

Business Plan Great Star NV

1) Executive Summary : Overview of business idea, vision and strategic goals.

The idea started several years ago to create a company that could offer entertainment, flexibility and security. The company required funding only at its start-up and has since been fully self-funded through its own revenue. Our vision is to become one of the largest IP operators in the regions and countries we have targeted (Latin America and Africa).

2) Company description: Legal structure, history, type of games offered.

Great Star NV has been incorporated in March 18th, 2011 in Curacao and got a gaming license numbered 1668/JAZ that allowed us to provide B2C and B2B gambling services for sports betting and casino. The original name of the company was i-Tainment NV.

So essentially we have a history of 14 years in the market, but we made a new fresh start during November of 2021 changing our brand name into Great star N.V. ,keeping the same registration number 122623. Recently we made a UBO change as the previous one-Mr.Andronikidis- expressed interest in transitioning to a different industry. Additionally, we maintain and operate the following skins:

sharks-bet.com

gastored.com zanzibet.com

narbi221.com

*for the legal structure please see attachment "Great Star N.V. Certified with Apostille Structure Chart 25.03.2025 "

3) Market analysis: Target audience, market trends, competitor analysis.

The global online gambling market size was valued at USD 63.53 billion in 2022 and is expected to grow at a compound annual growth rate (CAGR) of 11.7% from 2023 to 2030. The growing internet penetration and rise in the use of mobile phones among users for playing online games is increasing the demand for online gambling. For instance, in 2022, internet penetration in the U.S. was 92% of the country's total population. Furthermore, cultural and legalization approval, easy access to online gambling, celebrity endorsements, and corporate sponsorships are also helping market growth. We accept all customers but our main target are the customers using new technologies (mobile phones) and following the new and "fresh" trends of the industry like affiliates and streamers .

Target KPIs and business objectives

Our current focus is Latin America ([LATAM](#)), and we plan to expand into Africa, specifically in Senegal, through [narbi221.com](#). Our target KPI's are related to **GGR, new registrations, first time depositors (FTD's), average deposit amount** and regular **margins** applied on sportsbook events.

4) Marketing Strategy: Promotion, advertising, player acquisition and retention plans.

The promotion of the company is done through large websites with corresponding content, on pages of payment providers and through new trends such as streamers, for new registrations and acquisition. Our retention plan is based on dormant players (after 3 months of inactivity) ,providing dedicated offers for individual groups of customers.

5) Operational Plan: Software, hardware, customer support and day-to-day operations.

Our key suppliers and material dependencies are our platform and sportsbook supplier, which is [Altenar software](#), for banking solutions we are using [Narvi Oy](#) and [Settlego solutions LTD](#). As for the casino product we are using all the certified casino providers such as [Pragmatic Play](#), [Evolution](#), [Blue Ocean](#) etc.

Our support team is offering its services 24/7/365 as well as our Risk and Fraud team who are daily monitoring the activity, the registrations, KYC's and transactions of our customers. **Risk evaluation and management**

An extended analysis of the procedures followed to prevent company from any kind of fraudulent activities and mitigate the risk is

described in our newly published AML/CFT policies 2025 (already uploaded to GCB's portal) **Legal and governance framework**

Day-to-day operational decisions are made by the company's managers, while strategic decisions are taken by the UBO, Mr. Anastasios Vogiatis. A weekly meeting is held between the managers and the UBO, during which all key decisions are made. In cases where legal advice is required, we consult with an external legal advisor who provides guidance on our next steps.

6) Management and Personnel: Organizational structure, key team members.

100% Share holder of Great star NV is Gastone Club Online LTD (Cyprus)

KEY ROLES AND COMPANY STRUCTURE

UBO - > Anastasios Vogiatzis

Financial Manager - > Anxhela Maloku

Compliance Officer - > Ioannis Dalianis Director

- > eMagnus Curacao B.V.

Regulatory Compliance: Licensing requirements, fairness, security measures.

We are fully complied with all regulator and licensing requirements as well as with fairness and security measures. The Fairness and security measures are guaranteed from our Platform, Casino and Sportsbook providers/suppliers who they are certified and audited.

7) Policies and Procedures

All policies and procedures are taking place internally, with a few exceptions we are using external advisors (**IGA Group Limited**).

According to our external advisor **IGA** we always keep strict timelines in order to comply with GCB's requirements.

A yearly evaluation and a monthly monitoring are being conducted for all employees of the company (**Legal, Finance, Operations**), especially for the following departments:

i. *customer support* ii.

payment risk officers iii.

financial managers iv.

compliance managers

All employees prior to recruiting, have to demonstrate their skills, prove their experience and provide us with a recently issued criminal record.

8) Financial Projections: Revenue model, cash flow, profit and loss projections

Great Star NV is a dynamic company, with more than 13 years' experience, focused on both B2B and B2C in the online gaming industry, delivering cutting-edge services. Our business model is uniquely structured around a revenue-sharing approach, where we partner with top tier content providers to deliver exceptional value to our customers while fostering mutually beneficial relationships with our partners.

Our revenue-sharing model allows us to align our success with that of our partners, ensuring a sustainable and scalable growth trajectory. By leveraging this model, we retain a percentage of revenue generated through our services. This approach not only incentivizes high-quality contributions but also enhances customer satisfaction, driving repeat business and long-term loyalty.

Operating within a rapidly growing market, Great Star NV has strategically positioned itself to capitalize on emerging trends in online gaming sector. Our focus on business support and top tier partnerships sets us apart from competitors and allows us to deliver consistent value to both our partners and end-users.

The financial outlook for the next three years is promising, with significant growth expected in all key financial metrics, including revenue, cash flow and profitability. These forecasts, based on thorough analysis and strategic planning, underscore the Company's strong track record and its potential for continued success.

Central to these forecasts is the expected revenue growth of 15% to 26% over 3 years. This growth is expected to come from strategic market expansion and the introduction of new products and services. This revenue growth reflects not only market opportunities but also the company's ability to innovate and respond to evolving customer needs.

The projected revenue growth will have a direct and positive impact on profitability. Specifically, net income is also expected to increase by 15% to 26% over the next three years. This improvement in profitability is attributed to both revenue growth and improved operational efficiency. By streamlining processes, reducing costs and improving resource allocation, the company can turn increased sales into significant profits. The focus on cost management and operational excellence will play a key role in maximizing margins and ensuring sustainable financial. Additionally, the company's cash flow projections indicate a strong financial position, with positive cash flows increasing by 20% over the forecast period. This improvement in cash flow reflects the company's ability to generate sufficient internal resources to fund ongoing operations and support growth initiatives. The projected increase in cash flow will enable the company to reinvest in its business, pursue new opportunities, and maintain financial flexibility. This positive cash flow outlook is a key indicator of the company's financial health and its capacity to sustain growth over the long term.

In conclusion, the financial projections for the next three years paint a picture of a company on a solid growth path. With substantial increases in revenue, profitability, and cash flow, the company is well-positioned to achieve its strategic objectives and deliver value to its stakeholders. The confidence in these projections is rooted in the company's strong market position, innovative capabilities, and commitment to operational excellence. As such, the company is poised for continued success well beyond the next three years.

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	31,000	31,000	31,000	31,000	31,000	31,000	31,000	31,000	31,000	31,000	31,000	31,000	
Total Other Expense	31,000	31,000	31,000	31,000	31,000	31,000	31,000	31,000	31,000	31,000	31,000	31,000	372,000
Net Profit	312,919	742,462	729,050	813,601	-2,642,721	597,886	484,131	873,414	-883,075	-171,336	1,076,772	600,717	2,533,820

Cashflow Forecast 2024	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Total Forecast
Net Income	315,552	772,735	559,834	888,949	-2,600,854	623,693	515,131	904,414	-852,075	-140,336	1,107,772	438,463	2,533,277
Adjustments to Net Income													
Accounts Payable/Trade payables/tra													
Accounts Receivable (A/R)	-2,174,974	-168,892	178,165	-49,406	688,249	-829,863	8,734	1,124	399,160	-276,654	-52,490	166,543	-2,110,304
	3,204,215	96,820	-169,481	-20,521	12,139	231,192	16,222	-98,726	-59,828	167,882	-246,415	-40,851	3,092,650
Total Adjustments to Net Income	1,029,241	-72,073	8,684	-69,927	700,388	-598,671	24,957	-97,602	339,332	-108,771	-298,905	125,692	982,346
Total Operating Activities	1,344,792	700,662	568,518	819,021	-1,900,465	25,022	540,088	806,812	-512,743	-249,107	808,868	564,154	3,515,622
Net Cash Increase For Period	1,344,792	700,662	568,518	819,021	-1,900,465	25,022	540,088	806,812	-512,743	-249,107	808,868	564,154	3,515,622

P&L Forecast 2025	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25	Total Forecast
Income													
Services-Revenue													
	2,870,614	2,466,496	3,173,894	3,259,546	3,208,877	2,243,902	2,176,191	2,588,265	2,837,982	2,137,256	3,165,770	3,336,279	33,465,072
Total Income	2,870,614	2,466,496	3,173,894	3,259,546	3,208,877	2,243,902	2,176,191	2,588,265	2,837,982	2,137,256	3,165,770	3,336,279	33,465,072
Cost of Sales	811,733	426,794	1,029,573	1,028,082	1,050,271	533,809	511,012	610,846	762,874	313,200	1,080,053	1,081,582	9,239,829
Gross Profit	2,058,881	2,039,702	2,144,321	2,231,464	2,158,606	1,710,093	1,665,179	1,977,419	2,075,108	1,824,056	2,085,717	2,254,697	24,225,243
Operating Expenses	1,700,009	1,232,611	1,351,226	1,350,142	4,883,880	1,053,864	1,127,651	1,033,683	2,964,230	1,970,493	929,781	1,595,514	21,193,083
Net Operating Income	358,872	807,091	793,095	881,323	-2,725,274	656,229	537,528	943,736	-889,122	-146,438	1,155,937	659,183	3,032,160
Other Expense													
Exchange Gain or Loss													
	32,000	32,000	32,000	32,000	32,000	32,000	32,000	32,000	32,000	32,000	32,000	36,741	388,741
Total Other Expense	32,000	32,000	32,000	32,000	32,000	32,000	32,000	32,000	32,000	32,000	32,000	36,741	388,741
Net Profit	326,872	775,091	761,095	849,323	-2,757,274	624,229	505,528	911,736	-921,122	-178,438	1,123,937	622,442	2,643,419

Cashflow Forecast 2025	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25	Total Forecast
Net Income	329,271	806,332	584,174	927,599	-2,713,934	650,810	537,528	943,736	-889,122	-146,438	1,155,937	457,526	2,643,419
Adjustments to Net Income													
Accounts Payable/Trade payables/tra													
	-1,458,060	-176,236	185,911	-51,554	718,173	-865,944	9,114	1,173	416,515	-288,682	-54,772	173,784	-1,390,578
Accounts Receivable (A/R)	2,527,210	101,029	-176,849	-21,413	12,667	241,244	16,928	-103,019	-62,429	175,182	-257,129	-42,627	2,410,794
Total Adjustments to Net Income	1,069,150	-75,206	9,062	-72,967	730,840	-624,700	26,042	-101,845	354,086	-113,500	-311,901	131,157	1,020,216
Total Operating Activities	1,398,421	731,125	593,236	854,631	-1,983,094	26,110	563,570	841,891	-535,036	-259,938	844,036	588,683	3,663,635
Net Cash Increase For Period	1,398,421	731,125	593,236	854,631	-1,983,094	26,110	563,570	841,891	-535,036	-259,938	844,036	588,683	3,663,635

P&L Forecast 2026	Jan-26	Feb-26	Mar-26	Apr-26	May-26	Jun-26	Jul-26	Aug-26	Sep-26	Oct-26	Nov-26	Dec-26	Total Forecast
Income													
Services-Revenue													
	3,014,144	2,589,821	3,332,589	3,422,523	3,369,321	2,356,097	2,285,000	2,717,678	2,979,882	2,244,118	3,324,059	3,503,093	35,138,326
Total Income	3,014,144	2,589,821	3,332,589	3,422,523	3,369,321	2,356,097	2,285,000	2,717,678	2,979,882	2,244,118	3,324,059	3,503,093	35,138,326
Cost of Sales	852,320	448,134	1,081,051	1,079,486	1,102,785	560,500	536,563	641,388	801,018	328,860	1,134,055	1,135,661	9,701,821
Gross Profit	2,161,825	2,141,687	2,251,537	2,343,038	2,266,536	1,795,597	1,748,437	2,076,290	2,178,864	1,915,258	2,190,003	2,367,432	25,436,505
Operating Expenses	1,785,009	1,294,241	1,418,787	1,417,649	5,128,074	1,106,557	1,184,033	1,085,367	3,112,441	2,069,018	976,270	1,675,290	22,252,737
Net Operating Income	376,815	847,446	832,750	925,389	-2,861,538	689,040	564,404	990,923	-933,578	-153,760	1,213,733	692,142	3,183,768
Other Expense													
Exchange Gain or Loss													
	34,015	34,015	34,015	34,015	34,015	34,015	34,015	34,015	34,015	34,015	34,015	34,015	408,180
Total Other Expense	34,015	34,015	34,015	34,015	34,015	34,015	34,015	34,015	34,015	34,015	34,015	34,015	408,180
Net Profit	345,735	846,648	613,383	973,978	-2,849,631	683,350	564,404	990,923	-933,578	-153,760	1,213,733	480,403	2,775,590

Cashflow Forecast 2026	Jan-26	Feb-26	Mar-26	Apr-26	May-26	Jun-26	Jul-26	Aug-26	Sep-26	Oct-26	Nov-26	Dec-26	Total Forecast
Net Income	345,735	846,648	613,383	973,978	-2,849,631	683,350	564,404	990,923	-933,578	-153,760	1,213,733	480,403	2,775,590

Adjustments to Net Income													
Accounts Payable/Trade payables/tra													
	-1,438,863	-178,991	151,493	-541	746,745	-912,760	10,708	1,232	437,341	-303,116	-57,511	140,125	-1,404,139
Accounts Receivable (A/R)	2,491,328	106,081	-185,692	-22,484	13,301	253,306	17,774	-108,170	-65,551	183,941	-269,985	-44,759	2,369,090
Total Adjustments to Net Income	1,052,465	-72,910	-34,199	-23,025	760,046	-659,454	28,482	-106,938	371,790	-119,176	-327,496	95,367	964,952
Total Operating Activities	1,398,199	773,738	579,184	950,954	-2,089,585	23,896	592,886	883,985	-561,788	-272,935	886,238	575,769	3,740,542
Net Cash Increase For Period	1,398,199	773,738	579,184	950,954	-2,089,585	23,896	592,886	883,985	-561,788	-272,935	886,238	575,769	3,740,542