



BUSINESS PLAN, 2024-2027

1Win N.V.

Curaçao license No. 8048/JAZ2018-040

TO THE ATTENTION OF
THE GAMING CONTROL BOARD

Date: April 25, 2024

Content

1. Overview of the business products and services/brands as well as proprietary IP.....	3
2. Company Management structure showing key management roles and reporting lines.....	5
3. Business forecast for 3 years.....	7
Revenue assumptions.....	7
Direct cost.....	7
Operating expenses.....	7
Cash flow.....	9
4. Overview of the intended strategy for the business growth and to secure/maintain/grow market share with specific financial and marketing plans.....	10
Content Marketing.....	10
Social Media Marketing.....	11
Online Marketing Channels.....	11
Affiliate Marketing.....	11
Referrals & Word of Mouth.....	11
Explainer Videos.....	11
5. Who are the key suppliers and material dependencies?.....	13
6. Risk evaluation and management.....	14
Tax and related risks.....	14
Regulatory compliance and governance complexity.....	14
Data protection and cyber security.....	15
Strategy execution in growth markets.....	15
7. Legal and governance framework.....	16
8. Target KPIs and business objectives.....	18
Entering new geographic markets.....	18
Cryptocurrencies project.....	18
Strategic Game Expansion.....	19
Friendly interface.....	19
AI technology.....	19
Marketing campaigns.....	20
SLA.....	20
9. Policies and Procedures.....	21

1. Overview of the business products and services/brands as well as proprietary IP

1Win N.V., which operates as an operator of gambling and related activities under the brand 1Win, was established in 2018. It is one of the youngest companies in this business area. The Company operates under the Curaçao license No. 8048/JAZ2018-040 issued by the master licensor Antillephone N.V., the existence of which in turn provided a guarantee that the Company operates in compliance with all security and transparency requirements, including in terms of payments to users. The Company would also like to emphasize that 1WIN N.V. will operate under this sub-license until it obtains a new GCB Online Gaming license.

Today, 1Win N.V. successfully continues to carry out its activities, and is one of the most popular online gaming operators in the regions of Asia, Africa and Latin America. The operator offers a wide range of gambling and other online gaming entertainment services to its users, including betting, poker, casino, lotteries, eSports, as well as a wide range of virtual and live games to satisfy the needs of a variety of players. In other words, the 1Win brand represents a multifunctional entertainment platform.

1Win N.V. also offers users the opportunity to use various deposit and withdrawal methods, including bank cards, payment systems and cryptocurrencies. The operator ensures uninterrupted work on deposit and withdrawal of funds, connection of new payment systems, as well as on processing of corresponding requests of users through the MFI Investments Limited, registered in Cyprus and acting as a payment intermediary for the gaming operator.

The products and services provided by 1Win N.V. under the 1Win brand have a number of advantages that set the operator apart from its competitors in this area of business. Among such advantages are the following:

- fast user registration process;
- accessible and generous bonus program;
- intuitive website and mobile applications;
- live broadcasts of sporting events;
- great gaming opportunities and betting on more than 20 fields of sports.

Regarding the intellectual property, 1Win N.V. has its own logo and brand name for the 1WIN brand. This is a distinctive feature of the Company's products and services, which in turn confirms their belonging to 1WIN N.V. Company. Moreover, the Company is currently in the process of officially registering a trademark for its protection, consisting of the 1Win brand name and its logo, in Europe and countries of Latin America region.

The main domain of the 1WIN N.V. Company is **1win.pro**

The 1WIN N.V. has a variety of target markets, which allow the Company to expand its customer base and offer online gaming services in many geographic locations. These target markets include the following countries:

- Azerbaijan
- Argentina
- Armenia
- Bangladesh
- Brazil
- Côte d'Ivoire
- Colombia
- Egypt
- Chile
- Finland

- India
- Kyrgyzstan
- South Korea
- Mexico
- Peru
- Uzbekistan
- Moldova
- Nigeria
- Tajikistan

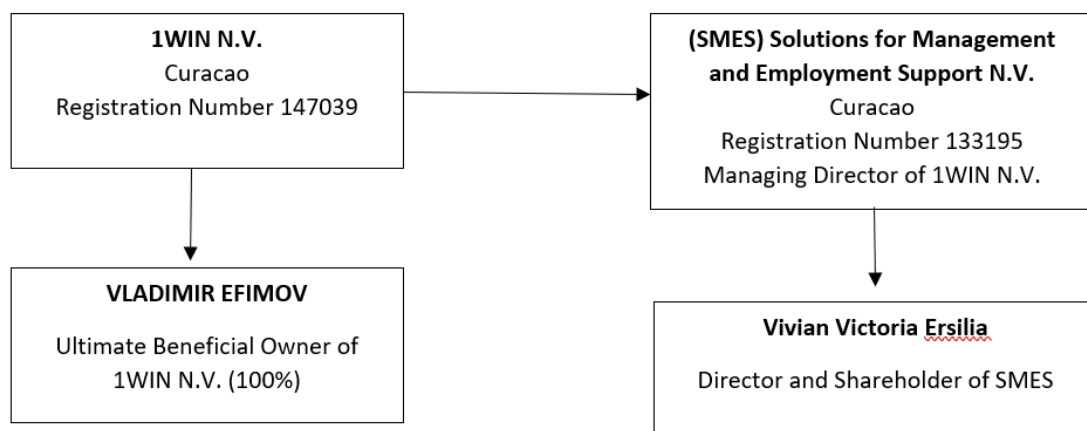
2. Company Management structure showing key management roles and reporting lines

The Company management of 1Win N.V. consists of two key persons – the Managing Director represented by Trust Service Provider – (SMES) Solutions for Management and Employment Support N.V. and the ultimate beneficial owner (UBO) – Vladimir Efimov.

The Managing Director acts as the Company’s representative in Curaçao, including communications with the government authorities of Curaçao. In addition, the Managing Director keeps a register of shares, supports the share transfer procedures and conveys the General meetings of shareholders.

UBO, in its turn, is an authorized legal representative of the Company in conducting business activity and communication with partners. In addition, UBO acts as the signatory to documents and agreements in which 1Win N.V. is one of the parties. The competence of the UBO also includes the following powers – open, operate and close one or more bank accounts with banks, payment service providers and/or other banking/financial institutions; to draw, sign, endorse and negotiate cheques, bills of exchange, all and any of negotiable instruments and documents of whatsoever nature in relation thereto for the purpose of the business of the Company; enter into agreements with third parties, to sign any and all documents necessary and required to accomplish said transactions, on such terms and conditions as said UBO shall deem expedient.

The powers of the above mentioned key persons are interrelated and ensure the proper functioning of the Company. The scheme of organizational management of the Company is presented below:



Furthermore, 1WIN N.V. company organization has several departments that are responsible for solving and controlling issues in various areas of the Company’s business activity and that ensure the proper functioning of all business processes:

- The Development Department (DevDep) is in charge of organizing the technical process of all services and products offered by 1WIN N.V. to users, as well as both developing new software and maintaining the operability of existing software. This department is also responsible for optimizing production, implementing new technological processes in the Company’s activities and products, automating processes and ensuring interaction with other departments on technical issues (including QA and SysAdm).
 - This department includes Head of the Technical Operations, Head of DevOps (Development and Operations) and Operations Manager.

- Product Department – this department is responsible for creating the concept of products and services offered by the Company, developing its interface and design, interacting with development and marketing departments in the developing, operation and promotion of the product, ensuring that the product and services meet the needs of users, suggesting potential outlets for the development or providing assistance in eliminating problems related to the Company’s activities.
 - This department includes the Head of the Product Department.
- Administrative & Casino Department – this department ensures the operation of the casino projects provided by the Company, as well as all administrative work, including compliance with AML policies and procedures.
 - This department includes the Head of the Casino Projects and Head of Administrative Operations.
- Customer support department is responsible for receiving and promptly resolving questions arising from customers’ interaction with the Company’s products and use of the Company’s services. Customer support is provided 24/7 both through the call centers and by receiving requests through e-mail feedback forms set up by the Company. The department also reports problems to the Development department and QA department.
 - This department includes the Head of Call Center and the Head of Support.
- The QA department is engaged in software testing of products provided by the Company and checks the quality of the proposed product at all stages of development. In addition, this department deals with troubleshooting technical problems and other technical issues received from other departments and clients of the Company.
 - This department includes the Head of QA.
- System Administration Department (SysAdm) – this department is responsible for configuring and monitoring servers and network equipment, which are used to ensure the operation of the Company and its products, as well as the provision of services in the field of online gaming. Additionally, the department ensures the security of systems and software and their protection from external threats.
 - This department includes the Head of System Administration.
- Marketing Department – the competence of this department includes advertising and promotion of the products and services provided by the Company on external markets. This includes market analysis, identification of the target audience and its needs, positioning of the Company, development of a marketing strategy, as well as identifying promotion channels and analyzing the results, increasing brand recognition, working on the Company’s reputation and increasing traffic to the Company sources. In this department, there is also a QA department, which is designed to provide quality control of the marketing strategy of the Company’s products and services.
 - This department includes the Head of the Marketing Department, as well as the Head of QA Marketing.

In the long term, it is planned to expand all the above-mentioned departments, to engage the regular staff in departments and C-suite individuals (such as CMO, CPO, CTO), to expand user support, as well as to transfer the functions related to compliance with AML and other policies and procedures to an independent department. This is also reflected in the Company’s business forecast indicated in *Section 3* of this Business plan.

Finally, the management of IWIN N.V. Company engages the services of outsourced companies to resolve issues related to key aspects of the Company’s operations, including financial support of the Company’s activities, support on legal, tax and accounting issues, as well as consulting.

3. Business forecast for 3 years

Revenue assumptions			
Payout:			
Year 1	96.30%		
Year 2	96.00%		
Year 3	96.20%		
Bets increase:			
Year 2	12.02%		
Year 3	13.46%		
	Year 1	Year 2	Year 3
Deposit amount	\$ 23,644,060	\$ 25,903,965	\$ 29,717,830
Bets	\$ 210,432,138	\$ 235,726,081	\$ 267,460,469
Wins	\$ 202,646,149	\$ 226,297,038	\$ 257,296,971
GGR	\$ 7,785,989	\$ 9,429,043	\$ 10,163,498

Direct cost			
Direct cost (Bonuses & Gaming Fee): 20%			
Platform development, Hosting and Technology cost			
Year 1	5%		
Year 2	6%		
Year 3	6%		
Payment transaction fee: 12%			
	Year 1	Year 2	Year 3
Direct cost (Bonuses & Gaming Fee)	\$ 1,557,198	\$ 1,885,809	\$ 2,032,700
Platform development, Hosting and Technology cost	\$ 389,299	\$ 565,743	\$ 609,810
Payment system fee	\$ 934,319	\$ 1,131,485	\$ 1,219,620
Total direct cost	\$ 2,880,816	\$ 3,583,036	\$ 3,862,129

Operating expenses			
Payroll			

Employee data			
Designation	Monthly salary	Annual salary	Annual increment
CMO	\$ 3,700	\$ 44,400	2%
CTO	\$ 3,650	\$ 43,800	2%
CPO	\$ 3,500	\$ 42,000	2%
Head of compliance	\$ 1,900	\$ 22,800	2%
Compliance/AML team	\$ 1,600	\$ 19,200	2%
compliance/AML team 2	\$ 1,600	\$ 19,200	2%
Head of customer support	\$ 1,800	\$ 21,600	2%
Customer support assistant	\$ 1,400	\$ 16,800	2%
Customer support assistant 2	\$ 1,400	\$ 16,800	2%
Customer support assistant 3	\$ 1,400	\$ 16,800	2%
Customer support assistant 4	\$ 1,400	\$ 16,800	2%
Customer support assistant 5	\$ 1,400	\$ 16,800	2%
Customer support assistant 6	\$ 1,400	\$ 16,800	2%
Other operations team	\$ 1,380	\$ 16,560	2%
Other operations team 2	\$ 1,380	\$ 16,560	2%
Other operations team 3	\$ 1,380	\$ 16,560	2%
Administrative assistant	\$ 1,500	\$ 18,000	2%

Employee cost	Year 1	Year 2	Year 3
CMO	\$ 44,400	\$ 45,288	\$ 46,194
CTO	\$ 43,800	\$ 44,676	\$ 45,570
CPO	\$ 42,000	\$ 42,840	\$ 43,697
Head of compliance	\$ 22,800	\$ 23,256	\$ 23,721
Compliance/AML team	\$ 19,200	\$ 19,584	\$ 19,976
compliance/AML team 2	\$ 19,200	\$ 19,584	\$ 19,976
Head of customer support	\$ 21,600	\$ 22,032	\$ 22,473
Customer support assistant	\$ 16,800	\$ 17,136	\$ 17,479
Customer support assistant 2	\$ 16,800	\$ 17,136	\$ 17,479
Customer support assistant 3	\$ 16,800	\$ 17,136	\$ 17,479
Customer support assistant 4	\$ 16,800	\$ 17,136	\$ 17,479
Customer support assistant 5	\$ 16,800	\$ 17,136	\$ 17,479
Customer support assistant 6	\$ 16,800	\$ 17,136	\$ 17,479
Other operations team	\$ 16,560	\$ 16,891	\$ 17,229
Other operations team 2	\$ 16,560	\$ 16,891	\$ 17,229
Other operations team 3	\$ 16,560	\$ 16,891	\$ 17,229
Administrative assistant	\$ 18,000	\$ 18,360	\$ 18,727
Total salaries	\$ 381,480	\$ 389,110	\$ 396,892

Overheads	Year 1	Year 2	Year 3
Marketing expenses	\$ 703,659	\$ 1,001,307	\$ 1,024,337
Bank charges	\$ 77,860	\$ 94,290	\$ 101,635
Lease rental	\$ 20,000	\$ 20,800	\$ 21,632

Legal and accounting	\$ 12,000	\$ 12,720	\$ 13,483
Administrative expenses	\$ 13,000	\$ 13,260	\$ 13,525
Business general expenses	\$ 5,500	\$ 5,940	\$ 6,415
Total operating expenses	\$ 832,019	\$ 1,148,317	\$ 1,181,027

Cash flow			
CF Line	Year 1	Year 2	Year 3
Revenue	\$ 7,785,989	\$ 9,429,043	\$ 10,163,498
Cost of sales	\$ -2,880,816	\$ -3,583,036	\$ -3,862,129
Gross profit, \$	\$ 4,905,173	\$ 5,846,007	\$ 6,301,369
Gross profit, %	63%	62%	62%
Marketing cost	\$ -703,659	\$ -1,001,307	\$ -1,024,337
Salary cost	\$ -381,480	\$ -389,110	\$ -396,892
Other administrative expenses	\$ -128,360	\$ -147,010	\$ -156,691
Total operational cost	\$ -1,213,499	\$ -1,537,427	\$ -1,577,919
net profit, \$	3,691,674	4,308,580	4,723,449
net profit, %	47%	46%	46%

4. Overview of the intended strategy for the business growth and to secure/maintain/grow market share with specific financial and marketing plans.

The online gambling market size was valued at USD 63.53 billion in 2023 and is expected to grow at a compound annual growth rate (CAGR) of 11.7% from 2025 to 2030. The growing internet penetration and rise in the use of mobile phones among users for playing online games is increasing the demand for online gambling.

The growing adoption of smartphones, as well as 5G internet technology, is propelling the market forward. Modern smartphones support Augmented Reality (AR), Machine Learning (ML), and Artificial Intelligence (AI), allowing developers to create immersive & and interactive gambling applications. The availability of low-cost smartphones is expected to fuel the online gambling market expansion. Approval from cultural & legal authorities, easy access to online gambling, celebrity endorsements, and corporate sponsorships are contributing to market growth. Digital advancements occurring in tandem with the annual expansion of online casinos are intended to achieve the desired trust in the online gambling sector.

Online casino developers concentrate on solutions that support & and assist gamblers, ensure the authenticity of gambling activities, and prevent fraud. Several online gambling sites provide a free-play version of their games to attract new users. In the free-to-play versions, revenue is generated through in-app or website advertisements. The adoption of blockchain technology has also significantly impacted the online gambling market share. Along with traditional payment methods, gambling apps & websites have begun to accept blockchain payments.

1Win N.V marketing strategies include the following:

- Developing strong B2C relationships with the customers
- Games diversifications
- Creating more value for customers through the services
- Aggressive digital and local marketing to connect with customers

CONTENT MARKETING

Content marketing provides answers to audience questions and aids in the development of relationships, trust, and leads for businesses. Customers now demand consistent, high-quality content from their favorite brands. Company will consistently produce content and add credibility to the Company's services to give its potential customers satisfying experiences and encourage them to return for more. Company will employ the following tactics to help the blog grow and gain popularity on social media:

Content strategy: Company will produce content that focuses on the services offered via the the platforms

Objective Strategy: The topics will only focus on information, news, and events related to Company' games

Content Promotion Strategy: Company will include quotes, snippets for sharing on social networks, and links to authoritative sources, as this kind of modern optimization reels in lots of traffic. Company will also use hashtags to promote the Company's content.

Action-Driven Content: Every blog post will have an actionable point; the main issue will be in the headline.

Company's objective for utilizing content marketing strategies is to create engaging, fresh, relevant content for the industry, and improve search engine ranking.

SOCIAL MEDIA MARKETING

Social media marketing for the Company involves developing a strategic approach to engage with the target audience and promote the brand effectively. By defining specific goals and understanding the target audience, the Company will choose the appropriate social media platforms to focus on. A well-thought-out content strategy incorporating visually appealing and engaging content will help drive brand awareness and foster interaction. Additionally, leveraging influencer partnerships, monitoring performance through analytics, and considering sponsored advertising can further enhance the effectiveness of the social media marketing campaign for the Company.

A comprehensive social media marketing plan will be developed and implemented with the following social media marketing goals:

- **Increase Brand Awareness:** Make the Company visible to the broader audience
- **Strengthen Customer Loyalty and Support:** All business milestones will be posted on the Company's social media pages to keep the target clients up-to-date
- **Build a Network:** Building a professional network will be vital in social media networking and advertising

ONLINE MARKETING CHANNELS

Company will maximize its reach and attract prospective customers by utilizing online marketing channels such as search engine optimization (SEO), pay-per-click (PPC) advertising, and email marketing. Company's online campaigns will emphasize generous bonuses and promotions, low wagering requirements, fast withdrawals, localization, and support.

AFFILIATE MARKETING

Affiliate marketing is a revenue-sharing marketing model in which brands, such as bloggers, YouTubers, influencers, and so on, use affiliates to promote their products or services online. Affiliate marketing helps us to increase sales, traffic, and brand awareness and form connections with target audiences, thereby increasing brand trust and customer loyalty.

REFERRALS & WORD OF MOUTH

Company also intends to focus on word-of-mouth marketing to spread its name. Regarding social media and social networking, nothing holds more power than word-of-mouth marketing, which can result in many customers if taken care of properly. Online reviews and support will serve as a medium to promote the brand's name. People read these reviews, and it will dramatically affect their opinions of how they view valued services. Furthermore, having a positive reputation and reliable credibility will only help the Company to advance in the market through continued customer loyalty and how people will be willing to share positive reviews about the services

EXPLAINER VIDEOS

Explainer videos efficiently explain the Company's services in a story format many people can understand. A video campaign on YouTube will also rank the Company website much faster since

videos are indexed faster than written content on all major search engines. Company will upload explainer videos about the Company's platform on its website and social media pages. Company will measure the performance of the video content strategy by keeping an eye on the following metrics:

- Engagement rate
- View count
- Play rate
- Social Sharing
- Comments/feedback

5. Who are the key suppliers and material dependencies?

Company's gaming portfolio is enriched by partnerships with highly regarded providers that utilize certified Random Number Generators (RNGs) such as 3 Oaks, Softswiss, Evolution, Spribe, Playson and others. These collaborations ensure a diverse and exciting selection of games that cater to a wide range of player preferences. Company's goal is to deliver a safe, enjoyable, and responsible gambling experience for players while ensuring business growth, profitability, and legal compliance. Company believes that its portfolio is as diversified as possible, which allows the Company to conduct continuous activities.

6. Risk evaluation and management.

One of the Company's top priorities is to ensure the long-term stability and success of the business, and effective risk management plays a critical role in achieving this goal. Company continues to operate in a dynamic and challenging environment with macroeconomic, political and social uncertainties, increasingly demanding regulatory obligations and a competitive landscape needing innovation within product and content leadership. While the business continues to take its regulatory and compliance obligations very seriously, aiming for minimal risk exposure, the Company is prepared to take risks in other areas, where the Company can create value through selective risk taking in accordance with its risk appetite. A condition is that the Company has the necessary tools and capability to effectively manage the exposure. Furthermore, the Company regularly engages external consultant services to refine and optimize its risk management strategy.

The principal risks and uncertainties which are considered to have a material impact on the Company future performance, sustainability and strategic objectives are set out on the following points:

TAX AND RELATED RISKS

Risk description:

The Group operates in multiple jurisdictions and is governed by national and international tax rules. These taxes have changed over time and continue to be subject to change. In addition to changing taxes, given the Company geographical diversity, the nature of tax affairs can be complicated with differing legal interpretations regarding the scope and scale of taxation.

How Company manages and mitigates the risk:

The Company uses the services of partners providing outsourced tax consulting services. The external consultants help to ensure monitoring of taxation rules and regulation and eliminate relevant tax-related risks. The external consultants assist management in implementing tax requirements, maintaining strong tax compliance procedures and monitoring the effectiveness of the internal tax-related controls. The Company has a network of highly qualified external and independent tax advisers providing support in all areas of taxation. Advice and appropriate documentation are prepared to support tax positions and to comply with the relevant domestic laws and international best practices.

REGULATORY COMPLIANCE AND GOVERNANCE COMPLEXITY

Risk description:

Compliance with regulatory requirements is critical to maintaining the Company licenses, protecting the customers and driving growth. With most of the revenue generated from licensed jurisdictions and more countries looking to regulate, the importance of such licenses to the business is constantly increasing.

How Company manages and mitigates the risk:

The Company closely monitors regulatory, legislative, and fiscal developments in key markets, allowing the Company to assess, adapt and take the necessary action where appropriate. The Company takes the assistance of the external legal consultants, which incorporates risk evaluation of individual territories and legal issues. It also engages with the relevant regulatory bodies in promoting licensing solutions that provide commercially viable opportunities for responsible online gaming operators.

DATA PROTECTION AND CYBER SECURITY

Risk description:

The Company operations depend on the fairness of its gaming engines, the processing of customer data (protected by strict data protection and privacy laws in all jurisdictions in which the Company operates) and the ability of customers to access its services on a 24x7 basis.

How Company manages and mitigates the risk:

The Company employs a multi-faceted approach that includes the adoption of advanced security technologies, regular security assessments, and compliance. The Company also implements data privacy policy and keeps it up-to-date with standards and conducts training on data protection and security best practices. Additionally, thorough risk assessments of third-party providers (and other vendors) are conducted to maintain a secure data environment. These efforts are continuously adapted to address emerging threats and ensure compliance with global data protection laws, safeguarding the integrity of gaming engines and the privacy of Company's customer data.

STRATEGY EXECUTION IN GROWTH MARKETS

Risk description:

Risk of ineffective execution of growth strategy may impact the Company's goal of leadership in key growth markets such as emerging countries in Latin America and Africa. Such risk can result in the deterioration in growth opportunities of the Company's existing business activity and customer network.

How Company manages and mitigates the risk:

The Company had established the experienced marketing, product and development department which has extensive experience of both growth markets and the betting and gaming industry. The joint work of the departments on the company's products and services, their qualitative development, as well as the promotion and marketing strategy development in emerging markets and growth areas will help to level out the existing risks in this area. In addition, the Company has access to the leading external professional consultants. This structure is intended to ensure that the growth strategy has every chance of success in growing markets.

7. Legal and governance framework

The Company, its key persons and managing directors operate on the basis of both internal founding documents, such as the Articles of Incorporation, and the laws of Curaçao and Dutch law, in particular the National Ordinance Economic Zones 2000 and the National Ordinance on Offshore Games of Hazard 1993.

Board of Managing Directors

The 1WIN N.V. is represented by the Board of Managing Directors, which consists of one managing director represented by (SMES) Solutions for Management and Employment Support N.V. (registration number 133195).

Managing directors are appointed by the General meeting. In case of legal actions with or legal procedures against a managing director and in case of conflicting interests between the Company and a managing director of the Company, this managing director is under the obligation to inform the general meeting about the intended action or procedure in order to enable the general meeting to designate a person (who may be the managing director concerned) to represent the Company with regard to the intended action or procedure.

The competence of the Board of Directors includes the following powers:

1. keeping a register of shares;
2. supporting of share transfer procedures;
3. drawing up annual financial report which shall be approved by the general meeting;
4. convening General meetings.

UBO:

The ultimate beneficial owner (UBO) of the Company is Vladimir Efimov. UBO is an authorized legal representative of the Company in conducting business activity and communication with partners. The competence of the UBO includes the following powers:

1. open, operate and close one or more bank accounts with banks, payment service providers and/or other banking/financial institutions established in Curaçao, Hong Kong, European countries and/or any other country; to draw, sign, endorse and negotiate cheques, bills of exchange, all and any of negotiable instruments and documents of whatsoever nature in relation thereto for the purpose of the business of the Company and otherwise as the UBO may deem necessary or proper in relation to the Company's affairs;
2. enter into agreements with third parties, to sign any and all documents necessary and required to accomplish said transactions, on such terms and conditions as said UBO shall deem expedient;
3. UBO is entitled to submit and receive all and any of the documents and/or oral explanations on, sign, deliver and receive any contracts, orders and/or any other documents having reference to and conduct all correspondence pertaining to the matters which are in the scope of the UBO's powers.

Based on the information contained in the articles of incorporation and in accordance with the internal decision-making procedure described above, the risks of deadlock of the Company or the board of directors are minimal. This is due to the fact that in the event of the tie during voting on matters considered at the general meeting, the Articles of Incorporation establish that the board of directors

will either have the casting vote (when voting in respect of business other than persons) or will be determined by drawing lots (when voting on a person-related business matters).

The Company's founding documents (Articles of Incorporation) provide only for General meetings of shareholders. Each shareholder and each managing director may attend such meetings, either in person or by proxy. There is no provision for inviting third parties to the general meeting.

There is no separately documented policy on the conduct of general meetings, but such a procedure is set out in the Articles of Incorporation. According to its provisions, a general meeting is held annually and the following shall be dealt with during that meeting:

1. the annual accounts;
2. proposals placed on the agenda by the board of managing directors.
3. any other business issues included in the agenda.

Each shareholder and each managing director is entitled to attend, either in person or by written proxy, the general meeting and to address the meeting. Each share shall entitle the shareholder to cast one vote. The resolutions of the general meeting shall be passed by an absolute majority of the votes cast, except in those cases where a greater majority is required by the Articles of incorporation or by the law. If a vote in respect of business other than persons results in a tie the board of managing directors shall have the decisive vote. If a vote in respect of persons results in a tie the proposal shall be determined by the drawing of lots.

Any resolution that may be passed in a shareholders meeting may also be taken outside such a meeting. All persons entitled to attend the meeting shall receive in due time a message with regard to the intended passing of resolutions without a meeting being held and they should consent thereto.

A resolution to amend the Articles of incorporation or to wind up the Company shall be passed only in a general meeting at which not less than a minimum of two thirds (2/3) of the issued capital is represented and by a majority of not less than three quarters (3/4) of the votes cast.

The management of 1WIN N.V. Company engages the services of outsourced companies to resolve issues related to the legal support and compliance with legal requirements.

8. Target KPIs and business objectives

ENTERING NEW GEOGRAPHIC MARKETS

In the Company's expansion into new geographic markets, the Company prioritizes compliance with local and international legislation to ensure sustainable growth. Company's business strategy focuses on establishing a strong presence in each market. Company's Key Performance Indicator (KPI) is the increase in new users, reflecting Company's ability to successfully expand its operations.

Year 2024

#	Geo expansion	Population	Number of new users
1	Egypt	111 million	10 million new users
2	Mexico	127,5 million	6 million new users
3	Nigeria	218,5 million	10 million new users
4	Philippines	115,6 million	4 million new users
5	South Africa	59,89 million	4 million new users
6	Tanzania	65,5 million	4 million new users

Year 2025

#	Geo expansion	Population	Number of new users
1	Egypt	111 million	12 million new users
2	Italia	58,94 million	4 million new users
3	Latvia	1,879 million	131,530 new users
4	Lithuania	2,832 million	198,240 new users
5	Mexico	127,5 million	8 million new users
6	Nigeria	218,5 million	12 million new users
7	Philippines	115,6 million	6 million new users
8	South Africa	59,89 million	6 million new users

CRYPTOCURRENCIES PROJECT

The Company plans to connect cryptocurrencies and offer unique services within this free niche in the online casino market. Company's Key Performance Indicator (KPI) is:

- by December, 2024 - 35% of users are aware and use this unique feature.
- by December, 2025 - 75% of users are aware and use this unique feature.

STRATEGIC GAME EXPANSION

Increase the diversity and appeal of the Company's gaming portfolio by establishing partnerships with new game providers, thereby expanding Company's assortment of branded games. Additionally, commit to enhancing the Company's competitive edge by developing a distinct pool of proprietary games. These initiatives will be crucial KPIs, directly contributing to the broadening of the Company's market presence and customer engagement. Company's Key Performance Indicator (KPI) is:

Year 2024

#	Specific Strategy	Quantity	Date
1	Cooperation with top 10 Game Providers	3 Projects	Up to December, 30

Year 2025

#	Specific Strategy	Quantity	Date
1	Developing new unique Game for the Platform (in-house project)	7 New Games	Up to July, 30
2	Adapting and moderation of current Games to 10% increase of demand	20 Modified Games	Up to July, 30
3	Cooperation with top 10 Game Providers	4 Projects	Up to December, 30

FRIENDLY INTERFACE

Enhance user experience by improving the interface and accessibility of the Company's product across various mobile and desktop platforms. This KPI will focus on optimizing user interaction and satisfaction through responsive design and accessibility improvements, directly influencing user retention and engagement metrics across all device types.

AI TECHNOLOGY

Leverage artificial intelligence (AI) to tailor content personalization for users, enhance anti-fraud capabilities, and identify high-risk player segments. This KPI will measure the effectiveness of AI integrations in increasing user engagement and safety, while also reducing fraud-related losses. Success will be assessed by improvements in personalization metrics, fraud detection rates, and risk management efficiencies, directly contributing to the Company's operational excellence and customer satisfaction. Company's Key Performance Indicator (KPI) is:

Year 2024

#	AI tools, Sector	Increase	Date
1	Prevention of Fraud Cases and other risks related issues	20%	Up to December, 30

2	Reduction of complaints to support, that were resolved via User engagement with AI bot.	40%	Up to December, 30
---	---	-----	--------------------

Year 2025

#	AI tools, Sector	Increase	Date
1	Prevention of Fraud Cases and other risks related issues	10%	Up to July, 30
2	Prevention of Fraud Cases and other risks related issues	10%	Up to December, 30
3	Reduction of complaints to support, that were resolved via User engagement with AI bot.	15%	Up to December, 30

MARKETING CAMPAIGNS

Multi-level marketing campaigns are described in *Section 5* of the Business Plan. Company's Key Performance Indicator (KPI) is:

Year 2024

#	Marketing	New Users	Reach/ Views
1	Social Media Marketing. Influencers (Youtube, Instagram, Twitch)	up to 400,000 new users	2,800,000,000 reach
2	Instagram Reels, Youtube Shorts	up to 45,000 new users	520,000,000,060 reach
3	Teaser Ads, In app ads	up to 100,000 new users	10,500,000,000 views
4	Banner Advertising	up to 150,000 new users	800,000,000 views
5	Expanding the line of bonuses, holding the Lucky Drive promotion from the beginning of the year with a drawing of cars in real-time broadcast mode	up to 400,000 new users	1,100,000,000 reach

SLA

Enhance the Service Level Agreement (SLA) compliance and minimize platform downtime to ensure a reliable and seamless gaming experience. This KPI aims to boost platform availability and operational reliability by implementing robust monitoring systems and rapid response mechanisms. Success will be gauged by reduced downtime incidents and improved SLA metrics, ultimately leading to higher customer satisfaction and trust in our online casino platform.

9. Policies and Procedures

1WIN N.V. Company has the detailed Terms & Conditions, as well as separately developed AML Policy, Information Security Policy, Responsible Gaming Policy, Refund and cancellation policy.

The Information Security Policy regulates the processing of users' personal data, their use, transfer and storage, as well as the legal basis for working with customers' personal data. Additionally, this policy covers security issues ensuring the protection of personal data, including encryption, access restriction, network protection, security monitoring.

The KYC & AML policy is necessary to implement all due measures to combat money laundering and international terrorism and to counter all kinds of illegal activities, as well as all related regulations. Certain user verification rules are established to comply with this policy, and the Company's rights to monitor user transactions and verify user identities are established to comply with all applicable laws and regulations in the field of AML.

The Responsible Gaming Policy was established in order to comply with international standards, according to which it is necessary to protect both minors and people with gambling addictions from gambling activities. This policy outlines the process for self-exclusion, sets out tips for managing the gambling control, and provides online resources that can help with gambling addiction.

The Refund and Cancellation Policy sets out the terms and conditions for refunds, as well as the conditions for canceling a bet after it has been confirmed.

Additionally, the Terms & Conditions contains a detailed description of the procedure for registering and verifying users, the procedure for opening an account and managing user funds, the rights and obligations of the Company and clients, general rules for using the services provided by the Company, and the procedure for resolving disputes.

Since the specifics of the business activities of 1WIN N.V. involves interaction with clients and users of the services provided by the Company, all policies and procedures developed by the Company for the operation of the business and provision of services are mainly carried out externally. This is primarily due to the fact that the developed policies and procedures are applied to clients and require strict compliance on their part. In particular, clients are required to comply with the following procedures:

1. The verification and identification procedure for users, provided for in the Terms & Conditions;
2. Compliance with the provisions of the Terms and Conditions and responsible gambling policy;
3. Compliance with the AML policy, as well as the refund and cancellation policy when using services and funds.

Some of the policies and procedures also apply internally as compliance is required by laws and regulations, as well as license conditions. In particular, the Company applies an AML policy and an information security policy within its business to protect user data.

It is expected that within 3-6 months after submitting an application for an Online Gaming License, all documents of 1WIN N.V., which reflect the policies and procedures required by the GCB to obtain a license, will be sent to the GCB for audit.

Despite the fact that 1WIN is a young Company, it is one of the most popular online gaming operators in several regions at once, namely the CIS, Africa and Latin America. 1WIN, as a multifunctional entertainment platform, has established itself as a stable professional market participant, ensuring the smooth operation of the platform as a whole. In the course of such work, 1WIN, acting reasonably and in good faith, complies with all developed and approved rules and policies in this area of business, which also confirms the competence and professionalism of the Company, as well as proactively affects possible conflicts that it might encounter.