

ONLINEGAMING SOFT B.V.

Business Plan

**Prepared for Submission to the Gaming Control Board of Curaçao
within the Gambling Licence Application Process**

2 March 2025

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1. OVERVIEW OF THE BUSINESS PRODUCTS, SERVICES, AND BRANDS

Onlinegaming Soft B.V. was incorporated on February 28, 2020 under the laws of Curaçao, company registration number is 152926, Headquartered at Abraham Mendez Chumaceiro Boulevard 03, Curaçao (P.O. Box 4750). The company has one individual Managing Director - Mr. Andrejs Jakimovs and two corporate Directors - DEMPEL DIRECTORS B.V. and WAAIGAT DIRECTORS B.V.

Onlinegaming Soft B.V. is licensed by the Curaçao Gaming Control Board since 02/Sep/2025 to offer games of chance under license number OGL/2024/825/1106 in accordance with the National Ordinance on Offshore Games of Hazard (Landsverordening buitengaatsse hazardspelen, P.B. 1993, no. 63) (NOOGH). This signifies our commitment to adhering to the highest standards of integrity and reliability in the online gaming industry.

Onlinegaming Soft B.V. is an entertainment and online gaming company with significant experience in the gambling industry. Operating across various target markets, the company implements a broad marketing strategy that includes partnerships with sports clubs, active social media campaigns, and participation in major local events under its brand.

In addition, the company provides tailored solutions to other gambling operators through its proprietary platform. This platform aggregates multiple content providers and supports a wide range of payment methods, serving as an all-in-one solution that helps merchants simplify and optimize their operations.

1.1. BRANDS PORTFOLIO

At Onlinegaming Soft B.V., we take pride in delivering state-of-the-art online betting and casino gaming services under our brands, MadridBet and Euromatch.

1.1.a. Overview of MadridBet Brand:

Under our current license, the list of domains is*:

List of the domains:

madridbet444.com

Cryptobet500.com

eurobet500.com

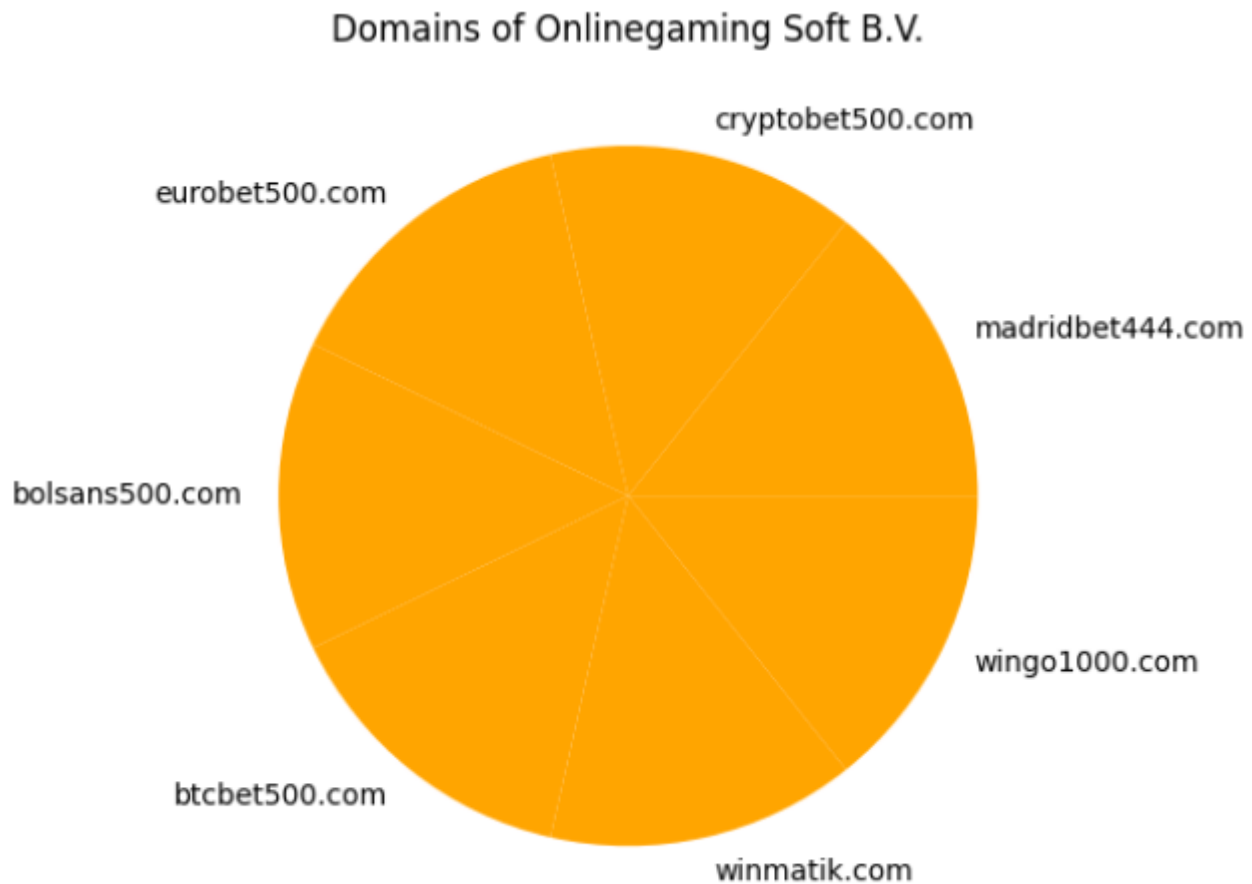
bolsans500.com

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btcbet500.com

winmatik.com

wingo1000.com



**The list includes the main domains; however, each domain also has its corresponding mirror sites. Please find the extended list below:*

At Onlinegaming Soft B.V., we take pride in delivering state-of-the-art online betting and casino gaming services under our brands. We aim to provide an unmatched gaming experience characterized by excitement, innovation, and unwavering integrity.

Onlinegaming Soft B.V. also acts as a reseller for leading software providers such as Pragmatic, Everymatrix, Softswiss, and more.

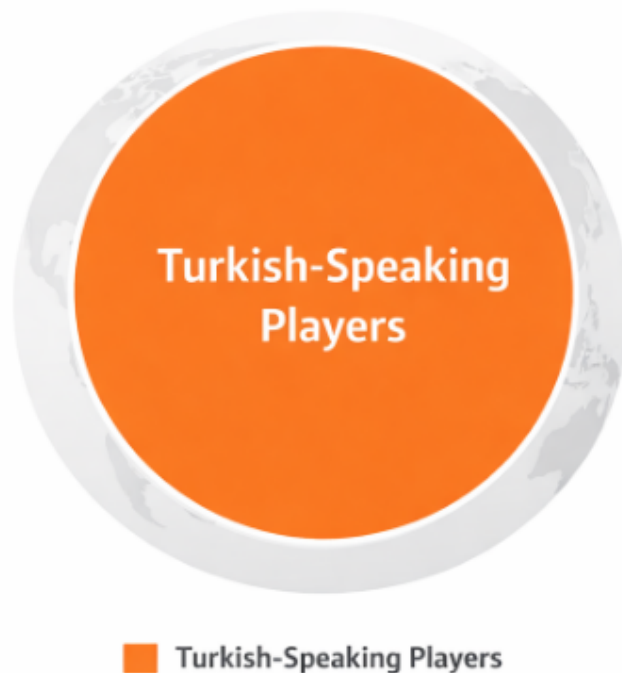
Our platform integrates numerous content providers and offers integration for diverse payment options, serving as a comprehensive solution for merchants, simplifying their operations with a one-stop shop approach.

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Target Markets:

We operate in a variety of markets under the Curacao gaming license, specifically targeting Turkish-speaking players. By focusing on these regions, we cater to a wide range of player preferences, reinforcing our position as a leading global player in the online gaming industry.

United Worldwide by Onlinegaming Soft B.V.



1.2. OVERVIEW OF BUSINESS PRODUCTS AND SERVICES

Onlinegaming Soft B.V is dedicated to providing exceptional online betting and casino gaming experiences through its owned brands.

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KEY FEATURES OF OUR BRAND:



Extensive Game Selection: our casino boasts a vast array of games catering to all preferences and skill levels. From classic favorites like slots, roulette, blackjack, and poker to innovative new titles, players are guaranteed to find something they love.

Lucrative Bonuses and Promotions: we offer generous bonuses and promotions to all our players, including welcome bonuses for new members, loyalty rewards for returning players, and special promotions tied to seasonal events or new game releases.

Secure Payment Options: our casino supports a wide range of secure payment methods, allowing players to deposit and withdraw funds with ease and peace of mind. From credit/debit cards to e-wallets and cryptocurrencies, we've got you covered.

State-of-the-Art Security Measures: the security of our players' personal and financial information is our top priority. We employ cutting-edge encryption technology and stringent security protocols to ensure that all transactions and data remain safe and secure at all times.

Mobile Compatibility: everyone can enjoy all the excitement of our casino on the go with our mobile-compatible platform. Whether the player is using a smartphone or tablet, they can access our games anytime, anywhere, with no compromises on quality or performance.

24/7 Customer Support: Our dedicated customer support team is available around the clock to assist players with any questions, concerns, or technical issues they may have. Whether via live chat, email, or phone, help is always just a click or call away. We are offering support in various languages which allows us to work on different markets.

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Fair Gaming: We are committed to providing a fair and transparent gaming environment for all our players. Our games are rigorously tested and certified by independent auditors to ensure fairness and randomness, giving players the confidence they need to play with peace of mind.

With these features and more, we strive to provide an unparalleled online casino experience that keeps players coming back for more.

2.2. In addition Onlinegaming Soft B.V. proposes the services of a platform provider to other operators.

Comprehensive Platform Solution: We offer a comprehensive platform solution tailored specifically for online casino operators, providing everything they need to launch and manage their gaming operations effectively.

Multi-Provider Integration: Our platform allows seamless integration with multiple content providers, giving operators access to a vast and diverse library of games to offer their players.

Flexible Payment Solutions: We provide flexible payment solutions, including a variety of payment gateways and methods, to cater to the needs of operators and their players worldwide.

Customizable White-Label Solutions: We plan to start the white-label solution offering operators the flexibility to customize and brand their casino websites according to their unique specifications, helping them stand out in a crowded market.

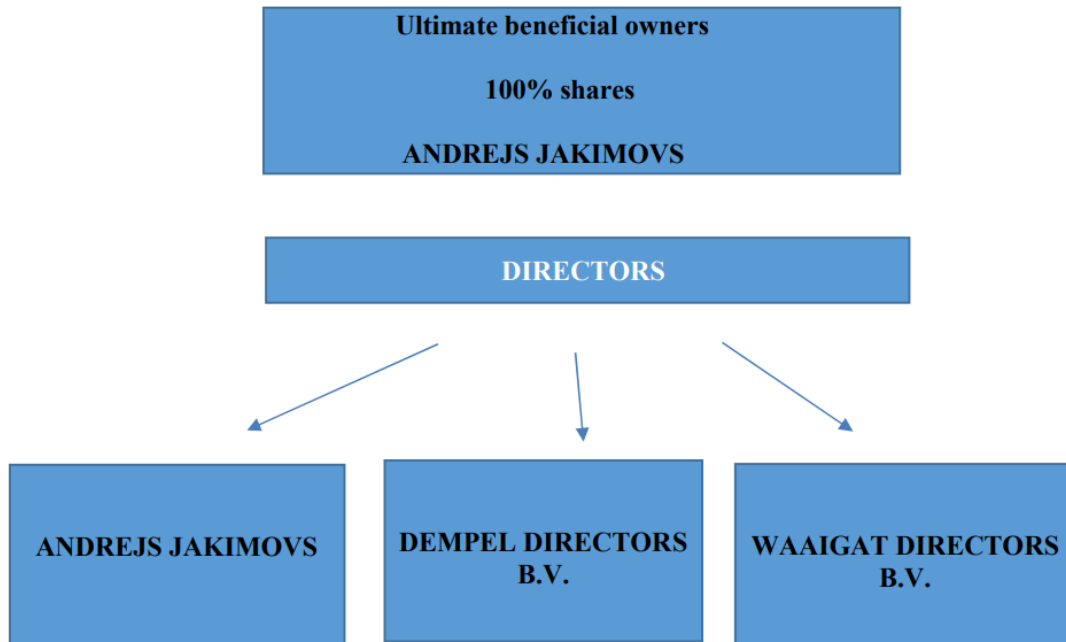
Regulatory Compliance: We ensure that our operations are compliant with all relevant regulatory requirements in various jurisdictions, helping operators navigate the complex landscape of online gambling regulations with confidence.

Advanced Analytics and Reporting: Our platform includes advanced analytics and reporting tools, allowing operators to track and analyze key metrics related to player activity, revenue generation, and more, to make informed business decisions.

Dedicated Technical Support: We provide dedicated technical support to assist operators with any issues or questions they may have, ensuring smooth operation of their online casino businesses.

2. COMPANY MANAGEMENT STRUCTURE, SHOWING KEY MANAGEMENT ROLES AND REPORTING LINES

Legal structure:



Company Management Structure:

Director and Ultimate Beneficial Owner (UBO)/ CEO: **Andrejs Jakimovs**

Chief Compliance Officer (CCO): Anna Glam

Onlinegaming Soft B.V. engage self-contractors located worldwide.

The roles' functions in Onlinegaming Soft B.V. :

CEO (Chief Executive Officer):

- Sets the overall vision, mission, and long-term strategic direction of the company.
- Oversees all aspects of the business, including operations, finance, marketing, and partnerships.
- Monitors market trends, competitor activity, and emerging opportunities to inform strategic decisions.
- Leads the executive team and ensures alignment with organizational goals.
- Represents the company to external parties, including investors, regulators, and the public.
- Ensures the company meets its performance targets and operational goals efficiently and effectively.

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- Leads, mentors, and evaluates the executive team to ensure alignment with corporate objectives.
- Fosters a culture of accountability, collaboration, and high performance.
- Makes key hiring and succession planning decisions for senior management role

Compliance Officer:

- Ensures the company operates fully in compliance with all relevant local and international laws, regulations, and industry standards.
- Monitors regulatory developments and advises management on implications for both B2B and B2C operations.
- Designs, implements, and updates comprehensive compliance programs, including AML (Anti-Money Laundering), KYC (Know Your Customer), Responsible Gaming, Privacy Policy, Data Protection, and other operational standards.
- Conducts regular risk assessments to identify potential legal, regulatory, and operational risks, recommending mitigation measures.
- Creates awareness campaigns to reinforce a culture of compliance and ethical behavior throughout the organization.
- Conducts routine internal audits and monitoring to ensure adherence to policies and regulatory requirements.
- Investigates and responds to compliance violations or allegations, and implements corrective actions as needed.
- Prepares reports for senior management and the board, highlighting compliance status, emerging risks, and corrective actions.
- Advises the executive team on compliance risks in new markets, partnerships, or product launches.
- Provides guidance on regulatory strategy, helping to balance business objectives with legal and ethical obligations.

Reporting details for each role:

Andrejs Jakimovs, as the Director and Ultimate Beneficial Owner (UBO), oversees the overall strategic direction and operations of Onlinegaming Soft B.V. and is responsible for ensuring alignment with company goals and objectives.

CEO (Chief Executive Officer):

- Reports to: Board of Directors
- Direct Reports: Executive Team (CCO, CFO, CTO, etc.)
- Responsible for: Providing regular updates and reports on company performance, strategic initiatives, and key developments to the board. Oversees the executive team and receives reports on departmental activities and performance.

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Compliance Officer:

- Reports to: independent operations
- Direct Reports: Compliance Team
- Responsible for: Providing compliance reports and updates to the CCO or CEO, highlighting any compliance issues or risks. Conducts internal audits and investigations and reports findings to senior management. Collaborates with other departments to ensure compliance with regulations and industry standards.

3. BUSINESS FORECASTS FOR 3 YEARS

The business plan encompasses revenue forecasts, strategies for expense control, and cash flow evaluations for the upcoming three years. These forecasts are vital in outlining anticipated financial performance, guiding strategic decisions, and facilitating sustainable growth.

Through the analysis of market conditions and growth potential, the business aims to develop detailed financial projections aligned with its objectives. The following financial forecasts outline revenue projections, expense breakdowns, and anticipated net profits for the next three years, providing a comprehensive overview of the business's expected performance.

Indicator	2026	2027	2028
Revenue (EURO)			
Casino operations	7,000,000	9,000,000	12,500,000
Expenses (IT& Software expenses, Marketing Expenses,Professional Consulting and Taxes)			
Direct expenses	5,500,000	6,000,000	8,000,000
Net Profit	1,500,000	3,000,000	4,500,000

4. STRATEGY FOR BUSINESS GROWTH AND MARKET SHARE EXPANSION

Business Growth Strategy:

1. Market Expansion & Segmentation

- Target new geographical markets, especially emerging economies or regions with a growing online gaming population.

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- Performing comprehensive analyses of the online gaming and betting markets, with a focus on trends, player demographics, and regulatory environments in target regions, particularly areas with high concentrations of Turkish-speaking players and emerging economies.
- Identifying growth opportunities arising from increasing internet access and digital payment adoption.
- Identify and cater to niche player segments, e.g., high rollers, mobile-first users, or Turkish-speaking players.
- Explore cross-border partnerships with local operators or sports clubs to strengthen brand presence.
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- Explore cross-border partnerships with local operators or sports clubs to strengthen brand presence.

2. Product & Platform Development

- Introduce new game types (slots, live dealer, esports betting) to diversify offerings.
- Enhance the proprietary platform with multi-provider content integration and multiple payment options.
- Optimize for mobile and app-based experiences to increase engagement.

3. Marketing & Customer Acquisition

- Leverage digital marketing campaigns: social media, SEO, influencer partnerships, and programmatic advertising.
- Use affiliate marketing and strategic partnerships to drive traffic.
- Organize localized promotions, tournaments, and events to attract new players.

4. Customer Retention & Loyalty

- Implement loyalty programs, VIP clubs, and personalized bonuses.
- Offer gamification features, achievements, and community engagement tools. Use CRM systems to provide personalized recommendations and engagement strategies.

5. Responsible Gaming & Compliance

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- Integrate responsible gaming tools (self-exclusion, limits) to build trust and meet regulations.
- Ensure full compliance with local laws, AML/KYC requirements, and data privacy standards.
- Maintain transparent policies to reduce legal risks and enhance reputation.

6. Data Analytics & Business Intelligence

- Monitor player behavior, churn rates, and revenue metrics to optimize offers and retention strategies.
- Use predictive analytics for personalized marketing campaigns and cross-selling.
- Track competitor performance and emerging trends to remain competitive.

7. Strategic Partnerships & Brand Building

- Collaborate with sports clubs, event organizers, and online platforms for co-branding opportunities.
- Engage in sponsorships or esports initiatives to raise brand awareness.
- Build strong brand reputation to increase player trust and market share.

8. Financial Planning & Risk Management

- Optimize monetization strategies and pricing models for games and betting.
- Conduct risk assessment for fraud, cybersecurity, and regulatory challenges.
- Plan budgets and investments to support expansion while maintaining profitability.

9. Technology & Innovation

- Adopt AI for personalized recommendations, fraud detection, and player support.
- Explore blockchain or crypto-payment integration to attract modern players.
- Invest in platform scalability and reliability for seamless user experience.

Through a calculated step-by-step algorithm, the business aims to strategically grow its presence in the online gaming and betting markets, leveraging data-driven insights, strategic partnerships, operational excellence, and technological innovation.

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Excluded Markets

While we are committed to strategic expansion, we recognize the importance of prudent risk management. Certain markets may present regulatory challenges or limited growth potential, and as such, they are excluded from our expansion plans. This ensures regulatory compliance and mitigates risks associated with volatile or unfavourable market conditions.

Here is the list of the excluded markets.

1. Afghanistan
2. American Samoa
3. Australia
4. Austria
5. Belarus
6. Bonaire
7. Brunei Darussalam
8. Burma
9. Cayman Islands
10. Cuba
11. Curaçao
12. Cyprus
13. Deutschland (Germany)
14. Dutch West Indies
15. Ethiopia
16. France and its dependencies and territories
17. French Guiana
18. French Polynesia
19. French Southern Territories
20. Greece
21. Guam
22. Iran Islamic Republic of Jordan
23. Iraq
24. Israel
25. Laos
26. Lebanon
27. Libya
28. Malta
29. Myanmar
30. North Korea
31. Northern Mariana Islands
32. Oman
33. Pakistan
34. Palestine
35. Portugal
36. Qatar

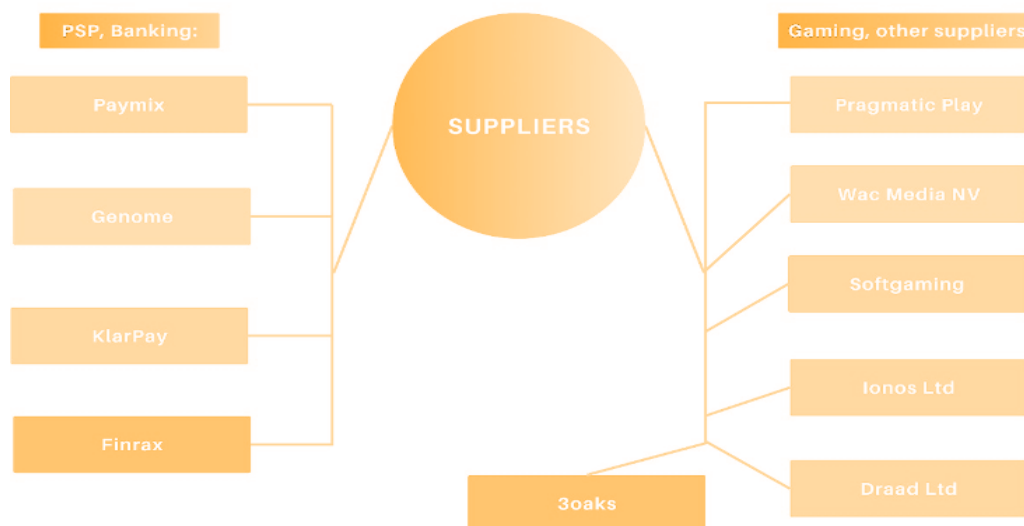
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37. Russian Federation
38. Saint Barthélemy
39. Saint Eustatius, and Saba
40. Saint Martin
41. Samoa
42. Saudi Arabia
43. Serbia
44. Spain
45. Syria
46. The Netherlands
47. Ukraine
48. United Arab Emirates
49. United Kingdom
50. United States
51. United States Minor Outlying Islands
52. Virgin Islands, U.S.
53. Wallis and Futuna Islands
54. Yemen

In summary, Onlinegaming Soft B.V. is committed to a strategic growth trajectory that emphasizes market expansion, financial prudence, and customer-centricity. By aligning our business forecast with targeted growth initiatives, we are confident in our ability to secure, maintain, and grow market share within the competitive online gaming landscape.

5. KEY SUPPLIERS AND MATERIAL DEPENDENCIES

Our operational success depends largely on the quality and reliability of our key suppliers, who will play a critical role in providing essential services and materials fundamental to our business. We are in the process of agreeing payment solutions. Among the critical suppliers we are looking to engage are:



We are going to work with payment solutions that will allow us to expand our borders and transact with EU and Non-EU service providers and clients in the future.

Our main bank account is **Genome**. Genome payment solution provides us (our Cyprus-based payment agent) with dedicated payment accounts, transfers, currency exchange and merchant accounts. Further the service offers advanced risk management tools to help us mitigate fraud and ensure compliance with regulatory requirements in the gambling industry, safeguarding both our business and our customers' interests.

Using blockchain-based cryptocurrency processing solutions to streamline our payment processes will enable us to offer faster and more cost-effective transactions while increasing transparency and security for our gambling clients. This solution offers users secure and convenient deposit and withdrawal options, thereby improving the overall user experience and increasing customer satisfaction.

To mitigate the risk of consequences of their interruption of complete loss, we plan to strengthen relationships with alternative payment solution providers to mitigate reliance on the existing ones and develop contingency plans to ensure uninterrupted payment processing in case of services disruption or complete loss.

Gaming, other services suppliers:

Partnering with Softswiss, Everymatrix and Pragmatic and many others gives us a wide range of services including access to major content providers, full spectrum of online casino and sportsbook management services, including risk, fraud and kyc management services. The company handles our digital marketing strategies with expertise tailored for the iGaming industry. Their affiliate marketing, SEO, content marketing, and social media advertising services have significantly increased our online visibility and customer acquisition. Thanks to our partners, we continue to attract new players and maximize our marketing ROI.

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To mitigate the risk of consequences of their interruption of complete loss, we plan to maintain open communication channels to promptly address any potential issues or concerns. Explore partnerships with additional media companies to diversify sourcing options.

Integration of **Pragmatic Play's** diverse portfolio of casino games enriches our gambling platform's offerings, attracting more players and enhancing player retention with engaging and high-quality gaming experiences.

Partnering with **Everymatrix** expands our gambling platform's gaming library with innovative and customizable gaming solutions, catering to diverse player preferences and enhancing competitiveness in the online gambling market.

To mitigate the risk of consequences of their interruption of complete loss, we plan to explore partnerships with additional gaming software providers to diversify our gaming offerings. Develop contingency plans to swiftly transition to alternative gaming platforms in the event of service disruption by Softgaming or Pragmatic Play.

To mitigate the risk of consequences of their interruption of complete loss, we plan to collaborate with multiple technology service providers to minimize reliance on a single entity. Implement robust data backup and recovery procedures to mitigate data loss risks.

We rely on **Softswiss** for their extensive portfolio of high-quality casino games, including slots, table games, and live dealer games. Their innovative gaming experiences captivate our players and contribute to our revenue growth. As our trusted partner, Softswiss ensures that our online casino remains competitive and appealing to players worldwide.

To mitigate the risk of consequences of their interruption of complete loss, we plan to develop relationships with backup software providers to mitigate the impact of service disruption and regularly review contracts and agreements to ensure flexibility in sourcing alternatives.

6. RISK EVALUATION AND MANAGEMENT STRATEGY

We understand the significance of minimizing risks in all facets of our online casino operations to maintain continuity and foster long-term expansion. Our risk management strategy adopts a proactive stance, utilizing strong measures to effectively tackle potential threats.

Examples of Specific Risks and Mitigation Strategies:

Management Risks:

- **Reliance on Vital Suppliers:** Operational disruptions may occur if critical suppliers, such as banking partners and game providers, experience failures. To address this risk, we maintain backup arrangements with alternate suppliers and establish contingency plans for seamless service continuity.

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- **Fraudulent episodes:** The online gaming sector is vulnerable to fraudulent activities, such as identity theft and payment fraud. To mitigate this risk, we've deployed sophisticated anti-fraud systems and protocols to identify and prevent fraudulent transactions in real-time. Furthermore, our dedicated fraud prevention team actively monitors activities and investigates suspicious behavior to protect our platform and users.

Operations Risks:

- **Technical Disruptions and System Outages:** Instances of technical disruptions or system outages have the potential to disrupt gameplay and undermine customer trust. To mitigate this risk, our IT team maintains round-the-clock oversight of technical operations, promptly addressing any bugs or system issues to minimize downtime and maintain a smooth gaming experience for our customers.
- **Data Breaches and Cybersecurity Risks:** Safeguarding customer data and financial transactions is of utmost importance. We employ robust encryption protocols and comprehensive security measures to safeguard sensitive information against data breaches and cyber threats. Regular security audits and vulnerability assessments are conducted to proactively identify and address potential vulnerabilities.

Finance Risks:

- **Market Volatility and Currency Exposure:** Currency fluctuations and market volatility pose risks to our financial performance. To mitigate these challenges, we utilize hedging strategies and closely monitor market trends to minimize our exposure to currency fluctuations.
- **Liquidity Management and Cash Flow:** Maintaining sufficient liquidity and efficient cash flow management is essential for ongoing operations. We adhere to sound financial practices, such as maintaining cash reserves and optimizing working capital, to mitigate liquidity risks and uphold financial stability.

Compliance Risks and Mitigations:

- **Changes in Regulations:** Our compliance officer diligently monitors regulatory updates, conducting regular market analyses to evaluate the impact of legislative changes. We proactively adjust our operations to adhere to evolving regulations, particularly in critical jurisdictions like Curacao, by remaining informed and preparing for forthcoming legal revisions.
- **Market-Specific Regulatory Requirements:** We meticulously assess regulatory standards in target markets and pursue local licenses as needed. Through close collaboration with regulatory bodies and obtaining necessary licenses, we mitigate the risk of non-compliance with regulations and potential legal consequences.
- **Marketing Compliance:** Oversight of all marketing activities falls under our compliance officer's purview, ensuring adherence to regulatory guidelines and norms. We scrutinize

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marketing content suitability, carefully select promotional channels, and review marketing materials to prevent regulatory infringements.

Examples of Specific Risks and Mitigation Strategies for our Platform Services Provider

Payment Service Issues

- Payment service malfunctions could result in delays in processing player withdrawals, leading to decreased trust among users and potential damage to the company's reputation. Solution: Implement redundant payment systems to ensure continuity of service, establish clear communication channels for users regarding payment issues, and maintain proactive support teams to swiftly address any payment-related concerns.

Gaming Provider Problems

- Disruptions or failures in gaming provider services might lead to game unavailability or reduced gaming options for online casino operators, affecting player engagement and satisfaction. Solution: Diversify partnerships with multiple gaming providers to mitigate reliance on a single provider, conduct regular performance evaluations of gaming platforms, and maintain contingency plans to switch providers if necessary.

Platform Breaches for Financial and Personal Data Theft:

- Security breaches targeting the platform could result in unauthorized access to sensitive financial and personal data of players, leading to legal liabilities, loss of trust, and financial damages. Solution:

Implement robust cybersecurity measures, including encryption protocols and multi-factor authentication, conduct regular security audits and penetration testing to identify vulnerabilities, and educate employees on cybersecurity best practices to prevent data breaches. Additionally, establish incident response plans to mitigate the impact of potential breaches and facilitate prompt recovery.

Market Competition

The intense rivalry within the online gaming sector poses the risk of market oversaturation and price conflicts, which could impact our market share and profitability. To counter this challenge, we differentiate our offerings by introducing innovative features, tailoring gaming experiences, and implementing strategic marketing initiatives to attract and retain customers.

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Our risk management framework encompasses both internal and external measures to ensure comprehensive oversight and proactive risk mitigation strategies.

Assessment and Mitigation:

Internal Risk Evaluation:

- We conduct regular assessments of risks spanning management, operations, finance, and compliance. These evaluations involve identifying potential risks, assessing their likelihood and impact, and devising effective mitigation plans. Risks are prioritized based on severity and probability, enabling us to focus mitigation efforts and allocate resources efficiently to areas with the highest risk exposure.

Mitigation Approaches:

- After pinpointing risks, we deploy specific strategies to minimize their impact and likelihood. These actions involve setting up alternative arrangements with key suppliers, integrating anti-fraud measures, and bolstering cybersecurity protocols to protect customer data and financial transactions. Moreover, we uphold contingency plans and disaster recovery protocols to uphold business operations in case of unexpected disruptions or emergencies.

Auditing and Oversight:

➤ Internal Audits:

- Periodic internal audits are conducted to evaluate the efficacy of risk management processes, internal controls, and adherence to regulatory standards. These audits are carried out by an independent internal audit team, providing impartial evaluations of our risk management practices.
- Findings from internal audits are documented and shared with relevant stakeholders, facilitating prompt remediation of identified deficiencies and continual enhancement of our risk management framework.

➤ External Audits:

- Reputable auditing firms conduct external audits to provide an unbiased assessment of our financial statements. These audits ensure transparency and accountability, fostering trust among investors, regulators, and other stakeholders.

Oversight Committees:

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- Comprised of senior management and independent directors, oversight committees are established to govern risk management activities. These committees scrutinize risk assessments, mitigation strategies, and audit findings to ensure alignment with organizational goals and regulatory standards.
- Additionally, oversight committees monitor emerging risks and industry trends, offering strategic guidance to bolster resilience and seize growth opportunities.

Risk Registers

We maintain risk registers to meticulously record identified risks, their potential consequences, and corresponding mitigation plans. These registers act as centralized databases of risk-related data, aiding continuous monitoring, assessment, and reporting to pertinent stakeholders.

Frequent updates to risk registers guarantee the swift identification and resolution of emerging risks, facilitating proactive risk management and well-informed decision-making.

By employing a blend of thorough risk assessment, proactive mitigation strategies, rigorous auditing, and vigilant oversight, our company strives to protect stakeholder interests, enhance resilience, and promote sustainable growth within the ever-evolving online gaming sector.

7. LEGAL AND GOVERNANCE FRAMEWORK

We prioritize transparency, accountability, and effective decision-making through our legal and governance framework. Our board of directors, comprised of seasoned professionals from diverse backgrounds, offers valuable insights into strategic planning and operational matters. Alongside the Ultimate Beneficial Owners (UBOs), they steer the company's direction, make major financial decisions, and ensure adherence to long-term objectives. Clear protocols and escalation procedures are in place to resolve conflicts promptly and prevent deadlock situations.

Our internal legal team, comprising experienced professionals specializing in corporate law and regulatory compliance, provides guidance on complex legal matters to ensure compliance with applicable laws and regulations.

Board meetings may feature invited guests such as industry experts, consultants, or regulatory advisors, depending on the agenda and specific requirements. We maintain a formal policy governing the invitation process to uphold transparency and adhere to established protocols.

Our Environmental, Social, and Governance (ESG) policy reflects our dedication to sustainability, social responsibility, and ethical business practices. It outlines initiatives aimed at minimizing environmental impact, fostering diversity and inclusion, and upholding ethical standards across our operations. Our goal is to generate long-term value for stakeholders and contribute to a sustainable future.

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8. TARGET KEY PERFORMANCE INDICATORS (KPIs) AND BUSINESS OBJECTIVES

Our success is measured through a comprehensive set of Key Performance Indicators (KPIs) aligned with our long-term business objectives. These KPIs serve as benchmarks for evaluating our performance and progress towards achieving our strategic goals.

BUSINESS OBJECTIVES



Measuring success and setting long-term business objectives for the company involves various metrics and considerations. Here's how it can be approached:

Financial Performance: Monitoring key financial metrics such as revenue, profitability, and return on investment (ROI) is essential. Long-term objectives may include achieving steady revenue growth, maintaining healthy profit margins, and maximizing ROI on investments.

Customer Acquisition and Retention: Success can be measured by tracking customer acquisition rates, retention rates, and lifetime value (LTV) of customers. Long-term objectives may focus on expanding the customer base, enhancing customer loyalty through personalized experiences, and increasing LTV through targeted marketing and retention strategies.

Market Share: Assessing market share relative to competitors provides insights into the company's position within the industry. Long-term objectives may involve gaining market share in specific segments or regions, positioning the business as a leader in key markets, and staying ahead of competitors through innovation and differentiation.

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Regulatory Compliance: Compliance with gambling regulations is crucial for long-term sustainability. Success can be measured by maintaining a strong compliance record, avoiding regulatory penalties, and

adapting to evolving regulatory requirements. Long-term objectives may include establishing a robust compliance framework, proactively addressing regulatory changes, and fostering positive relationships with regulatory authorities.

Brand Reputation and Trust: Building a strong brand reputation and earning trust among players is vital for success. Monitoring brand sentiment, customer reviews, and industry reputation can gauge success in this area. Long-term objectives may focus on enhancing brand visibility, ensuring transparency and fairness in gaming practices, and fostering a positive brand image through responsible gambling initiatives.

Innovation and Technology: Staying ahead of technological advancements and innovating in gaming experiences is crucial for long-term success. Success can be measured by the adoption of cutting-edge technologies, development of innovative gaming products, and enhancements in user experience. Long-term objectives may include investing in research and development, embracing emerging technologies like virtual reality or blockchain, and continuously improving gaming platforms to meet evolving player preferences.

Social Responsibility: We have a responsibility to address social concerns related to problem gambling and promote responsible gaming practices. Success in this area can be measured by the effectiveness of responsible gaming initiatives, community engagement efforts, and contributions to social causes. Long-term objectives may include implementing comprehensive responsible gaming programs, supporting addiction prevention and treatment services, and fostering a culture of responsible gambling within the organization and the broader industry.

By setting clear objectives and regularly assessing performance against these metrics, Onlinegaming Soft B.V. can effectively measure success and work towards achieving its long-term goals.

9. POLICIES AND PROCEDURES

Crafting comprehensive policies and procedures is pivotal to our dedication to regulatory adherence and operational excellence. To ensure the effectiveness and applicability of these policies, our internal team will undertake an exhaustive exploration of industry benchmarks, legal obligations, and best practices. This process entails thorough research, analysis, and collaboration with key stakeholders to pinpoint focal areas and establish resilient frameworks.

We will meticulously scrutinize every facet of our operations, focusing on critical aspects like cash transactions, player identification and verification, account management, and anti-money laundering protocols. Through this rigorous approach, our aim is to formulate policies that not

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only meet regulatory standards but also reflect our commitment to fostering responsible gaming practices and safeguarding the interests of our players.

In instances where specialized knowledge or expertise is warranted, we are prepared to enlist the support of external consultants or specialists. Their invaluable insights and guidance will ensure that our policies are comprehensive, effective, and aligned with industry norms.

Given the complexity and significance of this initiative, we envisage a timeline of three months for the development and fine-tuning of these policies. This timeframe allows for thorough research, stakeholder consultations, drafting, review, and finalization of the policies. Moreover, it affords the necessary flexibility to accommodate any revisions or adjustments based on feedback from regulatory bodies or other pertinent stakeholders.

Our unwavering commitment to transparency, integrity, and regulatory compliance underpins every facet of our policy development process. By dedicating time, resources, and expertise to this endeavor, we seek to establish a robust foundation for sustainable growth and success in the online gaming landscape.