

Caravan Media B.V.

Confidential Business Plan



Introduction

What follows is the confidential three-year business plan submitted by Caravan Media B.V. to the Curaçao Gaming Control Board (**GCB**) supporting the application for an Online Gambling Licence.

Caravan Media B.V. is an ongoing concern, and is led by an unparalleled management team equipped with deep experience and demonstrated expertise in running an eGaming enterprise.

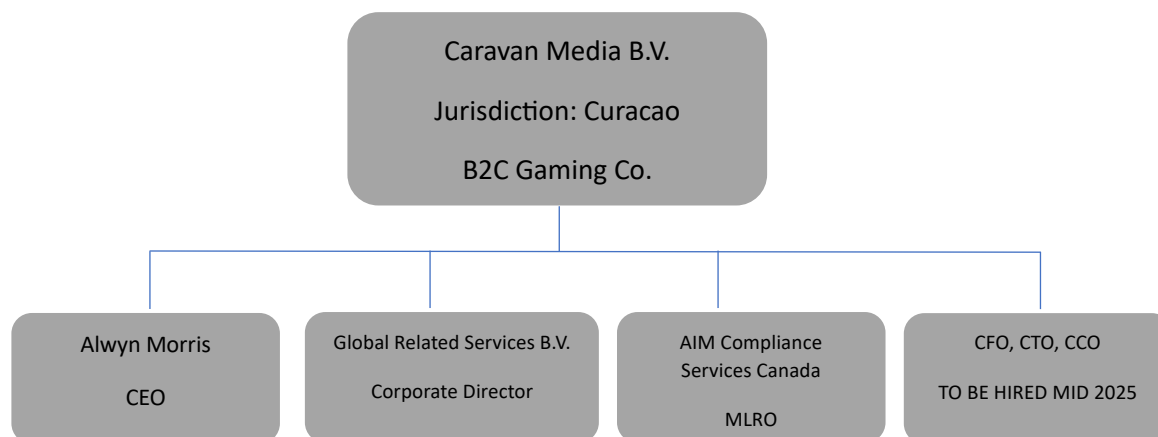
Caravan Media B.V. Overview

Caravan Media B.V. is an entity incorporated in Curacao in order to establish a business to customer ("**B2C**") remote gambling operation.

Caravan Media B.V. provides its targeted players within permitted jurisdictions a cutting-edge eGaming experience. Operating as www.bodog.io the "Website", Caravan Media B.V. provides players with an array of casino games offering an extensive selection.

Caravan Media B.V. therefore provides premium online casino services, combining an aesthetic appeal with a user-friendly experience both on desktop and mobile.

Management Structure



Financial Projections¹

Year	Total GGR
2025	\$ 225,000.00
2026	\$ 285,000.00
2027	\$ 315,000.00

Business Growth Strategy

In year one of operation, the Company's central focus will be establishing Caravan Media B.V.'s presence in Curacao. In year two and three, Caravan Media's focus will be on growing its foothold in the market. To achieve this, the Company will take the following key steps towards expansion:

- Increase the jurisdictional focus;
- Introduce additional product verticals; and,
- Launch additional brands.

Funding shall be provided under an intercompany loan agreement with group company/companies ultimately funded by the UBO.

Caravan Media is dedicated in ensuring compliance with all applicable laws and internal policies. Therefore, strictly excluded markets include:

- United Arab Emirates
- Cambodia
- North Korea
- USA
- Singapore

Gaming Systems

Caravan Media B.V. will provide players with a secure, safe play environment.

Caravan Media B.V. utilizes licensed software running on a bespoke eCommerce solution providing industry leading reporting and player management tools.

¹ All revenue numbers presented in USD.

Key Suppliers

Ability Holdings Ltd

Caravan Media B.V. will engage with Ability Holdings Ltd, a company registered in Antigua with registered address at 44 Church Street, St John's Antigua under a cooperation agreement for the supply of the brand, software platform and gaming content. Ability Holdings Ltd has entered into a number of contractual relationships over the years through its subsidiaries and affiliated companies whereby it benefits from the use of certain assets such as intellectual property rights, IT services, corporate services and other services related to the operation of online gambling websites.

Markor Technology



Global iGaming Partner Markor Technology engages with Caravan Media B.V. to provide leading B2C technology solutions and services. Markor Technology was established in 2020 in Gibraltar. Their team comprises gaming professionals with expertise in creating high-grade gaming content and delivering it to authorized markets and partners.

EveryMatrix Software Limited



Caravan Media engages with EveryMatrix Software Limited ("**EveryMatrix**") for the use of their "MoneyMatrix" payment solution. EveryMatrix is a UK-licensed provider which offers a modular and

API driven product payments management platform aimed at supporting operators with the processing of payments.

MoneyMatrix streamlines processing while reducing the need for manual intervention and customer friction. By engaging with EveryMatrix, the Company will have access to over 180 payment solutions to support both fiat and CVC payments.

Bankera



Caravan Media engages with international payment services company Bankera for the provision of business banking services. Bankera is built with a strong focus on digital businesses, whose alternative solution offers dedicated payment accounts for SEPA and SWIFT transfers.

Risk management surrounding suppliers will be dealt with through frequent performance checks, regular cooperation with third party providers to ensure compliance with internal policies and regulatory requirements. Risk management also includes having redundancies in place so that services remain uninterrupted and efficient.

Gaming Systems

Caravan Media will provide players with a secure, safe play environment.

Caravan Media utilizes both in-house and licensed software running on a bespoke eCommerce solution providing industry leading reporting and player management tools.

Business Strategy

In order to achieve its mission to become a world-class eGaming operator, Caravan Media B.V. has created a business strategy founded on three key objectives:

1. To operate an innovative, safe, and user-friendly platform;
2. To supply exceptional content that is exciting, fun, and unique; and,
3. To establish a strong foothold in the market.

The abovementioned business objectives are the driving forces behind the Company's long-term and short-term endeavors. Together, the strategic priorities are geared towards providing players the ultimate casino gaming experience. To achieve the said objectives, the Company has developed a three-year strategy aimed to set Caravan Media B.V. on the path to become a vanguard of the gambling sector.

Risk Management

Risk is assessed based on a traffic light system with consideration of the relevant policies in place for such matter. Compliance-based risks are overseen and handled by the MLRO.

Both internal and external audits are conducted periodically as required to ensure high levels of compliance with all applicable rules, regulations, laws and policies.

Legal & Governance Framework

Board membership comprises of corporate director, Global Related Services B.V. Global Related Services B.V. comprises of several individuals equipped to make decisions on Caravan Media as a result of their industry expertise and management experience.

Matters reserved to board/UBOs include commercial/marketing strategies and large-scaled campaigns, matters concerning financial strategies and day-to-day operational management decisions.

Accompanying the board in board meetings is the CEO and MLRO to ensure oversight across the management force.

Target KPIs & Business Objectives

Target KPIs of Caravan Media B.V. include:

- High % level of player retention;
- Gross gaming revenue (GGR)(as exemplified in the Financial Projections section above); and
- High level return on investment (ROI)

The long-term business objective of Caravan Media B.V. is to provide a well-known reputable service in the online gambling space with its brands becoming known for its wide-ranging selection of online casino games.

Policies and Procedures

All policies of Caravan Media B.V. are completed internally utilizing the expertise of our team. Our commitment to keeping the GCB apprised is unequivocal and this shall be shown through our determination to adhering to upcoming rules, laws and policies of the regulator. The board believes that the MLRO is fully and best equipped in providing the Company policies through his qualification and experience as a trusted member in the industry of several years.

Dispute Resolution

Following the licensing acquisition, the GCB will be copied on all player complaints to ensure that Caravan Media B.V. resolves any disputes in a manner commensurate with its obligations as a licensee.