

IT Management Santora B.V.

Business plan – for B2B Operations

December 2024

About the company

IT Management Santora B.V. is a company registered and established under the laws of Curaçao, having its registration number 144578 and registered address, Korporaalweg 10, Willemstad (hereinafter to referred as “the Company”). The Company provides game development solutions, offering top-tier games tailored to meet the needs of operators. The Company is committed to provide the highest quality games to its operators, setting high expectations within the industry with its attractive and engaging games.

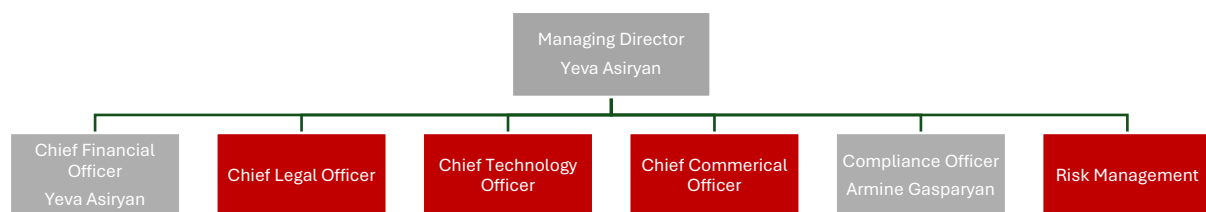
Overview of the business product

Having operated in Curacao since 2018, the Company now wishes to secure its own B2B gaming license firstly under the current legislation, that is the NOOGH and then eventually transition to a licence under the new gambling ordinance, the LOK. With an eye on regulatory compliance and market penetration, the company strategically positions itself to meet the requirements for licensing while focusing on enhancing its product offering to its players to serve the expanding gaming market effectively.

The company will offer a turnkey solution is a comprehensive, ready-to-use service that provides everything needed to launch and operate an online gaming business. It includes pre-built software for games like casino, sports betting, and poker, customizable white-label options for branding, seamless payment integrations, robust user management tools, compliance and licensing support, and advanced security features. The platform also offers backend administrative tools, marketing functionalities, and cross-device support, allowing operators to quickly enter the market with minimal effort. With ongoing support and scalability, the platform will enable businesses to focus on player engagement while handling the technical and operational aspects.

Company Management Structure

The below table is a management organogram which clearly defines and highlights all the key management roles and structure in the Company’s roles.



 In hiring process

Financial Forecasts

The Company prepares financial forecasts based on historical figures and growth targets. Detailed financial forecasts, predicting the company's performance to assist the Company in making financial decisions for the B2B Operations. Such forecast is being enclosed to this Business Plan.

Overview of the Intended strategy for Business Growth

The strategic goals of the Company have been defined in terms of:

- Products;
- Distribution channels;
- Markets;
- Technology

The Company has been operating for several years, in which it has created its own a respectable customer base and has kept growing ever since.

The Company's growth strategy revolves around expanding its market presence, forging strategic partnerships with other game studios, and continuously innovating its product offerings to stay ahead of the competition. The Company aims to penetrate new markets while strengthening its position in existing ones through targeted marketing campaigns, effective sales strategies, and unparalleled customer service.

Key suppliers and Material Dependencies

The Company relies on key suppliers for gaming software, technology infrastructure, and other essential resources necessary for its operations. The company maintains strong relationships with these suppliers to ensure a steady supply of high-quality products and mitigate any potential risks associated with dependencies.

The following tables include the details of all key suppliers critical of the Company's services, as well as the business.

Key Supplier	Services
SoftConstruct	Gaming platform
FreemarketFX	Banking Services

Risk evaluation and management.

The Company conducts regular risk assessments to identify potential threats to its business operations, including regulatory compliance issues, market volatility, cybersecurity threats, and supply chain disruptions. The company implements risk management strategies to mitigate these risks, such as implementing robust security measures and staying informed about industry regulations.

The primary purpose of the Company's Risk Management Framework is to provide a structured and adaptable approach to:

Identify Risks: Encourage a systematic process for recognizing, categorizing, and understanding potential threats and opportunities that may impact the Company.

Assess Risks: Evaluate the likelihood, impact, and interdependencies of identified risks to prioritize them effectively and allocate resources efficiently.

Mitigate Risks: Develop and implement strategies, controls, and action plans to reduce, transfer, or accept risks, aligning them with the Company's risk appetite and tolerance.

Monitor and Review: Continuously monitor and reassess the risk landscape, ensuring the effectiveness of implemented measures and adapting to emerging risks or changes in the Company's environment.

Legal and Governance Framework

The Company operates within the legal and regulatory framework of Curacao. The Company adheres to all relevant gaming regulations, licensing requirements, and industry standards to ensure compliance and maintain its reputation as a trustworthy gaming provider. Additionally, the Company upholds high standards of corporate governance to foster transparency, accountability, and ethical business practices.

Board of Directors

As described in the Company Management section above, the Managing Director, Ms Yeva Asiryan will be supported by nominated managers, in the day-to-day operations of the Company. The Managing Director's responsibilities include, but are not limited to the following:

- To set the strategic goals of the Company;
- Set up and maintain an effective internal control system in order to ensure a smooth running of the operations and compliance with the Curacao Gambling Legislation;
- Ensure that the Company complies with any legal and accounting requirements;
- Keep all the stakeholders informed of the Company's performance;
- Ensure that the Company has sufficient financial and human resources;

The board is responsible for making decisions related to financial matters, budgeting, and creating a clear vision of what the Company aims to be and what the Company wants to achieve in the long run.

Strategic Management

The Company's strategic management involves setting clear objectives, devising actionable plans, and regularly evaluating performance to drive business growth and profitability. The Company focuses on strategic initiatives such as product diversification, market expansion and cost optimization to achieve its long-term goals and stay competitive in the growing, yet dynamic gaming industry.

The strategic management team works on achieving the vision of which the board of directors aims for. They turn this vision into an objective with the help of the Company's choice of KPIs.

Target KPIs and Business Objectives

Key performance indicators (KPIs) for the Company include revenue growth, market share expansion, operators' acquisition and retention rates, profitability margins, and regulatory compliance metrics. The Company's business objectives include increasing sales revenue, expanding into new geographic markets, enhancing other operators' satisfaction, and achieving sustainable profitability.

The Company makes use of Key Performance Indicators (KPIs) to measure its success and the business' long-term objectives, such methods include:

- **Operator Retention** – The Company prioritizes operator retention as a crucial metric for business success, aiming for a minimum of 60% operator retention. To achieve this objective, the Company implements strategies such as personalized gaming experiences, regular content updates, and responsive customer support.
- **Revenue and Profits** – The Company focuses on generating sustainable revenue and maximizing profits by efficiently managing costs and optimizing revenue streams. Key objectives include

increasing total revenue and achieving healthy profit margins, ensuring the long-term financial viability of the Company.

- **Compliance** – Compliance with regulatory requirements, including licensing and responsible gaming regulations, is paramount for the Company's operations. The Company aims to maintain full compliance with all relevant regulations, minimizing the risk of penalties or legal issues while upholding the highest standards of integrity and responsibility in its gaming offerings.
- **Reputation and Trust** – Building relationships and conducting brand sentiment analysis are integral to maintaining a positive reputation and building trust with operators. The Company prioritizes transparency and responsiveness in its dealings with operators, aiming to foster a strong brand reputation and loyalty within the gaming community.
- **Market Expansion** – Identifying opportunities for growth and market expansion is essential for the Company's long-term success. The Company seeks to capitalize on emerging trends, new geographic markets, and strategic partnerships to expand its reach and diversify its revenue streams, ensuring sustainable growth and competitiveness in the dynamic gaming industry landscape.

By using these KPIs to measure the Company's performance, the Company will have a detailed overview of all the areas in which the Company may need to improve as well as see parts in which the Company is making good progress in.

Policies and Procedures

Policies and procedures of the Company have been drafted with the assistance of external consultants.

The board believes, the persons drafting and developing the Company's policies and procedures are qualified, competent and well experienced in this sector and are accustomed and committed to take compliance and integrity when proposing such policies and procedures for the board's approval. The board does not perceive any potential conflict of interest in this process.

The Company implements comprehensive policies and procedures to govern its operations, ensure regulatory compliance, and mitigate operational risks. These policies cover areas such as data security, privacy, responsible gaming practices, employee conduct, AML/KYC, business conduct and financial management. The Company regularly updates its policies and procedures to adapt to changing regulations and industry best practices while maintaining a culture of continuous improvement.

IT Management Santora BV
Actual and Projected Statements for
2023 - 2026

IT Management Santora BV
Statement of Profit and Loss

2023 - 2026	Actual	Projected	Projected	Projected
	2023	2024	2025	2026
	€	€	€	€
Revenue	257,984,175	283,782,593	312,160,852	343,376,937
Cost of Sales	(251,037,862)	(276,141,648)	(303,755,813)	(334,131,394)
Gross Profit	6,946,313	7,640,945	8,405,039	9,245,543
Direct Costs	(5,537,987)	(5,994,594)	(6,328,373)	(6,723,770)
Administrative Expenses	(1,242,747)	(1,360,808)	(1,490,085)	(1,631,643)
OIBTDA	165,579	285,543	586,581	890,130
Other Operational Income	-	-	-	-
Finance Costs	-	-	-	-
D&A	-	-	-	-
Profit/Loss before taxation	165,579	285,543	586,581	890,130
Tax Expenses	-	-	-	-
Profit/Loss for the Period	165,579	285,543	586,581	890,130
Other Comprehensive Income				
FX Variance (Realised)	89,121	93,577	98,256	103,169
FX Variance (Unrealised)	-	-	-	-
Finance Income	-	-	-	-
Total Comprehensive Income	254,700	379,120	684,837	993,299

IT Management Santora BV
Statement of Financial Position

2023 - 2026	Actual	Projected	Projected	Projected
	2023	2024	2025	2026
	€	€	€	€
ASSETS				
Non Current Assets				
Intellectual Property	-	-	-	-
Investments in Subsidiaries	-	-	-	-
TOTAL NON CURRENT ASSETS	-	-	-	-
Current Assets				
Trade and Other Receivables	6,195,734	6,997,379	7,697,117	8,466,829
Cash and Cash Equivalents	1,417,453	1,227,065	1,858,327	2,763,524
Loans and Advances to Related Parties	1,090,893	1,090,893	1,090,893	1,090,893
TOTAL CURRENT ASSETS	8,704,080	9,315,337	10,646,337	12,321,246
TOTAL ASSETS	8,704,080	9,315,337	10,646,337	12,321,246
EQUITY				
Capital and Reserves				
Called Up Issued Share Capital	85	85	85	85
Accumulated Profit/Loss	542,385	771,505	1,256,342	1,999,641
TOTAL EQUITY	542,470	771,590	1,256,427	1,999,726
LIABILITIES				
Non Current Liabilities				
Loans and Advances from Related Parties	-	-	-	-
Loans and Advances from Shareholders	-	-	-	-
TOTAL NON CURRENT LIABILITIES	-	-	-	-
Current Liabilities				
Trade and Other Payables	8,161,610	8,543,747	9,389,910	10,321,520
Loans and Advances from Related Parties	-	-	-	-
TOTAL CURRENT LIABILITIES	8,161,610	8,543,747	9,389,910	10,321,520
TOTAL LIABILITIES	8,161,610	8,543,747	9,389,910	10,321,520
TOTAL LIABILITIES AND EQUITY	8,704,080	9,315,337	10,646,337	12,321,246

IT Management Santora BV
Statement of Cash Flows

2023 - 2026	Actual	Projected	Projected	Projected
	2023	2024	2025	2026
	€	€	€	€
CASH FLOWS FROM OPERATING ACTIVITIES				
Profit for the year before tax	254,700	379,120	684,837	993,299
Asjustments for:	-	-	-	-
<i>Finance Costs</i>	-	-	-	-
Movement in Working Capital:	521,087	(419,508)	146,425	161,898
<i>(Increase)/Decrease in Receivables</i>	(679,659)	(801,645)	(699,738)	(769,712)
<i>Increase/(Decrease) in Payables</i>	1,200,746	382,137	846,163	931,610
<i>Increase/(Decrease) in Other Liabilities</i>	-	-	-	-
Cash (absorbed by)/generated from operations	775,787	(40,388)	831,262	1,155,197
<i>Interest Paid</i>	-	-	-	-
<i>Tax (Paid)/Refunded</i>	-	-	-	-
Net Cash Inflow/Outflow From Operating Activities	775,787	(40,388)	831,262	1,155,197
CASH FLOWS FROM INVESTING ACTIVITIES				
Purchase of Fixed Assets	-	-	-	-
<i>Property Plant and Equipment</i>	-	-	-	-
<i>Intangible Assets</i>	-	-	-	-
Disposal of Fixed Assets	-	-	-	-
<i>Property Plant and Equipment</i>	-	-	-	-
<i>Intangible Assets</i>	-	-	-	-
Investment in Financial Assets	-	-	-	-
Net Cash Inflow/Otflow From Investing Activities	-	-	-	-
CASH FLOWS FROM FINANCING ACTIVITIES				
Proceeds/(Redemption) of Loans:	(402,218)	-	-	-
<i>Related Parties</i>	(402,218)	-	-	-
<i>Banks</i>	-	-	-	-
<i>Shareholders</i>	-	-	-	-
Proceeds from Share Issues	-	-	-	-
Dividends Paid	-	(150,000)	(200,000)	(250,000)
Net Cash Inflow/Otflow From Financing Activities	(402,218)	(150,000)	(200,000)	(250,000)
<i>Cash and Cash Equivalents in the Beginning of the Period</i>	<i>1,043,884</i>	<i>1,417,453</i>	<i>1,227,065</i>	<i>1,858,327</i>
<i>Net Cash Increase/(Decrease) for the Period</i>	<i>373,569</i>	<i>(190,388)</i>	<i>631,262</i>	<i>905,197</i>
<i>Cash and Cash Equivalents in the End of the Period</i>	<i>1,417,453</i>	<i>1,227,065</i>	<i>1,858,327</i>	<i>2,763,524</i>