

BUSINESS PLAN

FOR

WEBFORCE ENTERTAINMENT N.V.

Groot Kwartierweg 10

Livestrong Building

Curacao

Chamber of Commerce # 140886

Tax (CRIB)# 102.438.250

1. Overview business:

Our company, is statutory located in Curacao and has been active since July 2016. The Company specializes in offering online gaming and betting services in Eastern Europe and Turkic regions through multiple domain platforms including the following domains:

www.tokyobet.com

www.bibubet.com

www.gorabet.com

www.lidyabet.com

www.makrobet.com

www.piabet.com

www.pulibet.com

www.jasminbet.com

www.nerobet.com

Based in Curacao, our operations leverage reputable licensing to ensure regulatory compliance, delivering secure, engaging, and innovative gaming experiences to a global audience.

We offer a safe, reliable, and engaging platform for bespoke iGaming experiences.

Our scope of Services is:

- Sports betting
- Casino games
- Live betting
- Virtual sports
- E-sports betting

2. Business forecasts for 3 years

Financial Forecast:

- Revenue Streams:

- Player deposits and wagers
- Commission/hold percentage
- Affiliate partnerships and marketing revenue

Year	Revenue	Operating Expenses	Net Profit	Notes
2025	\$26.7M	\$22.4M	\$4.3M	Platform optimization, marketing ramp-up
2026	\$28M	\$23.3M	\$4.8M	Broaden customer base, new markets
2027	\$29.4M	\$24.1M	\$5.3M	Diversify offerings, enhance technology

Market Analysis:

- Target markets: Eastern Europe and Turkic regions
- Competitive advantage: Multiple branded domains, diverse gaming options, secure platform, customer-centric approach.
- Trends: Increasing mobile gaming adoption, growth of iGaming, evolving legislation.

Assumptions:

- Steady growth in user acquisition
- Increased marketing spend with ROI optimization
- Compliance costs managed within regulatory frameworks

Marketing Strategy:

- Digital marketing: PPC, SEO, social media, influencer collaborations.
- Affiliate programs: Partnering with gaming affiliates for customer acquisition.
- Promotions: Bonuses, VIP programs, loyalty rewards.
- Localization: Tailored content for targeted geographies.
- Brand differentiation: Emphasize security, variety, and user experience.

Statement of Work (SOW):

- Maintain and enhance existing gaming platforms.
- Launch targeted marketing campaigns for each domain.
- Expand game offerings and technological capabilities.
- Ensure ongoing compliance with Curacao eGaming licensing requirements.
- Customer support and fraud prevention measures.
- Data security and privacy management.

SWOT Analysis:

Strengths	Weaknesses	Opportunities	Threats
Diverse domain portfolio enhancing market reach	Heavy reliance on Curacao license which may limit some regions	Expansion into new markets with growing online gambling demand	Regulatory changes in key markets possibly restricting operations
Established licensing and compliance framework	Intense competition in online gaming industry	Technological advancements allowing innovative gaming features	Cybersecurity threats and fraud risks
Wide range of gaming options appealing to various customer segments	High marketing and customer acquisition costs	Strategic partnerships and affiliates can boost growth	Changes in tax and licensing laws affecting profitability
Strong brand recognition across multiple domains	Potential for brand dilution without proper brand management	Rise of eSports and virtual gaming as new revenue streams	Payment processing disruptions or restrictions

3. 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 its operations.

4. 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.

5. Legal and governance framework:

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

6. 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.

7. 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.
