



Leo Soft N.V.

2024-2026

Business Plan



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

Leo Soft N.V. is a cutting-edge online gaming company focused on delivering immersive and innovative gaming experiences to players worldwide. Our flagship brand, Cannonbet, offers a diverse range of gaming options spanning from interactive role-playing adventures to competitive multiplayer tournaments.

Founded in 2019, Leo Soft N.V. has continuously evolved to meet the dynamic demands of the gaming industry. With a team of industry veterans and creative visionaries, we have cultivated a portfolio of brands that resonate with diverse player demographics.

As pioneers in the field of interactive entertainment, Leo Soft N.V. remains dedicated to crafting unforgettable gaming adventures that captivate audiences and redefine the future of gaming.

In cases where specific individuals have yet to be hired, Leo Soft N.V. has outlined a detailed recruitment process and established timelines for filling these crucial roles. We prioritize the recruitment of experienced professionals with a proven track record in their respective fields, ensuring the integrity and effectiveness of our management team.

2. Business forecasts for 3 years.

Leo Soft N.V. remains committed to maintaining a transparent and accountable management structure, fostering a culture of excellence, innovation, and regulatory compliance.

Our company has developed comprehensive business forecasts for the upcoming three years, outlining our projections, targets, and anticipated cash flow. These forecasts are based on thorough market analysis, historical performance data, and anticipated growth trajectories within the gaming industry.

Year	Projected Revenue	Targeted Growth Rate	Anticipated Cash Flow
2024	\$350,000	15%	\$50,000
2025	\$400,000	18%	\$75,000
2026	\$450,000	20%	\$100,000

These forecasts reflect our commitment to sustainable growth, strategic investment, and prudent financial management. Leo Soft N.V. will continuously monitor market trends, adjust strategies as needed, and strive to achieve or exceed our projected targets.



4. Overview of intended strategy for the business growth

Leo Soft N.V. has devised a robust strategy for sustainable growth, aimed at securing and expanding our market share in the dynamic gaming industry. Our approach encompasses comprehensive financial and marketing plans, underpinned by realistic projections and a commitment to innovation.

Business Growth Strategy:

Leo Soft N.V. is poised to capitalize on emerging trends and evolving consumer preferences by leveraging our core strengths in technology, creativity, and user experience. Our strategy is multifaceted, focusing on the following key areas:

- **Product Diversification:** Continuously expanding our portfolio of gaming products and services to cater to diverse audience preferences and emerging platforms.
- **Market Penetration:** Targeted marketing campaigns and strategic partnerships to penetrate new markets and demographics, both domestically and internationally.
- **User Engagement:** Enhancing user engagement through community-building initiatives, interactive content, and personalized gaming experiences.

Financial Plan:

Leo Soft N.V. has outlined a comprehensive financial plan to support our growth strategy, encompassing budget allocations for research and development, marketing, infrastructure, and talent acquisition. Our financial projections, as detailed in the business forecasts, reflect our commitment to prudent financial management and sustainable growth.

Marketing Plan:

Our marketing plan is designed to enhance brand visibility, drive user acquisition, and foster customer loyalty. Key elements of our marketing strategy include:

- **Digital Marketing:** Leveraging targeted digital advertising campaigns across various platforms to reach our target audience effectively.
- **Content Marketing:** Creating compelling content, including gameplay trailers, tutorials, and developer insights, to engage and captivate our audience.



- **Social Media Engagement:** Actively engaging with our community through social media channels, fostering dialogue, and soliciting feedback to inform product development and marketing strategies.

Excluded Markets:

While Leo Soft N.V. remains committed to global expansion, we recognize the importance of strategic focus and resource allocation. As such, our current plans exclude markets where regulatory hurdles, geopolitical instability, or cultural barriers present significant challenges to market entry and sustained growth.

In summary, Leo Soft N.V. is well-positioned for success, with a clear strategy for growth, a robust financial foundation, and innovative marketing initiatives to drive market penetration and sustain long-term competitiveness.

5) Key Suppliers and Material Dependencies

As an online gambling company, Leo Soft N.V. relies on a network of key suppliers and partners critical to the operation and success of our business. These suppliers extend beyond traditional gaming providers to encompass essential services such as banking and risk management. It is imperative for us to disclose these details and outline our risk management strategies to mitigate any potential disruptions.

Gaming Software Providers:

Leo Soft N.V. partners with leading gaming software providers to offer a diverse range of games to our players. Our key suppliers in this regard include renowned companies such as Digitain, Pragmatic Play, Amusnet, etc.. These partnerships are vital to ensure the availability of high-quality, engaging games that meet regulatory standards and cater to player preferences.

Banking and Payment Processors:

In the realm of online gambling, seamless banking and payment processing are paramount. Leo Soft N.V. collaborates with trusted banking institutions and payment processors to facilitate secure transactions for our players. Our key banking partners include The Kingdom Bank, Jeton and AstroPay.

Risk Management:



While our partnerships with key suppliers are essential for business operations, Leo Soft N.V. recognizes the inherent risks associated with supplier dependency. To mitigate these risks, we have implemented robust risk management protocols, including:

- **Supplier Diversification:** Actively seeking alternative suppliers and maintaining relationships with multiple providers to reduce dependency on any single entity.
- **Contingency Planning:** Developing contingency plans to address potential disruptions in the supply chain, such as supplier insolvency or service interruptions, to minimize the impact on our business operations.
- **Regular Monitoring and Evaluation:** Continuously monitoring the performance and reliability of our suppliers, conducting periodic reviews to assess their capabilities and adherence to service level agreements.

Leo Soft N.V. remains committed to fostering strong partnerships with our key suppliers while proactively managing associated risks to ensure the uninterrupted delivery of our gaming services to our players.

6) Risk Evaluation and Management

At Leo Soft N.V., robust risk evaluation and management processes are integral to our operations. We understand the inherent risks associated with the online gambling industry and are committed to proactively identifying, assessing, and mitigating these risks to safeguard our business and stakeholders.

Risk Assessment:

Leo Soft N.V. conducts comprehensive risk assessments to identify potential threats and vulnerabilities that may impact our business operations, financial stability, and regulatory compliance. These assessments encompass a wide range of risk categories, including but not limited to:

- Regulatory Compliance Risks
- Cybersecurity Risks
- Financial Risks
- Operational Risks
- Reputational Risks

Risk Mitigation

Upon identifying potential risks, Leo Soft N.V. implements tailored mitigation strategies to minimize their impact. Our risk mitigation measures include:



- **Regulatory Compliance Measures:** Maintaining strict adherence to regulatory requirements and licensing obligations in all jurisdictions where we operate. This includes conducting regular audits of our gaming platforms and practices to ensure compliance with relevant laws and regulations.
- **Cybersecurity Protocols:** Implementing robust cybersecurity protocols and technologies to safeguard player data, financial transactions, and platform integrity. This includes regular vulnerability assessments, penetration testing, and the deployment of encryption and authentication mechanisms.
- **Financial Controls:** Establishing stringent financial controls and procedures to mitigate financial risks, including fraud, money laundering, and payment processing errors. This involves regular audits of our financial systems and transactions to detect and prevent any irregularities.
- **Operational Continuity Planning:** Developing comprehensive business continuity and disaster recovery plans to ensure operational resilience in the face of unforeseen events or disruptions. This includes redundancies in critical systems, data backups, and contingency measures to minimize downtime and service interruptions.

Audit and Oversight:

Leo Soft N.V. maintains a robust audit and oversight framework to ensure the effectiveness of our risk management practices. This framework includes:

- **Internal Audits:** Conducting regular internal audits of our business processes, financial controls, and compliance procedures to identify areas for improvement and ensure adherence to established policies and standards.
- **External Audits:** Engaging independent external auditors to provide objective assessments of our operations, financial performance, and regulatory compliance. These audits validate the effectiveness of our internal controls and provide assurance to stakeholders.
- **Risk Registers:** Leo Soft N.V. maintains comprehensive risk registers to document and track identified risks, their potential impact, and the status of mitigation efforts. These registers serve as a central repository for risk-related information and facilitate ongoing monitoring and reporting to relevant stakeholders.

In summary, Leo Soft N.V. is committed to maintaining a proactive approach to risk evaluation and management, with robust processes in place to identify, assess, mitigate, and monitor risks across all facets of our business operations.

7) Legal and Governance Framework

As an online gaming company incorporated in Curacao, Leo Soft N.V. operates within a well-defined legal and governance framework to ensure compliance with local regulations and international standards. Our



governance structure emphasizes transparency, accountability, and effective oversight to uphold the integrity of our operations.

Reserved Matters and Decision-Making:

Certain matters, including significant corporate transactions, regulatory compliance issues, and changes to the company's bylaws, ultimate decision-making authority rests with the ultimate beneficial owners (UBOs) in accordance with the company's articles of incorporation and governance policies.

Legal Support and Advice:

Leo Soft N.V. retains legal counsel in Curacao to provide expert guidance and support on legal matters related to gaming regulations, corporate governance, contractual agreements, and compliance obligations. Our legal advisors play a crucial role in ensuring that our operations align with local laws and international best practices.

Meeting Participants and Policy:

In addition to UBOs, Leo Soft N.V. may invite senior executives, external advisors, and regulatory experts to attend meetings as needed to provide insights and expertise on specific matters. The company adheres to a formal meeting policy outlining procedures for scheduling, agenda setting, minutes recording, and confidentiality to promote transparency and efficiency.

In summary, Leo Soft N.V. maintains a robust legal and governance framework tailored to the regulatory environment of Curacao, with clear delineation of responsibilities, dispute resolution mechanisms, and adherence to ESG principles to ensure the integrity and sustainability of our operations.

8) Target KPIs and Business Objectives

As an iGaming company, Leo Soft N.V. sets key performance indicators (KPIs) and business objectives to measure success and drive long-term growth. Our approach to measuring success encompasses a combination of quantitative metrics, qualitative feedback, and strategic alignment with our overarching business objectives.

Key Performance Indicators (KPIs):

Leo Soft N.V. tracks a variety of KPIs across different areas of our business to assess performance and monitor progress towards our goals. These KPIs include:



- **Player Acquisition and Retention:** Monitoring metrics such as new player sign-ups, active user engagement, and player retention rates to gauge the effectiveness of our marketing efforts and the overall appeal of our gaming products.
- **Revenue Generation:** Tracking revenue metrics such as gross gaming revenue (GGR), average revenue per user (ARPU), and lifetime value (LTV) of players to evaluate the financial performance and profitability of our gaming operations.
- **Regulatory Compliance:** Assessing compliance metrics such as adherence to licensing requirements, responsible gaming practices, and regulatory audit findings to ensure legal and regulatory compliance in all jurisdictions where we operate.
- **Product Performance:** Analyzing metrics related to game popularity, session duration, and in-game transactions to optimize game development strategies, enhance user experience, and maximize monetization opportunities.

Business Objectives:

In addition to monitoring KPIs, Leo Soft N.V. defines clear business objectives to guide our strategic decision-making and long-term planning. Our business objectives encompass:

- **Market Expansion:** Expanding our geographic footprint and entering new markets to capitalize on emerging opportunities and diversify revenue streams.
- **Product Innovation:** Continuously innovating and enhancing our gaming products to stay ahead of industry trends, meet evolving player expectations, and maintain a competitive edge in the market.
- **Customer Satisfaction:** Prioritizing customer satisfaction and loyalty through exceptional gaming experiences, responsive customer support, and personalized engagement strategies.
- **Sustainable Growth:** Achieving sustainable growth by balancing revenue growth with responsible gaming practices, regulatory compliance, and operational efficiency.

Long-Term Vision:

Leo Soft N.V. is committed to establishing itself as a leading player in the iGaming industry, recognized for innovation, integrity, and excellence. Our long-term vision encompasses:

- Becoming a preferred destination for players seeking diverse, high-quality gaming experiences across multiple platforms and devices.
- Building strong partnerships with game developers, content providers, and regulatory authorities to drive innovation and ensure compliance.
- Fostering a culture of continuous improvement, adaptability, and resilience to navigate challenges and capitalize on opportunities in the dynamic iGaming landscape.
- In summary, Leo Soft N.V. measures success through a combination of KPIs and business objectives aligned with our mission of delivering exceptional gaming experiences and driving



sustainable growth in the iGaming industry.

9) Policies and Procedures

At Leo Soft N.V., our policies and procedures are developed and implemented internally, reflecting our commitment to maintaining control, oversight, and alignment with our company's values and objectives. We recognize the importance of robust policies and procedures in ensuring regulatory compliance, operational efficiency, and the integrity of our gaming operations.

1. Internal Development:

Leo Soft N.V. has opted to develop our policies and procedures internally to ensure they are tailored specifically to our business model, operational requirements, and regulatory obligations. Our internal team of legal experts, compliance officers, and operational specialists collaborates closely to draft, review, and refine our policies and procedures to reflect best practices, industry standards, and regulatory requirements.

2. Timelines and Commitment to Oversight:

We are fully committed to maintaining transparency and keeping the Gaming Control Board (GCB) apprised of our policies and procedures development process. Leo Soft N.V. will provide all necessary updates to the GCB on the status of our policy development, including timelines for completion and implementation. We understand the importance of regulatory oversight and compliance and will ensure that the GCB is kept informed every step of the way.

3. Qualifications and Competence:

The ultimate beneficial owner (UBO) of Leo Soft N.V. believes, acting reasonably, that our internal team responsible for developing policies and procedures is qualified, competent, and not conflicted. Our team comprises individuals with extensive experience and expertise in gaming regulations, compliance, risk management, and operational excellence. The UBO has full confidence in their ability to develop comprehensive policies and procedures that meet regulatory requirements and industry standards.

Summary



In crafting a comprehensive business plan for Leo Soft N.V., we've meticulously addressed key elements essential for obtaining an online gaming license and ensuring regulatory compliance, while also outlining our vision for growth over the next three years.

Business Plan Overview: Leo Soft N.V. positions itself as a cutting-edge online gaming company, anchored by our flagship brand, Cannonbet, offering diverse, immersive gaming experiences globally.

Growth Strategy: Over the next three years, our focus will be on driving sustainable growth through strategic initiatives aimed at expanding our market reach, enhancing product offerings, and fostering stronger engagement with our player community.

Financial Projections: Our business forecasts project steady revenue growth over the next three years, reflecting our commitment to financial prudence and strategic investment.

Risk Management and Compliance: Central to our plan is a robust risk management framework designed to mitigate potential threats and ensure regulatory compliance across all facets of our operations.

Legal and Governance Framework: Our governance structure prioritizes transparency, accountability, and effective oversight, with decision-making authority resting with the ultimate beneficial owner (UBO).

Policies and Procedures: Internally developed policies and procedures guide our operations, reflecting our commitment to regulatory compliance, operational excellence, and the highest standards of integrity.

In summary, Leo Soft N.V. is poised for success in the online gaming industry, driven by a clear vision, robust strategy, and unwavering commitment to excellence and integrity. Through strategic initiatives, prudent financial management, and dedication to regulatory compliance, we're confident in achieving our growth objectives and delivering exceptional gaming experiences to players worldwide.