

Novus Solutions N.V. – 3-Year Business Plan (2025–2027)

Company: Novus Solutions N.V.

Jurisdiction: Curaçao

Brands: NovusBet (Sportsbook & iGaming Platform), Xpress (Casino Aggregation Platform)

Industry: iGaming Software Solutions

Date: 01/11/2025

Prepared by: Shareholder – Novus Solutions N.V.

1. Executive Summary

Novus Solutions N.V. is an established provider of advanced iGaming software solutions operating under two key brands: NovusBet, offering sportsbook and platform technology, and Xpress, delivering casino aggregation and game integration services. The company has demonstrated steady growth and resilience in a competitive market, achieving a 2024 revenue of €3,723,074. For the next three years, the focus will be on sustainable expansion, profitability optimization, and strategic diversification across regulated markets.

2. Mission, Vision, and Core Values

Mission Statement

To empower gaming operators worldwide with reliable, scalable, and fully compliant software solutions that drive operational excellence and player satisfaction. We are dedicated to providing end-to-end technology platforms that enable our partners to launch, manage, and grow their gaming businesses efficiently. Through continuous innovation and adherence to the highest regulatory standards, we strive to deliver products that combine technical precision, commercial agility, and long-term sustainability.

Vision

To be recognized as a top-tier iGaming technology provider that sets new benchmarks in innovation, flexibility, and trust. Novus Solutions envisions a future where our technology seamlessly connects operators, players, and regulators across global markets — enabling a transparent, fair, and engaging gaming experience. Our ambition is to evolve into a strategic partner of choice, not only for our technological excellence but also for our commitment to integrity, responsible gaming, and shared success.

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Core Values

- Innovation – Continuously challenging boundaries to design and deliver cutting-edge gaming technologies that anticipate market trends.
- Compliance – Ensuring that every solution aligns with jurisdictional standards, promoting a safe, fair, and responsible gaming ecosystem.
- Partnership – Building long-term collaborations based on transparency, trust, and mutual growth.
- Customer-Centric Delivery – Designing all products and services around client success and measurable outcomes.
- Excellence – Upholding the highest standards of quality, reliability, and operational performance.
- Sustainability – Focusing on responsible business practices that support long-term growth and ethical operations.

3. Management Structure

Novus Solutions N.V. operates under a streamlined management structure designed for efficiency, accountability, and scalability across its brands, NovusBet and Xpress.

Department			Key Role / Function	Responsibility
Board of Directors			Shareholders & Executive Committee	Strategic oversight, financial control, and long-term planning.
Chief Executive Officer (CEO)		SIMONE SUPPA		Overall company leadership, strategic direction, investor relations.
Chief Technology Officer (CTO)		CEMAK BUDAK		Product innovation, platform architecture, and R&D.
Chief Operating Officer (COO)		COSIMO SUPPA		Daily operations, client delivery, and performance management.
Chief Commercial Officer (CCO)		MARTIN WACHTER		Business development, partnerships, and revenue growth.

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Chief Financial Officer (CFO)	EDITH SCHOENACH	Financial planning, budgeting, and capital allocation.
Head of Compliance & Risk	MARINA ANTUNEZ	Regulatory adherence, AML, and responsible gaming supervision.
Head of Product & UX	SALVATORE CARNIBELLA	Product lifecycle management and customer experience optimization.
Head of Support & Infrastructure	GABRIELLA ZEGREA	Platform stability, hosting, and technical operations.

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4. Financial Forecast (2025–2027)

Revenue Growth (10–15% Annual Increase):

Income Statement Projections															
	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	2025	2026	2027
	EUR	EUR	EUR	EUR	EUR	EUR	EUR	EUR	EUR	EUR	EUR	EUR	EUR	EUR	EUR
Revenue	200,000	211,600	250,400	300,200	323,000	340,800	360,600	410,400	420,200	436,000	450,800	460,600	4,164,600	4,712,300	5,371,800
	200,000	211,600	250,400	300,200	323,000	340,800	360,600	410,400	420,200	436,000	450,800	460,600	4,164,600	4,712,300	5,371,800
Direct Costs															
Providers Fees	(135,000)	(140,000)	(145,000)	(150,000)	(155,000)	(160,000)	(165,000)	(170,000)	(175,000)	(180,000)	(185,000)	(190,000)	(1,950,000)	(2,050,000)	(2,200,000)
Server Costs	(9,000)	(9,400)	(9,800)	(10,200)	(10,600)	(11,000)	(11,400)	(11,800)	(12,200)	(12,600)	(13,000)	(13,400)	(134,400)	(176,400)	(205,200)
License Costs	(60,000)	-	-	-	-	-	-	-	-	-	-	-	(60,000)	(60,000)	(60,000)
Gross Profit/(Loss)	(4,000)	62,200	95,600	140,000	157,400	169,800	184,200	228,600	233,000	243,400	252,800	257,200	2,020,200	2,425,900	2,906,600
Administrative Expenses															
Staff Costs	(35,292)	(35,292)	(35,292)	(35,292)	(35,292)	(40,300)	(40,300)	(40,300)	(40,300)	(40,300)	(40,300)	(50,700)	(468,960)	(500,750)	(630,500)
Rent & Office Overheads	(4,000)	(6,000)	(6,000)	(6,000)	(6,000)	(6,000)	(6,000)	(6,000)	(6,000)	(6,000)	(6,000)	(6,000)	(70,000)	(80,000)	(90,000)
Legal & Professional Fees	(4,500)	(4,500)	(4,500)	(4,500)	(4,500)	(4,500)	(4,500)	(4,500)	(4,500)	(5,000)	(5,000)	(5,000)	(55,500)	(65,000)	(75,000)
Travel Expenses	(2,500)	(2,500)	(2,500)	(2,500)	(2,500)	(2,500)	(2,500)	(2,500)	(2,500)	(2,500)	(2,500)	(2,500)	(30,000)	(50,000)	(65,000)
Marketing Expenses	(14,167)	(14,167)	(14,167)	(14,167)	(14,167)	(14,167)	(14,167)	(14,167)	(14,167)	(14,167)	(14,167)	(14,167)	(170,000)	(190,000)	(210,000)
EBIDTA	(64,459)	(259)	33,141	77,541	94,941	102,333	116,733	161,133	165,533	175,433	184,833	178,833	1,225,740	1,540,150	1,836,100

Management's financial projections

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5. Financial Forecast Assumptions and Workings

Revenue

Revenue projections are based on the continuous expansion of B2B sportsbook and casino aggregation partnerships under the *NovusBet* and *Xpress* brands.

The forecast assumes a steady monthly growth, reaching a total of €4.17M in FY1, €4.71M in FY2, and €5.37M in FY3 — reflecting an annual increase of approximately 10–15%.

The model considers market expansion in LATAM and Africa and the onboarding of new operators each quarter, with an average license fee increase aligned to market maturity.

Direct Costs

Providers Fees represent the main cost driver, including revenue share with casino studios, data feed providers, and sportsbook odds suppliers. These costs scale in proportion to revenue growth, starting at €2.1M in FY1 and increasing to €2.15M by FY3.

Server Costs cover hosting, cloud infrastructure, and maintenance. These increase moderately each year to support new client integrations.

License Costs reflect regulatory expenses, remaining steady at €60,000 annually.

Administrative Expenses

Staff Costs are aligned with operational scaling, from €468,960 in FY1 to €630,500 in FY3, assuming growth in development, compliance, and support staff.

Rent and Office Overheads grow gradually in line with workspace expansion.

Legal & Professional Fees include external consultancy, audit, and legal retainers, increasing from €55,500 in FY1 to €75,000 in FY3 as the company enters additional markets.

Travel Expenses relate to client visits, trade fairs, and international meetings — projected to grow proportionally with new market activity.

Marketing Expenses are based on attendance at major global gaming exhibitions (ICE, SBC, SIGMA) and digital marketing initiatives, rising from €170,000 in FY1 to €210,000 in FY3.

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EBITDA

EBITDA improves steadily from €1.2M in 2025 to €1.8M in 2027, reflecting efficient scaling and stable operating margins, driven by recurring SaaS revenues, operational automation, and increased client retention.

6. Market Analysis

Industry Outlook: The global iGaming industry continues to expand, with sports betting and especially casino segments growing steadily.

Competitive Positioning: Novus Solutions operates in the mid-to-high tier of software suppliers, leveraging modular platforms.

Target Markets (2025–2027): Latin America, Africa, and want to start in Europe anytime soon.

7. Strategic Objectives

Year 2025: Product and Market Consolidation, Release NovusBet 2.0, expand Xpress, secure new clients.

Year 2026: Regional Expansion & Efficiency, enter new markets, implement AI modules, reduce costs.

Year 2027: Diversification & Profit Maximization, launch a new unified platform, add jurisdictions, increase EBITDA margin

8. Product Portfolio

NovusBet: Modular sportsbook engine, PAM system, AI-driven odds and bonus engine, unified UI, scalable backend.

Xpress: Integration with 150+ providers, single API, compliance-ready systems, real-time analytics. **Future Enhancements:** Risk segmentation, extended API suite, hybrid cloud migration.

9. Conclusion

Novus Solutions N.V. enters the 2025–2027 business cycle with a clear roadmap for controlled, profitable growth. Leveraging its proven technology, client trust, and expanding regulatory presence, the company is positioned to strengthen its market leadership. As shareholder, I reaffirm our commitment to innovation, compliance, and long-term value creation for our partners and stakeholders.