

COMPANY HISTORY AND COMPETITIVE ADVANTAGE

Momus2006 N.V. is a fully regulated and licensed online casino enterprise based in Curacao, operating in compliance with Curacao's regulatory framework. With an established payment agent Momus2006 Ltd. approximately two years ago, the company, through its website momus2006.com and m2006.com, offers a comprehensive and secure gaming environment. Momus2006 N.V. is committed to providing a legal and ethical gaming experience, ensuring that all transactions are conducted in accordance with applicable laws and regulations.

BUSINESS PLAN

The company's product portfolio includes online legal casino gaming services and the operation of online legal gaming facilities. Momus2006 N.V. has established its reach and diversified its offerings.

Momus2006 N.V. has successfully secured agreements with reputable gaming providers, including but not limited to, Microgaming, NetEnt, Playtech, and others, ensuring a high-quality gaming experience for its customers.

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COMPANY HISTORY AND COMPETITIVE ADVANTAGE

Momus2006 N.V. is a duly registered and licensed online casino enterprise based in Curacao, operating in compliance with Curacao's regulatory framework. With an established payment agent Momus2006 Ltd approximately two years ago, the company, through its websites pledoo.com and betitall.com, offers a comprehensive array of online gambling services. Renowned for its commitment to legal and ethical practices, Momus2006 N.V. has cultivated a strong reputation and garnered favorable ratings from reputable industry sources such as AskGamblers.

The company's product portfolio includes online legal casino gaming services and the operation of online legal gaming facilities. Leveraging strategic partnerships with various gambling providers and payment institutions, Momus2006 N.V. has expanded its reach and diversified its offerings.

Momus2006 N.V. has successfully executed agreements with reputable gaming providers, including but not limited to: NetEnt, 1x2 Network, Ainsworth, Amatic (Direct), Asia Gaming, Authentic Gaming, BetSoft, BigTime via Relax, Blueprint via Markor, Booming Games, EDICT, EGT interactive, Elk Studios, Evolution Gaming, EVOplay, Ezugi, GameART, Habanero, High 5 Games, ISoftBet, Lucky Streaks, MicroGaming, NoLimit city, Playson + Direct, PGSoft, PlaynGO, Playtech, PragmaticPlay, Push Gaming, Red Rake Gaming, Red Tiger Gaming, Reel Play, Relax Gaming, Quickspin, SA Gaming, Spinomenal, Stakelogic, Thunderkick, Wazdan, Worldmatch.

In terms of payment systems, our selection comprises exclusively reliable and trusted methods, ensuring convenience for our clients along with CashForo payment gateway developed on our side. *Offering diverse payment options is paramount to retaining clientele, as it prevents potential loss to competitors providing alternatives we lack.* Our online casino platform boasts an array of payment solutions, facilitating swift and hassle-free deposits via cryptocurrency, e-wallets, and credit cards in various currencies.

Moreover, we maintain a distinct and visually appealing website design, aligning seamlessly with our brand identity. The strategic alignment of our name, logo, and platform elements reinforces our desired business image.

Operational integrity is upheld round-the-clock by our proficient technical support team, ensuring uninterrupted service delivery without any system failures or disruptions.

To enhance our marketing endeavors, we are committed to increasing investments in promoting our online casino platforms. Various promotional tools, including search engine optimization, email newsletters, paid advertising, and social media marketing, are being strategically employed to bolster our online presence and attract a wider audience.

Driven by a vision to establish itself as a leading online casino enterprise in Curacao and compete effectively on the global stage, Momus2006 N.V. prioritizes continuous improvement and innovation. Bolstered by a team of entrepreneurs with over 20 years of collective experience in the poker and gambling sectors, the company is uniquely positioned to deliver exceptional quality, efficiency, and responsiveness to its growing clientele.

COMPANY MANAGEMENT STRUCTURE

The current governance framework of the company is structured around the direct oversight of Ultimate Beneficial Owners (UBOs), distinguished figures within the gambling industry with extensive managerial experience across various gambling ventures. The UBOs concurrently hold roles within the Management Team and serve as members of the Board of Directors.

The organizational hierarchy comprises the following integral components:

Board of Directors;

Finance Department;

Affiliate Department;

Legal Department;

Technical Department (outsourced);

Support Services(outsourced);

Rest operational services (outsourced).

Each department is staffed by specialized professionals engaged in providing outsourcing services to Momus2006 N.V.

In accordance with our strategic vision, we acknowledge the pivotal role of a well-defined corporate structure in fostering operational success. Consequently, our recruitment endeavors are directed towards individuals who espouse our business ethos and possess the requisite competencies to augment our endeavors.

BUSINESS FORECASTS FOR 3 (THREE) YEARS

This outlines the financial forecasts and targets over the next three years, providing insights into cash flow projections and performance targets to guide strategic decision-making and operational planning.

Year 1 (2024): Revenue Forecast: Anticipated revenue growth of 25% compared to the previous year, driven by increased user acquisition, enhanced marketing strategies, and expanded game offerings. Targeting a total revenue of 2'000'000 EUR by the end of Year 1.

Cash Flow Projections: Projected positive cash flow from operational activities, bolstered by optimized cost management and revenue growth. Ensuring sufficient liquidity to cover operating expenses and investment in future growth opportunities.

Profitability Targets: Aim to achieve profitability by the end of Year 1, with a focus on maximizing return on investment and operational efficiency.

Year 2 (2025): Revenue Forecast: Continued revenue growth trajectory, with an emphasis on customer retention and engagement strategies. Introducing innovative gaming features and promotions to attract

new players and retain existing ones. Targeting a revenue increase of 20% compared to the previous year. Targeting a total revenue of 2'500'000 EUR by the end of Year 2.

Cash Flow Projections: Strengthening cash flow position through sustainable revenue streams and prudent financial management. Allocating resources towards technology upgrades, regulatory compliance, and marketing initiatives to support growth objectives.

Profitability Targets: Building on Year 1 profitability, aiming for further margin expansion through operational optimization and economies of scale.

Year 3 (2026): Revenue Forecast: Sustained revenue growth momentum, leveraging market trends and consumer preferences to drive sales. Expanding into new geographical markets and diversifying product offerings to capture additional revenue streams. Targeting a revenue increase of 20% compared to the previous year. Targeting a total revenue of 3'000'000 EUR by the end of Year 3.

Cash Flow Projections: Maintaining healthy cash flow levels to support ongoing operations, investments in technology innovation, and expansion initiatives. Prioritizing cash reserves for strategic acquisitions, regulatory compliance, and capital expenditure projects.

Profitability Targets: Continuing the upward trend in profitability, with a focus on enhancing operational efficiency and cost-effectiveness.

The outlined forecasts and targets provide a roadmap for strategic growth over the next three years, guiding decision-making and resource allocation to maximize value creation and stakeholder returns.

OVERVIEW OF STRATEGY FOR THE BUSINESS GROWTH AND TO SECURE/MAINTAIN/GROW MARKET SHARE WITH SPECIFIC FINANCIAL AND MARKETING PLANS

In the ever-evolving landscape of the online gaming industry, company is positioned for strategic growth and market share expansion. Through meticulous market analysis and a forward-thinking approach, we have developed a comprehensive strategy aimed at driving sustainable growth while ensuring regulatory compliance and cost-effectiveness.

Our strategy revolves around several key pillars designed to propel us towards our growth objectives. First and foremost, we prioritize enhancing the user experience by investing in a user-friendly interface and introducing innovative gaming features. By understanding and catering to the diverse preferences of our players, we aim to foster deeper engagement and long-term loyalty.

Expansion into new markets is another critical component of our strategy. Through targeted geographical expansion and localization efforts, we seek to tap into markets with high growth potential and favorable regulatory environments. By tailoring our offerings and marketing strategies to local preferences, we aim to establish a strong foothold in these markets.

Building and strengthening our brand presence is paramount to our growth strategy. We are committed to implementing robust branding and marketing campaigns to increase brand visibility and recognition. By forging strategic partnerships with reputable gaming providers and industry influencers, we aim to enhance our brand credibility and attract a wider audience.

Regulatory compliance is a cornerstone of our strategy. We recognize the importance of adhering to regulatory standards to mitigate legal risks and ensure business sustainability. Through proactive monitoring and adaptation to evolving regulatory frameworks, we strive to maintain compliance while navigating the complex regulatory landscape.

On the financial front, we have meticulously allocated funds for technology upgrades, marketing initiatives, and operational expenses to support our growth objectives. Our revenue forecast is based on thorough market analysis and realistic projections aligned with our growth targets.

In terms of funding, we have identified various sources, including client deposits, and retained earnings, to support our growth initiatives.

While we recognize the potential for growth in various geographical markets, we have strategically excluded markets with unfavorable regulatory environments or limited growth prospects. Our focus remains on markets where we can achieve sustainable growth and maintain compliance with regulatory standards.

We are committed to driving business growth and securing market share through a strategic approach that prioritizes user experience, brand development, regulatory compliance, and prudent financial management. Our comprehensive strategy is designed to capitalize on market opportunities while mitigating risks, ensuring long-term success, and creating value for all stakeholders.

KEY SUPPLIERS AND MATERIAL DEPENDANCE

Momus2006 N.V. has executed a contractual arrangement with SG International N.V., the provider of software essential for the operation of our online casino platform. Furthermore, Momus2006 N.V. has entered into agreements with multiple gaming providers, including but not limited to Ainsworth, AmaticDirect, AuthenticGaming, AsiaGaming, BetSoft, BGaming, BigTime, Blueprint, BoomingGames, Booongo, Edict, EGTInteractive, ELKStudios, Evolution, EvoPlay, Ezugi, High5, IsoftBet, LuckyStreak, MascotGaming, Microgaming, NetEnt, NoLimitCity, 1x2 Network, PGsoft, PlaynGo, PlaysonDirect, Playtech, PragmaticPlay, PushGaming, Quickspin, RedTigerGaming, RedRakeGaming, ReelPlay, Relax, SAGaming, Spinomenal, Thunderkick, Wazdan, WorldMatch, and Yggdrasil. Additionally, Momus2006 N.V. has established collaborative arrangements with payment solution providers, namely EcoPayz, ISX, EzeeWallet, Mifinity, Interac, Jeton, Paysafe, Skrill, and Unlimint. With a commitment to robust risk management practices, the company has engaged in a partnership with Sum and Substance LTD, which furnishes Know Your Client and Anti-Money Laundering services. This collaboration ensures adherence to Curacao regulatory standards by scrutinizing client documentation and conducting verifications against sanction lists. In terms of cybersecurity, we have established a robust partnership with Cloudflare, a renowned industry leader specializing in advanced security solutions. Leveraging Cloudflare's cutting-edge technologies and expertise, we have implemented comprehensive measures to fortify the defenses of our online platforms, Pledoo and Betitall. Through continuous monitoring, threat detection,

and mitigation strategies, we ensure the utmost resilience against cyber threats, safeguarding the integrity and security of our systems and data.

RISK EVALUATION AND FRAMEWORK

In the operation, the management recognizes the paramount importance of effective risk management to ensure the sustainability and success of the business. As such, a comprehensive risk evaluation and framework have been established to assess, mitigate, audit, and oversee risks across various aspects of the online casino's operations.

A systematic approach is employed to identify potential risks associated with the business, encompassing regulatory compliance, cybersecurity, financial volatility, operational disruptions, and reputational damage. These risks are then categorized based on their impact and likelihood of occurrence, allowing for prioritization and resource allocation for mitigation efforts.

To facilitate risk management, detailed risk registers are maintained, documenting identified risks, their potential impact, mitigation strategies, and responsible parties for oversight and monitoring. Proactive measures and controls are developed and implemented to mitigate identified risks, including operational protocols, cybersecurity measures, regulatory compliance frameworks, and contingency plans.

Internally, robust internal control mechanisms are established to monitor and enforce compliance with regulatory requirements, internal policies, and industry best practices. External auditors and consultants are engaged to conduct independent audits and reviews of the online casino's operations, financial records, and compliance with regulatory standards.

Regular internal audits are conducted by the internal audit team to evaluate the effectiveness of risk management processes, internal controls, and compliance with established policies and procedures. Additionally, periodic audits by external audit firms provide independent assessments of the online casino's financial statements, regulatory compliance, and adherence to industry standards.

Oversight committees, comprising senior management and independent directors, are established to provide governance, guidance, and strategic direction on risk management initiatives. Compliance with relevant regulatory requirements and standards governing the online gaming industry is ensured through proactive engagement with regulatory authorities and adherence to licensing obligations.

We are committed to maintaining a robust risk evaluation and framework to safeguard its operations, stakeholders, and reputation. Through continuous assessment, mitigation, audit, and oversight of risks, the online casino aims to enhance resilience, foster trust, and drive sustainable growth in a dynamic and challenging business environment.

LEGAL GOVERNANCE FRAMEWORK

The legal governance framework of is structured to ensure robust oversight, transparency, and compliance with regulatory requirements in the online gaming industry. At the apex of the governance structure is the Board of Directors, which holds ultimate responsibility for overseeing the company's strategic direction, risk management, and adherence to legal and ethical standards.

The Board along with the legal unit comprises experienced professionals with diverse backgrounds in gaming, finance, law, and technology, selected to provide comprehensive oversight and guidance to the management team. While the day-to-day operations are primarily managed by the senior management team, the Board maintains active involvement in key decision-making processes, including major strategic initiatives, financial planning, and regulatory compliance matters.

The matters reserved to the Board and ultimate beneficial owners (UBOs) include significant corporate transactions, material investments, changes to the company's capital structure, and major contractual agreements. Additionally, the Board plays a pivotal role in appointing and evaluating senior management, ensuring alignment with the company's objectives and values.

Legal support and advice are provided by a dedicated legal team comprising internal counsel and external advisors specializing in gaming law, corporate governance, and regulatory compliance. Their role is to provide timely guidance on legal matters, assess regulatory risks, and ensure that the company operates within the bounds of applicable laws and regulations.

As an addition, SG International N.V. plays a pivotal role in fostering a robust legal governance framework for our company. Through our partnership, SG International N.V. provides essential legal advisory services, ensuring compliance with relevant laws, regulations, and industry standards. They conduct thorough legal assessments and provide guidance on corporate governance, risk management, and regulatory compliance measures.

As part of our commitment to corporate responsibility, we have developed an Environmental, Social, and Governance (ESG) policy aimed at promoting sustainability, ethical business practices, and social responsibility. This policy encompasses initiatives related to responsible gaming, employee welfare, community engagement, environmental stewardship, and diversity and inclusion, reflecting our dedication to upholding the highest standards of corporate citizenship.

TARGET KPIs AND BUSINESS OBJECTIVES

In defining the key performance indicators (KPIs) and business objectives we employ a multifaceted approach that reflects our commitment to excellence, sustainability, and long-term growth in the highly competitive online gaming industry. Our overarching goal is to be established as a leading player in the market, delivering exceptional value to our stakeholders while adhering to the highest standards of integrity and responsibility.

Revenue Growth: One of our primary KPIs revolves around revenue growth, measured through metrics such as total revenue generated, average revenue per user (ARPU), and revenue from new versus returning players. By continuously increasing our revenue streams, we aim to achieve sustainable profitability and fund future expansion initiatives.

Customer Acquisition and Retention: Customer acquisition and retention are critical for our success, and we closely monitor KPIs related to player acquisition cost (CPA), player churn rate, and customer lifetime value (CLV). Our objective is to attract new players through targeted marketing efforts while fostering long-term relationships with existing customers through personalized experiences and exceptional service.

Operational Efficiency: Operational efficiency is essential for maximizing profitability and resource utilization. We track KPIs such as cost per transaction, operating margin, and employee productivity to

ensure optimal performance across all aspects of our business operations. By streamlining processes and minimizing waste, we aim to achieve sustainable cost savings and enhance overall efficiency.

Regulatory Compliance: Compliance with regulatory requirements is paramount in the online gaming industry, and we prioritize KPIs related to regulatory compliance, including adherence to licensing standards, data protection regulations, and responsible gaming practices. Our objective is to maintain full compliance with applicable laws and regulations, mitigating legal risks and safeguarding our reputation.

Brand Reputation and Trust: Building a strong brand reputation and fostering trust among our players are fundamental objectives. We monitor KPIs such as brand sentiment, customer satisfaction scores, and trust metrics to gauge the perception of our brand in the market. Our goal is to uphold the highest standards of integrity, transparency, and customer satisfaction, earning the trust and loyalty of our players.

Innovation and Technology: Innovation and technology are key drivers of differentiation and competitive advantage in the online gaming industry. We track KPIs related to technological innovation, such as investment in R&D, speed to market for new features, and technology adoption rates. Our objective is to stay at the forefront of technological advancements, offering innovative gaming experiences that resonate with our players.

POLICIES AND PROCEDURES

In accordance with regulatory requirements and industry best practices, comprehensive policies and procedures to ensure regulatory compliance, operational integrity, and responsible gaming practices have been developed. These policies and procedures are fundamental to our commitment to maintaining a safe, fair, and transparent gaming environment for all stakeholders.

Internal Development: The policies and procedures have been developed internally by our dedicated compliance team, comprised of experienced professionals with extensive knowledge of the gaming industry, regulatory frameworks, and risk management principles. Drawing upon industry standards and regulatory guidelines, our team has crafted robust policies tailored to the specific needs and operational realities.

Timelines and Reporting: We are committed to maintaining ongoing communication with the Gaming Control Board (GCB) to ensure transparency and regulatory compliance. Timelines for the development, implementation, and review of policies and procedures have been established, with regular updates provided to the GCB as part of our commitment to regulatory oversight and accountability. Any material changes or updates to policies and procedures will be promptly communicated to the GCB for review and approval.

Qualifications and Competency: The board has exercised due diligence in selecting and appointing individuals/entities responsible for developing and implementing the policies and procedures. The appointed team members possess the requisite qualifications, expertise, and experience in gaming regulation, compliance management, and risk mitigation. Furthermore, the board has ensured that these individuals/entities are free from conflicts of interest that may compromise their ability to fulfill their responsibilities objectively and impartially.

Closing Page

This Business Plan represents a comprehensive strategy and roadmap for the successful establishment and operation of Momus2006 N.V. The contents herein outline our vision, mission, objectives, market analysis, operational plan, financial projections, and risk management strategies.

We, the undersigned, affirm our commitment to the principles, goals, and strategies outlined in this Business Plan:

Signature of UBO



Printed Name of UBO Romans Mutavjovs

Date 26.03.2024.

Signature of the authorized signatory



Printed Name of the authorized signatory Edwards Raus

Date 26.03.2024.