

Business Plan

By Advanced Sports Entertainment N.V.

1. Introduction and Background

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

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 – dicebet.com - targeting users in Azerbaijan, and to reach new targets - South Africa, India Bangladesh, Turkey and some other after market research. The Company's operations are permitted only in countries not included on the prohibited list provided by Compliance Caribbean.

The company brand's name is dicebet.com and has been licensed by the Curacao Gaming Authority ("CGA") since 04/Jun/2025 to offer games of chance by means of distance communication under license number OGL/ 2024/635/0818 in accordance with the National Ordinance on Games of Chance (Landsverordening op de kansspelen, P.B. 2024, no 157).

The mission is to become one of the region's leading operators, with the user- friendly platform offering an unrivalled gambling experience.

Dicebet.com offers Casino, Live casino, Virtual games and Sports Betting.

2. 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.dicebet.com 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 N.V., the license holder. Please be noted that the company requires no Gibraltar license for its activities.

All payment service provider (PSP) agreements are currently being transferred to Advanced Sports Entertainment N.V. The Revenue collection agreement will be terminated immediately upon completion of contract transfers to Advanced Sports Entertainment N.V. Following Mr. Marc's formal approval as Ultimate Beneficial Owner (UBO) by CGA, Tech Sports Operation Ltd. will have no operational or structural ties to Advanced Sports Entertainment N.V. Both entities will operate as fully independent legal entities.

Director:	Global Related Services B.V. (director G-Force Corporate Services B.V, 108775, Gouloud Mercedes Hammoud)
CEO/CFO	Current UBO of the Company - Mr. Thomas Juhani Wikstrom. Will be replaced by new shareholder Marc Iarochévitch following CGA approval. Transaction timeline dependent on CGA decision.
CTO	CTO appointment in progress. Engagement agreement to be finalized by July 24, 2025.
Compliance Officer	Anna Glam. Forensic Caribbean N.V., dba Compliance Caribbean.

3. Operational Info

Work chart / name of key positions

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

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 - 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).

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.

4. Business forecasts for 3 years

We have prepared a financial plan based on the results of the previous year, the current operational environment, and our strategic objectives for the next three years. It should be noted that in 2025, both revenue and costs are projected to decrease significantly compared to 2024, primarily due to the suspension of our operations in the Brazilian market following the introduction of local licensing requirements. This market represented up to 95% of total revenue in 2024.

Under the new strategy for 2025–2027, we aim to diversify and expand our geographical footprint. In 2025, we intend to conduct comprehensive research into priority regions and subsequently initiate operations in two to three new countries. The first financial contributions from these markets are expected in 2026, while in 2027 we will continue to implement our expansion strategy, with the objective of strengthening our market presence and delivering sustainable financial growth.

EUR	2024 (fact)	2025	2026	2027
Revenue	330 730,00	180 000,00	324 000,00	486 000,00
Direct Costs	141 917,00	130 000,00	143 000,00	157 300,00
Gross Margin	188 813,00	50 000,00	181 000,00	328 700,00
Operating Expenses	40 131,00	33 000,00	35 640,00	38 134,80
EBIT	148 682,00	17 000,00	145 360,00	290 565,20
Financial Result	(475,00)	(500,00)	(500,00)	(500,00)
Net Result	148 207,00	16 500,00	144 860,00	290 065,20

5. 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 dicebet.com and ensure the longevity of user experience which proves vital to developing the customer base gambling on the platform.

6. Funding

The company has been in operation for several years. Under a previous sublicensing framework, it was authorized to operate with an Orange Seal pending full approval from the CGA. The business is currently self-sustaining and is funded solely by its ongoing operational income.

Mr. Marc Iarochevitch is able to further support with funding if required, however this is sufficient for dicebet.com.

7. The dicebet.com Casino Platform

We offer our own solution for the iGaming platform. One of the most innovative and flexible platforms on the market.

We believe that our own custom platform provides us with more control and allows us to significantly reduce our costs due to the high minimum fees and GGR provided by the turnkey casino developers.

8. Payment Gateway

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

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

9. Channels and Products

We have our own branded mobile apps, as IOS, as Android.

10. 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.

11. DOMAIN NAME

Dicebet.com 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 payment 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.

Terms of Service – Rules governing the use of the casino, including user obligations, prohibited activities, and platform rights.

Self-Exclusion – Tools for players to block their own access for a set period to promote responsible gambling.

Accounts, Payouts & Bonuses – Policies on account management, withdrawal procedures, and bonus terms (wagering requirements, eligibility).

Betting Rules – Resources for safe gambling, such as deposit limits, reality checks, and support for problem gambling.

- 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.
- Stake limits - Stake self-limitation feature allow you to restrict your stakes so that the amount does not exceed the specified day, week and 30 days limits.
- Loss limits - Loss self-limitation feature allow you to restrict your losses so that the amount does not exceed the specified day, week and 30 days limits.
- Set maximum stakes for bets – the customer can limit their activity by self- imposing limits.
- Self-Exclusion – industry standard practice of providing a mechanism for customers to suspend their gambling activity for a predetermined time set by themselves.
- Account Closure – the customer has the ability to close their account through the website.

Anti-Money Laundering (AML) – Measures to prevent illegal financial activities, including transaction monitoring and reporting.

Dispute Resolution – Process for handling player complaints, often involving a mediator or regulatory body.

Refund Policy – Conditions under which players can request refunds (e.g., errors or unauthorized transactions).

Privacy & Management of Personal Data – How user data is collected, stored, and protected under laws like GDPR.

KYC Policies – Identity verification requirements (ID, proof of address) to prevent fraud and underage gambling.

Fairness & RNG Testing Methods – Certification that games use Random Number Generators (RNGs).

Payment Providers Information – Details of the payment providers integrated on the website.

Mobile Apps - where users can download mobile applications for Android and iOS.

Contact us – address, email address 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.

12. Marketing and Sales Plan

Marketing Strategy focus:

1. Database Access and Communication Channels

We utilize large databases and maintain active outreach through multiple communication channels, including SMS, WhatsApp, Telegram, and email, to enhance brand visibility. Our dedicated call center team handles customer feedback and inquiries promptly.

2. Effective Social Media Engagement

We strategically manage social media accounts and Telegram channels, growing a substantial follower base through targeted promotions and engaging content.

3. Participation in Gaming Communities

We maintain a strong presence on forums and websites with active gaming communities, including previously high-performing platforms.

4. Collaboration with Content Creators

We partner with publishers and streamers on platforms such as YouTube and Discord, commissioning gameplay videos featuring our platform. Compensation is structured as either a fixed fee or affiliate-based remuneration.

5. SEO and Backlink Strategy

We continuously optimize for high-intent keywords relevant to our target audience while strategically placing backlinks on authoritative sites.

6. Affiliate Network Coordination

We collaborate with affiliates under customized terms to drive qualified traffic to our platforms.

7. Premium Customer Support

Our experienced support team delivers market-leading service, prioritizing 100% customer satisfaction.

13. Bonus types

Dicebet.com casino offers users the following bonus types

- Bonus for 1, 2, 3, 4 deposit,
- Free spins,
- Tournament solutions in modality buy in and race,
- Daily bonus,
- Cash Back