



Business Summary

Prepared for
Cosmos 3
Caribic Casino

Prepared by
Peak Interactive N.V.

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1.0 Executive Summary

It takes real effort and financial commitment to grow any business. With Peak Interactive, our team not only recognizes the success factors in our space, but more importantly has the complete understanding that content in today's marketplace is a driving factor to success. As such, Cosmos 3 N.V, with the asset of Caribic Casino, provides 1,000 units of content spread between 15 suppliers to end users. It is this content and suppliers diversification that propels our acquisition.

Any new business requires its own capital, personnel and growth strategy. We understand this. We also understand that the gaming business is not about offering a game a chance – it's about offering **an entertainment service that enriches the lives of our customers**. And to enrich the lives of customers, you need to understand who they are and what they want.

A trait that many “internet cowboys” never really understood.

We do.



2.0 About Us

The Peak Interactive team has the extensive industry experience and commitment to leverage 20 years of Peak branding. Established in 1997, Peak is considered one of the first five to have launched the online gaming industry. Since that time, the brands have built a solid reputation having processed over £3.9 billion in secure gaming transactions to customers world-wide, winning numerous awards for best service, fastest payouts and best reputation. Management values this history and views it as an asset that needs to be capitalized in the market place with Caribic Casino.

2.1 Mission and Core Values

THE TEAM MISSION

The mission of Peak Interactive is to execute an aggressive geo-targeted marketing strategy to turn attrition rates from negative to positive thereby achieving a sustainable profit model for the company and our partners.

THE TEAM COMMITMENT

Leveraging our brands, talents and resources along with real marketing dollars, we can provide the venture with the assets needed to be operationally flawless while focusing on a loyal customer base.

THE TEAM EXPERTISE

With our team of highly experienced and ethical professionals, this gaming operation is in capable hands and will grow.

THE TEAM CORE VALUES

- **Know our customer.** Ask our customers, and then listen.
- **Integrity.** Say what we do, and do exactly what we say.
- **Creativity.** Continually raise the standards of how we develop and execute an idea.
- **Responsibility.** Compulsive gaming is not profit, it's someone's illness.
- **Passion.** If there is passion, there will be commitment.

2.2 Office Locations:

- Curacao and multiple remote locations world-wide.

2.3 License

- Licensed in Malta through EveryMatrix
- Operational servers located in Malta
- Website informational servers located in Romania

2.4 Processing

- EveryMatrix's – Money Matrix
- Turnkey services and oversight provided EveryMatrix

3.0 The Opportunity

The opportunity to capitalize upon the infrastructure, brands, marketing channels and loyal customer base already in place with Caribic Casino is enormous. This allows Peak Interactive to seamlessly continue to offer customers a full range of gaming products while providing us the ability to immediately focus on what we need to do – **GROW THE BUSINESS.**

With our rich team of experience and commitment, we can take Caribic Casino's impressive gaming products to new levels of success. With ever-improving products and state-of-the-art slot designs, the future is already looking much better.

With online gaming growth expected to continue on an upward trend line, we know that over the next four years new gamblers will emerge into the marketplace and do so with a strong commitment to brands they know and trust. In casino, cash play is still emerging in Europe and beyond. South America is about to explode on all fronts. Asia is gaining ground in the casino and poker community (as expected) and with the emergence of little unknown niche markets; our market opportunity to tap new players is ever growing.

In short, the Cosmos 3 Company needed someone that wanted to take the brands to the future.

We've arrived.



Opportunity to Leverage Mobile Gaming/Marketing



A driving force for the positive growth of the online gaming market is wireless technology provided by EveryMatrix. We view mobile marketing as a key to our product mix. Especially in marketing

Opportunity to Leverage Live Gaming



As Asian and German players greatly prefer to play with “real” cards with a “real” dealer, we have the ability to provide the technology to satisfy the desires of these highly sought after players. As with mobile gaming, operators are often slow to discover the obvious. Thus again we are already a step ahead, but will tread these media carefully and properly.

Opportunity to multi-chain slot providers

Caribic Casinio is supplied by 15 suppliers thereby allowing the product to offer a massive range of gaming experiences to the end user. This diversified offering allows us to tap into multiple segments of customers that like different games.

 109 games	 74 games	 NOVOMATIC GROUP	 9 games	 Future Gaming Solutions
 22 games	 127 games	 6 games	 150 games	 140 games
 16 games	 114 games	 22 games	 16 games	 114 games

Opportunity to Leverage Product Distribution Channels:

Our products can offer the customer four methods to use our brand.

- Flash
- Mobile
- Live web casting

The value and marketability of multiple distribution channels for each product line creates not only more end user accessibility, but also directly creates several customer segments. By having various channels of distribution available to the customer, this significantly enhances our marketability, widens the market potential and revenue streams. We consider this a key marketable asset in the market place.

Sportsbook:

While we are not in the sportsbook game, we have the chance in the future if we want it with a complete sports betting solution by EveryMatrix. It is a bridge to cross in the future if we want to. But, at least it is a bridge already being built for us. If we decide to cross it, we'll let you know. We intend to focus on what we have.

- Football
- Racing
- Boxing
- Tennis
- Cricket
- Rugby



4.0 Marketing

Marketing Overview

Marketing is a venture's most precious asset. Prior to our acquisition, the brands have been sorely neglected. By no means will what you will read below will occur overnight, but they will nonetheless occur in time and with proper thought and planning.

By properly defining our targets and spending attentively on our buys, the business shall cycle correctly and produce positive results. If we clog our marketing channels with waste, confusion, "gut feelings" and broad undefined buys, then the venture will become just another "Internet cowboy joint."

We will market the brands using three methods of execution:

- @ Visibility
- @ Product Distribution
- @ Service

VISIBILITY – Overview

The difference between the top companies vs. the lower tier limper brands in any market is visibility. With years of experience overseeing licensees turn skeptical net surfers into offshore gaming customers; we do understand consumer behavior and how to reach them. With competition ranging around 1000 in the space, we do have proven experience with competitive marketing and operating large complex customer service centers to support our products. We know what the value of staying in the mix adds to the company. It is important to note that anyone can buy media, create a promotion or magazine

advertisement. The difference is that THIS management knows what it will take to be seen effectively and how to do it economically with **results that count.**

Collectively, having been deeply entrenched in marketing endeavors for over 100 online gaming operations U.S. domestically and internationally, we are confident in our marketing abilities to direct net and ground traffic to the brands. As the brands websites are considered the store front of new sales, we will extend our knowledge base by recruiting the best consumer retail net traffic specialists and gaming centric marketing associates we can attract. Such specific talent will allow management to have the resources to focus on directing the company's growth, rather than playing "jack-of-all trade roles." In the end, we fully expect that by meshing all of our marketing skills we will create nothing short of a dynamic marketing team.

The brands will be guided by the Management team for all major aspects of our marketing efforts. However, external marketing firms will also direct and oversee the marketing efforts with our selected markets.

VISIBILITY – The net and beyond

Internet visibility will naturally be a key driver. Many operating a net business often decide that their marketing should apply wholly to the net. Most often these operations fall into the belief that net marketing is the easiest and cheapest route that one can use to spread their message, as "the world is just a click away." The world is not a target and it's certainly not a click away.

Regardless of budget, skill or product appeal, the brands will never shoot marketing dollars down a craps table of "different" or non-traditional campaigns when trying to regain traction and proper profitability. **We define and target with precision.** One defined single \$5,000 spend is often far more effective than gambling on a \$500 ad network buy that covers 300 sites. We frequently hear that targeting consumers through banners or e-mail is useless. We agree that conversion rates are 1.1% at best if you direct the customer to a useless site. But, people do click. Our responsibility is to ensure that our product offering is clear and then simple to accept. Once this is perfected the site can produce double-digit conversions. We know this to be valid, as we have seen it for ourselves on multiple occasions within the gaming space. Moreover, getting to the top of Google is not as simple as buying a keyword. SEO professionals handle that and it takes time.



Having "affiliates" is a massive technical network spearheaded by a highly skilled Affiliate ManagerS. Not just a guy. Buying any media is as easy as signing a deal, but skilled buyers do not buy deals, they create them with media channels that produce a target in quality. In this regard, we are not solely speaking in terms of net buys. Unlike most net businesses we will branch out to media outside the confines of the net. To create a pull to the brands, we will spend a considerable portion of our marketing resources on

traditional media channels as well as new age media channels such as mobile marketing that will get our message directly in the hands of consumers.

Beyond placing carefully targeted and properly developed campaigns into specific markets has always proven to be an effective vehicle in branding any consumer products.

We know by experience that radio sticks into the minds of a captive audience. Business executives via news radio, commuters via music and news radio, students via university radio, parents via light radio and of course sports fan radio. We are not only speaking in terms of “on air” but also “on net” as well. This is branding and growth in tradition.

As the company regains traction, TV advertising/Sponsorship is an avenue that we will incorporate into our marketing. With hundreds of channels to choose in any given household, per localized market, the amount effective inventory is widespread. Regardless if a channel is national, a buy on a feed can be targeted down to a town in many cases. This is our goal. Keep it local. Also, as with radio, our spots will not be airing just over cable or satellite, but the growing net social channel spaces as well.

Lastly, social media. We agree. A massively viewed YouTube video is just as impressive as people watching Britain’s Got Talent. The marketing team will work extensively on creating a social network of Twitter, YouTube, Facebook, and various other hot spots.

VISIBILITY - Go local. Know our customers. Know our limits.

As already stated we will not only go local with our media coverage in our key markets, but also get down on the ground with our sales efforts. It is widely known that companies such as Anheuser-Busch and Coca-Cola are worldwide brands. However, what is not all that widely known is that each achieved this position by adjusting to local tastes and marketing down to a neighbourhood. This marketing concept will be applied as aggressively as possible beginning with our website being offered in multiple languages as a basic but effective cover all to satisfy roaming traffic and affiliate partners.

The initial targets (known to us) will be markets with large, well-developed and tightly packed populations. While this is a metro market generalization, our marketing associates will push the message to specific suburbs, towns and roadways, and will target specific neighbourhoods if large enough. As we gain traction in our chosen markets, we will expand in proper proportion.

VISIBILITY-Viral

If by local news, a column in *the Mirror* or in a CNN International story, media buzz (for free or paid) is an area in which industry leaders have all have done well. We will aim to get noticed as much as possible as well, but not tossing away \$50,000 a month in useless magazines with “branding” ads. Rather, campaigns will have an actual thought behind them, with a conversion purposes.

When we speak of tradition in marketing, just about every business small or large accounts for word of mouth recommendation to add to their bottom line. Countless

“world famous” businesses and attractions were built on word of mouth alone. We know that it’s a factor to consider. However, we know that strategic viral marketing can be a significant driver with the advent of web 4.0 and social networking. However, the bottom line is that while we cannot predict the viral outcome, we know we will get positive feedback and response based on our new Harrah’s developed player’s rewards systems and segmentation standards.

6.3 Product Distribution – The big picture

The value and marketability of **the brands** as brand names in conjunction with multiple product deliveries and enhanced point of sale websites creates not only more customer accessibility, but also directly creates several customer segments beyond our direct localized targets. By having various channels of distribution to gain a customer, this significantly enhances the marketability of each brand, widens the market potential, revenue streams and diversifies our risk. We consider distribution a key factor that will re-create our position in the market place.

6.4 Service! Service! Service! –The brands raving service standards

The common question for any new company to emerge in a space is “**what makes you different?**” The fact is this; roulette is played exactly the same in every casino. Offering 6 variations of Roulette for all intents and purposes is not overwhelmingly different either. So, what sets apart each site or supplier of this service from the rest? Just like in Las Vegas, whereby each hotel offers the exact same table games and slot machines, it all comes down to a quality delivery of the message, product, service and “experience.”

“Good customer service is the lifeblood of any business.”

We have heard that over and over. But how many organizations really know how to deal with that statement? This is why some win the service race and others utterly fail. It is known that companies providing raving service in fact do sell more and retain customers far greater than companies that fall short.



Fortunately each member of the management team has relied on customer service for our livelihood throughout our careers in one respect or another. Let’s be honest, this is an industry whereby customer service really is the face of the business, we actually understand that:

“Good customer service is the lifeblood of any business.”

5.0 Conclusion

The value of our (new) EveryMatrix partnership is many, but to summarize, the strength of our collective success lies in each of us providing our respective parts.

Peak Interactive

- Market using top tier software as advantage
- Enhanced Customer Service Model
- Marketing
- Pooling of marketing programs and joint partnerships
- Solid operational experience

EveryMatrix –Core Supplier

- Continued delivery of state-of-the-art slots
- Continued innovations
- Consolidation of service points of contact
- Mobile gaming