



ROOBET

BUSINESS PLAN 2025



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Executive Summary

Back in 2018, we kicked off our journey with Roobet.com, not just to jump on the burgeoning crypto casino bandwagon but to chart an entirely new course for it. From day one, we've been all about breaking new ground and laying down the foundations for what an online gambling platform can and should be. Launching as one of the first crypto casinos, we threw down the challenge, showing what's possible when you blend cutting-edge technology with a genuine love for gaming.

At the heart of Roobet is something pretty simple: a desire to build something more than just a casino. It's about crafting a community, a place where giving back isn't just a slogan but the way we do business. Our founders, who bring a wealth of experience from all corners of the gaming and tech worlds, have always made sure of that. And that's not just talk. Every step we've taken has been about enhancing the experience for our users, making sure they're getting the best out of their time with us.

Fast forward to today, and we've got a community that's tens of thousands strong, buoyed by partnerships with big names like Snoop Dogg, Chelsea Football Club, UFC fighters and e-sports teams/athletes . It's these partnerships that have catapulted Roo into the spotlight, proving that we're not just another online casino but a heavyweight in the online gaming scene. Our secret; never settling. Whether it's diving into the nitty-gritty of the industry, bringing our gaming passions to the forefront, or responding to what our community wants, innovation is at the core of everything we do.

Looking ahead, we're not slowing down. Our eyes are set on the horizon, especially the expanding Web3 space, where we're ready to redefine what's possible in gaming. And with a lineup that spans everything from slots to live online games, thanks to our buddies at Pragmatic, Evolution, Hacksaw and BetBy, we're just getting started.

But what propels us forward, what turns the Roobet roadmap from vision to reality, is our incredible team of 214 professionals. These individuals are at the very pinnacle of their fields, making them not just our biggest asset but the very heart of our operation. Their expertise, dedication, and long-standing commitment make our ambitious plans achievable. Also, we know the drill when it comes to the rules of the game too. Getting our gaming license wasn't just a checkbox for us; it was about laying a robust foundation and infrastructure to build upon, ensuring we're always on the up and up. With a dream team that's as passionate about gaming as they are about innovation and a roadmap that's got us all kinds of excited for what's next, Roo is more than ready to keep the momentum going. As we reflect on the last five years and look forward to the next chapter, it's clear: the best is yet to come.

C-Level Team

- **CEO (Chief Executive Officer) - Matthew Duea**
- **COO (Chief Operating Officer) - Natalie Shoshan**
- **CFO (Chief Financial Officer) - Nir Lion**
- **CO (Compliance Officer) - Federico Perez**
- **CTO (Chief Technology Officer) - Chance Brilz**

Strategy

From the get-go, Roobet has been all about reimagining the online crypto casino game. What sets us apart? It's our relentless drive for innovation, our tight-knit community, and a level of honesty you'd be hard-pressed to find elsewhere. Our goal? To not just lead but redefine the industry. We're leveraging our solid reputation, our dedicated followers, and cutting-edge tech to do just that.

Here's the game plan: We're doubling down on making Roobet not just a name in the online gambling world but the name. This means diving headfirst into the future with blockchain technology to bring a level of fairness and transparency that's unheard of.

A taste of the Roobet path includes:

- Breaking new ground by stepping into untapped markets, all while sticking to the rulebook and getting the green light from regulators.
- Amping up our game with both big-name and indie game creators, plus cooking up some exclusive in-house titles that you won't find anywhere else.
- We're pushing the envelope on product innovation with state-of-the-art features, an enhanced UI for unmatched ease of use, and more deposit options to get our players into the action faster.
- Making the most of our community and influencer connections to keep our players coming back for more. Our reach is expanding with alternative marketing strategies that differentiate us from the competition, targeting audiences yet untouched by others.
- Scouting the horizon for the next big thing, ensuring Roobet players always get something fresh. Our partnerships are meticulously curated, aiming for strategic collaborations that elevate our platform to legendary status.

Software & Technology

At the heart of Roobet's rise in the online crypto casino world is our state-of-the-art gaming platform. A marvel of in-house engineering that we've lovingly crafted and refined over the past five years. From the get-go, we decided that if we're doing this, we're doing it our way. That meant building our platform from scratch, ensuring every pixel, every line of code, and every game mechanic was Roobet through and through.

What we've created isn't just a platform; it's a powerhouse of gaming excellence. It's as secure as a vault in Fort Knox, thanks to our obsession with the latest in encryption and cybersecurity tech. But our ambition doesn't stop there. It's also about fun, about that slick, smooth user experience that makes our players go "Wow!" every time they play.

Equally impressive is our comprehensive back-office system, meticulously developed from the ground up to be fully functional and compliant. Integrated into our platform, this system empowers our compliance and fraud teams with cutting-edge KYC tools and fraud alerts. It enables our customer support team to offer unparalleled service and our VIP team to deliver exceptional care to our top players. It's the operational heart of Roobet, ensuring every aspect of the casino runs smoothly and upholds the highest service and security standards.

Our proprietary technology is a testament to our commitment to our players. We've interwoven transparency and fairness into the very fabric of our platform. Every bet, every win, and every loss is there for the world to see—crystal clear and tamper-proof.

But here's the kicker: this isn't the end of the road. It's just the beginning. The tech landscape is always shifting, always changing. And Roobet? We're not just keeping up; we're leading the charge, constantly innovating, and evolving our platform to bring our players the next big thing in gaming before they even know they want it.

Marketing & Sales Strategy

Roobet.com's marketing strategy leverages its established success and brand recognition to further cement its position as a leader in the online crypto casino industry. Our strategy is built on five key pillars: influential streamers and brand ambassadors, competitive affiliate marketing programs, enticing promotions, dynamic social media engagement, and strategic SEO and advertising efforts.

Influential Streamers and Brand Ambassadors

- **Partnerships with Leading Streamers:** We actively collaborate with top-tier streamers who share our passion for gaming, ensuring they're equipped to bring Roobet's unique offerings to a wider audience.
- **Exclusive Content and Deals:** Our partnership packages include attractive affiliate benefits and unique wagering opportunities,
- **Dedicated Budget for Engagement:** A targeted monthly budget is allocated to enhance our collaborations with these influencers to ensure high-quality content creation.

Affiliate Marketing

- **Viewer Base and Retention:** Our affiliate programs are designed to not only attract a broad audience but also to maintain their engagement through competitive advantages that surpass industry norms.
- **Rewarding Success:** High-performing affiliates are recognized with improved benefits, encouraging a strong, mutually beneficial relationship.
- **Content Creation Encouragement:** We offer platforms and incentives for affiliates to create and share content related to Roobet, boosting both their visibility and ours.

Marketing & Sales Strategy (Cont'd)

Promotions

- **Welcome and Loyalty Promotions:** New users can avail themselves of welcome promotions, while existing players are rewarded for reaching new wager milestones, encouraging both initial engagement and long-term loyalty.
- **Continuous Optimization:** Feedback and engagement metrics inform the ongoing refinement of our promotion strategies, ensuring they remain appealing and effective.

Social Media Engagement

- **Comprehensive Social Media Strategy:** Our approach includes leveraging platforms like Discord for community building, X (formally known as Twitter), TikTok, Youtube, and Instagram for updates and user engagement.
- **Active Community Involvement:** Regular updates, giveaways, and interactive content help bring a strong sense of community, increasing platform retention and loyalty.

SEO and Advertising

- **Enhanced Web Presence:** Through SEO optimization and diverse advertising campaigns, we aim to significantly increase organic traffic and user acquisition.
- **Targeted Campaigns:** Our advertising strategy focuses on high conversion rates, with varied offers designed to attract and retain users.

Financials

Financial Overview:

Roobet is on an exciting growth trajectory, as highlighted by our financial projections for the next three years. Our strategic focus on innovation, user experience, and market expansion is expected to drive significant increases in both our user base and revenue.

All amounts are in \$,000 except if otherwise mentioned	2025	2026	2027	Change
Average Number of Active Users (Depositors)	127,992	140,791	147,831	15.5%
GGR per Active user (in \$)	616	647	679	10.3%
GGR	945,749	1,092,340	1,204,305	27.3%
NGR (Revenue)	436,463	504,115	555,787	27.3%
Direct costs	101,740	122,088	124,530	22.4%
Payroll costs	24,551	25,042	25,543	4.0%
Marketing & other costs	260,436	273,457	287,130	10.3%
Income taxes	4,871	6,332	8,231	69.0%
Net Profit	44,867	45,764	46,679	4.0%

Roobet's financial projections for 2024-2026 reflect a strong growth outlook, supported by strategic investments in technology, marketing, and user experience. We are well-positioned to capitalize on the expanding opportunities within the online gaming and gambling sectors, driving profitability and shareholder value.

Statement of Confidentiality and Non-Disclosure

Confidential Information:

“Confidential Information” is proprietary trade secret information contained within and relating to Disclosing Party’s business plan including but not limited to the business description, marketing plan, sales revenue forecast, profit and loss forecast, personnel plan, business goals, personal financial statements, supporting documents, and information conveyed in writing or in the discussion that is indicated to be confidential.

Non-Disclosure

Receiving Party will treat Confidential Information with the same degree of care and safeguards that it takes with its Confidential Information, but in no event less than a reasonable degree of care. Without Disclosing Party’s prior written consent, Receiving Party will not: (a) disclose Confidential Information to any third party; (b) make or permit to be made copies or other reproductions of Confidential Information; or (c) make any commercial use of Confidential Information. Receiving Party will carefully restrict access to Confidential Information to those of its officers, directors, and employees who are subject to non-disclosure restrictions at least as protective as those outlined in this Agreement and who need such access to participate on Receiving Party’s behalf in the analysis and negotiation of a business relationship or any contract or agreement with Disclosing Party. Receiving Party will advise each officer, director, or employee to whom it provides access to any Confidential Information that they are prohibited from using or disclosing to others without Disclosing Party’s prior written consent.

