

AG Group B.V.

Business Plan

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Executive summary

At AG Group B.V., we stand at the forefront of the gaming industry, driven by a relentless passion for innovation and a commitment to delivering unparalleled experiences to our valued customers. Nestled within the vibrant hub of digital entertainment, our flagship platform, agjogo.com, serves as the gateway to a world of cutting-edge technologies, captivating content, and groundbreaking designs. Our Distinctive Portfolio

Our pride and joy lie within our exclusive intellectual property, meticulously crafted to redefine the boundaries of gaming excellence. With a diverse array of offerings spanning live casino, sportsbook, slot games, and poker, each element within our portfolio reflects our unwavering dedication to pushing the envelope of possibility. More than mere assets, these creations serve as the very essence of our identity, embodying our vision to elevate the gaming experience to unprecedented heights.

In response to the ever-evolving legal landscape, we remain steadfast in our commitment to compliance and ethical business practices. As such, we are actively pursuing licensing from Curacao Gaming Control Board (GCB), ensuring that our operations adhere to the highest standards of integrity and transparency. This strategic initiative not only reinforces our credibility but also underscores our unwavering dedication to fostering a safe and responsible gaming environment for our patrons. Expanding Horizons

While our current focus revolves around our flagship offerings, we harbor ambitious plans to diversify into additional product verticals in the near future. With our sights set on the vibrant market of Brazil, we are poised to introduce our innovative gaming solutions to a new audience, further solidifying our position as trailblazers in the global gaming landscape.

Vision and Mission

Vision

At AG Group B.V., our vision is to redefine the gaming experience by leveraging cutting-edge technologies, immersive designs, and unparalleled innovation. We envision a future where gaming transcends mere entertainment, becoming a conduit for unforgettable experiences and boundless possibilities. Through our unwavering dedication to pushing the boundaries of what is possible, we aspire to shape the future of digital entertainment and inspire generations to come.

Mission

Our mission at AG Group B.V. is to lead the gaming industry with integrity, creativity, and a relentless pursuit of excellence. We are committed to providing our customers with a diverse portfolio of premium gaming experiences that captivate, excite, and inspire. By fostering a culture of innovation, collaboration, and continuous improvement, we strive to exceed the expectations of our stakeholders while upholding the highest standards of ethical conduct and social responsibility. Through our unwavering dedication to innovation, customer satisfaction, and responsible gaming practices, we aim to empower individuals to connect, engage, and thrive in a world of limitless possibilities.

Why Curacao?

AG Group B.V. is in the process of obtaining new license which is issued directly from Curacao Gaming Control Board (GCB), opening pathways to new and promising business opportunities. In addition to our internal strengths, characterized by a dynamic and seasoned team, the Curacao license confers an external competitive advantage, encapsulated as follows:

- **Esteemed Jurisdiction:** Curacao, renowned in the iGaming sphere, maintains a stellar reputation, bolstered by its continual adaptation to evolving laws and steadfast commitment to player protection.
- **Pioneering Regulatory Framework:** As the inaugural regulator of iGaming, Curacao boasts a pioneering legacy, ensuring a secure gaming environment rooted in robust regulations.
- **State-of-the-Art Hosting Infrastructure:** With its top-tier hosting infrastructure, Curacao guarantees impeccable service delivery, facilitating seamless player experiences and bolstering operator reliability.
- **Attractive Corporate Tax Regime:** Curacao's competitive corporate tax rate provides a lucrative financial incentive for businesses operating within the iGaming sector, enhancing profitability and fiscal sustainability.
- In essence, the Curacao Gaming License not only signifies regulatory compliance but also serves as a beacon of credibility and prosperity within the global iGaming landscape for AG Group B.V.

Why Target Brazil?

- **Large Population:** Brazil has a sizable population, which means there are a lot of potential gamers. With over 200 million people, Brazil has a significant market for gaming.
- **Passionate Gaming Community:** Brazilians are known for their passion for gaming. They enthusiastically participate in online gaming communities, forums, and events.
- **Internet Penetration:** Brazil has experienced significant growth in internet penetration over the past decade. As more people gain access to high-speed internet, online gaming becomes more accessible and appealing.
- **Cultural Factors:** Gaming has become ingrained in Brazilian culture, especially among younger generations. Brazilian gamers often form tight-knit communities, making the gaming experience more enjoyable and social.
- **Economic Factors:** With a growing middle class and increasing disposable income, more Brazilians can afford gaming consoles, PCs, and subscriptions to online gaming services.
- **Localization:** Many game developers and publishers recognize the importance of the Brazilian market and localize their games into Portuguese, making them more accessible and appealing to Brazilian gamers.
- **Esports Scene:** Brazil has a thriving esports scene, with teams and players competing in various international tournaments. This helps to raise the profile of gaming in the country and encourages more people to participate.

Overall, a combination of factors such as population size, cultural affinity for gaming, improved internet access, and economic growth has contributed to Brazil's popularity in online gaming.

Business Growth Strategy Overview:

Marketing Strategy:

- **Targeted Advertising Campaigns:** Utilize data-driven insights to identify and target specific demographics within the Brazilian market. Tailor advertising campaigns across various digital channels, including social media, gaming forums, and online communities, to maximize reach and engagement.
- **Content Marketing:** Develop high-quality, engaging content that showcases our unique portfolio of gaming offerings, industry insights, and behind-the-scenes stories. Establish AG Group B.V. as a thought leader in the gaming space through blog posts, articles, videos, and interactive content.

- **Influencer Partnerships:** Collaborate with influential gamers, content creators, and industry experts to amplify our brand message and reach a broader audience. Sponsorship deals, affiliate marketing programs, and influencer endorsements can help drive brand awareness and credibility among gaming enthusiasts.
- **Localized Campaigns:** Customize marketing campaigns to resonate with the cultural preferences and preferences of the Brazilian audience. Translate website content, social media posts, and advertising materials into Portuguese, and incorporate localized themes, imagery, and references to enhance relevance and connection with local gamers.
- **Engagement Events:** Host virtual events, livestreams, and interactive gaming experiences to foster community engagement and build brand loyalty. Organize tournaments, challenges, and giveaways to incentivize participation and reward loyal customers.
- **Strategic Partnerships:** Forge strategic partnerships with local businesses, gaming organizations, and event organizers to expand our reach and access new customer segments. Collaborate on co-branded promotions, cross-promotional campaigns, and joint events to leverage each other's networks and resources.
- **User-generated Content:** Encourage user-generated content by creating opportunities for customers to share their gaming experiences, reviews, and testimonials. Leverage social media hashtags, contests, and community forums to amplify user-generated content and showcase the authentic voice of our audience.
- **Data Analytics and Optimization:** Continuously monitor and analyze the performance of marketing campaigns using key performance indicators (KPIs) such as engagement metrics, conversion rates, and return on investment (ROI). Use data-driven insights to refine targeting strategies, optimize campaign messaging, and allocate resources effectively for maximum impact.

By implementing a comprehensive marketing strategy that combines targeted advertising, content marketing, influencer partnerships, localized campaigns, engagement events, strategic partnerships, user-generated content, and data analytics, AG Group B.V. can effectively position itself as a leading gaming provider in the Brazilian market and drive sustainable growth and success.

Finance Strategy:

- **Budget Allocation:** Develop a comprehensive budgeting process that aligns financial resources with strategic priorities, business objectives, and growth initiatives. Allocate funds strategically across key areas such as product development, marketing, research and development, infrastructure investments, and regulatory compliance.
- **Cost Management:** Implement rigorous cost control measures to optimize operational efficiency and maximize profitability. Continuously evaluate expenses, identify cost-saving opportunities, negotiate favorable contracts with suppliers and vendors, and streamline processes to minimize waste and unnecessary expenditures.
- **Revenue Diversification:** Explore opportunities to diversify revenue streams beyond core gaming offerings to mitigate risks and capitalize on emerging trends. Consider introducing subscription-based services, premium features, in-app purchases, virtual goods, and merchandise sales to generate additional revenue streams and enhance overall profitability.
- **Risk Management:** Implement robust risk management practices to identify, assess, mitigate, and monitor financial risks effectively. Conduct regular risk assessments, establish contingency plans, and maintain adequate insurance coverage to safeguard against potential threats such as market volatility, regulatory changes, cybersecurity breaches, and economic downturns.
- **Capital Structure:** Optimize the capital structure to maintain financial flexibility, minimize costs of capital, and maximize shareholder value. Evaluate the optimal mix of debt and equity financing options, consider factors such as interest rates, repayment terms, and credit ratings,

and explore opportunities for refinancing or restructuring existing debt to improve liquidity and financial stability.

- **Investment Strategy:** Develop a disciplined investment strategy that balances short-term returns with long-term growth objectives. Evaluate investment opportunities based on rigorous financial analysis, risk-return considerations, and alignment with strategic priorities. Prioritize investments in research and development, technology infrastructure, talent acquisition, and market expansion initiatives that support sustainable growth and competitive advantage.
- **Financial Reporting and Transparency:** Maintain transparent financial reporting practices to instill investor confidence, enhance accountability, and comply with regulatory requirements. Ensure timely and accurate financial reporting, provide clear and comprehensive disclosures, and communicate effectively with stakeholders to foster trust and transparency.
- **Performance Monitoring and Evaluation:** Establish key performance indicators (KPIs) and financial metrics to track the company's performance against strategic goals and benchmarks. Conduct regular performance reviews, analyze variances, and adjust strategies as needed to optimize financial performance, drive continuous improvement, and achieve sustainable growth over time.

By implementing a robust finance strategy that focuses on budget allocation, cost management, revenue diversification, risk management, capital structure optimization, investment strategy, financial reporting and transparency, and performance monitoring and evaluation, AG Group B.V. can effectively manage its finances, mitigate risks, and capitalize on opportunities to drive long-term success and shareholder value.

SWOT Analysis

Strengths:

- **Strong Intellectual Property Portfolio:** AG Group B.V. possesses a diverse and exclusive portfolio of gaming technologies, designs, and content, providing a competitive edge in the Brazilian market.
- **Innovative Gaming Offerings:** The company's commitment to innovation and state-of-the-art gaming experiences positions it as a leader in the industry, attracting a loyal customer base and driving revenue growth.
- **Strategic Focus on Compliance:** AG Group B.V. is actively pursuing licensing from regulatory bodies such as the Gaming Control Board (GCB), demonstrating a commitment to compliance and responsible gaming practices.
- **Diversified Product Verticals:** With a focus on live casino, sportsbook, slot games, and poker, AG Group B.V. offers a wide range of gaming options to cater to diverse consumer preferences and maximize market penetration.

Weaknesses:

- **Dependence on Regulatory Approval:** Delays or challenges in obtaining regulatory approval for online gaming operations in Brazil could impede the company's ability to enter the market and capitalize on growth opportunities.
- **Limited Market Presence:** AG Group B.V. may face challenges in building brand awareness and market share in Brazil, particularly in a competitive landscape with established incumbents and local competitors.

- **Resource Constraints:** Limited financial resources or operational capacity could hinder the company's ability to invest in marketing, technology infrastructure, and talent acquisition necessary for successful market entry and expansion.

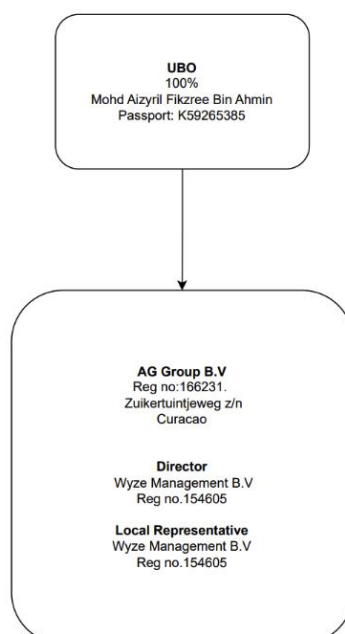
Opportunities:

- **Growing Online Gaming Market:** Brazil represents a lucrative market opportunity for online gaming, fueled by increasing internet penetration, smartphone adoption, and a growing appetite for digital entertainment among consumers.
- **Expansion into Additional Product Verticals:** AG Group B.V. has the opportunity to diversify its product offerings beyond its current focus areas, tapping into emerging trends and consumer preferences to capture new revenue streams and market segments.
- **Strategic Partnerships and Alliances:** Collaborating with local partners, gaming associations, or sports organizations in Brazil can facilitate market entry, enhance brand visibility, and unlock new distribution channels and customer acquisition opportunities.

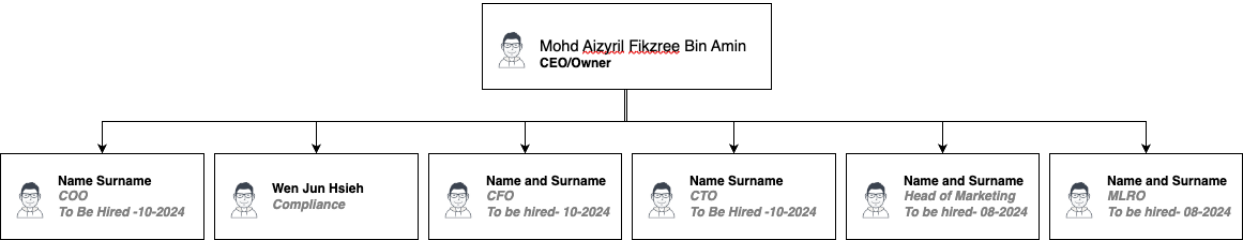
Threats:

- **Regulatory Uncertainty:** Shifting regulatory frameworks or legal challenges related to online gaming regulation in Brazil could create uncertainty and regulatory hurdles for AG Group B.V., impacting its ability to operate and grow in the market.
- **Competitive Landscape:** Intense competition from established gaming operators, both domestic and international, poses a threat to AG Group B.V.'s market share and profitability, requiring differentiated offerings and robust marketing strategies to stand out.
- **Cybersecurity Risks:** The increasing prevalence of cyber threats, including data breaches, fraud, and hacking, poses a significant risk to online gaming operators like AG Group B.V., requiring robust cybersecurity measures and data protection protocols to safeguard customer information and maintain trust.

Company shareholding structure



Company organization structure



Key personnel and key functions' competence

CEO: Mohd Aizyrl Fikzree Bin Amin

Mohd Aizyrl Fikzree Bin Amin, a dynamic and visionary leader, serves as the Chief Executive Officer (CEO) of AG Group B.V., bringing a wealth of experience and expertise to the forefront of the company's strategic direction and growth initiatives. With a career marked by notable achievements in online gaming operations, marketing, and customer support, Aizyrl has established himself as a driving force in the digital entertainment industry.

Aizyrl's journey to leadership began with a solid educational foundation, graduating from New York University with honors. Throughout his career, he has held key positions in prominent organizations, including HH Trading Sdn Bhd, where he served as the Online Game Operations Director, orchestrating effective user acquisition, retention, and conversion strategies to enhance player engagement and loyalty. His tenure as Malaysia Marketing Executive showcased his prowess in marketing campaign execution, data analysis, and strategic leadership, driving significant growth and profitability for the company.

As CEO and Compliance of AG Group B.V., Aizyrl combines his strategic vision with a hands-on approach to leadership, guiding the company through dynamic market landscapes and regulatory challenges. His proficiency in data management, team coordination, and marketing automation has been instrumental in shaping AG Group B.V.'s market position and driving sustainable growth in the competitive gaming industry.

Aizyrl's leadership is defined by a relentless commitment to innovation, excellence, and customer satisfaction. Under his guidance, AG Group B.V. continues to expand its footprint in the global gaming market, leveraging cutting-edge technologies and immersive experiences to captivate audiences worldwide. With a strategic focus on compliance, regulatory adherence, and market expansion, Aizyrl spearheads AG Group B.V.'s mission to deliver unparalleled gaming experiences and establish itself as a leader in the digital entertainment landscape.

Compliance: Wen Jun Hsieh

Wen Jun Hsieh is a proactive and detail-oriented professional with extensive experience in compliance, specializing in the iGaming sector. With a proven track record of assisting numerous clients in the iGaming industry to obtain gaming licenses, particularly in jurisdictions such as Malta, Curacao, UK, Romania, and Canada, Wen Jun brings a wealth of expertise in navigating complex regulatory landscapes.

Throughout her career, Wen Jun has demonstrated strong organizational skills and a keen ability to manage multiple projects simultaneously, ensuring timely and efficient completion while exceeding client expectations. Her proactive approach and meticulous attention to detail have made her instrumental in overseeing and managing compliance projects from inception to completion.

One of Wen Jun's key strengths lies in his effective coordination and management of projects, where she actively engages with clients, regulatory authorities, and internal stakeholders to ensure that all project requirements are met with precision and professionalism. Her dedication to delivering results that exceed expectations and forge lasting partnerships built on trust and integrity underscores his commitment to excellence and client satisfaction.

In addition to her hands-on experience, Wen Jun continually seeks to enhance her knowledge and skills through ongoing education and training. His passion for excellence drives her to stay abreast of the latest developments in compliance regulations and best practices, enabling her to provide informed guidance and support to the company.

With her expertise, dedication, and proven track record, Wen Jun Hsieh is a valuable asset to any organization, poised to uphold the highest standards of compliance and contribute to the success and growth of the company.

Duties and Responsibilities:

- Ensuring that AG Group B.V. operates in compliance with applicable gaming laws, regulations, and licensing requirements. This includes obtaining necessary licenses and permits, conducting internal audits, and implementing policies and procedures to mitigate compliance risks.
- Upholding ethical standards and promoting a culture of integrity and transparency within the organization are core duties of the Compliance Officer. They provide guidance on ethical dilemmas, conduct ethics training for employees, and investigate any allegations of misconduct or non-compliance.
- The Compliance Officer establishes internal controls and conducts regular audits to assess compliance with policies, procedures, and regulatory requirements. They identify areas for improvement, address deficiencies, and implement corrective actions to enhance compliance effectiveness.
- To ensure awareness and understanding of compliance obligations throughout the organization, the Compliance Officer develops and delivers training programs on relevant compliance topics. This includes training employees on regulatory requirements, ethical standards, and company policies.
- Assessing and mitigating compliance risks is a key responsibility of the Compliance Officer. They identify potential risks, evaluate their impact, and develop risk management strategies to minimize exposure and protect the company from regulatory penalties and reputational harm.

COO to be hired

Duties and Responsibilities:

- Collaborating with the CEO and other executives to develop and implement the company's strategic plans and initiatives.
- Directing and managing the operational aspects of the business, ensuring efficient and effective processes across various departments.
- Allocating resources (financial, human, and otherwise) to different departments and projects to maximize productivity and achieve organizational goals.
- Monitoring key performance indicators (KPIs) and metrics to assess the performance of

different business functions and implementing improvements as needed.

- Identifying potential risks to the business and developing strategies to mitigate them, ensuring business continuity and resilience.
- Facilitating communication and collaboration between different departments to ensure alignment with the company's overall objectives.
- Working with the CFO to develop budgets, control costs, and optimize financial performance.
- Overseeing recruitment, training, and development programs to ensure the organization has the right talent to support its objectives.
- Continuously evaluating and improving operational processes to enhance efficiency, reduce waste, and drive innovation.
- Ensuring that the organization delivers a high-quality experience to customers, meeting or exceeding their expectations.
- Ensuring that the company operates in compliance with relevant laws and regulations, as well as internal policies and procedures.
- Providing leadership and guidance to the management team and other employees, fostering a positive and productive work culture.

CFO to be hired

Duties and Responsibilities:

- Developing financial forecasts and strategic plans, analyzing financial data, and providing insights to support decision-making.
- Ensuring accurate and timely financial reporting to stakeholders, including the preparation of financial statements, regulatory filings, and management reports.
- Leading the budgeting process, monitoring performance against budgets, and providing variance analysis.
- Ensuring compliance with accounting standards, tax regulations, and other financial regulations, as well as internal controls and corporate governance best practices.
- Overseeing the selection, implementation, and optimization of financial systems and technologies to improve efficiency and effectiveness.

CTO to be hired

Responsibilities:

- Develop and implement the overall technology strategy aligned with the company's goals, focusing on innovation, scalability, and efficiency.
- Product Development: Oversee the development of gaming products, ensuring they meet quality standards, deadlines, and market demands.
- Manage the technical infrastructure, including servers, networks, and databases, to ensure smooth operations and minimal downtime.
- Implement robust security measures to protect user data and prevent cyber threats. Ensure compliance with relevant regulations and standards.
- Build and lead a high-performing technology team, providing mentorship, guidance, and professional development opportunities.
- Stay updated on emerging technologies and industry trends, exploring their potential applications to improve gaming experiences and operations.
- Develop and manage the technology budget, allocating resources effectively to maximize ROI and support business objectives.

Head of Marketing:

Responsibilities:

- Conduct market research to understand gaming trends, player preferences, and competitor strategies.
- Develop and maintain the company's brand identity within the gaming industry, ensuring consistency across all marketing channels.
- Plan and execute marketing campaigns to promote gaming products, events, and initiatives, utilizing various channels such as social media, email, and influencers.
- Implement strategies to acquire new customers and retain existing ones, including loyalty programs, special offers, and targeted promotions.
- Develop engaging content, including blog posts, videos, and graphics, to attract and engage gaming audiences.
- Analyze the performance of marketing campaigns using metrics such as ROI, conversion rates, and customer engagement, and adjust strategies accordingly.
- Identify and forge partnerships with gaming influencers, content creators, and organizations to expand the company's reach and credibility within the gaming community.

MLRO:

Responsibilities:

- Ensure compliance with anti-money laundering (AML) and Know Your Customer (KYC) regulations within the gaming industry.
- Conduct risk assessments to identify and mitigate potential money laundering risks associated with gaming operations.
- Develop and implement policies and procedures to prevent money laundering activities, including customer due diligence measures and suspicious activity reporting.
- Provide training and awareness programs to employees on AML/KYC regulations and procedures, ensuring they understand their roles and responsibilities.
- Monitor gaming transactions and customer activities for suspicious patterns or behaviors, and report any findings to relevant authorities as required by law.
- Serve as the primary point of contact for regulatory authorities and law enforcement agencies regarding AML/KYC matters, responding to inquiries and providing necessary documentation.
- Coordinate and facilitate internal and external audits and compliance reviews to assess the effectiveness of AML/KYC controls and processes.

Business Partners

AG Group is a leading provider in the realm of online gaming, specializing in Business-to-Consumer (B2C) services that cater to the diverse needs and preferences of gaming enthusiasts worldwide. With a robust portfolio of partners and cutting-edge gaming platforms, AG Group delivers immersive and captivating gaming experiences that set new standards of excellence in the industry.

At the heart of our operations lies a strategic partnership with a carefully curated selection of esteemed game platform providers. These partners include KA Gaming, TaDa MNC, MAS Pocket Games, Soft Spribe, Spadegaming, FunTa Gaming, FC Jili, Ultimate Play Games, YOU LIAN GAMING, CMD PIN, JDB MicroGaming, PP CQ95, and many more. Each partner brings its unique blend of innovation, creativity, and technical expertise to the table, ensuring that AG Group's gaming offerings remain at the forefront of the industry.

Through these strategic alliances, AG Group is able to offer a diverse range of gaming options that cater to various preferences and demographics. Whether players seek adrenaline-pumping action, strategic challenges, or casual entertainment, our comprehensive portfolio has something for everyone. From classic casino games to cutting-edge slots, virtual sports betting, and beyond, AG Group's gaming

repertoire is designed to captivate and delight players of all stripes.

As we embark on our journey to develop a comprehensive business plan, we are committed to showcasing the strength and potential of our partnerships with these esteemed game platform providers. Together, we aim to leverage our collective expertise and resources to drive innovation, expand our reach, and deliver unparalleled value to our customers.

With a firm foundation built on collaboration, innovation, and a shared passion for gaming excellence, AG Group is poised to emerge as a trailblazer in the competitive landscape of online gaming. Join us as we embark on this exciting journey, where the thrill of gaming knows no bounds, and the possibilities are limitless.

Risk evaluation and management.

As a provider of online gaming services, AG Group recognizes the importance of ensuring a safe and secure gaming environment for our players. To this end, we have implemented a comprehensive risk evaluation and management framework designed to identify, assess, and mitigate potential risks that may impact our players' gaming experience. Below are some key aspects of our approach to risk evaluation and management:

- **Security Measures:** AG Group employs state-of-the-art security measures to protect players' personal and financial information. This includes encryption protocols, firewalls, and robust authentication mechanisms to safeguard against unauthorized access and data breaches.
- **Fair Gaming Practices:** We are committed to upholding the highest standards of fairness and integrity in our gaming offerings. Our games undergo rigorous testing and certification by independent third-party auditors to ensure compliance with industry regulations and fairness standards.
- **Responsible Gaming Initiatives:** AG Group is dedicated to promoting responsible gaming practices and mitigating the risks associated with excessive gambling behavior. We provide players with tools and resources to set limits on their gaming activity, access self-assessment tests, and seek assistance from support organizations if needed.
- **Age Verification Procedures:** To prevent underage gambling, AG Group implements robust age verification procedures to ensure that only individuals of legal gambling age are permitted to access our gaming platforms.
- **Fraud Prevention Measures:** We employ advanced fraud detection algorithms and monitoring systems to detect and prevent fraudulent activities, such as account hacking, identity theft, and payment fraud.
- **Customer Support Services:** Our dedicated customer support team is available 24/7 to assist players with any queries, concerns, or issues they may encounter while gaming. This includes providing guidance on responsible gaming practices, resolving technical issues, and addressing account-related inquiries.
- **Continuous Monitoring and Improvement:** AG Group continuously monitors and evaluates our risk management strategies to identify areas for improvement and adaptation to emerging threats and challenges in the gaming landscape. We remain vigilant and proactive in our efforts to maintain the trust and confidence of our players.

By implementing these risk evaluation and management measures, AG Group strives to create a safe, secure, and enjoyable gaming environment for our players, where they can experience the excitement of online gaming with peace of mind. We are committed to upholding the highest standards of integrity, transparency, and player protection in all aspects of our operations.

Legal and governance framework

- **Licensing Requirements:** Gaming operators in Curacao must obtain a license from the Curacao Gaming Control Board to legally operate within the jurisdiction. The licensing process involves a thorough review of the operator's business practices, financial stability, and compliance with regulatory standards.
- **Regulatory Oversight:** The Curacao Gaming Control Board is responsible for regulating and monitoring gaming activities to ensure compliance with applicable laws and regulations. This includes conducting regular audits, inspections, and investigations to enforce compliance and address any violations.
- **Anti-Money Laundering (AML) and Counter-Terrorist Financing (CTF) Regulations:** Gaming operators in Curacao are required to implement robust AML and CTF measures to prevent money laundering, terrorist financing, and other illicit activities. This includes conducting customer due diligence, monitoring transactions, and reporting suspicious activities to relevant authorities.
- **Player Protection:** The legal framework in Curacao includes provisions aimed at protecting the interests of players, such as ensuring fair gaming practices, responsible gambling initiatives, and mechanisms for addressing player complaints and disputes.
- **Taxation and Financial Regulation:** Gaming operators in Curacao are subject to taxation and financial regulation, including requirements related to revenue reporting, taxation obligations, and financial transparency.
- **Corporate Governance:** Gaming operators are expected to adhere to high standards of corporate governance, including maintaining accurate financial records, transparent business practices, and compliance with applicable corporate laws and regulations.
- **Enforcement Mechanisms:** The Curacao Gaming Control Board has enforcement powers to sanction operators found to be in violation of licensing conditions or regulatory requirements. Penalties for non-compliance may include fines, license suspension, or revocation.
- **International Cooperation:** Curacao maintains international cooperation and collaboration with other jurisdictions and regulatory bodies to combat cross-border gaming-related crimes, share best practices, and promote regulatory harmonization.

Policies and Procedures

- **Internal vs. External Development for Responsible Gaming Policies:**
 - **Policy Implementation Strategy:** In crafting our Responsible Gaming policies, we adhere to an internally developed approach.
 - **Rationale:** Choosing to internally develop our Responsible Gaming policies allows us to harness our existing expertise, optimize resource allocation, tailor policies to meet organizational requirements, ensure adaptability, and prioritize confidentiality and security. This approach facilitates a strategic and customized development process that reflects the distinctive characteristics of our business.
- **Timelines and Communication with the GCB (Gambling Control Board):**
 - Completion of Responsible Gaming policy development within 6 months.
 - Thorough internal stakeholder review within 1 month. Legal review for compliance assessment within 1 month.
 - Review and feedback from the GCB within 1 month.
 - Phased implementation of Responsible Gaming policies within 1 month.
 - Full integration and enforcement of policies across all relevant operations within 1 month.

- GCB Appraisal:
 - Monthly progress updates submitted to the GCB during the development phase.
 - Quarterly updates during the review phase to communicate progress and address any GCB inquiries. Immediate communication of changes or adjustments based on GCB feedback within 1 week.
 - Prompt responses to queries and requests for additional information from the GCB.
 - Formal submission of finalized Responsible Gaming policies to the GCB for approval within 6 months, accompanied by comprehensive documentation supporting regulatory compliance.

- Reporting Mechanism:
 - Monthly progress reports provided to the GCB during the development and review phases.
 - Quarterly reports on implementation status and any modifications based on feedback received. Immediate notification of significant policy changes within 1 week of implementation.
 - Regular updates on minor adjustments or enhancements included in the monthly or quarterly reports.

- Qualifications and Competency of Developers:
 - Selection Criteria: Clearly define the criteria used to select individuals or entities responsible for developing our Responsible Gaming policies.
 - Expertise Assessment: Outline the specific qualifications, expertise, and experience required for the selected individuals or entities in developing each Responsible Gaming policy.
 - Conflict of Interest Assurance: Provide a statement affirming the board's belief, based on a reasonable assessment, that the chosen individuals or entities for each Responsible Gaming policy are qualified, competent, and free from conflicts of interest.
 - Due Diligence: Describe the due diligence process undertaken to assess the qualifications and competence of the individuals or entities entrusted with developing each Responsible Gaming policy.

AG Group B.V.

Profit and Loss Account for the Period Ending

	Y1 €	Y2 €	Y3 €
Income (GGR)	1,800,000.00	3,000,000.00	-1,281,800.00
Setup and Fees	-36,000.00	-4,500.00	-5,000.00
Hosting & Bandwidth	-108,000.00	-180,000.00	-201,600.00
Royalty Fees	-36,000.00	-60,000.00	-67,200.00
Aggregator	-270,000.00	-900,000.00	-1,008,000.00
Operating Expenses	-444,000.00	-1,144,500.00	-1,281,800.00
Marketing	-144,000.00	-240,000.00	-268,800.00
IT Services	-288,000.00	-480,000.00	-537,600.00
Development	-216,000.00	-720,000.00	-806,400.00
Annual GCB Licence Fee	-47,150.00	-47,150.00	-47,150.00
Application GCB Fee	0.00	0.00	0.00
System Review	-3,500.00	-3,500.00	-3,500.00
Compliance & Audit	-6,000.00	-6,000.00	-6,000.00
Gross Profit / (Loss)	2,451,350.00	3,358,850.00	3,768,750.00
Administrative Expenses	-1,088,840.00	-1,801,275.00	-2,153,170.50
Accountancy Fees	36,000.00	60,000.00	67,200.00
Audit Fees	-6,500.00	-8,500.00	-10,000.00
Office Expenses	-46,800.00	-78,000.00	-87,360.00
Other expenses	-68,400.00	-114,000.00	-228,000.00
Professional Fees	-57,240.00	-95,400.00	-106,848.00
Office Rent	-72,000.00	-120,000.00	-134,400.00
Salaries & Outsourcing	-720,000.00	-1,200,000.00	-1,344,000.00
Business Relation Other Costs	-72,000.00	-120,000.00	-134,400.00
Training/Team Expenses	-19,500.00	-30,225.00	-45,337.50
Telecommunication Expenses	-2,400.00	-2,400.00	-2,400.00
Travelling & Accomodation	-8,000.00	-16,000.00	-16,000.00
Depreciation	-14,506.67	-35,706.67	-44,373.33
Bank Fees	-45,000.00	-69,750.00	-104,625.00
Net Profit / (Loss) Before Taxation	1,362,510.00	1,557,575.00	1,615,579.50
Corporate Taxation	0.00	0.00	0.00
Dividend.	300000.00	350,000.00	400,000.00
Net Profit / (Loss)	1,062,510.00	1,207,575.00	1,215,579.50

AG Group B.V.

Cash Flow

	Year 1	Year 2	Year 3
	€	€	€
Net income	1,362,510	1,557,575	1,615,580
Adjustment for change in:			
Depreciation	- 14,507	- 35,707	- 44,373
Accrued expenses (non-cash)	- 210,000	- 35,000	- 225,000
CF from income	1,138,003	1,486,868	1,346,206
Working Capital (+/-)	1,445,816	2,683,391	4,233,971
CF operational	<u>2,583,819</u>	<u>4,170,259</u>	<u>5,580,177</u>
 CF Investment	 100,000	 -	 -
CF Fixed Assets	- 50,000	- 30,000	- 30,000
Dividends	- 300,000	- 350,000	- 400,000
CF Shareholder	-	-	-
 Change of Liquidity	 <u>2,333,819</u>	 <u>3,790,259</u>	 <u>5,150,177</u>
 Liquidity beginning of period	 -	 2,333,819	 6,124,079
 Liquidity end of period	 <u>2,333,819</u>	 <u>6,124,079</u>	 <u>11,274,255</u>

AG Group B.V.

Balance Sheet as at CALENDAR YEAR END

	Year 1	Year 2	Year 3
	€	€	€
Fixed Assets Assets	140,693.33	144,986.67	140,613.33
Tangible Assets	140,693.33	144,986.67	140,613.33
Current Assets	1,530,816.00	2,818,391.00	4,403,970.50
Trade Debtors	300,000.00	350,000.00	500,000.00
Other Debtors	0.00	0.00	0.00
Prepayments	200,000.00	230,000.00	450,000.00
Bank Accounts	1,030,816.00	2,238,391.00	3,453,970.50
Current Liabilities	-85,000.00	-135,000.00	-170,000.00
Trade Creditors	-75,000.00	-120,000.00	-150,000.00
Accruals	-10,000.00	-15,000.00	-20,000.00
Shareholder's loan			
Total Assets and Liabilities	1,586,509.33	2,828,377.67	4,374,583.83
Capital & Reserves	1,462,510.00	1,657,575.00	1,715,579.50
Share Capital	100,000.00	100,000.00	100,000.00
Retained Earnings	1,062,510.00	1,207,575.00	1,215,579.50
Dividends	300,000.00	350,000.00	400,000.00
Total Capital and Reserves	1,462,510.00	1,657,575.00	1,715,579.50