

Selector Group N.V.

BUSINESS

PLAN

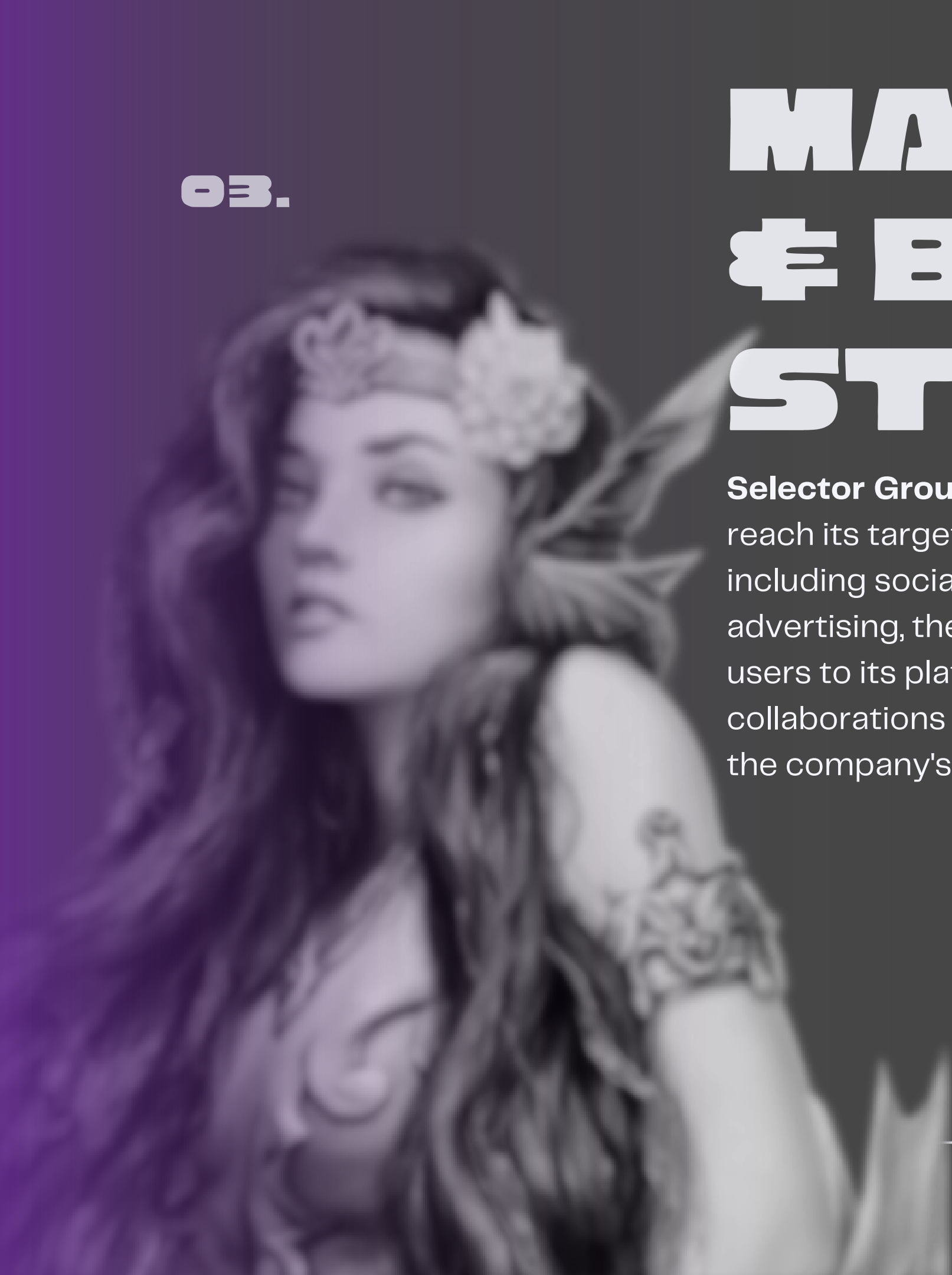


02.

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, www.friends-casino.com, and www.brillx.gg. These platforms offer a wide range of gaming options, catering to diverse preferences in the online gambling community.





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.

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

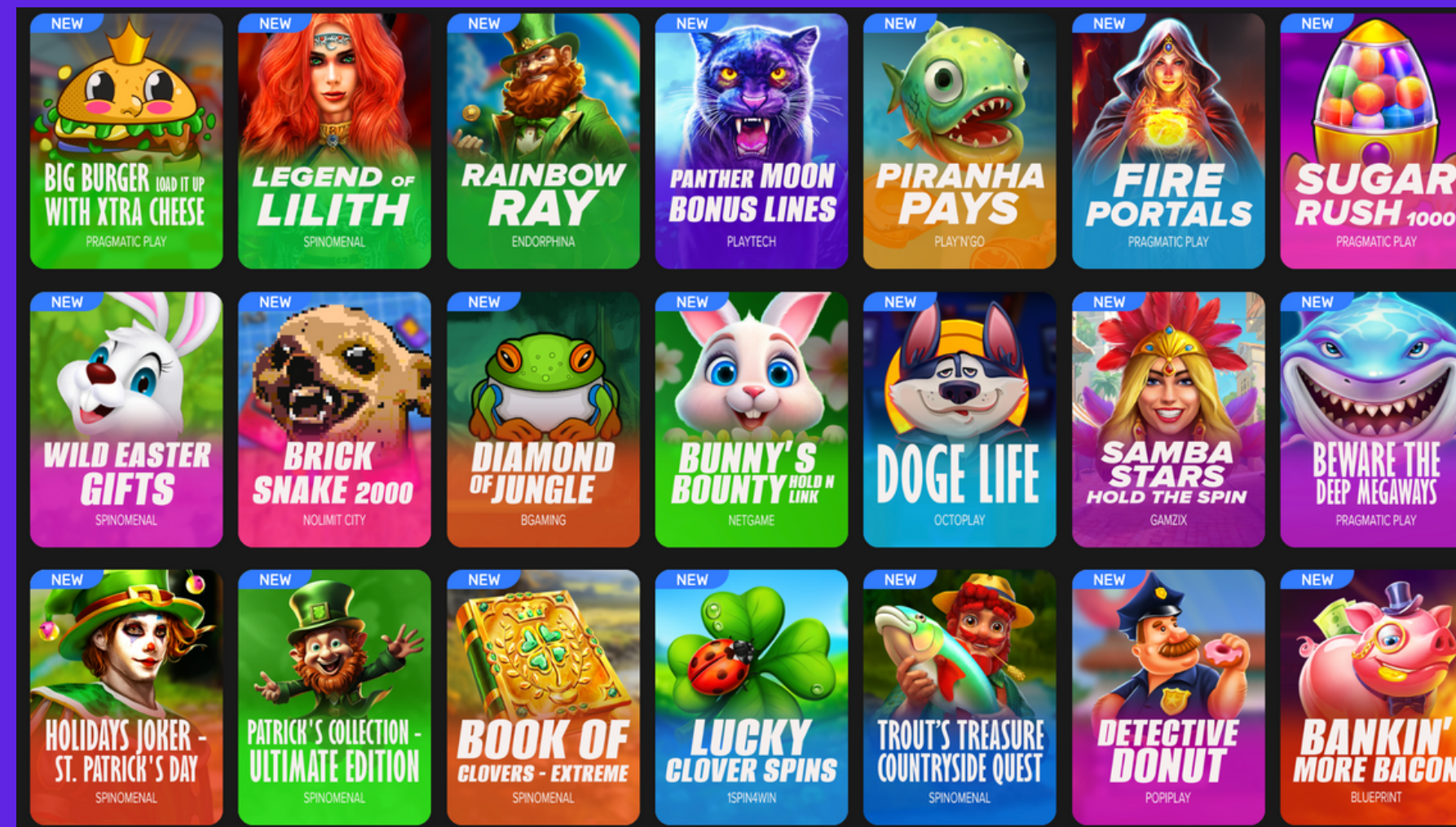
10. Scratch cards

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

OPERATIONAL PLAN

07.

YEAR	www.selector.gg	www.friends-casino.com	www.brillx.gg	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

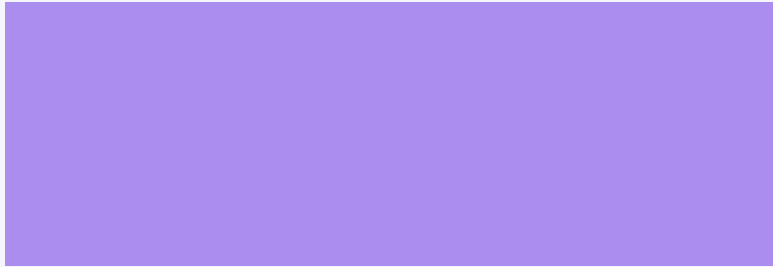
REVENUE FORECAST (IN USD)



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.

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.



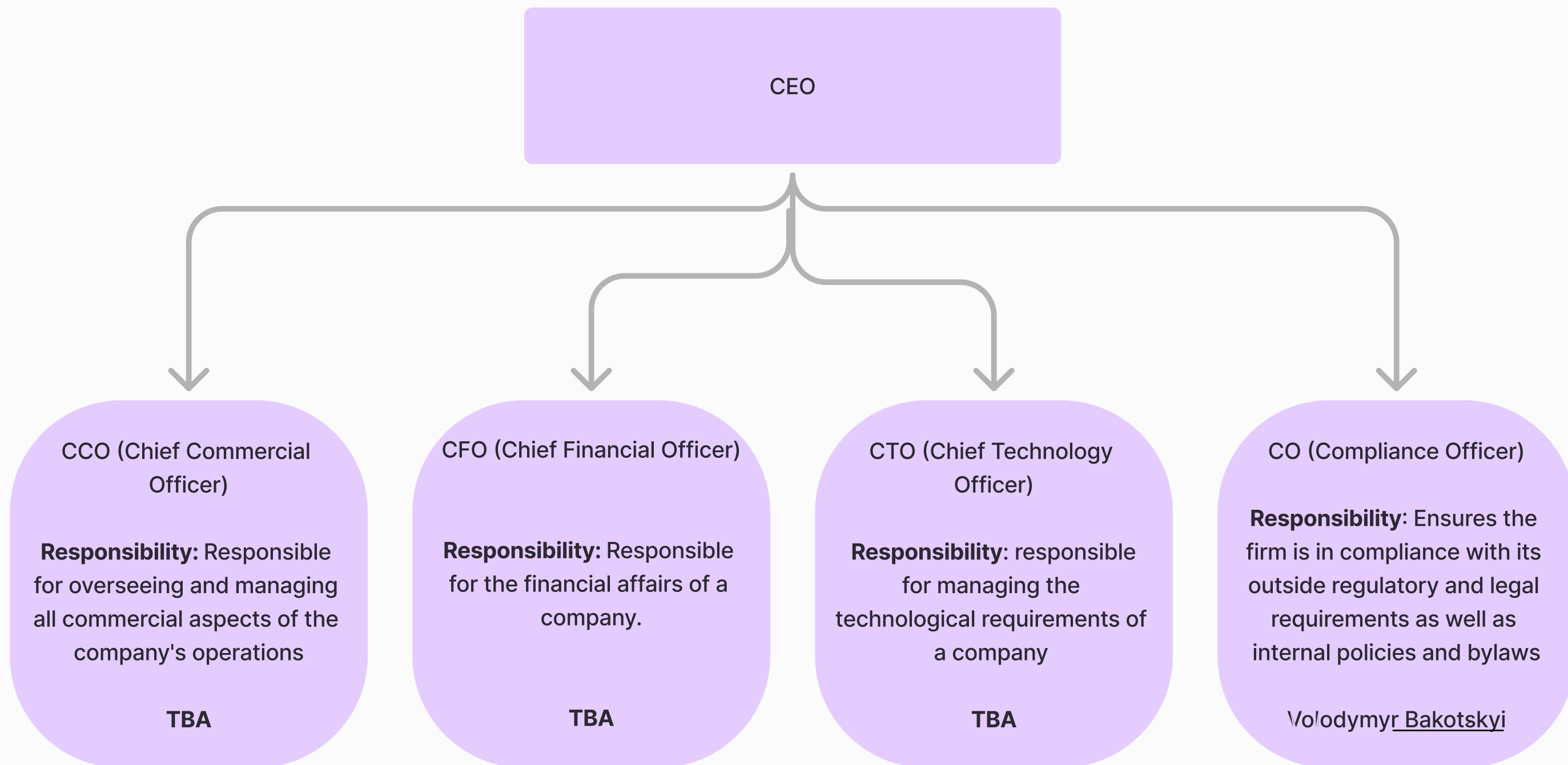
COMPANY SUPPLIERS

We aim to collaborate with the most global and reliable gaming providers such as, Authentic Gaming, BetConstruct, and BetGames.tv, among others. Also, we would like to implement cooperation with platforms like SoftGamings and SoftSwiss, alongside partnerships with payment service providers such as PAPARA. Our goal is to expand payment options for our clients, aligning with our commitment to delivering high-quality service to our loyal customers.

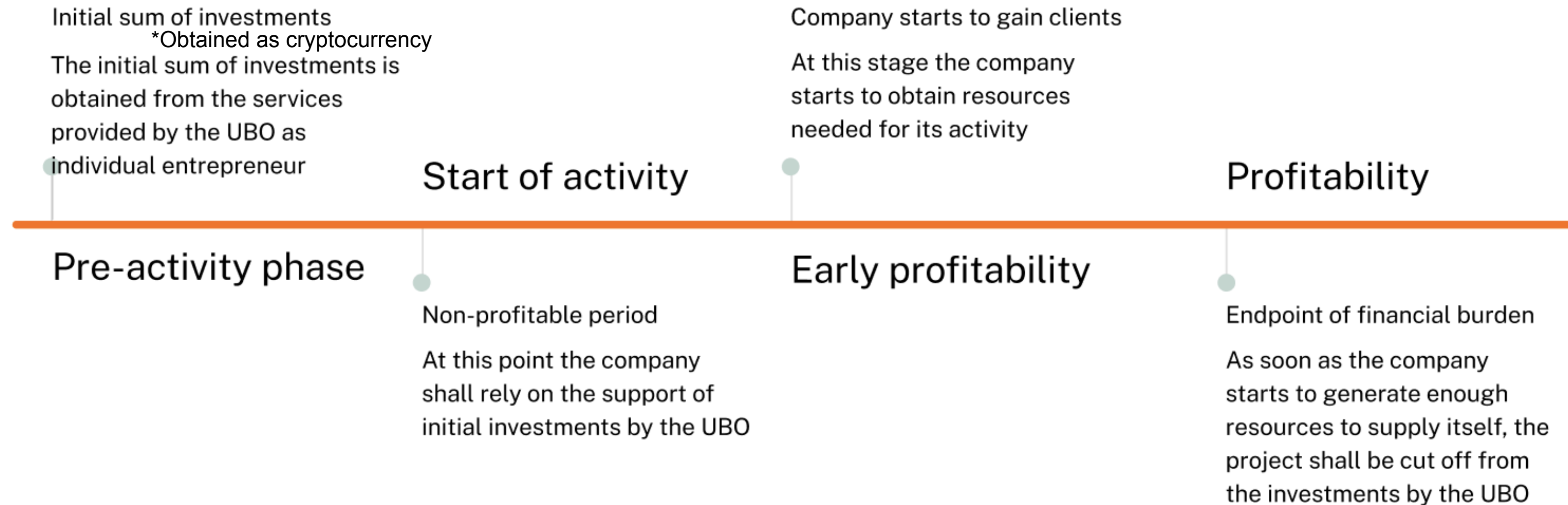
What we achieve

- **Secure Payment Gateways:** We specialize in secure payment gateways, offering a diverse range of options for deposits and withdrawals. Our priority is top-tier encryption to ensure the protection of user data.
- **Round-the-Clock Customer Support:** Our customer support operates 24/7, providing assistance via live chat, email, and phone. Trained professionals ensure prompt issue resolution for our users.
- **Intuitive Website Design:** We focus on intuitive website design to facilitate effortless navigation across gaming sections, continually enhancing the user interface for an optimal browsing experience.
- **Collaboration with Leading Software Providers:** We collaborate with leading software providers to ensure regular updates and feature enhancements, leveraging data analytics for performance analysis and strategic decision-making.
- **Mobile-Friendly Solutions:** Our solutions are mobile-friendly, including a dedicated app for on-the-go players, ensuring seamless gaming experiences across devices.
- **Promotion of Responsible Gambling:** We promote responsible gambling by offering tools such as deposit limits and self-exclusion options, supplemented by educational resources for informed decision-making.
- **Security:** Security is vital for us, with advanced protocols including regular audits to safeguard user data and ensure platform integrity.

Organizational Structure



INITIAL INVESTMENTS PLAN



SUM OF INITIAL INVESTMENTS

- Projected investments by the UBO to the agreements with the third parties - 20 000 USD
- Internal costs for the personnel and licensing - 25 000 USD
- Extra costs involved - 5 000 USD