

GATEPOST N.V. BUSINESS PLAN

2024

1) Products, Services, Brands & IP

We aspire to establish and introduce cutting-edge igaming brands with a primary focus on cryptocurrency and casino games. Our overarching goal extends beyond merely offering traditional casino games and generic payment methods, which are prevalent among operators in the industry. Instead, we strive to elevate the gaming experience by integrating brand-specific gamification, fostering customer interaction, and crafting an immersive brand experience that is both relevant and inclusive.

Embarking on this journey, we are proud to introduce our inaugural brand, coinhero.io. Leveraging a well-established platform, coinhero.io features casino games from renowned suppliers and a sportsbook that stands at the forefront of innovation. Initially, our focus will be on select countries where English is the primary language, ensuring a seamless introduction. As we refine and stabilize our product and brand, our expansion will extend to encompass additional jurisdictions.

Looking ahead, our long-term strategic plan involves the launch of numerous brands on our internally developed platform. This platform will empower us with enhanced control over the player experience, ensuring a more refined and superior gaming environment. Not to forget the increase in margin and profitability. Through these endeavors, we are committed to shaping the future of igaming with innovation, quality, and an unwavering dedication to delivering an unparalleled gaming experience.



BRANDS

Embarking on our journey into the realm of igaming, we are initiating with the brand Coinhero.io. Additional brands will be introduced when we are confident that our organization, processes, and technology have reached a level where we can efficiently leverage the established infrastructure and resources. This ensures a cost-effective expansion and a strategic progression in line with our vision.

Brands	Overview
	COIN HERO • Our lead brand, a global online crypto-gambling platform, that will offer customers access to over 4,000+ online casino games and 40+ sports betting markets. • The platform allows users to directly fund their accounts with top cryptocurrencies and other payment methods. • Coin Hero will deliver high-quality betting games, and a unique user-friendly experience on web-based mobile site.
OTHER BRANDS	• As our business expands, we have plans to launch subsequent brands for relevant global markets.



PRODUCTS & SERVICES

Initially, our strategy involves launching with the essential content and services, provided by reputable aggregators and a sportsbook provider - a standard practice for most operators. Looking ahead, in the medium and long term, our goal is to significantly increase the production of proprietary content, further establishing our unique identity in the industry.

Products & Services	Overview
PRODUCTS & SERVICES	• Casino games – from 40 providers and 2 aggregators. • Sportsbook – from Nsoft 40 sports in leagues across the globe. • Proprietary games – adapted games in medium term and fully produced games within 18 months. • Tournaments, minigames, missions and achievements. • Streaming content live on site.



IP

In the early stages, our exclusive intellectual property will revolve around the distinctive URL and brand name, coinhero.io, characterized by its unique and compelling identity within a specialized niche.

Looking forward, our strategic vision involves the development of an in-house platform, laying the foundation for creating bespoke games and innovative features across our upcoming brands. Our goal is to establish a robust infrastructure that fosters originality and sets new standards in the industry.

As we evolve, we aspire to position ourselves at the forefront of innovation, crafting not only memorable brand experiences but also pioneering advancements in gaming technology across our diverse portfolio.

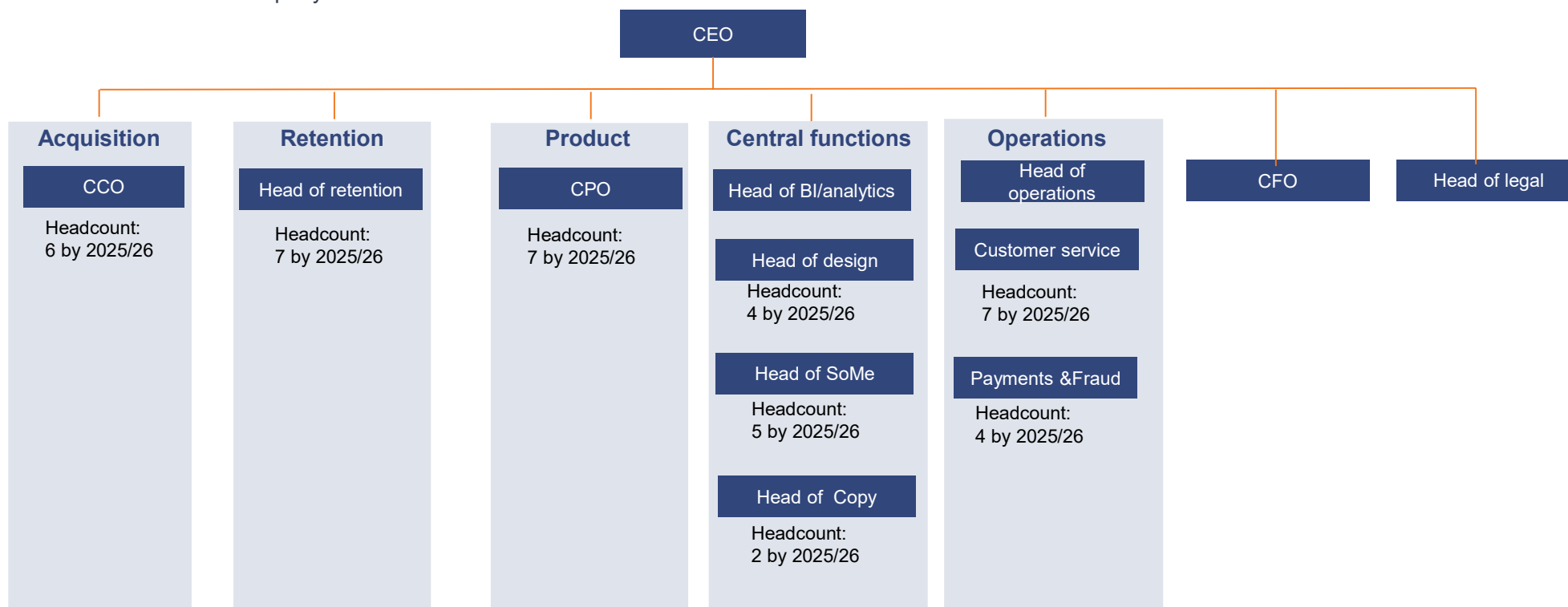
2) Company Structure

The core structure of our company remains aligned with industry norms, yet we embrace a modern approach that distinguishes us. Our organizational fabric deviates from the conventional model, embracing a virtual essence facilitated by shared resources, remote freelancers, and dispersed employees. Despite the diverse locations and modes of attachment to the company, our commitment to a cohesive virtual organization remains unwavering.

Roles, mandates, and tasks retain uniformity, demonstrating our adaptability to a dynamic work environment where physical proximity is not a prerequisite for collaboration. In this contemporary paradigm, the essence of our company transcends traditional office boundaries, fostering a harmonious and effective work culture, even in the absence of a centralized physical presence.

Organizational structure

Like numerous enterprises, we will commence operations on a modest scale, expanding organically in harmony with the growth of our customer base, the proliferation of brands, and the strategic development of targeted geographic areas where opportunities abound. Throughout the initial phase and the subsequent two years, our organizational structure will maintain its foundational framework. However, roles will undergo a process of refinement, becoming more focused, and our workforce will experience an increase in headcount. The below are roles within the company.



C-Level & Management Team

The board comprises representatives from BI/analytics, Finance, Owners, Marketing, and Technology. It holds ultimate authority over all strategic decisions related to branding, product development, budgets, and overarching directions. This includes but is not limited to decisions on geographic expansion, product categories, licensing, and player protection. The collective expertise of the board members ensures a comprehensive and informed approach to shaping the company's strategic vision and key initiatives.



3) Forecasts

Business forecasts for 3 years.



FORECASTS – STATEMENT OF COMPREHENSIVE INCOME

Operating year	Pre-Trading Year 0	Months 01-12 Year 1	Months 13-24 Year 2	Months 25-36 Year 3
Statement of Comprehensive Income	€	€	€	€
Gross Gaming Revenue (GGR)	0	3,715,198	19,413,165	49,553,961
Bonuses and free spins	0	(928,799)	(4,853,291)	(14,925,892)
Net Gaming Revenue (NGR)	0	2,786,398	14,559,874	34,628,069
<u>Direct costs</u>				
Payment Processing Fees	0	222,912	1,164,790	3,582,214
Marketing Spend	0	1,123,795	5,345,346	14,498,227
Third Party Content Royalties		408,672	2,135,448	6,567,392
Hosting Costs/Chargebacks	0	(2,000)	0	0
Platform revshare	0	92,880	419,696	925,890
	0	1,846,259	9,065,280	25,573,724
Gross profit	0	940,139	5,494,593	9,054,345
<u>Other operating costs</u>				
Salaries (incl. social security contributions)	19,950	865,500	2,512,200	2,932,700
Platform costs	16,250	48,000	28,000	0
Miscellaneous office expenses	1,500	44,650	87,150	88,500
Other professional fees	5,000	107,700	172,300	188,500
	42,700	1,065,850	2,799,650	3,209,700
EBITDA	(42,700)	(125,711)	2,694,943	5,844,645
Depreciation and amortisation	0	10,500	44,250	78,000
EBIT	(42,700)	(136,211)	2,650,693	5,766,645
Interest	0	0	0	0
Profit before tax	(42,700)	(136,211)	2,650,693	5,766,645
Taxation	0	0	0	0
Profit for the period	(42,700)	(136,211)	2,650,693	5,766,645



FORECASTS – STATEMENT OF FINANCIAL POSITION

Operating year	Pre-Trading Year 0	Months 01-12 Year 1	Months 13-24 Year 2	Months 25-36 Year 3
Statement of Financial Position	€	€	€	€
Non-current assets				
Capitalised Assets	0	31,500	122,250	179,250
	0	31,500	122,250	179,250
Current assets				
Player funds	0	222,912	1,164,790	2,770,246
Cash and cash equivalents	10,000	50,000	3,031,953	9,914,979
	10,000	272,912	4,196,743	12,685,225
Total assets	10,000	304,412	4,318,993	12,864,475
Equity and liabilities				
Capital and reserves				
Share capital	92	92	92	92
Retained earnings	(42,700)	(178,911)	2,471,783	8,238,428
	(42,608)	(178,819)	2,471,875	8,238,520
Non-current liabilities				
Related party loans	50,712	0	0	0
	50,712	0	0	0
Current liabilities				
Related party loans	0	108,344	0	0
Trade and other payables	1,896	151,975	682,328	1,855,709
Players liability	0	222,912	1,164,790	2,770,246
	1,896	483,230	1,847,118	4,625,955
Total equity and liabilities	10,000	304,412	4,318,993	12,864,475



FORECASTS – STATEMENT OF CASHFLOWS

Operating year	Pre-Trading Year 0	Months 01-12 Year 1	Months 13-24 Year 2	Months 25-36 Year 3
Statement of Cash Flows	€	€	€	€
Profit before tax	(42,700)	(136,211)	2,650,693	5,766,645
Add back: Depreciation	0	10,500	44,250	78,000
Less: Taxation	0	0	0	0
	(42,700)	(125,711)	2,694,943	5,844,645
Net cash flows from operating activities				
Movement in trade payables	1,896	150,079	530,354	1,173,381
	1,896	150,079	530,354	1,173,381
Net cash flows from investing activities				
Acquisition of capitalised assets	0	(42,000)	(135,000)	(135,000)
	0	(42,000)	(135,000)	(135,000)
Net cash flows from financing activities				
Issue of share capital	92	0	0	0
Loans drawdown	50,712	57,632	0	0
Principal repayment	0	0	(108,344)	0
	50,804	57,632	(108,344)	0
Opening cash and cash equivalents	0	10,000	50,000	3,031,953
Cash inflow / (outflow)	10,000	40,000	2,981,953	6,883,026
Closing cash and cash equivalents	10,000	50,000	3,031,953	9,914,979

4) Strategy for Growth

Overview of intended strategy for the business growth and to secure/maintain/grow market share with specific financial and marketing plans.

TARGET MARKETS & AUDIENCES

We will approach this launch with deliberate thoughtfulness and care. The initial release will focus exclusively on the English language, targeting markets where an English-language site can effectively cater to a substantial audience. Moving forward, we will organically determine the next languages and categories based on the most favorable outcomes from our marketing endeavors and player acceptance. Subsequently, we will translate the site into the selected languages to enhance accessibility and broaden our global reach.



JAPAN

- **Highest percentage** of cryptocurrency users among 27 countries.
- **Target audience:** young, middle-aged men who are tech-savvy and interested in crypto and gambling.
- **Preference:** anonymity, security, fast transactions, low fees.
- Japanese language is vital



VIETNAM

- **Second percentage** of cryptocurrency users among 27 countries.
- **Target audience:** young, middle-aged men who are curious and adventurous about crypto and gambling.
- **Preference:** convenience, variety, and entertainment



CANADA

- **Ninth** of cryptocurrency users among 27 countries.
- **Target audience:** young and old men who are familiar and comfortable with crypto and gambling.
- **Preference:** reliability, fairness, and innovation
- English & French language is vital

TACTICAL MARKETING MIX

ACQUISITION

No groundbreaking or revolutionary surprises await in our marketing mix. However, our emphasis will shift towards acquiring customers through alternative and cost-efficient channels, reducing reliance on the traditionally dominant affiliate channels within the industry. We aim to specifically target the crypto enthusiast demographic, recognizing their inclination for gambling, often manifested in crypto market engagement. Collaborating with prominent substacks, forums, and similar platforms, we intend to attract and engage the relevant crypto audience, diversifying our outreach strategy for enhanced effectiveness.

SEM / SEO

**Display/
programmatic**

**Digital Media
Partnerships**

Social Media

**Influencers
Streamers**

Affiliates

TACTICAL MARKETING MIX

RETENTION

From day one, our strategy hinges on a robust reliance on data, meticulously processed through our proprietary Business Intelligence (BI) tools. This data-driven approach extends beyond conventional reactive Customer Relationship Management (CRM) tasks such as onboarding, retention, and churn prevention. Our proactive retention initiatives capitalize on data insights to offer personalized rewards, assistance, and enriched gaming experiences through innovative gamification. Looking forward, we plan to integrate live streaming for a dynamic user experience.

This approach is grounded in the belief that providing a superior experience from the outset is more effective in retaining customers compared to relying solely on reactive emails. By harnessing the power of data through our BI tools, we aim to continually enhance customer engagement and satisfaction.

Bi/analytics

Gamification tool

Integrated CRM
In platform

Email
(re-active)

SMS
(re-active)

Push
(pro-active)

VIP Team
(re-and pro
active)

Social Media
(re-active)

Gamification
(loyalty
scheme,
tournaments,
missions etc.)

ACQUISITION & RETENTION STRATEGIES

We will base both acquisition and retention on the below beliefs and theories how to better acquire and retain players. As a core we believe that building a superior product and experience will be more efficient and cost less then "bribing" the clients with bonuses and rewards. We need to add...



Targeted Marketing Campaigns

Develop marketing campaigns tailored to the specific characteristics and preferences of target audiences in each country. Employ data-driven insights to identify key demographics, interests, and behaviors, thus enabling more effective customer acquisition.



Personalized Customer Experience:

Enhance the customer experience by leveraging data analytics and customer segmentation. Offer customized promotions, bonuses, and game recommendations based on individual player preferences.



User-Friendly Platforms

Create user-friendly platforms with intuitive interfaces to improve the overall customer experience. Prioritize seamless navigation, fast-loading games, and responsive customer support to foster positive user interactions.



Ease of registration: Use wallet logins, Google and social logins. Key here also: The easiest registration will win.



Localization

Customize marketing materials, content, and customer support to accommodate the local language and culture of each country. This approach demonstrates an understanding of the target audience and helps build trust and rapport.



VIP and Loyalty Programs

Establish VIP and loyalty programs to reward high-value players and encourage retention. Incentivize customer loyalty by offering exclusive bonuses, dedicated account managers, faster withdrawals, and special perks.

ACQUISITION & RETENTION STRATEGIES

Our philosophy extends beyond the conventional by recognizing that a mere assortment of standard games and payment methods, coupled with a user-friendly platform, isn't sufficient. Through the integration of robust gamification, brand-centric activities, and a commitment to authenticity, facilitated by direct communication and transparency, we strive to craft an elevated user experience. Our vision is to transcend the expected content, providing users with a comprehensive and immersive journey that goes above and beyond industry norms.



Player Engagement and Gamification

Incorporate gamification elements to boost player engagement. Features such as leaderboards, tournaments, chat function for players, challenges, and rewards create a sense of competition and achievement.



Social Media Engagement

Engage proactively with players through social media channels, cultivating a sense of community and providing real-time updates on promotions, new game releases, and special events. Also by providing a more active communication through the chat and later on streams we believe that we can achieve greater engagement and a feeling of authenticity and transparency.



Data-Driven Insights

Utilize data analytics to gain insight into player behavior, preferences, and patterns. Leverage this information to optimize marketing campaigns, personalize offers, and enhance the overall player experience.

RESPONSIBLE GAMBLING



Our Company is dedicated to upholding best practices of responsible gaming, aligning with the values of the Curacao Gaming Control Board. Our commitment involves age verification processes, personalized player limits, and self-exclusion options to ensure a secure gaming environment. We actively promote responsible gaming through educational initiatives, leveraging advanced analytics for proactive monitoring, and collaborating with support organizations. Our continuous improvement ethos drives us to regularly evaluate and enhance policies, emphasizing our dedication to player well-being. We believe that our comprehensive approach makes us an ideal candidate for a Curacao Gaming License, contributing to a safer and more enjoyable gaming landscape.

5) Key Suppliers

Our initial key suppliers include aggregators delivering diverse game content, gamification software enhancing user experience and fostering loyalty, and payment providers ensuring seamless transactions globally, all integrated with Coinhero.io. To expedite our operations, establish acquisition channels, implement retention processes, and ensure organizational efficiency, we have opted to commence our journey using a well-established third-party platform.



KEY SUPPLIERS

Initial Phase:

Launching with Momentum

We embark on our venture into the global crypto-driven igaming realm alongside esteemed and stable providers who serve as the cornerstone of our success. These key suppliers already now serve a number of operators with curacao licenses.

In this initial phase, our reliance on these suppliers will extend to every aspect of running an iGaming business. While we retain ownership of the amalgamation of tools, the content and tools themselves, spanning platform, games, chat, payment solutions, gamification, CRM, ticketing, CMS, and more, will be acquired and outsourced.

Future Outlook:

Harnessing Proprietary Technology for Efficiency and Distinctiveness

Our future trajectory involves transitioning to proprietary technology to optimize costs and craft distinctive experiences. In developing our own technology, the emphasis will be higher Customer Lifetime Value (LTV) and unique acquisition propositions. While essential third-party products will cater to core tools and focus on creating value-centric innovations that distinguish our brands and elevate the player experience, resulting in systems, our primary focus, beyond basic platform requirements, will center on data, flexibility, AI, crypto/blockchain integration, and the art of crafting exceptional gaming experiences. These bespoke development will obviously follow the terms and rules of curacao license

Suppliers	Overview
Oneclick Games	• Platform provider
Softswiss	• Games provider
hub88	• Games provider
Veroway	• Payment's provider
Coinpayments	• Payment's provider
ZIQNI	• Gamification tool
Betcare	• Outsourced customer service.

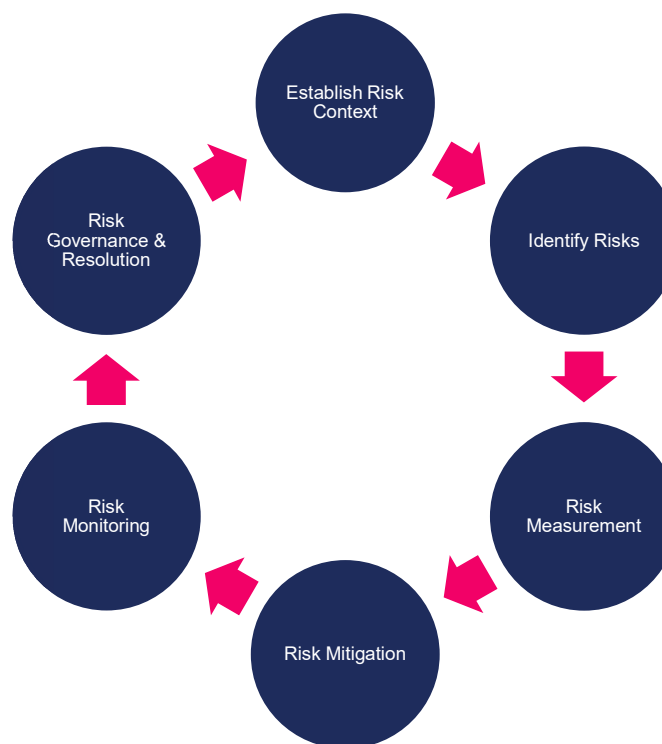
6) Risk Evaluation

Risk evaluation and management.

RISK EVALUATION

Risk Evaluation

- Risk assessment & framework developed. Refer diagram.
- Risk assessment undertaken for each country.
- Risk from all key business areas assessed legal, financial etc.
- Further assessments to be undertaken as risks arise.



7) Legal Framework

Legal and governance framework.

LEGAL FRAMEWORK

In pursuit of our commitment to operating within a secure and regulated environment, we are looking forward to acquire a gaming license from the esteemed jurisdiction of Curacao and the Curacao Gaming Control Board. Acknowledging the importance of a robust legal framework, our business plan emphasizes adherence to Curacao's gaming regulations, ensuring fair play, responsible gaming, and player protection. By aligning with the regulatory standards set by the Curacao Gaming Control Board, we aim to foster trust among our users and contribute to the overall integrity of the gaming industry. We are confident that our dedication to compliance will strengthen our position as a responsible and reputable gaming entity.

8) KPI's

Considering the calibre of the team and the market opportunities, coupled with the strategic choice of suppliers, product and marketing approach the business is very confident it will achieve the projections put forward as part of this business plan.

Whilst costs are prudently estimated, without an overly optimistic sales and marketing approach and assumptions the business will close at a positive position within 12 months from its launch.

8) Policies

Policies and procedures.

POLICIES

Our gaming company upholds a robust set of policies and procedures, emphasizing transparency and fair gaming practices. Our Responsible Gambling Policy prioritizes player well-being, incorporating measures such as limits and self-exclusion options. Anti-money laundering and identity verification procedures are integral to our operations, ensuring a secure gaming environment. We maintain a strict Privacy Policy, safeguarding player data with advanced encryption methods. By aligning with industry best practices, we demonstrate our commitment to regulatory compliance. Obtaining a gaming license in Curacao reflects our dedication to excellence, underpinned by key policies that prioritize player protection, integrity, and operational transparency

End

2024