

Business Plan for Edge Five Entertainment B.V.

1. Executive Summary

Edge Five Entertainment B.V. is a Curaçao-based private limited liability company (B.V.) incorporated on July 31, 2023. The company's primary focus is on providing a diverse range of gaming and betting services, both online and in stationary formats. Leveraging its geographical position in Curaçao, the company is strategically positioned to capture the rapidly growing global online gaming market, particularly within Europe. The company's operations are compliant with Curaçao's regulatory framework, ensuring legal and transparent gaming experiences for its customers.

The company offers a full suite of online gaming services, including interactive casinos, sports betting, poker, lotteries, and more. By combining advanced technology, a customer-centric approach, and an efficient regulatory environment, Edge Five Entertainment B.V. aims to become a major player in the global gaming industry.

2. Company Overview

Trade Name: Edge Five Entertainment B.V.

Legal Form: Private Limited Liability Company

Incorporation Date: July 31, 2023

Registered Address: Schottegatweg Oost 10 Unit 1-9, Bon Bini Business Center, Curaçao

Statutory Seat: Curaçao

Fiscal Year: Aligned with the calendar year

Nominal Capital: 1,000 shares with a nominal value of €1 per share

URLs: afun.com, fg6.com, ir6.com, qq777.com, tg6.com and/or more to be added

The company's mission is to deliver high-quality, entertaining, and fair gaming experiences to a global audience while ensuring full regulatory compliance across all operational jurisdictions. Edge Five Entertainment B.V. distinguishes itself through its commitment to responsible gaming, innovative technology, and customer satisfaction.

3. Products and Services

Edge Five Entertainment B.V. offers a broad range of gaming and betting services, including:

- **Online Casinos:** Offering classic table games, slots, and live dealer games.
- **Sports Betting:** A platform for placing bets on various sports, including football, basketball, tennis, and more.
- **Poker and Lotteries:** Providing a diverse selection of poker games and lottery options.
- **Interactive Games:** A range of interactive and immersive games that cater to various gaming preferences.
- **Consulting and Marketing Services:** Support for B2B clients, including advertising, marketing, and consulting services related to gaming activities.

Edge Five's gaming platform is designed to be both user-friendly and secure, ensuring a seamless experience for users while maintaining the highest standards of data protection.

4. Market Analysis and Strategy

The global online gambling market is expected to reach over \$90 billion by 2026, driven by advancements in technology and increasing acceptance of online gambling. Edge Five Entertainment B.V. aims to

capture market share in both established and emerging markets by leveraging its Curaçao-based operations, low tax regime, and favorable regulatory environment.

Target Markets:

- Europe, with a focus on key regulated jurisdictions that apply to GCB regulations.
- Latin America, where gaming regulations are becoming more favorable.

Growth Strategy:

- **Customer Acquisition:** Utilizing a mix of digital marketing, affiliate partnerships, and targeted promotions to attract and retain customers.
- **Geographical Expansion:** Entering new regulated markets by obtaining necessary licenses and ensuring compliance with local regulations.
- **Innovation:** Continuously enhancing the gaming platform with new features, games, and user-friendly interfaces.

5. Company Management Structure

Edge Five Entertainment B.V. operates under a robust management structure that ensures effective decision-making and clear reporting lines. The key management roles include:

- **Chief Executive Officer (CEO):** Responsible for overall company strategy and operations.
- **Chief Financial Officer (CFO):** Manages financial planning, budgeting, and reporting.
- **Chief Technology Officer (CTO):** Oversees the development and maintenance of the gaming platform.
- **Compliance Officer:** Ensures that the company adheres to all regulatory requirements and maintains transparency in operations.

The management team brings a wealth of experience in the gaming industry, with a proven track record of leading successful gaming ventures in Europe and Latin America.

6. Business Forecast for the Next 3 Years

Year 1 (2024): Establishment phase, focusing on market entry in key jurisdictions, acquiring customers, and refining the gaming platform. Projected revenue: €1 million.

Year 2 (2025): Expansion phase, with increased marketing efforts, partnerships, and new game launches. Projected revenue: €1.2 million.

Year 3 (2026): Consolidation phase, achieving operational stability and profitability while exploring additional markets. Projected revenue: €1.5 million.

Cash Flow and Profitability: Edge Five expects to achieve positive cash flow by the end of Year 1, with profitability achieved by Year 2. The company's low tax burden (thanks to the Curaçao jurisdiction) is a significant advantage in maintaining healthy margins.

7. Risk Evaluation and Management

Risk management is a core focus at Edge Five Entertainment B.V. The company employs a comprehensive risk management framework that includes:

- **Regulatory Risks:** Constant monitoring of regulatory changes in all operating jurisdictions, with contingency plans in place for unexpected shifts.
- **Operational Risks:** Regular audits and compliance checks to ensure platform stability and security.
- **Market Risks:** Diversifying revenue streams across multiple markets to mitigate the impact of regulatory changes or market downturns.

8. Legal and Governance Framework

Edge Five Entertainment B.V. is governed by a board of directors that provides strategic oversight and decision-making. The board is supported by external legal advisors who ensure compliance with local and international regulations. The governance structure is designed to ensure accountability and transparency, with regular board meetings and clear delegation of authority.

The company adheres to the principles of good corporate governance, including:

- **Board Oversight:** The board has final approval on key strategic decisions, including market entry, major investments, and risk management policies.
- **Legal Compliance:** The company works closely with legal advisors to ensure compliance with gambling regulations in all jurisdictions.
- **Environmental, Social, and Governance (ESG) Policy:** Edge Five is committed to responsible gaming, data protection, and community engagement.

9. Key Suppliers and Dependencies

Edge Five's operations rely on partnerships with industry-leading software providers, payment processors, and marketing agencies. The company's primary suppliers include:

- **Gaming Software Providers:** Delivering high-quality games and platforms.
- **Payment Processors:** Ensuring seamless and secure financial transactions.
- **Marketing Agencies:** Supporting customer acquisition and brand visibility.

Dependency on these suppliers is mitigated by having multiple service providers and maintaining long-term contracts with favorable terms.

10. Target KPIs and Business Objectives

The company has set clear KPIs to measure success, including:

- **Customer Acquisition and Retention Rates:** Focusing on sustainable growth through effective customer relationship management.
- **Revenue Growth:** Targeting a consistent increase in revenue year-on-year.
- **Compliance and Risk Management:** Maintaining 100% compliance with all regulatory requirements across operating jurisdictions.

11. Policies and Procedures

Edge Five Entertainment B.V. has developed and implemented a broad set of policies and procedures that ensure compliance with regulatory standards across all jurisdictions where it operates. Each policy area addresses critical components essential for the integrity and

sustainability of its operations. Below is an amplified breakdown and illustration of the content related to each policy:

Responsible Gaming:

- The company promotes responsible gaming by offering tools such as deposit limits, loss limits, and self-assessment tests. Players are encouraged to monitor their gaming behavior, and tools are in place to help them stay within healthy boundaries. This policy aims to prevent addiction and support those who may be at risk of harmful gambling habits.

Anti-Money Laundering (AML):

- Edge Five Entertainment B.V. adheres to strict AML protocols. These include customer identification, transaction monitoring, and reporting suspicious activity to relevant authorities. The policy ensures that the platform is not used as a channel for laundering illicit funds and that it remains compliant with international financial regulations.

Data Protection:

- The company places a strong emphasis on safeguarding customer data. Comprehensive data protection measures are in place, aligning with global data privacy standards such as GDPR. The policy outlines how data is collected, stored, processed, and protected against breaches, ensuring customers' personal information remains secure.

Internal Controls:

- Effective internal controls ensure that operations are conducted efficiently, securely, and within regulatory guidelines. These controls involve segregation of duties, regular audits, and real-time monitoring of activities. The policy underpins financial integrity and operational transparency.

Self-exclusion:

- The self-exclusion policy allows players to voluntarily exclude themselves from accessing gaming services. It is designed to help those who recognize that they may have a gambling problem. This tool is often supported by cooling-off periods, permanent self-exclusion options, and communication pathways to ensure the player's decision is upheld across all platforms.

Under-age Gaming:

- Stringent measures are in place to prevent underage individuals from accessing gaming services. This includes age verification processes during account creation

and ongoing monitoring. The policy ensures that all customers are of legal gambling age, protecting vulnerable individuals from engaging in gambling.

Dispute Resolution:

- The company offers structured and transparent dispute resolution mechanisms. Customers with grievances can escalate issues through a clear process, which involves communication channels, third-party mediation, and regulatory bodies if necessary. This policy ensures fairness and customer trust by offering efficient resolution pathways.

Know Your Customer (KYC) Policies:

- KYC procedures are central to verifying customer identities, assessing risks, and ensuring compliance with regulatory obligations. These policies require customers to provide valid identification, proof of address, and other documentation to verify their identity. The objective is to mitigate fraud, identity theft, and other illicit activities.

Fairness and RNG Test Method:

- The integrity of the games offered is maintained through regular fairness checks and Random Number Generator (RNG) testing. Independent laboratories or authorities certify the RNG systems to ensure that game outcomes are truly random and fair. This policy bolsters customer confidence in the platform's integrity.

Each of these policies forms a crucial part of Edge Five Entertainment B.V.'s commitment to maintaining high standards of compliance, integrity, and customer protection across all its operations. By covering these critical areas, the company demonstrates its dedication to operating responsibly within the highly regulated gaming industry.

12. Conclusion

Edge Five Entertainment B.V. is well-positioned to capitalize on the rapidly growing online gaming market. By combining a robust management structure, innovative technology, and strategic market positioning, the company is poised for sustainable growth. With its strong governance framework and commitment to responsible gaming, Edge Five is confident in its ability to deliver value to both customers and stakeholders.