



BUSSINESS PLAN

Fitzgerald Industries Group N. V

Address:

Groot Kwartierweg 10, Willemstad Curacao, P. O. box 423

FITZGERALD INDUSTRIES GROUP N.V.

The Fitzgerald Industries Group N.V. is primarily engaged in the online gambling industry, utilizing its expertise to provide internet-based games of chance and wagering through its online casino platforms.

The company is aimed to develop and scale the success of the online casino brands: Tropezia Palace and Cheri Casino. The key point of the company is to create the multi-branded network of casinos projects and to establish itself as the advanced and successful player on the world-wide gambling market.

The company plans to develop the separate branch of its expertise which is advertising and marketing for online gambling businesses.

We are a company of experts in gambling and marketing and promotion activities. A team of experienced, hardworking and creative people who are never short of ideas that work best for the business. Our expertise lies in the gambling field.

Our team consists of creative and talented gambling specialists, designers, advertising and marketing specialists. Each member of our team is an experienced professional. Our business goal is to become the all-in-one business project to provide all around online gambling services at the highest-quality level.

The Fitzgerald Industries Group N.V. operates primarily in the countries of Eurozone, however, limits its presence on the market with the jurisdictions restricted by the legal regulations. The company has plans to widen the operation activities outside the European countries to reach the Canada and Japan.

1. OUR MISSION.

- **Purpose.** The Fitzgerald Industries Group N.V. exists to provide creative, fast and qualitative gambling services using the tools of online casinos and marketing expertise to entertainment businesses in general, and to the licensed gambling businesses.

- **Vision.** By providing the creative and qualitative online entertainment services, using the advanced technologies in its operational activity, using the benefits of the wide range of the trusted partners, we build the company generating the significant revenue and scaling the levels of its success on the market.
- **Mission.** Our short-term objective is to establish The Fitzgerald Industries Group N.V. as company that is one of the most reputable players in the field of the licensed gambling businesses and marketing, advertising and promotion services for entertainment businesses.
- **Marketing Slogan** is “We work for your excellence”.

2. BUSINESS STRUCTURE OF THE FITZGERALD INDUSTRIES GROUP N.V.

To be efficient and successful in the competitive sphere of online gambling and marketing and other services we have established the effective business structure. We have limited the amount of hired employees to the possible minimum, while outsourcing most of the work we have at hand.

At the same time, we clearly realize that our success is directly dependent on how professional our team is, so we can provide the clients with services of the highest quality. Therefore, we are committed to cooperating with the best hands within our areas of operation.

The Fitzgerald Industries Group N.V. consists of:

Director:

EMS Management services N.V (company registered number 141670), represented by Lilianne Marie Kroon Soares.

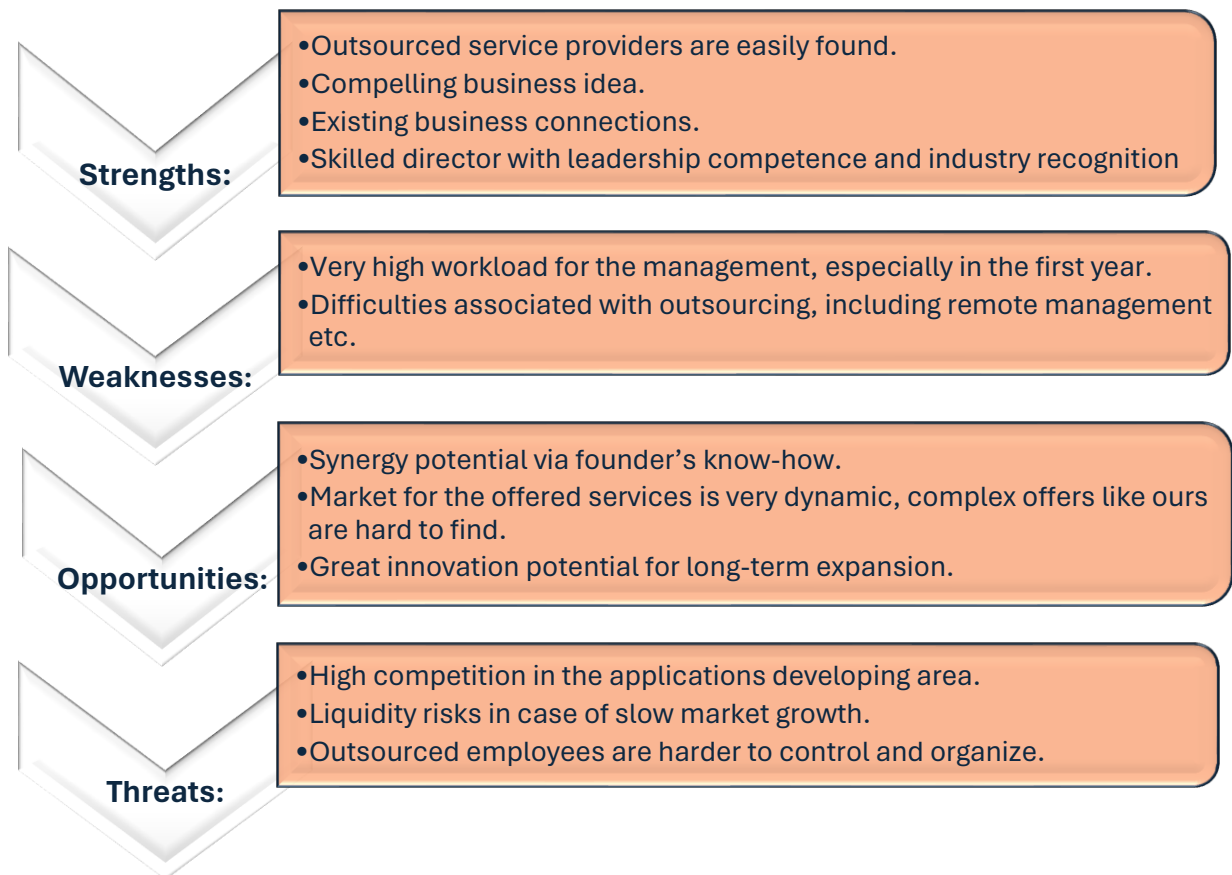
Key responsibilities:

- Responsible for providing direction for the business.
- Creates, communicates, and implements the organization’s vision, mission, and overall direction – i.e., leading the development and implementation of the overall company’s strategy.
- Responsible for signing documents on behalf of the company.
- Evaluates the success of the organization

3. THE FITZGERALD INDUSTRIES GROUP N.V.

SWOT-ANALYSIS. OPPORTUNITIES AND THREATS.

SWOT matrix is aimed to give a picture of our strengths, weaknesses, expected opportunities and threats.



4. THE FITZGERALD INDUSTRIES GROUP N.V. COMPANY CLIENTS.

The clients for consuming of online casinos services are natural persons willing to try online entertainment services (men and women, over 18-years old).

The Fitzgerald Industries Group N.V. acquires new clients via three main sources:



5. GROWING THE CLIENTS' DATABASE.

We believe that increasing sales to our existing customers is more cost-effective than winning new ones. So, keeping track of all our customers not only helps us improve the customer satisfaction, but also sell more to our existing customers.

We will extend the clients database in two major ways:

- Obtain and store the personal information about our clients and potential clients they fill in in the contact form (the data is stored in accordance with the requirements of GDPR policy).
- Cooperate with businesses related to ours, including affiliate marketing companies etc.

Being a technical advanced company, The Fitzgerald Industries Group N.V. has technical means to store the collected information, create and maintain the databases.

6. ONLINE CASINO

The Fitzgerald Industries Group N.V. company works to create, develop and maintain successful online casino projects.

As of now The Fitzgerald Industries Group N.V holds two eGaming licenses for the following registered websites:

1. **tropeziapalace.com, alternate designation www.tropeziapalace.com**
2. **chericasino.com, alternate designation www.chericasino.com**

Each license is provided by Curaçao eGaming” or “CEG” that is owned by Antillphone N.V Curaçao N.V. a public limited company number 67438, incorporated . Antillephone is licensed by the Government of Curaçao under license reference 8048/JAZ to offer games of chance, including the right to under regulatory obligations grant the said offering to third party IP-operators, commonly known as “sublicensing”.

- **Game providers**

The Fitzgerald Industries Group N.V. company has entered into multiple agreements with various game providers. To ensure enjoyable and engaging user experience we aim to provide different types of games from the leading game providers and developers, such as Playson, SoftBet, Red Tiger, YoloPlay and many others. The full list is displayed on the respective websites.

- **Description of the games offered.**

The games on the websites are organized by the following categories:

1. Slot games (example Burning Stars, Perfect gems, Rainbow jackpots)
2. Blackjack (examples American blackjack, Blackjack VIP)
3. Roulette (examples Golden chip, Neon roulette)
4. Poker (examples Jack of better, Three cards)
5. Video Poker (Joker Poker, 4 of a Kind Bonus Poker)
6. Keno.

Overall, more than two thousand games are being offered on both websites right now.

- **Payment systems**

The payments services to cardholders are provided by Ftgerald Solutions Ltd, Cyprus company with registered address at; Archiepiskopous Makarios III, 84, Office 1, 6017, Larnaca, Cyprus. The company is in constant search for the new bank and merchant solutions to provide the most user-friendly online payment process for players. At the same time, as a company we strive to create the system that can withstand various risks and is volatile, so we, our business partners, and our players will experience no delays with the payments or have difficulties to make deposits and\or use our services to its full capacity. To ensure that we are testing different solutions and have backups for all payment functions on the websites.

- **Support for players**

The company have the team of professionals to perform the support services for players.

On the website every player can use a request form to contact support about possible issues or other inquiries.

7. MARKETING STRATEGY AND SALES STRATEGY

Our marketing strategies will be directed towards achieving specific objectives that support the strategic goals of the organization. The truth is that all we do will be geared towards creating new market channels, increasing sales and increase our market share. We will leverage on improving on our services and facility to ensure that we win new clients and retain old clients as well.

At The Fitzgerald Industries Group N.V marketing strategies will be consistent throughout the marketing mix, and we will take into consideration product improvement, promotion, and price.

As part of our sales and marketing strategies, we will pay attention to the promotion of our casino to attract people to make use of our facility. Our unique selling proposition is that the website will be user-friendly so each player could test each feature of its functionality, our payment platforms will be highly reliable.

Our uniqueness also lies in the fact that the activity of the company is the provision of marketing and advertising services, which ensures success in the promotion of online casinos.

We believe the following will help to attract a wider range of clients:

Getting know our prospects and customers

- Understanding our customers' needs leads to better insights into our audience and allows us to develop services that are matched to our clients' needs. Our service is completely personalised to clients' needs.

Offering great customer service

- To keep our existing customers coming back, it is important for us to offer great customer service.
- We take the time out to evaluate our customer service, making sure that we respond to our customers quickly and keeping an eye on social media so we can offer great service online too.

Dividing our time: supporting existing clients and looking for new work

- It is important for us to ensure we do not focus on one at the expense of the other, as both are important for growing our customer base.

Adapt as our business grows

- It's important for us to keep trying new ways of reaching audience and don't automatically reject things that might not have worked in the past.

8. SOURCES OF INCOME

The Fitzgerald Industries Group N.V. company will manage its online casinos with the aim of maximizing profits and we are going to go all the way to ensure that we do all it takes to attract both individual clients and group on a regular basis. Eurozone is seen as the main market.

9. FINANCE FORECAST

We have learnt the available market in Eurozone and we are quite optimistic that we will meet our set target of generating enough income / profits from the first year of operations and grow the business and our clientele base.

We have been able to critically examine the Online Gambling industry – market and we have analyzed our chances in the industry, and we have been able to come up with the following financial forecast. The income projection is based on information gathered on the field and some assumptions that are peculiar to the similar businesses in Eurozone.

Below is the financial projection for the online casino of The Fitzgerald Industries Group N.V. company, based on the range of services that our team will offer:

Estimated annual profit. Our projected profit shows in the following table, with sales increasing from more than € 1 million up to €3 million in three years. The estimated profits may not seem that impressive, but we are providing average estimated figures instead of the top ones. Hence, we do expect to more than break-even in the first year of operation.

YEAR 2024	EURO 3000000
YEAR 2025	EURO 4000000
YEAR 2026	EURO 6000000

Estimated annual cash flow. The company believes that cash flow projections are critical to our success. The three-year annual cash flow chart appears below and reflects our overall expectations.

YEAR 2024	EURO 3600000
YEAR 2025	EURO 4700000
YEAR 2026	EURO 7000000

This projection is done based on what is obtainable in the industry and with the assumption that there won't be any major economic meltdown and natural disasters within the period stated above. Please note that the above projection might be lower and at the same time it might be higher.

10. ANTI-MONEY LAUNDERING (AML) PROGRAM

The Company will monitor account activity with special attention, and to the extent possible, the background and purpose of any more complex or large transactions and any transactions which are particularly likely, by their nature, to be related to money laundering or the funding of terrorism.

All staff will be trained in AML processes and procedures by Compliance Officer and will actively participate in preventing the services of the company from being exploited by criminals and terrorists for money laundering or terrorist financing purposes. The objectives of this and related policies are:

- ensuring the Company's compliance with all applicable laws, statutory instruments of regulation, and requirements of the Company's supervisory body.

- protecting the Company and its staff as individuals from the risks associated with breaches of the law, regulations and supervisory requirements.
- preserving the good name of the Company against the risk of reputational damage presented by implication in money laundering and terrorist financing activities.
- making a positive contribution to the fight against crime and terrorism.
- providing the services in strict accordance with AML and KYC policies developed by Compliance officer; screening and reporting on suspicious transactions; collecting the needed data of the cardholders (based on GDPR regulations).

11. CONCLUSIONS

The Fitzgerald Industries Group N.V. sees its main ambition in establishing the brands that will be recognizable in Eurozone countries particularly and in world-wide market in general. The brand will be renowned for the high quality of the provided services as well as the low-price range. This approach will allow us to build a successful business, invite new employees and scale it to reach the markets of Canada and Japan.