

Caribbean Vista Media B.V.

Business Plan

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Executive summary

Caribbean Vista Media Ltd., the owner of the domain 759 Gaming, is a Curaçao-registered company (Co. No. 165560) specializing in in-house game development and provision. Established in 2024, the company offers a portfolio of over 50 original slot and keno games with Return-to-Player (RTP) rates ranging between 96% and 97%. Caribbean Vista Media Ltd. is currently in the process of obtaining a B2B license under the new LOK regulatory framework from the Curaçao Gaming Authority.

With a seamless turnkey integration via a standardized API, 759 Gaming delivers full multi-platform compatibility (HTML5, iOS, Android, and PC), global multi-currency support (including both fiat and cryptocurrencies), multilingual functionality, and a robust security infrastructure. This ensures a technically advanced, compliant, and efficient solution for B2C operators seeking a reliable and innovative content provider.

Vision and Mission

Vision

To be a leading force in the global iGaming industry by delivering innovative, fair, and engaging gaming experiences through cutting-edge technology and responsible development.

Mission

Our mission is to create high-quality, original gaming content that meets the highest standards of integrity, entertainment, and regulatory compliance. We aim to empower our B2C partners with seamless integration, multi-platform compatibility, and a secure, multilingual, and multi-currency-ready environment—driving sustainable growth and exceptional player experiences across global markets.

Why Curacao?

Curaçao has long been recognized as a reputable and business-friendly jurisdiction for the iGaming industry. Under the new LOK regulatory framework, Curaçao is reinforcing its commitment to transparency, compliance, and international standards—making it an ideal choice for companies like Caribbean Vista Media Ltd. that prioritize responsible gaming and long-term sustainability.

- Curaçao has decades of experience in regulating the online gaming sector, now enhanced by the updated LOK regulations to align with global compliance expectations.
- The licensing structure offers a clear, structured path for B2B providers, enabling agile operations while maintaining robust oversight.
- Curaçao-licensed entities benefit from a high degree of market flexibility, allowing operators to serve multiple international jurisdictions efficiently.
- With competitive tax rates, accessible corporate services, and support for innovation, Curaçao offers a cost-effective and strategic location for gaming businesses.
- The jurisdiction supports cutting-edge infrastructure, including secure hosting, data protection, and financial services compatible with both fiat and crypto.

Target Market

Caribbean Vista Media Ltd. targets the global B2C operator market in jurisdictions where such partnerships are permitted under CGA rules. The company is committed to ensuring that its services are provided only to operators licensed or authorized in markets approved for targeting under Curaçao Gaming Authority regulations.

Overall, a combination of factors such as population size, cultural affinity for gaming, improved internet access, and economic growth has contributed to Brazil's popularity in online gaming.

Marketing Strategy:

- Caribbean Vista Media Ltd. will actively participate in major international iGaming trade shows and exhibitions such as ICE London, SiGMA, and SBC Summit. These events provide opportunities to showcase the 759 Gaming portfolio to a global audience of B2C operators, aggregators, and platform providers. Exhibitions will serve as key venues for networking, demonstrating the quality and technical capabilities of our games, and securing new distribution agreements.
- The company will maintain a strong presence on professional and industry-focused social media channels, including LinkedIn, Twitter (X), and YouTube. Regular content will highlight new game releases, behind-the-scenes development insights, case studies with operators, and participation in industry events. Paid advertising campaigns and targeted outreach will help increase visibility among licensed operators worldwide and drive inbound partnership inquiries.

SWOT Analysis

Strengths:

- Over 50 in-house developed slot and keno titles with high RTP rates (96–97%) ensure competitive quality.
- Seamless API supporting HTML5, iOS, Android, and PC with multi-currency and crypto support.
- Alignment with Curaçao's new LOK framework enhances credibility and regulatory certainty.
- Multilingual functionality enables service to operators targeting diverse markets.
- In-house development expertise ensures ongoing innovation and technical reliability.

Weaknesses:

- Brand recognition is still growing compared to long-established competitors.
- B2B license under LOK framework still in process, potentially delaying some contracts.
- While quality is high, the current portfolio is smaller than top-tier suppliers with 100–300+ titles.

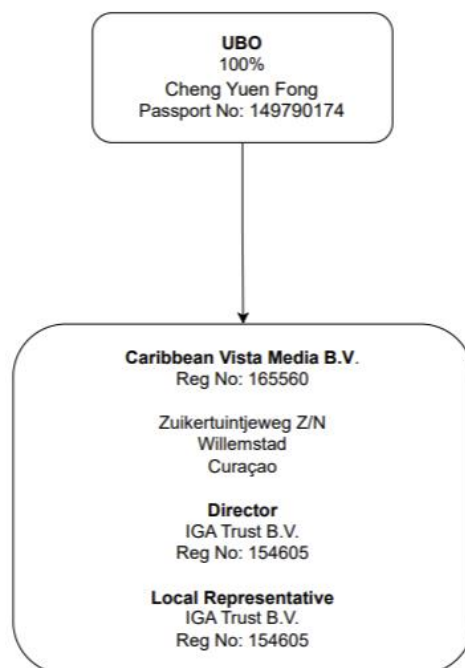
Opportunities:

- Increasing number of new and expanding licensed B2C operators seeking unique content.
- Opportunity to serve newly regulated jurisdictions approved by CGA.
- Participation in global trade shows and social media marketing to secure partnerships.
- Support for cryptocurrency payments aligns with operator demand in certain markets.
- Potential to distribute via large aggregator platforms to increase reach.

Threats:

- Evolving requirements in target markets may restrict certain jurisdictions.
- Competing with major, well-established providers with larger catalogs and budgets.
- Rapid changes in gaming technology or user expectations requiring ongoing investment.
- High number of content suppliers can make differentiation challenging.

Company shareholding structure



Company organization structure

Key personnel and key functions' competence

Results-driven and client-oriented professional with over 5 years of experience in residential and commercial real estate sales. Demonstrates a strong track record in building lasting client relationships, exceeding sales targets, and executing effective marketing strategies. Highly skilled in customer service, client management, market analysis, and negotiation.

Leveraging extensive sales and customer engagement experience, he is now transitioning into the B2B gaming industry with the ambition to launch a start-up. In the initial phase, he will assume the responsibilities of CEO, CFO, and CTO, overseeing the company's strategic direction, financial planning, and technical development. Once the company becomes operational and generates consistent profits, Caribbean Vista plans to expand the leadership team by hiring dedicated professionals for each C-level role to support long-term growth and scalability.

Risk evaluation and management.

To mitigate regulatory and reputational risks, Caribbean Vista will implement a robust risk evaluation and management framework when onboarding and monitoring B2C clients. Key measures include:

- **Jurisdictional Risk Assessment:** Each B2C client must submit a clear target market plan. Caribbean Vista will evaluate the risk profile of each jurisdiction, ensuring that clients do not target high-risk or sanctioned countries.
- **Licensing Verification:** If a client targets a jurisdiction where a local B2C license is required, the client must provide valid and verifiable proof of licensing. Caribbean Vista will conduct periodic checks to ensure ongoing compliance.
- **Contractual Safeguards:** Client agreements will include strict clauses prohibiting the targeting of high-risk jurisdictions and requiring immediate notification if any regulatory status changes.
- **Ongoing Monitoring:** Continuous monitoring of client activity, including website content, marketing campaigns, and traffic sources, will be conducted to detect any unauthorized targeting of restricted markets.
- **Corrective Actions:** Non-compliance may result in immediate suspension or termination of service agreements, along with reporting to relevant regulatory authorities where applicable.

Legal and governance framework

- **Licensing Requirements:** Gaming operators in Curacao must obtain a license from the Curacao Gaming Authority to legally operate within the jurisdiction. The licensing process involves a thorough review of the operator's business practices, financial stability, and compliance with regulatory standards.
- **Regulatory Oversight:** The Curacao Gaming Authority is responsible for regulating and monitoring gaming activities to ensure compliance with applicable laws and regulations. This includes conducting regular audits, inspections, and investigations to enforce compliance and address any violations.
- **Anti-Money Laundering (AML) and Counter-Terrorist Financing (CTF) Regulations:** Gaming operators in Curacao are required to implement robust AML and CTF measures to prevent money laundering, terrorist financing, and other illicit activities. This includes conducting customer due diligence, monitoring transactions, and reporting suspicious activities to relevant authorities.
- **Player Protection:** The legal framework in Curacao includes provisions aimed at protecting the interests of players, such as ensuring fair gaming practices, responsible gambling initiatives, and mechanisms for addressing player complaints and disputes.

- **Taxation and Financial Regulation:** Gaming operators in Curacao are subject to taxation and financial regulation, including requirements related to revenue reporting, taxation obligations, and financial transparency.
- **Corporate Governance:** Gaming operators are expected to adhere to high standards of corporate governance, including maintaining accurate financial records, transparent business practices, and compliance with applicable corporate laws and regulations.
- **Enforcement Mechanisms:** The Curacao Gaming Authority has enforcement powers to sanction operators found to be in violation of licensing conditions or regulatory requirements. Penalties for non-compliance may include fines, license suspension, or revocation.
- **International Cooperation:** Curacao maintains international cooperation and collaboration with other jurisdictions and regulatory bodies to combat cross-border gaming-related crimes, share best practices, and promote regulatory harmonization.

Policies and Procedures

As part of its compliance obligations, Caribbean Vista has established comprehensive internal policies and procedures to ensure responsible B2B operations and proper oversight of its B2C clients.

- **Information Security Policy:** Caribbean Vista is required to maintain an Information Security Policy that governs how B2C clients handle, store, and protect sensitive data, including customer and transactional information. The deadline for full implementation and submission of this policy is August. This policy aims to ensure the integrity, confidentiality, and availability of all relevant data handled by B2C clients.
- **Anti-Money Laundering (AML) Policy:** The AML Policy outlines the minimum standards B2C clients must meet to detect, prevent, and report suspicious activity in line with applicable AML laws and regulations. This includes customer due diligence (CDD), transaction monitoring, and reporting to the appropriate Financial Intelligence Units (FIUs). The deadline for finalizing this policy is July.
- **Compliance Audits by CGA:** The Caribbean Gaming Authority (CGA) will begin conducting compliance audits to evaluate the effectiveness and adequacy of these policies. Should the CGA identify any deficiencies or non-compliance, Caribbean Vista will take immediate steps to amend and strengthen the relevant policies and procedures accordingly.

Projections

Our revenue model is based on a 30% share of Gross Gaming Revenue (GGR) from our clients,

along with an additional 12% marketing fee. We allocate 20% of GGR to our game provider. Based on this structure, we project total revenue of approximately EUR 2.5 million in our first year of operations.

Month	Clients	Total GGR (€)	Share Revenue 30%	Marketing Spend (€)	License Fee (€)	Compliance (€)	Salaries (€)	Server Fees (€)	Professional Fees (€)	Games Providers(€)	Total Monthly Expense (€)	Monthly Profit (€)
Month 1	10	3000000	900000	108000	25000	950	3000	2000	1500	600000	740450	159550
Month 2	10	3030000	909000	109080	0	950	3000	2000	1500	606000	722530	186470
Month 3	10	3000000	900000	108000	0	950	3000	2000	1500	600000	715450	184550
Month 4	10	3000000	900000	108000	0	950	3000	2000	1500	600000	715450	184550
Month 5	12	3600000	1080000	129600	0	950	3000	2000	1500	720000	857050	222950
Month 6	12	3636000	1090800	130896	0	950	3000	2000	1500	727200	865546	225254
Month 7	12	3672360	1101708	132205	0	950	3000	2000	1500	734472	874127	227581
Month 8	13	3900000	1170000	140400	0	950	3000	2000	1500	780000	927850	242150
Month 9	13	3939000	1181700	141804	0	950	3000	2000	1500	787800	937054	244646
Month 10	13	3978390	1193517	143222	0	950	3000	2000	1500	795678	946350	247167
Month 11	13	3900000	1170000	140400	0	950	3000	2000	1500	780000	927850	242150
Month 12	13	3939000	1181700	141804	25000	950	20000	2500	3000	787800	981054	200646
Month 13	13	3978390	1193517	143222	0	950	20000	2500	3000	795678	965350	228167
Month 14	13	4018174	1205452	144654	0	950	20000	2500	3000	803635	974739	230713
Month 15	14	4058356	1217507	146101	0	950	20000	2500	3000	811671	984222	233285
Month 16	15	4500000	1350000	162000	0	950	20000	2500	3000	900000	1088450	261550
Month 17	15	4545000	1363500	163620	0	950	20000	2500	3000	909000	1099070	264430
Month 18	15	4590450	1377135	165256	0	950	20000	2500	3000	918090	1109796	267339
Month 19	15	4636355	1390906	166909	0	950	20000	2500	3000	927271	1120630	270277
Month 20	20	6000000	1800000	216000	0	950	20000	2500	3000	1200000	1442450	357550
Month 21	20	6060000	1818000	218160	0	950	20000	2500	3000	1212000	1456610	361390
Month 22	20	6120600	1836180	220342	0	950	20000	2500	3000	1224120	1470912	365268
Month 23	22	6600000	1980000	237600	0	950	20000	2500	3000	1320000	1584050	395950
Month 24	22	6666000	1999800	239976	25000	950	20000	3000	3000	1333200	1625126	374674
Month 25	24	7200000	2160000	259200	0	950	25000	3000	4000	1440000	1732150	427850
Month 26	24	7272000	2181600	261792	0	950	25000	3000	4000	1454400	1749142	432458
Month 27	28	8400000	2520000	302400	0	950	25000	3000	4000	1680000	2015350	504650
Month 28	28	8484000	2545200	305424	0	950	25000	3000	4000	1696800	2035174	510026
Month 29	30	9000000	2700000	324000	0	950	25000	3000	4000	1800000	2156950	543050
Month 30	30	9090000	2727000	327240	0	950	25000	3000	4000	1818000	2178190	548810
Month 31	32	9600000	2880000	345600	0	950	25000	3000	4000	1920000	2298550	581450
Month 32	32	9696000	2908800	349056	0	950	25000	3000	4000	1939200	2321206	587594
Month 33	35	10500000	3150000	378000	0	950	25000	3000	4000	2100000	2510950	639050
Month 34	35	10500000	3150000	378000	0	950	25000	3000	4000	2100000	2510950	639050
Month 35	38	11400000	3420000	410400	0	950	25000	3000	4000	2280000	2723350	696650
Month 36	38	11400000	3420000	410400	0	950	25000	3000	4000	2280000	2723350	696650