



Business Plan

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MOSTBET GROUP (BIZBON N.V.)

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FAST FACTS

Mostbet Group founded: 2016

Headquarters: Nicosia, Cyprus

UBO: Khaver Kurbanova

SUMMARY

Mostbet Group (includes Bizbon N.V., subsidiaries and affiliates) is a standard, licensed and well-equipped online gambling and entertainment operator, which has successfully operated across the world for the past 7 years. Mostbet Group has seen its most growth in the past 3 years, surpassing EUR 1 million net profit for the first time in 2022.

This business plan will outline goals and strategies to increase traffic in target markets (especially for the 25-35-year-old demographics), and achieve approximately 28% increase in the overall player base over 2024-2026. This target is seen as attainable through the planned quality of the upcoming entertainment, and a growing reputation of the Mostbet Group over the preceding years.

BUSINESS SUMMARY & HISTORY

Mostbet Group is a multi-jurisdictional gaming and entertainment operator. The main markets are: Azerbaijan, Uzbekistan, India, CIS countries, Bangladesh, Mexico. Mostbet Group operates through its own gambling platform.

Mostbet Group obtained its first Curacao gambling sublicense in 2016 (first year of operation).

The Group is headquartered in Cyprus and employs approximately 1,500 people.

We cooperate with all the world largest providers of certified games, as well as with a large number of new developers.

Mostbet Group is the owner of the gaming platform (its own development), trademarks and brand attributes, domains, and software systems for protecting and storing information.

CURRENT SITUATION

Mostbet Group has seen strong revenue of more than EUR 10 million in 2023. This is substantial growth since 2022. And since 2020, revenue has been continuously growing.

Mostbet Group is constantly expanding the range of entertainments and online games offered. The variety of trendy entertainment and games will be targeted to a young demographic. A great amount of advertising will be featured to inform the public of the new current entertainment/games.

GOALS AND OBJECTIVES

Mostbet Group goal is to increase the amount of players for 2024-2026. The Group expects the player base to increase by 28% over 3 years. These goals can be adjusted under the influence of external factors affecting the entire gaming industry.

The second significant goal for the next 3 years is to gain a foothold in the Mexican gambling market and achieve second or third place among local operators.

The stated goals represent the Group's short-term strategy (deployment in Mexico) and long-term strategy (three-year plan to increase the player base). Evaluation of the work of the Group's departments and structural divisions is based on the degree of achievement of the specified strategic goals.

KEY SUCCESS FACTORS

Mostbet Group has been the strong position of brand on the main markets and the lack of competition there. Key success factors for the future will be to increase the diversity of entertainment to attract the larger range of demographics and to emerge to new markets with local gambling license (Mexico).

KEY SUPPLIERS AND RISKS

GAMES:

Mirax Management LTD – Softgaming.com - is a leading iGaming developer since 2008, offering its customers Turnkey and White Label Casino solutions, all top game and payment providers under a single integration, licensing and banking solutions and much more.

Velund Investment LTD - slotegrator.pro - Slotegrator collaborates with the largest established Internet resources, whose audience comprises thousands of gambling industry representatives, including casino this solution works perfectly with our APIgrator product.

BANKING:

Connectum bank - connectum.eu - Connectum Limited has a financial license (Authorized Payment Institution) and PCI DSS Level 1 certification. Connectum provides a wide range of acquiring services such as Mastercard, UnionPay and Visa cards processing.

Management of Connectum has been working in banking industry for many years and has vast experience in this field.

DATA STORAGE:

SIA TET – tet.lv - A world-class technology partner for life and work.

RISK MANAGEMENT:

Mostbet Group is constantly working to diversify its suppliers. Regarding game suppliers, significant progress has been made in 2022-2023 in concluding direct contracts with game suppliers, bypassing large aggregators. At the same time, long-term mutually beneficial relationships with key suppliers make it possible to assess the risk of termination of contracts with them as insignificant.

Mostbet Group is constantly expanding contacts with financial institutions, opening new bank accounts and finding new payment solutions to meet growing demand. Connectum Bank is the oldest financial partner of the Group. The Group annually undergoes a compliance procedure with this bank, which allows the parties to maintain stable, trusting relationships. Diversification of the Group's financial flows between different licensed financial institutions allows us to be confident that the temporary suspension or termination of cooperation with one or even several financial institutions will not have a significant impact on the process of daily operations and the Group's ability to fulfill its obligations to the players.

Mostbet Group is attentive to the storage and protection of information. A long-term contract has been concluded with TET, which provides for significant long-term investments in the creation of physical information storage specifically for the Group. In addition, the Group began creating its own server infrastructure.

To assess the risks existing in the Group, internal and external structures are used:

An automated decision-making system has been introduced within the Group. Each Group employee clearly knows his area of responsibility and makes decisions based on complete and detailed information that is disclosed within the system.

Financial controllers and compliance officers (and employees of the compliance department) have access to all business processes of the Group and at all stages of the implementation of business processes.

In order to motivate employees to identify errors and risks, there is a program of material rewards for employees who identified and reported existing and/or potential risks of the business process that were not previously considered.

The mentioned automated decision-making system integrated with licensed software from independent suppliers: programs for tracking violations of the Group's intellectual rights on the Internet, programs for assessing the risks of money laundering and the reliability of information about counterparties, programs for automatically checking players' documents (reducing the influence of the human factor during identification).

The Group's financial statements are independently audited.

LEGAL SUPPORT

Legal issues related to the day-to-day activities of the Group are resolved by a team of experienced Group lawyers.

Certain legal matters arising from time to time may be passed to our legal consultants and attorneys in Cyprus, Switzerland, the Netherlands, Mexico, India.

To protect the Group's intellectual rights, experienced IP lawyers are hired from countries where the Group's IP rights are or may be violated.

POLICIES AND PROCEDURES

Mostbet Group is constantly improving its internal policies and procedures.

Policies and procedures are developed both within the group and with the assistance of external consultants. Policies developed internally are sent to external consultants for evaluation before implementation.

The Group's management reasonably believes that all policies in the Group are actually being implemented. Before implementing each policy, appropriate business processes necessary to fulfill the policy requirements are developed for the automated decision-making system, and employees responsible for implementation are assigned. The Group management can check in real time whether certain Group policies are being implemented, how effectively, and what difficulties arise.

The Group places high demands on its employees and primarily hires employees with extensive experience in the gambling industry.

A well-functioning feedback system and experienced HR department specialists allow us to support the effective work of the entire team, avoid internal conflicts, and constantly increase the overall level of competence.

The Mostbet Group has been operating under the Curacao gaming license since 2016 and has always complied with licensing requirements, followed recommendations and introduced the necessary restrictions. The Group is prepared to work closely with the GCB to fulfill licensing requirements and exchange information on an ongoing basis.

MANAGEMENT

Our Board of Directors is responsible for the overall management, oversight and control of Group business and must hold at least four board meetings per calendar year. Directors owe us duties of care and loyalty as described below in “—Duties and Liabilities of Directors.”

Our Board of Directors consists of 9 members, three of which (and their respective alternates) qualify as independent directors within the meaning of the Cyprus Securities Market Law.

Powers and Authority:

Our Board of Directors is our legal representative and is authorized to act on any matter not otherwise expressly reserved to our shareholder.

Our Board of Directors must approve, among others, the following matters:

- Group general strategy;
- the creation of any committees;
- the guidelines for the use of Group corporate assets;
- any unusual or nonrecurring transaction, or any transaction involving the acquisition or sale of assets, the creation of liens, the granting of guaranties or the assumption of liabilities representing 5.0% or more of Group consolidated assets during any fiscal year;
- the appointment, removal and compensation of our Chief Executive Officer;
- our accounting and internal control policies;
- our accounting policies, in light of applicable accounting policies;
- the selection of our external auditors and consultants;
- our compensation policy for members of our committees and senior management;
- our policies for the disclosure of information;
- identify and supervise the risks to which we and our operations are subject;
- order the Chief Executive Officer to disclose material non-public information;
- appoint, when necessary, provisional members of our Board of Directors; and
- determine the applicable actions to correct irregularities, and implement the appropriate corrective measures.

The internal policies and contracts impose duties of care and loyalty on directors and principal officers.

The duty of care generally requires that directors obtain sufficient information and be sufficiently prepared to support their decisions and to act in the best interest of our Group. The duty of care is principally discharged by our Board of Directors by:

- requesting and obtaining information about the Group that is necessary to participate in discussions and making decisions;
- requesting the attendance of officers and external auditors/consultants where their attendance may contribute or be informative to decision-making at meetings;
- requesting and obtaining information from third-party experts;
- attending board meetings;
- disclosing material information in possession of directors;
- discuss and vote, exclusively when solely members and the secretary are present.

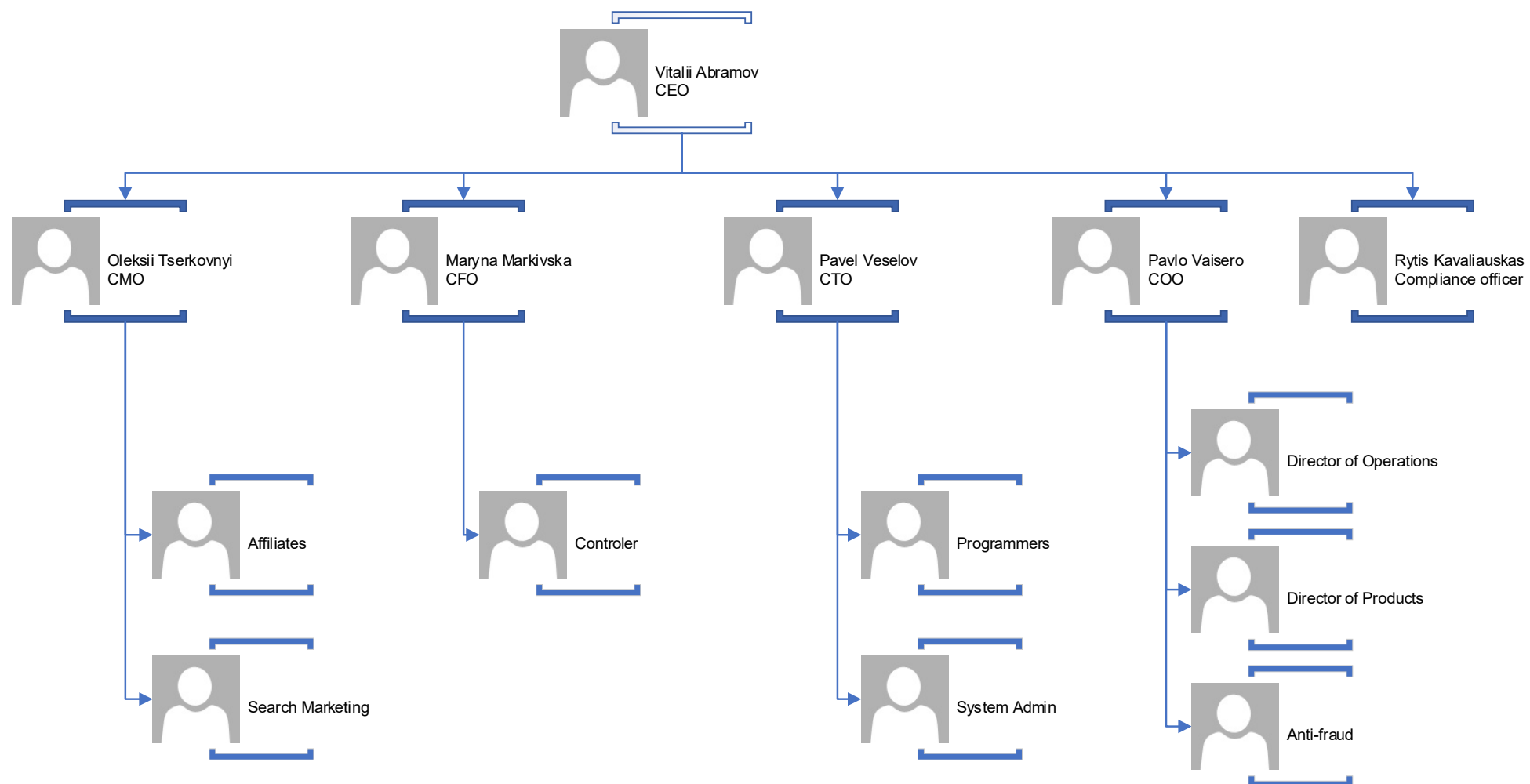
Failure to act with care subjects the relevant directors to joint liability with the other directors if that breach causes direct damages and losses to the Group.

The duty of loyalty primarily consists of a duty to maintain the confidentiality of information received in connection with the performance of a director's duties and to abstain from discussing or voting on matters where the director has a conflict of interest. In addition, the duty of loyalty is breached if:

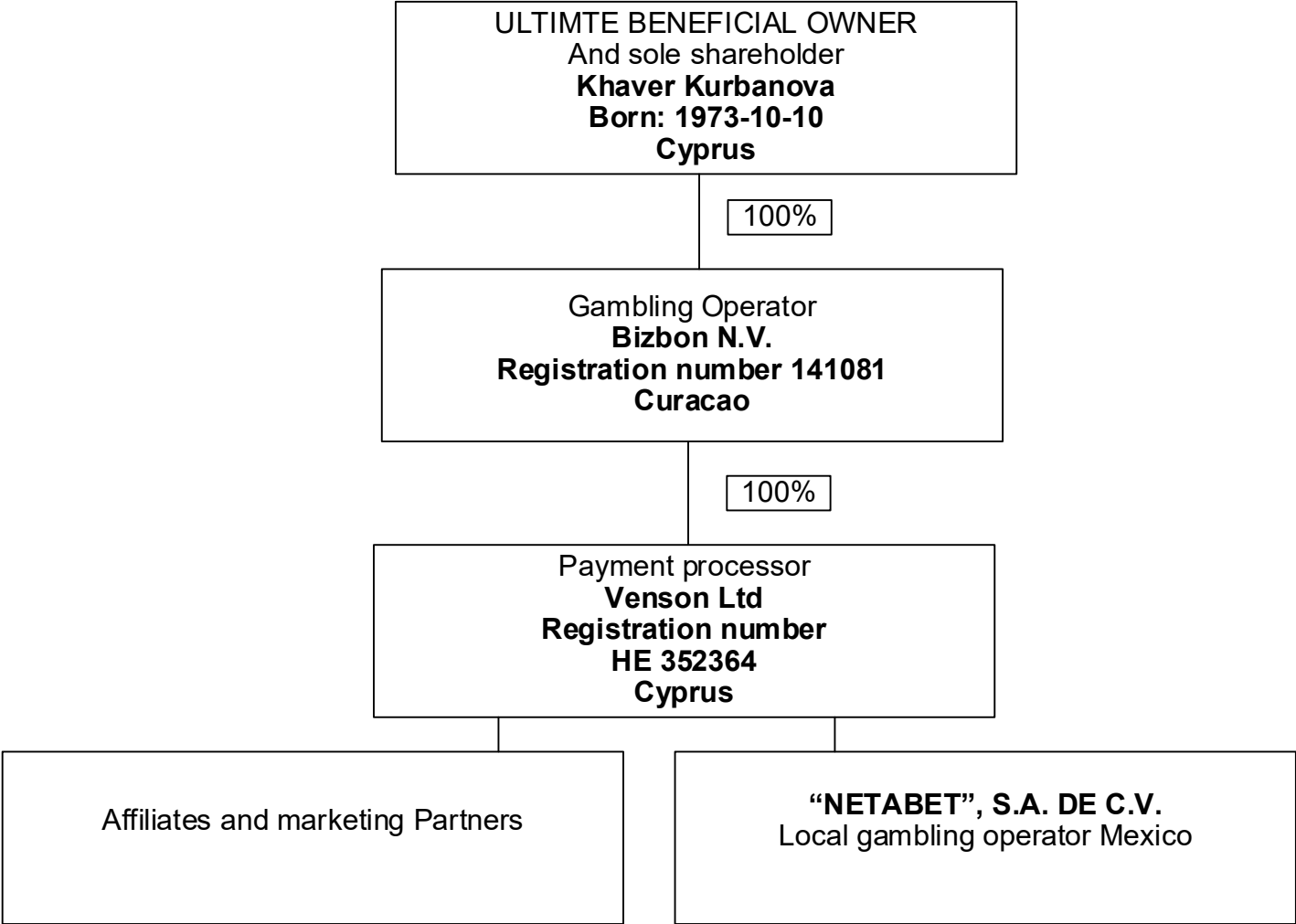
- without the express approval of the Board of Directors, a director takes advantage of a corporate opportunity;
- the director discloses or causes the disclosure of false or misleading information;
- the director fails to register, or causes the failing to register, any transaction in the Company's records that could affect its financial statements;
- the director causes material information not to be disclosed or modified; or
- the director uses corporate assets or approves the use of corporate assets in violation of any policies.

The violation of the duty of loyalty subjects the offending director to joint and several liability for damages and losses caused to the Group.

ORGANOGRAM



STRUCTURE OF THE GROUP



BUSINESS FORCAST

	Forecast PL, kEUR 2026	Forecast PL, kEUR 2025	Forecast PL, kEUR 2024	Management PL, kEUR 2023	Management PL, kEUR 2022	Audited PL, kEUR 2021	Audited PL, kEUR 2020
Income	145 223	109 893	90 103	72 122	38 299	15 217	6 813
Expenses	- 87 435	- 77 397	- 72 416	- 58 499	- 37 098	- 15 066	- 6 848
Profit Before Tax	57 788	32 496	17 687	13 624	1 201	151	- 35
Tax	- 93	- 63	- 25	- 19	- 13	- 4	- 1
Profit	57 695	32 433	17 662	13 605	1 189	146	- 36