and taxation work, including depreciation, supplementary, and auxiliary tasks, and expenses.

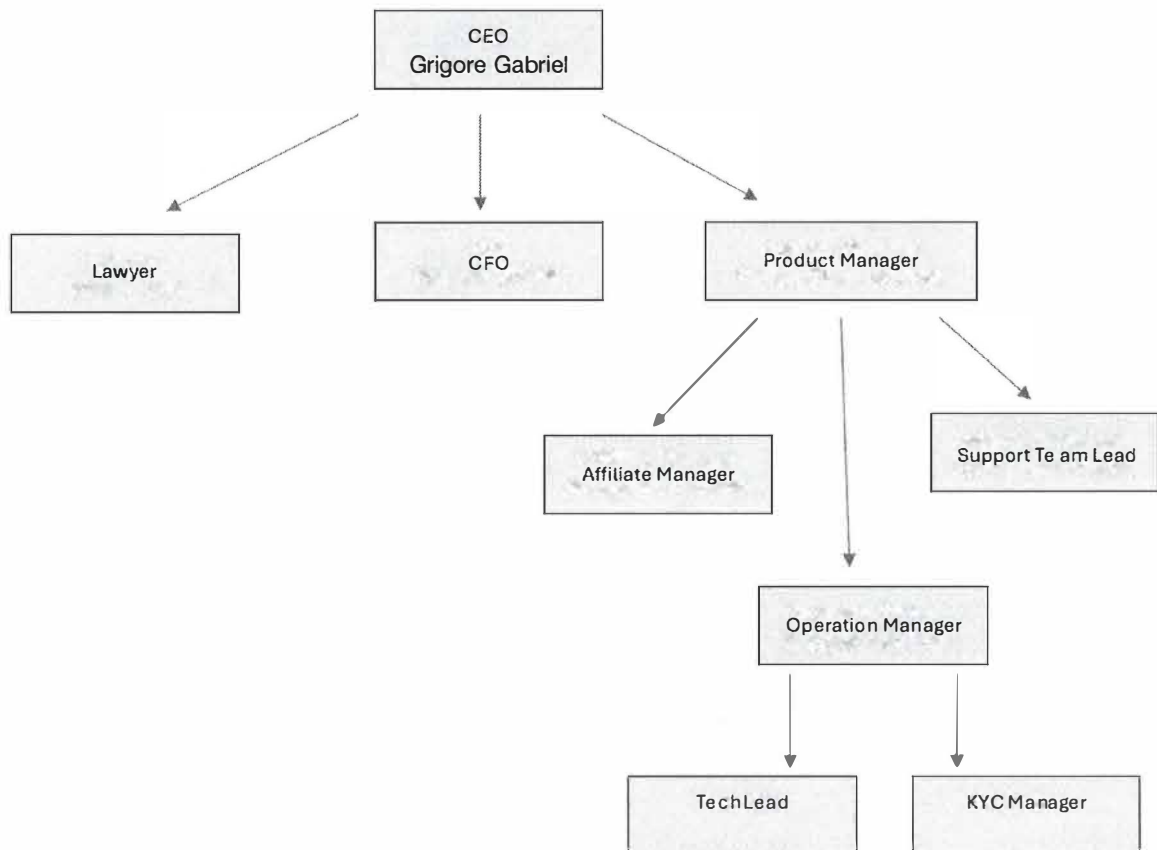
6. TEAM AND HUMAN RESOURCES**6.1. Management And Organization**

Director of project is Grigore Gabriel. His task is to manage the general business activity on a daily basis. Grigore Gabriel is an experienced manager of companies with similar businesses and he has hands-on experience in IT and people's management. His technical skills in hardware include network equipment, computer equipment, office equipment; his software skills include support of customers, software issues, interaction with developers, formation & organization of work of support teams. His specialty is KY Engineering and business development.

6.2. Company Management Structure

JungleRaja

January 2024



6.3 Team and Human resources

The team is our main resource. Since the launch of JungleRaja.com, our team has remained the same.

Our employees regularly attend major industry events, specialized conferences, and advanced training courses. This allows us to monitor new technologies and implement them in a timely manner.

We are also constantly looking for talented employees to join our team and make every effort to increase the motivation of the entire team.

7. LEGAL AND GOVERNANCE FRAMEWORK

1. The company appointed as the main signatory Director company (SMES) Solutions for Management and Employment Support N.V. The Director involved in the most important business issues of the company and keeping up to date with the company's affairs.
2. The main role of the UBO (the same person as the shareholder of the company) is to determine the company's business strategy, company development, and global planning of business income and expenses. However, for operational activities and daily work, the owner attracts qualified specialists who implement global and strategic tasks.
3. Please note that the Company doesn't have a Board of Directors, so a deadlock scenario is impossible.
4. For legal support and advice we attracted external advisors (law firms and private specialists), primarily in Cyprus.
5. Seven Digital Solutions N.V. doesn't have an ESG Policy but we plan to implement it in 2024

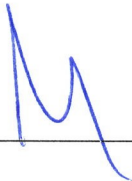
8. FINANCIAL PLAN FOR 3 YEARS

Project JungleRaja
Start date 03 2019
Break-even point (EUR) 23 000,00
GEO India
Average turnover per month (EUR) 500000

	GEO: India	Turnover
1	April'24	510 000
2	May'24	650 000
3	June'24	700 000
4	July'24	700 000
5	August'24	650 000
6	September'24	650 000
7	October'24	700 000
8	November'24	750 000
9	December'24	750 000
10-12	Q1'25	1 860 000
13-15	Q2'25	1 890 000
16-18	Q3'25	1 905 000
19-21	Q4'25	2 865 000
22-27	1th S/A'26	3 600 000
3328-	2nd S/A'26	3 720 000

Income calculations are based on JunglRaja's average income from previous periods.

Director: Grigore Gabriel

Signature: 

Date: March 2024