

Business Plan

CASIBRA.COM

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Table of contents

Business Plan	1
1. Overview of the Business Products and Services/Brands	3
2. Company Management Structure	4
Management Organogram:	4
Roles and Responsibilities:	5
3. Business Forecasts	7
4. Business Growth Strategy and Market Share	8
Growth Strategy:	8
Excluded Markets:	9
Marketing and Sales Strategy	9
5. Key Suppliers and Material Dependencies	11
6. Risk Evaluation and Management	16
7. Analysis of iGaming trends	20
8. Conclusion	21

1. Overview of the Business Products and Services/Brands

Background and History:

- Our iGaming project is casibra.com.
- We aim to provide various online gambling services, including casino games, and virtual sports.

Unique Features and Competitive Edge: Our iGaming platform distinguishes itself through a series of innovative features and unwavering dedication to user satisfaction, guaranteeing an unparalleled experience for players.

Innovative Games Portfolio: Partnering with leading game aggregators, we offer an expansive library of diverse titles from top providers. This ensures a constant influx of fresh releases and classic favorites, catering to all preferences and skill levels. Moreover, the system of discovering new games as players progress through the advanced system, which provides a plot that will not only help develop the gaming community but also provide players with new impressions of participating in such games.

Exceptional User Experience (UX): Recognizing user satisfaction as our top priority, we designed an intuitive and user-friendly interface. Navigating our platform is effortless and enjoyable, thanks to a clean design, clear information architecture, and responsive functionality across all devices. In addition, our casino provides players with the opportunity to update the design of the site individually and customize it to their preferences. You can choose a theme and prioritize your favorite games on the casino screen. Also, a calendar will be created for players, where they can receive notifications about events, promotions, and events, to help them not to miss their favorite events and activities. In particular, the calendar will help players to view their activity in our service and thus regulate their involvement in the casino.

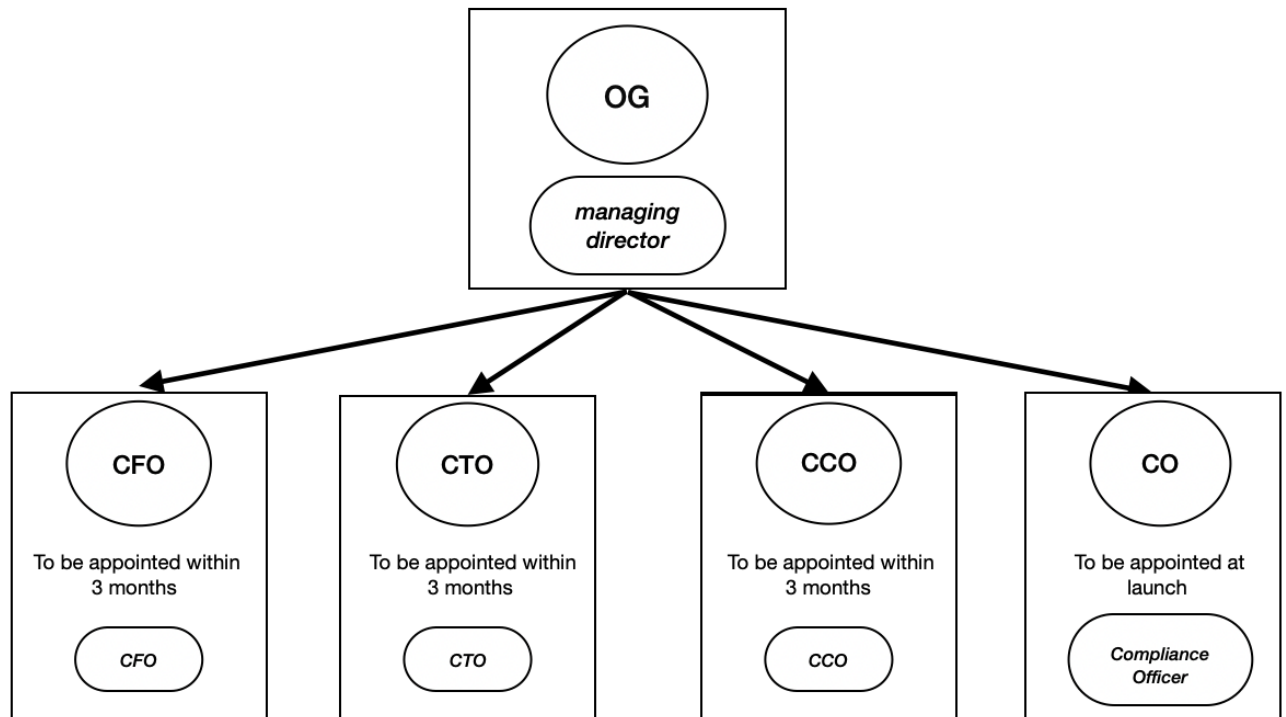
Personalization Features: We go beyond basic functionality by incorporating personalized features that tailor the gaming experience to individual preferences. Customizable avatars, personalized game recommendations powered by Zing Brain

AI, and tailored offers and rewards create a unique and engaging experience for each player.

Community Engagement: Understanding the power of community in the gaming world, we actively foster a thriving and interactive environment. Dedicated forums allow players to connect, share strategies and tips, and discuss their gaming passions. Seamless social media integration enables them to share achievements, engage in discussions, and stay informed on community events. Exciting live events and tournaments provide opportunities for real-time interaction and friendly competition. As mentioned, the new approach to games includes a plot to our games and events. This update will contribute to increasing the interest of players in engaging and discussing these events, thereby enhancing the player community and developing it.

Security and Fair Play: Trust is paramount in the online gaming industry, and we prioritize the highest security standards to protect user data and financial transactions. We implement robust measures to ensure fair play, guaranteeing a level playing field for all users. In particular, our system will include an active support service aimed at detecting player problems, receiving feedback to improve customer service, as well as improving the customer "trust" system and preventing various types of violations and errors.

2. Company Management Structure



Management Organogram:

- CEO: Ofelya Ghazakhetsyan
- CFO: To be appointed within 3 months
- CTO: To be appointed within 3 months
- CCO: To be appointed within 3 months
- Compliance Officer: Managing Director

Roles and Responsibilities:

1. CEO (Chief Executive Officer):

- *Overall Leadership:* The CEO is the top executive responsible for the overall leadership and strategic direction of the iGaming project.
- *Vision and Strategy:* Develops and communicates the company's vision, mission, and strategic goals.
- *Stakeholder Relations:* Manages relationships with investors, partners, and regulatory authorities.
- *Decision-Making:* Makes vital decisions and guides the management team.
- *Risk Management:* Identifies and manages strategic risks.
- *Business Development:* Explores opportunities for expansion, market growth, and new partnerships.
- *Brand Ambassador:* Represents the company to the public and industry.

2. CFO (Chief Financial Officer):

- *Financial Strategy:* Develops and oversees the financial strategy, budgeting, and planning.
- *Financial Reporting:* Manages financial reporting and accounting functions.
- *Capital Allocation:* Allocates financial resources efficiently.
- *Risk Management:* Identifies and mitigates financial risks.
- *Investor Relations:* Manages communication with investors and stakeholders.
- *Compliance:* Ensures financial compliance with regulatory requirements.
- *Treasury Management:* Manages cash flow, liquidity, and investments.

3. CTO (Chief Technology Officer):

- *Technology Strategy:* Develops the technology strategy and ensures alignment with the company's goals.

- *Product Development:* Oversees the development of iGaming platforms and games.
- *Infrastructure Management:* Manages IT infrastructure, data security, and scalability.
- *Innovation:* Drives technological innovation and keeps the company up-to-date with industry trends.
- *Vendor Relations:* Manages relationships with technology vendors and partners.
- *Cybersecurity:* Ensures the security of player data and the platform.
- *Quality Assurance:* Maintains high-quality standards for software and technology.

4. CCO (Chief Commercial Officer):

- *Market Expansion:* Drives business growth and market expansion strategies.
- *Sales and Marketing:* Oversees sales and marketing teams to acquire and retain players.
- *User Acquisition:* Manages user acquisition campaigns.
- *Revenue Generation:* Focuses on revenue optimization and diversification.
- *Partner Relations:* Manages relationships with affiliates, advertising partners, and other commercial stakeholders.
- *Customer Experience:* Ensures a positive user experience and handles customer relations.

5. Compliance Officer:

- *Regulatory Compliance:* Ensures that the iGaming project complies with all relevant gaming laws and regulations.

- *Policies and Procedures:* Develops, updates, and enforces company policies and procedures to maintain compliance.
- *Regulatory Reporting:* Handles reporting requirements to regulatory authorities.
- *Internal Auditing:* Conducts internal audits to ensure adherence to compliance standards.
- *Training and Education:* Provides training to employees on compliance matters.
- *Risk Assessment:* Assesses risks related to compliance issues and develops mitigation strategies.
- *Ethical Conduct:* Promotes ethical conduct and responsible gaming practices.

3. Business Forecasts

Sales Forecast

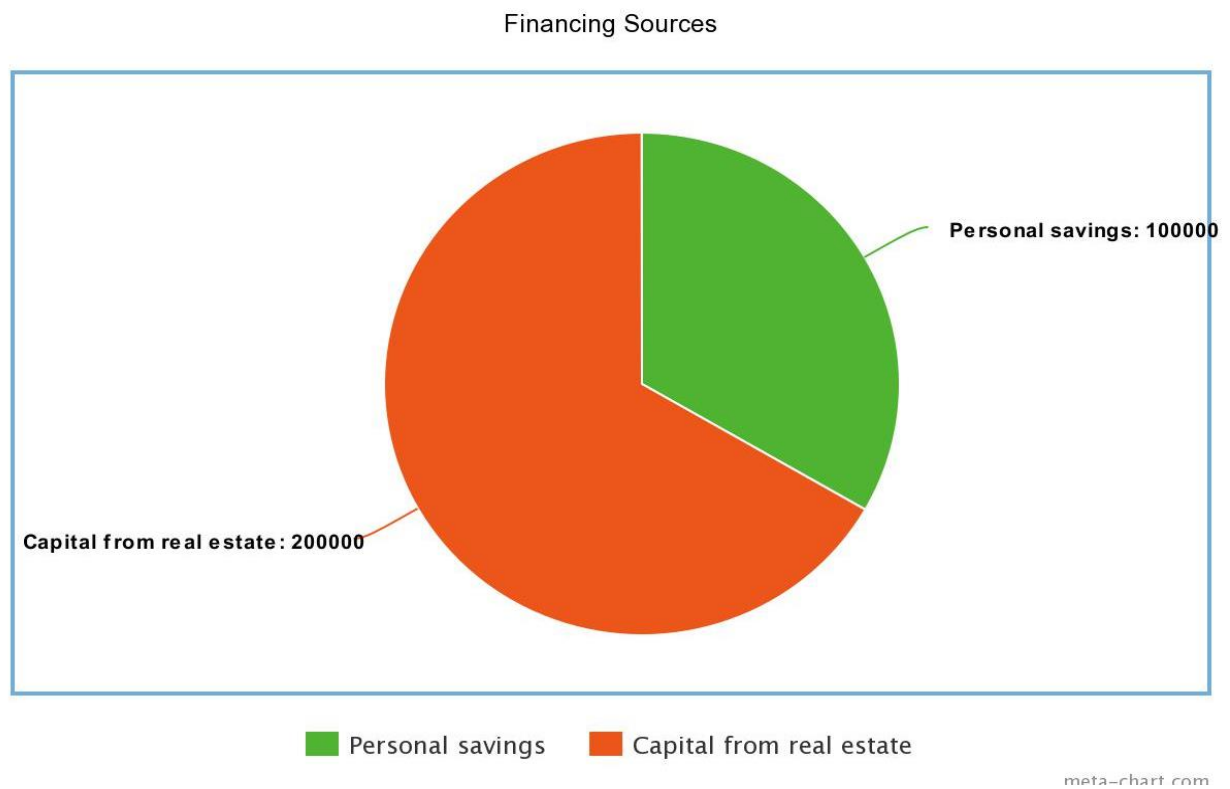
Our market research indicates promising opportunities in the online casino and IGaming sphere. We believe our unique offerings and strong platform position us favorably to capture market share and achieve our initial revenue targets within the first six months. Based on industry benchmarks and startup-specific considerations, we present the following sales projections, taking into account our target clientele and diverse entertainment services. Please note that these figures are estimates and subject to potential fluctuations due to market conditions and unforeseen circumstances. Below are the sales projection for Company, it is based on the clients location of our Online casino and the wide range of related entertainment services that we are expected the next net profit:

- First Fiscal Year-: 100 000-150 000 EUR
- Second Fiscal Year-: 600 000-800 000 EUR
- Third Fiscal Year-: 1 000 000 - 1 300 000 EUR

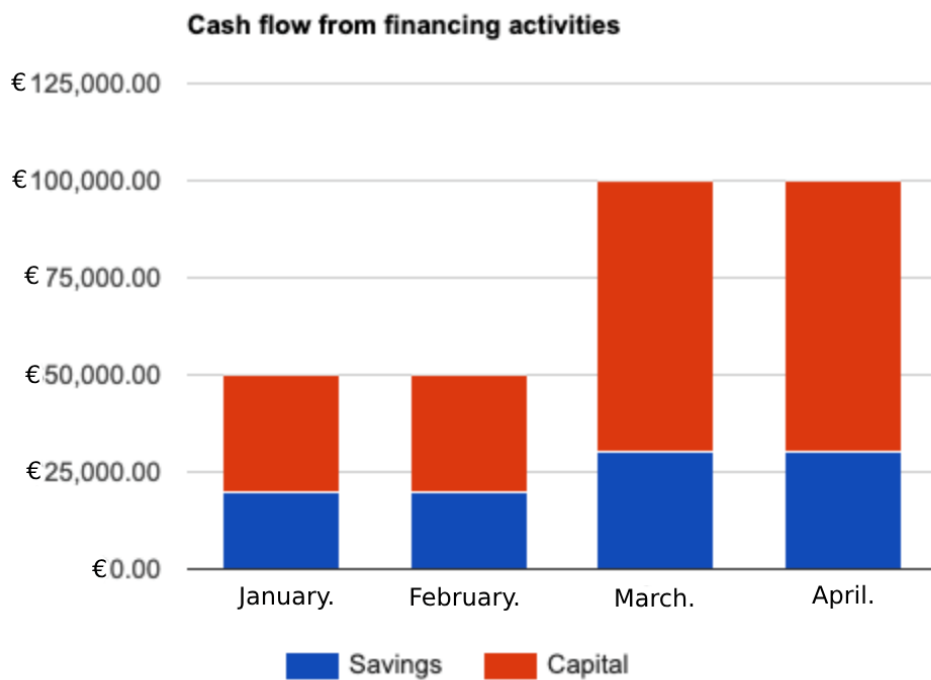
Financials

Startup Capital

The shape of each income and funding plan are placed below



Also we are planning to launch project in accordance with the next cash flow



Financing Summary

Month	Savings	Capital
January	20000€	50000€
February	20000€	50000€
March	30000€	75000€
April	30000€	75000€

Startup Costs

We estimate startup costs to be 300,000 EUR. With this conservative budget, we anticipate spending a good portion of it on equipment, software, and other important items such as initial marketing, legal costs, obtaining licenses and permits, and salary payments in the first stage.

Costs	January	February	March	April	May
Office Furniture	900€	934€	934€	900€	920€
Hardware	1000€	1000€	1000€	1000€	1000€
Software	800€	1200€	1400€	1650€	1990€
Office and stationery	350€	550€	635€	700€	800€
Website design	750€	750€	-	-	-
HR services	4000€	-	-	-	-
Legal Fees	1700€	1700€	1500€	-	1000€
Curacao License	20000€	-	-	-	-
Other	1000€	1000€	1000€	1000€	1000€
Staff Costs	0	20000€	43400€	52200€	56010€
Office Rent	3400€	3400€	3400€	3400€	3400€
Utility	510€	510€	510€	510€	510€
Total	34410€	31044€	53779€	61360€	66630€

Direct Costs Summary

Costs	Year 1	Year 2	Year 3
Sports Betting Provider	195000€	280000€	280000€
Virtual Betting Provider	41500€	122500€	117300€
Live Dealers Provider	12285€	22560€	15741€
Slots Provider	25000€	83333€	95660€

Table Games Provider	13451€	33450€	22321€
Lotteries Provider	6545€	10383€	5923€
Total	293781€	552226€	536945€

Marketing Costs Summary

Costs	Year 1	Year 2	Year 3
Advertising	100000€	445000€	445000€
Conferences	32000€	360000€	420000€
Offline	20000€	480000€	480000€
Total	152000€	1285000€	1345000€

P&L / Cash Flow Projections

Our projections forecast strong P&L and cash flow for the online casino and its complementary offerings. In the first year, we anticipate exceeding €164,208 in net profit, laying the foundation for sustained growth. We project substantial net profit increases in subsequent years, reaching €827,011 by year two and €1,409,661 by year three, demonstrating the venture's long-term profitability.

Profit & Loss Statement	Y1	Y2	Y3
Total Revenue	1350100€	4256654€	5124656€
Direct Costs	293781€	552226€	536945€
Gross Profit	1056319€	3704428€	4587711€
Operating	144593€	149593€	164593€

Expenses			
Operating Income	911726€	3554835€	4423118€
Total Expenses	438374€	701819€	701538€
Net Profit	153352€	803016€	1301580€

4. Business Growth Strategy and Market Share

Growth Strategy:

Our comprehensive growth strategy encompasses three key pillars: market expansion, user acquisition, and player retention. We are confident in our ability to execute this strategy effectively, backed by a talented internal marketing team, competitive bonus structures, and regular engaging events.

- User Acquisition:** We aim to broaden our audience and attract new players through targeted marketing campaigns, strategic affiliate partnerships, and optimized search engine presence. Our promotional efforts leverage high-value bonuses and enticing rewards to incentivize new users to join our platform and embark on their gaming journey. In particular, the promotional part of our marketing campaign will be based on the creation of a storyline within our platform and the creation of an achievement system that unlocks new games for players. We predict that this concept will strengthen the gaming community and, in the course of the game campaign, will interest other users in joining this community.
- Player Retention:** Recognizing the vital role of existing players, we prioritize their retention through attractive bonus structures and frequent competitive events. We cultivate a vibrant and engaging environment with exciting tournaments and valuable rewards, fostering loyalty and ensuring players keep coming back for more. In order to maintain the interest of players who are already on our resource, we will develop interest through bonuses, achievements in the above storyline by staying on the platform for a certain

period of time. Also, the ability of users to update the design according to their preferences and create a personal avatar will maintain player interest and satisfy their need for excitement.

- **Strategic Resource Allocation:** Supporting our growth strategy are meticulously crafted financial and marketing plans. These plans clearly define our projected revenue, planned marketing expenditures, and anticipated return on investment (ROI). By utilizing dedicated budgets, we ensure the effective allocation of resources to various marketing channels and initiatives, maximizing their impact and driving our long-term success. One of the systems we plan to utilize is the services of Intelligencia, which provides k-means clustering, spatial analysis, and Decision Trees data analysis systems. These systems will help to analyze the effectiveness of the implemented ideas in the casino and allow us to revise marketing plans to achieve the highest efficiency at the lowest cost.
- **Time-Bound Execution:** Our growth strategy unfolds according to a well-defined timeline. From launching innovative marketing campaigns and introducing exciting new games to expanding into promising markets, each step adheres to a structured schedule, ensuring focused execution and timely delivery of our objectives. This multifaceted approach, combined with our unwavering commitment to innovation and player satisfaction, positions us for sustained growth in the competitive iGaming market. We are confident that our strategy will not only attract and retain players but also establish us as a leading force in the industry.

Excluded Markets:

While our objective is to expand our presence globally, there are markets we've chosen to exclude from our operations due to regulatory and compliance considerations. In line with international standards and regulations, we steer clear of markets that pose significant risks related to financial crimes and money laundering. This includes those blacklisted by organizations like the Financial Action Task Force (FATF).

Additionally, we acknowledge the distinct legal and regulatory frameworks of specific countries, and we've taken a cautious approach. In order to prevent and avoid violations in the respective territories where we plan to conduct activities, we have included in our budget regular costs for updating information on changes in the regulation of the gambling business and legislative requirements for marketing campaigns in order to edit in advance to meet the current requests of certain jurisdictions.

The following markets will be excluded: Aruba, Austria, Bonaire, Curacao, France, Netherlands, Australia, UK, Spain, Saba, Statia, St. Martin, USA, and any other jurisdiction where gambling is considered illegal or blacklisted in accordance with the present license conditions of Gaming Curacao.

Marketing and Sales Strategy

Our comprehensive marketing strategies are designed to achieve specific objectives that drive the organization's strategic goals. Creating new market channels, increasing sales, and expanding our market share are the cornerstones of our approach. We will leverage continuous improvement in our services and facilities to attract new clients and retain existing ones. We plan to achieve this by using a modern approach to analyzing marketing data, which will help us use such data to improve the effectiveness of advertising. We are also setting up an affiliate marketing program with help of Scaleo company that will help us to use funds more effectively to attract new users.

Consistent Marketing Mix: Our marketing strategies are consistent across the entire marketing mix, encompassing product development, promotion, and pricing. We prioritize promoting our casino and game center effectively to attract new customers and maximize the utilization of our facilities.

Our unique selling proposition is that we are well-positioned, people can easily access our facility, and our payment platforms are highly reliable. Some of the marketing and sales strategies that we will adopt are:

- Initiate the grand unveiling of our online casino through a celebratory launch event;
- We will leverage our official website and active social media channels to promote our casino and game center and creating a large community of users;
- We will offer attractive welcome bonuses throughout the launch period to incentivize new players;
- We will establish a prominent presence at the upcoming SIGMA conference in Dubai to connect with industry professionals and potential customers;
- Gamification: We will implement engaging leaderboards and tournaments to foster competition and enhance player engagement.;
- We will create a user-friendly design that can be customized and will be convenient for each user.

We will be consistent in delivering customer experiences to all our customers, making our first impression count positively to those making use of our casino for the first time.

We have partnered with experienced branding and publicity consultants to develop effective strategies that resonate with our target market. Our focus is on creating a strong brand identity and generating positive publicity through various channels.

Below are the platforms we intend to leverage to promote and advertise:

- Place adverts on electronic media platforms such as:
 - <https://www.prointernet.in.ua/>
 - <https://www.askgamblers.com/>
- Sponsor relevant community-based gaming or sports events and competitions to increase brand awareness and engagement.
- Using advertising services by 7 Search PPC, BONS Partners(Affiliate marketing), Gamesys Group Partners(Affiliate marketing), Google Ads.

- Leverage the internet and social media platforms like Instagram, Facebook, Twitter, YouTube, and Telegram to promote our brand.
- Contact corporate organizations, social clubs, and sports clubs by calling them up and informing them of our Company and the services we offer.
- Advertise our online casino on our official website and employ strategies that will help us pull traffic to the site.
- Sponsor a number of popular casino streamers on live streaming platforms such as YouTube and Twitch.

5. Key Suppliers and Material Dependencies

Casibra.com will leverage partnerships with established and certified lead gambling providers and games studios in its initial phase. This approach ensures access to a diverse selection of high-quality games from trusted industry players. We will utilize a mixed approach, employing both direct integration with game providers and partnerships with game integrators. This strategy allows us to:

- **Offer a wide range of games immediately at launch:** By partnering with multiple providers, we can quickly provide our users with a diverse and engaging library of games, catering to diverse preferences, and ensure a smooth launch experience.
- **Achieve optimal coverage in chosen regions:** Partnering with game integrators with strong regional expertise enables us to tailor our game selection to specific market preferences and regulations, maximizing player engagement and market penetration.

Our initial focus will be on the following game categories, catering to the specific preferences of the regions we target:

- Slots

- Bingo
- Blackjack
- Roulette
- Baccarat
- Live Casino

Taking the above into consideration, casibra.com is planning to work with such gaming providers as:

1. 1x2 NETWORK
2. Authentic Gaming
3. BetConstruct
4. BetGames.tv
5. Betradar
6. Betsoft
7. Booming Games
8. EGT
9. Endorphina
10. Evolution Gaming
11. GameArt
12. GoldenRace
13. Habanero
14. Iron Dog Studio
15. Kiron Interactive
16. Lucky Streak
17. Microgaming
18. MrSlotty
19. NetEnt
20. Pariplay
21. Playson
22. Pragmatic Play
23. Quickspin
24. Relax Gaming
25. Red Tiger Gaming

26. Spinomenal
27. Thunderkick
28. Tom Horn Gaming
29. Wazdan
30. Yggdrasil Gaming



We also have preliminary agreements in place with the following platforms and game aggregators:

- SoftGamings
- SoftSwiss

Payment service providers:

1. PAPARA
2. Payfix
3. Online Banking

4. Skrill/Neteller

5. Piastrix

6. Monetix

In the first steps, we plan to provide the possibility to withdraw money via payment methods like Skrill, Neteller, PAPARE, etc. In the future, we are planning to expand the list of available payment methods.

6. Risk Evaluation and Management

We are committed to operating a safe and responsible iGaming platform, prioritizing compliance with Anti-Money Laundering (AML) legislation. To achieve this, we have established a comprehensive and unified compliance process for all new players.

Account Registration Process:

To create an account, players must complete a multi-step registration form requiring the following information:

Country: Player's current country of residence.

Email: Valid email address for communication purposes.

Password: Secure password for account login.

Password Confirmation: Re-enter password to ensure accuracy.

First Name: Player's legal first name.

Last Name: Player's legal last name.

Sex: Player's gender identification.

Nickname: Player's chosen username for platform use.

Date of Birth: Player's date of birth to verify age eligibility. **Country:** Player's current country of residence.

Address: Player's complete residential address.

Phone Number: Valid phone number for verification purposes.

Automated Compliance Checks:

Upon submission, the registration form undergoes automated checks against two key criteria:

Restricted Country List: This system verifies if the player's country of residence is included in a list of restricted territories where our services are not available.

Age Availability: This system confirms that the player meets the minimum age requirement for participating in online gambling activities.

Additional Verification Procedures:

In addition to the automated checks, we may require further verification documents from players, depending on individual circumstances and regulatory requirements. This may include:

- Proof of identity (e.g., passport, driver's license, national ID).
- Proof of address (e.g., utility bill, bank statement).
- Source of funds verification (e.g., bank statement, employment letter).

Continuous Monitoring:

We employ ongoing monitoring procedures to identify and investigate suspicious activity related to money laundering or other financial crimes. This ensures the safety and integrity of our platform for all users.

Commitment to Compliance:

Our dedication to compliance with AML legislation is unwavering. We prioritize responsible gaming practices and strive to maintain a safe and secure environment for our players.

Limited Account Access:

Following account registration and email confirmation, the account will be temporarily blocked. This means that players will have limited access to certain functionalities until their KYC and age verification procedures are approved. This ensures that only verified players can engage in any financial transactions or participate in real-money games.

KYC and Age Verification:

To verify identity and age, we will utilize a third-party provider such as Onfido (onfido.com). This partnership ensures efficient and secure verification processes, enhancing player experience and mitigating risks associated with fraudulent activities and underage gambling.

Risk Assessment:

We take risks associated with our gaming business seriously and have implemented a comprehensive risk assessment and mitigation strategy. This includes:

Regular Internal and External Audits:

Internal Audits: Our dedicated internal audit team regularly evaluates our operations to ensure adherence to internal policies, industry standards, and regulatory requirements. This covers financial controls, data security, and compliance.

External Audits: Independent audit firms specializing in the iGaming industry conduct external audits. These provide unbiased assessments of operations, financial records, and legal and regulatory compliance. This ensures transparency and alignment with industry best practices.

Established Methodologies and Frameworks:

We employ established methodologies and frameworks to identify potential risks across various areas, including:

- Financial risks;

- Operational risks;
- Compliance risks;
- Legal and regulatory risks;
- Cybersecurity risks;
- Market volatility risks;

Quantitative and Qualitative Risk Assessment:

We utilize both quantitative and qualitative risk assessment methods for a comprehensive analysis. This allows us to assess the likelihood and impact of potential risks and prioritize mitigation efforts effectively.

Key Risk Areas:

Our risk assessment process focuses on key areas specific to the iGaming industry, including:

- **Regulatory Compliance:** Ensuring adherence to legal and regulatory requirements in all jurisdictions where we operate.
- **Data Security:** Protecting player data and financial information from cybersecurity threats through robust security measures and data protection protocols.
- **Financial Stability:** Maintaining a stable financial position by effectively managing financial risks and resources.
- **Market Volatility:** Adapting to changes in the iGaming market, including player preferences and market dynamics, through continuous monitoring and strategic adjustments.
- **Responsible Gambling:** Implementing responsible gambling measures to prevent and minimize gambling-related harms, such as problem gambling and underage gambling.

By actively identifying, assessing, and mitigating potential risks, we create a secure and responsible gaming environment for our players while safeguarding the longevity and sustainability of our business.

Mitigation Strategies:

While identifying potential risks is crucial, our commitment extends further to implementing comprehensive mitigation strategies that minimize or eliminate their impact.

- **Internal Controls:**

To address identified risks proactively, we implement robust internal controls. These controls are designed to: **Prevent and pre-empt** potential issues before they arise through proactive measures and vigilant monitoring. **Detect and identify** any issues that may occur promptly to minimize their potential harm. **Correct and Effectively resolve** any identified issues to ensure their impact is mitigated and future occurrences are prevented.

For example, to address financial risks, we have implemented comprehensive financial controls. These controls include:

Monitoring and managing expenditures: This involves ongoing budget management, expense tracking, and cost-optimization strategies.

Cash flow management: We utilize efficient cash flow management practices to ensure sufficient liquidity and financial stability.

Financial reporting: We adhere to stringent financial reporting standards and maintain accurate records for transparency and accountability.

- **Risk Registers:**

We maintain comprehensive risk registers that serve as a central repository for tracking and managing risks effectively. These registers document:

- **Identified risks:** Each risk is clearly defined and categorized based on its type and potential impact;
- **Potential impact:** The potential consequences of each risk are assessed to prioritize mitigation efforts;
- **Mitigation steps:** The register outlines the specific actions taken to mitigate each identified risk.

By continuously updating and reviewing risk registers, we ensure our mitigation strategies remain effective and responsive to evolving circumstances.

Audit and Compliance Processes:

Regular audits are a cornerstone of our risk mitigation strategy. These audits serve to:

- **Validate the effectiveness of our internal controls:** This ensures that our controls are operating as intended and continue to provide adequate protection.
- **Evaluate policies and procedures:** Audits assess the effectiveness of our established policies and procedures in addressing risks and identify areas for improvement.
- **Ensure regulatory compliance:** We maintain ongoing compliance with regulatory requirements by conducting regular audits and implementing necessary adjustments.

Adapting to Regulatory Changes:

Recognizing the dynamic nature of the regulatory landscape, we remain committed to adapting our operations to comply with upcoming regulatory changes in Curacao. This proactive approach ensures we operate within the legal framework while safeguarding our business and players.

Our unwavering dedication to risk assessment and mitigation strategies serves as a cornerstone of our corporate culture. By adopting a proactive approach, we aim to achieve sustainable growth through responsible risk management, and safeguarding the interests of our players and stakeholders.

7. Analysis of iGaming trends

The global online gambling marketing stood at \$81.08 billion in 2022 and is expected to grow up to \$88.65 billion by the end of 2023 at the compound annual growth rate (CAGR) of 9.3%, according to Online Gambling Global Market Report 2023 by Research & Market. In the coming 4 years (end of 2027), the online gambling market is expected to reach \$125.6 billion at a CAGR of 9.1%. This is further expected to expand up to \$583.69 billion by the end of 2030, according to Grand View Research.



According to Statista, the online gambling market revenue in Europe is expected to reach \$43.01 billion in 2023 at an annual CAGR of 6.14% between the period of 2023-27. The projected market volume stands at \$54.58 billion by 2027.

The online casino market in the Europe region has an expected market volume of \$19.20 billion in 2023.

The average revenue per user (ARPU) in the online gambling market is expected to reach \$0.82K in 2023, with a total number of users expected to reach 62 million by 2023.

The average revenue per user (ARPU) in the online gambling market is projected to amount to US\$0.82k in 2023. The user penetration in the online gambling market will stand at 6.2% in 2023.

Africa is the fastest-growing region in the online gambling market.

Africa

According to the International Telecommunication Union (ITU), just over half of African countries had a National Broadband Plan in place in 2020 – however, internet penetration remains limited. ITU further indicates that only 40% of Africa's population had access to the Internet as of 2022.

Many African countries have national broadband plans in place to increase internet penetration. For instance, Nigeria's National Broadband Plan aims to achieve 70% broadband penetration by 2025. Yet I, internet penetration across Africa faces significant challenges, many of which are intertwined with broader socio-economic and infrastructural issues.

With the projected increase in Internet coverage in Africa, there will definitely be a necessity for online casino providers. According to our data and publicly available facts, as Internet coverage increases, online casino regulation in Africa is being encouraged.

Also we have sere

We also provide statistics/forecasts of market development in Africa.

- The Online Gambling market in Africa is projected to reach a revenue of US\$1.85bn in 2024.
- It is expected to grow at an annual growth rate (CAGR 2024-2028) of 6.28%, resulting in a projected market volume of US\$2.36bn by 2028.

- In Africa, the Online Sports Betting market is expected to have a market volume of US\$0.86bn in 2024.
- When compared globally, in the United States is projected to generate the highest revenue of US\$23,030.00m in 2024.
- The average revenue per user (ARPU) in the Online Gambling market in Africa is projected to be US\$309.30 in 2024.
- The number of users in this market is expected to reach 7.1m users by 2028.
- The user penetration rate in the Online Gambling market will be at 0.5% in 2024.
- In South Africa, the online gambling market is experiencing a surge in popularity due to the increasing accessibility and convenience of internet services.

8. Conclusion

9.

Our project has great potential in emerging markets, such as Africa. Through the employment of the latest trends in the iGaming industry, such as gamification and AI-based player management, together with a professional team of expert senior managers, our project will be able to reach its financial projections.

Africa, in particular, is the market where we will focus our efforts. As the market evolves and creates opportunities for casino providers to enter this market, we are forecasting success with our new approach. Since the market is relatively unsaturated and relatively unknown, with our data-driven approach and the ability to personalize the user experience, we will be able to understand this market and adapt to the needs that this market requires.

In general, the gambling market is growing rapidly, which fosters competition. Against this competition, we are confident that we will be able to withstand it as we focus on improving our service and creating mechanisms that will captivate users with a unique offer based on story-based games, a platform that changes according to user preferences and, of course, an open and secure space for the user by providing clear payment options and support.