

Selector Group N.V.

# BUSINESS

# PLAN

Selector Group N.V.

20  
24.

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02.

# COMPANY DESCRIPTION

Selector Group N.V. specializes in the online betting and casino industry. Established with a commitment to providing innovative gaming experiences, Selector Group N.V. operates three key platforms: [www.selector.gg](http://www.selector.gg), [www.friends-casino.com](http://www.friends-casino.com), and [www.brillx.gg](http://www.brillx.gg). These platforms offer a wide range of gaming options, catering to diverse preferences in the online gambling community.

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03.

# MARKETING PLAN & BUSINESS STRATEGY

**Selector Group N.V.** employs a comprehensive marketing strategy to reach its target audience effectively. Leveraging digital marketing channels, including social media, search engine optimization (SEO), and targeted advertising, the company aims to increase brand visibility and attract new users to its platforms. Additionally, strategic partnerships and collaborations with influencers and affiliates play a vital role in expanding the company's reach.

The core business strategy of **Selector Group N.V.** revolves around continuous innovation, customer-centricity, and responsible gambling practices. The company focuses on developing cutting-edge gaming technologies, enhancing user experience, and fostering a safe and enjoyable gaming environment. Furthermore, strategic expansion into emerging markets and diversification of product offerings are integral elements of the company's growth strategy.

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# PROVIDED

# GAMES

04.

1. Slot machines

2. Roulette

3. Live dealer

4. Poker

5. Bingo

6. Blackjack

7. Virtual sports

8. Mahjong

9. Sports betting

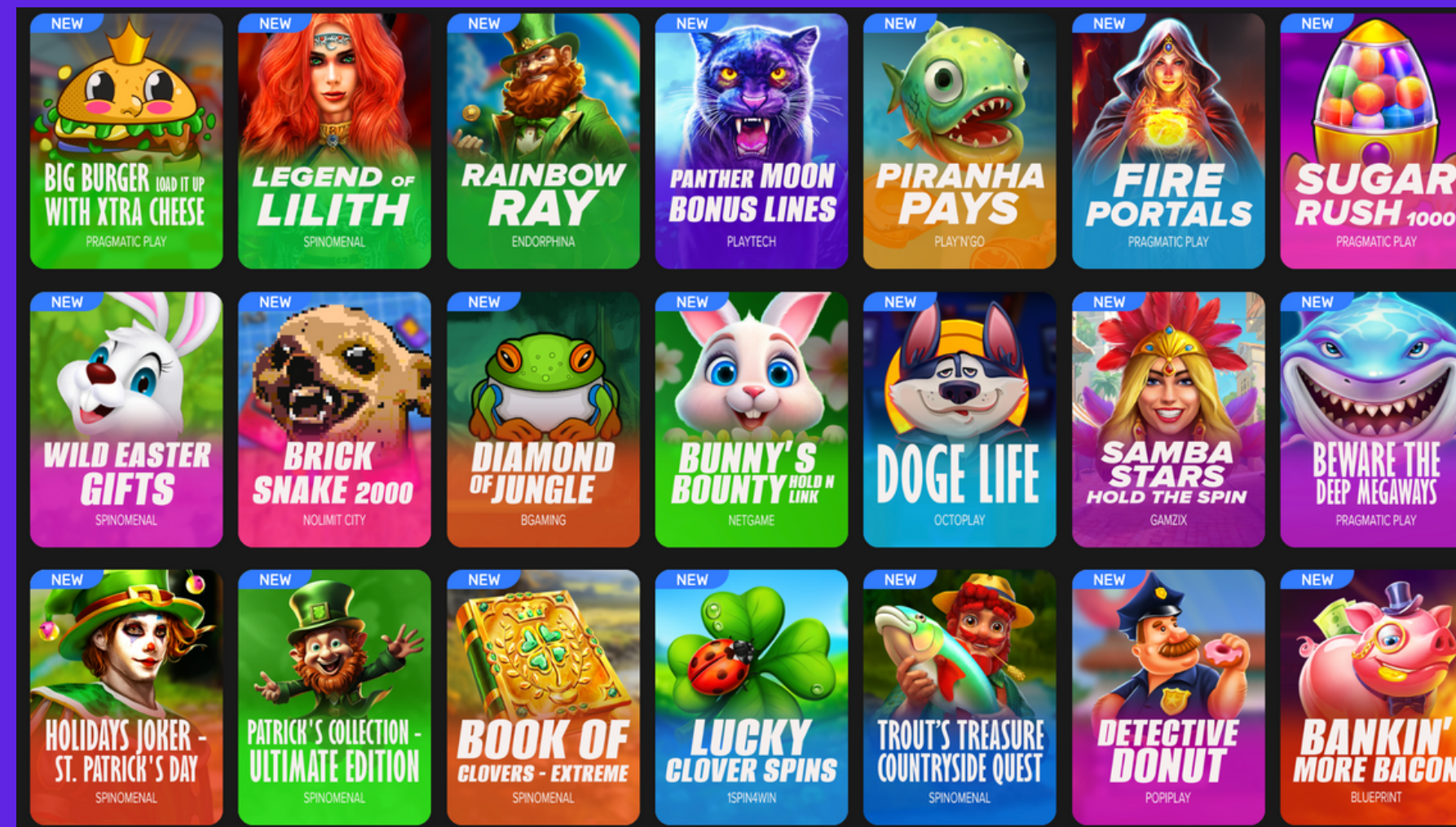
10. Scratch cards

11. Keno

12. Craps

13. Baccarat

14. Video poker



# SUPPLIERS & DEPENDENCIES

05.

Betsoft, BGaming, Pragmatic Play, Endorphina, Igrosoft, NetEnt, Amusnet, NOVOMATIC, Amatic, Belatra, 1x2 Gaming, Booming Games, Microgaming, Playtech, Quickspin, Yggdrasil Gaming, Evolution Gaming, Evoplay, Play'n GO, Playson, Red Tiger, Habanero, Kalamba Games, Big Time Gaming, Nolimit City, Thunderkick, Skywind, GameArt, Iron Dog Studio, Tom Horn Gaming, Spinomenal, Wazdan, Platipus, Felix Gaming, Swintt, Mr.Slotty, Gamomat, Ruby Play, Spade Gaming, Onetouch, Triple PG, KA Gaming, Fazi, RTG Slots, SmartSoft Games, CT Interactive, Mascot, Dragoon Soft, Truelab, 5MEN, Thunderspin, 7 Mojos, SimplePlay, Onlyplay, Gamzix, Gaming Corps, SlotMill, CQ9 Gaming, AvatarUX, Manna Play, Vibra Gaming, Peter & Sons, 1Spin4Win, R.Franco





06.

# PAYMENT SERVICE PROVIDERS



Mir, SBP, Visa, Mastercard, Bitcoin,  
Ethereum, YuMoney, Dogecoin,  
Dash, Ripple, Litecoin, Tron, p2p  
payments, Ecorpay,  
Cryptocurrency, Steam, FK Wallet,  
Piastrix, Tether, Online banking

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# OPERATIONAL PLAN

07.

| YEAR | <a href="http://www.selector.gg">www.selector.gg</a> | <a href="http://www.friends-casino.com">www.friends-casino.com</a> | <a href="http://www.brillx.gg">www.brillx.gg</a> | Total Revenue |
|------|------------------------------------------------------|--------------------------------------------------------------------|--------------------------------------------------|---------------|
| 1    | \$600,000                                            | \$1,300,000                                                        | \$900,000                                        | \$2,800,000   |
| 2    | \$800,000                                            | \$1,600,000                                                        | \$1,100,000                                      | \$3,500,000   |
| 3    | \$1,000,000                                          | \$2,000,000                                                        | \$1,300,000                                      | \$4,300,000   |

REVENUE FORECAST (IN USD)



08.

EXPENSE  
BREAKDOWN  
(IN USD)



| Expense Category        | Year 1      | Year 2      | Year 3      |
|-------------------------|-------------|-------------|-------------|
| Marketing & Advertising | \$350,000   | \$450,000   | \$550,000   |
| Software Development    | \$250,000   | \$300,000   | \$350,000   |
| Employee Salaries       | \$700,000   | \$800,000   | \$900,000   |
| Regulatory Compliance   | \$120,000   | \$150,000   | \$180,000   |
| Operational Expenses    | \$180,000   | \$220,000   | \$250,000   |
| Miscellaneous           | \$60,000    | \$70,000    | \$80,000    |
| Total Expenses          | \$1,660,000 | \$1,990,000 | \$2,310,000 |

CASH FLOW  
PROJECTION  
(IN USD)

| Year   | Cash Inflows | Cash Outflows | Net Cash Flow | Cash Balance |
|--------|--------------|---------------|---------------|--------------|
| Year 1 | \$2,800,000  | \$1,660,000   | \$1,140,000   | \$1,140,000  |
| Year 2 | \$3,500,000  | \$1,990,000   | \$1,510,000   | \$2,650,000  |
| Year 3 | \$4,300,000  | \$2,310,000   | \$1,990,000   | \$4,640,000  |

## RISK MANAGEMENT

**Selector Group N.V.** prioritizes robust risk management practices to mitigate potential threats to its business operations. This includes regular risk assessments, compliance audits, and oversight mechanisms to ensure adherence to regulatory standards and industry best practices. Additionally, the company maintains contingency plans to address unforeseen challenges effectively.

## KPIS AND OBJECTIVES

Key Performance Indicators (KPIs) for **Selector Group N.V.** encompass metrics such as user acquisition, retention rates, revenue growth, customer satisfaction, and regulatory compliance. Long-term business objectives include expanding market share, enhancing brand reputation, and fostering sustainable profitability while promoting responsible gambling practices.

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09.

# RISK MANAGEMENT & KPIS AND OBJECTIVES



# POLICIES & PROCEDURES

10.

**Selector Group N.V.** adheres to comprehensive policies and procedures governing internal and external operations. These include strict timelines for regulatory compliance, robust board commitment to corporate governance principles, and stringent qualifications for key personnel involved in decision-making processes. The company maintains transparency and accountability in its dealings to uphold stakeholder trust.



# ORGANIZATIONAL STRUCTURE

