



Softmetrix.

Business plan – July 2020

Softmetrix - Company overview



- ▶ URL: www.softmetrix.com
- ▶ Softmetrix is an Asian reseller and distributor of Playtech gaming content and online platform.
- ▶ Playtech plc is public company traded on the London Stock Exchange main market (Ticker: PTEC).
- ▶ Playtech's product offering enables players to access online, mobile and server-based gaming terminals. Playtech's online gaming applications include online casino, poker, bingo, sports betting, live gaming, casual and fixed odds games.
- ▶ Softmetrix will market certain Playtech products in the following territories: Japan, China, South Korea, Taiwan, Malaysia, Indonesia, India, Vietnam, Laos, Cambodia, Thailand and Burma (Myanmar).

Softmetrix – Value chain



- The following diagram describes Softmetrix's value chain, the business activities of each link and the business model.



Playtech products and services

- Online Casino:
 - Proprietary – Playtech provides over 700 in house developed titles of online casino games like slot and jackpot games.
 - Open platform – Offers many additional titles, allows outsourcing of content from other content providers.
- Live Casino:
 - Live Casino – Broadcasting from studios around the world, Playtech provides a live Casino experience.
 - Live Casino games include: Blackjack, Roulette, Baccarat, Poker, Hi-Lo, Sic Bo, Side bet variants including 21+3.

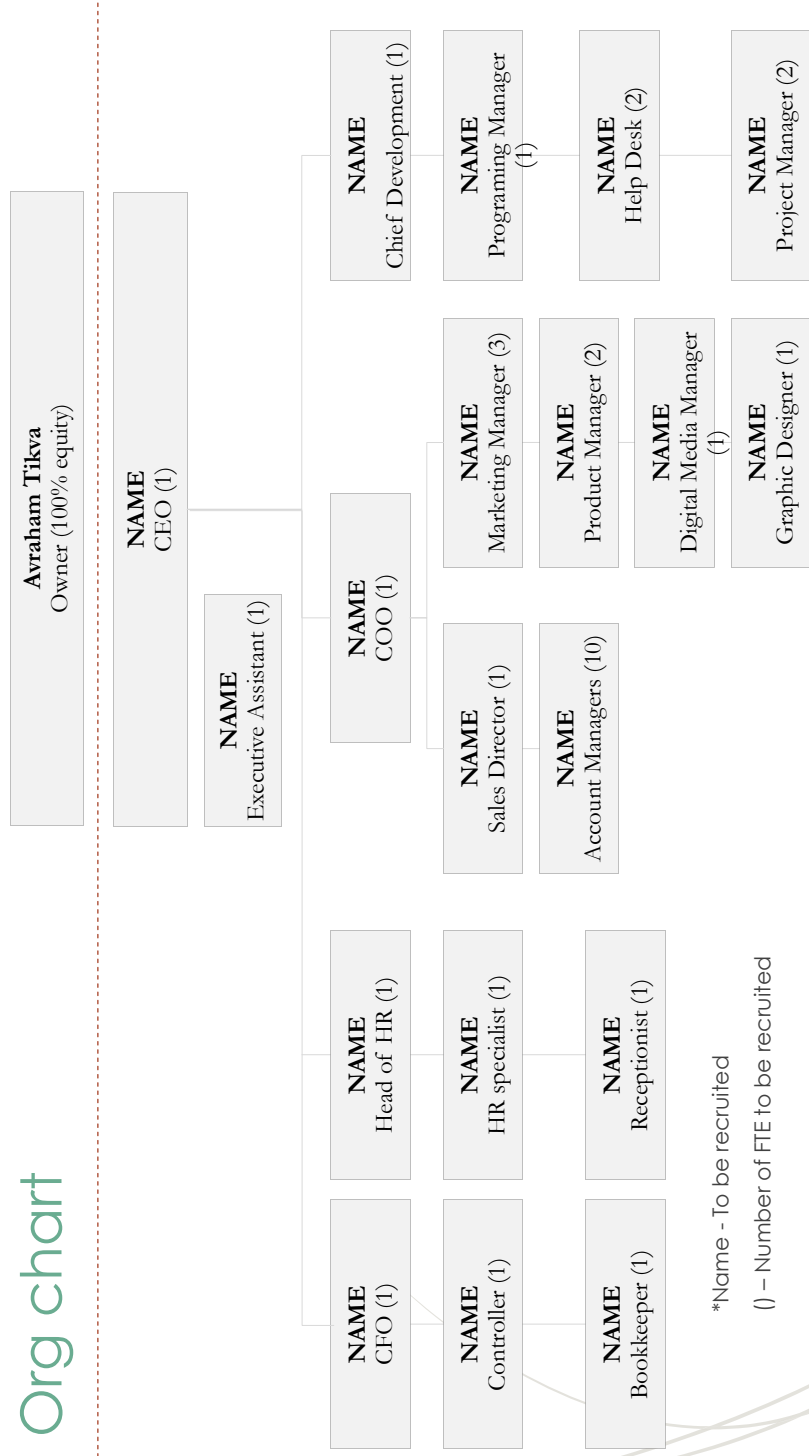


Softmetrix – Description of activities

Softmetrix is in process of setting up its operation in South East Asia. Due to COVID19, office openings and renting in the region have been put on hold.

Department	Current Locations	Future locations	Description
Marketing	The Philippines, Israel	The Philippines, Thailand	Online only, managed from different locations around the world due to inability to travel. All marketing activities will be done in house (no external providers will be used).
Sales and account management	The Philippines	The Philippines, Thailand, Cambodia/Vietnam	Future sales office locations are pending further assessment.
Customer support	The Philippines	The Philippines	Customer support will be handled solely from the Philippines.
Administration	Curacao	Curacao	All administrative and coordination matters will be handled from Curacao.
Finance and Billing	Curacao/Israel	Curacao	All administrative and license related matters will be handled from Curacao
Payments	Curacao/Cyprus	Curacao/Cyprus	Softmetrix clients pay invoices via wire transfer. No external PSP used in the collection process.

Org chart



Financial projections

- The table below illustrates the revenue forecast for Softmetrix in it's first 3 years of operation.
- The actual numbers might vary significantly from the forecast.

Item	Year 1	Year 2	Year 3
Revenue	232,100	301,730	392,249
Expenses	(162,470)	(211,211)	(274,574)
Net result	69,630	90,519	117,675
Total investment	10,000	15,000	20,000
Profit margin %	25.7%	25.0%	24.9%