

Business Plan Green Platform N.V.

An online gaming license application requires the inclusion of a business plan, which should contain, at a minimum, the following essential information:

1) Overview of the business products and services/brands as well as proprietary IP.

Green Platform N.V. has established itself as an important player in the online gaming industry since its inception in 2022. Our growth is a testament to our innovative approach and commitment to excellence. Our progress is driven by the strategic integration of our distinctive ideas into the services we offer.

We have achieved noteworthy progress through the sublicense granted by Antillephone, enhancing our presence in the online gambling sector. This progression highlights our team's capacity for strategic planning and effective management.

The guidance of our Ultimate Beneficial Owner (UBO) has been instrumental. With a profound understanding of the industry, the UBO has been critical in fortifying our market presence and guiding us towards notable milestones.

Our partnership with eMoore NV and its experienced leadership has been pivotal for our future readiness, ensuring growth and adherence to legal standards across all jurisdictions. Our strategic marketing and international partnerships are vital to our ongoing success.

Green Platform N.V. provides a distinct array of gaming products and services that distinguish us from competitors and position us for sustainable growth. Guided by responsible leadership, clear objectives, and strong ethical standards, we strive to lead the online gaming market's expansion.

2) Company management structure

Company Management Structure

Our company's management structure is designed to ensure effective oversight and strategic decision-making.

Supervisory Structure: The company is overseen by a single shareholder who owns all shares. This shareholder supervises the Board of Directors, mostly stepping in for significant strategic matters or when shareholder-specific obligations arise.

Board of Directors: The Board of Directors comprises two key individuals. The first is the corporate director eMoore, who possesses specialized knowledge in the gambling sector and understands the regulatory environment of Curacao and other regions where the company operates. The second director is the Ultimate Beneficial Owner (UBO)/Shareholder of the company, contributing additional business insights and focusing on strategic decisions regarding company growth, development, and expansion into new markets.

Local Legal and Finance Team: In Curacao, we have a dedicated team of legal and finance professionals. They are tasked with handling the company's day-to-day legal and financial operations, all under the supervision and control of the local director eMoore.

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Accountancy Services: The accountancy services, crucial for financial management and reporting, are also managed and overseen by eMoore. This ensures that our financial operations are transparent and adhere to the highest standards of compliance and governance.

Marketing Leadership: Our marketing strategy is spearheaded by a key marketing professional who reports directly to the Board of Directors. This role is vital for our brand's growth and positioning within the competitive landscape.

3) Business forecasts for 3 years.

	Revenue	Costs	Profit
Year 2024	22'680'000 EUR	21'150'000 EUR	1'530'000 EUR
Year 2025	25'920'000 EUR	24'084'000 EUR	1'836'000 EUR
Year 2025	29'040'000 EUR	27'072'000 EUR	1'968'000 EUR

4) Overview of intended strategy for the business growth and to secure/maintain/grow market share with specific financial and marketing plans.

Green Platform N.V. is dedicated to continuing its growth and strengthening its market share through strategic initiatives and partnerships. Our growth strategy is rooted in the solid foundation we've built in the online gaming industry, and we aim to build on this by tapping into the expertise of our management team and nurturing our successful global marketing alliances.

We recognize the importance of providing high-quality services to create exceptional user experiences. To achieve this, we invest in top-tier technical solutions to enhance the gaming platforms we support, and we are committed to offering prompt and efficient customer service to ensure every interaction is outstanding.

As Green Platform N.V. grows, we expect to negotiate more advantageous financial terms with our service providers, including game developers and technical support companies. By leveraging economies of scale, we aim to improve our service quality and increase our profit margins, ensuring we get the best possible rates and terms.

Our growth strategy is underpinned by a financial model designed to support market penetration and retention. This model is grounded in a detailed budget that accounts for all potential expenses, aligning our growth ambitions with fiscal responsibility and long-term sustainability.

We are mindful of the significance of steering clear of markets that are not compatible with our business model or do not meet our regulatory standards, ensuring that our expansion is targeted and compliant.

To summarize, Green Platform N.V. aims for growth through a blend of tried-and-tested methods, strategic enhancements in service offerings, financial savvy, and exploration of new markets. With a focus on creating an outstanding end-user experience and adapting to

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the dynamic online gaming landscape, we are set to achieve ongoing growth and an increase in market share and profitability.

Please keep in mind that Green Platform serves legal entities and licensed operators globally. It is critical for us to secure competitive prices from game providers for resale purposes and to develop an outstanding platform solution. These steps are crucial for acquiring new clients, expanding our market share, and enhancing profitability.

5) Who are the key suppliers and material dependencies?

Key Suppliers and Material Dependencies

At Green Platform N.V., our operational integrity and service quality are supported by an intricate network of esteemed suppliers and vital dependencies. We pride ourselves on having forged robust partnerships with the premier service providers in the gaming industry.

Gaming Service Providers:

We acquire our diverse portfolio of gaming products from industry giants such as Play'n GO, Evolution Gaming, Microgaming, Pragmatic Play, Novomatic, among others. These relationships are critical as they furnish us with a suite of top-tier games that are beloved by players and revered within the industry. This helps us to deliver the best quality and top service on the market to our clients.

Sales Partnerships:

In our sales efforts, we partner with sales teams and external agencies. These collaborations are vital in strengthening our brand's visibility and promoting our growth. Our active involvement with sales professionals across the globe demonstrates our dedication to an extensive and effective sales strategy.

Technical Infrastructure:

The backbone of business is a state-of-the-art platform solution that provides flexibility and adaptability across various jurisdictions. This scalable infrastructure ensures compliance with international regulatory standards, incorporating solutions for Anti-Money Laundering (AML) and other mandatory checks.

Payment Service Providers:

In the domain of financial transactions, we meticulously select payment service providers who align with our ethos of excellence and reliability. Our commitment to financial integrity involves continuous investment in identifying optimum payment solutions, ensuring swift and secure transactions for our clients.

Risk Management

Inherent in our operational model is the cognizance of potential risks associated with the loss or interruption of services from our key suppliers. We mitigate these risks by:

- Engaging with multiple service providers to avoid over-reliance on a single entity.

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- Implementing comprehensive backup solutions and contingency plans.
- Conducting regular risk assessments and updating our strategies in real-time.
- Ensuring contractually stipulated service level agreements (SLAs) with all suppliers to maintain uninterrupted service provision.

We have instituted a multi-faceted approach to risk management, focusing on redundancy and resilience to safeguard against disruptions. This strategic diversification ensures that our operations remain robust and our reputation as a reliable online gaming service provider is upheld.

6) Risk evaluation and management.

Risk Evaluation and Management

Green Platform N.V. acknowledges the importance of rigorous risk evaluation and management as a cornerstone of our operational stability and financial integrity. We have delineated a comprehensive risk assessment framework that integrates our learning from previous sections and fortifies our overall business strategy.

Continuous Monitoring:

Management at Green Platform N.V. maintains an ongoing surveillance of our operations to pre-emptively identify and mitigate risks. This proactive monitoring facilitates the early detection of potential issues, allowing for their swift resolution and the maintenance of our business continuity.

Strategic Partnerships:

Selecting esteemed partners and service providers is central to our risk management policy. By collaborating with seasoned and reputable entities, we inherently minimize our exposure to operational risks. Our partners' experience and reliability contribute significantly to our risk aversion strategies.

Advanced Technical Tools:

The technical tools we deploy for daily operations are not only well-developed but also equipped with sophisticated management features. These systems enable real-time monitoring and rapid identification of risks. We are committed to continuous improvement and regularly work alongside our tool developers to enhance functionality and security features.

Audit and Oversight:

Our internal and external audit processes are thorough, ensuring all financial and business activities are scrutinized for compliance and accuracy. Oversight committees are in place to provide an additional layer of scrutiny, guaranteeing that our risk management practices are both current and comprehensive.

In conclusion, Green Platform N.V.'s approach to risk evaluation and management is multi-faceted, combining regular monitoring, strategic partner selection, advanced technical tools, and meticulous audit processes. Our steadfast commitment to identifying and managing risk

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not only secures our operational activities but also ensures the long-term sustainability and success of our company.

7) Legal and governance framework.

Legal and Governance Framework

Green Platform N.V. is steadfast in its commitment to robust legal oversight and a structured governance framework, ensuring that our operations are transparent, compliant, and aligned with best practices.

Board Oversight and Management Interaction: The board, which includes distinguished members with expertise in various facets of our industry, exercises comprehensive oversight of the company. The day-to-day operations are adeptly managed by eMoore, our esteemed director, whose services extend beyond management to encompass accounting, financial management, and legal support. This integrated management approach guarantees seamless decision-making and operational efficiency.

UBO Engagement: Our Ultimate Beneficial Owner (UBO) is not only a figurehead but an active participant in strategic planning of the company.

Deadlock Prevention: The structure of the board and the executive management team is designed to preclude deadlocks, with clearly defined roles and delegated powers that ensure continuous progress and decision-making.

Legal Support: Legal advisement may be provided by a coterie of specialized legal professionals, both internal and external to the company, who offer guidance on compliance, regulatory matters, and strategic decisions.

Board Meetings Inclusion Policy: Board meetings are typically inclusive of management members, and occasionally experts, as deemed necessary for particular agenda items.

8) Target KPIs and business objectives

Financial Metrics:

Revenue Growth: Tracking revenue growth is a fundamental indicator of success. This includes monitoring total bets placed, net gaming revenue, and profitability.

Return on Investment (ROI): Evaluating the effectiveness of marketing campaigns, platform enhancements, and other investments is crucial for long-term sustainability.

Regulatory Compliance:

Licensing Requirements: Ensuring compliance with gambling regulations related to B2B business to ensure product availability for customer needs.

Anti-Money Laundering (AML) Compliance: Implementing robust AML measures to prevent illicit activities and safeguard the integrity of the platform.

Technological Innovation:

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Platform Performance: Continuously improving the user experience, including website responsiveness and overall product quality.

Security Enhancements: Investing in cybersecurity measures to protect customer data and financial transactions from potential threats.

Personalization: Utilizing data analytics to personalize the gaming experience, offer tailored promotions, and anticipate customer preferences.

Long-term Objectives:

Market Expansion: Assessing opportunities for entering new markets or expanding the existing customer base through partnerships, or geographic expansion.

Brand Reputation: Building a strong brand reputation based on trust, transparency, and integrity is crucial for long-term success and customer loyalty.

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9) Policies and Procedures

Onboarding and Verification:

- Policy: All clients be duly onboarded prior availability of our services.
- Procedure: Clients provide information and undergo compliance processes to comply with Know Your Customer (KYC) regulations.

Security and Privacy:

- Policy: Safeguard customer data and financial transactions.
- Procedure: Implement SSL encryption, secure payment gateways, and data protection measures. Regularly update security protocols to mitigate cyber threats.

Anti-Money Laundering (AML):

- Policy: Detect and prevent money laundering activities.
- Procedure: Implement AML procedures such as customer due diligence, transaction monitoring, and suspicious activity reporting in compliance with regulations.

Customer Support:

- Policy: Provide timely and efficient customer support services.
- Procedure: Offer multiple channels for customer inquiries. Train staff to handle customer issues professionally and courteously.

Regular review and updates are essential to adapt to evolving industry standards and regulatory requirements.