

BUSINESS PLAN ONLINE 2023



ORTIZ GAMING

Ortiz Gaming was founded

Ortiz Gaming was established with the mission to provide the best gaming products for players.

Alejandro de Viveiros Ortiz began working in the **gaming industry in 1995**, when he reinvented Bingo machines, introducing a revolutionary concept to the industry, and making Bingo a profitable and sought after game. Before the new millennium, he was already a pioneer in the gaming industry.

This is what Ortiz Gaming is all about.

We strive for excellence in every detail: ensuring that all titles are fun, and full of adventure, and the games are easy to play, available in various formats and have the best sound and image quality available.

With the help of our expert professionals working in numerous countries, we are able to continually offer innovative products, services, and a wide range of gaming options.

Activity of business

- Bingo, video bingo and slots

Target Markets

- Mexico, Guatemala, Costa Rica, El Salvador, Brazil, Spain, Philippines.



Curaçao License

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- The objective is to offer our online games and services in a regulated and reputable gambling market.

Domain (s)

- PixCartela / <http://www.pixcartela.com/>

Group operations

- Operations of online gambling websites, including customer support.
- Locations of employees are Brazil and Mexico.

Software Providers/ Game Content Providers

- Platform provided by IGS Desenvolvimento de Softwares
- Game Content provided by Ortiz Gaming

Processing Solutions

- Payment processing provided by PagStar. Payment methods accepted are Pix and Credit Cards

Azung Structure

Name of Company:

AZUNG B.V.

Address of Company:

Schottegatweg Oost 10

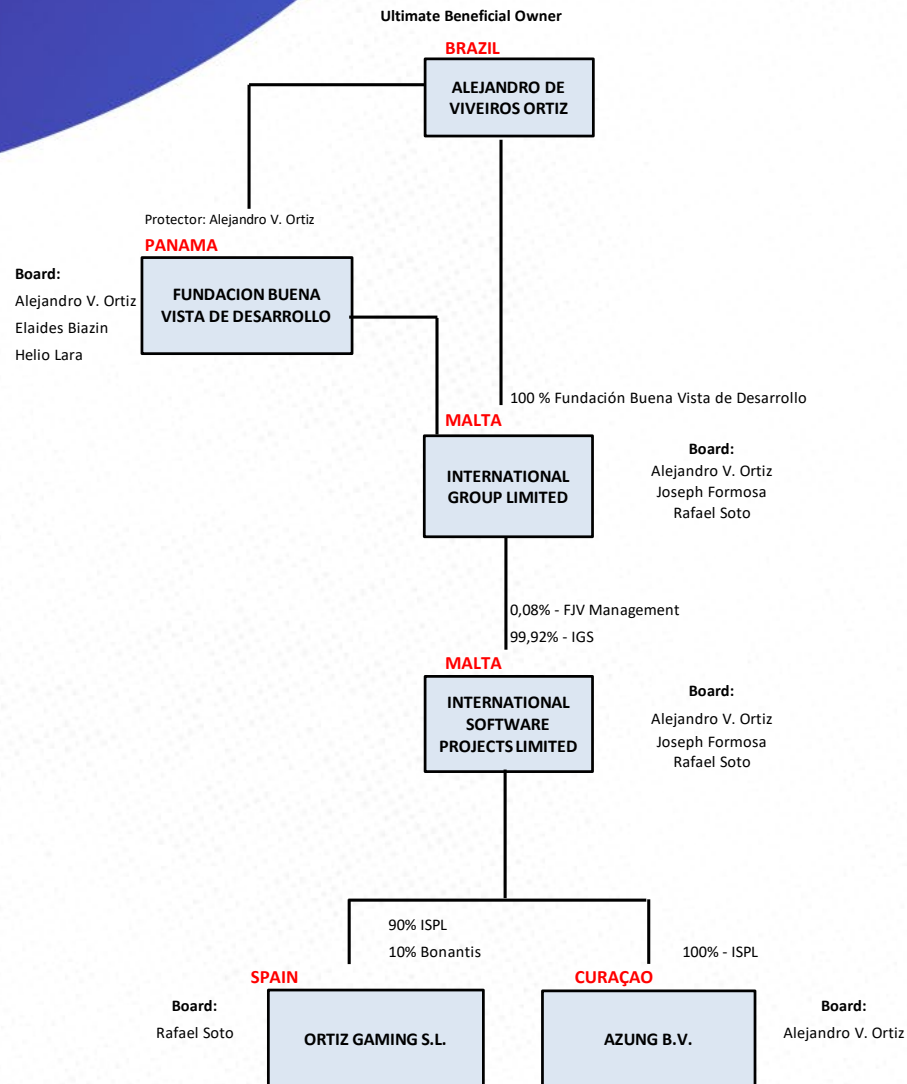
Unit 1-9, Bom Bini

Business Center

Curaçao

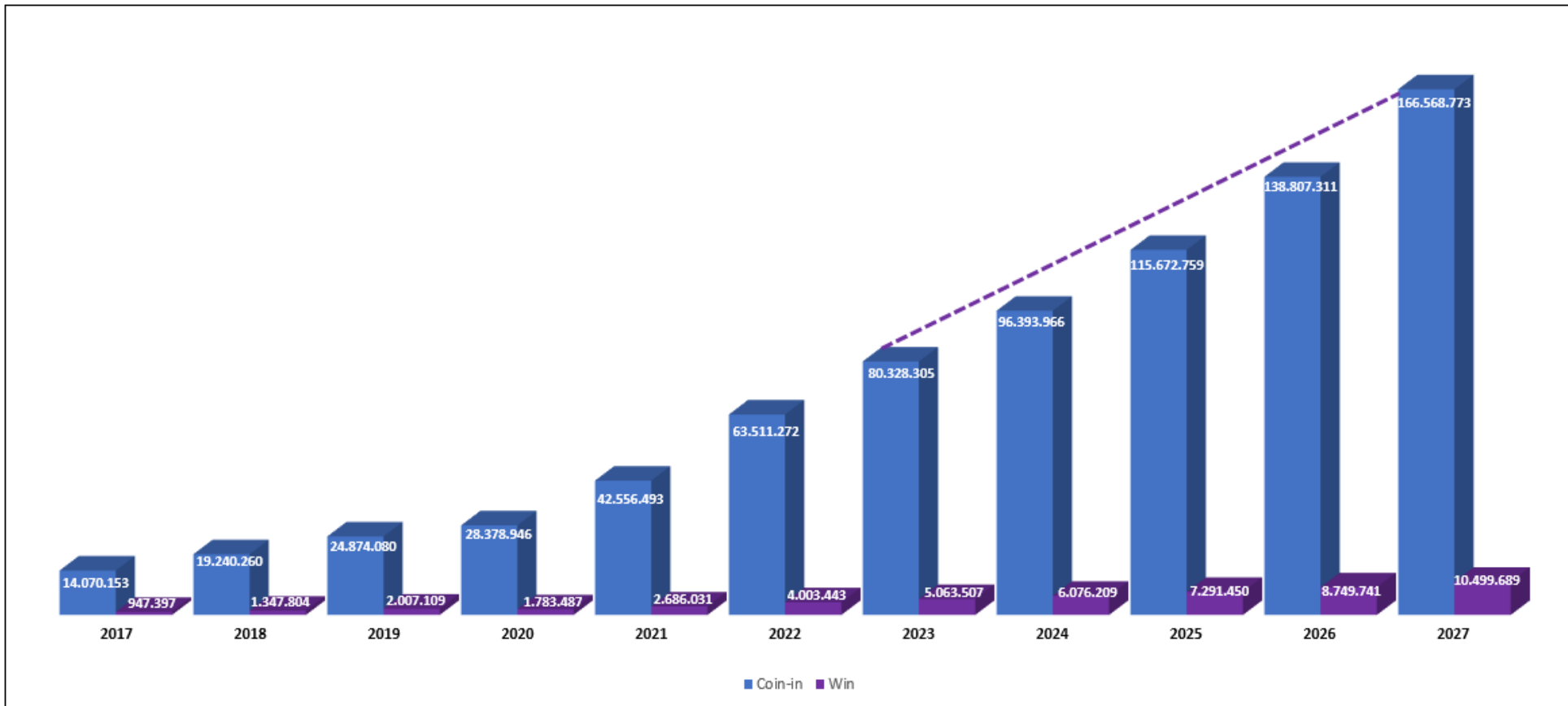
Registration Number:

163067



Coin-in x Win Budget 2023 - 2027

Estimated growth of 20% each year.



STRENGTHS

- Quality of Games.
- Brand tradition.

WEAKNESSES

- Constant problems on platforms.
- Delay in identifying and solving problems.
- Many undocumented and unoptimized manual processes
- Delay and difficulty in integrating new partners.
- No new game releases.
- Lack of planning and demonstration of actions.
- Lack of certifications and licenses.
- Failures in the relationship with operators
- Team.

OPPORTUNITIES

- We operate only in a small portion of the market (around 1%).
- Certified markets.
- New types of games (Ex: Slot).
- New business models.

THEATS

- Regulatory issues.
- Increased competition in the market
- High employee turnover.

Targets 2023

- ☐ Have 40 active operators (compared to 2022, which closed at 23)
- ☐ Area revenue at US\$420k per year (2022 closing around US\$331k)
- ☐ 20% growth in average revenue from the current 23 customers (raise)
- ☐ Search for certifications to operate our games.
- ☐ Release of a new game per month.
- ☐ Run promotions on our games.
- ☐ Launch games with new concepts.
- ☐ Having our own platform.
- ☐ Create customizations in games on commemorative dates.
- ☐ Having a new server structure with redundancy and active monitoring
- ☐ Development team restructuring, raising the technical bar
- ☐ Make a monthly income statement regarding the achievement of these goals

Ortiz
GAMING