

BUSINESS PLAN

SXM MANAGEMENT N.V.

Executive business

The Company is a leading online gaming platform operating through multiple domains, based in Curacao with a focus on Turkish speakers in Eastern Europe and Turkic regions.

Mission Statement: to provide a safe, engaging, and compliant online gambling experience across diverse markets.

Objectives: Achieve increased market share in the target market, by expanding marketing efforts, enhancing user engagement, and maintaining regulatory compliance.

Company Overview

Locations & Domains:

Operations based in Curacao. Domains include:

www.venusbet.com

www.truvabet.com

www.betper.com

www.klasbahis.com

www.artemisbet.com

www.perabet.com

Services:

Sports betting, casino games, live betting, and esports betting.

Legal & Licensing:

Curacao eGaming license (LOK) with ongoing compliance efforts for other markets.

2. Business forecasts for 3 years

Financial Forecast (3 Years)

Year	Revenue	Operating Expenses	Profit	Key Assumptions
Year 1	\$89.7million	\$72.2 million	\$17.5 million	Marketing ramp-up

Year 2	\$94.2 million	\$74.9 million	\$19.3 million	Increased market share, new product features
Year 3	\$98.9 million	\$77.6 million	\$21.3 million	Expanded brand recognition, diversification

3. Overview of intended strategy for business growth

Market Analysis:

Industry Overview:

Rapid growth in online betting driven by increased internet penetration and mobile usage.

Target Markets:

- Focus on Turkish speakers in Eastern Europe and Turkic regions: High user base, culturally inclined towards betting, and a key strategic market.

Competitive Landscape:

Established brands, local operators, and regulatory variations.

SWOT Analysis

Strengths	Weaknesses	Opportunities	Threats
Established presence with multiple domains	Regulatory challenges in some markets	Expansion into Turkic regions and other markets	Tightening regulations in key markets
Curacao license providing operational flexibility	Limited brand recognition in other markets	Strategic partnerships with local entities	Intense competition
Diverse betting offerings	Local payment and compliance issues	Mobile app development	Payment restrictions and fraud risks

Marketing & Sales Strategy

- Brand Positioning:
Emphasize security, variety of betting options, and user experience.
- Digital Marketing:
SEO, PPC campaigns, social media, influencer collaborations targeting Turkish audiences.
- Affiliate Program:
Partnerships with local websites, sports clubs, and influencers.
- Customer Support:
Multilingual support desk (Turkish, English, etc.) via chat, email, and phone.
- Retention & Loyalty:
Promotions, bonuses, and personalized offers.

Operations & Support

Compliance & Regulations:

- Ensure adherence to Curacao eGaming license regulations.
- Comply with applicable laws, including AML (Anti-Money Laundering) and GDPR.
- Regular audits and reporting.

Support Desk:

- 24/7 multilingual support, utilizing advanced CRM tools for ticketing, chat, and call management.

Technology:

- Secure betting platform, mobile optimization, and continuous updates.

4. Key suppliers and material dependencies

- Bank: Paymix Pro (Finance Incorporated Limited)
- Platform provider: Pronet Gaming, full turnkey solution
- The Company is very stable and has sufficient capital to fund the Company.

5. Risk evaluation and management:

- Regulatory framework: Operates under Curacao Gaming license, LOK
- Responsible gaming policies

- Anti-money laundering (AML) standards
- Data protection compliance (GDPR, local laws)
- Regular audits and reporting
- Regulatory changes: Maintain legal advisory
- Market competition: Innovate and adapt marketing
- Security threats: Implement advanced cybersecurity measures.
- Payment processing issues: Diversify payment solutions.

6. Legal and governance framework:

- Law of Curacao is applicable
- Continuous monitoring of legal landscape for updates

7. Target KPI and business objectives:

The company is positioned for growth within the regulated online gaming industry by capitalizing on its diverse domain portfolio and robust licensing framework. Strategic investments in technology, marketing, and compliance will support sustained profitability and market expansion.

8. Policies and Procedures:

- Business Continuity Plan (BCP):
 - Clear documentation of critical processes, responsible personnel, and contingency steps.
 - Regular testing of backup procedures, disaster recovery drills.
- Disaster Recovery and IT Resilience:
 - Use of redundant data centers, cloud-based failover systems.
 - Regular data backups, off-site storage, and fast recovery protocols.
- Operational Risks:
 - Monitoring of system performance; pre-emptive maintenance schedules.
 - Clear escalation procedures for technical failures or service interruptions.
- Financial Loss Control:
 - Strict financial controls and audit processes to prevent fraud and misappropriation.
- Training & Awareness:

- Regular staff training on security, data handling, emergency procedures.
- Vendor & Supplier Risk Management:
 - Diversification of technology, payment, and content suppliers.
 - SLAs with penalty clauses for non-performance or interruption.

Conclusion

This strategic business plan positions the company for sustainable growth within the Turkish-speaking diaspora online gaming markets by leveraging existing domains, complying strictly with regulations, and employing a targeted marketing strategy to increase brand awareness and customer loyalty.
