

Impulse Media:
Business Plan

Table of Contents

Executive Summary	3
Marketing	3
Competition.....	5
Regulatory Compliance	7
Management	7
Key Differentiator	7
SWOT Analysis	8
Financial Projections	9
Conclusion	9

Executive Summary

The Company

Founded through the convergence of experienced executives, project and product managers, marketing professionals, and a talented core of software engineers; Impulse Media specializes in the development and operation of gaming system technologies, platforms, and games for the regulated online gaming & the burgeoning social gaming industries. Our core competencies surround the development and operation of these technologies.

Impulse Media is an established internet gambling operator based in Curacao, licensed to provide online gambling services. With a successful track record in the Brazilian market, Impulse Media is strategically expanding its operations into the lucrative Italian and Polish markets. Our mission is to deliver a superior online gambling experience while prioritizing regulatory compliance, responsible gaming, and player safety.

The Impulse Media product range has been cultivated into a fully comprehensive suite of products that establish a solid basis for social & online gaming initiatives moving forward. With all intellectual properties and source code ownership rights, Impulse Media is well positioned to execute upon this business plan; as well as bring a vast amount of value-added experience, technologies, and IP to a wide array of targeted business ventures.

Impulse Media B.V. was incorporated in 2019, www.impulsemmedia.io, all shares are now owned by Mogwai Holding.

Impulse Media B.V. Heelsumstraat 51 Willemstad, Curaçao Registration number: 138713.

The Company's Mission

Impulse Media's mission is to identify synergies, design bespoke solutions to become leading operators in licensed online gaming markets. As a well-rounded gaming technology, development, Marketing, and services organization; we pride ourselves in our ability to design and implement bespoke solutions for the specific needs of a market's demographic.

Marketing

Impulse Media's marketing strategy aims to establish a strong brand presence, drive customer acquisition, and foster player loyalty in the Italian and Polish online gambling markets. Our marketing initiatives focus on leveraging digital channels, strategic partnerships, and localized campaigns to effectively reach and engage our target audience. Here's an overview of our marketing plan:

1. Digital Advertising:

- Utilize targeted online advertising campaigns across search engines, social media platforms, and gambling-related websites to increase brand visibility and drive website traffic.
- Tailor ad creatives and messaging to resonate with the preferences and interests of Italian and Polish players, emphasizing our platform's reliability, security, and responsible gaming features.
- Implement performance tracking and analytics to measure the effectiveness of digital advertising efforts and optimize campaigns for maximum ROI.

2. Social Media Promotion:

- Establish a strong presence on popular social media platforms such as Facebook, Instagram, Twitter, and LinkedIn to engage with our target audience and build brand awareness.
- Share engaging content, including game highlights, promotions, and player testimonials, to foster community engagement and drive user interactions.
- Run targeted advertising campaigns and sponsored posts to reach specific demographics and user segments, driving traffic to our platform and increasing player acquisition.

3. Affiliate Partnerships:

- Forge strategic partnerships with reputable affiliate networks, influencers, and affiliate marketers to expand our reach and attract high-quality traffic to our site.
- Offer competitive commission structures and promotional incentives to incentivize affiliates to promote Impulse Media's offerings to their audiences.
- Implement robust tracking and reporting mechanisms to monitor affiliate performance, optimize partner relationships, and ensure compliance with regulatory requirements.

4. Content Marketing:

- Develop high-quality content, including blog posts, articles, guides, and infographics, to educate and engage our audience on topics related to online gambling, responsible gaming, and industry trends.
- Optimize content for search engines to improve organic visibility and attract relevant traffic to our website.
- Leverage content partnerships with industry experts, gaming publications, and media outlets to amplify our brand messaging and establish thought leadership in the online gambling space.

5. Localized Campaigns:

- Tailor marketing campaigns and promotions to the cultural preferences and gaming behaviors of Italian and Polish players, incorporating localized language, imagery, and themes.
- Partner with local influencers, sports teams, and cultural events to enhance brand relevance and connect with audiences on a personal level.
- Participate in local gaming exhibitions, conferences, and community events to increase brand exposure and engage directly with players in our target markets.

6. Customer Relationship Management (CRM):

- Implement a CRM system to capture and analyze player data, preferences, and behaviors, enabling personalized communication and targeted marketing campaigns.
- Segment players based on demographics, gaming activity, and engagement levels to deliver tailored promotions, offers, and incentives that resonate with their interests and preferences.
- Leverage email marketing, SMS campaigns, and push notifications to nurture customer relationships, drive repeat visits, and maximize player lifetime value.

7. Performance Monitoring and Optimization:

- Continuously monitor key performance indicators (KPIs) such as website traffic, player acquisition, conversion rates, and player retention to assess the effectiveness of marketing efforts.
- Conduct A/B testing and multivariate testing to optimize landing pages, ad creatives, and promotional offers for maximum conversion and engagement.
- Iterate and refine marketing strategies based on data-driven insights and feedback from players to stay agile and responsive to changing market dynamics.

By implementing a comprehensive marketing plan that encompasses digital advertising, social media promotion, affiliate partnerships, content marketing, localized campaigns, CRM, and performance monitoring, Impulse Media aims to establish itself as a leading online gambling destination in Italy, Poland, and beyond, driving sustainable growth and success in the competitive online gambling industry.

Through the wholly owned brand Barney's Casino www.barneyscasino.com, Impulse Media has been successfully operating in the Brazilian Market and has established all the necessary relationships for banking, payment processing, and marketing, to confidently expand into additional markets. Impulse Media has chosen Italy and Poland as first two markets to enter.

Our marketing strategy focuses on targeted campaigns tailored to the Italian and Polish markets, leveraging digital advertising, social media promotion, and affiliate partnerships. We emphasize the reliability, security, and responsible gaming features of our platform to build trust and credibility among players. By engaging with local communities and leveraging cultural insights, we aim to establish a strong presence in both markets.

Competition

The online gambling industry in Italy and Poland is highly competitive, with numerous established operators vying for market share. Understanding the competitive landscape is essential for Impulse Media to differentiate itself and identify opportunities for growth. Here's an analysis of our key competitors in each market:

Italian Market:

1. **Bet365:** A global leader in online gambling, Bet365 offers a comprehensive range of sports betting, casino games, and poker tournaments. With a strong brand reputation and extensive marketing presence, Bet365 poses a significant competitive challenge in the Italian market.

2. **Snai:** A prominent Italian gambling operator, Snai offers a diverse portfolio of online betting options, including sports betting, casino games, and virtual sports. Snai's established brand presence and localized offerings make it a formidable competitor in the Italian market.
3. **StarCasinò:** Owned by Betsson Group, StarCasinò is a leading online casino operator in Italy, offering a wide selection of casino games and promotions. With a focus on innovative gaming experiences and customer engagement, StarCasinò competes for market share in the Italian online gambling industry.

Polish Market:

1. **Fortuna:** One of the largest online gambling operators in Poland, Fortuna offers sports betting, casino games, and virtual sports betting options. With a strong retail presence and a growing online platform, Fortuna is a major player in the Polish market.
2. **STS:** A leading Polish bookmaker, STS operates an extensive online betting platform offering sports betting, live betting, and virtual sports. STS's competitive odds, promotional offers, and user-friendly interface make it a popular choice among Polish bettors.
3. **Totalizator Sportowy:** As the state-owned gambling operator in Poland, Totalizator Sportowy holds a monopoly over certain gaming products, including lottery games and sports betting. With its national reach and brand recognition, Totalizator Sportowy presents a unique competitive challenge in the Polish market.

Competitive Advantages of Impulse Media:

Despite the strong competition, Impulse Media has several competitive advantages that differentiate us from our rivals:

1. **Regulatory Compliance:** Impulse Media operates as a licensed internet gambling operator in Curacao, ensuring strict adherence to regulatory standards and player protection measures.
2. **Innovative Technology:** Our platform is built on cutting-edge technology, providing a seamless and immersive gaming experience across desktop and mobile devices.
3. **Responsible Gaming:** Impulse Media prioritizes responsible gaming practices, implementing robust KYC, AML, and responsible gaming features to safeguard player well-being.
4. **Localized Offerings:** We tailor our offerings to the unique preferences and cultural nuances of the Italian and Polish markets, providing localized content, promotions, and customer support.
5. **Strategic Marketing:** Our targeted marketing strategies focus on highlighting the reliability, security, and responsible gaming features of our platform, building trust and credibility among players.

By leveraging these competitive advantages and continuously innovating, Impulse Media aims to establish a strong presence in the Italian and Polish online gambling markets, capturing market share and driving sustainable growth.

Regulatory Compliance

Impulse Media places the utmost importance on regulatory compliance, particularly in areas such as Know Your Customer (KYC), Anti-Money Laundering (AML), and responsible gaming. We implement robust KYC procedures to verify the identity of our players and prevent underage gambling. Our AML measures include monitoring transactions, reporting suspicious activity, and maintaining strict adherence to regulatory requirements. Additionally, we provide resources and support for responsible gaming, including self-exclusion tools and access to counselling services for players in need.

Management

The Impulse Media team has been involved in shaping the on-line landscape with innovative gaming products and technologies since 1995. We have an extensive background in Back-Office Systems, Casino, Sports Book, Betting Exchange (Peer-to-Peer), Pari-mutuel, Lottery, Bingo and Poker products. This includes all supporting and reporting systems, security and regulatory compliance for many of the industries leaders. In both on-line and a land-based capacity, the entire team has been involved in the gaming space for over 50 years and have provided development / consulting / contract work for Woodbine Entertainment Group, Starnet Communications, Las Vegas From Home, Cryptologic, Dr. Ho, MicroPower, ESPN, FHM Magazine, Chartwell / AMAYA, and BoDog and to name a few.

Impulse Media also has eMoore N.V. as their Managing Director. eMoore N.V. has been active in the industry for nearly 20 years. They are an industry expert that provides the Impulse Media team with guidance and knowledge on local laws and regulations. They also provide compliance and financial services.

Key Differentiator

One of the key differentiators that Impulse Media has over the competition is that it has built (and continues to build) its products and platform for use in both the online and social gaming space; and for BOTH to be based on certified RNG's and math models.

The evolution of Impulse Media products stem from our staff's years of extensive live production experience with multiple online gaming environments. Working with various products and platforms has helped shape the features and design of our expertise.

Impulse Media will continue to expand the functional capabilities and library of options available to potential customers, partnerships, and joint ventures. With a primary focus being Interactive Digital Media; we will continue to invest in research and development, utilizing the latest in technological advances, and continuously improve upon, support, and update the suite of products.

To date Impulse Media has been focusing development efforts on our Platform (TITAN), and our RNG Casino Product including, Table Games, Slots, Video Poker, Keno and Scratch cards server-side code and

math models have been certified by GLI/TST, setting the stage for us to offer an exclusive Online Casino offering, alongside all of the integrated 3rd party favourites.

SWOT Analysis

Strengths:

1. **Regulatory Compliance:** As a licensed internet gambling operator in Curacao, Impulse Media adheres to strict regulatory standards, ensuring compliance with legal requirements and player protection measures.
2. **Advanced Technology Infrastructure:** Impulse Media's platform is built on cutting-edge technology, providing a seamless and immersive gaming experience across desktop and mobile devices. Robust security measures protect player data and transactions, enhancing trust and reliability.
3. **Responsible Gaming Initiatives:** The company prioritizes responsible gaming practices, implementing robust KYC, AML, and responsible gaming features to safeguard player well-being and promote a safe gambling environment.
4. **Localized Offerings:** Impulse Media tailors its offerings to the unique preferences and cultural nuances of the Italian and Polish markets, providing localized content, promotions, and customer support to enhance player engagement and satisfaction.
5. **Strategic Marketing:** The company employs targeted marketing strategies to highlight the reliability, security, and responsible gaming features of its platform, building trust and credibility among players and driving customer acquisition and retention.

Weaknesses:

1. **Dependency on Regulatory Environment:** Impulse Media's operations are subject to changes in regulatory frameworks and enforcement actions, which could impact its ability to operate in certain markets or comply with evolving legal requirements.
2. **Competitive Landscape:** The online gambling industry in Italy and Poland is highly competitive, with numerous established operators vying for market share. Impulse Media must differentiate its offerings and provide compelling value propositions to attract and retain customers in a crowded marketplace.
3. **Dependence on Technology Providers:** The reliance on third-party technology providers for platform development and maintenance exposes Impulse Media to risks such as service interruptions, technical glitches, and dependency on external partners' capabilities and reliability.

Opportunities:

1. **Market Expansion:** Impulse Media can capitalize on the growth opportunities presented by the Italian and Polish online gambling markets, leveraging its regulatory compliance, technology infrastructure, and responsible gaming initiatives to capture market share and drive revenue growth.
2. **Product Innovation:** The company can differentiate itself by introducing innovative features, games, and betting options that enhance the gaming experience and attract new customer

segments. Investing in research and development can position Impulse Media as a leader in the industry.

3. **Partnerships and Collaborations:** Strategic partnerships with sports leagues, media companies, and entertainment brands can enhance brand visibility, attract new customers, and provide access to exclusive content and promotional opportunities.

Threats:

1. **Regulatory Risks:** Changes in regulatory frameworks or enforcement actions by government authorities could impose additional compliance requirements, operational restrictions, or financial penalties on Impulse Media, impacting its profitability and reputation.
2. **Cybersecurity Threats:** The online gambling industry is susceptible to cybersecurity threats, including hacking attempts, data breaches, and fraudulent activities. Impulse Media must continually invest in cybersecurity measures to safeguard player information and maintain trust and credibility.
3. **Economic Uncertainty:** Economic downturns, fluctuations in consumer spending, and changes in disposable income levels can influence gambling behaviors and impact Impulse Media's revenue and profitability. Adapting to economic shifts and consumer trends is essential to mitigate these risks.

By leveraging its strengths, addressing weaknesses, capitalizing on opportunities, and mitigating threats, Impulse Media can position itself for sustainable growth and success in the dynamic and competitive online gambling industry.

Financial Projections

Impulse Media anticipates significant revenue growth following expansion into the Italian and Polish markets, driven by increasing user acquisition and retention. Our financial projections are based on conservative estimates of market demand, player behaviour, and industry trends. We aim to achieve profitability within the first two years of operations in each market and reinvest profits to support further growth and expansion.

Conclusion

Impulse Media is well-positioned to capitalize on the opportunities presented by the Italian and Polish online gambling markets. With a commitment to regulatory compliance, responsible gaming, and player safety, we are confident in our ability to establish a leading presence in these markets while delivering exceptional gaming experiences to our players.

Thank you for considering Impulse Media as a potential investment opportunity. We look forward to the possibility of partnering with you to realize our vision of becoming a premier online gambling operator in Italy, Poland, and beyond.