

Business Plan

By Advanced Sports Entertainment N.V.

Introduction and Background

This business plan evaluates the potential of the online casino platform in order to support B2C operations.

The promoter, Mr Thomas Juhani Wikstrom, has 10 years' experience working in the gambling industry.

The goal is to achieve new targets in the online gambling market comprising a team of industry professionals with wide experience in product development, back and front-end development, marketing and online and land-based gambling.

The main goal is to improve an online casino – gobet.space - targeting users in Brazil, and to reach new targets - Peru, Chile.

The company brand's name is gobet.space with the relevant Curacao e-gaming license. The mission is to become one of the region's leading operators, with the user-friendly platform offering an unrivalled gambling experience.

Gobet.space offers Casino, Live casino, Virtual games and will be offering Sports Betting.

Structure

Our Curacao corporate structure consists of a Curacao company **Advanced Sports Entertainment N.V. and Tech Sports Operation Ltd.** (registered in Gibraltar, reg. number 118780). The company acts as a commercial intermediary for Advanced Sports Entertainment NV, a company having a Curacao gambling license, exercising the following functions:

- operation of the domain www.gobet.space and any other domains which the Principal shall be entitled to operate by the virtue of any and all licenses and authorizations issued in the name of the Principal,

- a worldwide search of Payment services Operators for the Principal, collection of information on the services rendered by them (including commercial conditions), rendering of consulting services about expediency of interaction with various payment services Operators to the Principal on the basis of the collected data,

- organization of information and technical interaction and performance of other actual actions necessary for the reception of Clients' payments in favor of the Principal, including signing of contracts with the payment Operators approved by the Principal. All the specified actions shall be performed by the Agent on its own behalf, but at the expense and for the benefit of the Principal,

- organization of information and technical interaction and performance of other actual operations necessary for the Principal's Payouts to the personal accounts (purses) of Clients within payment services Operators' systems, including signing contracts with the payment services Operators approved by the Principal,

- arrangement of settlements with service providers involved in Principal business

operating and development in accordance with the Principal's orders,

- provision of transfer of the money arriving in favor of the Principal from payment services Operators within the timeframe set forth in this Agreement.

The above functions are fulfilled in accordance with Revenue collection agreement dated 08 August 2019 entered into with Advanced Sports Entertainment NV, the license holder.

Please be noted that the company requires no Gibraltar license for its activities.

Launch

The brand gobet.space focuses on the development of all the casino elements of the business and ensure the offering is ready to meet the industry standards. We carry out regular testing of the platform to launch to ensure users from our target regions can access the platform and also facilitate payments on the platform.

As mentioned above, **Advanced Sports Entertainment N.V.** targets users from Brazil, Chile and Peru. The Brazil market is our primary market and ensure everything is working. We are carrying out the same soft launches in Chile and Peru.

Our Principles and Unique Value Proposition

We strive to offer innovative next generation of products and ensure we maintain the platform up to date with the latest casino and live casino games by constantly following up with the latest developments in the Gaming Industry.

We aspire to promote a thrilling gambling experience consequently our user experience is a priority. We look to expand our team to employ experienced individuals who are enthusiastic about the industry and that are in line with our vision.

Due to the competitive nature of the industry the management have outlined the concepts for new products/features which do not currently exist in the market and we seek to maintain a Brand that is fresh based on the current trends in the industry.

The principals' team has sufficient industry experience to launch gobet.space and ensure the longevity of user experience which proves vital to developing the customer base gambling on the platform. Our extensive experience and knowledge of our target markets puts us ahead of most of our competitors as we know the market well and we have allocated sufficient funding to promote our product.

Funding

Mr Thomas Juhani Wikstrom has set an initial budget of up to €5mIn which is provided to fund the setup and operations of gobet.space in the beginning. Mr Thomas Juhani Wikstrom is able to further support with funding if required, however this is sufficient for gobet.space.

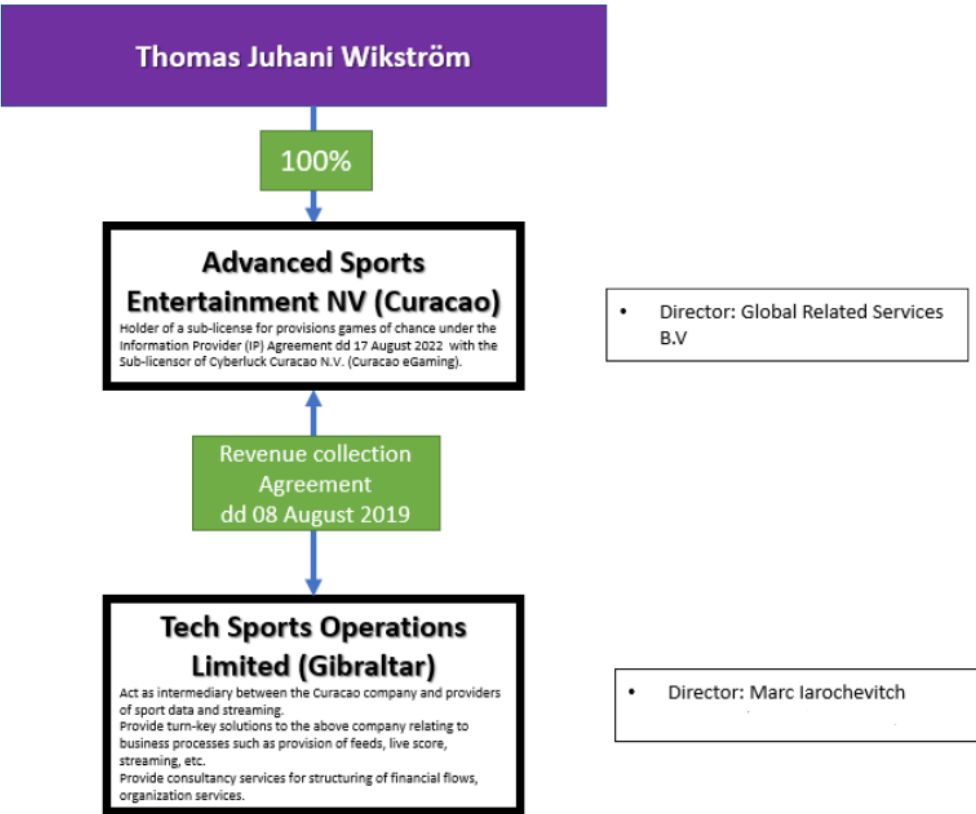
The gobet.space Casino Platform

We go with the own inhouse iGaming Platform solution. One of the most innovative and agile platforms on the market.

The platform provides betting and third parties and takes care to integrate CRM and affiliate solutions provided by companies we are dealing with.

We believe our own custom platform is providing us with greater control and enable us to minimise substantially our costs from the High minimum fees and GGRs provided by developers of turnkey casinos.

STRUCTURE CHART



Payment Gateway

We use a payment gateway which is integrated using an API on our platform. Utilising a payment gateway enables us to access numerous payment methods offered by the gateway that can help our users facilitate payments on gobet.space.

The platform is able to offer several payments methods including

- Credit, debit and prepaid cards, through several providers
- Direct integration with banks
- Mobile money
- E-wallet providers
- AMPs
- Crypto

Channels and Products

At the moment we are working on the developing our own gobet.space branded mobile app firstly supported only by Android and then expand to iOS if possible.

Management system

Our management system is be developed and maintained to ensure our employees can monitor as well as manage everything with ease. The back end offers an extensive functionality which allows us to manage all the customer's activities on the platform and also ensure that we can push promotions to existing users as well as identify trends and implement new strategies for promotion to acquire new customers.

The system user friendly for our support employees to carry out the KYC verifications such as Identity and Personal details verification, Proof of Address as well as Source of funding and we integrate outsourcing services such as SumSub in order to be always in compliance with KYC and AML.

DOMAIN NAME

gobet.space features the following information/links in the footer of each page;

- Company Information – details of the licensed company that operates the website and the payments company that acts as a payments agent, the information includes the company names and addresses.
- Licensing information - The sub-licence number shown under which the company is licensed to operate the website.
- About Us Section – informative summary on the company.
- FAQ/ Help Centre – questions and answers for customers to provide information on the most common queries from customers, a quick reference guide for any customers.

- Terms & Conditions – the terms and conditions that customers are bound to by accepting the rules of using the website. These include the following;
 - KYC – Age & Identity Verification
 - Account – rules regulating your account and the use of the account.
 - Deposits and Withdrawals – rules regulating payment activity on the site
- Privacy Policy – declaration of data protection and privacy law compliance.
 - Information on the information collected and its uses.
 - Cookies Policy – information on the types of cookies used and their purposes.
- Responsible Gaming Information.
 - The website provides a Responsible Gambling link which shows appropriate guidance information to customers and provides links to www.responsiblegambling.org and www.gamblersanonymous.org.
 - Preventing underage gambling – KYC checks prevent gamblers under the regulated minimum age (standard being 18 years) from using the website.
 - Customer Limits – Allowing customers to set a deposit limit within a certain time-frame to prevent customers from playing more than they can afford.
 - Self-Exclusion – industry standard practice of providing a mechanism for customers to suspend their gambling activity for a predetermined time set by themselves.
 - Set maximum stakes for bets – the customer can limit their activity by self- imposing limits.
 - Account Closure – the customer has the ability to close their account through the website.
- Indemnity and Limitation of Liability
- Customer Service and Complaints – dedicated email and number are allocated for complaints
- Betting Rules & Regulations
 - General Sports Betting Rules
 - Detailed betting rules per Sport
 - General Casino Game rules
 - Specific Casino rules by Game
- Security Policy - encryption, firewall protection, account protection and verification protocols.

- Payment Providers Information – Details of the payment providers integrated on the website.
- Contact us – address, email address and Live Chat is integrated into the website to allow customers to contact and chat with customer service representatives at all times.

And any additional information in compliance with GC rules.

Marketing and Sales Plan

Marketing Strategy focus:

1-We reaches the large databases that we supply by means of communication tools such as sms, whatsapp, telegram, email and make our name heard. Our call centre team actively deals with feedback and questions continuously.

2-We use social media effectively, create social media accounts and Telegram accounts that many people follow, and create a large audience of followers with various promos.

3- We appear effectively in places such as forums websites with active player groups in it (previously productive platforms).

4-We agree with the publishers that broadcast casino games from channels such as youtube discord to record videos of the games performed in our site. We agree with them with a payment fee or as an affiliate.

5-We do SEO work on the words searched by this group of players effectively and this continue continuously. At the same time, we put our backlinks on the created sites.

6-We try to agree with the affiliates that can bring customers to our sites with our own terms.

7- We give the best service in the market with our experienced staff based on 100% customer satisfaction.

The above solutions have been provided by Advanced Sports Entertainment N.V. a company incorporated in Curacao, shareholder Mr Thomas Wikstrom and by Tech Sports Operations Ltd., shareholder Mr. Marc Iarochevitch.

Bonus and Loyalty

Stakes placed at gobet.space casino allows users to accumulate points; once a certain threshold is reached within a given time frame, bonuses are unlocked. Higher bonuses are available when users achieve consecutive success.

The scheme uses a tier point structure, the greater the points the higher the tier. Each tier offers a different multiplier of points; further up the tier system they climb the greater the multiplication.

The integration between the loyalty system and gaming platform offers immediate updates between bets placed and points earnt.

Gobet.space casino offers users the following bonus types

- Bonus for 1st, 2nd, 3rd deposit
- Free spins,
- Tournament solutions in modality buy in and race,
- Contents play for fun,
- Cash Back

Work chart / name of key positions

Operational Info

The structure of the customer support's teams, a brief description of the roles and positions and others relevant info of the area.

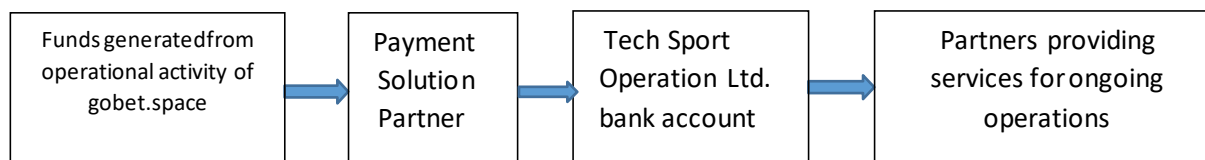
JOB	DESCRIPTIONS
Operation Director	To manage and to support all the staff, report to the COO.
Supervisor	To give full support to attendants, performing, when necessary, the role of attendant and release of withdrawals. With the future implementation of Sports Betting, communication with traders, monitoring of duplicities and suspicions, feedback on calls, problem solving and doubts, elaboration and transfer of general graphics and customer database and other information necessary to superiors
Customer's Support Attendant	To solve customer doubts/problems, some will execute withdrawals with pre-established maximum amounts, some will talk to traders in the case of unplaced bets and double bets, (mainly at dawn time). (When entered SPORTS BETTING)
Withdraw's Attendant	To release withdrawals up to a pre-established maximum amount. It is also up to the customer, in case of denial, to send the customer the reason that the withdrawal was not processed and how he must proceed with the new request, it is also pre-stipulated to the contracted service support if necessary.

Payments Agent

The ongoing management and administration of the Corporate structure for **Advanced Sports Entertainment N.V.** is performed together by **Tech Sports Operations Limited** with the **G-Force team**.

Tech Sports Operations Limited is working with several Payment Services providers that help the company with processing from LATAM traffic - PagSmile, AstroPay, Monnet, APS, Directa24.

MONEY FLOW CHART



Section 5. Financial Plan

We have made a financial plan to accurately report our costs. The growth is an estimate and depends on the minimum fees and GGR % generated by our own inhouse platform.

	2024	2025	2026	2027
Staff Costs/Contractors	12 mln Eur	12,5 mln Eur	13mln Eur	14 mln Eur
Marketing	7mln Eur	13mln Eur	15mln Eur	18mln Eur
IT and Platform	600,000 Eur	600,000 Eur	600,000 Eur	600,000 Eur
Gaming Licence	15,000 Eur	15,000 Eur	15,000 Eur	15,000 Eur
Curacao Fees	8,000 Eur	8,000 Eur	8,000 Eur	8,000 Eur
Office Costs	4,000 Eur	4,000 Eur	4,000 Eur	4,000 Eur
Professional Fees	10,000 Eur	10,000 Eur	10,000 Eur	10,000 Eur
Total Expenses	19,7mln Eur	26,5mln Eur	28,7mln Eur	32,7mln Eur
Total Gross Profit from Gaming	19mln Eur	60mln Eur	90mln Eur	100mln Eur
Net Profit	4mln Eur	12 mln Eur	18 mln Eur	20 mln Eur