

# *PROMOTECH N.V.*

BUSINESS PLAN (for 2025 – 2027)

## 1. Overview of the business products and services

**Company Name:** Promotech N.V.

**Date of Incorporation:** 06.10.2023

**Jurisdiction:** Curacao

Promotech N.V. is the legal entity established to operate and manage international online gambling services under a Curaçao gaming license. The company operates the platform <https://fortunica.casino> — an innovative iGaming brand that combines classic casino entertainment with modern features tailored for a global audience.

**The product** is a hybrid platform offering both casino gaming and betting services, with a strong emphasis on user engagement, seamless experience, and secure operations.

The platform is offering the following services:

- Online sports betting
- Live dealer casino games
- Virtual sports
- RNG casino games

The platform will leverage both proprietary frontend tech and third-party integrations for game content and payment processing.

By collaborating with top-tier content providers such as Pragmatic Play, Evolution, Betsoft, PG Soft, Fugaso, NetEnt, Red Tiger, Amusnet, GameArt, Gamomat, Habanero, Evoplay, and others, the platform delivers a high-quality and diverse gaming experience. It also supports multiple fiat currencies and cryptocurrencies, ensuring maximum flexibility and user convenience.

Promotech N.V. aims to grow its international footprint in regulated and emerging markets, excluding jurisdictions restricted by the Curaçao license.

Our three-year plan projects an increase in revenue from \$1 million to \$3 million, driven by strategic geographic expansion, targeted local marketing efforts, and ongoing improvements to our platform.

## 2. Company Management Structure

In order for the Company to be operational and to ensure that adequate procedures and controls mechanisms will be in place, departments will be established which will be staffed adequately to discharge the responsibilities of each department.

The Company expect to grow to 10-20 employees, according to the actual results.

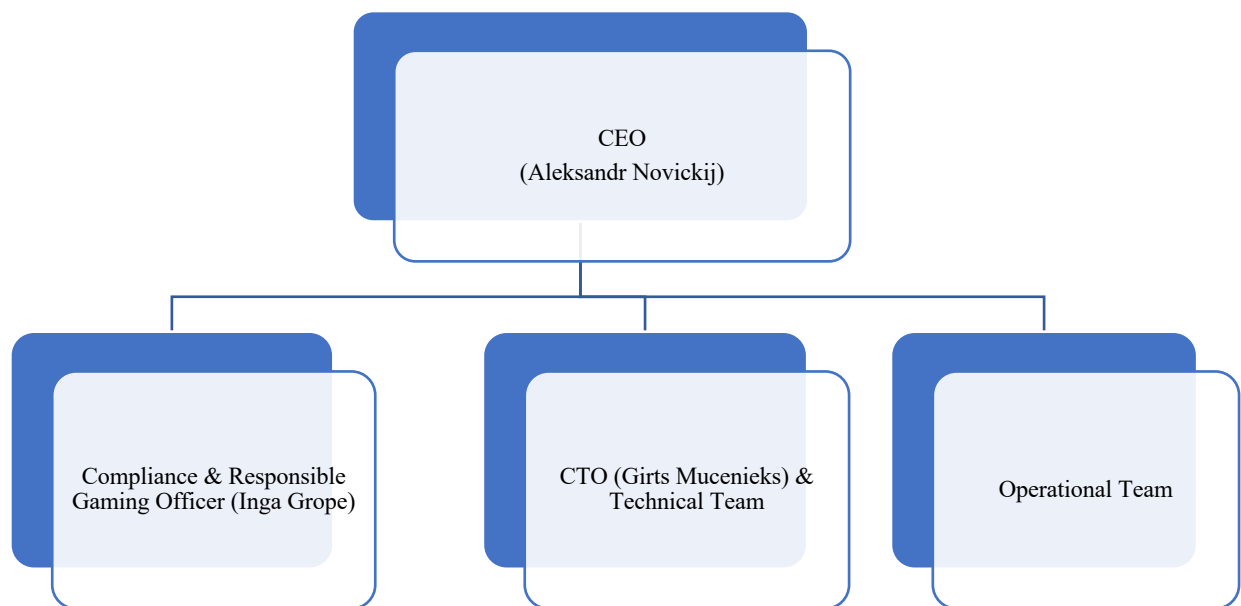
An iGaming company needs a variety of roles to ensure its operations run smoothly, meet regulatory requirements, and achieve business objectives.

Below are the key roles required in an organizational structure for an i-gaming company, particularly in a startup phase:

- 1) Executive Role:
  - CEO (Chief Executive Officer): **Aleksandr Novickij** is chief executive officer responsible for all strategic, financial, and operational decisions of the company. Oversees external partnerships, financial planning, marketing, and high-level operations.
- 2) Compliance:
  - Compliance Officer: **Inga Grope** is responsible for implementation and enforcement of AML, KYC, and Responsible Gambling procedures. He reports directly to the CEO and liaise with the regulator.

- 3) Chief Technology Officer: **Girts Mucenieks**, a seasoned IT architect and software engineer with extensive experience in building scalable, high-performance platforms. His expertise in fintech and iGaming infrastructure ensures that the Company remains competitive, secure, and user-friendly.
- 4) Marketing and Customer Acquisition Roles (inhouse and outsourced):
  - Marketing Manager / Digital Marketing Specialist
  - Affiliate Manager
  - Content Manager
- 5) Customer Support and Player Management Roles:
  - Customer Support Manager
  - Customer Support Representatives
  - Responsible for RG
- 6) Financial and Payment Roles:
  - Payment Manager
  - Data Analyst / Business Intelligence Manager
- 7) Operations and Administrative Roles HR Manager / Office Manager
- 8) Licensing and Jurisdictional Management Roles:
  - Jurisdictional Manager / Regulatory Affairs Manager

### **Management Organogram**



### **3. Business Forecasts (3 Years)**

#### **Market Potential**

The global iGaming industry continues its rapid expansion, with projections estimating its value will surpass \$100 billion by 2027. This growth presents significant opportunities for offshore operators, particularly as digital trends reshape user behavior. Key drivers include the widespread adoption of mobile devices, improved internet accessibility, and evolving consumer preferences toward online entertainment.

Our company is focused on cultivating long-term, strategic partnerships that deliver value for all stakeholders. By aligning with partners who share our vision, we aim to foster mutual growth and achieve sustainable success in this dynamic market.

### **Swot Analysis**

As part of our strategic planning process, we conducted a comprehensive SWOT analysis to evaluate our internal strengths and weaknesses, as well as external opportunities and threats. This analysis provided valuable insights into our current position and future potential, helping to inform our business strategies and decision-making. The key findings of the SWOT analysis include:

#### **Jurisdictions & Target Markets**

##### **Marketing Jurisdictions**

- Latin America (e.g., Argentina, Mexico): Growing igaming markets with increasing regulation and interest in sports betting and casino games.
- Asia (e.g., India, Philippines): Emerging markets with strong growth in online gambling, especially in mobile gaming.
- Africa (e.g., Kenya, Nigeria, South Africa): Growing igaming markets, particularly in sports betting.
- Other acceptable markets: Regions where offshore igaming is accepted under local laws (e.g., Canada, certain regions of Australia).
- Exclusion of Restricted Markets: Make it clear that the startup will not operate in regions where online gaming is illegal or strictly regulated (e.g., USA).

#### **Marketing & User Acquisition Strategy**

##### **Marketing Channels**

- Affiliates & Partnerships: Engage gaming affiliates in target markets.
- Digital Marketing: Use targeted ads on social media, search engines, and gaming platforms.
- SEO & Content Marketing: Focus on organic growth by developing gaming-related content.

##### **Promotional Strategies**

- Bonuses & Incentives: new player bonuses, loyalty programs, and periodic promotions to attract and retain users.
- Localization: Tailor the platform and promotions for each market, supporting local languages and currencies.

|                          | <b>First Year<br/>2025</b> | <b>Second Year<br/>2026</b> | <b>Third Year<br/>2027</b> |
|--------------------------|----------------------------|-----------------------------|----------------------------|
| <b>Annual Revenue</b>    |                            |                             |                            |
| <b>Casino operations</b> | <b>1 000 000</b>           | <b>1 500 000</b>            | <b>3 000 000</b>           |

#### **Revenue Streams:**

- Sports betting: 50%
- Casino games: 35%
- Virtual & esports: 15%

The Company will be involved in various discussions and transactions, which may or may not

materialize for several reasons. As a result, the potential income for each year is unpredictable, however it is expected to increase each year based on the recognition and track record that will be created and the resulting increase in transactions that will be brought to the attention of the Company.

The revenue streams are expected to be:

- **Sports Betting:** A key pillar for user acquisition and retention, offering bets on popular global sports and leagues.
- **Casino Game:** Slots, table games, and live dealer offerings, which typically have higher margins.
- **Other iGaming Services:** Explore lotteries, virtual sports, and eSports betting in relevant markets.

#### **4. Growth Strategy**

Year 1: Eur 1 million in gross revenue with 30,000 active users.

Year 2: Eur 1.5 million in gross revenue with 50,000 active users.

Year 3: Eur 3 million in gross revenue with 65,000 active users.

Average gross margin of 25% on betting turnover. Operating expenses growing at 15% annually (technology, marketing, compliance). Break-even expected in Q4 2025, based on initial license and development costs.

KPIs: Monthly active users, churn rate, average deposit per user, compliance incidents, and ROI on marketing spend.

#### **5. Key Suppliers and Dependencies**

- **Game Aggregator:** Kanggiten B.V.
- **Payment Processing:** Rollixet LTD
- **Game Providers:** Pragmatic Play, Evolution, Betsoft, PG Soft, Fugaso, NetEnt, Red Tiger, Amusnet, GameArt, Gamomat, Habanero, Evoplay

Risk management around their loss or interruption:

- Service level agreement (SLAs) in place with all vendors
- Regular backup and failover infrastructure
- Supplier redundancy for payments and platform core systems

#### **6. Risk Evaluation and Management**

- **Compliance**

Our operations will be fully aligned with the regulatory standards established by Curaçao Gaming Authority (CGA). This encompasses strict adherence to all licensing terms, compliance checks, and applicable legal obligations related to online gambling.

We will enforce comprehensive Anti-Money Laundering (AML) and Know Your Customer (KYC) procedures to safeguard the platform's transparency and security. These protocols will involve identity verification, continuous transaction analysis, and routine compliance reporting.

In addition, the platform will incorporate Responsible Gaming features in accordance with global standards. Users will have access to self-exclusion options, customizable limits on deposits and wagers, and resources designed to support those facing gambling-related issues.

- **Reputation Management**

Maintaining a positive brand reputation is essential for long-term success. We will prioritize transparency and fairness in all customer interactions and platform functionalities.

Customer service will play a critical role in sustaining trust, with responsive support channels and a clear dispute resolution process to address any concerns promptly and fairly.

- **Market Risks**

Operating in a highly dynamic and regulated industry requires proactive risk assessment. We recognize the following potential market risks:

**Regulatory Risk:** Sudden changes in legislation or regulatory frameworks in target jurisdictions may impact our ability to operate or acquire new customers. We will continuously monitor legal developments and maintain flexibility to adapt our strategies accordingly.

**Economic and Consumer Behavior Risk:** Fluctuations in economic conditions or shifts in consumer preferences may affect demand for online gaming services. To mitigate this, we will diversify our product offerings and implement targeted marketing strategies based on ongoing market analysis.

Through a combination of strict compliance, transparent operations, and active risk management, we aim to build a sustainable, trustworthy, and legally robust business.

## **7. Regulatory Legal Support function**

### **Board Oversight and Decision-Making**

Strategic and high-level decisions are reserved for C-level and CEO/UBO who is actively involved in key business decisions, financial oversight, and compliance matters. While routine operational matters are handled by the corporate director, the CEO/UBO maintains the right to review and approve significant decisions, such as changes in company structure, regulatory matters, or material contracts.

There is no current structure in place that would allow for a deadlock situation, as decision-making authority is centralized under C-level and the corporate director.

### **Legal Support and Advice**

The company engages external legal counsel on an as-needed basis for advice on regulatory compliance, commercial agreements, and corporate governance. These services are provided by licensed legal professionals with expertise in the online gaming industry.

### **Meetings and Attendance**

As the company does not maintain a formal board, regular board meetings are not held. However, strategic consultations or formal decision-making processes involve the C-level and other senior representatives. External legal or financial advisors are invited to participate in an advisory capacity when relevant. There is no formal written attendance policy; invitations are extended based on the relevance of the subject matter.

## **8. Target KPIs and Business Objectives**

The company has identified a set of core Key Performance Indicators (KPIs) and business objectives to guide its growth, ensure regulatory compliance, and deliver a sustainable online gaming operation. These targets are aligned with our strategic focus on user acquisition, customer retention, operational efficiency, and regulatory excellence.

### **Primary KPIs:**

- Monthly active users
- Customer retention rate
- Conversion rate from sign-up to deposit
- Gross gaming revenue (GGR) per country
- Customer support resolution time

### **Objectives:**

- Achieve 100,000 MAUs by end of 2026

- Operate profitably in 3 LATAM countries by 2027
- Maintain license compliance score of 100% per CGA inspections

These KPIs and objectives will be monitored on a monthly and quarterly basis, with results reported to management and used to guide continuous improvement and strategic decision-making. The company is committed to aligning performance metrics with user satisfaction, regulatory compliance, and long-term profitability.

## 9. Policies and Procedures

To ensure full compliance with the requirements of the Curaçao Gaming Authority (CGA) under the 2025 licensing framework, the company will develop and implement a comprehensive set of internal policies and procedures. At a minimum, the following core policies will be formally documented and maintained:

- **Terms & Conditions:** Clearly outlining the rules of use, user obligations, and the legal relationship between the company and its customers.
- **Anti-Money Laundering (AML) and Counter-Terrorism Financing (CTF) Policy:** Establishing robust procedures for customer due diligence (CDD), transaction monitoring, suspicious activity reporting (SAR), and risk assessment, in accordance with international AML/CTF standards.
- **Responsible Gaming Policy:** Providing tools and information to support player protection, including self-exclusion mechanisms, deposit and loss limits, reality checks, and resources for problem gambling support.
- **Data Protection and Privacy Policy:** Ensuring the secure collection, storage, and processing of customer data, in line with applicable privacy regulations and best practices.
- **Dispute Resolution Policy:** Defining a clear and transparent procedure for handling customer complaints and ensuring timely resolution, including the use of alternative dispute resolution (ADR) mechanisms where necessary.

These policies will form the foundation of the company's regulatory compliance framework and will be reviewed and updated regularly to remain aligned with CGA guidelines and international best practices.