

TECHSOLUTIONS GROUP N.V.

BUSINESS PLAN

2024

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1. EXECUTIVE OVERVIEW

The changing global gaming environment brings new challenges for companies looking for jurisdictions that incorporate gaming services and those provide their services to online gaming corporations. Therefore, the management of TECHSOLUTIONS GROUP N.V. (hereinafter referred to as the “**Company**”) has chosen Curaçao as a home ground for meeting the needs of its customers and offering a sophisticated platform providing online gambling services.

Curaçao has been chosen as it is well-known to be one of the oldest running online gambling regulators and it has friendly e-gaming regulations that attracts companies from different global regions. Curaçao’s economic environment has been very stable over the last years and has attracted a lot of investors doing business. It is also a crossroad between the European and American markets offering numerous options to connect businesses from different parts of the world. For technological companies it provides an excellent opportunity to invest into the development of their IT products and software platforms to adapt them individually and cater for the needs of gaming operators. The customer base can be built from different countries and regions.

Another point of key importance is favorable tax laws and tax incentives. Curaçao charges a corporate tax in between 3% -22% on net profits, the VAT tax rate is 6%. Since 01.01.2020 new changes into tax legislation have entered into force and have been replaced by a new tax regime that solely includes income from a domestic enterprise.

The combination of the abovementioned factors sealed the decision for establishing presence in Curaçao. Management sees a solid opportunity to gain attraction and capture its market share there as well as provide the services to their customers in efficient and flexible manner.

Taking into account the above described factors the management had devised a strategy of entering the market and gaining its share of B2C services in the Curaçao corporate market by consolidating itself through strong marketing and advertising campaigns to promote the Company’s products and use the favorable geographical position of the island to the Company’s advantage.

2. BUSINESS OVERVIEW

2.1. Business Background

TECHSOLUTIONS GROUP N.V. is a company specifically orientated towards customers that are looking forward to entering sports betting and online markets and are in need of sophisticated solutions for their gaming needs that match international certification requirements. Although TECHSOLUTIONS GROUP N.V. was initially structured as a small company, it retained a strong belief that through the right amount of investment, its talented and experienced team and a good marketing and customer acquisition strategy in place, it would develop rapidly. TECHSOLUTIONS GROUP N.V. benefited from operational flexibility and adaptiveness to

different region specifics of its clients. The Company continuously develops its key competitive advantages through exceptional offerings, elaborate platforms and localization of the services based on the market needs and user experience. The Company undertakes to assure a consistently high satisfaction rate for its clientele by providing excellent service and top-notch experience.

2.2. Operational Objectives

TECHSOLUTIONS GROUP N.V. offers its products and services to its clients through its business platform. The Company was set up as a business specializing in offering services as a B2C provider for global online gaming markets catering to the needs of multiple clients, providing the best possible user experience to players using top-of-the line equipment and cutting edge player interface, providing unique game offerings with new games and localize the games based on market needs and end user experience.

Curaçao was selected for a variety of factors. The favorable tax regulations and numerous online gambling and sports betting operators make Curaçao a strong presence in the gaming market, being attractive to both large scale as well as start-up companies with a small budget. The Company intends to use this to its advantage by offering its products and services focusing on a broad range of clients implementing inclusiveness as one of the main operation objectives providing opportunities and catering to the needs of both big and small scale clients.

In the future, the Company aims to further establish and cement its position on the Non-Eu European market alongside the Central and Eastern Asian markets by entering strategic partnerships and implementing cohesive and sustainable marketing campaigns whilst maintaining a consistent, continuous business development operation in order to capitalize on any additional business opportunities which may present themselves from time to time.

2.3. Mission

The Company's principal mission is to continuously assert its business and provide the services of TECHSOLUTIONS GROUP N.V. to the online based clientele in different parts of the world. Achieving this objective will be as a result of the cutting-edge platform, game offerings and partnering with strategically viable partners and institutions. The Company will strive to provide excellent service to their customers and create an IT support team of professionals focused on client satisfaction and retention. The Management is confident that the combined strength of efficient brand promotion, carefully chosen partners and products will allow the Company to penetrate different sectors of the global market and gain its market share.

2.4. Our brands and domains

The Company is going to operate the below domain names to perform our services:

- 22bet.com
- 20bet.com
- www.nationalcasino.com
- www.bizzocasino.com

- www.22betaf.com
- www.20bet.win
- www.granawin.com
- www.betlabel.com

2.5. Responsible Gambling

The Company's is committed to building a responsible and well-maintained customer base. The Company is aware that gambling represents a hobby shared by a considerable portion of the global population however it is equally aware of the addictive dangers of such hobbies. Consequently, the Company is dedicated on bringing awareness to its customer of the dangers of gambling and the addiction thereof. In order to effect the Company's objectives in this regard the following measure will be implemented:

2.5.1. Responsible Gaming

The Company is committed to dedicating resources for the continuous development and maintenance of a Responsible Gaming section on existing and future websites. This section contains information related to the addictiveness of gambling and the dangers such an addiction possesses. The section details and reconfirms that gambling should not be considered as a way of earning money or a "get rich quick" scheme and should be viewed and used as an entertainment or leisure activity only. Furthermore, the Company will advise the customers to not play if they are under the influence of alcohol and drugs, are feeling depressed or are taking heavy medication as well as a sub-section will include a series of questions which will help the customer in determining whether an addiction has been or is being developed. Additionally, the section will re-affirm the strict requirement of the customers being 18+ only with the customers being kindly asked to keep their user credentials in a safe location and away from access by minors. Conclusively, the Company shall continuously provide and maintain a series of links to various initiatives, communities and organizations across the world which can assist gambling addicts in combating and stopping their addiction.

2.5.2. Responsible Gaming through Platform Functionality

In addition to the measures specified clause 2.4.1. of this Business Plan, the Company will be adding a variety of functionality features to its platform in order to assist its customers in better managing and handling their gaming experience. To this end, the Company will implement the following:

2.5.3. Self-Exclusion and Time Out

This function provides customers with an option to temporarily freeze their player accounts in order to ensure no access can be obtained for a set period of time. The Customer will retain the choice in determining the length and their accounts will be frozen under. Such regulatory activity will benefit players whom want to regulate their access to the services.

2.5.4. Reality Check

This function triggers a pop up notification to be displayed on the screen of the customer at certain time intervals. The pop notification will display the active time spent for the user as well as the reminder to take a break from the activities. Such functionality benefits the entire player base and will assist players in preventing an immersive experience.

2.5.5. Time Limits

This function allows the players to retain the discretion of setting a time limit on their playing sessions. Once the respective time limit has been reached the customer is not allowed to undertake any further gaming activity on their respective account until the next day, week or month, as applicable for each individual player. An additional aspect of this functionality will be added in due course so as to allow customers to select during which period of the day or night they can obtain access to their gaming session.

2.5.6. Money Limits

This function allows the player base to exercise a larger degree of control over their financial investment in their hobbies. Under this functionality, the players are able to enforce a financial limit as to how much money can be deposited over a single session, day, week, month or year, as applicable for each individual customer. The Company is of the opinion that such a function provides a considerable level of assurance in regard to customer care and shall go a long way to ensure that its player base will not fall prey to the addictions of gambling and will provide a mechanism to combat effectively against any potential uncontrolled and addictive gambling.

2.5.7. Permanent Account Deletion

This function will provide the customer with the ability to permanently delete their account essentially cutting off all contact and services from the Company. The customer may not re-activate the previously deleted account in the future as the applicable KYC data had already been used in connection with the deleted account.

2.5.8. Underage Gambling

The Company is thoroughly committed and dedicated to combating and preventing the underage access and usage of gambling services. The Company has implemented a variety of security and KYC checks to ensure that customers are individuals who have attained at least 18 years of age. To effect this Policy, the Company requires each player to provide a particular set of KYC documents in order to determine the identity and age of the customer. The KYC requirements include the provision of the customer's identification documents such as the passport and second identification document such as a driving license or national identity card and in certain cases the Company may request a series of additional documents such as utility bills. Once the documents are received, the Player will be screened in order to determine the legality, validity and adequacy of the documents.

Further received information such as bank account details or email details will be cross reviewed and check, in order to deduce the accuracy of such documents. In the event of appearance of any irregularities or the information being inaccurate or contradictory, the customer account in question will be temporarily suspended or blocked pending further investigation by the relevant employees of the Company.

2.5.9. Preventing Access from Restricted Areas

The Company is aware that the Curacao Gaming License restricts its licensees from providing gaming services to certain countries across the globe. The Company is planning to be at all times compliant with the existing and future restrictions imposed through the Curacao gaming license. To this end, the Company is intent to continuously restrict access to any and all users whose IP address or any other digital indicators originate from any of the restricted countries. Furthermore, the Company is currently evaluating technology which will be able to further restrict access from restricted countries by customers through applications and software which aim to mask or hide or misrepresent the online address of the Customer. The Company will make it clear, through its registration policy, that any account created or operated out of any of the restricted countries will be subject to immediate permanent closure and a complete confiscation of all the winnings.

2.5.10. Suppliers and Partners

Due to the magnitude and scope of the business operation, the Company relies on third-party suppliers of goods and services to exist. One such supplier can be observed in the Company's use of data centers for the purpose of hosting and storing the data it retains and utilizes. Further suppliers include various entities contracted to provide payment processing services as well as consumer payment services.

In line with emerging trends and technological advancements, the company has recognized the growing importance of cryptocurrency as a legitimate form of payment. As part of our commitment to innovation and customer convenience, we have been integrated cryptocurrency payments into our platform. This provides our customers with additional flexibility and choice when it comes to making transactions. Whether directly or through third-party applications, the inclusion of cryptocurrency payments aims to enhance the overall user experience and streamline the payment process.

By embracing cryptocurrency payments, we seek to stay at the forefront of digital commerce and cater to the evolving preferences of our customers. This strategic initiative aligns with our mission to continuously adapt and innovate in order to meet the needs of our diverse customer base.

The Company's strength is in utilizing and integrating "best of breed" products in order to create an outstanding gaming experience for our customers, as well as to support them with excellent customer service. For this purpose, the Company has selected Moon Technologies Sourcing Ltd. as the provider of the gaming platform. Their solutions are flexible, easy to configure and offer safe information security environment with comprehensive protection services.

3. INDUSTRY OVERVIEW (MARKET ANALYSIS)

Online gaming market is constantly developing along the latest technology trends that enables players to use new features such as virtual assets and currencies. Changes in industrial standards require quick adaptation and flexibility from online gaming service providers. At the same time, the digital revolution is transforming the gaming world and virtual gaming and particularly, sports betting market is likely to experience huge growth in the future as the betting market already holds around 70% of the global gaming revenue.

Among games Soccer has been producing the highest revenue, followed by baseball. The increasing popularity of virtual sports betting is one of the major factors likely to become a fundamental pillar of the market's revenue for sports betting over the forecast time period. The technological developments have also transformed the process of conducting sports betting allowing for either premade or live bets, broadening the horizon of options for players. This has left an impact on government policies of different countries across the world as well. Recently, several European countries have opened their domestic sports betting markets for the operators.

Based on the platform, this global market is segmented into the online and offline categories. The online sports betting segment is likely to dominate the sports betting market in the upcoming years, due to the increasing awareness regarding the online betting platform. On the basis of type, this market is segmented into line-in-play, fixed old betting, exchange betting, e- sports, pari-mutuel and others.

Based on region, this global market comprises the segments of Asia, North America, Latin America, Europe, and the Middle East and Africa, of which the Asia region holds the most significant share of the sports betting market, owing to the growing awareness of sports betting in the developing regions of China and India.

Furthermore, the global spread and availability of devices capable to connect to the Internet has changed people's daily habits in general. First and foremost, the younger generations but also increasingly middle aged and without prejudice to some of the elders maintain an active presence on the Internet. This transition and increase of exposure is happening in the betting industry as well. More people prefer the experience of betting from the comfort of one's home or even mobile location retaining a considerable degree of privacy previously unavailable. Instead of relying on the advice of "experienced bettor", bettors opt to rely on odds comparison and tipster websites. This segment of the population also tends to be in the higher earning bracket, being comfortable with allocating a greater portion of their discretionary income to this form of entertainment.

The demand for internet-based gaming technologies has encouraged TECHSOLUTIONS GROUP N.V. to base its business model on cloud services, offering a flexible framework to develop and build customized services putting an emphasis on customer experience, friendly user-interface and easiness of making bets and receiving winnings and providing a cost-effective solution for small to big scale gaming operators to work with their customer base.

4. COMPETITIVE ANALYSIS

4.1. Product's competitive analysis

The Company bases its competitive advantages on the specifics of its products which aim to provide excellent quality whilst maintaining a large degree of inclusiveness and adaptability providing tailored content fit for any type of Player and their orientation, ensuring not only the participation but also the satisfaction of the clients.

The Company bases its competitive advantages on highly technological product, that:

- Is built on virtualization technology, so resources can easily be scaled up or down according to the business changes;
- Is accessible and thus can be offered to numerous clients;
- Integrates web services and databases.

The Company is focused on creating and offering customized services suitable to the needs of its clients. As the Company is using cloud service, it also helps to reduce operational costs and can simplify some challenges that could come up in the due course of business. An additional cost saving factor is that the platform is delivered via the web, giving clients the freedom to concentrate on building their own strategic approach to the use of the services whilst simultaneously allowing the effortless implementation of the strategic approach thereof.

One of the key features that the Company emphasizes in its sales strategy is the product specifics that it has a cutting-edge user interface and the software enables game localization while focusing on the clients specific market needs and its player experience.

4.2. Customer Service

The TECHSOLUTIONS GROUP N.V. product is a state of the art design system available for consumer use through online cloud services. The Company plans to ensure a multi-language customer support service focusing on the geographical regions which will be prioritized according to the Company's sales strategy. The multilingual live chat shall be made available on a 24/7 basis and the Company shall prioritize the offering of impeccable customer service as client satisfaction is the key to success for the company and client issues should be addressed in quick and effective manner.

5. KEY OFFICIALS & MLCO

We are committed to delivering the highest quality products and services to our customers. To achieve this, we require a team of experienced and dedicated professionals who display a high level of skill and professionalism in their work.

Led by our owner and Chief Executive Officer (CEO), Mr. Aleksandr Bocharnikov, with over four years of experience in the global casino and online gambling industry, our philosophy is to recruit and retain the best hands in the industry.

Functions within the Company will be mainly to ensure that the strategic, financial and overall control functions are in place. It is a direct responsibility of the CEO to provide that the strategic goals are reached and that top-level executives operate in line with the Company's long and short-term strategy and look after the management processes in the respective departments. CEO shall be also responsible for overseeing financial and administrative functions of the Company and fulfilling the role of Chief Financial Officer.

The Money Laundering Compliance Officer (MLCO), Mrs Jekaterina Danilova, will be part of the management team and will provide oversight for the Company's anti-money laundering (AML) systems, and act as a focal point for related inquiries. MLCO shall provide oversight and make strategic decisions about activities relating to money-laundering and financial crime. In addition to ensuring compliance with anti-money laundering controls, MLCO shall deal with any information, knowledge or suspicion of money laundering – and properly disclose such matters to relevant authorities.

6. MARKETING STRATEGY

6.1. Pricing Strategy

TECHSOLUTIONS GROUP N.V. intends to enter the market by implementing a competitive pricing strategy which will be continuously adapted as a result of the Company's consistent market research operations. As the specifics of product of the company is highly adaptable to different regional and customer based needs depending on their human and financial resources, the Company intends to offer flexible pricing policy depending on the market position and its Gross Gaming Revenues (GGR). Overall, the Company intends to charge reasonable prices which will allow it to compete on a sustainable level.

6.2. Commercial strategy

The B2C markets offer a unique approach in terms of market research and captivating the interest of potential clients of the Company. As the target client base for B2C company is considerably broad, the Company places tremendous significance on building relationships and keeping personalized databases as keys to maximizing the capacity of its selling mechanism. As the Company is targeting clients across the economic spectrum, a satisfactory customer experience, sustainable marketing strategies and brand awareness become elements of paramount importance to its success.

Management is also looking towards different geographical regions and considers involving local contacts and agents which have adequate level of expertise in different global markets and are in a position to advise on the local end user specifics, trends and tendencies that can be taken into consideration when developing and customizing the services for specific regions. The company also intends to participate, on a continuous basis, in various global gaming related conferences and events in order to promote its services and products but also to utilize the opportunity to develop its networking as well as study any new developments and use the aforementioned in order to improve the services.

The KEY approaches that the company intends to take are listed as follows. Commercial and marketing strategy plan will be adapted to changing environment and to results returned:

- participating in gaming related events and conferences;
- providing top-notch technical expertise and support where possible;
- keep any ad hoc marketing campaigns small and targeted.

7. OPERATIONS PLAN

Marketing penetration shall be achieved on a continuous basis by actively negotiating and entering into partnerships with strategically beneficial entities and service providers which will act as catalysts in the growth and development of the Company. In more practical terms, the Company is intent on investing a substantial amount of financial resources in various marketing campaigns in order to ensure its brand is visible, recognizable and attractive to Players. The Company has obtained the appropriate advice and information which has allowed it to formulate the opinion that a strong marketing push will provide considerable exposure for the Company and as such, shall act as a catalyst in improving the revenue generating capabilities of the Company exponentially. Some of the marketing campaigns will focus upon aspects such as SEO advertisement, Affiliate marketing, Internet Marketing and Brand Placement on a variety of entities and popular sporting and gaming events among other initiatives. Further practical steps for the Company to achieve success will be through the building the adequate strategic partnerships with other entities, in order to ensure a steady flow of both activity and remuneration. Consequently, the Company is planning on investing in the development of a research and analysis department which is to be tasked with monitoring the competition faced by the Company, the products such competitors offer as well as new developments in the industry. The focus of the department will be to provide the Company with up to date accurate information which in turn shall allow the Company to remain as profitable as possible whilst maintaining a competitive advantage over other industry members. Another practical step to be taken by the Company, upon receipt of approval and the respective gaming license, will be the development and subsequent implementation of the bonus structure system. The Company intends for its bonus structure system to be as rewarding and empowering as possible whilst ensuring the Company will not suffer financial deficit because of such implementation. To this end, the Company is in the process of identifying and recruiting the appropriate professionals, advisers and experts to develop a strong team which will handle such matters with mathematical precision.

Within the next two years the Company plans to expand further addressing in the Non-Eu European countries as the online gaming and betting regulation there become more open and offer a lot of opportunities to operators willing to establish their companies there. Depending on the initial success and level of growth, the Company may set its sights into exploring the options of entering additional markets such as Latin America.

8. KEY PERFORMANCE INDICATORS

Company's Key Performance Indicators (KPIs) are aligned with the operational objectives. and are

designed to measure performance in key areas such as user experience, product innovation, market expansion, business development, and operational efficiency.

8.1. User Experience Enhancement:

- Percentage increase in user satisfaction scores on the platform.
- Average response time to user queries or support tickets.
- Number of positive user testimonials or reviews received.

8.2. Product Innovation and Localization:

- Number of new game offerings introduced per quarter.
- Percentage of games localized based on market needs.
- User engagement metrics for new game releases.

8.3. Market Expansion and Client Diversity:

- Percentage increase in market share in target regions (Non-EU European, Central and Eastern Asian markets).
- Number of strategic partnerships established with key stakeholders in target markets.
- Ratio of big to small-scale clients served, aiming for inclusiveness and catering to diverse client needs.

8.4. Business Development and Sustainability:

- Revenue growth rate quarter-over-quarter in target markets.
- Cost efficiency metrics, such as cost per acquisition and cost per user.
- Sustainability initiatives implemented and their impact on the business.

8.5. Operational Efficiency and Compliance:

- Time-to-market for new product launches or updates.
- Ratio of operational costs to revenue, aiming for optimization and efficiency.

9. SWOT ASSESSMENT

9.1. Strengths

The Company has established a strong capital base to develop the brand and products of TECHSOLUTIONS GROUP N.V. The key essentials to attain the goal are the vast experience of the management team in the IT and marketing industry, placement of an innovative product and quality service to satisfy and develop a good relationship with clients. The target audience will be segmented and reached through various sales and marketing channels.

TECHSOLUTIONS GROUP N.V. prides itself in offering products which are characterized by the following traits:

- Simple and efficient to use;
- Scalable;
- Highly available;

- Customizable;
- Significant reduction in the amount of research and planning needed;
- Worldwide availability; and
- Easy to use platform.

9.2. Weaknesses

The Company has identified a variety of risks, and has already implemented the relevant protocols in order to minimize them. Further on, there are product aspects in regard to data security and protection that have to be considered:

Data security. Although the data in the possession of the Company will be protected and kept safe, the data residing in third-parties, client-controlled accounts will pose security risks and concerns as the Company's customers may run a risk of deploying services with specific hosting policies.

Integrations. The complexity of connecting the data stored within an onsite data center or off-premise cloud is increased, which may affect which services are available. Particularly, integration with existing services and infrastructure may be a challenge.

Runtime issues. In addition to limitations associated with specific apps and services, the services may temporarily not be optimized for the language and frameworks offered by the Company or required by the clients. Specific framework versions may not be available or perform optimally with the service.

9.3. Opportunities

The Company has developed a flexible approach to the business platform that can be easily adaptable to different scale customers. It provides unique game offerings catering to specific market needs and offers localization services focusing on player experience.

According to most researches, share of online Gross Gaming Revenue (GGR) continues to grow vs land based. As the company's earnings are based on GGR, this in turn translates to opportunities for improving growth and financial perspectives for the Company.

9.4. Threats

As the value of the Company's services is often very high, and there are many people involved in the final decision-making chain, the partnership/sales decision often becomes very complex and could take up more time than expected.

Demand in B2C markets is directly derived from demand in the player market but also the economic reality of the services offered by the competitors of the Company. Depending on the position that the Company finds itself in the value chain can affect the ability to meet Company's customer demands.

10. POLICIES AND PROCEDURES

The Company has developed and implemented the policies and procedures necessary to outline interaction and day-to-day decision making by management:

- Anti-Money Laundering and Counter-Terrorism Financing Policy
- Personal Data protection policy
- Business Risk Assessment Guideline
- Cookies Policy
- Terms and Conditions
- Summary of procedures for internal control and compliance
- KYC Procedures
- Process for Storing Player Data
- Responsible Gaming Policy

11. FINANCIAL FORECAST

STATEMENT OF PROFIT OR LOSS AND OTHER COMPREHENSIVE INCOME (PROJECTED)

	2024 €	2025 €	2026 €
Revenue	336,268,368	260,800,955	208,432,600
Cost of sales	(95,055,712)	(75,373,738)	(61,863,643)
Gross profit	241,212,656	185,427,217	146,568,957
Other operating income	-	-	-
Selling expenses	(153,633,362)	(121,822,461)	(99,986,831)
Operating profit	51,715,808	35,167,065	23,241,646
Net finance gain / (loss)	(7,972,142)	(6,321,453)	(5,188,387)
Net profit for the year	43,743,665	28,845,612	18,053,260
Other comprehensive income	-	-	-
Total comprehensive profit for the year	43,743,665	28,845,612	18,053,260