

Business Plan



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Date: 28.03.2024

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1. Overview of the business products and services/brands

1.1. Brief background and History

1. Our iGaming project is “4rabet”.
2. We aim to provide various online gambling services, including casino games, and virtual sports.

Established with a clear mission at its core, 4rabet was founded by seasoned veterans of the iGaming sector who identified a crucial need for a platform that not only delivers exceptional gaming content but also prioritizes player satisfaction, security, and responsible gaming practices.

In the records of online gaming, few ventures have left a remarkable trace on the industry landscape. Our company, 4rabet, is eager to carve its name in the records of history by revolutionizing the online gaming experience. Our journey is not merely a quest for profit, but a historic endeavor to redefine the very essence of online gaming industry.

1.2. Unique features that give the competitive edge.

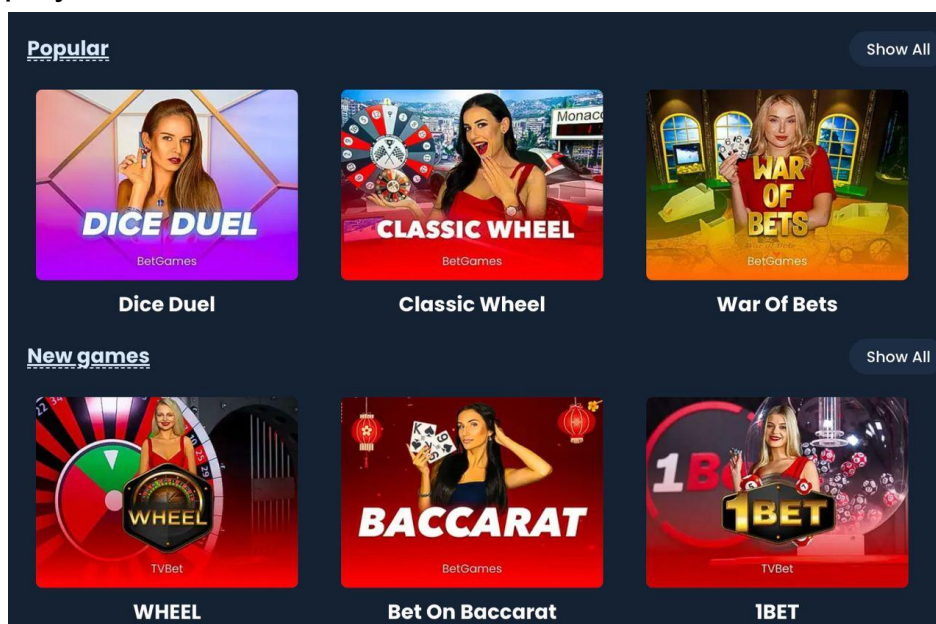
At the core of our historic endeavor lies cutting-edge technology and robust infrastructure. From the development of a scalable server architecture to the implementation of state-of-the-art security protocols, every aspect of our platform has been meticulously crafted to deliver a seamless and immersive gaming experience.

From classic casino games to innovative virtual reality experiences, we have spared no effort in curating an array of offerings that cater to the diverse tastes of our global audience. Our commitment to excellence extends beyond games to encompass intuitive user interfaces, responsive customer support, and engaging social features.

We can provide the list of the unique features that give us the competitive edge.

Innovative Games Portfolio: At our company, innovation is at the heart of everything we do. Our diverse portfolio of games reflects our commitment to pushing the boundaries of online gaming and delivering unforgettable experiences to players around the world. Whether our clients are fans of classic casino games, live casino, cricket, or sport bets, it has something for everyone.

Personalization Features: Our company made personalization a top priority in our online gaming platform. By harnessing the power of data-driven insights and innovative technology, it's able to offer a truly tailored gaming experience that caters to the individual needs of each player.

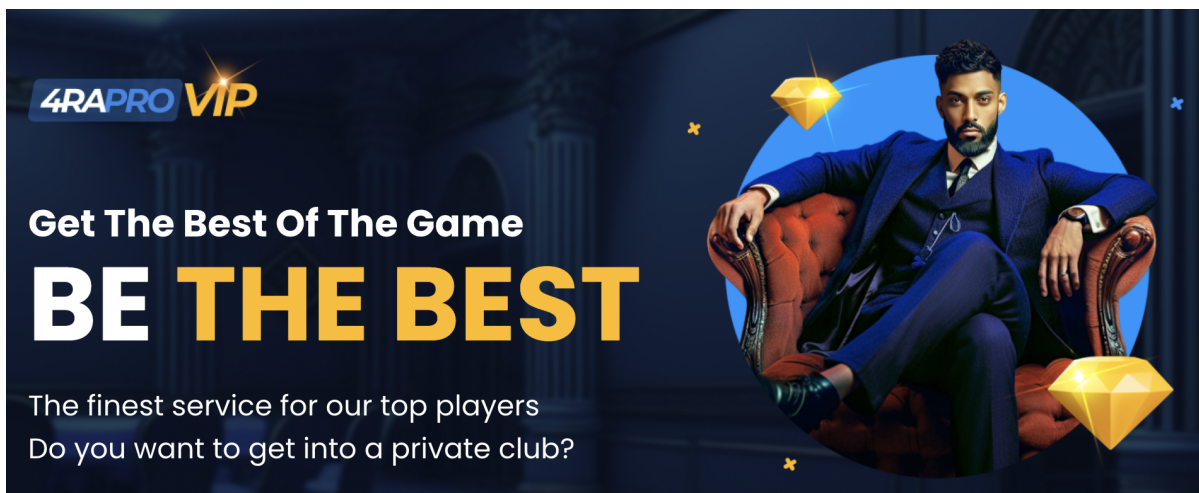


Security and Fair Play: Our company is committed to providing our players with a safe and fair gaming environment, where they can enjoy their favorite games with confidence and peace of mind. Through a comprehensive approach to security and fair play, it upholds the highest

standards of integrity and transparency, earning the trust and loyalty of our players.

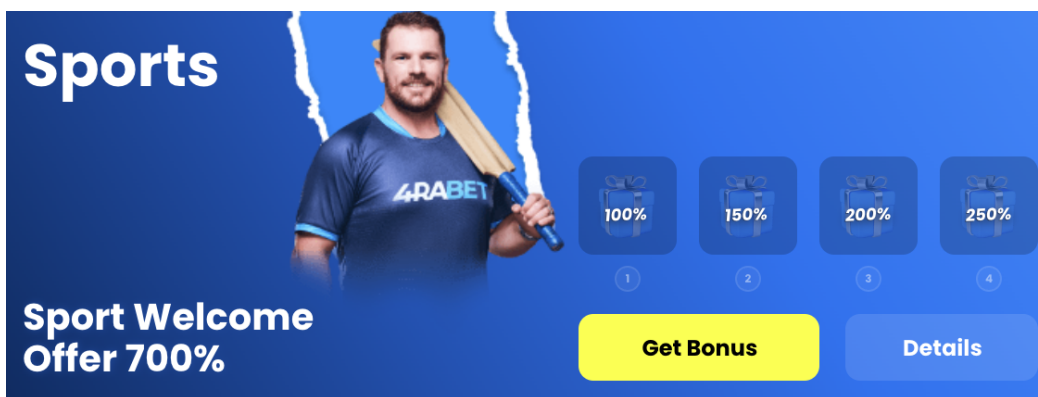
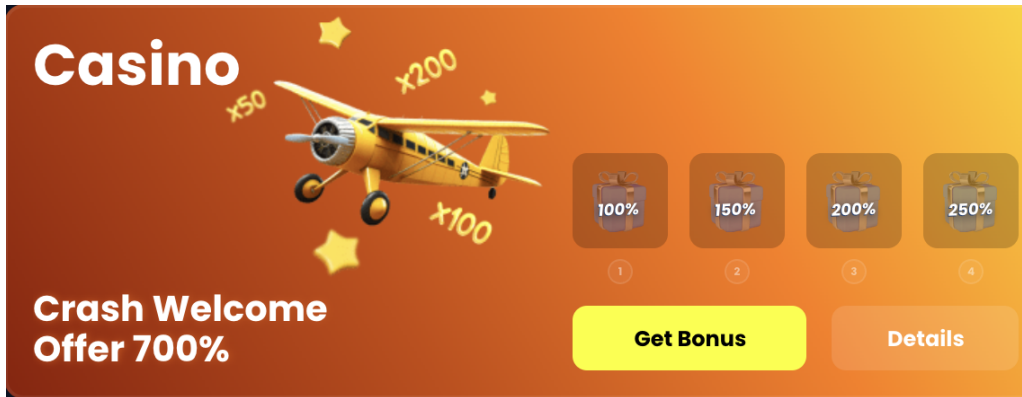


VIP Service: Our company provides a premium level of personalized service and exclusive perks offered to high-value players, often referred to as VIPs or high rollers. VIPs receive the highest quality service, the bonus that will satisfy you personally, much faster withdrawal, private channel of communication with the personal manager and of course monthly cashback up to 20%



Many special bonuses: Our company provides promotional incentives offered to players to encourage them to sign up, deposit, and continue playing on the platform. These bonuses come in various forms and are designed to attract new players, retain existing ones, and enhance the

overall gaming experience. Whether our client want to play Sports or play Casino, our company can offer 700% bonuses.

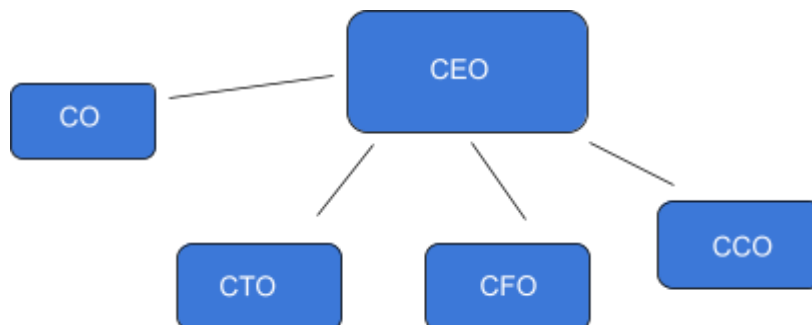


Regulatory Compliance: Our company obtained the necessary license from relevant regulatory body for the jurisdiction where it operates, implemented robust AML and KYC procedures to prevent money laundering, fraud, and underage gambling. This involves verifying the identity of customers, monitoring transactions for suspicious activity, and reporting any suspicious transactions to the appropriate authorities, ensured compliance with data protection and privacy regulations, such as the General Data Protection Regulation (GDPR), ensured compliance with regulations related to payment processing, including anti-money laundering laws and regulations imposed by payment service providers.

Apps for better communication: We provide our customers with the opportunity to play via the official 4rabet app. It's facilitate to promote our product and ease the game.



2. Company management structure



CEO	Dmytrii Sheremeta
CO	Dmytrii Sheremeta (currently), new CO to be appointed within 6 months
CFO	To be appointed within 3 months
CTO	To be appointed within 3 months
CCO	To be appointed within 3 months

Responsibilities:

CEO (Chief Executive Officer)

- representing the company;
- financial management;
- setting strategic direction;
- identifying and mitigating risks that may impact the company's operations;
- ensuring the compliance with corporate governance standards and best practices;
- ensuring effective communication with investors;
- driving the innovation and product development initiatives.

Overall, the CEO's role plays a pivotal role in driving the success and sustainability of the online gaming company, navigating the complexities of the industry, and leading the organization towards continued growth and innovation.

CO (Compliance Officer)

- conducting regular audits to identify potential weaknesses and noncompliance situations;
- resolving compliance issue;
- developing compliance program;

- educating employees.

Overall, the compliance officer in a gaming company plays a crucial role in ensuring that the company operates within the bounds of applicable laws, regulations, and industry standards.

CTO (Chief Technology Officer)

- overseeing of the design, development, and maintenance of the company's technological infrastructure;
- leading of the software development team;
- driving innovation in gaming products;
- implementation of the robust security measures;
- evaluation and managing;
- data analyzing.

Overall, the CTO plays a critical role in driving technological innovation, ensuring the security and reliability of the gaming platform, and supporting the company's overall growth and success in the dynamic and competitive online gaming industry.

CCO (Chief Commercial Officer)

- developing, implementation, and updating of the regulatory compliance policies and procedures;
- monitoring and ensuring compliance procedure;
- risk assessment;
- external relationships;
- ethical conduct;
- due diligence;
- cross-functional collaboration.

Overall, the CCO plays a crucial role in safeguarding the company's reputation, ensuring legal and ethical conduct, and maintaining trust with regulators, customers, and other stakeholders in the online gaming industry.

3. Risk management.

Risk assessment in our company involves identifying potential risks that could affect the company's operations, reputation, financial health, and regulatory compliance. Typically, risk is assessed as:

1. The first step in risk assessment is to identify potential risks across various areas of the business.
2. Once risks are identified, they are analyzed to understand their potential impact and likelihood of occurrence.
3. The next step is to develop and implement mitigation strategies to address them effectively.
4. Fostering a risk-aware culture within the organization is essential for

effective risk assessment.

5. Conduct scenario planning exercises to anticipate potential future risks and develop contingency plans to mitigate them.

 Gaming License	Curacao Gaming Authority
 Customer Support	24/7 Live Chat and email
 Casino Games	Slots, Baccarat, Roulette, Blackjack, Poker, etc.
 Betting Games	Cricket, e-Cricket, Football, Basketball, Tennis, Hockey, Boxing, etc.
 Minimum Deposit	10 Rupees
 Minimum Withdrawal	2000 Rupees
 Mobile App	4Rabet App for Android and iOS
 Withdrawal Terms	Up to 5 days
 Payment Methods	Cryptocurrencies, UPI, PayTM, PhonePE, etc.
 Bonuses	700% Up To 90,000 INR

Here are some common approaches to risk mitigation in our online gaming company:

Regulatory Compliance: We ensure compliance with gaming regulations and licensing requirements in all jurisdictions where the company operates, implement robust compliance programs, policies, and procedures to mitigate regulatory risks and avoid penalties or sanctions.

Responsible Gaming Practices: We promote responsible gaming practices to mitigate the risk of problem gambling and protect vulnerable players.

Fraud Prevention: We implement fraud detection and prevention



measures to mitigate the risk of fraudulent activities such as payment fraud, identity theft, and account takeover.

Data Protection and Privacy: We implement measures to protect the privacy and security of user data in compliance with data protection regulations such as GDPR.

Business Continuity Planning: We develop and maintain business continuity and disaster recovery plans to mitigate the impact of unforeseen events such as natural disasters, cyber attacks, or system failures.

Internal and external audits play a crucial role in ensuring transparency, accountability, and compliance within our company's business and financial operations.

In our company, internal audits cover various key areas such as financial reporting, revenue assurance, fraud detection, information technology controls, cybersecurity measures, responsible gaming practices, and compliance with regulatory standards. Internal audits are conducted by an independent internal audit team within the company. Upon completion of the audit, the internal audit team prepares audit reports detailing their findings, observations, and recommendations for improvement.

4rabet also always ready for external audit, when independent external audit firms or certified public accountants (CPAs) conduct audit to provide an objective assessment of the company's financial statements and compliance with applicable accounting standards, laws, and regulations. 4rabet provides all required company's financial statements

and internal controls document for audit opinion to be clean.

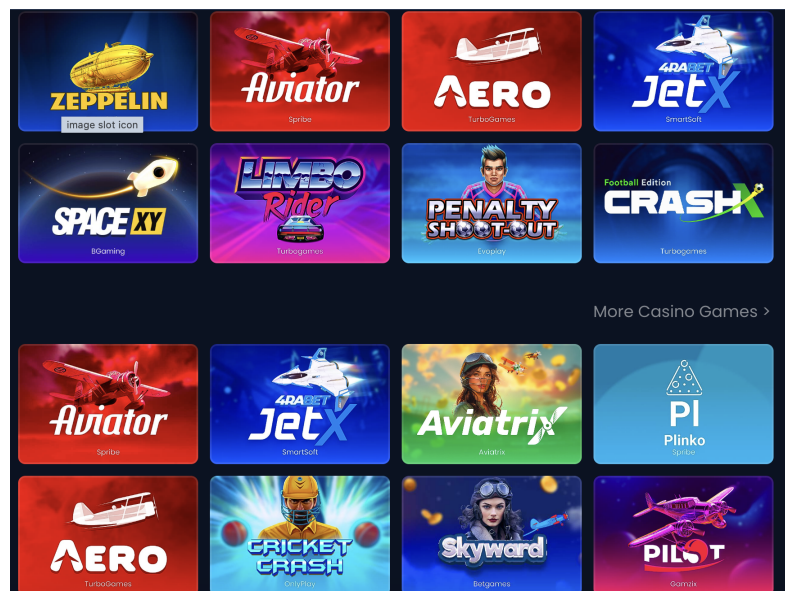
4. Business forecasts

Please refer to Annex 1 for detailed Business Forecasts.

5. Strategic Business Growth Approach and Market Positioning

4rabet's trajectory towards market leadership revolves around a dynamic growth strategy orchestrated across various fronts:

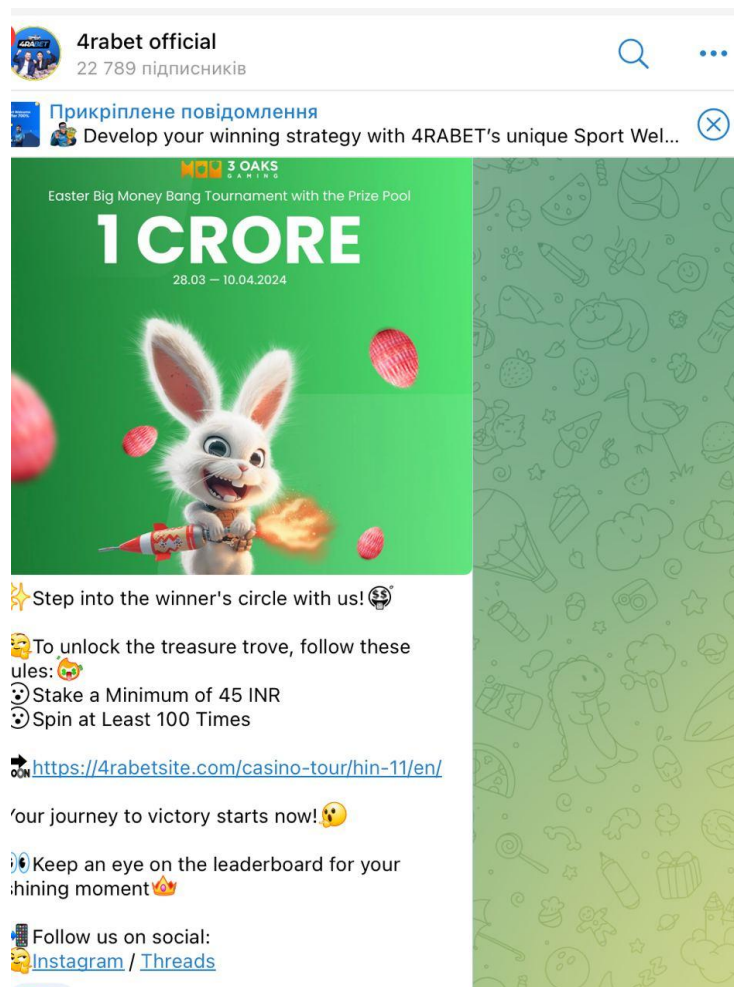
5.1. Creating of engaging gameplay: we gonna develop games with compelling gameplay mechanics, immersive storylines, and challenging levels to keep players interested and coming back for more; also we will keep our game fresh and exciting by regularly releasing new content such as levels, characters, maps, quests, or events. This provides players with new experiences and reasons to continue playing.



5.2. User acquisition: we gonna to use targeted advertising campaigns

on platforms such as social media, gaming websites, and app stores to reach potential players who are likely to be interested in your games. As we have gaming app, we gonna optimize our game's app store listings with relevant keywords, compelling visuals, and engaging descriptions to improve visibility and ranking in app store search results. A well-optimized app store listing can increase organic downloads and attract users who are actively searching for games like our.

Our Telegram



5.3. Financial planning: we gonna estimate our company's revenue streams, including sales from game purchases, in-game purchases

(microtransactions), subscriptions, advertising, sponsorships, and licensing agreements; identify all costs associated with game development, marketing, operations, and infrastructure; ensure that we have sufficient liquidity to cover operating expenses, debt obligations, and unforeseen expenses while maintaining a healthy cash reserve for growth opportunities and emergencies.

5.4. Engagement and Retention Excellence: we gonna collect and aggregate relevant data from various sources, including in-game analytics, user interactions, marketing campaigns, customer support tickets, social media mentions, and app store reviews; define key performance indicators that align with our business objectives and measure the success of our games, marketing campaigns, and operational processes; analyze our data to gain actionable insights into player behavior, preferences, trends, and pain points.

5.5. Timelines: We gonna maintain the dynamic and adaptable timelines, allowing for adjustments based on changing priorities, market conditions, and unforeseen challenges. Regular review and communication among team members are essential to ensure alignment and progress towards company goals, so we gonna promote open communication and relationships in our community.

5.6. Strategic Partnerships: we'll collaborate with platforms, partner with technology companies specializing in game engines, development tools, middleware, cloud services, and infrastructure solutions to enhance your game development process and improve game performance, partner with game publishers, distributors, or aggregators to expand the reach of our games through alternative distribution

channels, including retail stores, digital storefronts, subscription services, and game bundles.

6. Key suppliers and material dependencies

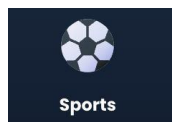
In the first steps, “4rabet” will work with certified lead gambling providers and games studios only. The games will be provided both via direct integration with game providers and via game integrators. Thanks to this mixed approach, “4rabet” will have the possibility to provide users with a wide range of games immediately at the start and get good coverage in chosen regions.

We are focused on the following kind of games:

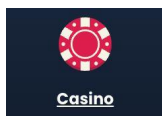
1. Live casino



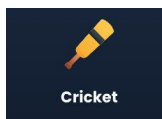
2. Sports



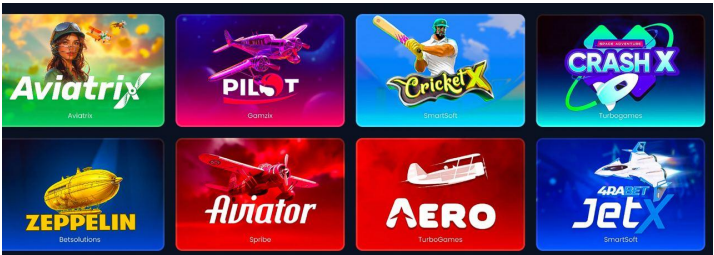
3. Casino



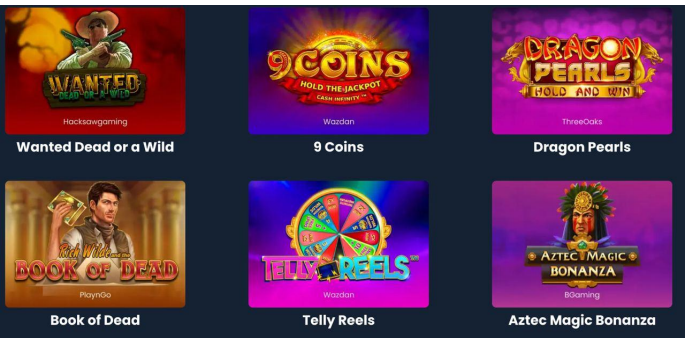
4. Cricket



5. Crash Games



6. Slots



We gonna pay a lot of attention to the live games, which are really popular in the region we are working on.

We provide you the examples of live games:

Live

Cricket Soccer eCricket Tennis Ba.

India - Indian Premier League	Winner (incl. super over)			
1 INN, 10.2 OV		1	2	over 186.5
Rajasthan Royals	65/3	2.3	1.6	2.8
Delhi Capitals	0/0			
Pakistan T20 Ramzan Ghani Tournament	Winner (incl. super over)			
1 INN, 6.3 OV		1	2	over 156.5
Kingsmen	0/0	1.12	6.0	1.85
Zamwa City	32/2			
Virtual India Challenge Cup - 5 overs	1x2 W			
1 INN, 0.5 OV		1	2	1
Punjab	0/0	1.29	20.0	3.3
Delhi	3/1			1.27
Simulated Reality League SA T20 League	Winner (incl. super over) First Inning			

Mar 22 - May 26

Indian Premier League

Matches Specials eCricket

Live

India - Indian Premier League

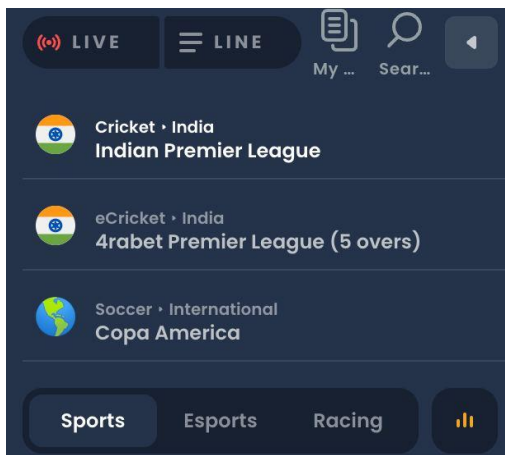
1 INN, 10.2 OV

65 vs 0

Rajasthan Royals - Delhi Capitals

Winner (incl. super over)

1	2.3	2	1.6
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7. Legal and governance framework.

In our company UBO, Dmytrii Sheremeta is responsible for setting the company's strategic direction and long-term goals. He oversees the company's risk management processes, including identifying, assessing, and mitigating risks related to operations, finance, cybersecurity, legal compliance, and reputation. He ensures that appropriate risk management policies and controls are in place.

Dmytrii monitors the company's financial performance, including reviewing financial statements, budgets, forecasts, and key financial metrics; provide oversight of financial reporting, audit processes, and compliance with accounting standards and regulatory requirements.

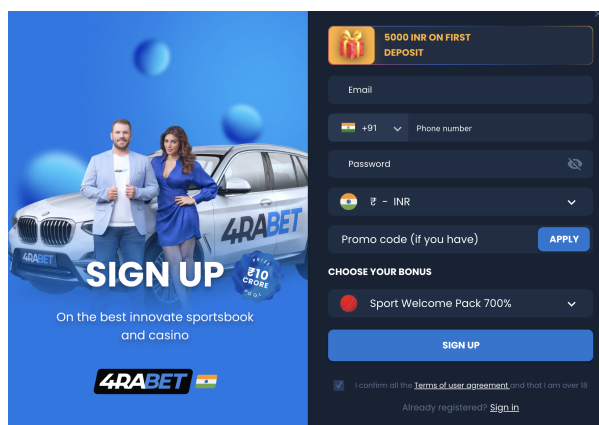
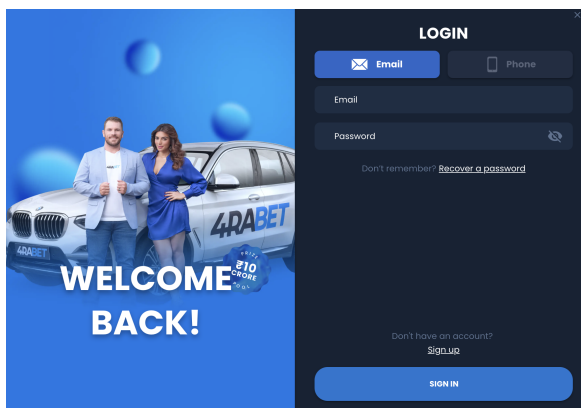
Dmytrii ensures that the company adheres to best practices in corporate governance, including maintaining an independent board structure, establishing board committees (e.g., audit committee, compensation committee, nominating/governance committee), and implementing policies to promote transparency, accountability, and ethical conduct.

8. Player verification

Players will undergo a streamlined multi-step registration process, submitting essential details, including, email, password, and personal information.

Upon submission by the players, the system automatically verifies eligibility through checks against restricted countries and age requirements, aligning with regulatory standards. For enhanced security and compliance, players may be requested to provide supplementary documents, such as proof of identity, address, and source of funds.

Our platform will maintain continuous surveillance to detect and investigate any suspicious activities related to financial crimes, prioritizing the safety and integrity of the gaming environment.



9. Conclusion

Our business plan outlines a comprehensive strategy for growing an online gaming company poised for success in today's dynamic and competitive market. By capitalizing on emerging trends, leveraging cutting-edge technologies, and prioritizing player engagement and satisfaction, we aim to create immersive gaming experiences that captivate audiences and drive sustainable growth.

Through strategic partnerships, innovative game development, targeted marketing campaigns, and data-driven optimization, we are committed to achieving our long-term objectives of becoming a leader in the online gaming industry.

Our focus on financial sustainability, operational excellence, and customer-centricity will guide us as we navigate challenges, seize opportunities, and deliver value to our shareholders, employees, players, and stakeholders.

With a talented team of industry experts, a portfolio of high-quality games, and a commitment to innovation and excellence, we are confident in our ability to build a successful and enduring online gaming company that delights players, inspires creativity, and leaves a lasting impact on the gaming landscape.

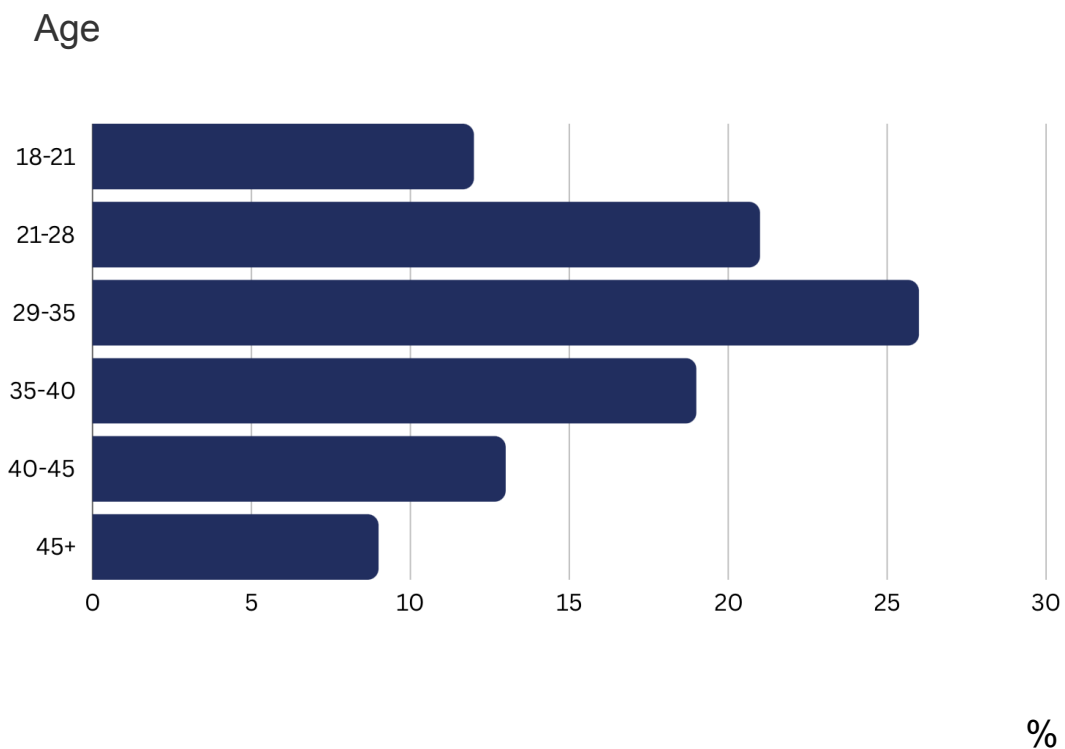
As stated in the business plan, we are developing a new way for the gambling company, which is aimed at a relatively young and progressive generation that will be able to appreciate our system and this will be one of the factors in choosing our online gaming company against the competition.



Annex 1 Business forecasts

India's online gambling market is largely influenced by its young population, with over **three-quarters under the age of 45**. Cities like Bangalore and Hyderabad are at the forefront of this digital gambling trend.

Target Audience: men 21-35 years old - the target core, can be expanded to 40-45. Interests: sports, cricket, the opportunity to occupy something in their spare time and have fun.



India currently has about 560 million gamers, of whom 144 million paid for games in 2023. By 2028, the total gamer base might reach 916 million, with 240 million of them paying for games.



The Indian gaming ecosystem is slated to grow at 14% CAGR to reach a revenue of \$6 billion by 2028.

Our company faced the growth of the gaming ecosystem in India, too.

Cash Flow Projections

Our projections forecast strong P&L and cash flow for the online casino and its complementary offerings. Our project is developing, so we are investing as much as it is needed to attract as many new customers as possible. This is our investment in the future of **4RABET**.

We spend a lot of sums for marketing and affiliate to promote our project and do it more visible for potential customers. We are committed to growing and significantly expanding our team to make our services better.

Profit & Loss Statement (in EUR)		Y1	Y2	Y3
Casino Wager		27,360,000.00	35,568,000.00	49,795,200.00
Return to Player (RTP)		95%	95%	95%
Winnings		25,920,000.00	33,696,000.00	47,174,400.00
Total GGR		1,440,000.00	1,872,000.00	2,620,800.00
Bonus Convert	-20%	-288,000.00	-374,400.00	-524,160.00
Jackpot Contrib.	-1%	-14,400.00	-18,720.00	-26,208.00
Total NGR		1,137,600.00	1,478,880.00	2,070,432.00

License fee to Game Providers	12%	-172,800.00	-224,640.00	-248,451.00
Platform Provider	0%	0	0	0
PSP Costs	8%	-115,200.00	-149,760.00	-209,664.00
Gaming tax		not included	not included	not included
Marketing		-168,000.00	-170,000.0	-159,000.00
Affiliate cost (% of GGR)		-360,000.00 (25%)	-468,000.00 (25%)	-655,200.00 (25%)
Gross Profit, Loss		321,600.00	466,480.00	798,117.00
OP Ex				
Tech Team		110,000.00	160,000.00	210,000.00
Marketing Team		42,000.00	58,000.00	70,000.00
Payments Team		74,000.00	80,000.00	92,000.00
Risk/Compliance Team		36,000.00	50,000.00	59,000.00
Other Suppliers		45,000.00	57,000.00	68,000.00
Administrative costs		35,000.00	44,800.00	52,900.00
Total OpEx		342,000.00	449,800.00	629,900.00
Net Profit		-20,400.00	16,680.00	168,217.00