



Online Casino Pongbet88 KREVETKA B.V.

BUSINESS PLAN

2023

CONFIDENTIALITY MEMO

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1 SUMMARY

1.1 Project Objectives

Pongbet88 is a cutting-edge online gambling company committed to providing a thrilling and responsible gaming experience. We are offering a diverse range of games that cater to the preferences of our global audience.

Vision:

To be the foremost online gambling destination that seamlessly blends innovation, entertainment, and responsibility, setting the standard for excellence in the gaming industry.

Mission:

At Pongbet88, our mission is to deliver an unparalleled online gambling experience by:

- **Innovation:** Constantly pushing the boundaries of technology to introduce new and exciting games that captivate our players.
- **Responsibility:** Promoting responsible gaming practices through robust player education, self-exclusion options, and partnerships with organizations dedicated to preventing gambling-related harm.
- **Fair Play:** Ensuring fairness and transparency in all our games, employing state-of-the-art algorithms and technologies to guarantee a level playing field for all participants.
- **Community Engagement:** Fostering a vibrant gaming community where players can connect, share experiences, and enjoy a sense of belonging in a secure and welcoming environment.

Goals:

- **Customer Satisfaction:** Striving to exceed the expectations of our players by delivering a seamless and enjoyable gaming experience through user-friendly interfaces, responsive customer support, and a vast selection of high-quality games.
- **Innovation Leadership:** Continuously investing in research and development to introduce groundbreaking technologies and games that set us apart as a pioneer in the online gambling industry.
- **Global Reach:** Expanding our reach to new markets and demographics, ensuring that players from around the world can access and enjoy our diverse portfolio of games.
- **Responsible Gaming Advocacy:** Collaborating with industry stakeholders, regulators, and non-profit organizations to promote responsible gaming practices and contribute to the development of standards that safeguard players' well-being.

Pongbet88 is not just a destination for gaming; it's a commitment to excellence, responsibility, and the relentless pursuit of creating a world-class online gambling platform.

Regulatory authority: Gaming Curacao.



The project involves the creation of a company offering online games.

The website is under construction. The domain is Pongbet88.com, held and operated by a Curacao company Krevetka B.V.

idp.safenames.com/MyDomainNames/?gfilter(Pongbet88.com)

 **Safenames** International Domain Portal

[Home](#) | [WHOIS](#) | [Help](#) | [Logout](#)

[Account](#) | [Domain Management](#) | [SSL](#) | [Search & Order](#) | [Support](#) | [Resources](#)

Account: KREVETKA B.V. | Security level: 1

Cashpot balance: €0.00 | [Wire Transfer](#) | [Top-Up](#) | [History](#)

Home / Domain Management / Domain Names / View My Domains

My Domain Names

1 domain names found (matching "Pongbet88.com")

1 - 1 of 1 items

☐

Bulk Actions

Views

Groups

Show Search

Show 10, 50, 250, 500 items

Filter

	Domain Name ▲	TLD	Account / Sub Account	Registration Term	Registered Date	Renewal Date	Invoice Info
☐	pongbet88.com	com	KREVETKA B.V.	1 yr	04.10.2023	04.10.2024	View (1) Invoices

<< first < previous | Page 1 of 1 | next > last >>

Site Map

Account

[Account Profile](#)

More Resources

Support

[Help](#)

Global Domain Search

Find

The list of game providers:

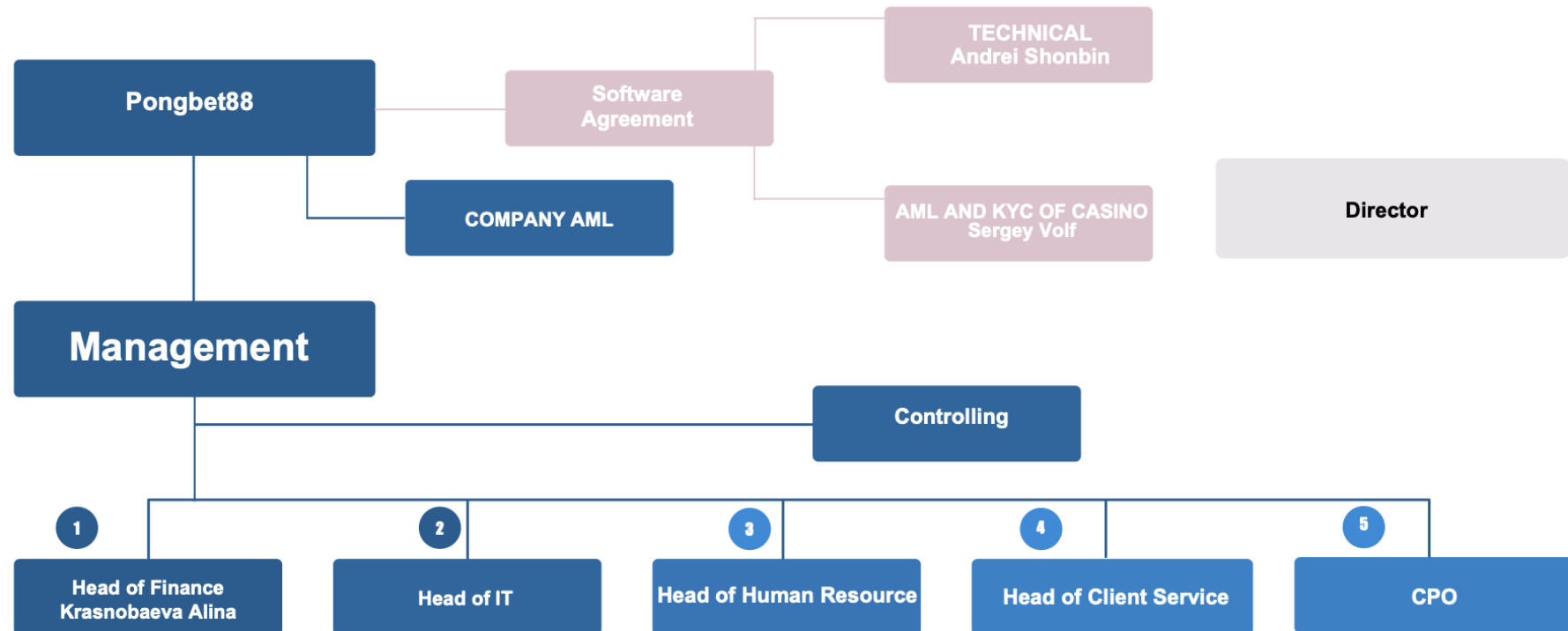
- AleaPlay
- Barbara Bang
- DLV
- Espresso Games
- KA Gaming
- LuckyStreak
- Mascot
- Mancala
- MultiSlot
- Netgame
- Onlyplay
- PG Soft
- tvgames
- Winfinity
- LiveG24
- Zillion

1.2 Game List

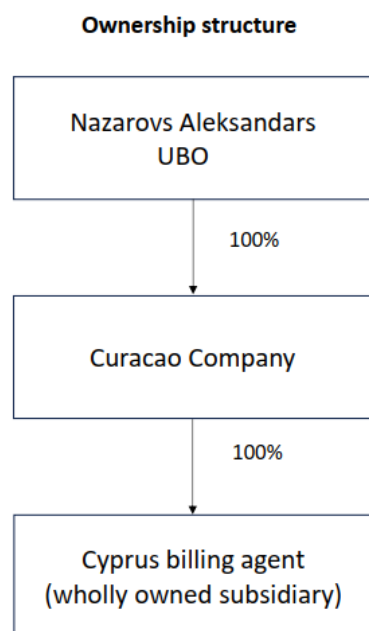
Main types of casino games:

- Type 1 – Casino games of chance played against the house, where the outcome is determined by a random generator. This category includes roulette, blackjack, baccarat, poker played against the house, lotteries, secondary lotteries, and virtual sports games..
 - Type 2 – Games of chance played against the house where the outcome is not randomly generated but is determined by the result of an external event or competition. In this category, the operator manages their own risk by adjusting the odds offered to the player..
 - Type 3 – Games of chance not played against the house, where the operator is not exposed to gaming risk. Instead, revenue is generated by taking a commission or charge based on the stakes or the prize. This category includes player-versus-player games such as poker, bingo, betting exchange, and other commission-based games.
 - Type 4 – Controlled skill games involve an element of skill, where players can influence the outcome through their abilities. Unlike games of pure chance, the outcome in controlled skill games is influenced by the player's skill and decision-making. These games often require a certain level of expertise or strategy, allowing players to showcase their skills and compete against each other on a more equal footing.
- The Casino presented:
- Type 1: roulette, blackjack, baccarat, poker played against the house, lotteries;
 - Type 3: poker (player versus player).

1.3 Organizational Framework



1.4 Ownership structure



1.5 Project Indicators

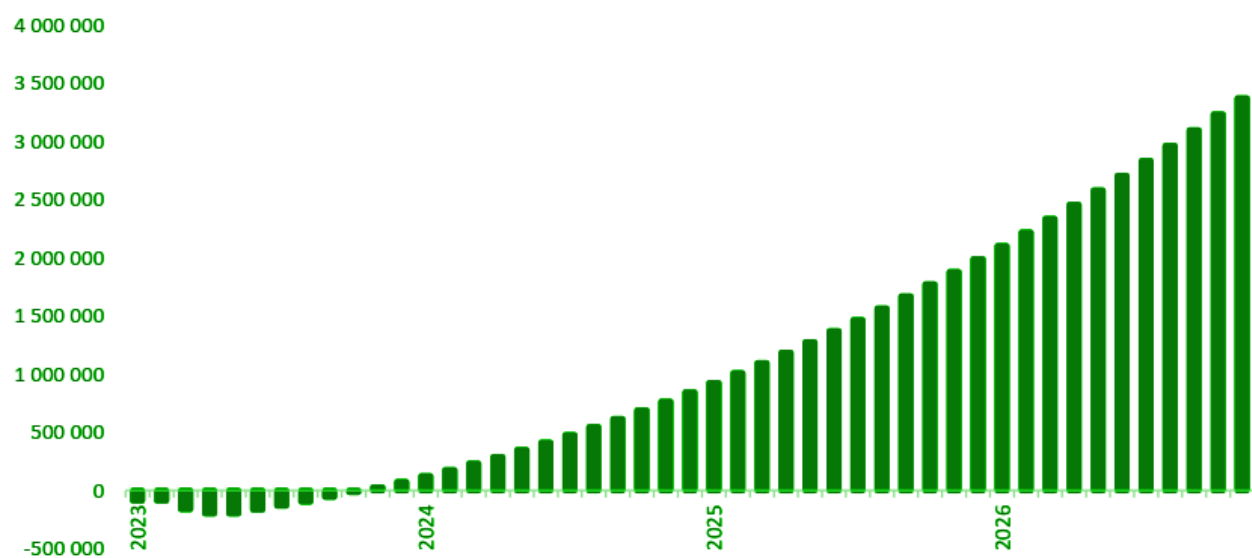
The economic viability of the project has been substantiated through the computation of conventional financial metrics commonly employed in project analysis.

The project's calculation horizon spans 48 months (4 years), with an investment phase lasting 3 months (0.3 years) until the project's initiation. Subsequently, the operational phase of the project, from launch onwards, encompasses 45 months (3.8 years).

Table 1. Indicators of the project

No	Name of the indicator	Rate
1	Calculation period of the project, year	4,0
2	Laid-down capital (LDC),	200 168
3	Revenue, euro	10 080 320
4	Net average operational receipts per month (NAOR),	70 265
5	Average demand balance per month (ADB),	1 113 929
6	Net profit for the project period,	3 372 704
7	Average profitability for the project period (net profit to proceeds	33,5%
8	Discounting rate (DR), %	19,4%
9	Net present value (NPV),	2 080 079
10	Average Rate of Return of investments (ARR)	421,2%
11	Return on investment (ROI)	1684,9%
12	Profitability index (PI)	24,47
13	Internal rate of return (IRR)	438,2%
14	Pay back period of the project in whole (PBP), incl. financing scheme	11 months
15	Discounted payback period of the project in whole (DPBP), incl. financing scheme	11 months

Diagram 2. Payback of the project, euro



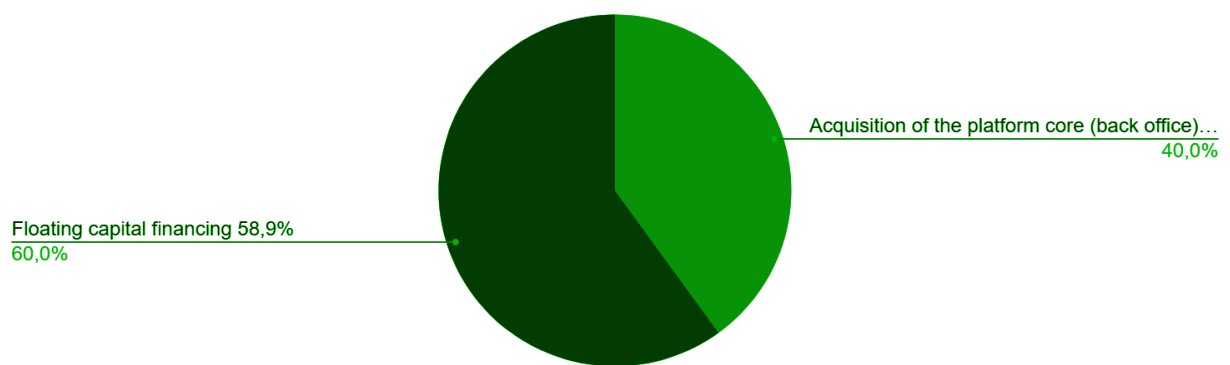
2 SUMMARY OF FINANCES

2.1 Categories of investments, anticipated costs, funding origins

Type of initial investments - funds provided directly by the Ultimate Beneficial Owner amounting for 200 200 EUR.

Upon launch - profits generated directly from operations.

Diagram 3. Investments structure



2.2 Financial estimation for the first, second and third year

Table 2. Cash flow for the first year

	Total for 4 years	Jun-23	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24	Apr-24	May-24
Month of the project		1	2	3	4	5	6	7	8	9	10	11	12
Month from the project launch					1	2	3	4	5	6	7	8	9
Number of days in the period		30	31	31	30	31	30	31	31	29	31	30	31
Cash flow from INVESTING total	-77 000	-77 000	0	0	0	0	0	0	0	0	0	0	0
Acquisition of the platform core (back office)	-77 000	-77 000	0	0	0	0	0	0	0	0	0	0	0
OPERATING cash flow total	3 462 704	0	0	0	-73 105	-35 588	-1 475	32 637	33 947	36 567	39 187	41 807	44 427
Proceeds inpayment excl. VAT	10 080 320	0	0	0	0	52 080	104 160	156 240	158 240	162 240	166 240	170 240	174 240
Casino income	10 080 320	0	0	0	0	52 080	104 160	156 240	158 240	162 240	166 240	170 240	174 240
Expenses total	-6 617 616	0	0	0	-73 105	-87 668	-105 635	-123 603	-124 293	-125 673	-127 053	-128 433	-129 813
Variable costs total	-6 410 616	0	0	0	-68 505	-83 068	-101 035	-119 003	-119 693	-121 073	-122 453	-123 833	-125 213
<i>Basic expenses</i>	<i>-4 444 953</i>	<i>0</i>	<i>0</i>	<i>0</i>	<i>-68 505</i>	<i>-72 912</i>	<i>-80 724</i>	<i>-88 536</i>	<i>-88 836</i>	<i>-89 436</i>	<i>-90 036</i>	<i>-90 636</i>	<i>-91 236</i>
<i>Payments to providers</i>	<i>-1 965 662</i>	<i>0</i>	<i>0</i>	<i>0</i>	<i>0</i>	<i>-10 156</i>	<i>-20 311</i>	<i>-30 467</i>	<i>-30 857</i>	<i>-31 637</i>	<i>-32 417</i>	<i>-33 197</i>	<i>-33 977</i>
Fixed costs total	-207 000	0	0	0	-4 600	-4 600	-4 600	-4 600	-4 600	-4 600	-4 600	-4 600	-4 600
<i>Salary</i>	<i>-207 000</i>	<i>0</i>	<i>0</i>	<i>0</i>	<i>-4 600</i>	<i>-4 600</i>	<i>-4 600</i>	<i>-4 600</i>	<i>-4 600</i>	<i>-4 600</i>	<i>-4 600</i>	<i>-4 600</i>	<i>-4 600</i>
Investing and Operations total	3 385 704	-77 000	0	0	-73 105	-35 588	-1 475	32 637	33 947	36 567	39 187	41 807	44 427
progressive total	3 385 704	-77 000	-77 000	-77 000	-150 105	-185 693	-187 168	-154 531	-120 584	-84 017	-44 829	-3 022	41 405
Cash flow from Financial operations total	30 168	157 000	0	0	0	28 693	1 475	-29 373	-33 490	-36 259	-38 894	-18 983	0
Own funds	30 168	0	0	0	0	28 693	1 475	0	0	0	0	0	0
Own funds repayment	0	0	0	0	0	0	0	0	0	0	0	0	0
Co-investor's investment	157 000	157 000	0	0	0	0	0	0	0	0	0	0	0
Refunds to co-investor	-157 000	0	0	0	0	0	0	-29 373	-33 490	-36 259	-38 894	-18 983	0
TOTAL CASH FLOW OF THE PROJECT	3 415 872	80 000	0	0	-73 105	-6 895	0	3 264	457	308	293	22 824	44 427
progressive total (cash balance)	3 415 872	80 000	80 000	80 000	6 895	0	0	3 264	3 721	4 029	4 322	27 146	71 573

Table 3. Cash flow for the second year

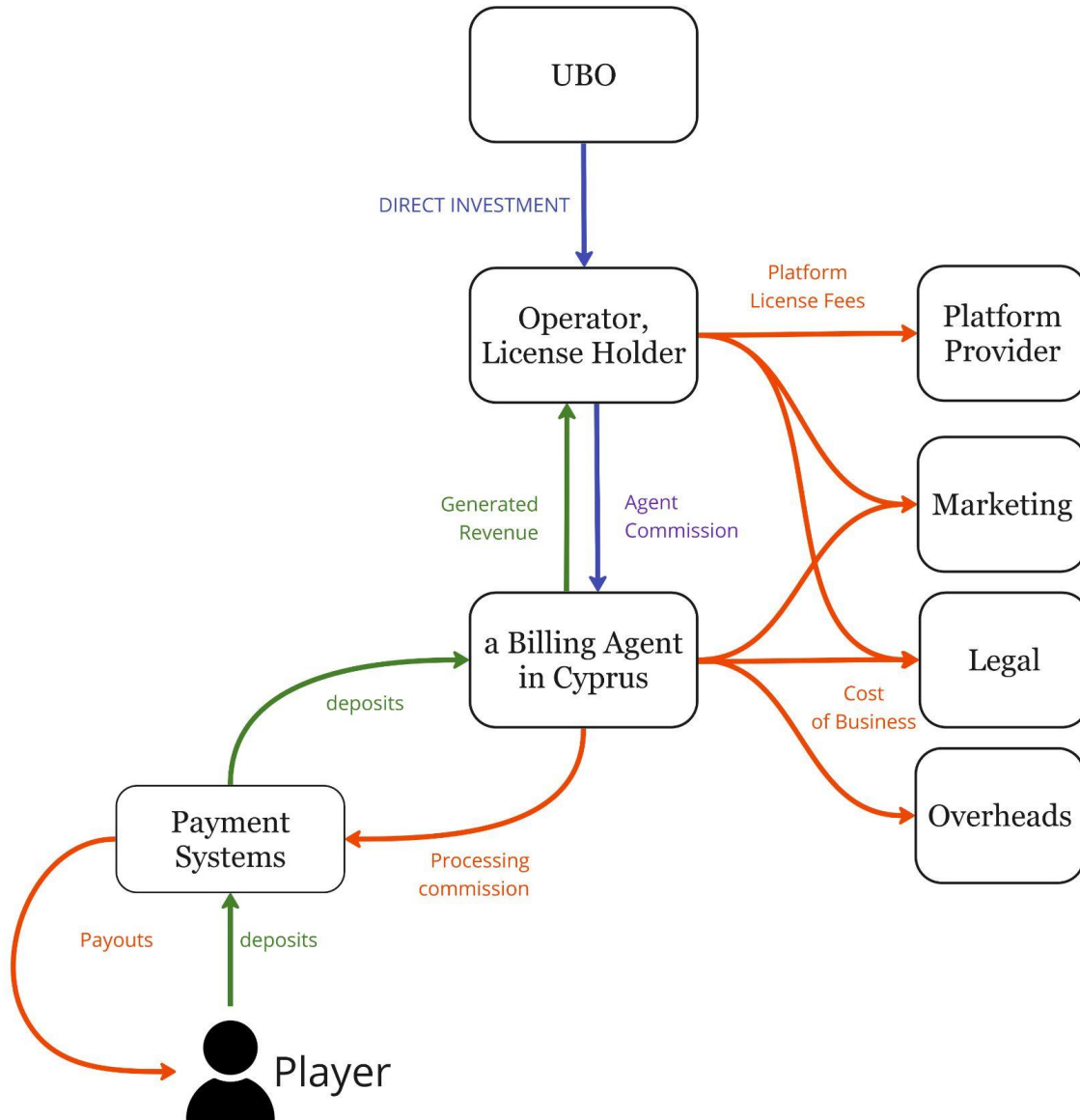
		Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25	May-25
Month of the project	Total for 4 years	13	14	15	16	17	18	19	20	21	22	23	24
Month from the project launch		10	11	12	13	14	15	16	17	18	19	20	21
Number of days in the period		30	31	31	30	31	30	31	31	28	31	30	31
Cash flow from INVESTING total	-77 000	0	0	0	0	0	0	0	0	0	0	0	0
Acquisition of the platform core (back office)	-77 000	0	0	0	0	0	0	0	0	0	0	0	0
OPERATING cash flow total	3 462 704	47 047	49 667	52 287	54 907	57 527	60 147	62 767	65 387	68 007	70 627	73 247	75 867
Proceeds inpayment excl. VAT	10 080 320	178 240	182 240	186 240	190 240	194 240	198 240	202 240	206 240	210 240	214 240	218 240	222 240
Casino income	10 080 320	178 240	182 240	186 240	190 240	194 240	198 240	202 240	206 240	210 240	214 240	218 240	222 240
Expenses total	-6 617 616	-131 193	-132 573	-133 953	-135 333	-136 713	-138 093	-139 473	-140 853	-142 233	-143 613	-144 993	-146 373
Variable costs total	-6 410 616	-126 593	-127 973	-129 353	-130 733	-132 113	-133 493	-134 873	-136 253	-137 633	-139 013	-140 393	-141 773
Basic expenses	-4 444 953	-91 836	-92 436	-93 036	-93 636	-94 236	-94 836	-95 436	-96 036	-96 636	-97 236	-97 836	-98 436
Payments to providers	-1 965 662	-34 757	-35 537	-36 317	-37 097	-37 877	-38 657	-39 437	-40 217	-40 997	-41 777	-42 557	-43 337
Fixed costs total	-207 000	-4 600	-4 600	-4 600	-4 600	-4 600	-4 600	-4 600	-4 600	-4 600	-4 600	-4 600	-4 600
Salary	-207 000	-4 600	-4 600	-4 600	-4 600	-4 600	-4 600	-4 600	-4 600	-4 600	-4 600	-4 600	-4 600
Investing and Operations total	3 385 704	47 047	49 667	52 287	54 907	57 527	60 147	62 767	65 387	68 007	70 627	73 247	75 867
progressive total	3 385 704	88 452	138 119	190 407	245 314	302 841	362 988	425 755	491 143	559 150	629 777	703 024	778 891
Cash flow from Financial operations total	30 168	0	0	0	0	0	0	0	0	0	0	0	0
Own funds	30 168	0	0	0	0	0	0	0	0	0	0	0	0
Own funds repayment	0	0	0	0	0	0	0	0	0	0	0	0	0
Co-investor's investment	157 000	0	0	0	0	0	0	0	0	0	0	0	0
Refunds to co-investor	-157 000	0	0	0	0	0	0	0	0	0	0	0	0
TOTAL CASH FLOW OF THE PROJECT	3 415 872	47 047	49 667	52 287	54 907	57 527	60 147	62 767	65 387	68 007	70 627	73 247	75 867
progressive total (cash balance)	3 415 872	118 620	168 288	220 575	275 482	333 009	393 156	455 924	521 311	589 318	659 945	733 192	809 060

Table 4. Cash flow for the third year

	Total for 4 years	Jun-25	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25	Jan-26	Feb-26	Mar-26	Apr-26	May-26
Month of the project		25	26	27	28	29	30	31	32	33	34	35	36
Month from the project launch		22	23	24	25	26	27	28	29	30	31	32	33
Number of days in the period		30	31	31	30	31	30	31	31	28	31	30	31
Cash flow from INVESTING total	-77 000	0	0	0	0	0	0	0	0	0	0	0	0
Acquisition of the platform core (back office)	-77 000	0	0	0	0	0	0	0	0	0	0	0	0
OPERATING cash flow total	3 462 704	78 487	81 107	83 727	86 347	88 967	91 587	94 207	96 827	99 447	102 067	104 687	107 307
Proceeds inpayment excl. VAT	10 080 320	226 240	230 240	234 240	238 240	242 240	246 240	250 240	254 240	258 240	262 240	266 240	270 240
Casino income	10 080 320	226 240	230 240	234 240	238 240	242 240	246 240	250 240	254 240	258 240	262 240	266 240	270 240
Expenses total	-6 617 616	-147 753	-149 133	-150 513	-151 893	-153 273	-154 653	-156 033	-157 413	-158 793	-160 173	-161 553	-162 933
Variable costs total	-6 410 616	-143 153	-144 533	-145 913	-147 293	-148 673	-150 053	-151 433	-152 813	-154 193	-155 573	-156 953	-158 333
Basic expenses	-4 444 953	-99 036	-99 636	-100 236	-100 836	-101 436	-102 036	-102 636	-103 236	-103 836	-104 436	-105 036	-105 636
Payments to providers	-1 965 662	-44 117	-44 897	-45 677	-46 457	-47 237	-48 017	-48 797	-49 577	-50 357	-51 137	-51 917	-52 697
Fixed costs total	-207 000	-4 600	-4 600	-4 600	-4 600	-4 600	-4 600	-4 600	-4 600	-4 600	-4 600	-4 600	-4 600
Salary	-207 000	-4 600	-4 600	-4 600	-4 600	-4 600	-4 600	-4 600	-4 600	-4 600	-4 600	-4 600	-4 600
Investing and Operations total	3 385 704	78 487	81 107	83 727	86 347	88 967	91 587	94 207	96 827	99 447	102 067	104 687	107 307
progressive total	3 385 704	857 379	938 486	1 022 213	1 108 560	1 197 527	1 289 115	1 383 322	1 480 149	1 579 596	1 681 663	1 786 351	1 893 658
Cash flow from Financial operations total	30 168	0	0	0	0	0	0	0	0	0	0	0	0
Own funds	30 168	0	0	0	0	0	0	0	0	0	0	0	0
Own funds repayment	0	0	0	0	0	0	0	0	0	0	0	0	0
Co-investor's investment	157 000	0	0	0	0	0	0	0	0	0	0	0	0
Refunds to co-investor	-157 000	0	0	0	0	0	0	0	0	0	0	0	0
TOTAL CASH FLOW OF THE PROJECT	3 415 872	78 487	81 107	83 727	86 347	88 967	91 587	94 207	96 827	99 447	102 067	104 687	107 307
progressive total (cash balance)	3 415 872	887 547	968 654	1 052 381	1 138 728	1 227 696	1 319 283	1 413 490	1 510 317	1 609 764	1 711 832	1 816 519	1 923 826

PONGBET88

Flow of Funds



The cost of business for the project includes license fees to the Platform provider, Web-marketing, Service fees to employees and legal fees to fiduciary service providers.

3 PRODUCTS & SERVICES

Platform description

HIGHFLIER B.V., a company registered under the laws of Curacao under registration number 149996 (“HIGHFLIER”) has developed **the bet-b2b Platform (“Platform”)** - a software solution for betting companies with 24/7 stream of data and technical support. The Platform provides betting website operators with a reliable software solution designed to deliver high performance and security. Built on advanced technologies, it offers a diverse range of features, including real-time data updates, support for multiple types of bets, huge selection of sports and flexible customization options.

Platform specifications

General specifications

The Platform’s structure

The functional structure of the Platform includes the following modules:

- the option to register as a customer
- the option to log in and reset the password
- the option to make deposits and withdrawals
- the option to place bets
- the option to view betting history
- the option to view deposit history
- the option to receive bonuses
- the option to view bonus history
- the option to contact the customer support team
- the option to self-exclude
- the option to place limits on deposits
- deployment of two-factor authentication
- deployment of secret phrase authentication
- databases and tables of real events containing established statistics or dynamic odds
- service for obtaining odds on events through an API
- service for tracking customer money – records of deposits, bets, and withdrawals
- service for integrating the Platform with the payment services of other third-party providers through an API
- service for notifying customers about a future event, changes, adverts, and marketing for promotions by email, text message and pop-up message on mobile devices
- tool for protecting and restricting access and assigning competences to HIGHFLIER’s employees (BackOffice) and displaying an employee’s level of access in their profile
- profiles for the technical service departments of remote operating units (B2C) including the department structure, information about the SLA and the serviced business units of the operator or affiliates
- technical support service including the systems for logging in, registration, and recording and resolving questions and problems from service contractors when using email services or live communication
- display of short messages to customers (primarily the status of their account and customer legal compliance)
- the option for customers to put forward and discuss customer ideas to improve the platform’s services and install new services, and the option to introduce ratings
- document management – files received from customers – loading files and exchanging them with colleagues securely, tagging, the option to add comments and information about users that downloaded files, version control

- cookie service – storage and sharing of useful links to various online resources, customer recommendations and content on the basis of information accumulated about a customer, improvement and suggestions for customers to make using the platform easier and more efficient
- responsible gaming service – a service for customers to set up their own limits and self-exclude with the option to customize these to suit the different requirements of the various jurisdictions
- Anti-fraud and AML service – the option to connect third-party resources through an API from government bodies in different jurisdictions to verify customers when they register and if they engage in suspicious activity
- service for monitoring suspicious customer activity, such as using different payment methods and a large number of small deposits, bets, and withdrawals
- voting service – the opportunity for customers to vote for the operator’s various marketing or informational promotions posted and sent to customers through the Platform’s services
- service for issuing ratings – mechanisms for determining the activity and popularity of Platform users and creation of reports on VIP customers

Compatibility with related platforms

The Platform is compatible with third-party betting platforms and individual slots, casino, corporate back-office portal sufficient for general navigation and information research, a payment system aggregator, and a customer support module.

The Platform also supports:

- marketing modules from third parties
- integration with the business solutions including CMS, CRM, and BackOffice
- integration with external platforms such as Microsoft Office, business email, tasks and calendars, and a platform for sending mass messages by email and SMS
- integration with additional structures providing prior verification services on customers, KYC, AML, fraud prevention, and PEP lists to help the operator decide whether to accept certain users
- provision of API for several modules
- integration with system managing access to information resources for providing the betting odds.
- integration with AWS and other data storage services that have security certificates and are located within the EU.

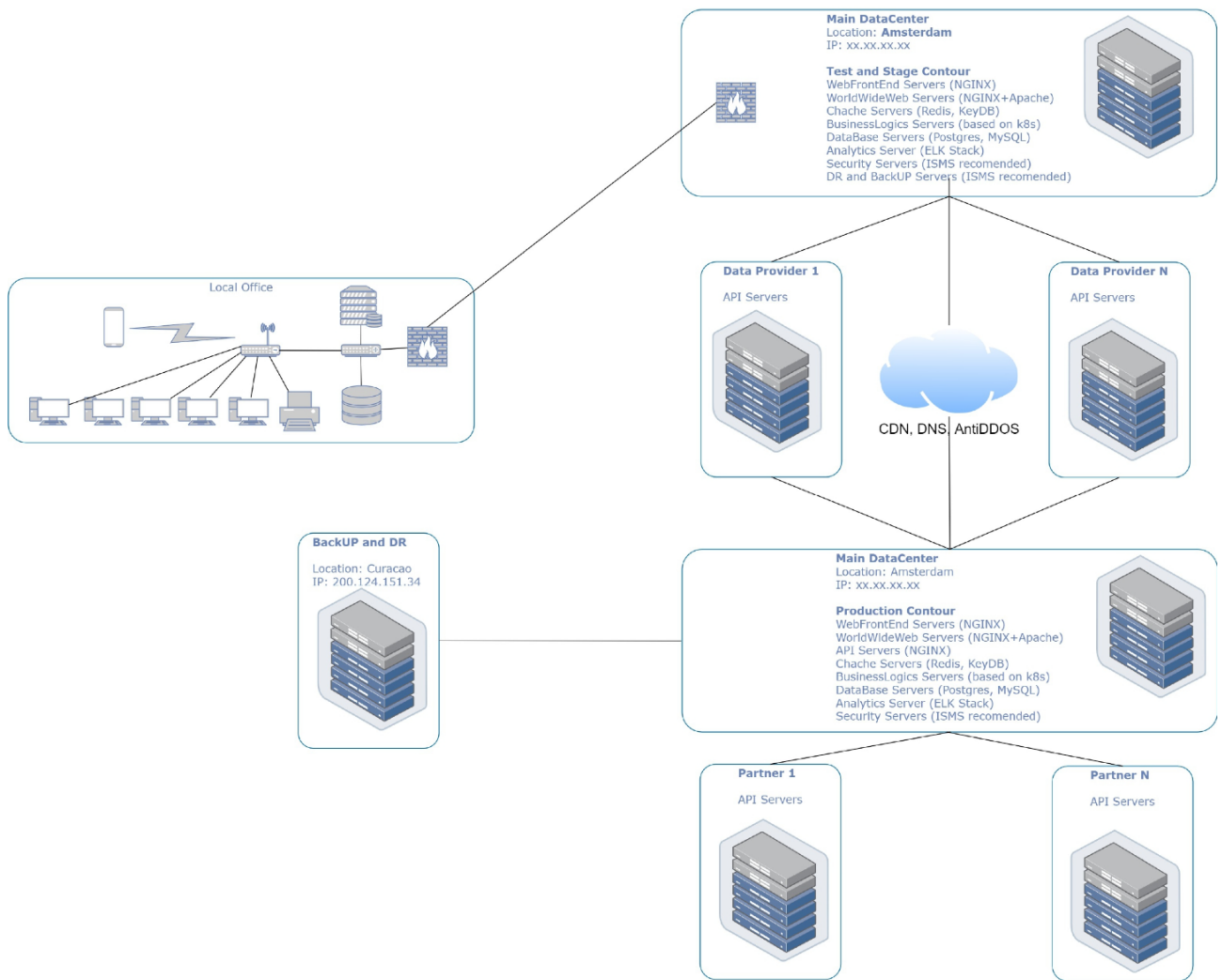
Ergonomic features

It is possible to modify the Platform’s interface according to the developed and agreed designs.

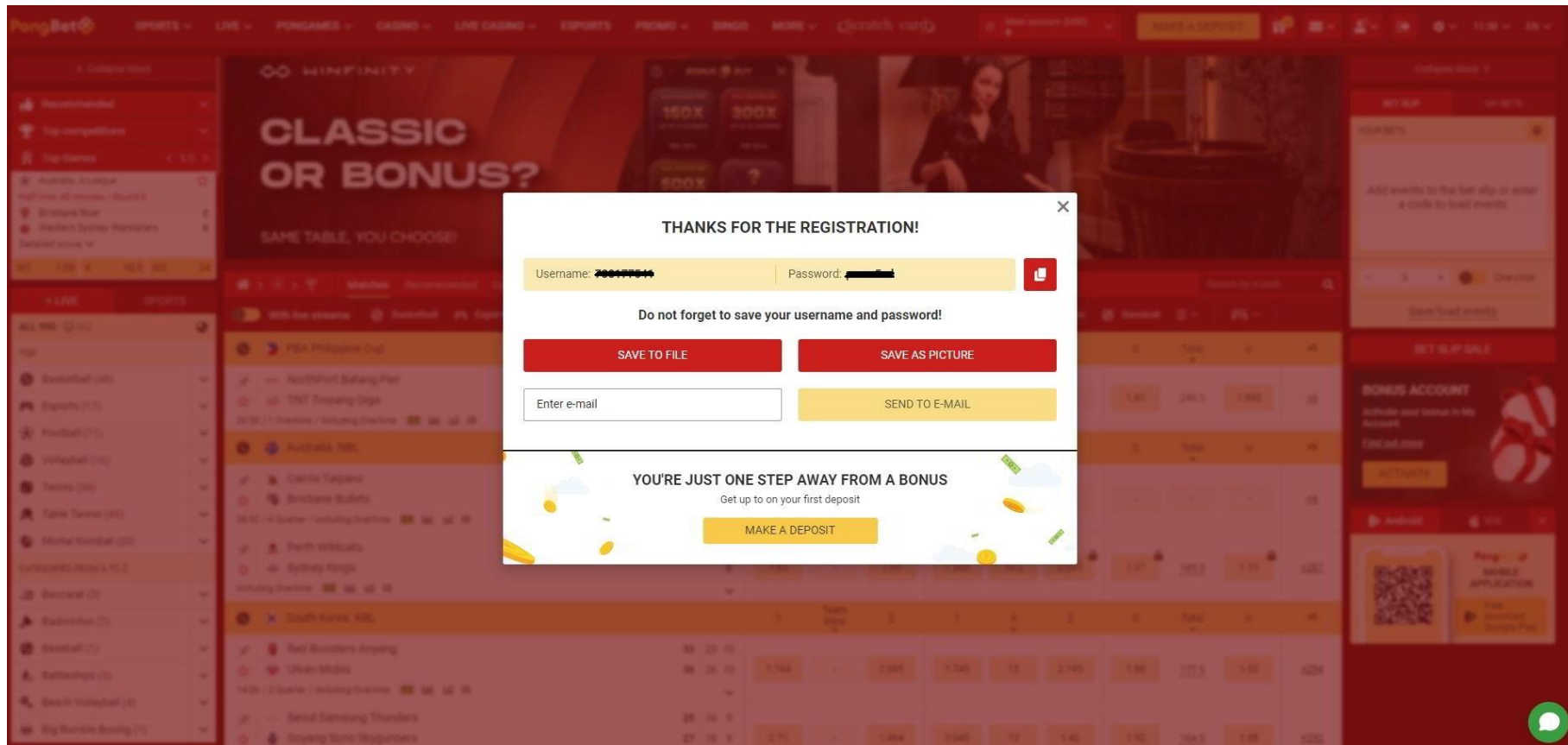
The Platform supports access from the following mobile platforms:

- iOS
- Android
- Windows

The Platform supports adaptive web design (or an adaptive user interface) capable of carrying out W3C CSS3 requests with a changing proportion grid and also support flexible changes to image proportions.



3.1 Registrations and opening of an account:



PongBet

SPORTS LIVE PONGGAMES CASINO LIVE CASINO ESPOETS PROMO BINGO MORE

LOG IN 11:29 PM

WELCOME TO PONGBET

CLASSIC OR BONUS?

SAME TABLE, YOU CHOOSE

Casino + Pongames
Welcome package up to 1635 USD + 150 FS

Reject bonuses
Make your selection later

REGISTRATION

ONE-CLICK BY PHONE BY E-MAIL SOCIAL NETWORKS AND MESSENGERS

Select country Philippines Select currency US dollar (USD)

Promo code (if you have one) REGISTER

This site is protected by reCAPTCHA and the Google [Privacy Policy](#) and [Terms of Service](#) apply.

By clicking this button you confirm that you have read and agree to the [Terms and Conditions](#) and [Privacy Policy](#) of the company and confirm that you are of legal age

REGISTRATION

One-click My phone

Philippines

US dollar (USD)

Please create an account (if you have one)

REGISTER

The site is automatically verified and verified. Please create an account and verify your account. By clicking this button you confirm that you have read and agree to the [Terms and Conditions](#) and [Privacy Policy](#) of the company and confirm that you are of legal age.

5 BONUS ON YOUR 1ST DEPOSIT

GET HELP GET TO US

YOUR BETS

Add events to the bet slip or enter a code to load events

REQUEST BETTING

Save loaded events

Android iOS

PongBet

SPORTS

LIVE

PONGAMES

CASINO

LIVE CASINO

ESPORTS

PROMO

BINGO

MORE

Scratch card

\$

REGISTRATION

LOG IN

11:29

EN

« Collapse block

Recommended

Top competitions

Top Games

Australia. A League

1 Half, 48 minutes / Round 6

Brisbane Roar

Western Sydney Wanderers

Detailed score

W1 1.09 X 10.5 W2 24

LIVE

SPORTS

ALL 896 329

TOP

Basketball (47)

Esports (17)

Football (71)

Volleyball (16)

Tennis (38)

Table Tennis (42)

Mortal Kombat (19)

CATEGORIES FROM A TO Z

Baccarat (4)

Badminton (7)

Baseball (2)

Battleships (2)

Beach Volleyball (4)

Big Rumble Boxing (1)

WINFINITY

CLASSIC OR BONUS?

SAME TABLE, YOU CHOOSE!

BONUS BUY

150X

UP TO 5 NUMBERS

FEE 50%

300X

UP TO 10 NUMBERS

FEE 50%

500X

UP TO 30 NUMBERS

FEE 100%

?

MYSTERY

FEE 50%

Auto-Repeat

Matches

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Football

Volleyball

Tennis

Table Tennis

Mortal Kombat

Baccarat

Badminton

Baseball

PBA Philippine Cup

1 Team Wins 2 1 X 2 0 Total U +5

NorthPort Batang Pier

122 37 24 29 23 9

TNT Tropang Giga

116 33 29 27 24 3

50:00 / 1 Overtime / Including Overtime

1.12 - 6.23 - - - 1.88 254.5 1.92 +6

Australia. NBL

1 Team Wins 2 1 X 2 0 Total U +5

Cairns Taipans

73 21 21 12 19

Brisbane Bullets

80 17 26 25 12

38:31 / 4 Quarter / Including Overtime

15.7 - 1.01 - - - 1.715 159.5 2.13 +8

Perth Wildcats

0

Sydney Kings

0

Including Overtime

1.85 - 1.95 1.965 14.2 2.045 1.87 185.5 1.93 +287

South Korea. KBL

1 Team Wins 2 1 X 2 0 Total U +5

Red Boosters Anyang

31 23 8

Ulsan Mobis

36 26 10

13:37 / 2 Quarter / Including Overtime

1.85 - 1.952 1.89 13 2.005 1.9 178.5 1.9 +296

Seoul Samsung Thunders

23 16 7

Goyang Sono Skygunners

27 18 9

3.325 - 1.33 3.33 13 1.365 1.9 162.5 1.9 +294

REGISTRATION

One-click By phone

Philippines

US dollar (USD)

Promo code (if you have one)

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% BONUS ON YOUR 1ST DEPOSIT

BET SLIP MY BETS

YOUR BETS

Add events to the bet slip or enter a code to load events

REGISTRATION

Save/load events

Android iOS

PongBet

SPORTS
LIVE
PONGAMES
CASINO
LIVE CASINO
ESPORTS
PROMO
BINGO
MORE
Scratch card

Main account (USD) 0
MAKE A DEPOSIT

1

11:31
EN

1/5

Add email

Main account (USD) 0

ACCOUNT

Deposit
Withdraw funds
Bet history
Transaction history

EXTRA

VIP Cashback
Bonuses and gifts
Promotions
Customer Support

PROFILE

Personal profile
Security
Account settings
Responsible Gambling

Log out

Personal profile

Fill in the empty fields to take advantage of the enhanced features of the website.

Fill in profile 36%

Account

Account number

Password

Registration date

01/12/2023

Contacts

Phone

Email

We recommend using Gmail to avoid any issues with receiving notifications

Personal info

Surname

Document number

First name

Document issue date

Date of birth

Country

Philippines

Place of birth

Permanent registered address

Type of document

National Identity card

SAVE

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Casino
Pongames

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Statistics
Results

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Mobile version

APPS

Android

20

3.2 Log in and logout:

PongBet SPORTS LIVE PONGAMES CASINO LIVE CASINO ESPORTS PROMO BINGO MORE Scratch card

REGISTRATION LOG IN 15:34 EN

CLASSIC OR BONUS?
SAME TABLE, YOU CHOOSE!

REGISTRATION
E-mail or ID
Password
Remember Forgot your password?
LOG IN
You can log in to the website via:
SMS LOGIN

REGISTRATION
By phone
de (if you have one)
REGISTER
protected by reCAPTCHA and the
Policy and Terms of Service apply:
button you confirm that you have
to the Terms and Conditions and
Privacy Policy of the company and confirm that you
are of legal age

W1 7.75 X 3.75 W2 1.485

LIVE SPORTS
ALL 903 306
TOP
Basketball (34)
Esports (21)
Football (81)
Volleyball (14)
Tennis (29)
Table Tennis (43)
Mortal Kombat (23)
CATEGORIES FROM A TO Z
Baccarat (5)
Badminton (5)
Battleships (2)
Beach Volleyball (2)
Big Rumble Boxing (2)
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Matches Recommended Upcoming events 1st period 2nd period
With live streams Basketball Esports Football Volleyball Tennis Table Tennis Mortal Kombat Baccarat Badminton Battleships

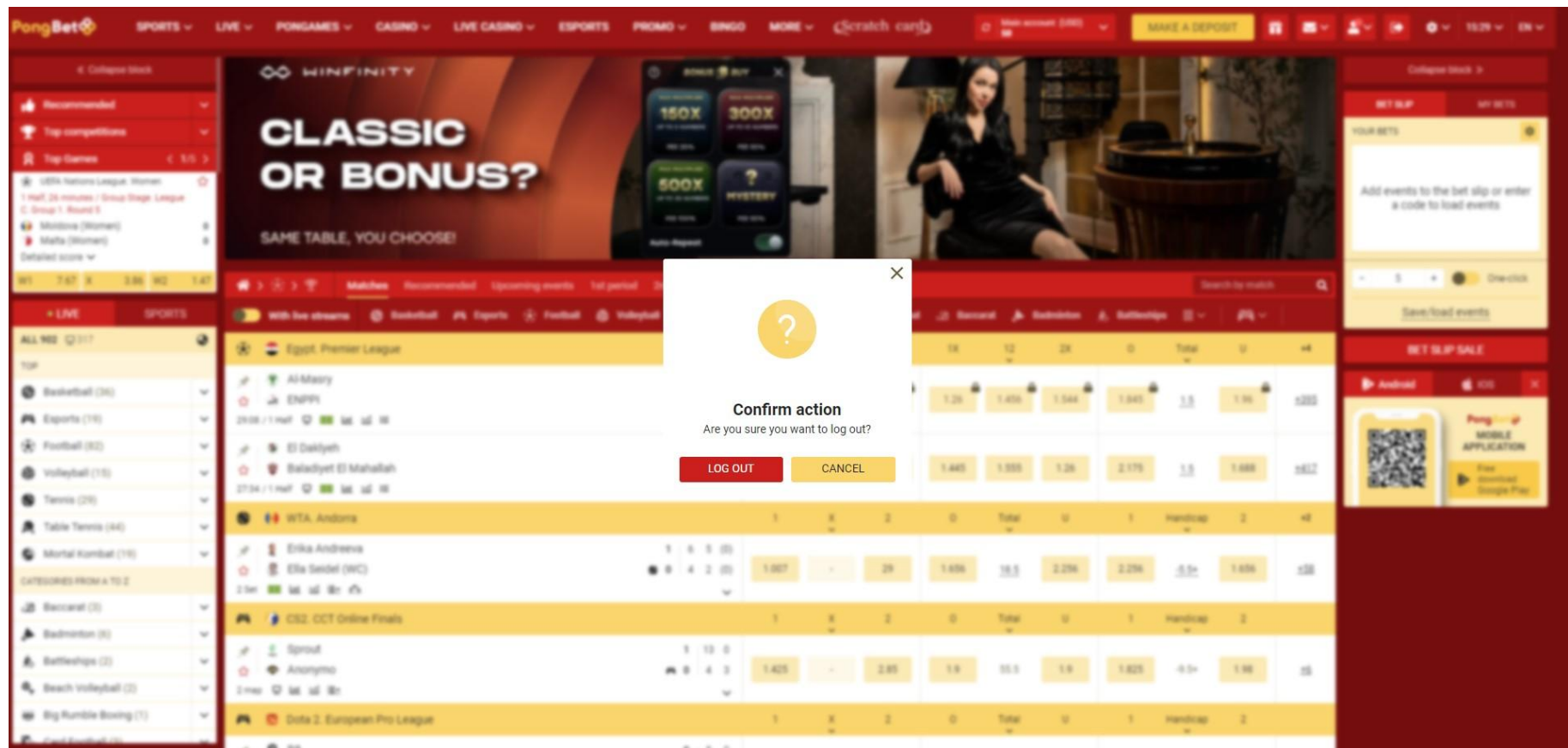
Egypt. Premier League
1 X 2 1X 12 2X 0 Total U +4
Al-Masry 0 0 2.456 2.584 3.63 1.264 1.47 1.52 1.975 1.5 1.83 +373
ENPPI 34:53 / 1 Half
El Daklyeh 0 0
Baladiyet El Mahallah 0 0 3.59 2.312 2.784 1.416 1.575 1.27 2.26 1.5 1.592 +403
33:19 / 1 Half

WTA. Andorra
1 X 2 0 Total U 1 Handicap 2 +2
Erika Andreeva 1 6 5 (0)
Ella Seidel (WC) 0 4 3 (0) 1.01 - 17.4 3.455 19.5 1.32 1.304 -4.5+ 3.55 +47
2 Set

CS2. CCT Online Finals
1 X 2 0 Total U 1 Handicap 2
Sprout 1 13 1
Anonymo 0 4 5 1.48 - 2.655 1.88 56.5 1.92 1.856 -8.5+ 1.945 +6
2 map

Dota 2. European Pro League
1 X 2 0 Total U 1 Handicap 2

% BONUS ON YOUR 1ST DEPOSIT
BET SLIP MY BETS
YOUR BETS
Add events to the bet slip or enter a code to load events
Save/load events



3.3 Terms and conditions/ Rules and procedures:

Terms of Service: Defines the rules and conditions that users must agree to when using the online casino platform, including aspects like eligibility, account usage, payments, and other operational guidelines.

Responsible Gaming: Outlines the casino's commitment to promoting responsible gambling, providing information on setting limits, offering support for problem gambling, and ensuring a safe and enjoyable environment for users.

Self-exclusion: Describes the process through which individuals can voluntarily exclude themselves from gambling activities on the platform for a specified duration, typically to manage gambling habits or address addiction issues.

Dispute resolution: Details the procedures and mechanisms available to resolve conflicts or disputes that may arise between the casino and its users, often outlining steps for escalation and resolution.

Anti-Money Laundering: Explains the measures implemented by the casino to prevent and detect any attempts to use the platform for money laundering activities, including identity verification and transaction monitoring.

Fairness & RNG Testing Methods: Discusses the fairness of games offered by the casino, ensuring they are random and unbiased, often mentioning the use of Random Number Generators (RNGs) and the methods used to test and verify their fairness.

KYC Policies: Describes the "Know Your Customer" policies, which involve verifying the identity of users to prevent fraud, money laundering, and underage gambling, typically through ID checks and document submissions.

Privacy & Management of Personal Data: Explains how the casino collects, uses, stores, and protects users' personal information, outlining privacy practices and data management procedures in compliance with relevant regulations.

Accounts, Payouts & Bonuses: Details account management procedures, payout methods, and the terms and conditions related to bonuses, including wagering requirements and restrictions.

Betting rules: Provides specific rules and regulations governing betting activities on the platform, including game-specific rules, maximum and minimum bets, and any additional terms for different types of bets.

1. GENERAL TERMS AND DEFINITIONS

Introduction: 1.1. These terms and conditions and the documents referred to below (the "Terms") apply to the use of the current website (the "Website") and its related or connected services (collectively, the "Service"). You should carefully review these Terms as they contain important information concerning your rights and obligations concerning the use of the Website and form a binding legal agreement between you - our customer (the "Customer"), and us. By using this Website and/or accessing the Service, you, whether you are a guest or a registered user with an account ("Account"), agree to be bound by these Terms, together with any amendments, which may be published from time to time. If you do not accept these Terms, you should refrain from accessing the Service and using the Website.

The following Betting Rules pertaining to the bookmaker Pongbet88 (hereinafter referred to as the Rules) stipulate the manner of accepting bets, paying winnings and resolving disputes, as well as the specific features of certain bets on certain sports. These Rules shall govern any other relations between the bookmaker Pongbet88 and the customer.

These Rules shall apply to betting on the website and at Pongbet88 betting facilities.

Bet	- is a risk-driven agreement for potential winnings entered into between the customer and the bookmaker under the established Rules, where the fulfillment of such agreement is conditioned by an event whose outcome is yet to be determined. Bets are accepted on the conditions offered by the bookmaker.
Outcome	- is the result of the event (events) on which the bet was placed.
Customer	- is an individual placing a bet with the bookmaker on an outcome.
Bet Cancellation	- is an outcome on which the bet is not settled and winnings are not paid. As per the Rules, in the event of "bet cancellation", an arrangement between the bookmaker and the customer shall be deemed unconcluded and the stake shall be refunded.
Regular Time	- is the duration of the match subject to the regulations of the relevant sport, including time added by the referee. Regular time does not include extra time, overtime(s), penalty shootouts, etc.

3.4 Obligations as a player:

2. GENERAL TERMS

1. In order to register for this website, the user is required to accept the General Terms and Conditions. In the event the General Terms and Conditions are updated, existing users may choose to discontinue using the products and services before the said update shall become effective, which is a minimum of two weeks after it has been announced. Remember that gambling can be addictive. Play responsibly.
2. Bets may only be placed by individuals who are 18 years of age or the age of majority in their state (if the age of majority is over 18) and agree to the Betting Rules offered by the bookmaker. The customer shall be held liable for violation of this regulation.
By registering and playing on the website, you confirm that you do not suffer from a gambling addiction.
3. The following individuals are not allowed to place bets:
 - o individuals who are under 18 years of age at the time of placement;
 - o individuals who directly participate in the events being betted on (e.g. sportspeople, coaches, referees, club owners or club management, or other individuals who can influence the outcome of the event), as well as any individuals acting on their behalf or affiliating with them;
 - o ~~individuals representing other bookmakers~~;
 - o individuals who are prohibited from entering into a contract with a bookmaker subject to the effective legislation.
4. The right to access and/or use the Website (including any or all of the products offered through the Website) may be considered illegal in certain countries (including, for example, the USA, the United Kingdom, Cyprus, the Netherlands, etc.). We do not intend for our

Website to be used for sports betting, gambling or other purposes by people who reside in countries or jurisdictions in which such types of activity are illegal.

The list of explicitly forbidden territories is: Aruba, Australia, Bonaire, Curacao, France, Iran, Iraq, Netherlands, Saba, Spain, St Maarten, ~~Statia~~, U.S.A or the U.S.A dependencies, United Kingdom.

5. The fact that our Website is available in such a country and/or jurisdiction or that it can be displayed in the official language of any of those countries cannot be considered official authorization or legal grounds for using our Website and depositing funds into your account or withdrawing your winnings. The availability of the Website does not mean that it contains any proposals, incitement or invitation to use or subscribe to betting, gambling or any of the other services in any jurisdiction where such activity is illegal.

3.5 Payouts:

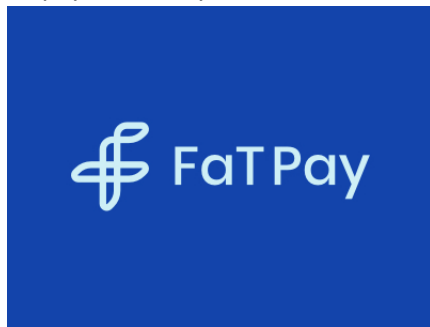
7.2. DEPOSITS AND PAYOUTS

1. There are various ways of depositing and withdrawing funds from the Customer's account. All deposit and withdrawal methods can be found in the "Payments" section.
2. All withdrawal requests are processed 24/7.
3. The Pongbet88 Security Service is entitled to:
 - o decline cash withdrawal requests if deposits were made through e-payment systems.
 - o refuse any withdrawal should the deposit or withdrawal amounts be inconsistent with bets placed (the Customer must place bets with stakes which add up to the sum of all deposits and the bets must have odds of at least 1.1; placing a high volume of bets that have a minimal impact on your balance shall not be taken into account, i.e. bets placed on opposite outcomes in games such as Roulette, Baccarat, Craps and Dice). Permitted withdrawal amounts shall be calculated based on the amount of the bets placed from any given deposit.
 - o refuse any withdrawal if the betting account is misused. In this case your account must be verified before withdrawal can take place.
4. The Pongbet88 Security Service does not recommend Customers:
 - transfer funds from one payment system to another;
 - deposit and withdraw funds without placing bets;In the foregoing events, funds will be returned to your account.
5. You can only withdraw funds using the same payment details that were used for depositing funds into your account. If you use different methods to make a deposit, withdrawals should be proportionate to the deposits made using any particular method.
6. Pongbet88 may refuse withdrawals via payment systems or in cash and offer a bank transfer as a substitute. The company may, at its discretion, restrict one or more of the payment methods you use to make deposits and/or withdrawals.
7. **ATTENTION!** Our administration does not recommend making deposits and withdrawing funds using someone else's electronic wallet.
 - o Our Security Team reserves the right to deem such deposits to be fraudulent and block users' transactions without prior notification.
 - o Our administration is entitled to deny withdrawals of funds using payment details which do not belong to the account holder.
8. In certain circumstances and in respect to certain customers Pongbet88 may decide not to reimburse service charges imposed by payment systems on deposits or withdrawals, which Pongbet88 usually reimburses.
9. In certain cases, the company has the right to unilaterally initiate the verification procedure of a customer's payments and request additional information from the payment system. The customer's account may be blocked for financial procedure purposes during the verification process.
According to the terms of some payment systems, the verification procedure can last up to a maximum of 180 days.

3.6 Withdrawing:

Withdrawals can be made using the payment methods specified below, as follows: FIAT - provided that the deposit was made in FIAT, and CRYPTO - provided that the deposit was made in cryptocurrency.

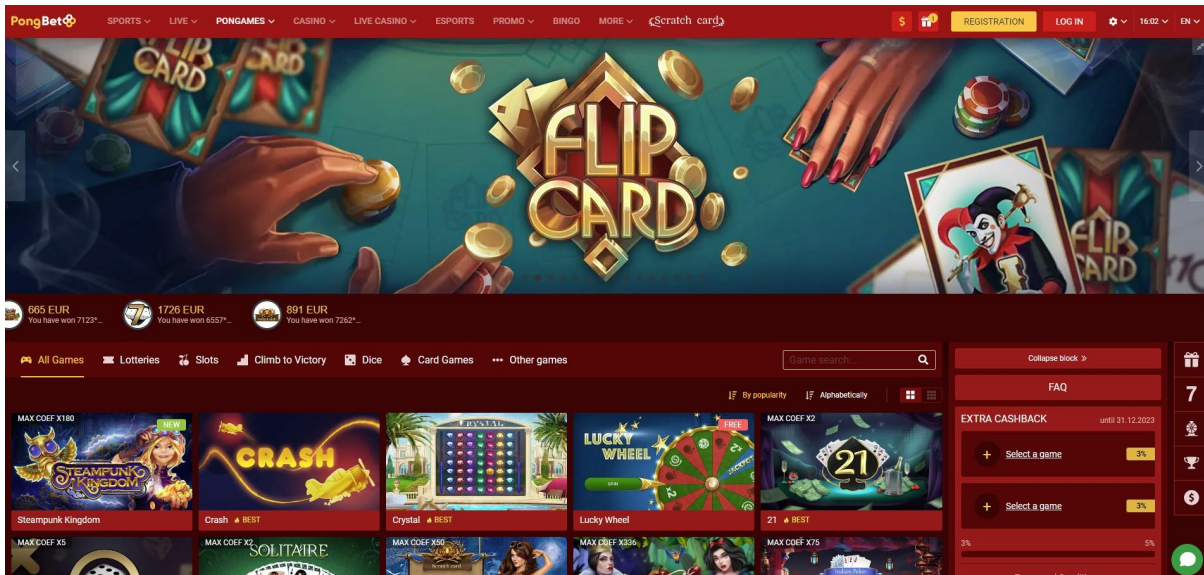
Payment service provider (at the connection/planning stage): Payment.Center, Fatpay, iSettle, Flexify, Getapays, Monnify.

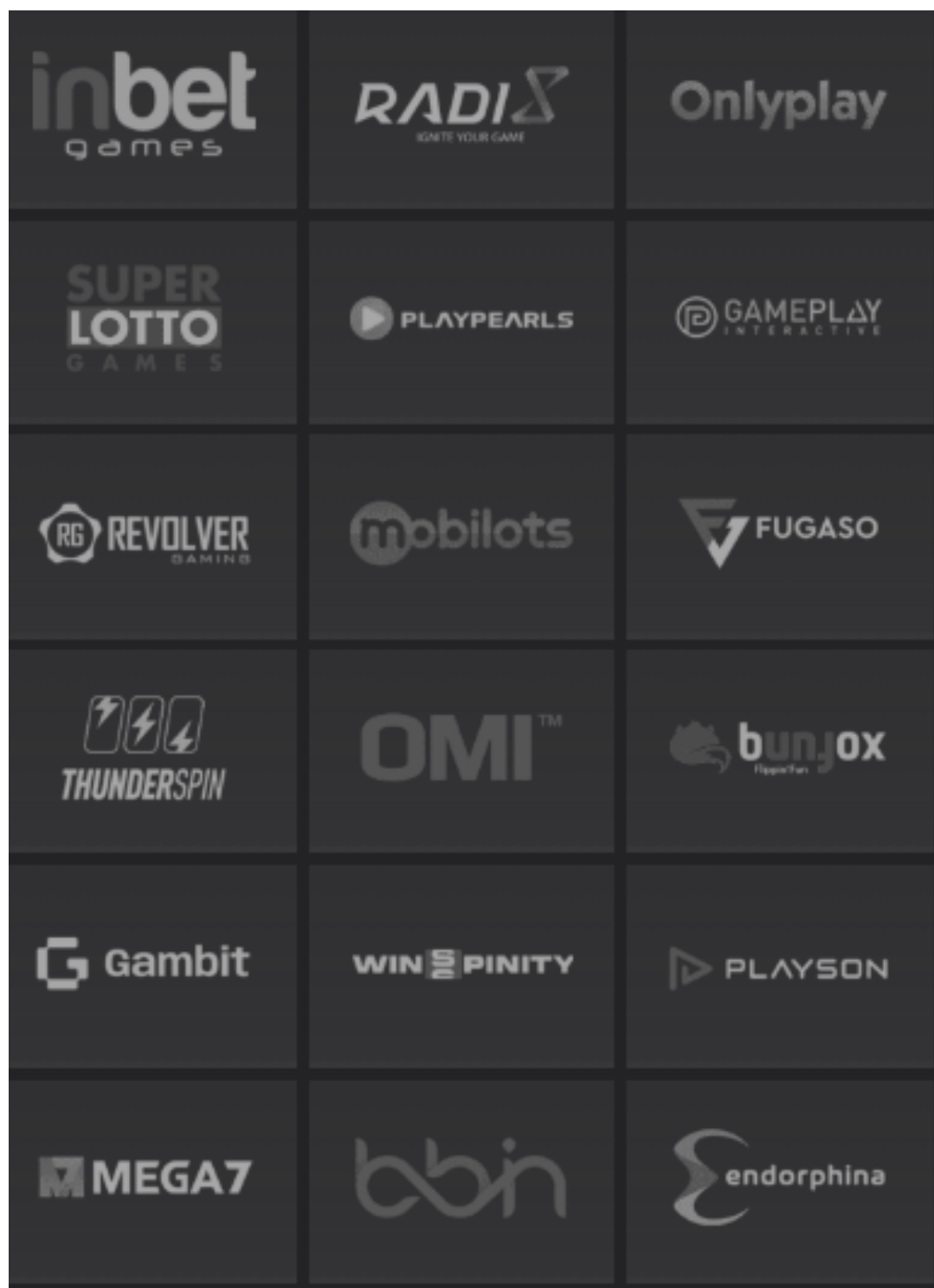


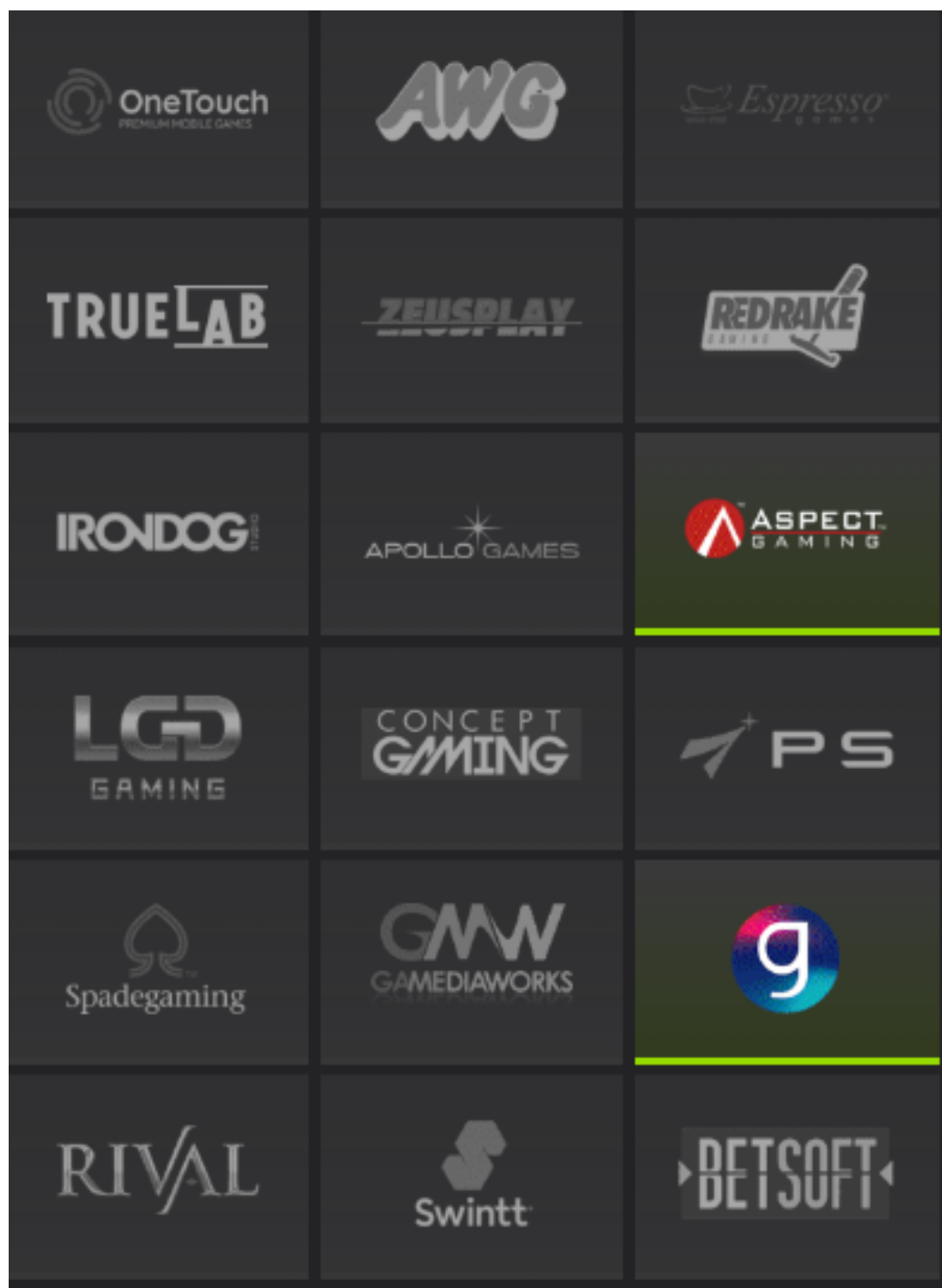
FLEXIFY



3.7 Games that will be provided:









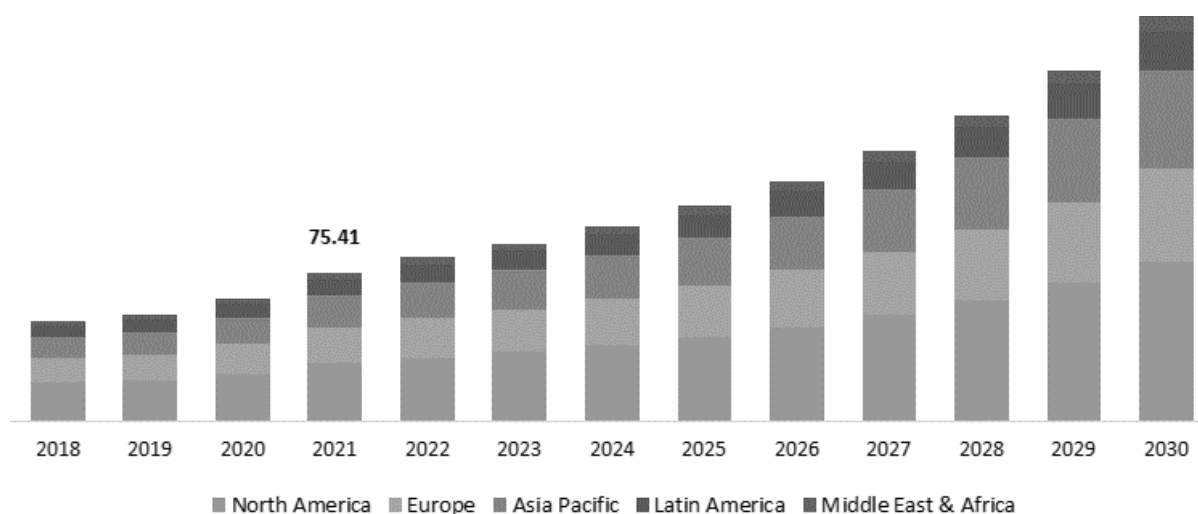


4 OVERVIEW OF THE ONLINE GAMBLING MARKET

4.1 Earnings and Revenue

In 2021, the worldwide online gambling market reached a valuation of USD 75.41 billion and is projected to exhibit a Compound Annual Growth Rate (CAGR) of 12.0% throughout the forecast period. Online gambling encompasses activities such as sports betting, casino games, and more conducted over the internet, providing consumers with the convenience of gambling from their preferred locations. The industry's expansion is expected to be fueled by the increasing adoption of virtual wagering and the incorporation of the freemium model in online gambling, enhancing its overall popularity.

Diagram 4. Online gambling market size, by region, 2018-2030, USD billion



The main catalysts propelling the industry's expansion encompass the rising prevalence of smartphones, convenient availability of digital betting platforms, and a growing internet user base, among other factors. To illustrate, the American Gaming Association (AGA) reported over 2,800 active betting sites in 2018. The surge in virtual payment gateways and the global uptick in digital currency usage are anticipated to fuel the broader industry's growth. Operators across diverse digital platforms are devising an array of promotions and tournaments that swiftly capture the attention of new audiences, presenting substantial growth prospects for the online gambling market..

The COVID-19 pandemic has exerted a favorable influence on the online gambling market, with a growing number of consumers turning to virtual platforms to address both financial and social challenges experienced during lockdowns. Lund University's research highlights a surge in interest in virtual betting due to the extensive closure of sports and other events imposed by lockdown measures. Additionally, the closure of traditional gambling establishments prompted a significant shift toward digital platforms, further contributing to the positive growth observed in the online gambling market amid the pandemic.

In 2021, online casinos globally experienced notable success, attributed to the impact of the pandemic and widespread self-isolation. Many countries witnessed a substantial 33% increase in the revenue of the overall gambling market, at least in comparison to the preceding year of 2020. This surge in revenue reflects the resilience and promise inherent in the online casino business model.

Legalization of online gambling has gained traction over the past few years, with 85 countries worldwide now permitting various forms of internet-based betting. Online betting, slot machines, and other gambling games collectively contribute to a significant 70% of the total income generated from internet gambling.

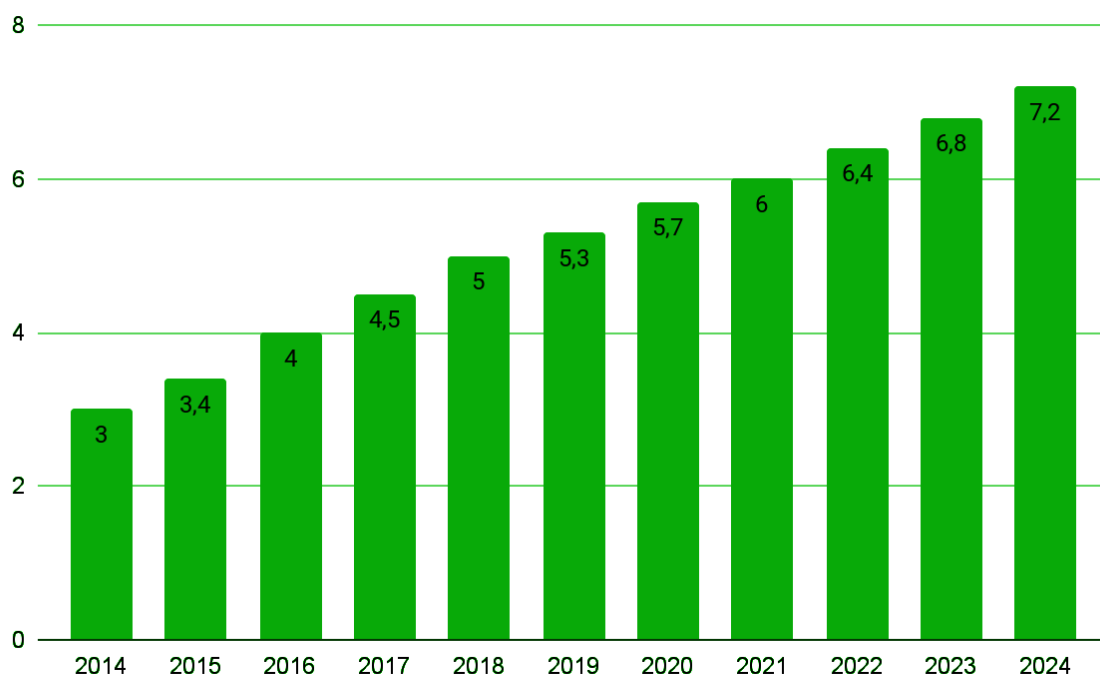
The popularity of global online gambling can be attributed to its diverse offerings and a user-friendly gaming experience free from restrictive conditions. Players around the world are drawn to the wide array of options and the convenience of engaging in gambling activities on the global network.

Despite a general trend towards the regulation of national gambling markets, the study highlights that a few countries are moving in the opposite direction by considering the prohibition of online gambling and mobile applications. This divergence in regulatory approaches reflects the ongoing debate and varying attitudes toward internet-based gambling on a global scale.

As of now, the global online gambling market constitutes 13% of the total global legal gambling market, and this percentage is consistently expanding. With around 85 countries allowing online gambling, the industry's growth and acceptance on a global scale underscore its increasing importance and prevalence within the broader gambling market.

Gross Gaming Revenue (GGR) serves as a crucial financial indicator, offering insights into the overall revenues generated by a gambling establishment. This parameter is instrumental in tracking the dynamics of gambling player behavior on a global scale.

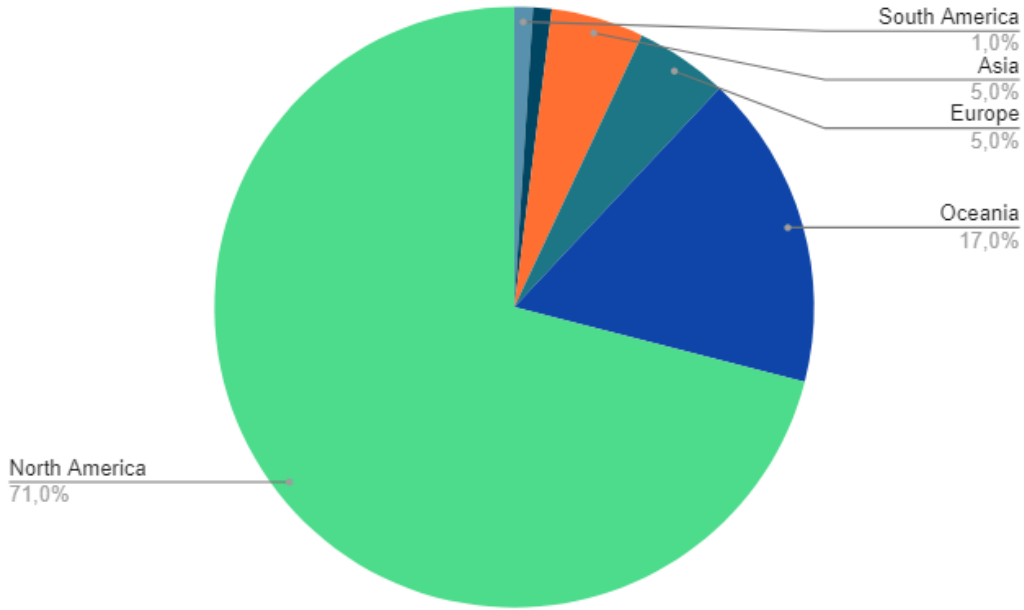
Diagram 5. Forecast of Gross Gaming Revenue, \$ billion



In the online casino industry, North America maintains its dominant position, constituting a substantial 71% of the total market share. This region continues to play a pivotal role in shaping the dynamics of the online casino market.

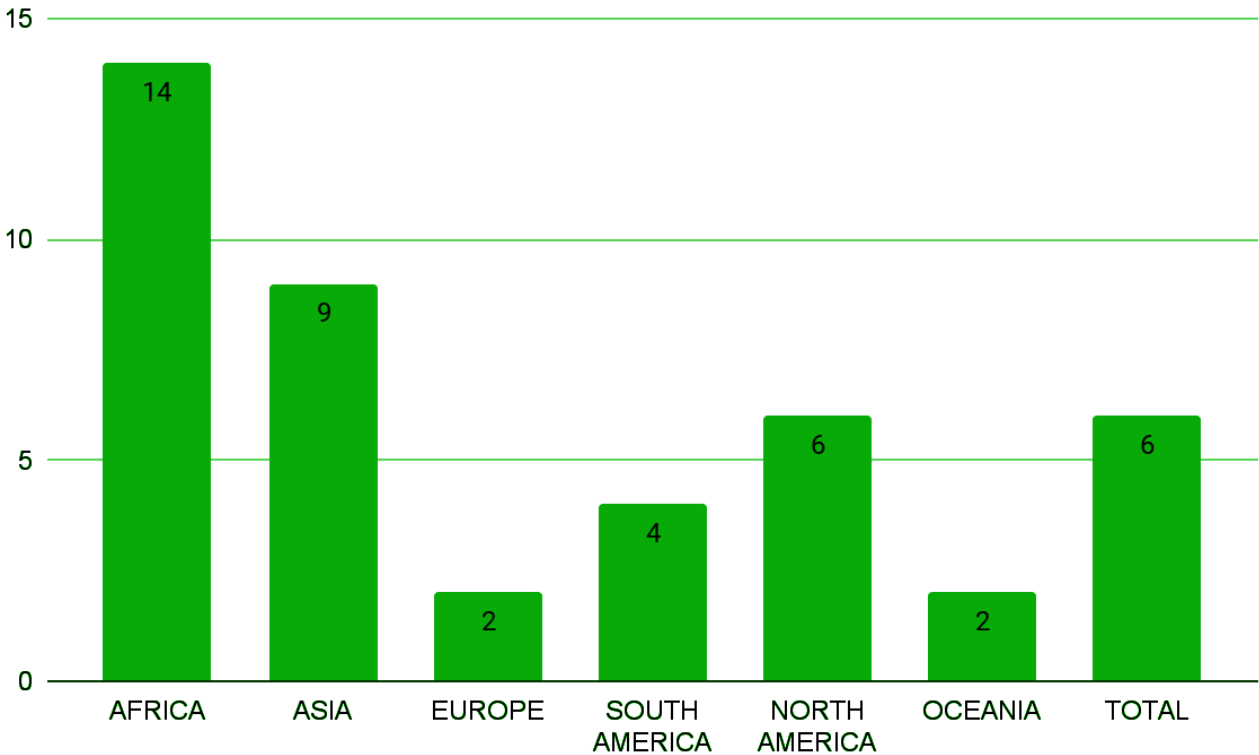
Simultaneously, Oceania, encompassing countries like Fiji, New Zealand, Polynesia, and New Guinea, holds a robust presence, contributing to 17% of the global Gross Gaming Revenue (GGR) in 2019. This places Oceania ahead of Asia and Europe, which accounted for 5% each. The significant share held by Oceania underlines its noteworthy influence on the global online casino market, reflecting a diverse and distributed presence across different regions.

Diagram 6. Regional structure of gross income of the gambling business in 2022



In 2022, Africa emerged as the region with the fastest growth rate in the online casino industry, recording a remarkable 14% year-over-year (YoY) increase. This signifies a robust expansion and heightened activity within the online casino market across the African continent.

Diagram 7. Growth in gross income by region in 2022

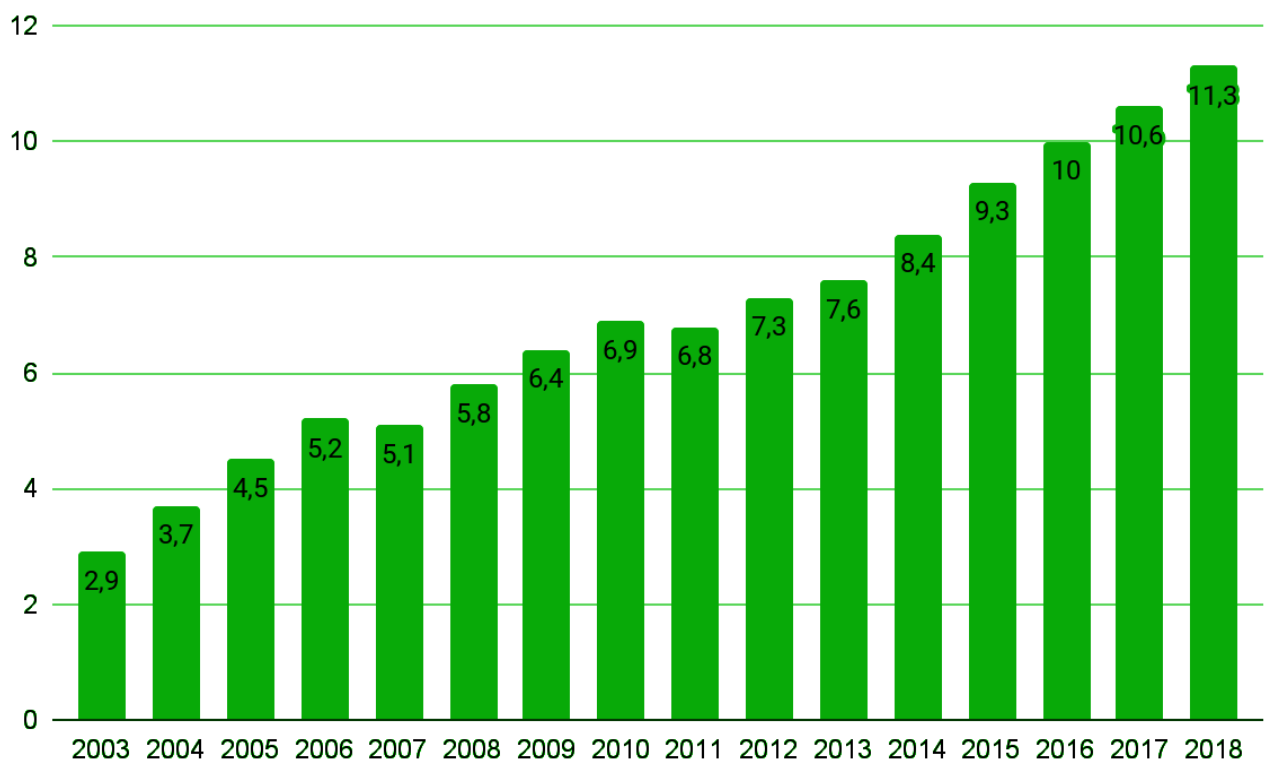


The European Union stands out as the largest regulated market in the online gambling industry. In contrast, players from Iran face restrictions in approximately 30% of casinos, indicating a more limited access to online gambling platforms.

As reported by the European Commission, the online gambling industry in the European Union is currently valued at \$14.7 billion and is experiencing sustained growth. Within the EU, online casino gambling holds the distinction of being the fastest-growing segment, boasting an impressive annual growth rate of 15%. This underscores the significant economic impact and increasing popularity of online casino activities within the European market.

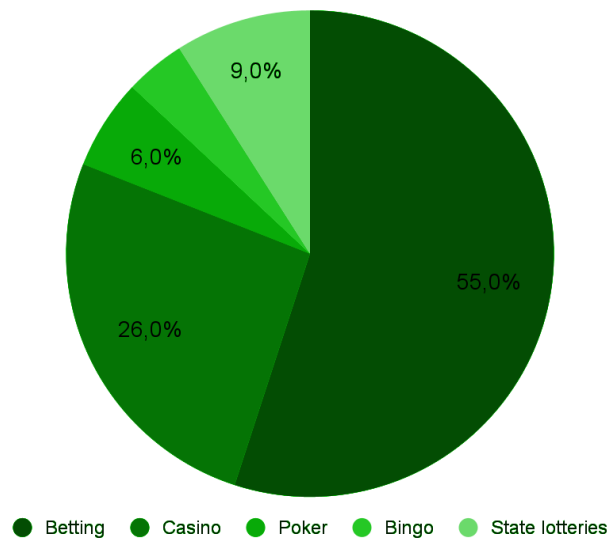
Discussions have arisen regarding the simplification of regulations. In the previous year, the European Commission expressed the view that online gambling operators within the European Union face the obligation to secure licenses from multiple countries, each with its own licensing demands. The Commission advocates for a more overarching approach, arguing that the current proliferation of compliance requirements leads to redundant infrastructure and increased costs. This, in turn, imposes unnecessary administrative burdens on regulators

Diagram 8. The share of the "white market" in online gambling revenue worldwide



Since 2003, the market has experienced an average annual growth rate of 23%. Key components driving this growth include betting, casino activities, and poker. The increasing popularity of online gaming is fueled by factors such as the widespread availability of the Internet, the emergence of new markets, and the inclusion of new player demographics.

Diagram 9. Online gambling income by game type



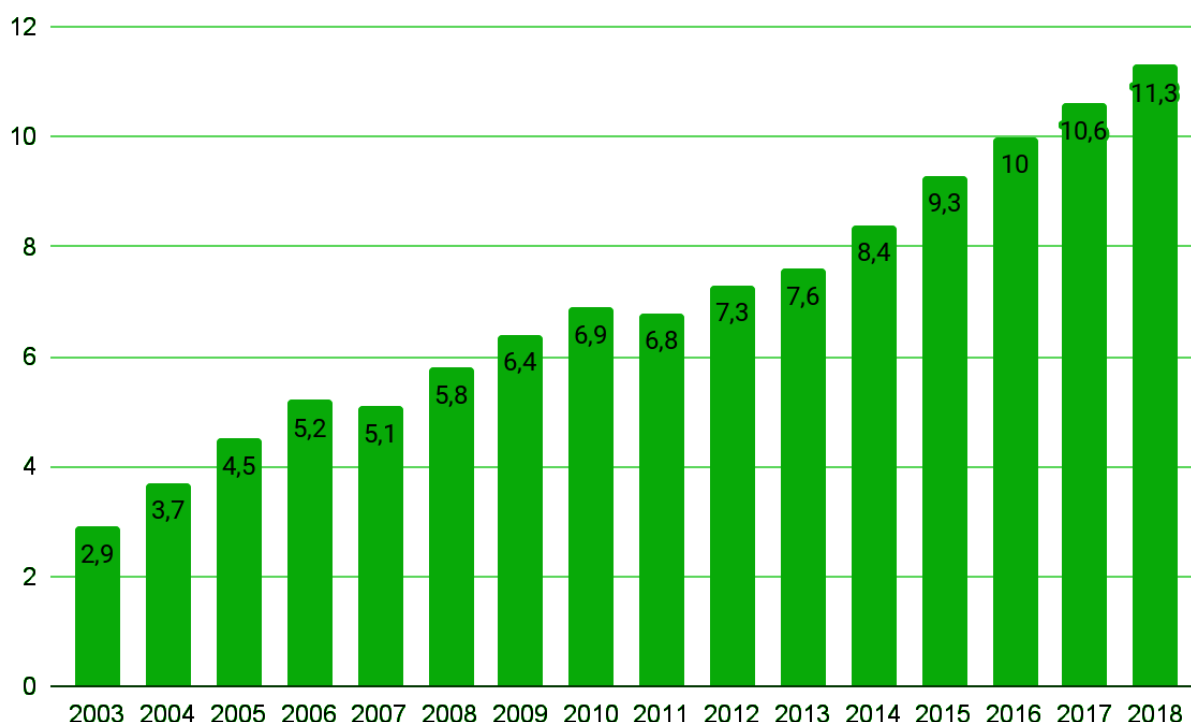
4.2 Emerging players Segment

Since 2004, there has been a significant increase in the number of female Internet users aged 18 to 74, rising by more than 80%, while the increase for men has been 60%. Initially, online gambling primarily appealed to young men, but there is now a noticeable shift as it becomes increasingly popular among women and older demographics. Various players engage in online gambling with distinct preferences and motivations. While some do it for entertainment, others are motivated by the prospect of winning money, and some seek relaxation. Regardless of the motivation, it is crucial for operators and developers to remain attentive to the evolving preferences of players. The expanding reach of the Internet is contributing to age differences among players, challenging the stereotypical image of the average male player aged 25 to 35.

According to a study by GP Bullhound, 43% of all online gamblers in 2019 were women. Bingo remains a favorite among women, and their playing patterns differ from men. Women often engage in longer gaming sessions with lower bets, while men tend to play more frequently with higher bets, but shorter game durations.

The popularity of bingo is on the rise, driven by its ability to offer a social and relaxing gaming experience, contributing to its appeal across a diverse player demographic.

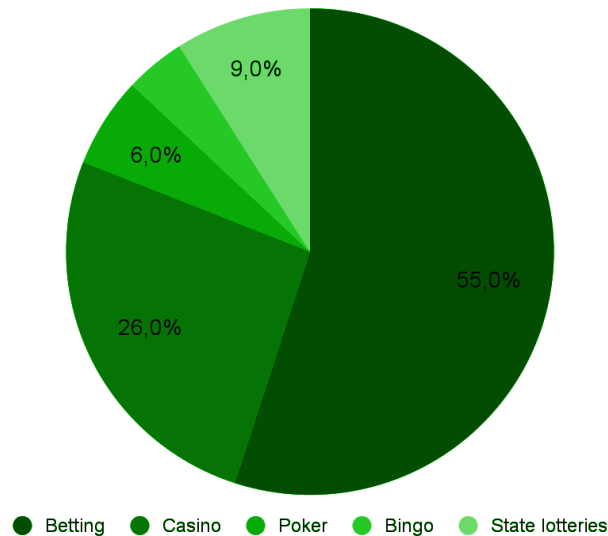
Diagram 10. Share of online gambling income from total gambling income in the world



It is noteworthy that the prevalent forms of remote gambling today predominantly revolve around traditional casino games, various betting options, and poker variations. The popularity of specific online gambling types exhibits a gender-dependent trend. Notably, the bingo industry is anticipated to experience the highest growth rates, driven by an increasing interest among women in the iGaming sector and bingo specifically. This underscores the significance of understanding and catering to diverse preferences within the online gambling landscape.

Despite growing popularity among both genders, online gambling remains more prevalent among men, with young men being particularly inclined toward such activities. While women equally enjoy playing, their preferences often lean towards simpler games like lotteries and slots. This discrepancy can be attributed to societal roles and norms that have traditionally associated betting, casino games, and skill games with male audiences. In contrast, women may be more accustomed to engaging in gaming for leisure and entertainment rather than seeking the adrenaline rush often associated with certain forms of online gambling. The evolving landscape reflects a blend of traditional gender perceptions and the changing dynamics within the online gaming industry.

Diagram 11. Online gaming revenue by type, 2022



4.3 Present trends in online casinos

In 2022, the global online casino industry experienced significant success attributed to the COVID-19 pandemic and widespread self-isolation measures in many countries. The entire online gambling market saw a remarkable one-third increase in revenue compared to the previous year, demonstrating the resilience and strength of this business model. Interestingly, during the 2008 financial crisis, online casinos seemed largely unaffected, showcasing the robustness of their operations.

The gaming market is undergoing transformative changes due to new technologies. The future is expected to witness considerable growth in mobile gambling, with only the most innovative products thriving in a competitive landscape. This competition is anticipated to drive improvements in the quality of mobile gambling experiences for users, highlighting the dynamic nature of the online gaming industry.

Anticipated technical changes, such as improvements in mobile data transmission speed, may not be overtly noticeable to end users as they occur in the background. However, the more apparent and impactful changes will be qualitative and specific, directly enhancing the user experience.

One major innovation on the horizon is the integration of virtual reality (VR) into online gambling. The advancements in technologies like Microsoft HoloLens, HTC Vive, and Playstation VR are expected to revolutionize video slots and other online games, making them more spectacular and immersive than ever before. This development is poised to introduce a new level of excitement and engagement for users in the online gambling landscape.

Virtual reality technology

Recent advancements in virtual reality (VR) technology have opened up possibilities to authentically replicate the emotions and physiological sensations one would experience in a real casino. Utilizing virtual reality glasses, individuals can now immerse themselves in the meticulously recreated ambiance of a gambling establishment. They have the ability to stroll through the halls, engage in conversations with virtual dealers, and place bets at various gaming tables, providing a highly realistic and interactive gaming experience.

Prominent players in the gaming market, including industry giants such as Microgaming, Novomatic,

NetEnt, Lucky VR, Topgame Technology, and others, are actively involved in the development of virtual reality games. This signals a concerted effort to leverage cutting-edge technology to enhance the overall gaming experience and introduce a new dimension of realism to online gambling.

In the winter of the previous year, Microgaming showcased an impressive stand at the international conference ICE Totally Gaming, featuring a demonstration of a virtual roulette game. The showcased software made it evident that virtual reality is not only achievable but holds great promise for the future of the gambling industry.

NetEnt is actively exploring VR technologies, and attendees at online gambling exhibitions have had the opportunity to experience the Jack and the Bean Tree slot machine. The remarkably realistic journey offered by NetEnt's VR initiatives has garnered positive feedback from both players and industry competitors.

Novomatic, in discussing its strides in virtual reality, highlights the primary advantages of realistic online games. These include full immersion in the gameplay, heightened emotions surpassing those in real life, the flexibility to access the resource from any location with an internet connection, and engaging, diverse storylines. This underlines the exciting potential that virtual reality holds for transforming the landscape of online gambling.

Novomatic stands out as one of the pioneers leading the way in the integration of virtual reality (VR) technology within online gambling, boasting a portfolio of innovative developments in this realm.

Furthermore, there has been a growing discussion regarding the potential integration of virtual gameplay into social networks. This idea, which has been repeatedly expressed, suggests that the convergence of virtual reality and social platforms may soon become a reality. Such a development would mark a significant evolution in the way individuals engage with and experience online gaming, blending the immersive aspects of VR with the social connectivity of popular online networks. This potential integration underscores the continuous evolution and exploration of novel technologies within the online gambling industry.

Integration of Social Games and Slot Machines

The landscape of online gambling is evolving with the increasing popularity of social formats. A recent example is the review of the new Castle Builder 2 slot from Microgaming, which showcases advancements in spinning reels and betting mechanisms.

Social gambling offers a more dynamic and addictive experience compared to traditional slot machines. Games in this genre often allow players to select a playable character and explore various paths depending on the character's traits. Furthermore, these characters can evolve, accumulating experience, skills, and achievements, leading to more favorable conditions for gameplay. In contrast to traditional slot machines where winning combinations result in monetary rewards, social games incorporate resources necessary for progression in the game.

The demand for slot machines with social gaming features is currently high, prompting numerous developers to work on creating such engaging experiences. The second half of 2021 has seen the release of several fresh products in this category, reflecting the industry's ongoing innovation and response to evolving player preferences.

Live Dealer Progressive Poker Jackpot

The allure of winning substantial cash prizes has made slot machines with progressive jackpots popular among many gamblers. This concept is now expanding into the realm of poker, with Evolution Gaming introducing the world's first Jumbo 7 Progressive Jackpot in Live Casino Hold'em.

The initial jackpot size is an impressive 1,000,000 euros, and because it is cumulative, the amount grows in proportion to the players' activity. Evolution Gaming Product Director Todd Haushalter highlights that the jackpot has the potential to reach an incredible €30,000,000. The introduction of such substantial prizes adds an extra layer of excitement to poker gameplay. Additionally, the game includes a second-level jackpot with lower fixed payments, providing players with various opportunities for winning significant rewards.

Other developers of live online casino games are also considering introducing an attractive progressive jackpot for players.

Live-games

The popularity of live dealer games has surged in the past year, and it appears to be just the beginning of their successful development. Anticipated for this year is a continued rise in the popularity of live games, coupled with the integration of virtual reality (VR) technology. Developers are aiming to create even more realistic gaming experiences, enhancing functionality and opening new studios for real-time game broadcasting.

Skill-Based games

Many contemporary players now place significance not just on luck but also on their personal skills. This has spurred numerous providers to create platforms featuring strategy games that require players to apply specific skills. This added layer of skill-based gameplay is becoming increasingly attractive to players, hinting at the promising future popularity of these skill games..

Gamification

The concept of gamification involves incorporating game dynamics and thinking into processes and solutions for marketing purposes. In the realm of gambling, gamification is emerging as a new trend, promising to introduce innovative elements such as missions, competitions, bonus programs, and rewards to attract and engage gamblers. This approach leverages gaming principles to enhance the overall gaming experience and create a more interactive and rewarding environment for players.

Entertainment content

Online casino operators are actively seeking ways to retain users on their platforms. In addition to traditional features like chats, operators are now incorporating special sections with non-game content to enhance user engagement. This includes a variety of entertainment such as movies, TV series, music videos, and TV shows. Furthermore, many online casinos are introducing plot details for numerous slots, providing players with additional context and narratives related to the games. These initiatives aim to create a more immersive and entertaining experience, encouraging users to stay longer and explore various forms of content within the online casino environment.

Big data

In the current year, another notable trend in the online gambling industry is the adoption of Big Data technology. This technology facilitates the collection and storage of vast amounts of information, proving indispensable for the progressive development of online gambling. The analytical capabilities of Big Data enable effective sorting and analysis of extensive datasets, allowing games to adapt dynamically to the interests and needs of the target audience. This trend reflects the industry's commitment to leveraging advanced technologies to enhance user experiences and tailor offerings based on comprehensive data insights

Mergers and acquisitions

The experts' forecasts indicate that the gambling market is undergoing rapid development, and by 2023, its volume is projected to surpass \$60 billion. This suggests that gambling companies are poised to expand and experience significant capital growth in the coming years, reflecting the robust momentum within the industry. The optimistic outlook underscores the continued popularity and expansion of the gambling market, driven by various factors such as technological advancements, changing consumer preferences, and regulatory developments.

Individual slots

The creation of custom slots tailored to individual orders is poised to become a top service offered by online casinos. Developing unique slots provides operators with a means to secure a competitive edge in the market and enhance brand awareness. This personalized approach allows online casinos to differentiate themselves, cater to specific preferences, and potentially attract a dedicated player base seeking a distinctive gaming experience. The trend towards custom slot development reflects the industry's focus on innovation and customization to meet the evolving demands of players and stand out in a competitive landscape.

Cryptocurrencies

Cryptocurrencies are gaining popularity in the field of internet gambling due to significant advantages such as anonymity, convenience, minimal fees, and the absence of legislative prohibitions. Bitcoin is leading the way, and other cryptocurrencies like Litecoin, Dogecoin, Ethereum, Ripple, Monero, Zcash, and more are expected to become increasingly popular as means of payment in online gambling.

However, the use of cryptocurrencies by customers can raise concerns as they are sometimes associated with the illegal or gray financial market. At the initial stage, caution is recommended when considering settlements with clients in cryptocurrency until regulatory frameworks become more established and widely accepted in the industry.

Security issues in online gambling

The emergence of new technologies necessitates the exploration of innovative solutions to address security concerns. Furthermore, Distributed Denial of Service (DDoS) attacks have witnessed a rise in frequency, causing substantial damage to online bookmaker sites in the recent past. Notably, even major operators known for their diligent approach to security, such as the UK's William Hill, faced vulnerabilities to hacker provocations. Last autumn, the services of this operator experienced instability, resulting in significant losses for a platform generating 5 million in daily revenue.

In 2019, a substantial portion of investments made by gambling operators was allocated towards enhancing security measures.

4.4 Gaming industry in Africa

Online gaming platforms, fueled by the broader adoption of mobile payments and heightened demand for digital entertainment during the pandemic, have experienced notable growth.

According to a 2017 South African government survey, the most recent data on gambling, sports betting witnessed a 14% annual growth from 2008 to 2016. This growth persisted even as the percentage of South Africans engaging in gambling decreased from 57% to one-third of the adult population.

Presently, online sports betting accounts for 45% of the South African gambling market, a notable shift from a decade ago when casinos dominated with an 80% market share, as reported by the National Gambling Board.

Sibongile Simelane-Quntana, the executive director of the South African Responsible Gambling Foundation, notes "significant growth" in online sports betting post-pandemic lockdowns. Funding for her group, sourced from gambling establishments, has increased by 50% compared to pre-lockdown levels.

African gamblers increasingly see online gambling as entertainment, and a government survey reveals a halving of respondents who perceived gambling as a viable income source, dropping from 22.7% in 2019 to 11.2% in 2021.

4.5 Market Projections

Currently representing over 13% of the total global legal gambling market, the global online gambling market is continuously expanding.

The niche revenue is expected to reach \$65 billion by end of 2023, and the niche itself is set to undergo various changes and reforms based on market dynamics.

The Asian market, the largest in the world in terms of volume, exhibits a growing demand for gambling each year. The year 2021 witnessed legal softening in the industry, with more countries legalizing online betting and casinos. This trend continues into 2022, presenting new opportunities for the industry.

In Africa, the online gambling market is experiencing rapid development and growth. However, the main challenge lies in the fact that, in most countries on the continent, casino activities are currently unregulated (though not legislatively prohibited). Full realization of this market's potential is expected to take time.

5 RISKS FACTORS IN ONLINE GAMBLING

Online gambling comes with a distinctive set of risks, and when combined with the challenges posed by the COVID-19 crisis, it becomes particularly tempting and potentially destructive for individuals grappling with gambling problems. Here are six key risk factors associated with online gambling:

- **Convenient Accessibility:** With just a few clicks or taps, individuals can readily access a plethora of games and betting opportunities directly from their devices.
- **Solitary Engagement:** Unlike the social interactions facilitated by casinos, online gambling is often a solitary activity. This isolation makes it easier for individuals with a gambling problem to conceal the frequency and locations of their play.
- **Continuous Availability:** Gambling sites operate 24/7, providing individuals with the opportunity to engage in play at any time, day or night.
- **Apparent Limitless Betting Funds:** The use of credit cards allows for quick bets and losses. In contrast to casinos where money is exchanged or loaded onto registered loyalty cards, credit cards require no loading or reloading, making it easier to lose track of expenditures. Significant losses can also have adverse effects on credit scores.
- **Lack of Regulation:** Fraudulent or unregulated gambling sites may exploit players, and their elusive nature can pose challenges in tracking down and taking action against them if issues arise.
- **Cybersecurity Vulnerabilities:** Due to the absence of regulation on some sites, personal data, including credit card and banking account numbers, may be vulnerable and accessible to hackers or scammers. Moreover, contact information may be shared with third-party partners to promote gambling sites and associated offers.

6 INVESTMENT STRATEGY

6.1 Investment Volume and Structure

The overall investment needed for the project amounts to 200,200 euros.

The project envisions allocating the raised funds to the following areas of financing:

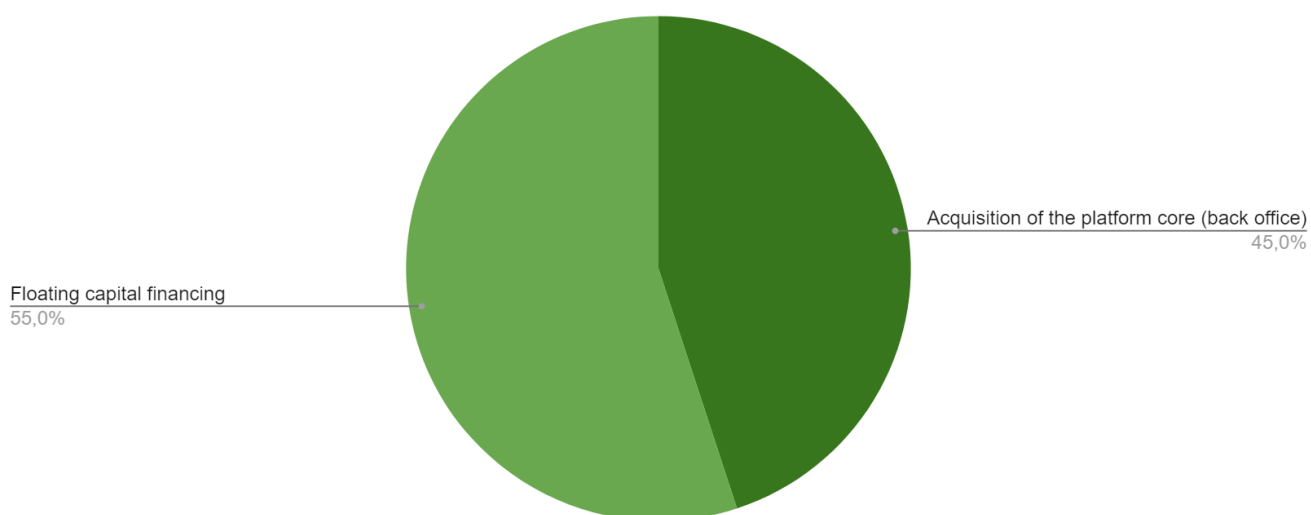
- acquisition of the platform core (back office);
- floating capital financing.

Table 5. Investment budget

0		
№	Name	Value, incl. VAT
1	Acquisition of the platform core (back office)	90 000
2	Floating capital financing	110 168
Investment total excl. floating capital		90 000
Invested capital total (actual need for cash)		200 168

The predominant portion of investment costs is allocated to floating capital financing, constituting approximately 55% of the total.

Diagram 12. Investment cost structure



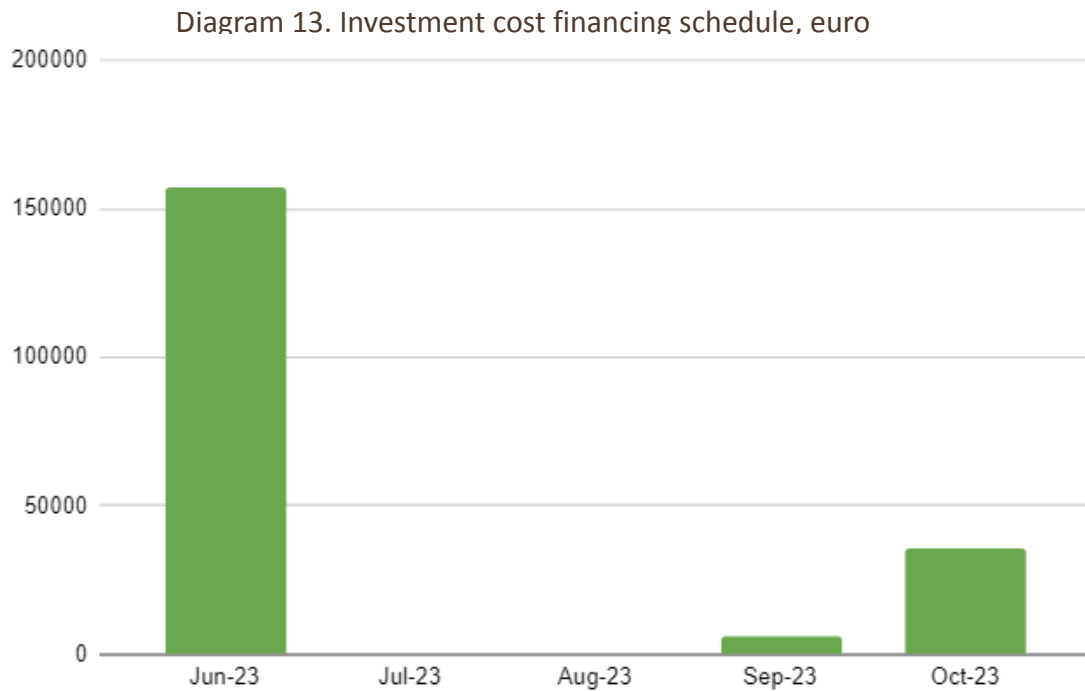
6.2 Implementation Schedule and Project Milestones for Investments

The investment period's duration, leading up to the project launch, is 0.3 years. A detailed phased work schedule, along with a financing plan, is provided in the table below.

Table 6. Financial plan, euro

		Total for 4 years	Jun-23	Jul-23	Aug-23	Sep-23	Oct-23
Month of the project			1	2	3	4	5
Month from the project launch						1	2
Number of days in the period			30	31	31	30	31
1	Acquisition of the platform core (back office)	90 000	90 000				
2	Floating capital financing*	110 168	67 000			6 105	35 588
	Investment total excl. floating capital	90 000	90 000	0	0	0	0
	Invested capital total (actual need for cash)	200 168	157 000	0	0	6 105	35 588

*Negative value shows that this sum of investment is financed by current earnings of the project



7 REVENUE GENERATION STRATEGY

7.1 Service Offerings

Anticipated Casino Guest Volume

The targeted goal is to attract 65,100 new guests each month. The average revenue per guest is 8 euros per month. Notably, each new guest tends to play for an average duration of 3 months. After this period, reinvestment in advertising is necessary to either retain or re-attract them.

In terms of cash winnings, the casino disburses 95% of the funds deposited by guests into their casino accounts.

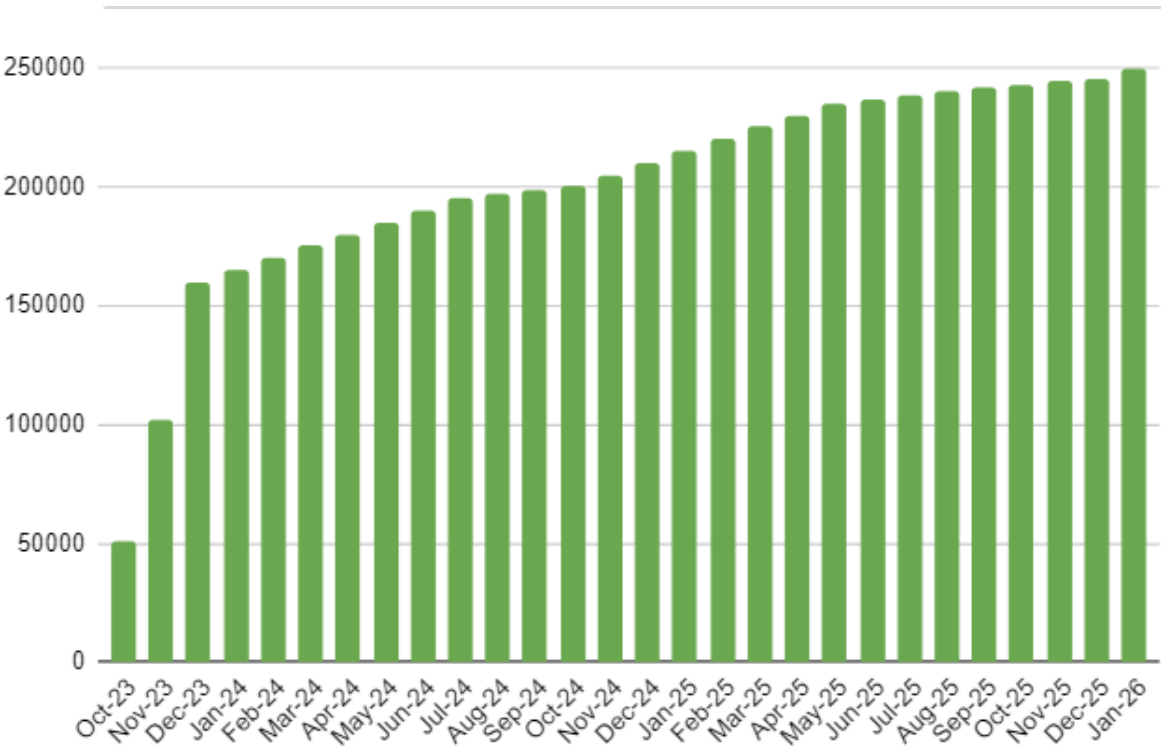
As a result, the casino's actual income (proceeds) constitutes 5% of the funds introduced by guests into the gaming system.

Additionally, 4 months post-launch, a referral program is initiated, involving the recruitment of 5 new partners monthly. Each partner is expected to bring in a minimum of 50 new guests monthly

7.2 Income Volume

The average monthly income for the project period (4 years) will be about 210,0 thousand euro.

Diagram 14. Dynamics of proceeds, euro



The overall revenue for the project duration (4 years) is projected to reach 10,080.3 thousand euros. An inclusive plan outlining income generation and financing for direct costs is detailed in the table below.

Table 7. Income and direct cost plan (before reaching design capacity)

			Total for 4 years	2023	2024	2025	2026	2027
Month of the project				1 - 7	8 - 19	20 - 31	32 - 43	44 - 48
Month from the project launch				1 - 4	5 - 16	17 - 28	29 - 40	41 - 45
Number of days in the period				214	366	365	365	151
Basic parameters of the project								
Average income per guest per month			8					
Advertising costs, per month			65 100					
Physical indicators		Unit	-					
Total number of guests		ppl		19 530	27 780	33 780	39 780	39 780
Number of new casino guests		ppl	286 440	19 530	78 120	78 120	78 120	32 550
Number of new guests of the referral program		ppl	225 750	250	22 500	58 500	94 500	50 000
For reference:								
Cash turnover with an average percentage of			201 606 400	6 249 600	43 257 600	54 777 600	66 297 600	31 024 000
Cumulative total number of referral partners			4 515	5	450	1 170	1 890	1 000

7.3 Marketing Plan

1. Executive Summary:

Pongbet88 aims to position itself as a premier online gaming destination, offering a diverse range of innovative and responsibly curated games for players aged 18 and above. The marketing strategy focuses on creating brand awareness, engaging the target audience, and fostering a sense of community within the gaming platform.

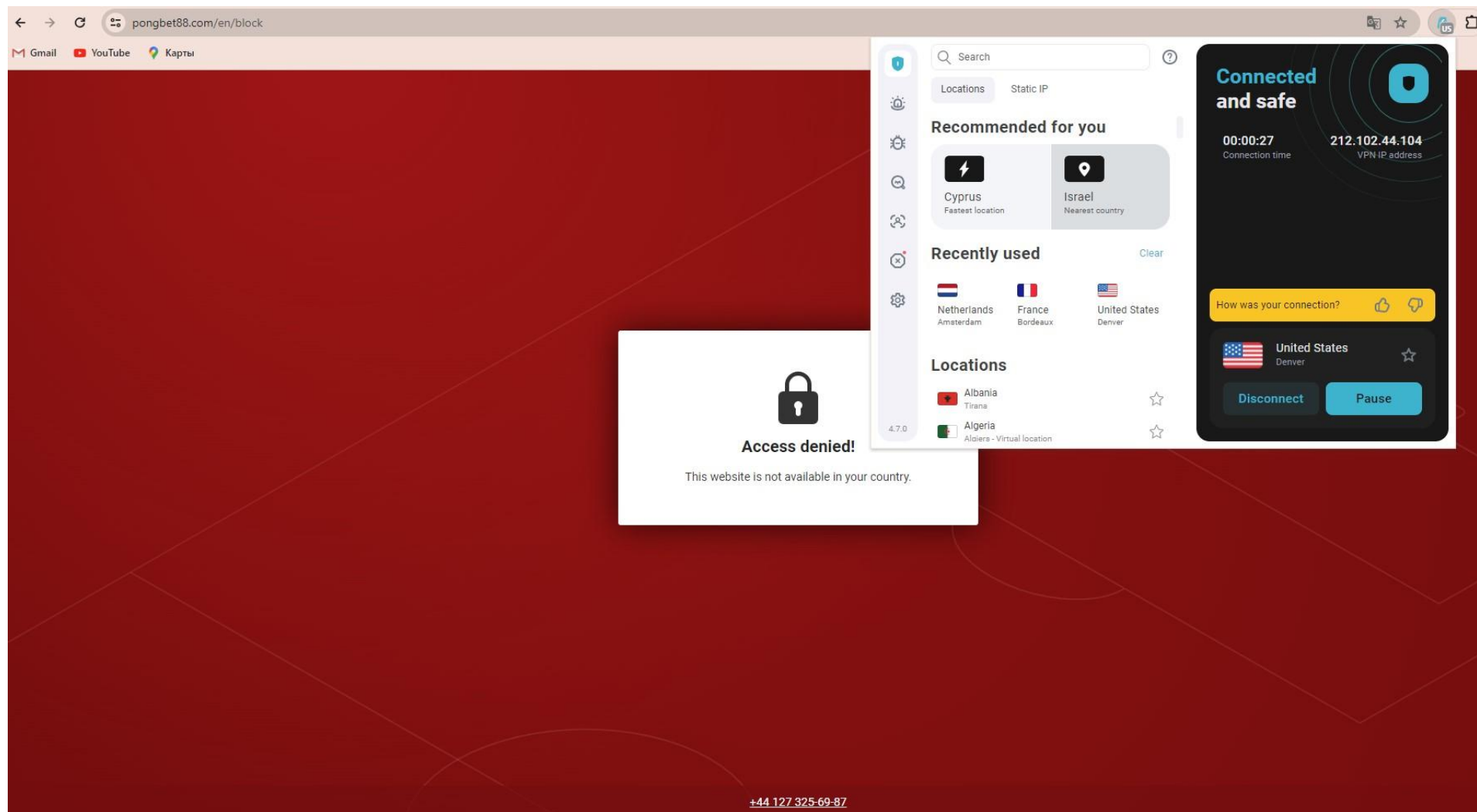
2. Target Customer:

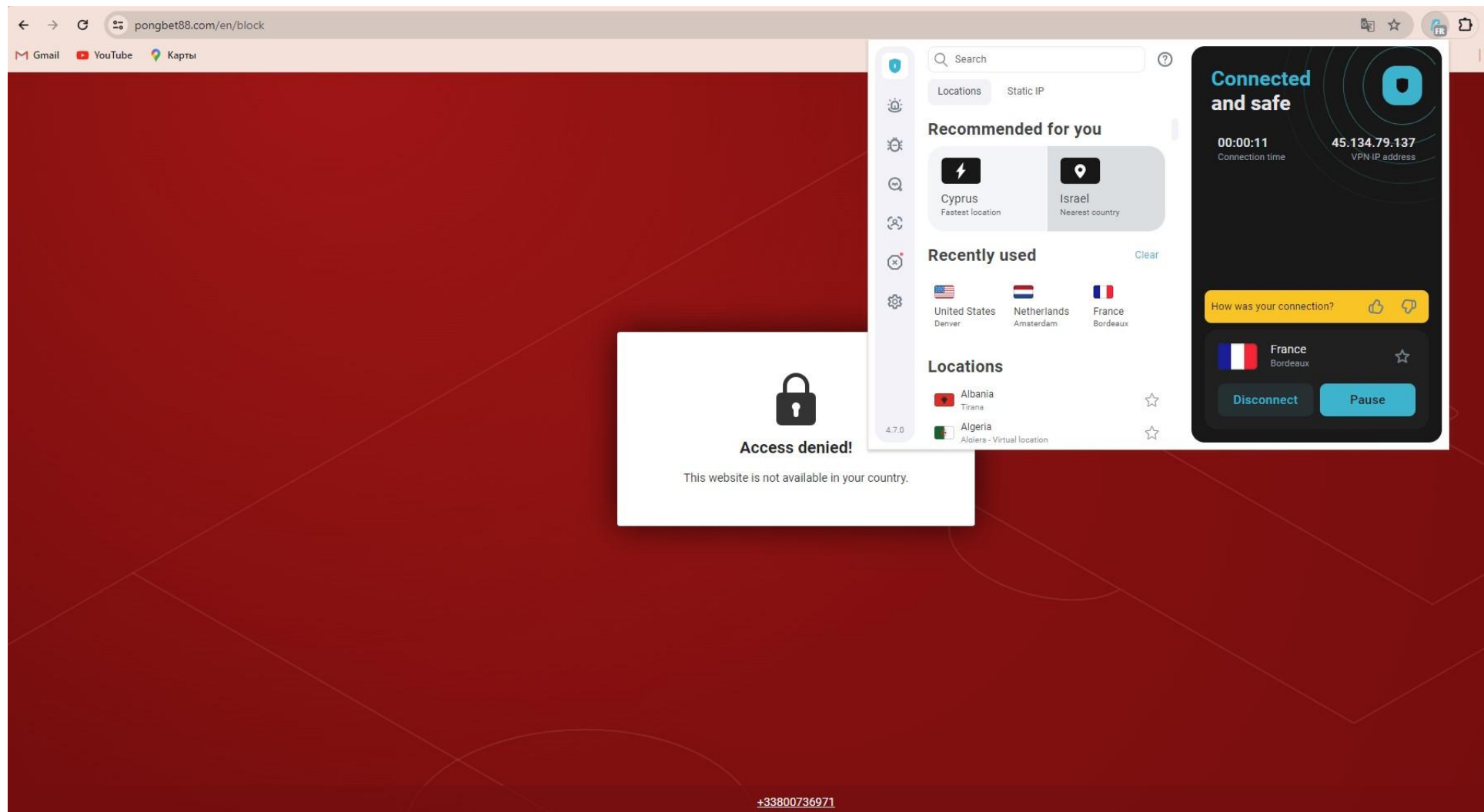
Demographics: Adults aged 18 and above, with a primary focus on the 18-35 age group.

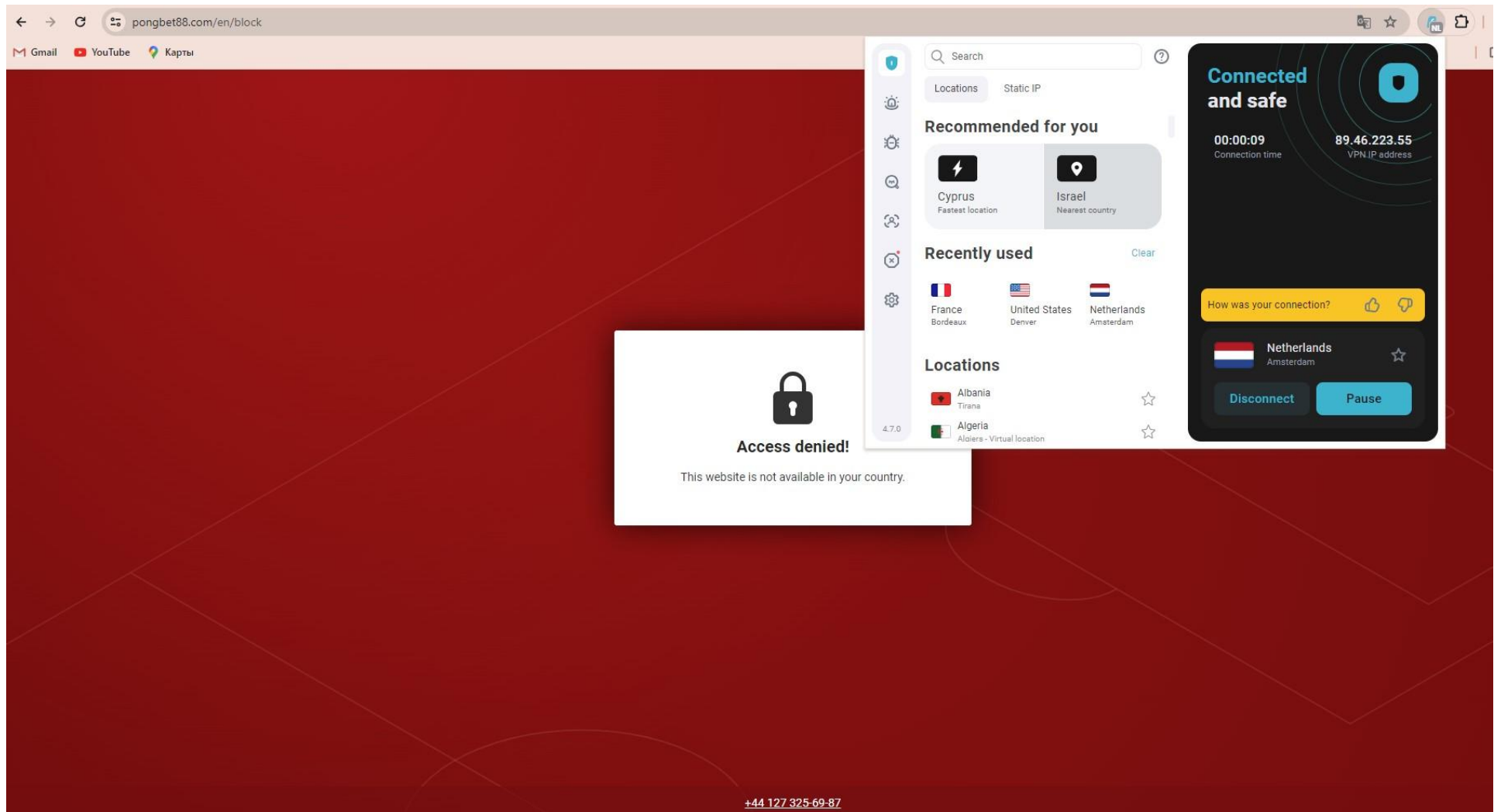
Geographics: South Korea, Vietnam, Thailand, Malaysia, Indonesia.

Psychographics: Tech-savvy individuals seeking an immersive gaming experience, interested in cutting-edge technology, and conscious of responsible gaming practices.

Geoblock: USA, France, The Netherlands, The Dutch Caribbean Island: Curacao, Aruba, Bonaire, St. Martin, St. Eustatius, and Saba.







3. Marketing Strategies:

a. Branding and Positioning:

Develop a distinct brand identity that reflects innovation, excitement, and responsibility.

Position Pongbet88 as a leader in the online gaming industry, emphasizing the quality and diversity of the gaming portfolio.

b. Online Presence:

Optimize the website for user experience, ensuring easy navigation and accessibility.

Leverage social media platforms for targeted advertising, engaging content, and community building.

Invest in influencer marketing to reach a wider audience through trusted figures in the gaming community.

c. Content Marketing:

Create engaging content such as gameplay videos, tutorials, and behind-the-scenes glimpses to connect with the audience.

Implement a blog section on the website for gaming-related articles, industry news, and responsible gaming guides.

d. Responsible Gaming Initiatives:

Promote responsible gaming through informative content, in-game reminders, and partnerships with organizations advocating responsible gaming.

Implement self-help tools, time limits, and expenditure tracking features to empower players to manage their gaming habits.

4. Sales Strategies:

a. Promotions and Incentives:

Launch promotional campaigns, welcome bonuses, and exclusive in-game incentives to attract new players.

Implement a loyalty program to reward regular players and encourage retention.

b. Partnerships:

Form strategic partnerships with other gaming platforms, influencers, and relevant brands to expand the reach and credibility of PinnaclePlay.

c. Data-Driven Decision Making:

Utilize analytics tools to gather and analyze player data, enabling targeted marketing campaigns and personalized gaming experiences.

Implement A/B testing for promotional offers to optimize conversion rates.

d. Customer Support:

Offer responsive and knowledgeable customer support to enhance the player experience.

Collect feedback actively and use it for continuous improvement.

5. Metrics and Evaluation:

Track key performance indicators (KPIs) such as user acquisition cost, conversion rates, player retention, and customer satisfaction.

Regularly review marketing and sales strategies based on data analytics, making adjustments to optimize performance.

8 PROJECT EXPENDITURES

8.1 Fixed Expenses

Salary

The staffing table indicates that there are a total of five personnel with a standard workload, each receiving an average monthly salary of 9200 euros. Consequently, the overall monthly payroll is projected to be 4.6 thousand euros (equivalent to 55.2 thousand euros annually). The current intention is to remunerate all company employees based on time worked. Moreover, there are future plans to establish a comprehensive system of financial incentives, including bonuses and other forms of rewards.

Table 8. Staffing table and salaries

No	Position	Number of people	Salary	Total per month	Total per year
1	Senior technician	1	1 200	1 200	14 400
2	Operator-consultant	3	800	2 400	28 800
3	Marketing Specialist	1	1 000	1 000	12 000
	Total	5		4 600	55 200

5 additional staff are employed for every 6000 new clients. The cost of additional personnel is shown in variable costs.

8.2 Variable Expenses

Direct production costs

A complete list of current variable costs is presented in the table below. Table 9. Variable costs

No	Item of expense	per unit, total	%	Calculation base
<i>Basic expenses</i>				
1	Advertising costs	10		for 1 new client
2	Percentage of the platform gross profit, but not less	3 405	15%	gross profit for the previous month
<i>Payments to providers</i>				
3	Payments for input of funds into the system by guests		0,5%	Cash turnover
4	Payments for withdrawing funds from the system by guests		0,5%	The difference between casino turnover and income

Diagram 15. Structure of variable costs (to the total volume of variable costs)

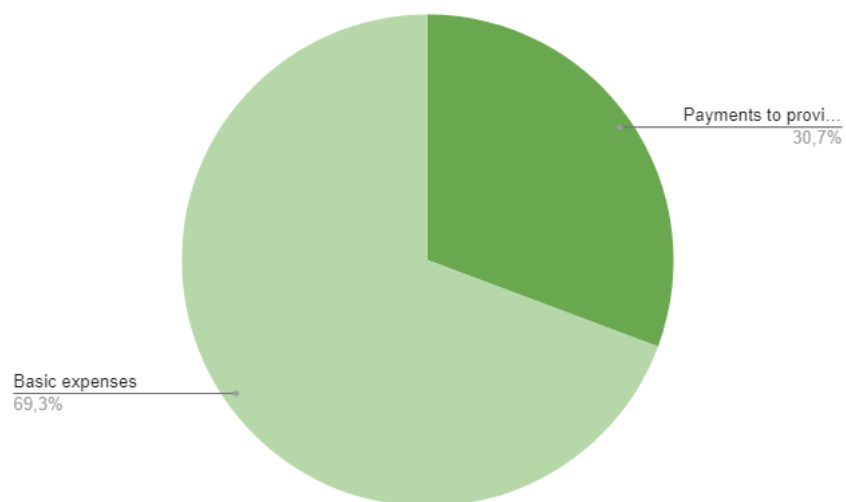
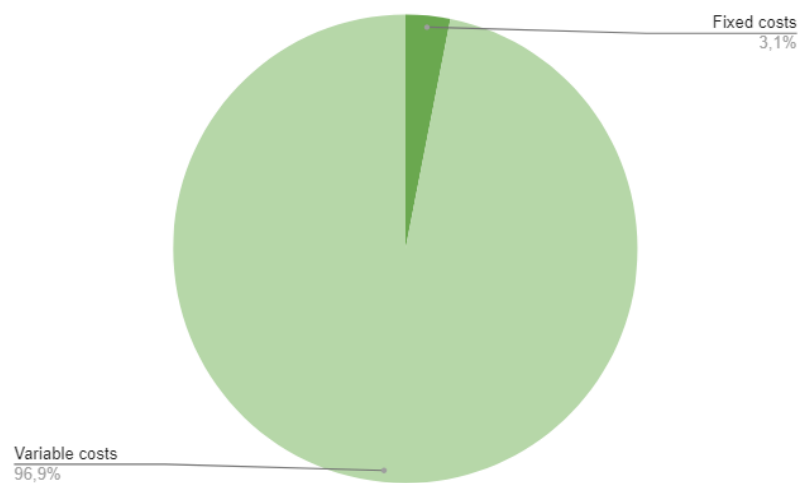


Diagram 16. The ratio of fixed and variable costs



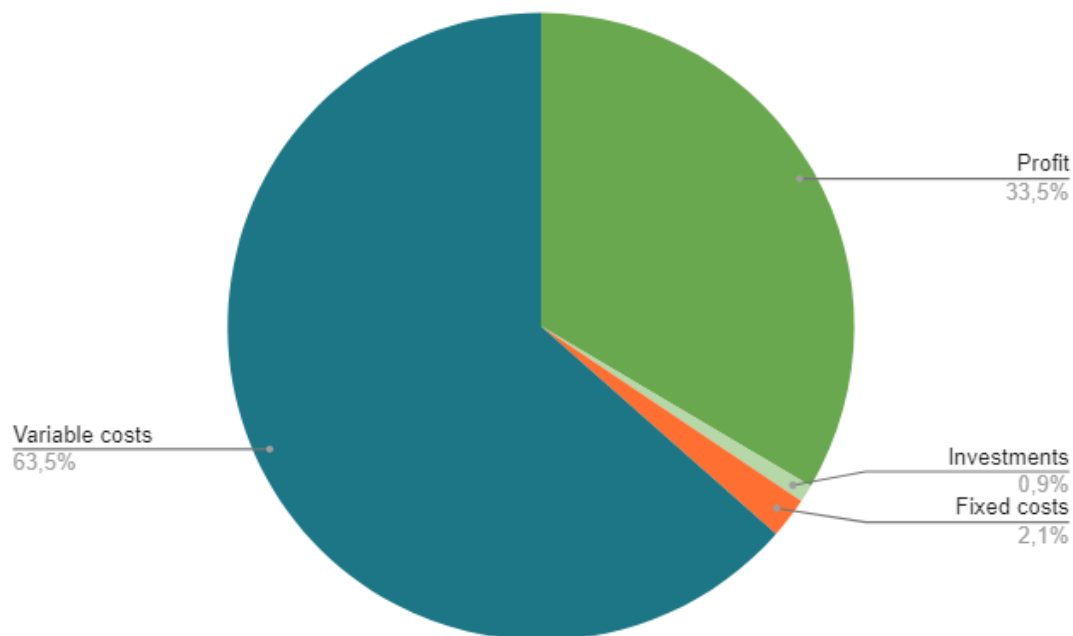
8.3 Project Revenue

The most straightforward method for assessing the primary cost components and their proportion in the overall expenses is to examine the distribution of total revenue over the project period, spanning four years. The breakdown of revenue distribution across major cost categories and profit, arranged in descending order, will take the following structure:

variable costs - 63,60%;
profit - 33,46%;
fixed costs - 2,05%;
investments - 0,89%.

The diagram below visually represents that 33.5% of the project's total revenue is allocated to net profit..

Diagram 17. The structure of distribution of proceeds from sales to costs and profit



It seems like you're describing a table that displays the distribution of individual items of operating income and costs as a percentage of the total project revenue. If you have specific data or details from the table that you would like me to elaborate on or analyze, please provide the information, and I'll be happy to assist you further.

Table 10. Revenue structure (costs and benefits)

№	Parameter	Monthly average	Annual average	Total for 4 years	%
1	Proceeds	224 007	2 688 085	10 080 320	100,00%
2	Operating costs TOTAL	147 058	1 764 698	6 617 616	65,65%
3	Variable costs total	142 458	1 709 498	6 410 616	63,60%
4	<i>Basic expenses</i>	98 777	1 185 321	4 444 953	44,10%
5	<i>Payments to providers</i>	43 681	524 177	1 965 662	19,50%
4	Fixed costs total	4 600	55 200	207 000	2,05%
7	<i>Salary</i>	4 600	55 200	207 000	2,05%
8	Investment (excl. floating assets) TOTAL	2 000	24 000	90 000	0,89%
9	Cash balance at the end of the project TOTAL	75 908	910 899	3 415 872	33,89%
10	Profit TOTAL	74 949	899 388	3 372 704	33,46%

8.4 Break-even analysis

Breakeven Analysis Assumptions

When searching for the break-even point of this project, the following assumptions were used:

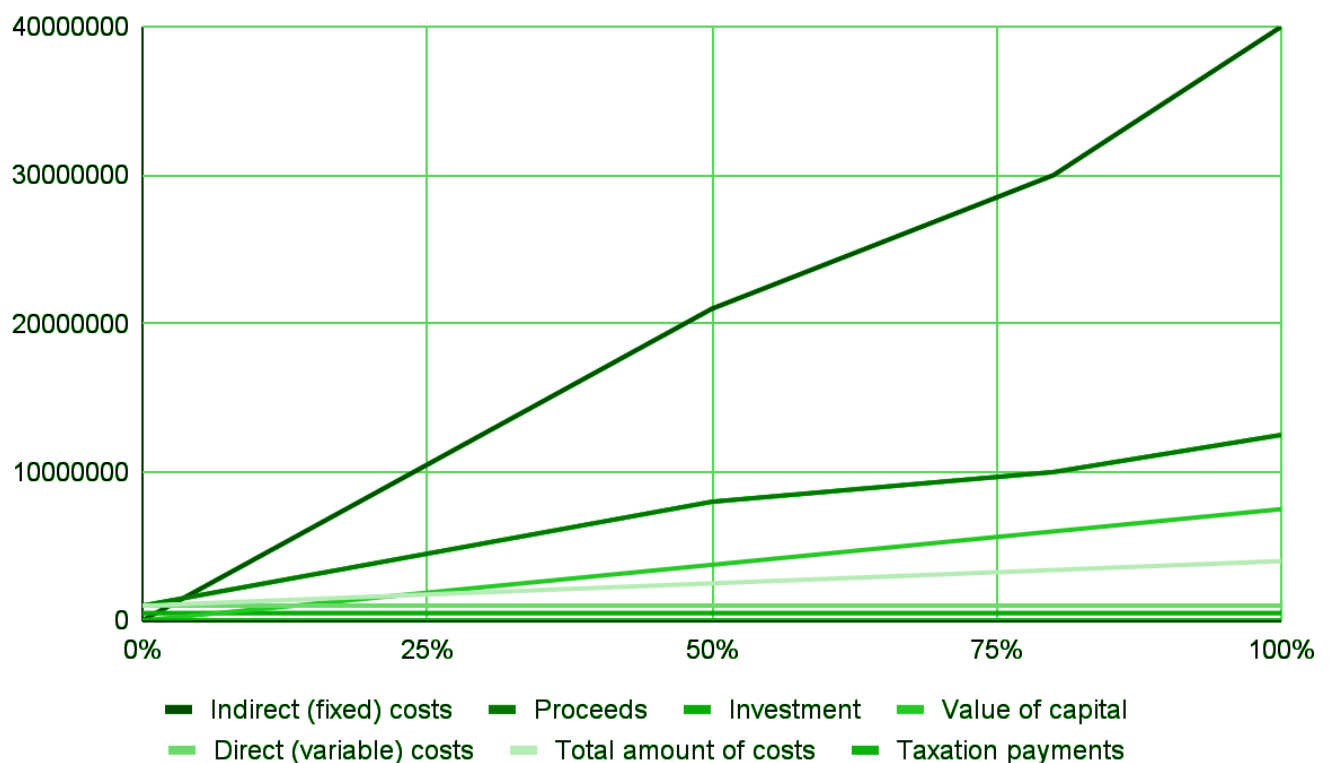
- variable costs increase in proportion to the increase in sales (i.e., sales volumes for each line of business increase with the same proportions);
- to analyze the break-even point, considering taxes, the average amount of taxes for the project period per month was taken, which increases in proportion to the growth in sales;
- to analyze the investment break-even of the project (break-even points for the project as a whole), investments and the cost of capital (interest) are included in the same way as fixed costs (do not change with increasing revenue).

Break-even analysis

As part of the investment project as a whole, taking into account investment costs and the declared sales volume for the entire project period, the break-even sales volume is equal to 1 118,5 thousand euro (11,1% of the total project proceeds).

The financial strength margin reaches 8 961,9 thousand euro (88,9% of the total project proceeds).

Diagram 18. Break-even point of the project as a whole, euro



9 SENSITIVITY ANALYSIS

9.1 Analysis parameters

Quantitative risk analysis using sensitivity analysis has been conducted for the project. This method involves assessing the maximum possible deviations of key project parameters from the base case, while ensuring the resulting indicator remains minimally positive (close to zero) within the analyzed project horizon..

The main parameters identified as crucial to the financial results of the project include::

- proceeds;
- investments;
- variable costs;
- fixed costs;
- taxes;
- discounting rate.

Sensitivity analysis has been performed on the following resulting indicators:

- net profit (with a long planning horizon, it is equal to the cash balance at the end of the project);
- net present value (NPV).

The impact of changes in these parameters on profitability and project efficiency indicators is detailed in the table below. This analysis provides valuable insights into the project's vulnerability to variations in these key factors and helps in understanding the potential risks and uncertainties associated with the project.

9.2 SWOT analysis

Table 13. SWOT analysis

STRENGTHS	WEAKNESS
• SIGNIFICANT EXPERIENCE OF THE PROJECT MANAGERS AND TEAM MEMBERS IN THE FIELD OF COMMUNICATIONS AND CASINO MANAGEMENT • HIGH QUALITY SERVICE • STRICT POLICY AGAINST ANY TYPE OF FRAUD, WHICH PROTECTS PLAYERS FROM ANY POTENTIAL TROUBLES DURING THE GAME	• COMPETITORS CAN QUICKLY OFFER SIMILAR PRODUCTS OR SERVICES • LIMITED PRICING FLEXIBILITY • NOT AVAILABLE IN ALL COUNTRIES • ONLINE CONTENT REQUIRES HIGH INTERNET SPEED • LACK OF A CLEARLY FORMULATED LONG-TERM STRATEGY (DUE TO THE NATURE OF THE BUSINESS)
OPPORTUNITIES	THREATS
• GROWING POPULARITY OF MOBILE GAMBLING • CONSTANT EMERGENCE OF NEW TECHNOLOGIES • GLOBAL TREND TOWARDS LEGALIZING ONLINE CASINOS	• INSTABILITY OF THE POLITICAL ENVIRONMENT • HIGH COMPETITION • IMPOSSIBILITY OF LOCAL PLACEMENT OF EQUIPMENT AND/OR BANS ON THE USE OF INTERNATIONAL SERVICES IN SOME COUNTRIES

9.3 Net profit sensitivity

Critical variations in key indicators affecting net profit, resulting in the project's failure to break even within a 4-year period, include: a decrease in revenue exceeding 33.5%, an increase in investments surpassing 520.3%, a rise in variable costs exceeding 52.6%, an increase in fixed expenses beyond 1629.3%, an augmentation in the tax burden exceeding 2000.0%, or an increase in accrued and paid interest beyond 2000.0%..

Prioritizing these factors reveals their respective impacts:

- The most influential factor is revenue, with a critical deviation of 33.5% (beyond which the project does not break even within 5 years).
- The least influential factor is taxes, with a critical deviation reaching 2000.0% of the calculated level.

9.4 NPV sensitivity

Critical variations in key indicators concerning net present value, indicating the project's failure to break even within a 4-year period, include: a decrease in revenue exceeding 31.3%, an increase in investments surpassing 2000.0%, a rise in variable costs beyond 48.0%, an increase in fixed expenses beyond 1444.4%, an augmentation in the tax burden exceeding 2000.0%, an increase in accrued and paid interest beyond 2000.0%, or an increase in the discount rate beyond 2000.0%.

Prioritizing these factors reveals their respective impacts:

- The most influential factor is revenue, with a critical deviation of 41.7% (beyond which the project does not break even within 5 years);
- The least influential factor is interest, with a critical deviation reaching 2000.0% of the calculated level.

9.5 Overview

The evaluation of potential deviations in the initial parameters leads to the conclusion of the project's low degree of risk. Even with a critical change in the most sensitive parameter, namely revenue, by up to 33.5% compared to the base case, the project demonstrates resilience, maintaining payback within the calculation horizon of no more than 5 years. This indicates a robust financial position with a reliable margin of financial strength.

Diagram 21. Critical deviations of key project factors (in terms of NPV)

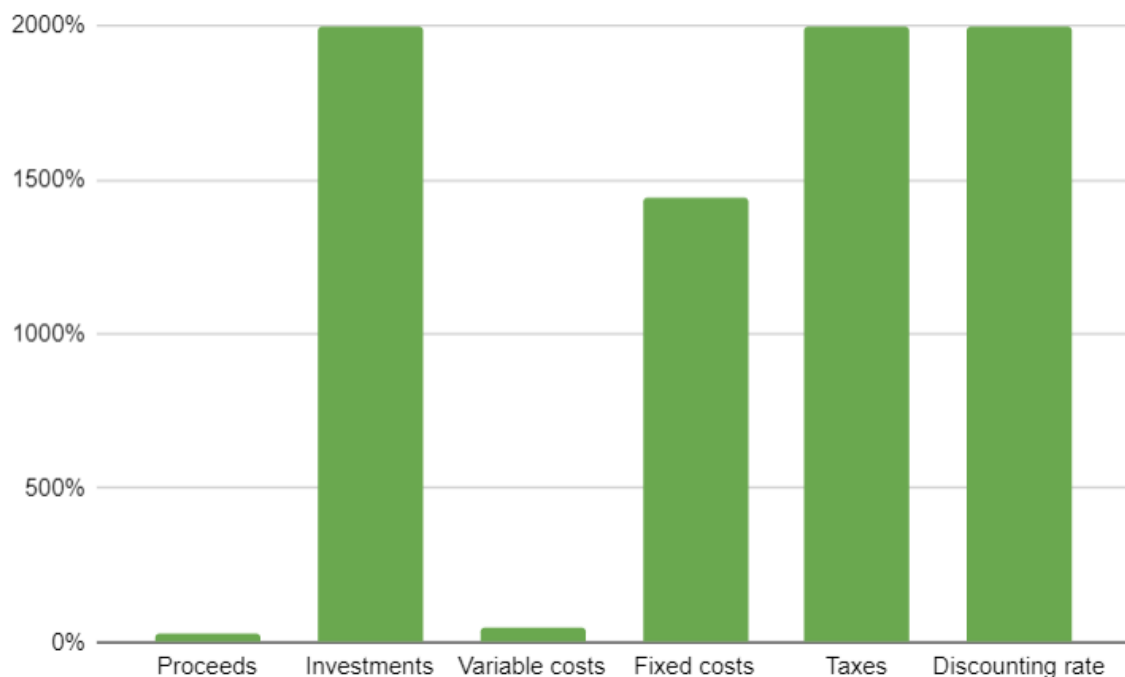


Table 14. Impact of changing individual parameters on project performance indicators

No	Changes	Change of a parameter, %	Net profit,	NPV,	IRR, %	Pay back period of the project in whole (PBP), incl. financing scheme	Discounted payback period of the project in whole (DPBP), incl. financing scheme	Profitability index (PI)	Average Rate of Return of investments (ARR)	return on investment (ROI)
	Initial alternative of the project		3 372 704	2 080 079	438,2%	11 months	11 months	24,4672	421,2%	1684,9%
1	Change of proceeds	-10%	2 364 672	1 415 346	261,7%	14 months	15 months	16,9677	274,0%	1095,8%
2		+10%	4 380 736	2 744 812	666,4%	9 months	9 months	31,9666	566,0%	2264,1%
3	Change of investment	-10%	3 389 804	2 088 943	467,2%	11 months	11 months	27,1857	443,3%	1773,2%
4		+10%	3 353 804	2 071 215	412,9%	11 months	12 months	22,2429	400,9%	1603,4%
5	Change of variable costs	-10%	4 013 766	2 513 539	633,3%	9 months	10 months	29,3574	546,7%	2186,9%
6		+10%	2 731 643	1 646 618	294,1%	13 months	14 months	19,5769	302,9%	1211,8%
7	Change of fixed costs	-10%	3 393 404	2 094 480	445,1%	11 months	11 months	24,6296	426,8%	1707,0%
8		+10%	3 352 004	2 065 678	431,4%	11 months	11 months	24,3047	415,8%	1663,1%
9	Change of taxation	-10%	3 372 704	2 080 079	438,2%	11 months	11 months	24,4672	421,2%	1684,9%
10		+10%	3 372 704	2 080 079	438,2%	11 months	11 months	24,4672	421,2%	1684,9%
11	Change of discounting rate	-10%	3 372 704	2 173 877	438,2%	11 months	11 months	25,4909	421,2%	1684,9%
12		+10%	3 372 704	1 991 949	438,2%	11 months	11 months	23,5040	421,2%	1684,9%

Table 15. Sensitivity analysis of the project

No	Parameter (X)	Change of a parameter, %	NPV,	Change of NPV if the Parameter is changed,	Change of NPV if the Parameter is changed, %	NPV deviation to Parameter change $ \Delta \text{NPV\%} / \Delta \text{X\%} $	Breaking change of NPV		Breaking change of profit	
							NPV=0	Sensibility ranking*	Profit=0	Sensibility ranking*
1	Proceeds	-5%	1 747 712	-332 367	-16,0%	3,2	-31,3%	1	-33,5%	1
2	Investments	+5%	2 075 647	-4 432	-0,2%	0,0	+2000,0%	4	+520,3%	3
3	Variable costs	+5%	1 863 349	-216 730	-10,4%	2,1	+48,0%	2	+52,6%	2
4	Fixed costs	+5%	2 072 878	-7 201	-0,3%	0,1	+1444,4%	3	+1629,3%	4
5	Taxes	+5%	2 080 079	0	0,0%	0,0	+2000,0%	4	+2000,0%	5
6	Interest	+5%	6 134 233	4 054 154	194,9%	-39,0	+2000,0%	4	+2000,0%	5
6	Discounting rate	+5%	2 035 333	-44 745	-2,2%	0,4	+2000,0%	4		

*Sensitivity level: 1 - the largest sensitivity (even little change in % influences the project considerably)

10 CALCULATION EXPLANATION

10.1 Underlying Assumptions

General assumptions

The calculation is conducted at constant prices, with the assumption that future income and costs will experience proportional growth, impacting all market participants equally.

The analysis of integral project indicators does not include the residual value of the project's assets at the end of the billing period. This omission is based on the expectation that the enterprise will not be closed, participants will not exit, and assets will not be sold.

Breakeven Analysis Assumptions

In the quest for the break-even point of this project, the following assumptions were employed:

- Variable costs escalate in tandem with the upsurge in sales. In other words, the increase in sales for each line of business maintains the same proportions;
- To analyze the break-even point, including taxes, the average monthly tax amount for the project period was considered. This tax distribution is similar to that of variable costs;
- In evaluating the investment break-even of the project (break-even points for the project as a whole), investments and the cost of capital (interest) are assimilated in the same manner as fixed costs. This implies that these costs remain constant and do not change with increasing revenue.

10.2 Project parameters

Planning horizon and calculation interval

A planning horizon of 48 months (4 years) has been selected, enabling the analysis of project payback under varying initial parameters (sensitivity analysis). This timeframe also encompasses the period for the recovery of all or a significant portion of the invested funds (investments).

Within this framework, the project's investment period, leading up to its launch, spans 3 months (0.3 years), while the operational phase of the project, starting from the launch date, covers 45 months (3.8 years).

The calculations are conducted on a monthly basis, providing the flexibility to analyze both detailed monthly data and aggregated information for broader periods. This approach facilitates a comprehensive examination of the project's financial performance and allows for a detailed understanding of its dynamics over time.

Calculation currency and inflation considerations

The settlement currency for this project is the euro.

Inflation is not factored into the calculations. The assumption is that any inflationary increases on the expenditure side of the project are counterbalanced by a proportional increase in selling prices, thereby

maintaining income at a level that compensates for inflationary effects. This approach allows for a simplified analysis without the need to adjust for inflation, assuming that the impact on both costs and revenue remains proportionate.

Generation of Project Cash Flows

The net cash flow for each project stage is derived from the combination of operating outflows and cash inflows. This net cash flow serves as the foundation for calculating various project performance indicators, as outlined below.

Profit distribution approach

In the calculations, retained earnings are not reinvested. The project does not take into account the possibility of investing temporarily free funds to generate additional income, such as interest on deposits, income from shares or bonds, etc. Retained earnings are treated separately and are not utilized for further investment within the scope of the project analysis.