



Group Six N.V.

Business Plan



Group Six N.V.

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Introduction

- The idea behind Group Six was created by a group of 6 dedicated, knowledgeable, highly skilled professionals who collectively hold more than 50 years of experience and have earned their spot in different sectors within the online gaming industry who already know each other from working in the same industry. They saw opportunities in the market, and decided they had to join forces and expertise and form Group Six N.V. to materialize those opportunities.
- The company's main activities include amongst other, online sports betting, all casino games, instant games and eSports betting. Value-driven bettors will **discover us** through effectively optimized and localized channel marketing; and **bet with us** because of our efficient UI / UX, **stay with us** because of our unique engagement tools and superb customer service and **trust us** because of our “no fine print” policy, which all lead to a very personalized experience for our players.
- Our services to our customers will leverage on a stable Gaming System provided by our trusted platform partners and we will continuously assess our systems to ensure that local regulatory requirements across the different jurisdictions are catered for by our system to ensure compliance.

The ultimate beneficiary owner and shareholder of the company is Mr. Martijn Peters.

Company`s goals

- Group Six N.V. is a Curaçao based company with the focus on the online gaming industry.
- The company will be fully licensed (Antillephone) and will have a back up server installed on Curaçao as well.
- The company wants to offer a **safe, player friendly environment**, where their customers can enjoy online gaming entertainment with the **games and verticals they like**, the service they need and **personalised offers**. Initially, there will be a strong focus on the Latam area. The company will be compliant with the local and worldwide regulations.
- Having a professional service minded support desk is one of the standards the company wants to implement together with safe payment methods for the player.
- The company will work with preferred and well-known suppliers and business partners.
- Launch and fully operational date of the structure will be February 2022.

Vision and Mission

Vision

- To be the No.1 brand of choice for players worldwide by offering the best quality and variety of betting games and offerings to our players while keeping it “fresh and fun” at all times.

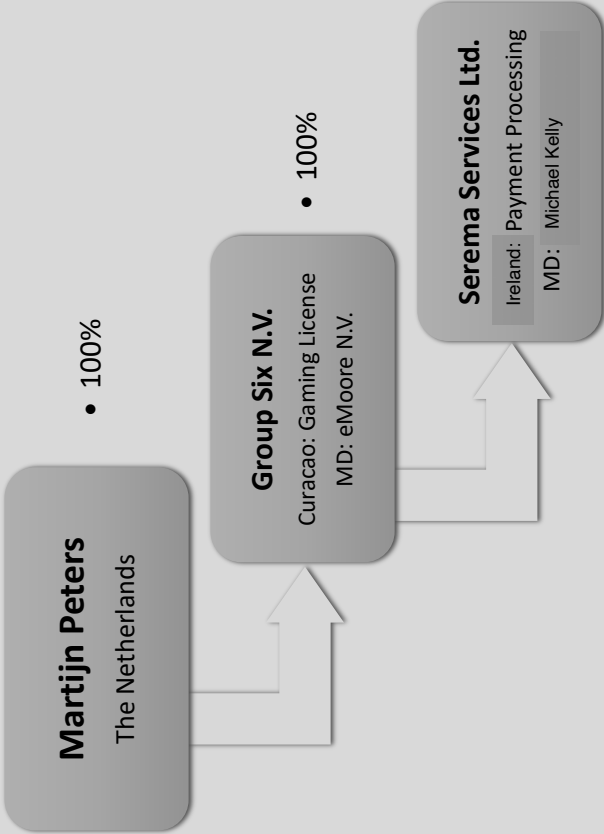
Mission

- To offer the highest value by providing a reliable, easy to use, fun and secure betting environment for global customers to conveniently bet any amount and find all their favorite games under one roof.

Values

- **Integrity** - We are an organization which always acts with honesty and integrity.
- **Passion** - We support a workforce that is putting its heart and mind into its work, as they will generate the best results.
- **Customer Centric** - We focus on the customer in everything we do and our core value is “make each player feel like they are all that matters”.
- **Teamwork** - By fostering a collaborative, constructive culture within the company we maximize the effectiveness of our workforce.
- **Uniqueness** - Our strength is in each of the Group Six N.V. fields of expertise and our collaboration, this also enhances our ability to offer exclusive, custom-made content to our players.
- **Loyalty** - We pride ourselves on our loyalty to our customers, each other, and equally to our values.

Corporate Structure



Meet the team – areas of expertise

- **Martijn Peters** – UBO
- **Anna-Maria Pistika** - CEO
- **Ramil Gizetdinov** – Player Acquisition and Affiliates
- **Carlos R. Vargas** – Sports and Land based
- **John Smith** – Marketing & player engagement
- **Mario Flores** – Corporate affairs, Legal & Compliance and Banking

Meet the team – short resumes

- **Martijn Peters:** entrepreneur and co-founder with over 11 years experience in the B2B and B2C online gaming industry. Having held key posts such as CEO of Platipus Ltd and TotalGame, Martijn is an expert at identifying gaps in the market and exploring and pursuing ways of successfully filling them with the right business ventures, as well as an expert at managing organizations and acquiring and building strategic partnerships.
- **Ramil Gizetdinov:** entrepreneur, co-founder and owner of multiple businesses within the online gaming industry over the past 11 years and very strong sales experience over the past 17 years, he is excellent at identifying opportunities and pursuing them accordingly. He is also an expert on customer and partner acquisition.
- **Carlos R. Vargas:** 23 years experience in both online and land-based Sports Books and casinos, he has held various key positions in both the B2B and B2C environments. He has very strong business development and market expansion skills and extensive experience in the LatAm markets.

Meet the team – short resumes

- **Mario Flores:** with over 15 years experience in the legal field within the casino and gaming business space, Mario's impeccable organizational skills and knowledge of the legal, compliance and banking industries make him an absolute asset to Group Six N.V.
- **John Smith:** having worked in sales and marketing for over 20 years, he is always looking for new technology and new opportunities. John is driven by new concepts whilst still maintaining the trusted old-fashioned values of customer care and ethical business marketing. Some of the key positions John has held include CEO of Thunderbite, CEO of MorganAbby, UK Sales Director of Fanbooster and Sales Director EMEA of Projectplace.
- **Anna-Maria Pistika:** over 11 years experience in key positions in the gaming industry, she has extensive experience in operations, marketing and business, brand, and market development in both regulated and unregulated markets globally. She is passionate about the industry and in particular exploring new opportunities and technologies. Some of the operators she has worked with include Pinnacle Sports, Digioutsource services and OPAP S.A.

Third Parties

- **Local**
 - Antillephone
 - Baker Tilly
 - E-Commerce Park
 - eMoore
- **Non-Local - Affiliates**
- **Banks**
 - SatchelPay
 - Migom
 - Paymix
- **IT and Support**
- **Software Providers**
 - Softswiss
 - Thunderbite
- **PSP's**
 - List in Appendix A

Business Strategy

Group Six N.V. aim to base their brands on the following

4 differentiation pillars:

- **Best UI / UX.** Ease of use, everything at 1 or at most 2 clicks away, simplicity and high-quality content. “Minimal noise – Maximum effectiveness”.
- **Personalization.** Every player sees the content which fits their preferences and receives only relevant communications.
- **Unique and fun engagement methods and tools.** From day 1, players will have a fast, enjoyable and seamless interaction with the brand through fun and engaging instant and mini games breaking the norm as is “traditional” in the industry.
- **Supreme customer assistance.** Every player should be treated like the only player the CS agent is dealing with. Politeness, integrity, knowledge of the product and speed and efficiency of service will be at the core of the CS values.

Product

Online Gaming Operator:

- www.betssupreme.com
- Casino games (Live and RNG)
- Sportsbook / sports betting
- Instant & scratch games
- Exclusive to market games
- E-sports
- Lottery
- Virtuals



Target Markets



Group Six N.V. will appeal to all value and betting taste players, adding another uniqueness to its brands, from casual recreational players, to savvy bettors to fun loving esports players. As such we will focus our marketing acquisition activities on the aged over 18 betting audiences in our regions of interest starting with Latin American countries such as Brazil, Peru and Chile, and later expanding to India and Canada markets as well.

SWOT Analysis

Strengths:

- Experienced, dedicated knowledgeable team
- Intuitive and localised UI and UX
- Unique games

Weaknesses:

- LATAM challenging market

Opportunities:

- Solid business partners
- Dedicated engagement tools

Threats:

- Existing Competitors
- Land-based monopolies

Marketing

We will operate **4 key channels** to contribute towards our integrated marketing approach:-

- **Affiliate Marketing** – working with affiliates and offering exclusive deals to drive new depositing players using CPA, rev share and volume commission deals;
- **Customer Engagement** – Specialized custom designed instant games and rewards, CRM, social media, content & SEO;
- **Design** – optimized and engaging design style across all on and offline media;
- **Localization** – adapting our tone of voice and call to action to better resonate with the corresponding country's betting public.

This accountability, tracked constantly and updated weekly, will form the core of our marketing efforts and make our budget and manpower work in the most efficient way possible.

Marketing Objectives

The **lead 4 marketing objectives** are:-

- New player registrations – attract players to register with us through a **simple and efficient** registration page.
- New funded accounts – to give offers across all verticals to attract – and keep - the interest of new depositing players.
Break from the norm.
- Active players – To build a **loyal** active player base via efficient conversion, retention, cross-sell, upsell and player engagement tools and rewards.
- Higher value players – offer exceptional dedicated service and value for our top tier players.

Source of Funding

Mr. Martijn Peters, the UBO, will be re-investing his profits from his other companies, and as such will be the sole shareholder of the company.

The other 5 professionals will work on a Joint Venture-Collaboration basis (expertise, experience, labour), and at a later stage in a share profit construction and or a consultancy fee.

The funding of the company will come from:

- The UBO's personal income and savings
- Profits from his other B2C companies which will be re-invested in Group Six.

Financial Forecast

FINANCIAL PROJECTIONS BETSSUPREME				
	Year 1	Year 2	Year 3	
Active players	5,686	6,538	7,323	
Turnover	€ 24,371,415	€ 34,119,981	€ 39,237,978	
GGR	€ 731,142	€ 1,023,599	€ 1,177,139	
Gaming Commissions	€ 109,671	€ 153,540	€ 176,571	
Net Revenue	€ 621,471	€ 870,060	€ 1,000,568	
Operating Expenses				
Marketing Costs	€ 217,515	€ 261,018	€ 300,171	
Operating Costs	€ 124,294	€ 174,012	€ 200,114	
Other Costs	€ 62,147	€ 60,904	€ 50,028	
Earnings Before Tax	€ 217,515	€ 374,126	€ 450,256	
Tax (@2%)	€ 4,350	€ 7,483	€ 9,005	
Net Earnings	€ 213,165	€ 366,643	€ 441,251	

Contact Details

Martijn Peters

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Appendix A

PSP's

EasyPaymentGateway	Baloto
Devcode (PSP integrator)	PagoEfectivo
AccentPay (payment aggregator)	SafetyPay
Skrill	Mobiamo
Neteller	PIX
Paysafecard	Webpay
Trustly	OXO
Qiw	ForumPay
Zimpler	Circle K,
Instadebit	7 Eleven
iDebit	Multired Globa
Ecopayz	Todito Cash
MuchBetter	SPE
PagoFacil	Waldo's
RapiPago	Inovapay
Mercado Pago	Apcopay
Boleto	CoDi