

Business Plan

1) Overview of Business Products and Services/Brands and Proprietary IP

Our company, **GREAT BDG RANDON ENTERTAINMENT N.V.**, is dedicated to providing cutting-edge online gambling services that offer unparalleled entertainment and opportunities for our customers. Founded by Kyu Heon Jo in 2017, the company stands out in the industry due to its innovative approach to online gambling and its commitment to providing a safe and enjoyable gaming experience.

Key Features and Competitive Edge:

- Advanced gaming platform with user-friendly interface with tailored website.
- Diverse portfolio of games, including sportsbook, casino and live casino games.
- Focus on responsible gambling and player protection.
- Strategic partnerships with leading game providers and payment providers for local market.

2) Company Management Structure

UBO: Kyu Heon Jo

Our management team consists of experienced professionals with expertise in various aspects of the online gambling industry. Clear separation of roles and logical reporting lines ensure efficient operations and compliance with regulatory requirements.

The company outsourced its operation to another company in Armenia for smoother operation.

3) Business Forecasts for 3 Years

Our forecasts anticipate a consistent upward trajectory for the coming three years, anchored by our strategic incursion into untapped markets, a robust customer acquisition strategy, and the forging of pivotal partnerships.

Dashboard

Profile

Bet Sport

Win Sport

Bet Casino

Win Casino

Rate

Bonus

Tournament Cost

\$4,787,868,852.85

\$4,362,728,554.85

\$10,866,202,199.79

\$10,368,949,249.81

\$0.00

\$23,717,134.81

\$0.00

Sportsbook Overview

Casino Overview

Poker Overview

Skill Games Overview

	Pre-Match	Live	Total
Turnover	\$1,350,958,379.20	\$1,494,075,779.45	\$4,825,852,148.65
Winning	\$1,226,678,216.49	\$1,215,191,387.42	\$4,426,796,615.92
Open Bets	\$12,855,486.27	\$71,205,320.67	\$48,162,806.94
GGR	\$197,363,667.44	\$246,717,952.36	\$343,080,719.80
Profitability	7.23%	7.63%	7.31%
Number of Bets	29543	68592	97908
Average Bet	\$44,804.13	\$11,187.72	\$48,289.31
Bet Per Player	64.72	159.49	189.36
Number of Players	458	428	517

	Live	8/US	Total
Turnover	\$8,462,249,521.84	\$4,387,893,918.72	\$12,850,143,441.56
Winning	\$6,366,732,722.02	\$4,132,777,621.25	\$10,499,510,343.27
GGR	\$107,516,789.62	\$225,116,789.47	\$356,631,088.09
Profitability	1.57%	1.81%	1.29%
Average Bet	\$238,877.11	\$25,781.75	\$58,128.40
Number of Players	239	386	516

	Cash	Tournament	Total
Turnover	\$0.00	\$0.00	\$0.00
Winning	\$0.00	\$0.00	\$0.00
Win/Loss	\$0.00	\$0.00	\$0.00
Rate	\$0.00	\$0.00	\$0.00
Number of Players	0	0	0

Daily Rate

Bonus Overview

No data to display

Type	Product	Awarded	Number of Players	Deposit	Cost	Converted Bonus
FreeBet		\$120,775,345.42	943	\$0.00	\$12,864,739.14	\$0.00
Multiple	Sportsbook	\$0.00	109	\$0.00	\$1,678,988.82	\$0.00
Deposit	Sportsbook	\$2,472,683.25	36	\$197,844.47	\$0.00	\$0.00
Manual	Sportsbook	\$1,477,223.93	14	\$0.00	\$0.00	\$0.00
Deposit	Casino	\$15,481,900.03	391	\$2,216,887.88	\$487,282.41	\$0.00
Manual	Casino	\$17,769,889.01	619	\$0.00	\$7,772,133.42	\$0.00
Total		\$32,882,209.17	1062	\$2,196,526.33	\$23,717,134.81	\$0.00

As of the current year, 2024, data up to the present date indicates that our earnings are largely composed of a 7% profit from our sportsbook operations and a 3% profit from casino activities. As of March 27th, our Gross Gaming Revenue (GGR) stands impressively at \$343,080,719 from the sportsbook and \$356,633,098 from the casino, demonstrating an equilibrium in revenue generation, split almost evenly at a 50:50 ratio between the two streams.

In light of the revenue accrued this year, upon the renewal of our operating license and the launch of targeted marketing initiatives, we are optimistically poised for exponential growth. With BETSEN and BETKORE as our flagship online platforms, we are well-positioned to achieve a formidable 100% increase in the first year of our growth phase. This momentum is expected to surge, with projections of a 120% rise in the second year and an ambitious 200% expansion by the third year. These projections are predicated on a solid foundation of meticulous planning and the strategic allocation of our resources to ensure a broadened footprint and enhanced market presence.

Month	Expenses	Income	Profit	Remarks
Sep-24	US\$ 150,000.00	US\$ 185,000.00	US\$ 35,000.00	
Oct-24	US\$ 150,000.00	US\$ 194,250.00	US\$ 44,250.00	
Nov-24	US\$ 250,000.00	US\$ 203,500.00	US\$ -46,500.00	Expanding markets
Dec-24	US\$ 200,000.00	US\$ 222,000.00	US\$ 22,000.00	
Jan-25	US\$ 200,000.00	US\$ 240,500.00	US\$ 40,500.00	
Feb-25	US\$ 250,000.00	US\$ 259,000.00	US\$ 9,000.00	Hiring more employees
Mar-25	US\$ 250,000.00	US\$ 277,500.00	US\$ 27,500.00	
Apr-25	US\$ 250,000.00	US\$ 296,000.00	US\$ 46,000.00	
May-25	US\$ 250,000.00	US\$ 314,500.00	US\$ 64,500.00	
Jun-25	US\$ 250,000.00	US\$ 333,000.00	US\$ 83,000.00	
Jul-25	US\$ 250,000.00	US\$ 351,500.00	US\$ 101,500.00	
Aug-25	US\$ 250,000.00	US\$ 370,000.00	US\$ 120,000.00	Achieve 100% growth
Sep-25	US\$ 250,000.00	US\$ 407,000.00	US\$ 157,000.00	Maintaining, strengthening existing markets
Oct-25	US\$ 250,000.00	US\$ 407,000.00	US\$ 157,000.00	
Nov-25	US\$ 250,000.00	US\$ 407,000.00	US\$ 157,000.00	
Dec-25	US\$ 250,000.00	US\$ 407,000.00	US\$ 157,000.00	
Jan-26	US\$ 250,000.00	US\$ 407,000.00	US\$ 157,000.00	
Feb-26	US\$ 250,000.00	US\$ 407,000.00	US\$ 157,000.00	
Mar-26	US\$ 250,000.00	US\$ 407,000.00	US\$ 157,000.00	
Apr-26	US\$ 250,000.00	US\$ 407,000.00	US\$ 157,000.00	
May-26	US\$ 250,000.00	US\$ 407,000.00	US\$ 157,000.00	
Jun-26	US\$ 250,000.00	US\$ 407,000.00	US\$ 157,000.00	
Jul-26	US\$ 250,000.00	US\$ 407,000.00	US\$ 157,000.00	
Aug-26	US\$ 250,000.00	US\$ 407,000.00	US\$ 157,000.00	Achieve 120% growth from Sep 2024
Sep-26	US\$ 350,000.00	US\$ 374,625.00	US\$ 24,625.00	Aggressive marketing, expanding markets
Oct-26	US\$ 350,000.00	US\$ 379,250.00	US\$ 29,250.00	
Nov-26	US\$ 370,000.00	US\$ 388,500.00	US\$ 18,500.00	New office
Dec-26	US\$ 370,000.00	US\$ 407,000.00	US\$ 37,000.00	
Jan-27	US\$ 370,000.00	US\$ 425,500.00	US\$ 55,500.00	
Feb-27	US\$ 400,000.00	US\$ 444,000.00	US\$ 44,000.00	Hiring more employees
Mar-27	US\$ 400,000.00	US\$ 462,500.00	US\$ 62,500.00	
Apr-27	US\$ 400,000.00	US\$ 481,000.00	US\$ 81,000.00	
May-27	US\$ 400,000.00	US\$ 499,500.00	US\$ 99,500.00	
Jun-27	US\$ 400,000.00	US\$ 518,000.00	US\$ 118,000.00	
Jul-27	US\$ 400,000.00	US\$ 536,500.00	US\$ 136,500.00	
Aug-27	US\$ 400,000.00	US\$ 555,000.00	US\$ 155,000.00	Achieve 200% growth from Sep 2024

4) Overview of Intended Strategy for Business Growth and Market Share

Our growth strategy focuses on providing many games and payments to different markets. We've been preparing a lot for past years; we are ready to extend and do the marketing.

Expanding into new markets while maintaining a strong presence in existing ones.

Investing in marketing initiatives to enhance brand awareness and attract new customers.

Developing innovative products and features to differentiate ourselves from competitors.

Securing funding to support expansion plans and operational needs.

5) Key Suppliers and Material Dependencies

Our key suppliers include one of the biggest software provider; BetConstruct, payment processors; Neteller, Skrill, Jeton, Payz, SticPay, and etc. We have all contracts with so many partners so in case we miss one, we don't depend on only one of our partners.

6) Risk Evaluation and Management

We have implemented risk management strategies for our customers, we have outsourced to the company; IGTRM, which is our partner, to mitigate the impact of loss or potential risk on our operations. Also, internal and external audits, and risk registers ensure comprehensive risk management across all aspects of our business.

7) Legal and Governance Framework

Our management provides oversight and guidance on strategic decisions, with clear delineation of responsibilities between the board and management. Legal support and advice are provided by the team from BSG IT Consultancy from Armenia. We adhere to a policy focused on environmental sustainability, social responsibility, and corporate governance.

8) Target KPIs and Business Objectives

Our key performance indicators include customer acquisition, retention rates, revenue growth, and regulatory compliance. Long-term objectives include becoming a market leader in online gambling and maintaining sustainable growth.

9) Policies and Procedures

Our policies and procedures are developed internally by our compliance team, with regular updates and reviews to ensure compliance with regulatory requirements. All of them can be found on our footer. We are committed to keeping the GCB apprised of any changes and believe that our team possesses the necessary qualifications and expertise to effectively implement and oversee our policies.


KYU HEON JO
SIGNATURE

UBO

Apr 18, 2024