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Strategy

The general strategy of our company is the creation of a continuous competitive package of services, with benefits through effective allocation of business resources and correct actions and marketing decisions, the continuous quality evaluation of or services, the selection of markets-achievements, the observation and control of the business communication programs with basic axle:

- The total and daily satisfaction of our clients in every area.
- The introduction of initiative and competitive benefits on each offered product.
- The business resources and abilities.

Furthermore, Marsbet's strategy is to target offering high level quality and competitive products and betting services and games of luck (online gaming), with initiative platform in the Market based on the top worldwide service providers of online gaming. The main features are the **security**, the **ease of use** and the continuous customer **support**. The combination of the platform's technological benefits among with the experience of the specialised customer support agents, is the main reason for Marsbet's aim to become one of the biggest companies in the Market.

Targets

- Responsible Business Communication
- Differentiation from the competition with the technology of our platform and the experience of our employees.

- Offers to the customers among with the combination of the most competitive odds and the non-stop communication with our customers.
- Continuous adjustment on the highest level of technology with always taking into consideration the customer's security and satisfaction.
- Enduring effort so as the quality of the products and services always be at the highest and most competitive possible level, so as we can achieve the total satisfactory of our clients and as a result them to be active and returning customers.
- Analysis of the profile of the competitive companies and of the way of coping with the competition.
- Top up the share of the market and establish of a powerful brand name, through web marketing such as traditional marketing.
- Online Marketing through Affiliate Programs, search engines, optimization, usage of the Social networking websites such as Facebook, Twitter and many more.
- Direct Mail Plan for the active users of our site.

Commercial Communication

Our obligation to responsible use of the online gaming services, is followed by a responsible policy for quality, sufficient and effective advertising of our services. At Marsbet, we recognize the particularity of our products and we take the responsibility for that. For that reason, we created a strict list of rules for our business communication. We ensure that our actions conform, harmonize and strengthen the 'responsible consumerism' message. Our principles are clear and inviolable:

- Any commercial action and communication is exclusively for adults and we will do everything possible to avoid actions that may involve minors.
- The advertisements we are creating show the game and the advantages

over the competition and not its results. As a result, using our services is not connected with aggressive and antisocial behaviour, sexism, economic success, social or professional achievement and mental clarity.

- All advertising of our services and generally all the marketing activities of our company aimed at people over 18 years. We create special TV spots for the responsible and legal use of our services.
- The company does not sponsor events that appeal to people under the legal age. When the company grants an event, the marketing activities do not target the audience of under the legal age.
- The message "Play Here Legally" written on all promotional and advertising activities of our services.
- No access to our websites to individuals under 18 years and on our corporate website no special information units for the responsible use of our services.

Furthermore :

The following are prohibited to communication, advertising and our promotions:

- To encourage active participation in gambling
- Positive image to be projected due to revenues from the games are available for activities in the public interest.
- Advertising messages with important player's profit to be projected aiming at misleading them.
- To be aimed at people under 18 years and required to be stated that the participation depending on the game and the age limit for participation (example: 18+ on betting).
- To cause or motivate the player to participate in gambling.

We seek and expect our partners:

To behave according to the principles of our company, both when at corporate events and sponsorship events, and when they are inside and outside the company offices. Faithful to what is required by law, but also our conscience! We are committed and we set ourselves high standards and strict rules for the

implementation of our commercial communication. High professionalism and responsible behaviour are the key words that characterize our every partner. We undertake awareness and information initiatives of public opinion.

Commerce

This section describes all the creative material of commercial communications contained in the company's marketing communication's plan.

The above material presented in detail in print and electronic form, in the form of Annex herein in full development (scenarios, samples, models and messages), so as to clearly show the creative - artistic part, and the content of all commercial communications contained therein.

Creative material, whose production has not been completed when submitting the plan and included in it, initially presented in a format layout in addition to completion and in any event at least 15 days before the beginning of the implementation of actions including.

Transmission Means

Online Media

Detailed following the online means by which we will run the commercial communications contained in the plan (social networks, websites, Web TV, Youtube, search engines, etc.).

Loyalty Programs

In case of implementation of loyalty programs, there is a detailed description of the content and the manner of implementation of these programs.

The company offers bonuses to reward customers, which consists of 50% of their first deposit. Betting this amount 12 times within the first 30 days of their initial deposit at odds over 1.60 is needed.

Commercial Programs of Social Responsibility

In case the commercial communication includes actions under corporate social responsibility programs, the description of the actions of corporate social responsibility program is set out in detail among with all the activities associated with its promotion and show.

Timetable

The estimated starting and ending date of our plan is set out in detail in the following table.

Advertising type	June	July	August	September	October	November
Cost of network advertising	€ 30,000.00	€ 30,000.00	€ 35,000.00	€ 40,000.00	€ 50,000.00	€ 50,000.00
1 st division Team Sponsorship and other Costs	€ 50,000.00	€ 50,000.00	€ 50,000.00	€ 50,000.00	€ 50,000.00	€ 50,000.00

The agreement with each of the following transmission media will be in effect until the end of November 2016, and all existing agreements will be reassessed.

Budget

In this section is given with as much precision as possible, the budget for implementing the plan by calculating each advertising mean individually.

The budget will also be shown as a percentage of gross profit, resulting from the activity of organizing and conducting gambling, with the last financial year being set as the starting year.

The overall costs are analysed below:

- Network Advertising Cost (around EUR 30,000 - EUR 50,000 per month).
- Sponsorships to professional teams and other (ranging around EUR 50,000 per month).