

lolly bet

Casino : 250€ de bonus !

Votre premier dépôt est doublé jusqu'à 250€ ! Par exemple : déposez 10€, et recevez 100€ ! Valable sur le Casino uniquement !

Inscription

**Paris s
offerts**

Votre premier d

Inscription

Casino : Votre 2ème

Promotions



**Sport : Re-dépose
100€, reçoit 300€ !**

⚠ Veuillez vous désabonner de votre bonus d'inscription, avant de souscrire au bonus de second dépôt. Dans la limite de 300€. (Ex : déposez 100€ ou plus, recevez 200€ de Freebet, donc au...



BUSINESS PLAN

Mr. Nicolas Vial

EXECUTIVE SUMMARY

Company and services presentation

Lolly Bet is a newly launched online casino and sportsbook that embraces the latest trends in the gaming industry. With a gaming library of around 1000 titles, players have access to a diverse range of games across various categories.

For slot enthusiasts, **Lolly Bet** offers an exciting selection of titles, including popular games like Big Bass Bonanza, Book of Dead, and Wolf's Gold, among others.

Table game lovers can enjoy classic options such as Baccarat, Poker, Blackjack, and Roulette in dedicated sections. Additionally, live poker games are available for an immersive gaming experience.

Instead of Game Shows, **Lolly Bet** provides a unique collection of fast-paced games known as Crash Games. These include Plinko, Mines, and Aviator. The casino has taken steps to ensure easy navigation and accessibility for players interested in these games.

Lolly Bet also features miscellaneous games like Scratches, Keno, and a few Virtual Sports options to cater to a wider range of interests.

The platform is designed for B2C individuals and is accessible on both computers and smartphones. The mobile app offers multiple language options, including English, German, Italian, Spanish, and Portuguese. Customer support is available in both French and English to assist players.

Additionally, **Lolly Bet Casino** provides a generous Welcome Bonus that allows players to receive a significant amount of cash to enhance their gaming experience.

Market analysis

The global online gambling market is influenced by various factors, including evolving customer preferences, favorable market trends, local circumstances, and macroeconomic conditions. Key drivers of the market include the increasing popularity of mobile gambling, the incorporation of social elements into online platforms, regulatory frameworks, disposable income levels, consumer spending patterns, and advancements in technology (Statista, Online Gambling - Worldwide | Statista Market Forecast, 2024).

While there is a common perception that online casino players and sports bettors are predominantly men aged 18 to 35, it is important to recognize that there is a significant presence of players in other age groups as well. Moreover, the number of female players is on the rise in certain countries (igamingbusiness, 2022).

Financial plan

The company currently holds a balance of **500,000 euros** in its current account. Based on our projections, we anticipate a turnover of **3,175,380 euros** and a net profit of **735,952 euros**.

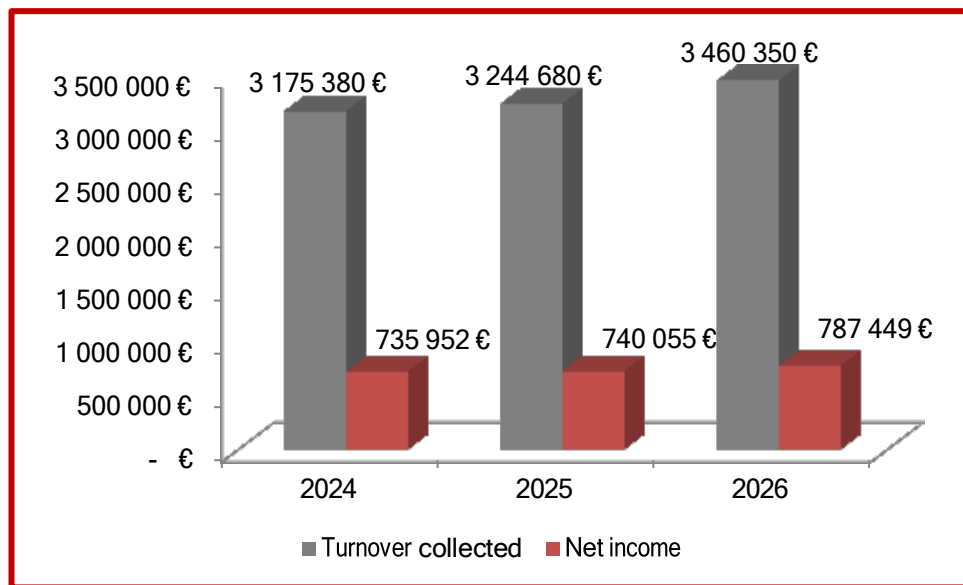


Figure 1: Statistics

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COMPANY PRESENTATION

Lolly Bet is a recently launched online casino and sportsbook that aligns with the latest trends in the gaming industry. The gaming library at **Lolly Bet** consists of approximately 1000 titles, including various categories of games available for play.

In terms of slots, **Lolly Bet** offers a range of exciting titles such as Big Bass Bonanza, Book of Dead, and Wolf's Gold, among others.

For table game enthusiasts, **Lolly Bet** provides sections where players can enjoy classics like *Baccarat*, *Poker*, *Blackjack*, and *Roulette*. Additionally, *live poker games* are available.

Instead of Game Shows, **Lolly Bet** offers a diverse range of fast-paced games known as Crash Games. These games include Plinko, Mines, and Aviator. The casino has made efforts to ensure easy browsing and accessibility for players interested in these games.

Lolly Bet also features miscellaneous games such as *Scratches*, *Keno*, and a few Virtual Sports options.

In terms of sports betting, **Lolly Bet** offers a solid Sportsbook with thousands of events to wager on. Additionally, **Lolly Bet** allows gamers to place bets on esports such as League of Legends (LOL), Dota 2, and Counter-Strike (CS), including live betting options. Overall, Lolly Bet provides a wide range of betting opportunities for sports fans.

BUSINESS MODEL

The game is designed for B2C individuals and is available on both computers and smartphones. The app offers multiple language options, including **English, German, Italian, Spanish, and Portuguese**. Customer support is available in French and English.

Lolly Bet Casino provides a Welcome Bonus that allows players to receive a significant amount of cash. The bonus is divided into two parts, which can be claimed with the first and second deposits. These bonuses offer 100% and 200% of the deposited amount as extra money. The maximum amount for the first deposit bonus is \$250, while the second deposit bonus does not specify a limit. The wagering requirements for these bonuses are set at 40x, meaning that players need to wager the bonus amount a certain number of times before it can be withdrawn. This requirement is in line with industry standards and makes **Lolly Bet** reasonably competitive.

In addition to the casino bonuses, there is also a *Sports Welcome Bonus* available for the first deposit. While the minimum deposit requirement is not specified, the bonus offers 200% of the deposited amount up to a maximum of \$300, which is quite generous.

Furthermore, there are two *Welcome Freebet vouchers* that can be claimed sequentially. These vouchers allow players to place bets without the risk of losing their own money. Unlike regular bonuses, where the wager amount is deducted from the account balance first, with Freebets, the bonus money is deducted first in case of a lost wager. However, these vouchers have high minimum deposit requirements. The first voucher requires a deposit of \$100, while the second voucher requires \$250. Both vouchers offer a 100% bonus on the respective deposits, with maximum amounts of \$100 and \$250.

Lolly Bet supports eleven payment methods, including *Mastercard, Visa, Bitcoin, online bank transfer, bank transfer, Tether, Litecoin, Ethereum, Dogecoin, Pix, and Ezeemarket*.

Company Owner

LBNG Ltd, under the guidance of **Mr. Nicolas Vial**, has launched **Lolly Bet**. Recognizing the expanding online gambling industry, and leveraging his expertise in the sector including



in position of director of several successful companies such as NICOPRONOS. Mr. **Vial** aimed to establish a user-friendly and accessible online casino platform. **Lolly Bet** offers a diverse selection of casino games, providing players with numerous options to choose from.

Company Value

Lolly Bet is committed to ensuring the success of operators and delivering an exceptional gaming experience for their end users.

MARKET STUDY

Market analysis: SWOT

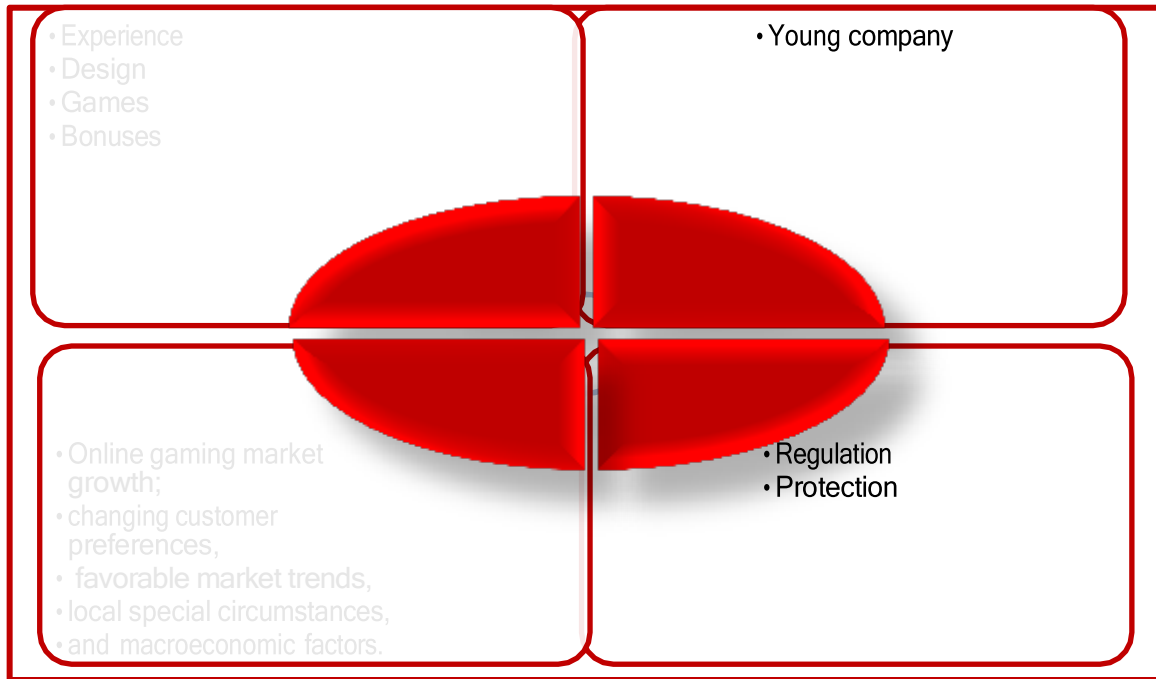


Figure 2 : SWOT ANALYSIS

Opportunity

In 2023, the global online gaming market generated approximately \$26.14 billion in revenue, marking a 9.8 percent growth compared to the previous year. The COVID-19 pandemic in 2020 significantly boosted online gaming revenues as people sought digital entertainment and new ways to connect while staying at home. Although the growth rate has stabilized, online gaming remains a popular activity, with an estimated 1.1 billion online gamers worldwide. China, South Korea, and Japan have the highest online gaming reach among their populations (Statista, Online gaming - Statistics & Facts, 2023). The worldwide online gambling market is projected to grow by 6.51% from 2024 to 2028, resulting in a market volume of \$138.10 billion in 2028 (Statista, Online Gambling - Worldwide | Statista Market Forecast, 2024). The casino games market is expected to reach a total revenue of \$6.17 billion in 2022 and exhibit an annual growth rate (CAGR 2022-2027) of 8.59%, leading to a projected market volume of \$9.95 billion by 2027 (Statista, Casino Games - Worldwide, 2023).

Mobile gambling is a key trend in the online gambling market. With the widespread use of smartphones and high-speed internet, more players are accessing online gambling platforms through their mobile devices. This trend presents opportunities for operators to reach a larger customer base and offer a seamless gambling experience on the go. Another trend is the integration of social elements into online gambling platforms, such as chat rooms and leaderboards. This enhances the interactive nature of online gambling, fosters social engagement, and promotes player loyalty (Statista, Online Gambling - Worldwide | Statista Market Forecast, 2024). Customers are drawn to online gambling platforms for their convenience and accessibility. The ability to gamble from home at any time has made online gambling a popular choice. Additionally, the wide variety of games and betting options cater to different customer preferences, attracting a diverse range of players.

The online casino industry is experiencing rapid growth, driven by factors like convenience, technological advancements, and the emergence of crypto casinos.

The growth of the online gambling market is influenced by macroeconomic factors. Disposable income and consumer spending play a significant role in determining the demand for online gambling services. Regions with a strong economy and high disposable income tend to have higher spending on online gambling. Technological advancements and infrastructure development also impact market growth, as access to high-speed internet and reliable payment systems are crucial for a seamless online gambling experience. Countries with well-developed digital infrastructure are more likely to see higher adoption of online gambling.

Threats

The global online gambling market is flourishing, offering a diverse array of options and regulations that vary from country to country.

However, this growth also presents challenges in terms of identifying trustworthy platforms that prioritize a superior user experience, fair gaming practices, secure transactions, and privacy protection.

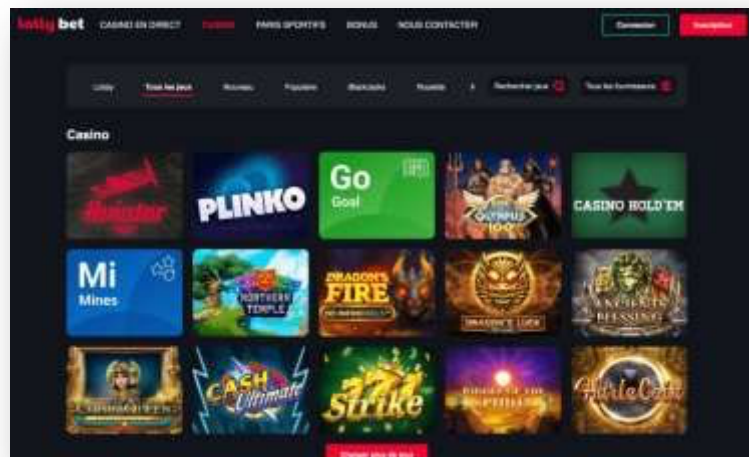
Strength

Lolly Bet excels in its website design and visual elements, as well as the quality of games offered. The company is continuously working on enhancing its design and expanding its game selection.

While **Lolly Bet** doesn't have a dedicated mobile app for their casino, players can still enjoy a wide range of games and easily access their favorites using smartphones or tablets. All the benefits, such as contacting support, utilizing bonuses, and accessing features, are available just as if playing on a computer, with the only difference being the smaller screen size on mobile devices.

One of the strengths of **Lolly Bet's** online casino venture is the extensive choice of gaming experiences. While many online casino websites primarily offer random number generator (RNG) based games, **Lolly Bet** goes beyond that by prioritizing the best live games, providing customers with a unique gaming experience. The website boasts a simple and clean design, offering over 700 casino games and an extensive collection of live dealer games.

To succeed in the gaming industry, it is crucial to offer clients enticing bonus and loyalty programs. **Lolly Bet** has already developed highly competitive bonuses for its clients and continues to seek improvements and new releases of bonus and loyalty offers. Accessibility to clients is another key factor, and **Lolly Bet** ensures 24/7 customer support. The company has implemented measures to prevent fraud, chargebacks, and money laundering, emphasizing transparency in its business operations, which is vital to both **Lolly Bet** and its clients.



Weakness

Lolly Bet is a recently launched website, and as such, the team is actively striving to gain a larger market share in the online gaming industry.

Competitor's analysis

Lolly Bet Casino faces stiff competition from established players in the industry, including:

- ❖ Flappy Casino;
- ❖ and QuickWin Casino.

Both of these companies have significant experience in the online gaming sector. However, **Lolly Bet** aims to surpass its competitors by offering a greater variety of games and enhancing its rewarding system.

Table 1: Competitors analysis

Casino & Rating	Flappy Casino	QuickWin Casino
Bonus	up to €2000 + 250 FS	100% up to 500 Euro + 200 Free Spins
Payment Methods	Discover- logo eZeeWallet Interac Mastercard Mifinity Neteller 3+	Bank transfer Bitcoin Bitcoin Cash CashtoCode Dai ecopa yZ 15+
Live Games	YES	YES
Minimum Deposit	€ 20	€ 10
Licenses	Curacao	Curacao
Game Providers	3 Oaks Gaming , Belatra , Bgaming , Evolution Gaming , Habanero , Hacksaw Gaming 15+	1x2 , 2by2 , All41Studios , Amatic , Apparat Gaming , Bally 61+

DEMAND ANALYSIS

Online gaming has witnessed significant evolution over the past years, transitioning from classic PC and console-based genres like massively multiplayer games (MMO gaming) and competitive first-person shooters to the rise of casual social gaming in the early 2010s. During this period, free-to-play multiplayer online battle arena (MOBA) games like Dota 2 and League of Legends gained widespread popularity, followed by the emergence of the battle royal genre (Statista, Online gaming - Statistics & Facts, 2023).

The average revenue per user (ARPU) for online gaming is projected to reach \$0.55k. In terms of global comparison, the United States is forecasted to generate the highest revenue in the online gambling market, reaching \$23,030.00 million in 2024. On the other hand, Canada is expected to have the highest user penetration rate of 48.6% in the market (Statista, Online Gambling - Worldwide | Statista Market Forecast, 2024).

With the increasing prevalence of mobile connectivity and smartphone ownership, online gaming has become more accessible to a broader range of audiences who no longer rely solely on expensive PCs, consoles, or subscriptions to play with others. As the market for traditional online gaming titles shrinks, mobile-focused cross-platform games have taken the lead in pushing the genre forward (Statista, Online Gambling - Worldwide | Statista Market Forecast, 2024).

Different players are motivated by various factors when it comes to playing games on online casinos. These motivations can be categorized into three general groups:

1. **Playing to Win Money:** These are professional players who visit online casinos regularly with the intention of winning money. They approach gambling as a vocation and have scheduled plans and strategies in place. To attract and engage such players, offering regular promotional bonuses and loyalty programs to active players can be an effective strategy.
2. **Playing Due to Addiction:** Some players are motivated by compulsive gambling disorders and visit casinos frequently. Unlike professional gamblers, they lack a plan or schedule for their gambling activities. It is important for online casinos to address this issue and implement measures to restrict such customers. Gambling addicts can bring steady income, but their presence also carries risks and can have a negative impact on the overall casino experience.

3. **Playing for Fun:** These players visit online casinos occasionally and play games purely for entertainment purposes. Due to their lack of experience, they may randomly select casinos and games without considering important factors. To attract such players, offering attractive welcome bonuses, rewards for registration, and having visually appealing designs can be effective strategies.

The target audience can also be segmented based on their preferences in terms of game types, themes, and functionality:

- ❖ **Card and Table Games:** These games include roulette, poker, baccarat, and blackjack. They appeal to conservative gamers and fans of land-based casinos.
- ❖ **Classic Fruit Slots:** These are traditional, straightforward slots with simple gameplay and features. They are preferred by players who enjoy the nostalgia of gambling halls.
- ❖ **Modern Slots:** This category includes video slots with five reels, 3D slots, and other customized versions with various themes, features, and elements. These games cater to players who appreciate trends and innovations in the gambling industry.
- ❖ **Slots for Women:** Certain slot games tend to be more popular among female players due to engaging storylines and captivating characters.

The prevailing perception is that online casino players and sports bettors are primarily men between the ages of 18 and 35. However, it is vital to acknowledge that a significant number of players exist in other age groups, and the number of female players is rising in certain countries (igamingbusiness, 2022).

For instance, in Kenya, Geopoll reports that 69% of men and 44% of women have engaged in sports betting. In the 25 to 34 age group, 77% of men have played online casinos at least once, with approximately 60% of them playing on a weekly basis. In Canada, 82.4% of online casino players are men, and six out of ten people in the country participate in some form of gambling. A study by the University of Lethbridge reveals that 70% of players fall within the 18 to 39 age range, with 47% falling between 20 and 29. In China, men tend to play online casinos more frequently than women. Over 50% of male players are under 35 years old, and 37% fall within the 36 to 50 age bracket. Notably, 9% of gamers in China are men aged 51 to 65, indicating a positive trend in the adoption of new technologies among older adults. In Australia, the percentage of men playing online casinos (54%) surpasses their share of the general population (49%). However, the number of women who enjoy playing is steadily increasing, with 51% of the general population being female and 45.8% of women participating in online casinos.

Demographic Profile of the Target Audience:

Demographic profiling involves grouping the target audience based on attributes such as age, gender, income, and more:

- ❖ Young Individuals: Regardless of their income level, young individuals see online casinos as a source of amusement and a place to have fun.
- ❖ Middle-Aged Individuals with Low Income: This group tends to visit online casinos with the hope of winning and improving their financial condition.
- ❖ Middle-Aged Individuals with High Income: Curiosity drives this segment to visit casinos. They are interested in testing their luck and skills on gaming sites.

The level of education and income among players varies across different countries. In African countries, online casinos tend to attract less affluent and unemployed individuals. In Canada, the average player can have an income of up to \$75,000 and typically possesses at least some university-level education (igamingbusiness, 2022).

In Australia, low-income players spend more on gambling compared to wealthier users. In European countries where a sport betting is popular, players with average incomes and higher education levels are predominant.

Gambling participation rates differ worldwide depending on cultural acceptance and legal restrictions. In Online gambling is particularly prevalent in Sweden, where over 60% of bets are made online. In the UK, engagement rates are consistently increasing, with 47% of respondents having played in the last month, and 21% of them choosing online platforms.

Asia is attracting investors and entrepreneurs due to its expanding gambling markets. Studies indicate that gambling participation rates are 51.1% in Macau, 52% in Singapore, and 61.5% in Hong Kong. Despite gambling being prohibited in Thailand, 60% of the population continues to engage in gambling activities. This trend extends across the continent, with online gambling gaining prominence.

Africa is experiencing a surge in sports betting, with Nigerians and Kenyans frequently placing bets on football, particularly European leagues. Nearly 60 million Nigerians between the ages of 18 and 40 regularly participate in gambling activities. Gambling participation rates are increasing each year, with the majority of participants falling between the ages of 17 and 35.

In Latin America, sports betting is popular, and countries like Brazil and Peru have high levels of activity. In Colombia, approximately 60% of the adult population confirms involvement in

some form of betting. A survey conducted by Sherlock Communications reveals that 18% of Latin American residents place bets on a weekly basis, with 16% of Peruvians and Colombians engaging in gambling once a month or more. Additionally, 38% of surveyed individuals from Argentina, Brazil, Chile, Mexico, Colombia, and Peru report having played in the past. In Australia, nearly 50% of the population has participated in gambling activities, with an average expenditure of around \$1,000 per year on games. Singapore ranks second in terms of expenditure, with players spending over \$600 per year (In Target Space, 2023).

Target

Lolly Bet target:

Gender: Men (60%) and women (40%);

Age: +18 years and more;

Location: South America (30%), North America (30%), Europe (20%), Asia (10%), Others (10%);

upper socio-professional category (average and +): business owners, liberal professions (doctors, lawyers...), executives and other intellectual and intermediary professions, etc.

Table 2: Personae

	Darius Age 28 2 kids Engineer Use Instagram and Snapchat Like playing online casino
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MARKETING STRATEGY

PRODUCT

Lolly Bet is a newly introduced online casino and sportsbook that embraces the latest trends in the gaming industry. With a diverse gaming library of around 1000 titles, **Lolly Bet** offers a wide range of game categories for players to enjoy.

PLACE

Lolly Bet is an online gaming website, and gamers can access it by visiting www.lolly-bet.com.

PROMOTION

To attract and retain customers, the company provides a variety of bonuses, including:

- ❖ *First Deposit Bonus*
- ❖ *Sport Deposit Bonus*
- ❖ *Sports Betting Bonus*
- ❖ *Second Casino Triple-Your-Deposit Bonus*

These bonuses are designed to enhance the gaming experience and provide additional value to players.

Communication Tools

Social Media Marketing Strategy

Establishing an online presence on Facebook, Twitter, Instagram, and Snapchat to create social network accounts for the organization. Regularly publishing posts on these networks to keep the organization's accounts up to date.

Creating and maintaining a blog on the **Lolly Bet** website, with articles aimed at improving the website's search engine ranking.

Creating informative videos on channels such as YouTube, Facebook, Instagram, and TikTok, providing valuable tips to the audience.

Publication in Free Directories:

Listing the organization on directories like Google My Business, Page Jaune, and others.

Paid Advertising Campaigns:

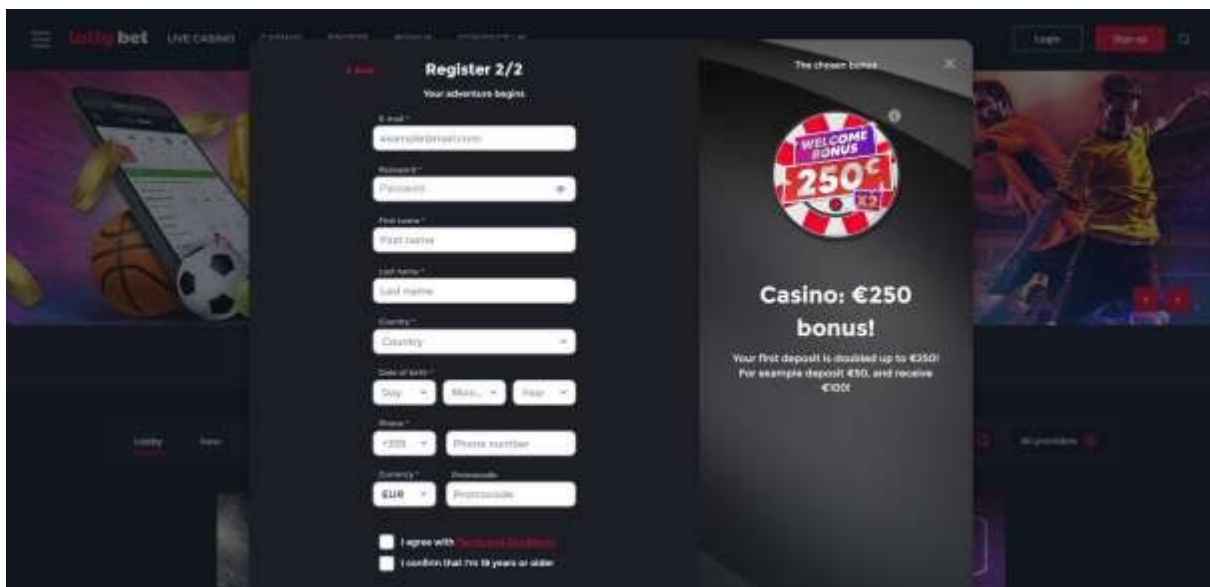
Launching targeted advertising campaigns on social networks like Facebook and Instagram, with a daily budget of 30 euros, aiming to reach approximately 2,000 people per day.

Direct Approach Strategy:

Engaging in direct canvassing of potential customers by attending business seminars, conferences, and trade fairs to expand the organization's contact list.

Media Strategy:

Granting interviews to traditional media outlets such as press, television, and radio, when opportunities arise, to increase visibility and reach a wider audience.



COMPANY MANAGEMENT STRUCTURE

Company status

LollyBet Casino is operated by **LBNG Limited B.V**, a company registered in Curacao and authorized under the Antillephone license. The payment agent for the company, **LBNG LTD**, is located in Cyprus and operates in compliance with the laws of that jurisdiction.

Legal and government framework

Casinos operating under the license of Curacao prioritize the safety and well-being of players by implementing a range of measures. These measures include ensuring fair gaming practices, protecting player data, promoting responsible gambling, preventing fraud, and providing excellent customer support.

To safeguard players' personal and financial information, Curacao-licensed casinos employ various security measures. These measures include data protection protocols, anti-fraud measures, policies for Anti-Money Laundering (AML) and Know Your Customer (KYC) compliance, as well as advanced encryption technology to maintain the security of sensitive data.

To ensure fairness, Curacao-licensed casinos utilize random number generators (RNGs) in their games. RNGs ensure that game outcomes are entirely random and devoid of any manipulation or bias.

Customer support services play a crucial role in Curacao-licensed casinos. They provide assistance in educating players about responsible gambling practices, offering technical support, and effectively addressing any issues or complaints that may arise.

Curacao-licensed casinos offer a wide range of games and access to multiple gaming providers, providing players with a diverse and exciting gaming experience. **LollyBet Casino**, being regulated under Curacao, offers players the opportunity to enjoy a variety of thrilling games and unique gaming options that may not be available elsewhere.

Policies and procedures

Account Creation Process:

1. Fill out information: Click on the "Sign up" button and enter your email address, create a secure password, provide your first and last names, indicate your country of residence, provide your date of birth, enter your phone number, and select your preferred currency.

Account Activation:

2. Activate your account: You will receive an email containing a link to activate your account. Click on the link to complete the activation process.

Submission of Required Documents:

3. Provide necessary documents: You will be required to submit the requested Know Your Customer (KYC) documents to the customer support team. These documents are necessary to verify your identity.

Logging into Your Casino Account:

4. Log in: Once your account is activated, you can log in using your chosen email address and password. After logging in, you can proceed to make your first deposit.

For age verification purposes, **Lolly Bet** accepts various documents, including a passport (recommended), a driver's license, a national ID card, or a birth certificate (although verification for the birth certificate may take up to 24 hours). If you decide to use a payment card, ensure that the first six and last four digits are visible while the CVV (Card Verification Value) is hidden for security purposes.

KEYS SUPPLIERS

Lolly Bet collaborates with nine game providers to offer a diverse range of gaming options. These suppliers include:

- ❖ Evolution,
- ❖ Relax Gaming,
- ❖ Hacksaw,

- ❖ Smartsoft Gaming,
- ❖ Play'n GO,
- ❖ Evoplay,
- ❖ Quickspin,
- ❖ Spribe,
- ❖ Liveslots,
- ❖ even bet gaming,
- ❖ vivo,
- ❖ betradar,
- ❖ Ezegi,
- ❖ Red tiger,
- ❖ and Pragmaticplay.

To ensure a seamless project realization, **Lolly Bet** has partnered with **SoftGamings** for their turnkey solution. With the assistance of **SoftGamings**, the website will be available in multiple languages, including English, and German. **Lolly Bet** plans to expand the language options based on market demands, aiming to cater to a wider audience.

Human resources

The **Lolly Bet Casino** team consists of the following members:

1. CEO and Risk Management: **Nicolas Vial**
2. Web Developer: Gerald Sisti, responsible for updating the website and fixing bugs.
3. Financial Analyst: Gerald Sisti, who handles financial analysis for the team.
4. Customers Management: Mounir Lofti, responsible for managing.

RISK EVALUATION AND MANAGEMENT

The e-gambling industry has always been lucrative for gamers. However, it has also been constantly plagued by issues such as lack of trust, insecure payment gateways, and hacked games.

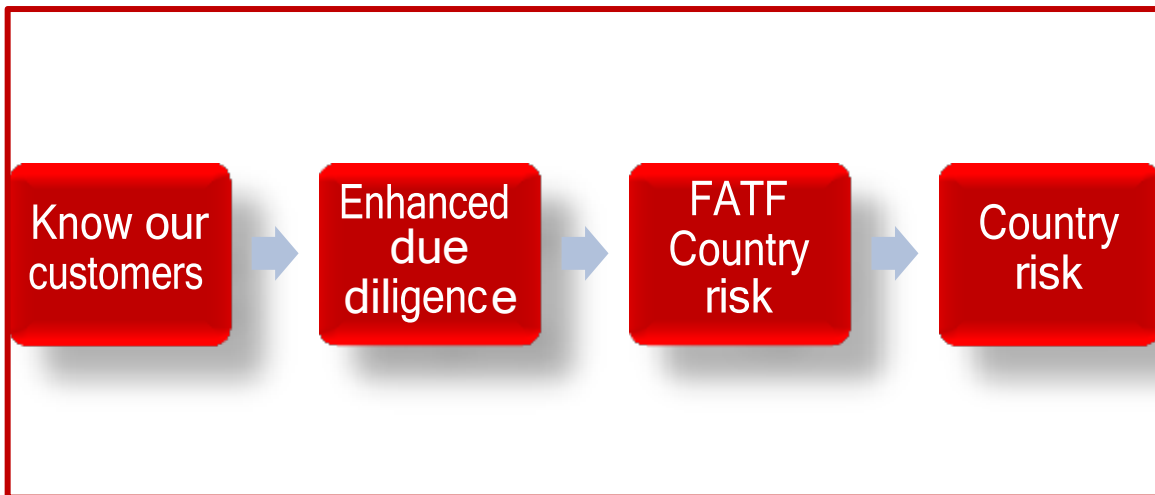


Figure 3: Risk assessment

Implementing a risk-based approach is crucial for effectively detecting and managing risk at **Lolly Bet**:

Every new user who signs up for sports betting services should undergo a comprehensive screening process against sanction lists, politically exposed persons (PEPs), and financial crime databases. Additionally, robust know your customer (KYC) measures should be in place, including ongoing transaction monitoring, to ensure compliance and avoid fines and penalties.

Customer due diligence (CDD) is essential to evaluate and verify the legitimacy of individuals and businesses during the onboarding process, thereby reducing customer onboarding risks. Several factors should be considered when determining the risk score for each user, such as the player's country of origin, the type of product offered, payment methods used, and the source of income.

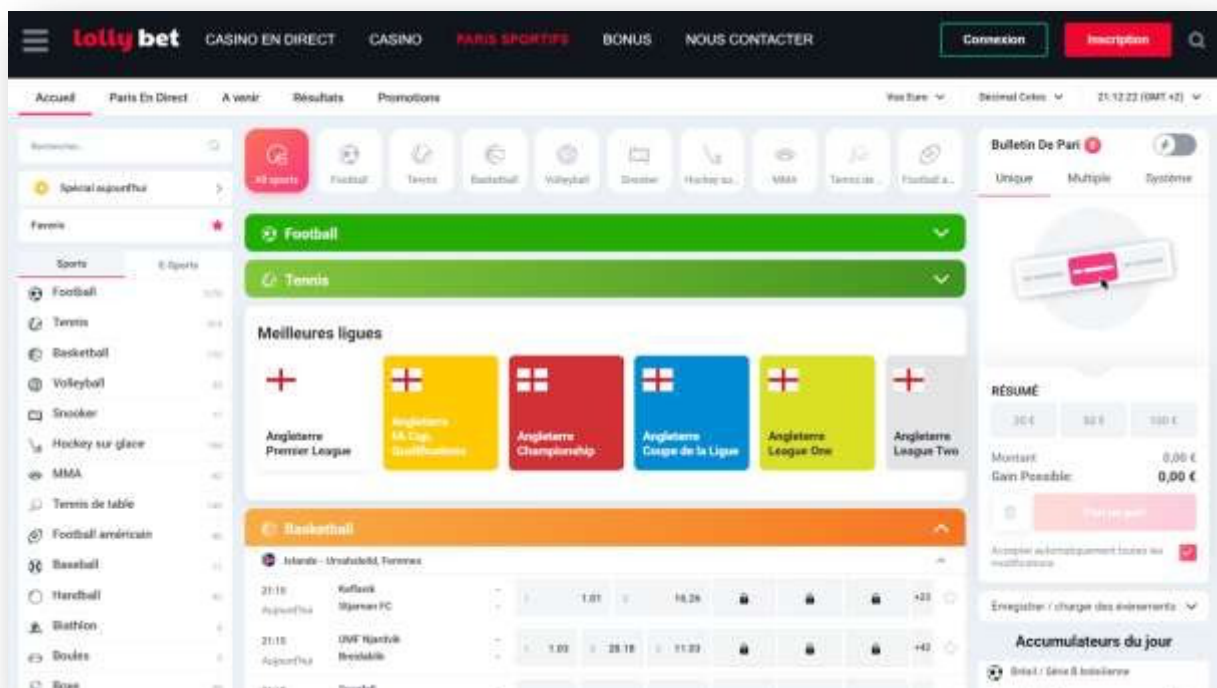
The risk rating assigned to each player determines the level of due diligence required. After completing the due diligence process, it is important to assess the player's risk score and compare it with previous scores to accurately evaluate the level of risk.

During the KYC process, the company considers factors such as whether customers hold influential positions that may make them susceptible to embezzlement or bribery, if they are

from high-risk or sanctioned countries, and whether there is evidence to support the legitimacy of their funds.

Enhanced due diligence (EDD) goes beyond the typical assessment of sources of income and sanctioned countries. During EDD, it is important to be vigilant for red flags such as unusually high amounts of money from students or recent graduates, individuals who avoid answering questions or display signs of being problem gamblers, and corporate or professional customers who demonstrate a strong risk management approach and provide satisfactory answers to questions.

By implementing these risk management practices, Lolly Bet can effectively detect and mitigate potential risks associated with its user base.



FINANCIAL PLAN

Investment & Financing

Table 3: Investment

	2024	2025	2026
Contribution in Kind	40 000 €		
Computers		6 000 €	
TOTAL	40 000 €	6 000 €	

Table 4: Financing

	2024	2025	2026
NEEDS (a)			
Change in WCR	(100 566) €	17 €	(11 931) €
Investment		6 000 €	
Investment by contribution in kind	40 000 €		
TOTAL NEEDS	(60 566) €	6 017 €	(11 931) €
RESOURCES (b)			
Contribution in kind	40 000 €		
Current accounts	500 000 €		
TOTAL EQUITY	540 000 €		
Positive cash flow (excluding subsidies)	735 952 €	742 055 €	789 449 €
Corporate income tax debt	207 576 €	(206 419) €	12 210 €
TOTAL RESOURCES	1 483 528 €	535 636 €	801 659 €
Surplus for the period (b) - (a)	1 544 094 €	529 618 €	813 591 €
Surplus at start of period		1 544 094 €	2 073 712 €
SURPLUS	1 544 094 €	2 073 712 €	2 887 303 €

Forecast sales

Table 5: Turnover

	2024	2025	2026
Turnover	3 175 380 €	3 244 680 €	3 460 350 €

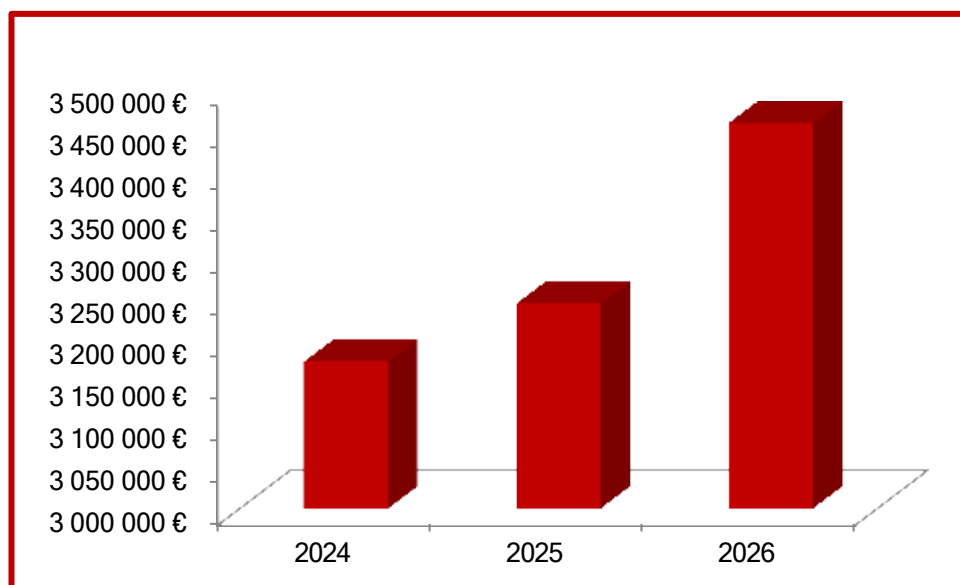


Figure 4: Turnover growth

Assumption

Table 6: Average basket

Activities	Price (€ excl)	per	Unit
Revenues in South America	5,00 €		
Revenues in North America	5,00 €		
Revenue in Europe	5,00 €		
Revenue in Asia	5,00 €		
Revenue in Africa	2,00 €		

Table 7: Number of visitors 2024

	jan. 2024	feb. 2024	mar 2024	apr. 2024	may 2024	June 2024	jul. 2024	Aug 2024	sept. 2024	oct. 2024	nov. 2024	dec. 2024
Revenues in South America	21000	21000	21000	21000	21000	21000	22050	22050	22050	22050	22050	22050
Revenues in North America	7800	7800	7800	7800	7800	7800	8400	8400	8400	8400	8400	8400
Revenue in Europe	15000	15000	15000	15000	15000	15000	15300	15300	15300	15300	15300	15300
Revenue in Asia	7200	7200	7200	7200	7200	7200	7560	7560	7560	7560	7560	7560
Revenue in Africa	1920	1920	1920	1920	1920	1920	1920	1920	1920	1920	1920	1920

Table 8: Turnover 2025

	jan. 2024	feb. 2024	mar 2024	apr. 2024	may 2024	June 2024	jul. 2024	Aug 2024	sept. 2024	oct. 2024	nov. 2024	dec. 2024
Revenues in South America	105 000 €	105 000 €	105000€	105000€	105000€	105000€	110250€	110250€	110250€	110250€	110250€	110250€
Revenues in North America	39 000 €	39 000 €	39 000 €	39 000 €	39 000 €	39 000 €	42 000 €	42 000 €	42 000 €	42 000 €	42 000 €	42 000 €
Revenue in Europe	75 000 €	75 000 €	75 000 €	75 000 €	75 000 €	75 000 €	76 500 €	76 500 €	76 500 €	76 500 €	76 500 €	76 500 €
Revenue in Asia	36 000 €	36 000 €	36 000 €	36 000 €	36 000 €	36 000 €	37 800 €	37 800 €	37 800 €	37 800 €	37 800 €	37 800 €
Revenue in Africa	3 840 €	3 840 €	3 840 €	3 840 €	3 840 €	3 840 €	3 840 €	3 840 €	3 840 €	3 840 €	3 840 €	3 840 €
TOTAL	258 840 €	258 840 €	258840€	258840€	258840€	258840€	270390€	270390€	270390€	270390€	270390€	270390€

Estimated overheads

Table 9: external expenses

Expenses	2024	2025	2026
Research and development	24 000 €	24 000 €	24 000 €
Accountant fees	2 000 €	2 000 €	2 000 €
Marketing	795 261 €	797 340 €	803 811 €
Utilities(Hosting and domain)	12 000 €	12 000 €	12 000 €
Phone et internet	2 400 €	2 400 €	2 400 €
Deposit	68 508 €	69 894 €	74 207 €
License	18 000 €	18 000 €	18 000 €
Bank fees	960 €	960 €	960 €
TOTAL	923 129 €	926 594 €	937 378 €

Break Even Point

	2024	2025	2026
Break Even Point	1 723 798 €	1 785 006 €	1 907 196 €

Working Capital Requirement

	2024	2025	2026
WCR	(96 073 €)	(100 189 €)	(100 495 €)

Profit & Loss Forecast

Table 10: Profit & Loss Forecast

	2024	2025	2026
Turnover collected	3 175 380 €	3 244 680 €	3 460 350 €
Commission(providers,	1 111 383 €	1 135 638 €	1 211 123 €
Gross margin	2 063 997 €	2 109 042 €	2 249 228 €
	65,0%	65,0%	65,0%
External expenses	923 129 €	926 594 €	937 378 €
Value added (VA)	1 140 868 €	1 182 448 €	1 311 850 €
	35,9%	36,4%	37,9%
Payroll costs	197 340 €	231 660 €	300 300 €
Gross operating profit (EBITDA)	943 528 €	950 788 €	1 011 550 €
	29,7%	29,3%	29,2%
Depreciation and amortization	- €	2 000 €	2 000 €
Operating profit (REx)	943 528 €	948 788 €	1 009 550 €
	29,7%	29,2%	29,2%
Profit on ordinary activities	943 528 €	948 788 €	1 009 550 €
	29,7%	29,2%	29,2%
Corporation tax	207 576 €	208 733 €	222 101 €
Net income	735 952 €	740 055 €	787 449 €
	23,2%	22,8%	22,8%

Forecast Balance Sheet

Table 11: Forecast Balance Sheet

	2024	2025	2026
Assets			
FIXED ASSETS			
Fixed assets (gross)	40 000 €	46 000 €	46 000 €
Depreciation		2 000 €	4 000 €
Fixed assets (Net)	40 000 €	44 000 €	42 000 €
TOTAL FIXED ASSETS	40 000 €	44 000 €	42 000 €
CURRENT ASSETS			
VAT receivables	10 294 €	10 311 €	11 012 €
Treasury	1 544 094 €	2 073 712 €	2 887 303 €
TOTAL CURRENT ASSETS	1 554 388 €	2 084 024 €	2 898 315 €
TOTAL ASSETS	1 594 388 €	2 128 024 €	2 940 315 €
LIABILITIES			
SHAREHOLDERS' EQUITY			
Capita	40 000 €	40 000 €	40 000 €
Current account	500 000 €	500 000 €	500 000 €
Reserves and net income	735 952 €	1 476 006 €	2 263 455 €
TOTAL SHAREHOLDERS' EQUITY	1 275 952 €	2 016 006 €	2 803 455 €
DEBTS			
Accounts payable	94 637 €	94 637 €	105 420 €
VAT liabilities	16 223 €	16 223 €	18 072 €
Tax liabilities	207 576 €	1 157 €	13 368 €
TOTAL LIABILITIES	318 436 €	112 017 €	136 860 €
TOTAL LIABILITIES	1 594 388 €	2 128 024 €	2 940 315 €

Cash Flow Statement

Table 12: Cash Flow Statement 2024

	jan. 2024	feb. 2024	mar- 2024	apr. 2024	may 2024	June 2024	jul. 2024	Aug 2024	sept. 2024	oct. 2024	nov. 2024	dec. 2024
Balance at beginning of month	0	676382	745820	820694	895567	970441	1045315	1132431	1214570	1296951	1379332	1461713
Cash receipts												
Operations												
Turnover collected	258840	258840	258840	258840	258840	258840	270390	270390	270390	270390	270390	270390
VAT collected	15 530	15 530	15 530	15 530	15 530	15 530	16 223	16 223	16 223	16 223	16 223	16 223
VAT refund		4 616	10 051	10 051	10 051	10 051	10 051	10 051	10 294	10 294	10 294	10 294
Non-operating												
Current accounts (total)	500000	0	0	0	0	0	0	0	0	0	0	0
Current account 1	500000											
Total monthly payments	774370	278986	284422	284422	284422	284422	296665	296665	296907	296907	296907	296907

	jan. 2024	feb. 2024	Mar 2024	apr. 2024	may 2024	June 2024	jul. 2024	Aug 2024	sept. 2024	oct. 2024	nov. 2024	dec. 2024
Cash outflow												
Operations												
Purchases and services disbursed	0	90 594	90 594	90 594	90 594	90 594	90 594	94 637	94 637	94 637	94 637	94 637
Other external expenses	76 927	76 927	76 927	76 927	76 927	76 927	76 927	76 927	76 927	76 927	76 927	76 927
VAT paid	4 616	10 051	10 051	10 051	10 051	10 051	10 051	10 294	10 294	10 294	10 294	10 294
VAT refunded		15 530	15 530	15 530	15 530	15 530	15 530	16 223	16 223	16 223	16 223	16 223
Payroll costs	16 445	16 445	16 445	16 445	16 445	16 445	16 445	16 445	16 445	16 445	16 445	16 445
Total monthly disbursements	97 988	209548	209548	209548	209548	209548	209 548	214 526	214 526	214 526	214 526	214 526
Balance at end of month	676382	745820	820694	895567	970441	1045315	1132431	1214570	1296951	1379332	1461713	1544094

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