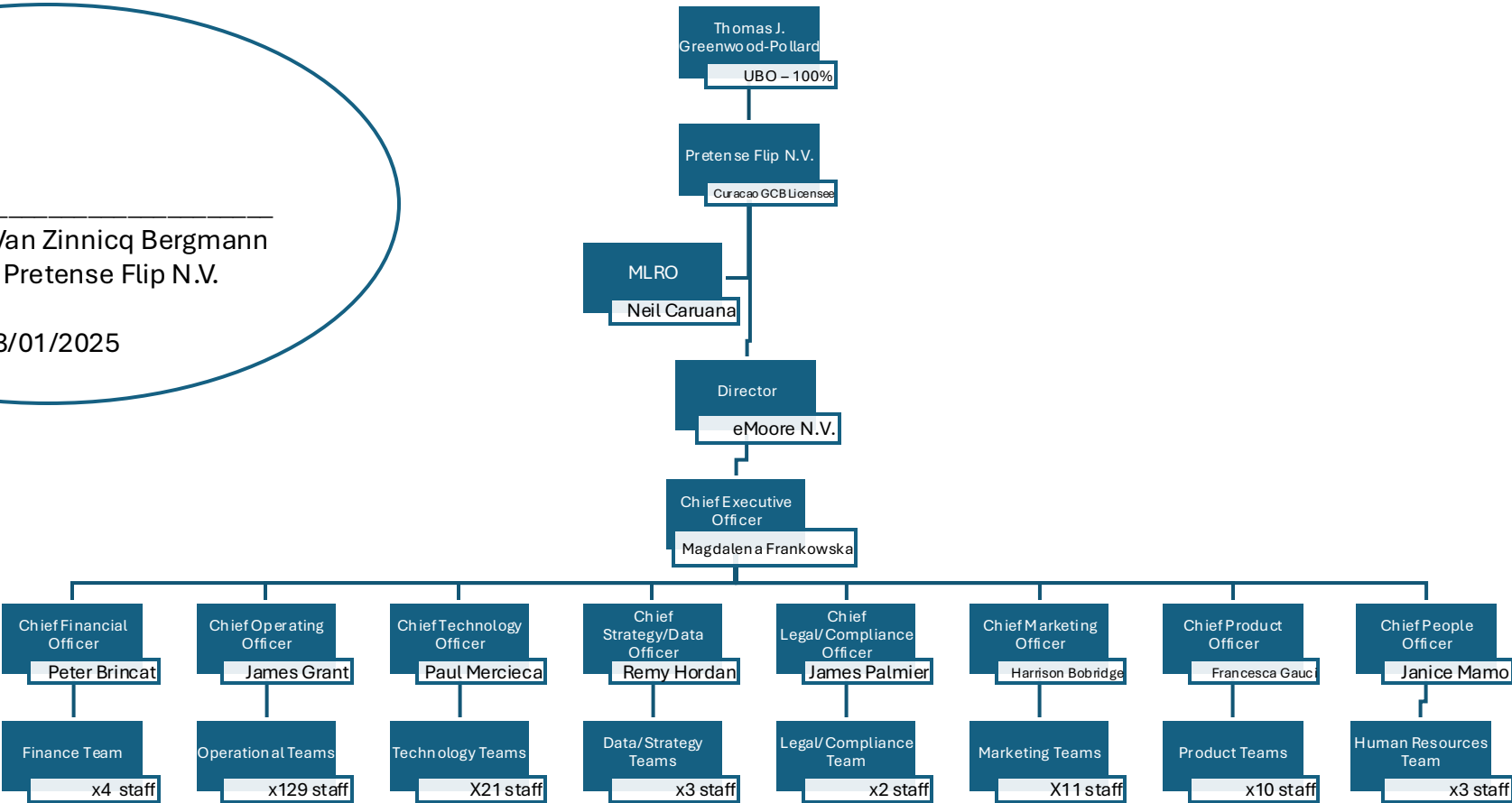


Pretense Flip N.V. Organization Chart: Key Responsibilities and Controls

George F.J.M Van Zinnicq Bergmann
Director – Pretense Flip N.V.
13/01/2025



Pretense Flip N.V. Organization Chart: Key Responsibilities and Controls

1. Ultimate Beneficial Owner (UBO)

Thomas J. Greenwood-Pollard

Role: Holds ultimate ownership and control over Pretense Flip N.V.

Responsibilities:

- Provides strategic direction and ensures the financial health of the company.
- Oversees high-level compliance with relevant regulations and maintains corporate governance standards.
- Engages in major decision-making processes, particularly those affecting long-term strategy and capital allocation.
- Ensures that the company's operations align with shareholder interests and corporate values.

2. Board of Directors

eMoore N.V. (Corporate Service Provider - CSP)

Role: Acts as the director of Pretense Flip N.V.

Responsibilities:

- Ensures the company operates within legal and regulatory frameworks specific to the remote gaming and sportsbook industry.
- Provides strategic oversight and governance, focusing on the long-term sustainability of the business.
- Monitors and evaluates company performance against objectives, ensuring alignment with the strategic plan.
- Reviews and approves major policies, financial plans, and significant capital expenditures.

Pretense Flip N.V. Organization Chart: Key Responsibilities and Controls

3. Money Laundering Reporting Officer (MLRO):
Neil Caruana (Reports directly to the Board of Directors)
Outsourced from Ayama International Ltd (Malta)

Responsibilities:

- Oversees the implementation of anti-money laundering (AML) measures and ensures full compliance with AML regulations.
- Develops and enforces policies and procedures to detect and prevent fraudulent activities within the remote gaming and sportsbook operations.
- Manages the company's payment processes, ensuring they meet all regulatory requirements and operate securely.
- Conducts regular risk assessments and internal audits, reporting findings and recommendations to the board.
- Liaises with regulatory bodies and law enforcement agencies as necessary.

4. Chief Executive Officer (CEO)
Magdalena Frankowska
Outsourced from Spintech Ltd (Isle of Man)

Role: Leads the executive team and oversees overall company operations.

Responsibilities:

- Develops and implements business strategies to achieve company goals, with a focus on the remote gaming and sportsbook markets.
- Ensures effective communication between the board and management team, fostering a culture of transparency and accountability.
- Oversees day-to-day operations, ensuring alignment with the company's strategic objectives and regulatory requirements.
- Evaluates company performance, identifying areas for improvement and driving continuous innovation.

Pretense Flip N.V. Organization Chart: Key Responsibilities and Controls

Direct Reports to the CEO

5. Chief Financial Officer (CFO)

Peter Brincat

Outsourced from Ayama International Ltd (Malta)

Role: Manages the company's financial planning and reporting.

Responsibilities:

- Oversees budgeting, forecasting, and financial analysis, ensuring financial stability and regulatory compliance.
- Implements financial controls and risk management strategies tailored to the remote gaming and sportsbook industry.
- Manages financial audits and ensures accurate and timely financial reporting.
- Advises on financial implications of strategic decisions and business development initiatives.

6. Chief Operating Officer (COO)

James Grant

Outsourced from Ayama International Ltd (Malta)

Role: Oversees daily operations and ensures efficiency.

Responsibilities:

- Implements operational strategies and process improvements to enhance service delivery and customer experience.
- Manages resource allocation and operational budgets, optimizing costs and operational efficiency.
- Ensures operational risks are identified, assessed, and mitigated effectively.
- Coordinates with other departments to ensure seamless operations and compliance with industry standards.

Pretense Flip N.V. Organization Chart: Key Responsibilities and Controls

Direct Reports to the CEO

7. Chief Product Officer (CPO)

Francesca Gauci

Outsourced from Ayama International Ltd (Malta)

Role: Leads product development and management.

Responsibilities:

- Oversees the product lifecycle from ideation to launch, ensuring products meet market demands and regulatory requirements.
- Collaborates with cross-functional teams to drive innovation and enhance the user experience.
- Monitors product performance and implements improvements based on customer feedback and market trends.
- Ensures all products comply with relevant gaming regulations and standards.

8. Chief Strategy and Data Officer (CSDO)

Remy Hordan

Outsourced from Ayama International Ltd (Malta)

Role: Develops and implements the company's strategic initiatives.

Responsibilities:

- Oversees data management and analytics to inform strategic decision-making and drive business growth.
- Ensures alignment between business strategy and data insights, identifying opportunities for innovation and improvement.
- Analyzes market trends and competitor activities to inform strategic planning and positioning.
- Leads strategic projects and initiatives, ensuring they are delivered on time and within budget.

Pretense Flip N.V. Organization Chart: Key Responsibilities and Controls

Direct Reports to the CEO

9. Chief Technology Officer (CTO)

Paul Mercieca

Outsourced from Ayama International Ltd (Malta)

Role: Oversees the company's technological infrastructure and strategy.

Responsibilities:

- Manages IT resources and ensures robust cybersecurity measures are in place to protect company and customer data.
- Leads technology innovation and implementation, ensuring the tech stack supports business objectives.
- Ensures technology solutions are scalable, reliable, and compliant with industry standards.
- Coordinates with product and operations teams to integrate technology solutions seamlessly into the business.

10. Chief Legal and Compliance Officer (CLCO)

Dr. James Palmier

Outsourced from Ayama International Ltd (Malta)

Role: Manages legal affairs and ensures compliance with regulations.

Responsibilities:

- Oversees corporate governance and ethical standards, ensuring the company operates with integrity.
- Advises on legal risks and mitigates potential liabilities, particularly in the context of gaming regulations.
- Ensures compliance with all relevant laws and regulations, including those specific to the remote gaming and sportsbook sectors.
- Manages relationships with external legal counsel and regulatory bodies.

Pretense Flip N.V. Organization Chart: Key Responsibilities and Controls

Direct Reports to the CEO

9. Chief Marketing Officer (CMO)

Harrison Bobridge

Outsourced from BWG Services FZCO (Dubai)

Role: Develops and implements marketing strategies to promote the company's brand.

Responsibilities:

- Oversees marketing campaigns, public relations, and customer engagement initiatives.
- Analyzes market trends and adjusts marketing strategies accordingly to maintain competitiveness.
- Manages marketing budgets and ensures a positive return on investment, focusing on customer acquisition and retention.
- Collaborates with product and sales teams to align marketing efforts with business objectives.

Chief People Officer (CPO)

Janice Mamo

Outsourced from Ayama International Ltd (Malta)

Role: Manages the company's human resources and organizational development.

Responsibilities:

- Develops and implements HR strategies and initiatives aligned with the overall business strategy.
- Oversees recruitment, onboarding, and retention processes to attract and retain top talent.
- Manages employee relations, ensuring a positive work environment and addressing any issues that arise.
- Designs and implements training and development programs to enhance employee skills and career growth.
- Ensures compliance with labor laws and employment regulations.
- Collaborates with other executives to ensure HR policies and practices support the company's strategic goals.

Pretense Flip N.V. Organization Chart: Key Responsibilities and Controls

Direct Reports to the CEO

Note: Hierarchical Team Structures

- Each executive oversees their respective teams, ensuring alignment with company goals and objectives.
- Teams operate within established frameworks and report to their respective executives, maintaining high standards of performance and compliance.
- Regular performance reviews and evaluations are conducted to ensure operational efficiency and continuous improvement.
- Cross-functional collaboration is encouraged to drive innovation and achieve strategic goals.

This structure ensures that Pretense Flip N.V. operates efficiently, complies with all regulatory requirements, and is well-positioned to achieve its strategic objectives in the remote gaming and sportsbook industry.