

Business Plan Non Videri



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1. GENERAL BUSINESS STRATEGY AND HIGHLIGHTS

1.1. Purpose of the business

Non Videri B.V., an entity to be established under the laws of Curacao (the “**Company**” or “**We**”), intends to launch its operations as an online gambling operator (B2C) licensed in Curacao. Our aim is to deliver players an unparalleled gambling entertainment experience, setting a new standard in the market.

We aim to streamline the online gambling experience by combining the finest features of modern facilities into a single website, <https://casmiro.com/> to be set up by the Company.

Our objective is to establish a comprehensive online platform for casino gaming and sports betting, allowing end users to conveniently place bets on various events.

The Company will provide a conventional array of gambling products, including bets on both real and virtual sports events, as well as a variety of slots and other games driven by a random number generator (RNG).

1.2. Path to reach the business goal

To achieve the aforementioned objective, the Company has identified several key components:

- Obtaining a renowned and reputable online gambling license
- Establishing a seamlessly operating basic gambling platform
- Curating an outstanding and diverse content portfolio
- Ensuring seamless payment processes, including deposits and withdrawals, with a focus on cryptocurrency transactions
- Implementing a robust marketing strategy with a distinct emphasis
- Fostering customer retention through high-quality support services and enticing bonus offerings.

1.3. Main competitive advantages

Acknowledging the intense competition within the online gambling market, the Company is aware of the need to carve out its own niche. To outpace competitors and secure a distinctive position, the Company will leverage the following.

- **Intuitive User Interface.** The Company is developing a powerful platform in cooperation with Nuxgame (details provided below), ensuring a user-friendly interface that combines simplicity with cutting-edge UX/UI trends. This platform, crafted for swift deployment, allows for extensive personalization while maintaining utmost simplicity.
- **Premium Gambling Content.** By sublicensing a diverse range of high-end content, encompassing both games and sports, through Nuxgame's aggregator facility, the Company aims to offer an unparalleled gambling experience.

- **Availability of Cryptocurrency Payments.** While not excluding traditional fiat payments, the Company seeks to promote and facilitate the seamless utilization of cryptocurrencies for both deposits and withdrawals. Recognizing the significant potential of cryptocurrencies in the gambling sector, the Company will prioritize and advocate for the use of cryptocurrencies in transactions.

1.4. Short- and long-term perspectives

In the short term (anticipated within 1-2 years post-launch), the Company envisions accomplishing the following milestones:

- **Achieving financial goals.** The primary goal is to reach the break-even point in financial terms, demonstrating financial stability and sustainability.
- **Cultivating a Loyal User Base.** Forming the core end-user audience that remains steadfast with the Company over the long term, fostering a foundation for enduring success.
- **Establishing Operational Excellence.** Achieving operational efficiency is paramount, laying the groundwork for sustained growth and triumph.

Looking ahead to the long term (envisioned within 5 years post-launch), the Company aims to achieve the following strategic objectives:

- **Ensuring Financial Stability.** Attaining stable financial profitability, thereby securing resources for both profit distribution and strategic reinvestments back into the business.
- **Carving a Definitive Niche.** Establishing a well-defined and distinctive niche within the dynamic landscape of the iGaming market, ensuring a unique position and competitive advantage.
- **Building a Respected Brand.** Cultivating a reputable brand presence among customers, fostering customer loyalty, retaining the core audience, and magnetizing new customers through a distinguished and trusted image.

1.5. Mission and Values

The Company's overarching mission is to carve out a distinctive presence in the dynamic iGaming market, offering customers an exceptional gambling experience through the strategic incorporation of cutting-edge technologies. Rooted in this mission, the Company is guided by a set of core business values that not only define its identity but also serve as the driving force behind its operations.

The Company places a premium on **integrity and transparency**, committing to responsible, honest, and open dealings with all stakeholders, including providers, employees, end-users, and regulatory authorities. This commitment underscores the Company's dedication to fostering trust and accountability.

At the forefront of the iGaming industry, the Company is dedicated to continuous **innovation**. It is our pledge to swiftly deliver the most cutting-edge products to

end-users as soon as they emerge in the market. By embracing innovation, the Company aims to set new standards and redefine the gaming experience for our customers.

The pursuit of **excellence** is ingrained in every facet of the Company's operations. Whether it's the delivery of products to customers or interactions with partners, the Company sets high standards to ensure excellence in every endeavor. This commitment underscores the Company's aspiration to be a benchmark of quality and distinction within the iGaming sector.

Striving for **outstanding performance**, the Company is dedicated to surpassing legitimate and realistic expectations set by all stakeholders. This commitment reflects the Company's resolve to not only meet but exceed the standards of performance in a manner that is both sustainable and aligned with the interests of its diverse stakeholders.

1.6. SWOT analysis

1.6.1. Internal Strengths

The Company identifies the following strengths:

- **Cutting-Edge Platform Efficiency.** At the heart of the Company's operations lies a dynamic and efficient platform developed in cooperation with Nuxgame. This synergy ensures not only the quality but also the speed of our platform, guaranteeing a seamless and responsive website experience. Through this technological backbone, the Company commits to delivering a user-friendly interface and optimized performance, thereby elevating the overall online gambling experience for our users.
- **Diverse and Robust Product Portfolio.** The Company takes pride in its formidable product portfolio, meticulously curated through an engaged aggregator. Our extensive range spans across various categories, ensuring a diverse and captivating selection of gambling products that cater to the varied preferences of our users.
- **Cryptocurrency Integration.** The Company recognizes the potential of cryptocurrencies in the gambling sector and strategically prioritizes their use in transactions, providing a forward-thinking approach that aligns with evolving trends in the digital economy.

By leveraging these internal strengths, the Company is well-positioned to offer a comprehensive and unparalleled online gambling platform, setting the stage for sustained success and prominence in the competitive iGaming landscape.

1.6.2. Internal Weaknesses

The Company identifies the following weaknesses:

- **Enhancing Internal Control.** The Company acknowledges the significance of robust internal controls in mitigating operational risks. Recognizing the potential impact of inadequate or failed internal processes on our business operations, we commit to a continual process of

enhancement. Through diligent monitoring, assessment, and adaptation, we strive for operational excellence, ensuring our internal controls evolve and fortify over time.

- **Addressing Workforce Challenges.** The Company recognizes the need for a strategic approach to talent retention. Acknowledging the higher churn rate, we are committed to investing in the training and development of our employees. By nurturing our core team, we aim to not only minimize the impact of turnover but also cultivate a skilled and loyal workforce, thus reinforcing our organizational strength.
- **Embracing Technological Advancements.** The Company acknowledges the imperative of staying at the forefront of technological advancements to ensure seamless integration of processes. While we recognize the need for increased investments, we also acknowledge the importance of maintaining financial prudence. The Company commits to a balanced approach, ensuring strategic investments in technology while staying resilient and adaptable to the evolving market conditions.

In confronting these identified weaknesses, the Company underscores its commitment to adaptive strategies, continuous improvement, and prudent resource allocation. By proactively addressing these challenges, the Company positions itself for sustainable growth and resilience in the dynamic iGaming industry.

1.6.3. External Opportunities

The Company identifies the following opportunities:

- **Global Expansion.** The Company recognizes the shifting global landscape in the gambling industry, with more countries revising their regulatory frameworks. As previously prohibited markets open up, the Company is poised to seize these opportunities. Vigilant monitoring of evolving legal landscapes will allow us to strategically expand our offerings into new locations, ensuring a broadened market presence and increased accessibility for our diverse audience.
- **Cutting-Edge iGaming Trends.** The dynamic nature of the iGaming industry brings forth a myriad of exciting trends, including social gaming, play-to-earn games, blockchain-based casinos, and automated customer support. The Company is committed to staying at the forefront of these innovations. Our strategy involves swift integration of new technologies into our operations, ensuring that our users experience the latest and most immersive gaming features available in the market.
- **Emergence of New Technologies.** The rapid evolution of technologies such as virtual reality (VR) and augmented reality (AR) offers exciting possibilities. The Company can explore innovative ways to incorporate these technologies into its platform, providing users with novel and engaging experiences.
- **Strategic Collaborations through Partnerships.** The Company recognizes the power of synergistic collaborations. Establishing commercial partnerships with operators, marketing agencies, aggregators,

and payment service providers presents a significant avenue for propelling the development of our online gaming business. Leveraging these partnerships strategically, the Company aims to optimize resources, expand reach, and enhance overall business efficacy.

By actively capitalizing on these external opportunities, the Company positions itself not just as an industry participant but as a forward-thinking leader, ready to adapt, innovate, and forge valuable partnerships to fuel sustained growth in the ever-evolving landscape of the online gambling sector.

1.6.4. External Threats

The Company identifies the following threats:

- **Stringent Regulatory Environment.** The Company is aware of the intricate and ever-evolving regulatory landscape governing the iGaming industry. The dynamic nature of these regulations poses a potential commercial challenge, and at times, disadvantageous operating conditions. The Company is committed to proactive monitoring and adaptation to changes, ensuring compliance and agility in navigating the complex regulatory environment.
- **AML and Fraud Challenges.** The surge in fraudulent activities within the iGaming industry poses a substantial threat to both operations and reputation. The Company acknowledges this challenge and commits to robust countermeasures. Collaborating with industry experts, employing advanced technologies, and staying vigilant, we aim to stay ahead of emerging fraud trends and secure the integrity of our operations.
- **Technology Dependency.** The Company recognizes its reliance on third-party software providers and the potential disruptions this dependency may pose. To mitigate this risk, the Company is dedicated to fostering strong partnerships, implementing contingency plans, and diligently monitoring the technological landscape to swiftly address any disruptions that may arise.
- **Cybersecurity Risks.** The rising threat of external cyber-attacks, including DDoS attacks, malwares, and phishing campaigns, is a critical concern. The Company prioritizes cybersecurity, implementing robust measures to safeguard against service interruptions, financial losses, data breaches, regulatory actions, and reputational damage. By investing in cutting-edge cybersecurity technologies and fostering a culture of cyber awareness, we strive to ensure the resilience of our operations, to safeguard user data and maintain trust.
- **Intensified Competition.** The intensified competition within the iGaming industry is a reality that the Company acknowledges. The Company's strategy involves not only adapting to market dynamics but also differentiating itself through innovation and customer-centric approaches. By consistently enhancing our offerings and customer experience, we aim to navigate the competitive landscape and maintain a robust market position.

In addressing these external threats, the Company not only seeks to safeguard its operations but also aims to emerge as a resilient and adaptive player in the iGaming industry, capable of navigating challenges and sustaining growth in the face of dynamic external pressures.

2. Corporate matters

2.1. Owner's background

The ultimate beneficial owner of the Company is Ms. Zoi Angelopoulou (“**UBO**”). UBO will have 100% ownership interest in the Company. UBO has experience in administrative operations and gambling.

From 2019 until 2023 Ms. Angelopoulou started to work in gambling industry. She worked for the land based gambling facility and was responsible for:

- Handling customer inquiries, complaints, and resolving issues.
- Overseeing financial transactions, including deposits, withdrawals, and fund transfers.
- Generating reports on the casino's performance, including revenue, user activity, and security incident.
- Responding to technical issues, security breaches, or other emergencies.

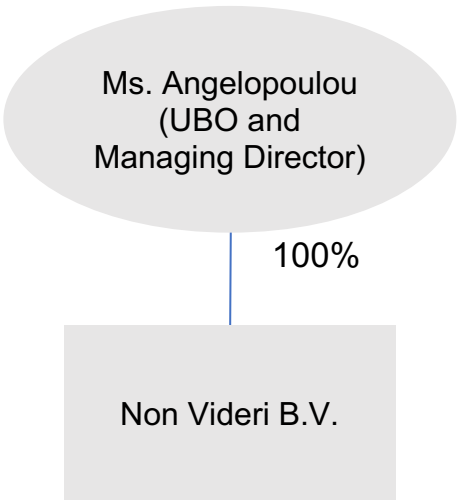
Ms. Angelopoulou's commitment to customer satisfaction is evident in her adept handling of inquiries, addressing complaints, and skillfully resolving a spectrum of issues. This hands-on approach has fostered a culture of responsive and effective customer service. In the financial domain, Ms. Angelopoulou's purview extends to overseeing the intricacies of financial transactions. From meticulously managing deposits and orchestrating seamless withdrawals to facilitating secure fund transfers, her financial acumen will ensure the integrity and efficiency of monetary transactions within the website. The analytical expertise of Ms. Angelopoulou will contribute significantly to informed decision-making and continuous improvement. Her adept handling of emergencies underscores her commitment to the website's resilience, ensuring a secure and uninterrupted user experience.

Starting from 2023 Ms. Angelopoulou started private entrepreneurship activity in the field of iGaming. While working as a private entrepreneur in the iGaming industry, Ms. Angelopoulou obtained experience in application of companies' anti-money laundering policies, spheres of customer compliance and KYC checking.

2.2. The Company's Director

Ms. Zoi Angelopoulou will be appointed as the Managing Director of the Company.

2.3. The Company’s Corporate Structure



3. Execution strategy

3.1. Team and people

UBO has assembled a team of highly talented professionals that includes development, operation, marketing, finance and customer support team.

Strategic Visionary. At the helm of the Company's general strategy is Ms. Angelopoulou herself. With a keen understanding of the industry and a visionary approach, she will determine the overarching strategy of the Company. From negotiations with key partners to the meticulous oversight and monitoring of operations, Ms. Angelopoulou's strategic acumen is instrumental in charting the course for the company's success.

CEO and Organizational Structure. As part of the forward-thinking organizational structure, Ms. Angelopoulou is actively considering a candidate for the role of CEO. The appointed CEO will manage the day-to-day operations under the general control of the UBO. All internal departments will be held accountable under the direct supervision of the CEO, ensuring a streamlined and efficient business operation.

Customer Support Department. In line with the Company's commitment to exceptional customer service, a dedicated customer support department is on the horizon. Comprising approximately 10 individuals, this team will be drawn from the pool of current and past employees of gambling operators across diverse jurisdictions. Their collective expertise will be harnessed to handle all player inquiries, ensuring a responsive and customer-centric approach to addressing questions and concerns.

Financial Department. Financial department would be sourced from Cyprus, where Ms. Angelopoulou has extensive social circle in accounting and finance industry. The Financial Department, under Ms. Angelopoulou's guidance, will undertake the meticulous management and statutory accounting of all gambling transactions, covering deposits, bets, payouts, and bonuses. In addition, this adept team will oversee general business operations, preparing essential reports for both management and regulatory authorities, ensuring a transparent and compliant financial landscape.

Marketing Department. The Marketing Department will comprise of approximately six professionals from different jurisdictions, including Cyprus. The primary goal of the department is to not only attract and retain players but also to elevate overall brand awareness for sustained business growth. The array of marketing instruments to be employed will be intricately detailed below.

Strategic IT Partnership. The Company recognizes the pivotal role of robust IT support for seamless operations and continual development. To this end, the Company has strategically aligned with Nuxcore Limited, a Cyprus-based company, to handle IT support functions and facilitate ad-hoc development or improvement. This strategic collaboration ensures a responsive and innovative technological backbone for the Company's operations.

Legal Support. The Company has chosen to entrust its legal functions to external law firms, including Inteliumlaw (<https://inteliunlaw.com/en/>). Boasting over 5 years of specialized experience in the iGaming sector, Inteliumlaw will serve as a legal partner, navigating regulatory landscapes and providing invaluable counsel to ensure the Company's operations remain compliant and secure.

3.2. Markets and marketing

3.2.1. Markets

Operating under the Curacao license, the Company will uphold a steadfast commitment to unwavering compliance with all applicable regulations, with a particular focus on the regulatory landscape of Curacao.

In alignment with this commitment, the Company will refrain from targeting markets that are restricted under Curacao license requirements. This exclusion extends to regions such as the USA, Netherlands, France, Dutch West Indies, and Curacao itself. The Company will steer clear of markets where operations are possible only under local licenses, exemplified by the United Kingdom and Germany. Markets where gambling is either fully or partially banned, such as Turkey or China, will not be within the purview of the Company's targeted markets.

The targeted markets of the Company will encompass regions where online gambling is neither fully nor partially banned, and where operational activities are permitted. By adhering to these guidelines, the Company positions itself to explore and capitalize on markets that offer regulatory alignment and operational viability.

3.2.2. Marketing and advertising

The Company has a multifaceted promotional strategy, leveraging a diverse array of channels and collaborative partnerships.

Affiliate Partnerships. Affiliates will play a pivotal role in the Company's promotional endeavors. The Company envisions strategic collaborations with renowned affiliates like Catena Media and Rake Tech, alongside engaging CPA-networks, web-masters such as XL Media, and medium-sized gambling rating websites. This comprehensive approach extends to email-senders and proprietors of various mobile gambling applications.

Social Media Resources. To resonate with a dynamic audience aged 21-35, the Company will harness the power of modern social media platforms, including Telegram, YouTube, Twitch, Facebook, and Discord. In a bid to connect with younger demographics, the Company recognizes the significance of collaborating with gambling streamers, embedding itself within the fabric of these vibrant online communities.

Strategic Traffic Acquisition. The Company has strategically aligned with reputable traffic suppliers like ExoClick, ensuring a steady influx of visitors to the

platform. This collaborative approach is designed to foster organic growth and elevate the Company's visibility within the competitive online gambling landscape.

SEO Mastery. The strategic SEO focus will ensure that the Company attains optimal visibility and accessibility within search engine results.

3.3. Business KPIs

The intricate tracking of the below KPIs will be seamlessly executed through the Company's chosen online casino software. This advanced platform integrates a sophisticated Customer Relationship Management (CRM) system, diligently capturing, storing, and transforming vast streams of data into actionable insights. These insights, interpreted and analyzed, will be the cornerstone for crafting and refining the Company's development strategies, ensuring a dynamic and player-centric approach to the online gambling landscape

3.3.1. Money-Based Metrics

Gross Gaming Revenue (GGR). GGR serves as the fundamental gauge of the Company's earnings. Calculated as the total bets placed by players minus the total wins paid, GGR provides a prelude to the Company's financial standing before the deduction of taxes, salaries, and other operational expenses.

Net Gaming Revenue (NGR). This essential indicator unveils the actual earnings of the casino post-deduction of various expenses. From bonuses, commissions to payment systems, royalty fees to game content providers, commissions to affiliate partners, to recurring online gaming license fees and taxes—NGR paints a vivid picture of the casino's authentic financial performance.

3.3.2. Operational Efficiency Metrics

Bets/Deposits Ratio. An insightful metric revealing the frequency with which players circulate their deposited funds. Higher figures may signify a slower pace of losing, while lower results might indicate a potential over-dispensation of bonuses, influencing the pace of player losses.

NGR/Deposits Ratio. This metric spotlights the revenue generated in correlation to the deposits made. A higher ratio signifies a more robust financial performance for the casino, emphasizing the efficient conversion of deposits into revenue.

Withdrawals/Bets Ratio. Offering a reliable projection of the expected true loss from gaming activity, this metric acts as a strategic tool in understanding the dynamics of player withdrawals in relation to betting activity.

3.3.3. Players-based indicators

Lifetime Value of Players (LTV). LTV emerges as a pivotal metric, encapsulating the total profit generated from a player throughout their entire tenure in the casino. This metric holds strategic significance in both marketing investment decisions, particularly when dealing with high acquisition costs, and in the quest to enhance player retention rates.

Conversion Rate. A fundamental indicator to assess the efficacy of the Company's marketing endeavors, the Conversion Rate delves into the proportion of individuals exhibiting desired behaviors relative to the total audience. Whether it's visits/registration rate, registrations/deposits rate, or similar, this metric offers nuanced insights into the effectiveness of the Company's marketing initiatives.

Churn Rate. Churn Rate provides a glimpse into the proportion of players who have discontinued their engagement with the casino compared to the active player base within a specified period. It serves as a litmus test for evaluating the efficacy of the Company's player retention strategies, guiding efforts to enhance player loyalty.

3.3.4. Other Strategic Metrics

Average Revenue Per User (ARPU). ARPU, calculated as the total revenue divided by the number of subscribers, emerges as a valuable measure of the revenue generated by a single player over a defined period. Whether measured monthly or annually, ARPU serves as a compass for gauging the financial contribution of each player to the casino.

Cost per Acquisition (CPA). The CPA metric unveils the financial investment required to onboard a new player, encompassing sign-up and deposit activities. It not only signifies the average budget for marketing to attract a player but also offers insights into the efficacy of promotional campaigns and advertisements.

3.4. Technologies

3.4.1. Core platform

In fortifying its operational foundation, the Company strategically aligns itself with Nuxgame's turnkey online gambling solution, a powerful and comprehensive offering developed by Nuxgen B.V. This strategic choice is poised to seamlessly integrate diverse modules such as casino and sports betting, coupled with robust administrative and marketing tools—all orchestrated through a unified API.

Nuxgame's solution unfolds a rich tapestry of gaming options encompassing online slots, table games, TV games, and beyond. This versatility ensures a captivating and varied gaming experience for the Company's users, fostering sustained engagement.

Nuxgame's sportsbook solution stands as a pinnacle of versatility, offering both Live and pre-match betting options, coverage of eSports, and immersive virtual sports experiences. From popular sports events to primary leagues, the sportsbook solution caters to a broad spectrum of user preferences.

A robust internet payment system within Nuxgame's solution supports up to 180 internationally recognized currencies. This integration not only ensures a seamless and inclusive payment experience for users worldwide but also positions the Company for a truly global reach.

Nuxgame's turnkey solution extends beyond gaming, featuring advanced affiliate and agent modules. This strategic addition empowers the Company with effective

tools for brand promotion, enhancing its reach and visibility within the competitive online gambling landscape.

Nuxgame's turnkey solution includes:

- Ready-to-use website templates.
- A simple turnkey sportsbook and turnkey online casino back office.
- Advanced Affiliate and Agent systems with vast functionality and analytical reports.
- Wide payment providers support.
- Responsive design.
- In-house betting odds.
- 24/7 support.
- Flexible, multi-purpose bonus system.

3.4.2. Online gambling content

The content, that will be available under white label solution, includes:

- 11,000+ casino games.
- 70,000+ monthly sports events.
- 25,000+ live sport translations.
- 6,400+ daily virtual sports events.
- 600+ NuxGame odd types.
- 35+ eSports.

The Company has not yet finally chosen which gaming brands it will offer to the clients. Nuxgame's full content library covers such well-known gaming providers as:

- Evolution Gaming.
- Pragmatic Play.
- Pariplay.
- NetEnt.
- Red Tiger Gaming.
- Ezugi.
- Smartsoft Gaming.
- Golden Race.
- TVBet.
- Tom Horn Gaming.
- Habanero Systems.
- Endorphina.
- Spinmatic.
- Salsa Technology.
- Vivo Gaming.
- Highlight Games.
- Espresso Games.
- Red Rake Gaming.
- Playson.
- Booongo.
- 1x2 Network.

- Leap Gaming.
- Iron Dog Studio.
- Platiplus Gaming.
- HoGaming.
- GameArt.
- DragoonSoft.
- Thunderkick.
- BetGames.
- Nolimit City.
- Woohoo Games.
- Bet Industries.
- Triple Cherry.
- Simple Play.
- BB Games.
- Evoplay Entertainment.
- Caleta Gaming.
- Blueprint Games.
- Revolver Gaming.
- Kiron Interactive.
- RTG Slots.
- Jackpot Software.
- August Gaming.
- Push Gaming.
- OneTouch.
- Kalamba Games.
- OMI Gaming.
- Slotmill.
- PlayPearls.
- Fantasma Games.
- Spearhead Studios.
- Mobilots.
- Gamefish Global.
- Relax Gaming.
- Yggdrasil Gaming.

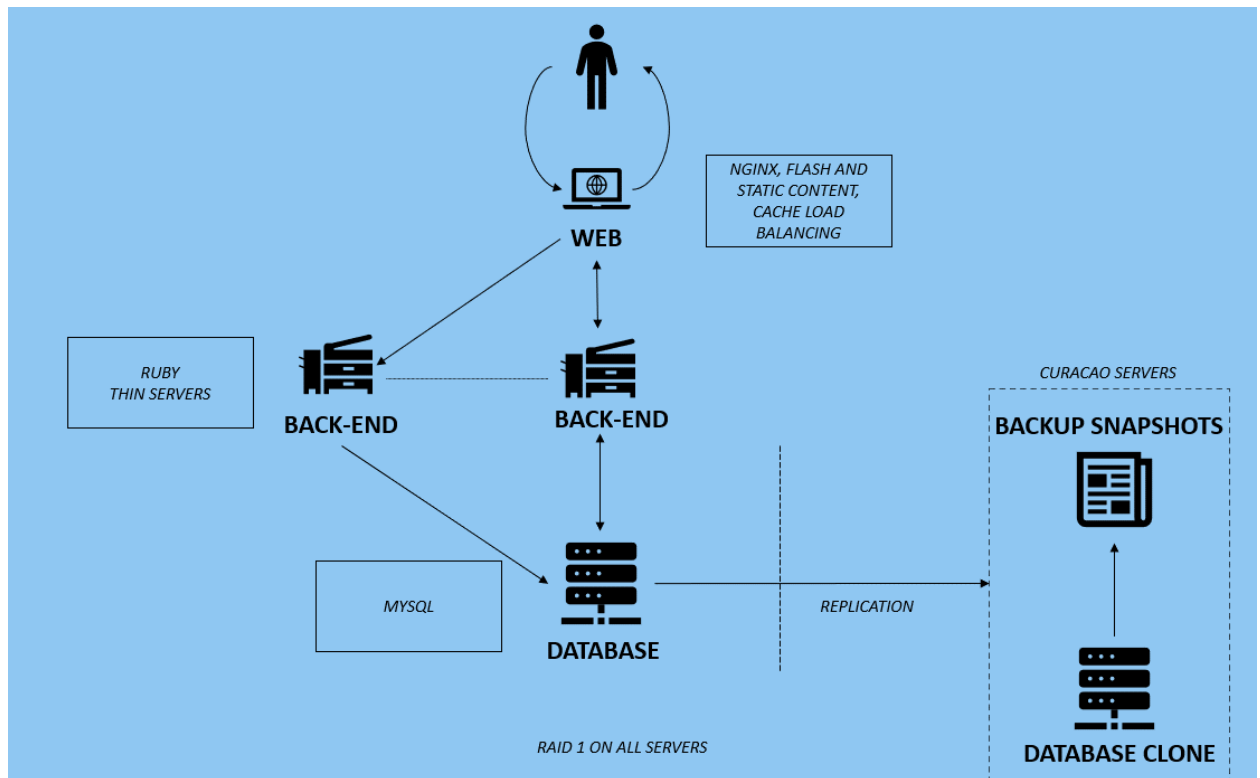
3.4.3. Payment technologies

In fortifying its payment infrastructure, the Company strategically opts for an integrated payment solution backed by a diverse array of payment systems. This strategic choice aims to enhance user convenience, ensuring seamless transactions and accessibility.

Crypto-Centric Approach. The Company places a strategic emphasis on cryptocurrency transactions, acknowledging their growing significance in the online gambling sphere. Users will enjoy the flexibility of transacting in popular cryptocurrencies such as Bitcoin, Litecoin, Ethereum, and other widely recognized digital currencies.

Fiat Alternatives. The Company broadens its payment horizons by integrating mainstream fiat options such as Visa and Mastercard. Additionally, users can engage with a diverse array of payment methods including Skrill, Neteller, Paysafecard, Trustly, Sofort, SEPA, Instadebit, iDebit, AstroPay, Zimpler, and more.

3.4.4. Network diagram



4. Financials

4.1. Source of finance

The initial funding for the project is envisioned to stem from the shareholder's personal savings. Subsequently, as the project begins to yield profits, the Company will strategically channel these earnings back into the business for reinvestment and sustained growth.

4.2. High-level financial plan

The Company prepared high-level financial forecast outlining its envisioned business endeavors for the inaugural three-year period:

Income/cost item	Year 1	Year 2	Year 3
1. Revenue, including GGR	€ 600,000	€ 840,000	€ 1,200,000
2. Providers cost (revenue share)	€ 96,000	€ 134,400	€ 192,000
3. Marketing bonuses and promotions	€ 78,000	€ 109,200	€ 156,000
4. Other marketing expenses	€ 60,000	€ 84,000	€ 120,000
5. Team	€ 150,000	€ 227,500	€ 360,000
6. Other (commissions, infrastructure, legal support, overheads)	€ 36,000	€ 54,000	€ 84,000

7. Profit	€ 180,000	€ 230,900	€ 288,000
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4.2.1. Revenue

At the core of the Company's revenue strategy lies the primary source known as gross gaming revenue, calculated as the difference between players' bets/stakes and their winnings. However, the Company remains open to additional streams of income, including but not limited to affiliate and referral compensations, commissions, and other avenues.

4.2.2. Expenses

Anticipated expenditures for the Company primarily encompass royalties allocated to providers for platform and gambling content, marketing bonuses, and various marketing-related expenses, including conferences, PR initiatives, SMM, and direct web-advertising. The financial framework also accounts for payroll and contractors' costs. Moreover, the Company foresees supplementary expenditures such as legal support, license fees, maintenance, and other associated costs.