

BUSINESS PLAN

For operators of games of chance

Codex B.V.

Business Plan Version: 1.0

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Our Mission

At Codex, our mission is to revolutionize the gaming experience by creating an interactive and engaging environment that transcends borders. We are committed to curating top-tier gaming adventures while championing responsible gaming practices to ensure the well-being of our players. Upholding principles of transparency, fairness, and integrity, we strive to build a community founded on trust and loyalty. Our ultimate goal is to exceed customer expectations by providing exceptional service and support round-the-clock. As industry pioneers, we lead by example, constantly innovating and adapting to meet the ever-evolving needs of our diverse player base.

Company and Management

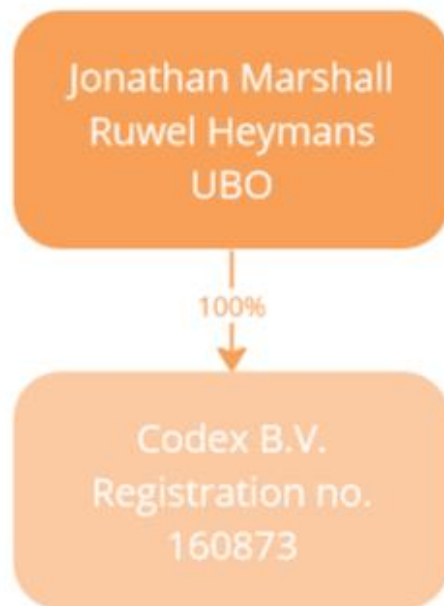
Mr. Heymans is slated to become the sole beneficial owner, holding a 100% ownership stake in this venture. Recognizing the intricacies of the industry, initial responsibilities will be entrusted to the esteemed platform provider, BetConstruct. Leveraging their expertise, BetConstruct will oversee a range of functions until the business experiences substantial growth. The strategic approach involves internalizing specific operations as the business scales up. By leveraging Bet Construct's platform and support services, Mr. Heymans gains independence in managing critical business functions, leading to effective cost management strategies.

Full Name: Jonathan Marshall Ruwel Heymans

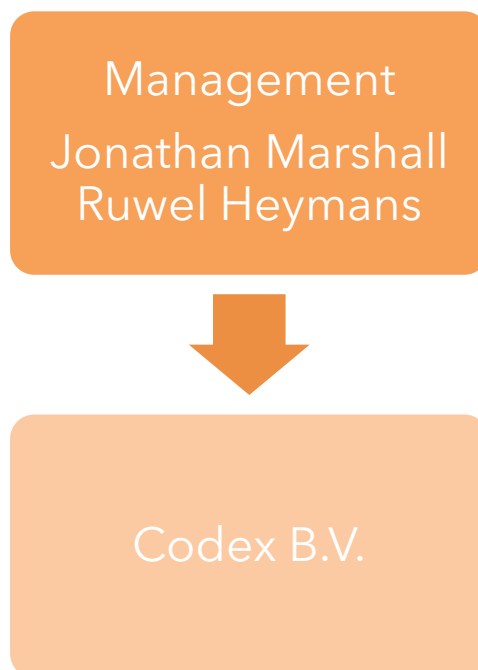
Date of Birth: 14/12/1983

Address: Menegrandeweg 15, Willemstad, Curacao

Company ownership structure



Company control structure



Our Services

Our core business objective is to manage gaming websites, with our current project centered on the LATAM and Asian markets. . Leveraging the Bet Construct platform, our website benefits from a robust back-office solution, tapping into Bet Construct's expertise in backend operations. The games featured on our website will also be provided by Bet Construct. Our primary focus is on marketing the website, providing top-notch customer support, and managing third-party payment providers. Obtaining a license is a crucial step before finalizing payment provider arrangements. By synergizing Bet Construct's back-office capabilities with our specialized areas, we are establishing an efficient and comprehensive operation, guaranteeing a seamless gaming experience for our users.

Our Competitive Advantage

Codex distinguishes itself through a multi-faceted competitive edge. By harnessing state-of-the-art technology and strategic alliances, we deliver a seamless gaming experience to our players. Our exclusive partnerships with top platform and gaming providers grant us access to premium content, and our focused market strategy, particularly targeting the Brazilian market, deepens our rapport with players. This strategic fusion positions us as a formidable entity in the online gaming sector, poised to achieve sustainable growth and capture substantial market share.

Financial Considerations

Financing for our business will be sourced from the UBO's personal savings and his other business ventures.

Investments breakdown	EUR
Curacao Company set up	11,500
Curacao eGaming License	14,500
Platform	19,000
Marketing	5,000
Total upfront investment:	50,000

Over the upcoming three years, we envision a steady and promising financial trajectory. In the first year, we expect revenues of 300,000 EUR, reflecting our early market penetration and platform establishment efforts. As our brand recognition grows and we gain traction, we anticipate a significant revenue increase to 500,000 EUR in the second year. This growth will be fuelled by our focus on attracting new users, implementing advanced marketing strategies, and diversifying our gaming offerings. Looking forward to the third year, our financial forecast predicts a further surge in revenue, reaching an estimated 700,000 EUR. This expansion aligns with our strategic initiatives, including entering targeted markets, continually enhancing the user experience, and introducing innovative features. With a robust foundation and proactive business strategies, we are confident in achieving these financial milestones in the coming years.

Timetable

After acquiring the necessary license, our business is poised to swiftly roll out its services. Our strategic roadmap involves crucial actions such as solidifying partnerships with third-party providers, fine-tuning our technological infrastructure, and executing targeted marketing strategies. This phased approach ensures a seamless and thorough preparation process, guaranteeing that users will experience a top-notch gaming environment right from the launch date.

SWOT Analysis

Strengths	Weaknesses
Strategic partnerships: Collaborating with leading gaming providers and content creators to access a wide range of high-quality games and exclusive offerings. Innovative gaming platform: Offering a unique and engaging gaming experience with cutting-edge features and graphics.	Dependence on technology: Vulnerability to technical issues, server downtime, or cybersecurity threats that could disrupt operations and affect user experience. Limited market reach: Operating primarily in specific regions or countries, missing out on potential customers from untapped markets.
Opportunities	Threats
Expansion into new markets: Exploring international markets with favorable regulatory environments and growing online gaming trends to increase market share and revenue. Mobile gaming growth: Capitalizing on the rising popularity of mobile gaming by developing mobile-friendly platforms and games to reach a wider audience.	Intense competition: Facing competition from established gaming companies, new entrants, and alternative entertainment options that could impact market share and profitability. Economic downturns: Potential economic uncertainties, market fluctuations, or external factors affecting disposable income and consumer spending on entertainment activities like gaming.