

Business Plan

Ice Gaming NV

Registered Address

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OVERVIEW OF BUSINESS

Ice Gaming NV is a Curacao based and licenced company being on the market from year 2019. Ice Gaming NV's activity will essentially be based on betting on sports activities, tournaments providing also online casino games and slots. With a very high increased interest in this activity, there is a lucrative market for betting for the company to work in.

In aspiring to capture a significant market share, the business model is very simple, to keep the service simple and easy to enjoy and to provide an excellent service to the Ice Gaming platform, and also what other additions and introductions to making this entertainment experience more enjoyable. Albeit the main objective of any business is profit, this will not be sought at the expense of the player, or in any way encouraging gambling to be our players' way of life. Ice Gaming will advocate responsible gaming and will also ensure that it provides adequate measures that will assist players to limit and moderate their amount of gambling. The player and fund management will at all times be managed by Ice Gaming and they will retain ultimate responsibility.

The Ice Gaming has various target markets, however these are mainly focused around **Asia and Latin America**, always keeping in mind specific exclusions. The company will continue to keep abreast with developments in the different markets and also ensure that they are kept well aware of developments in these particular jurisdictions.

The company will be offering its services via the website www.cyber.bet. The website itself will be marketed using various marketing tools and through different marketing offers to attract enough players to attain the market share desired. Consideration of legal means of marketing in the different jurisdictions will also be taken into account. A substantial amount of investment will be made towards attracting players to the website. More details about the financial projections may be found on page 9 of this document.

The website is developed in such a manner that it will allow both registered players as well as prospective players to obtain details and information about the competitions followed and the betting offered. This will include the general terms & conditions governing the modus operandi of Ice Gaming and the player's gaming activity, as well as details about the competitions, betting offered and the possible win that may be won, given a particular wagering value, which wagering amount can be determined directly by the player.

The proposed organisational structure, as well as the relationship with the various service providers is depicted in the respective section below.

OBJECTIVES OF THE OPERATION

The primary objective of Ice Gaming Limited presently is to obtain the Class 2, B2C remote gaming license from Curacao. We anticipate that obtaining such a license will provide peace of mind to players registering and playing on the Ice Gaming website. With this license, the intention is to promote betting on various sports competitions, and casinos offered through the Ice Gaming platform. The Ice Gaming does not have any ownership of the games, does not organize any of the competitions directly and does not have any influence on either. Ice Gaming will merely be providing a platform, where players can meet to place their bets in respect of the eSports competition, enjoy the competition being streamed and ultimately win some monetary reward if their selected player wins the competition. Any win will be in line with the published odds of when the bets were placed.

The target markets for Ice Gaming are both the Asian and the Latin American market. Within these markets we aim to become a professional bookmaker and online casino that is well trusted and well regarded among the eSports communities. Another initial objective is that the operation becomes a profitable one within the three years of operation.

Another important objective for Ice Gaming is that we offer a good quality service in terms of design that reach and exceed the players' expectations as well as following a non-aggressive, non-invasive method of advertising the company's product. We want players to come to our website, because they genuinely enjoy their experience with us and they know we are fair in all dealings. From an operational perspective our aim is to develop and implement data analytics to develop and ultimately improve risk management effectiveness, resulting in better management and attaining better results for us, as all player wins would be adequately covered for, allowing a good profit margin for the company.

The Ice Gaming team is customer focused, providing players with a stable gaming entertainment environment and fast personalized services through the customer support team. Services are simple to use with minimal bureaucratic processes, however not at the expense of becoming non-compliant. Hence due diligence requirements are being stated as part of the Terms & Conditions and players' accounts will be blocked and players disallowed from playing if they fail to comply with the requirements as prescribed by law.

TECHNOLOGIES & NATURE OF GAMES TO BE OFFERED

Turn key software solution is being licensed from Gibraltar based company SbT. It will be responsible for the maintenance and for the provision of its support through further developments and enhancements as required. The system is hosted using Amazon Web Services which is a cloud web based hosting with a high strong security platform.

The software itself is a betting system, where players are allowed to place bets on different outcomes of different online matches. An extensive game library includes slots, table games, live dealer titles from renowned studios like NetEnt, Microgaming, Evolution Gaming, and more. The licensee will provide odds for the mentioned outcomes, accept or decline bets and pay withdrawals should a player wish to

MARKETING AND SALES PLAN

The target markets of Ice Gaming the Latin American and Asian and markets.

The aim is to reach out to players across these markets, however as mentioned earlier the company will have to consider the legal requirements of each and every jurisdiction. When any other target market is identified, consideration of local legislation and local licensing requirements will be considered. A cost / benefit analysis will be considered at that point in time.

The aim is to attract players having the largest disposable income as well as prospective players that are attracted to this type of entertainment. Ice Gaming wants to do things right and not only wants to have the license but it also wants to ensure its prospective players, that the company will not defraud them, but neither will they allow their players to defraud the company or other players, through irregular manipulations that would disadvantage other players and / or Ice Gaming. The Ice Gaming has adequate measures and controls that will manage such risks and any issues arising. Ice Gaming will have a number of marketing tools to attract players.

In any case, the projections for such bonus cost, has been limited to 10% of the Gross Gaming Revenue, which by standards of other gaming operations is indeed still very low.

Any bonuses and campaigns may be promoted on the website itself and via e-mail to already registered players, who have strictly opted in towards receiving such marketing material.

The use of affiliates, who will register directly with our affiliate system, as already mentioned is considered imperative for our operations. Any affiliates who sign up will be monitored and have their due diligence documents checked and verified by the fraud team. Ice Gaming will not tolerate anyone not complying to the company's specific requirements and guidelines will be given to ensure that compliance requirements and thoroughly known and agreed to, with no excuse being accepted from any affiliate, that they were not aware of any of the requirements. Affiliates' agreements are generally either commission based agreements or cost per acquisition based. Commissions will be paid according to the number of registrations that materialize as well as based on the deposits made by the same registered players. Advertising possibilities range from advertising on public media, social networks, and other online advertising. The marketing cost will also be invested towards player retention. A major hurdle is the changeover from a registered

player to becoming an active player. Active players always tend to be a very small percentage of all registered players.

It is a known and analyzed fact that the use of deposit bonuses may help in overcoming the 'fear to deposit' feeling many players initially have, however we still aim to stir away from that method and hopefully find other means to help players overcome that initial 'fear to deposit', namely by aiming to be highly rated on gaming fora. The fact that Ice Gaming will be a licensed operation will also help in abating the players' concerns that they will not get their money back. All relevant details in respect of lodging a complaint will be included in the General Terms & Conditions as published on the same website and accepted by the player prior to completing registration.

Player profiling will also be another feature that will be carried out to assist in the company's marketing aspect. The profiling of players will assist Ice Gaming understand who is more likely to be attracted to play on their website. This will then be used to utilize the best marketing material and advertising strategies to attract that particular 'type' of players.

Marketing research will also be carried out to identify other potential markets as well as the appropriate promotional methods to attract such possible new market/s.

Methods of Marketing

- Working with affiliates and commission agents through the affiliate system. Affiliates will have the possibility of opting for a variety of commission models (commissions on registrations and deposits, CPA)
- Customer support offering support and direction as well as socializing with players and making players feel more comfortable and encouraging them to participate and comment on social media channels.
- Online advertising such as through Google AdWords. In general this would include text-based search ads and graphic display ads as well as YouTube video ads and in-app mobile ads.
- Direct advertising such as newspaper adverts, TV campaigns, mobile messaging and email advertising. These advertising tools will be used depending on the particular market and jurisdiction. The legality of each option in each jurisdiction targeted will first have to be investigated. E-mail advertising will be solely limited to players who have specifically opted to receive marketing and promotional material.
- Optimizing our website for search engine optimization. (SEO).
- Participating in fairs, trade shows and affiliate shows to make the company better known within the industry.
- Use of social media such as Facebook and Twitter to create brand awareness

ASSUMPTIONS FOR FINANCIAL PROJECTIONS

- Deposits per active player will amount to €50 per month per active player, with withdrawals amounting to €25 per month per active player.
- Payout percentage is expected to be at the 70% mark
- Payment processing fees are budgeted at 7% of the Gross Gaming Revenue;
- Marketing and Advertising costs including affiliate costs are projected to start at the low side with a projected budget of €200,000. The aim in this respect is look, listen and learn, identifying what players want without throwing money at it.
- All payments to service providers will be allowed 30 days credit;
- Average spend per active player has been retained at a very minimal amount of € 50 per active player per month.
- • Other expenses includes a budget for insurance costs, traveling, office costs and other administrative costs;
- No servers and equipment will be purchased, as everything will be leased through AWS, and hence the cost of the use of such a setup has entirely been included in the hosting charge;

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FORECAST STATEMENT OF COMPREHENSIVE INCOME

	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	Total	Year 2	Year 3
FTD	1,000	1,000	1,000	1,200	1,200	1,200	1,500	1,500	1,500	1,500	1,500	1,500	15,600	16,000	16,800
FDep amount, €	11.0	11.0	11.0	11.0	11.0	11.0	11.0	11.0	11.0	11.0	11.0	11.0		0	0
Deposits FTD, €	11,000	11,000	11,000	13,200	13,200	13,200	16,500	16,500	16,500	16,500	16,500	16,500	171,600	180,180	189,189
RD deps 1m	400	400	400	480	480	480	600	600	600	600	600	600	6,240	6,552	6,880
Dep RD amount, €	12.0	12.0	12.0	12.0	12.0	12.0	12.0	12.0	12.0	12.0	12.0	12.0			
DEP/AU	2.5	2.5	2.5	2.5	2.5	2.5	2.5	2.5	2.5	2.5	2.5	2.5			
AU	2,000	2,280	2,510	2,691	2,881	3,012	3,133	3,324	3,481	3,616	3,726	3,813	36,468	38,292	40,206
Dep amount, €	25.0	25.0	25.0	25.0	25.0	25.0	25.0	25.0	25.0	25.0	25.0	25.0			
DEP/AU	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0			
Deposits RD, €	262,000	297,000	325,775	350,725	374,549	390,898	409,620	433,516	453,186	469,992	483,784	494,679	4,745,724	4,983,011	5,232,161
Deposits total, €	273,000	308,000	336,775	363,925	387,749	404,098	426,120	450,016	469,686	486,492	500,284	511,179	4,917,324	5,163,191	5,421,350
ARPAU	89.2	92.0	94.0	91.7	93.1	94.0	90.1	91.4	92.4	93.2	93.8	94.3		0	0
mediabuy	24000	24000	24000	25000	25000	25000	24000	24000	24000	24000	24000	24000	291,000	320,100	336,105
Brand	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	120,000	132,000	138,600
CPA	36,000	36,000	36,000	36,000	36,000	36,000	45,000	45,000	45,000	45,000	45,000	45,000	486,000	534,600	561,330
Seo	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	60,000	66,000	69,300
Total aquisition	75,000	75,000	75,000	76,000	76,000	76,000	84,000	84,000	84,000	84,000	84,000	84,000	957,000	1,052,700	1,105,335
GGR, €	267,540	301,840	330,040	356,646	379,994	396,016	417,598	441,016	460,292	476,762	490,279	500,956	4,818,978	5,059,927	5,312,923
withdrawals, €	81,900	92,400	101,033	109,177	116,325	121,229	127,836	135,005	140,906	145,948	150,085	153,354	1,475,197	1,548,957	1,626,405
Bonus, €	109,200	123,200	134,710	145,570	155,100	161,639	170,448	180,007	187,874	194,597	200,114	204,472	1,966,930	2,065,276	2,168,540
Wager, €	21,840	24,640	26,942	29,114	31,020	32,328	34,090	36,001	37,575	38,919	40,023	40,894	393,386	413,055	433,708
comission casino, €	32,105	36,221	39,605	42,798	45,599	47,522	50,112	52,922	55,235	47,676	49,028	50,096	548,917	576,363	605,181
comission deposits, €	19,110	21,560	23,574	25,475	27,142	28,287	29,828	31,501	32,878	34,054	35,020	35,783	344,213	361,423	379,495
comission withdrawals, €	3,276	3,696	4,041	4,367	4,653	4,849	5,113	5,400	5,636	5,838	6,003	6,134	59,008	61,958	65,056
Total comission	54,491	61,477	67,220	72,639	77,395	80,658	85,054	89,823	93,749	87,569	90,051	92,012	952,138	999,745	1,049,732
profit GGR 1, €	116,209	140,723	160,877	178,893	195,579	207,030	214,454	231,191	244,968	266,274	276,205	284,049	2,516,454	2,642,277	2,774,390
ROi GGR	155	188	215	235	257	272	255	275	292	317	329	338	263	276	290
Opexes, €	104,500.00	89,000.00	86,000.00	86,000.00	86,000.00	86,000.00	86,000.00	86,000.00	86,000.00	86,000.00	86,000.00	86,000.00	1,053,500.00	1,106,175	1,161,484
Salaries and wages	60,000	60,000	60,000	60,000	60,000	60,000	60,000	60,000	60,000	60,000	60,000	60,000	720,000.00	800,000	848,000
Financial expenses	4,000	7,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	51,000.00	53,550	56,228
Licenses	22,000	3,500	3,500	3,500	3,500	3,500	3,500	3,500	3,500	3,500	3,500	3,500	60,500.00	60,500.00	60,500.00
Software	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	60,000.00	63,000	66,150
Hosting	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	84,000.00	88,200	92,610
Retention marketing	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	60,000.00	63,000	66,150
Office expenses	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	12,000.00	12,600	13,230
Staff expenses	500	500	500	500	500	500	500	500	500	500	500	500	6,000.00	6,300	6,615
Profit	11,709	51,723	74,877	92,893	109,579	121,030	128,454	145,191	158,968	180,274	190,205	198,049	1,462,954	1,536,102	1,612,907