

# **Hermes Consulting Company N.V. Business Plan**

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|-------------------------|------------------------|
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| Created and approved by | Hermes Consulting Team |

## Disclaimer

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## **Executive Summary**

Hermes Consulting Company N.V. is a dynamic company at the forefront of the online gambling industry. Our mission is to provide a seamless and exhilarating betting and casino experience to users worldwide through our innovative platform, [www.sapphirebet.com](http://www.sapphirebet.com). Leveraging advanced technology and a commitment to excellence, we aim to redefine the standards of online betting and casino, setting new benchmarks for reliability, security, and customer satisfaction.

Our platform boasts an extensive range of betting types, including single bets, accumulators, lucky bets, chain bets, and more, catering to the preferences of every bettor. From traditional markets like European handicap and correct score to specialized options such as head-to-head matchups in individual sports like cycling and athletics, SapphireBet provides unparalleled variety and excitement.

In addition to our comprehensive sports betting offerings, SapphireBet also provides an extensive selection of casino games to further enhance the entertainment experience for our users. Our online casino platform hosts a diverse array of games, catering to players of all preferences and skill levels.

At Hermes Consulting Company N.V., customer satisfaction is our top priority. That's why we offer round-the-clock customer support via phone, online chat, and email, ensuring that any queries or concerns are promptly addressed.

## **Business Summary and History**

[www.sapphirebet.com](http://www.sapphirebet.com) is an innovative platform that has rapidly grown into a distinguished name in the iGaming industry. Founded with a mission to offer a secure, entertaining, and responsible gaming environment, the company prioritizes player satisfaction and safety. Over the past years, [www.sapphirebet.com](http://www.sapphirebet.com) has achieved significant milestones, including rapid global expansion, award recognition for innovation and user experience, and maintaining strong regulatory compliance. The platform incorporates cutting-edge technologies like AR, VR, and blockchain, offering players a dynamic and immersive experience. [www.sapphirebet.com](http://www.sapphirebet.com) fosters a vibrant player community through interactive events and personalized rewards, and is committed to continued innovation and excellence in online gaming.

## **Vision and Mission**

Hermes Consulting Company N.V. is a prominent leader in the online gambling industry, dedicated to creating a world-class gaming platform that competes with the top names in the field. Their diverse offerings include slots, table games, live casino experiences, fishing games, bingo, sports betting, and access to international markets, excluding jurisdictions restricted by GCB regulations.

Hermes Consulting Company N.V. provides an extensive selection of games, ranging from timeless classics like blackjack and roulette to cutting-edge slots, engaging live casino experiences, and thrilling sports betting options. Regardless of your gaming preferences, the platform caters to all enthusiasts.

The company is committed to continuously improving the gaming experience by leveraging advanced technologies and introducing innovative features to consistently surpass player expectations.

At Hermes Consulting, player satisfaction is the top priority. The platform's intuitive interface ensures accessibility for players of all skill levels, delivering smooth and enjoyable gameplay across its wide array of offerings. With stunning graphics and captivating visuals, players are immersed in a superior gaming experience. Staying at the forefront of technological advancements, Hermes Consulting ensures that users have access to the latest innovations and enjoy a premium gaming experience across all products.

As a forward-thinking and customer-focused organization, Hermes Consulting Company N.V. is transforming the online gaming industry. By combining industry expertise with a commitment to innovation, the company delivers inclusive and engaging gaming experiences for players worldwide. With a strategic emphasis on global expansion, Hermes Consulting is actively pursuing key international markets to broaden its reach and impact.

## **Why Curaçao**

Hermes Consulting Company N.V. is securing a new license from the Curaçao Gaming Control Board (GCB), opening doors to exciting and promising business opportunities. Our internal expertise, supported by a skilled and dynamic team, is further amplified by acquiring the Curaçao license.

Curaçao is renowned in the iGaming industry for its adaptability to evolving legal standards and its dedication to player protection. As the first jurisdiction to regulate iGaming, Curaçao has earned a reputation as a trailblazer, providing a secure and trustworthy gaming environment through robust regulatory frameworks. Additionally, the jurisdiction offers cutting-edge hosting infrastructure, ensuring seamless gameplay for users and operational stability for businesses. Curaçao's advantageous corporate tax policies also present significant financial benefits, promoting enhanced profitability and long-term fiscal sustainability for iGaming companies.

Acquiring the Curaçao Gaming License represents a significant achievement for Hermes Consulting Company N.V., demonstrating full compliance with industry standards. This license not only bolsters our credibility but also serves as a testament to our unwavering commitment to excellence and success in the global iGaming arena.

## **Business Growth Strategy Overview:**

### **Business Strategy:**

At the core of our business strategy lies a steadfast commitment to innovation, differentiation, and customer-centric excellence. Our approach is guided by the belief that standing out in the competitive iGaming industry requires delivering a unique and superior experience for our players. To achieve this, we consistently enhance the SapphireBet platform by integrating cutting-edge technologies, expanding our game library, and introducing new features that redefine the online gaming experience.

A key pillar of our strategy is the continuous improvement of our game offerings. By collaborating with leading game developers and leveraging the latest advancements in gaming technology, we ensure that our portfolio remains fresh, diverse, and engaging. From classic table games to innovative slots and immersive live dealer experiences, we cater to a broad spectrum of player preferences, creating a dynamic and inclusive platform.

Our customer-focused initiatives form another cornerstone of our strategy. Personalized promotions, tailored bonus systems, and an exclusive VIP program are carefully designed to enhance player satisfaction and foster loyalty. By offering unique incentives and experiences, we aim to build long-term relationships with our players and encourage deeper engagement. Our responsive customer support services further reinforce this commitment, ensuring that every player feels valued and supported.

Regulatory compliance and operational integrity are equally central to our strategy. By adhering to the highest standards of transparency and ethical conduct, we not only meet industry requirements but also build trust and credibility with our audience. This ensures that players can enjoy their gaming experience in a safe and secure environment.

Through a combination of innovation, customer-centric practices, and a commitment to excellence, SapphireBet is positioned as a leader in the iGaming industry, consistently delivering value to players while driving sustainable growth and success.

### **Marketing Approach:**

Our marketing approach is built on a robust multi-channel strategy designed to maximize brand visibility, drive user acquisition, and foster long-term loyalty. Recognizing the dynamic and competitive nature of the iGaming industry, we employ a variety of targeted initiatives to reach diverse audiences and position our platform as a top choice for players worldwide.

A cornerstone of our strategy is targeted online advertising campaigns, leveraging data-driven insights to connect with potential customers across a wide range of digital platforms. By utilizing advanced audience segmentation and programmatic advertising, we ensure that our messaging resonates with the right users at the right time, delivering measurable results and optimizing campaign performance.

Our active presence on social media channels plays a pivotal role in building relationships with our audience. Through engaging posts, interactive content, and regular updates, we foster a vibrant community around our brand. Social media also serves as a platform for real-time interaction, allowing us to respond to player feedback, promote our latest features, and cultivate a sense of connection and trust with our users.

In addition to social media efforts, we establish strategic partnerships with influencers and sports teams to expand our reach and elevate brand credibility. Collaborating with well-known personalities and organizations allows us to tap into their dedicated follower base, creating authentic connections and enhancing our brand's reputation. These partnerships also align with our mission to deliver engaging, high-quality experiences that resonate with a global audience.

Our commitment to SEO optimization and content marketing ensures that our platform achieves strong organic visibility. By producing high-quality, relevant content, such as blogs, guides, and promotional materials, we attract targeted traffic and establish ourselves as a trusted authority within the iGaming space. Technical SEO best practices, including keyword optimization and website performance improvements, further enhance our discoverability and ensure a seamless user experience.

This comprehensive and dynamic marketing approach positions us to not only attract new users but also nurture long-lasting relationships with our audience. By staying at the forefront of marketing innovation and continuously adapting to changing trends, we ensure that our brand remains highly visible, credible, and appealing to players in an ever-evolving digital landscape.

### **Global Expansion Strategies**

Hermes Consulting Company N.V. is implementing a comprehensive global expansion strategy focused on market diversification, strategic alliances, and cultural adaptability. The company is committed to identifying high-growth markets and tailoring its products and marketing approaches to align with local preferences and consumer behavior.

To facilitate seamless entry into new markets, Hermes Consulting will establish strategic partnerships and joint ventures with local enterprises. These collaborations will provide critical insights into regional market dynamics, help navigate complex regulatory frameworks, and foster trust within new communities. Additionally, the company will enhance its e-commerce platforms to cater to international users and utilize global marketplaces to increase accessibility and improve user experience.

Efforts to optimize the global supply chain will enable Hermes Consulting to reduce operational costs while ensuring timely service delivery. Embracing diversity and fostering an inclusive company culture will not only aid compliance with local regulations but also enable the company to craft culturally relevant marketing messages that resonate with diverse audiences.

Continuous innovation will remain central to Hermes Consulting's global strategy. By staying ahead of industry trends and responding proactively to shifting market demands, the company will maintain a

competitive edge. Actively gathering and analyzing customer feedback will inform future strategies, ensuring that customer needs are consistently met and brand loyalty is reinforced.

This strategic approach to global expansion positions Hermes Consulting Company N.V. for sustained success in the competitive iGaming industry, allowing the company to grow its presence and deliver exceptional experiences to players worldwide.

## **SWOT Analysis of Hermes Consulting Company N.V.**

### **Key Strengths**

Hermes Consulting Company N.V. possesses a range of strengths that uniquely position it for success in the gaming industry. The company benefits from exclusive access to a highly efficient and advanced platform, providing a substantial competitive edge. Its capability to adapt and customize software to meet the specific needs of its customers ensures a personalized and engaging gaming experience tailored to each user.

With deep expertise and extensive experience in the gaming sector, Hermes Consulting offers valuable insights that support well-informed decision-making and effective market strategies. This comprehensive understanding of the industry allows the company to navigate complex challenges and seize emerging opportunities.

Driven by a clear vision aligned with customer expectations, Hermes Consulting remains steadfast in its commitment to delivering exceptional value and ensuring customer satisfaction. This customer-centric approach underpins the company's ability to consistently meet and exceed player expectations.

By leveraging these strengths—cutting-edge technology, industry expertise, and a focus on customer needs—Hermes Consulting Company N.V. is well-equipped to thrive in the highly competitive gaming landscape, positioning itself as a leader in innovation and customer experience.

### **Weaknesses**

Hermes Consulting Company N.V. faces certain challenges that must be addressed to strengthen its position in the gaming market. A primary concern is brand awareness; the Hermes Consulting brand is still relatively new and lacks widespread recognition. This highlights the need for targeted efforts to establish and enhance brand visibility among potential players and stakeholders.

Another challenge lies in the high operational costs, particularly those associated with server maintenance and internet infrastructure. These expenses require efficient management to maintain profitability while ensuring the seamless delivery of gaming services.

Moreover, the intense competition in the gaming industry presents a significant hurdle. To succeed in such a saturated market, Hermes Consulting must continuously innovate and identify compelling ways to differentiate its offerings to attract and retain a dedicated customer base.

Effectively addressing these weaknesses will be essential for Hermes Consulting Company N.V. to achieve sustainable growth and establish a stronger foothold in the competitive gaming landscape.

## **Opportunities**

Hermes Consulting Company N.V. is well-positioned to leverage several promising opportunities within the gaming industry.

Firstly, the growing number of daily internet users, particularly within the gaming demographic, offers a significant opportunity to expand the company's market share. As digital connectivity continues to increase, Hermes Consulting can reach a broader audience and attract new players to its platform.

Secondly, the absence of major international trade barriers provides a clear pathway for the company to extend its global reach. This allows Hermes Consulting to target diverse regions and capitalize on the expanding international gaming market, fostering sustained growth.

Finally, potential partnerships and collaborations within the gaming industry create exciting possibilities for innovation and mutual growth. By working with other industry leaders, developers, or content providers, Hermes Consulting can enhance its offerings, improve its market presence, and deliver fresh, engaging experiences to its users.

By strategically capitalizing on these opportunities, Hermes Consulting Company N.V. can solidify its position as a key player in the highly competitive gaming sector and drive long-term success.

## **Threats**

Hermes Consulting Company N.V. faces several challenges that must be addressed to maintain its competitive edge in the gaming industry.

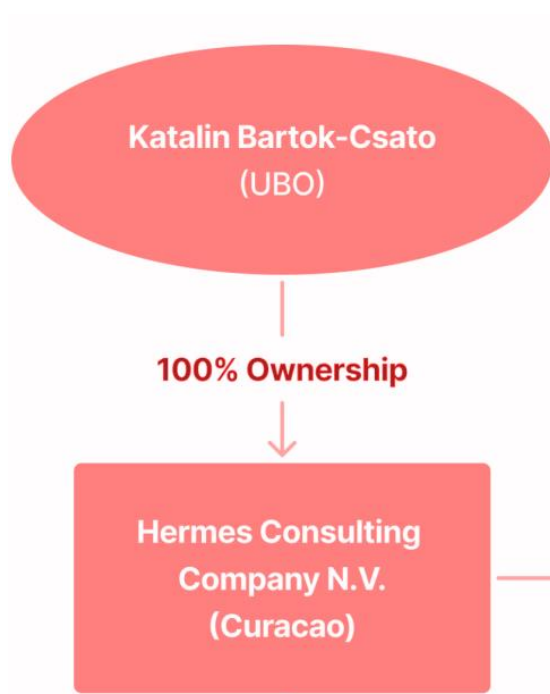
One key threat is the rapid pace of technological advancements. Keeping up with emerging technologies is vital to staying competitive and meeting the ever-evolving expectations of customers in this dynamic market. Falling behind in technological innovation could hinder the company's ability to deliver cutting-edge gaming experiences.

Additionally, the company must remain vigilant in addressing regulatory challenges. The gaming industry is subject to frequent regulatory changes across different jurisdictions, and staying informed about these developments is crucial. Proactively adapting operations to comply with global regulations not only ensures legal adherence but also protects the company's reputation and market position.

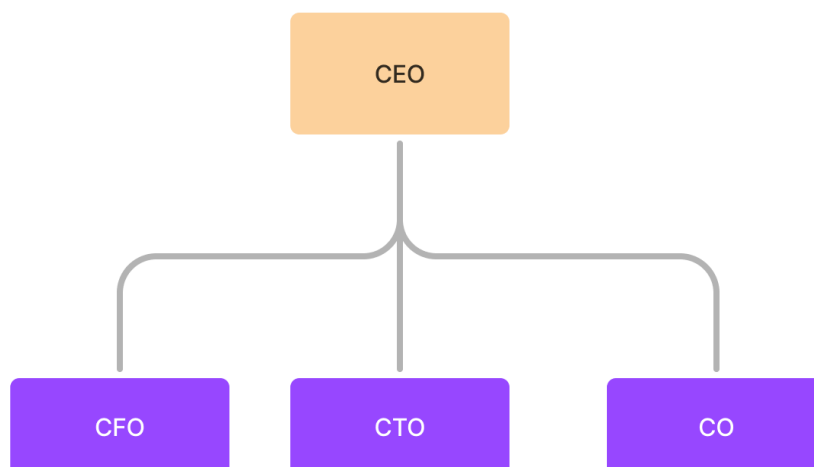
Lastly, safeguarding customer interests is paramount, particularly in international markets. Hermes Consulting must prioritize compliance with consumer protection regulations to uphold customer rights and foster trust. By ensuring a secure and fair gaming environment, the company can enhance customer satisfaction and build long-term loyalty.

Effectively addressing these threats is essential for Hermes Consulting Company N.V. to navigate the complexities of the global gaming landscape and achieve sustainable success.

### Company shareholding structure



### Company organization structure



|                    |                      |
|--------------------|----------------------|
| CEO                | Katalin Bartok-Csato |
| CFO                | Katalin Bartok-Csato |
| CTO                | Dmytro Savchenko     |
| Compliance Officer | Volodymyr Bakotskyi  |

## Key personnel and key functions' competence

All of our team members bring several years of industry experience to the table. They have worked across a variety of roles within the gambling sector, ranging from game development to online casino marketing. As a result, our personnel have been deeply involved in the day-to-day operations across every stage of the business supply chain.

### CEO

Mrs. Katalin is an experienced professional with a diverse background in the gaming industry. She has developed strong expertise in customer relationship management (CRM), marketing, and team leadership, making her an invaluable asset to any gaming organization.

Her skills are particularly strong in managing expatriate teams and fostering strong customer relationships. Specializing in CRM strategies and customer retention, Mrs. Katalin consistently exceeds company KPIs.

Throughout her career, she has demonstrated adaptability and leadership, with experience spanning team management, customer service, marketing representation, and production oversight. Mrs. Katalin's minimalist approach focuses on achieving high-quality results, ensuring efficiency in all tasks.

With a proven track record of success and a deep passion for the gaming industry, Mrs. Katalin is eager to take on new challenges. Her commitment to excellence and continuous improvement makes her an ideal candidate for any role within the gaming sector.

#### Responsibilities:

- Collaborating with the supervisory authority
- Acting as the primary point of contact for the supervisory authority on issues related to data processing, and consulting on other matters as needed
- Providing advice on data protection impact assessments and monitoring their implementation according to applicable laws
- Notifying the organization of any instances of non-compliance with data protection regulations
- Advising on and implementing processes to interpret and apply data protection rules effectively

#### The CFO is responsible for:

- Creating financial forecasts and strategic plans, analyzing financial data, and offering insights to guide decision-making.
- Ensuring precise and timely financial reporting to stakeholders, including the preparation of financial statements, regulatory filings, and management reports.
- Leading the budgeting process, tracking performance against budgets, and conducting variance analysis.
- Ensuring compliance with accounting standards, tax laws, and other financial regulations, as well as upholding internal controls and corporate governance best practices.
- Overseeing the selection, implementation, and optimization of financial systems and technologies to enhance efficiency and effectiveness.

### **The CTO is responsible for:**

- Developing and implementing the company's technology strategy, ensuring alignment with business goals and objectives.
- Leading the design, development, and maintenance of technology infrastructure, platforms, and systems.
- Overseeing the selection and implementation of new technologies, tools, and systems to improve efficiency and innovation.
- Managing and mentoring the technology team, fostering a culture of collaboration, continuous learning, and high performance.
- Ensuring the security, scalability, and reliability of all technology solutions, maintaining best practices in data protection and cybersecurity.
- Collaborating with other departments to identify technology needs and providing technical solutions to support business growth.
- Keeping up-to-date with the latest technology trends and innovations, and evaluating their potential to enhance company performance.

### **The Compliance Officer (CO) is responsible for:**

- Ensuring the gaming company operates in accordance with the legal requirements set by regulatory authorities. This includes obtaining and maintaining the necessary licenses, permits, and approvals to operate in various jurisdictions.
- Developing and enforcing policies and procedures to ensure compliance with relevant laws and regulations, covering areas such as responsible gaming, anti-money laundering (AML), data protection, and fraud prevention.
- Monitoring gaming operations to identify and prevent legal or regulatory violations. This involves conducting internal audits, reviewing transactions, and analyzing data for suspicious activities. The Compliance Officer is also tasked with reporting any irregularities to regulatory authorities when necessary.
- Implementing customer due diligence procedures to verify customer identities and ensure compliance with AML regulations. This may involve conducting background checks, monitoring transactions, and reporting any suspicious activities.
- Designing and executing programs to promote responsible gaming and reduce the risk of gambling-related harm. This includes providing resources and support for individuals facing gambling problems and implementing measures to prevent underage gambling.

- Staying updated on changes to laws, regulations, and industry standards that may affect the gaming industry, ensuring the company remains compliant with emerging trends and developments.

## **Services providers**

Our platform's appeal hinges significantly on the quality and diversity of gaming content available to users.

To make the games mentioned available on our website, we are collaborating with the following gaming providers:

Betsoft, BGaming, Pragmatic Play, Endorphina, Igrosoft, NetEnt, Amatic, Belatra, Fugaso, Booming Games, Yggdrasil Gaming, Evolution Gaming, Evoplay, Genesis Gaming, Play'n GO, Playson, Red Rake, Red Tiger, Kalamba Games, Nolimit City, GameArt, Tom Horn Gaming, Spinomenal, Wazdan, Platipus, Felix Gaming, Swintt, Leap Gaming, Apollo Games, Mr.Sloty, BF Games, Pg Soft, Multislot, Reelng, Betixon, Spade Gaming, Zeus, Onetouch, Espresso Games, KA Gaming, Play Pearls, Superlotto, Playstar, Synot Games, Fazi, GMW, Hacksaw Gaming, Inbet, Gameplay, SmartSoft Games, Mascot, Mobilots, Caleta Gaming, Charismatic Slots, Dragoon Soft, 5MEN, Mancala, Thunderspin, Triple Cherry, 7 Mojos, Spearhead, SimplePlay, Fils Game, Onlyplay, Manna Play, 1Spin4Win, Lady Luck Games

## **Risk Evaluation and Management**

Hermes Consulting Company N.V. will maintain closed liquidity exclusive to its own players, as the RYOPS product does not support player sharing across clients.

Risk evaluation and management services are outsourced to a third party, emphasizing our commitment to utilizing external expertise for effective risk assessment and mitigation. Hermes Consulting places a strong emphasis on robust risk management through its comprehensive Risk Management Model, as detailed in our Risk Management Policy document. The Board of Directors and executive leadership are responsible for overseeing and approving any changes to this policy. The Chief Executive Officer (CEO) holds the authority to authorize adjustments to operational procedures, standards, guidelines, and technologies within the established policy framework.

The Board of Directors reviews and approves the policy on an annual basis to ensure its continued effectiveness and alignment with the company's objectives. Executive management is responsible for implementing and administering the directives outlined in the policy. The CEO, along with all employees, must adhere to the policy and its procedures, ensuring full compliance with all applicable legal and regulatory obligations, without conflict or overriding such requirements.

Hermes Consulting's approach to risk governance promotes open communication, transparency, and active involvement from all relevant stakeholders, especially in the B2C context. This encourages an environment that fosters constructive challenges to risk management processes, including analysis,

validation, testing, development, and governance. The Board of Directors, CEO, and senior management work together to create a collaborative atmosphere that supports such challenges.

Change management is a crucial aspect of model governance, particularly when implementing or altering models and related technologies in the B2C sector. This process includes various components such as model development, personnel management, policy updates, testing and validation, IT systems, regulatory compliance, and internal controls. Hermes Consulting may collaborate with third-party experts possessing specialized technological knowledge to ensure effective management of third-party risks in the B2C gaming industry.

## **Legal and Governance Framework**

- In Curaçao, boards play a critical role in guiding a company's day-to-day decision-making processes, ensuring strong governance and alignment with corporate goals.
- Board Composition and Authority: Boards in Curaçao are typically composed of directors appointed by shareholders, who have the authority to make crucial decisions related to financial management, major contracts, and structural changes within the company.
- In cases of a deadlock, mechanisms such as arbitration or buy-sell agreements are utilized to resolve conflicts when shareholders have equal voting power.
- External law firms, specializing in both local and international law, offer legal support, while internal legal teams provide advice on regulatory compliance and governance issues.
- Board Meetings: Board meetings in Curaçao cover both strategic and operational topics, with input from key executives, legal advisors, and external consultants as needed.

## **Policies and Procedures**

### **Internal vs. External Development for Responsible Gaming Policies:**

Hermes Consulting Company N.V. adopts a strategic approach to developing its Responsible Gaming policies, which are crafted internally. By creating these policies in-house, the company leverages its expertise and optimizes resource utilization, ensuring that the policies are specifically tailored to meet the needs of the organization.

This internal development approach not only ensures flexibility, but also emphasizes confidentiality and security. It allows for a customized strategy that aligns with the unique aspects of Hermes Consulting's business model. As a result, the company can effectively promote responsible gaming while upholding a strong commitment to player protection and organizational integrity.

### **Timelines and Communication with the GCB (Gambling Control Board):**

- Completion of Responsible Gaming policy development within 6 months.
- Thorough internal stakeholder review within 1 month. Legal review for compliance assessment within 1 month.
- Review and feedback from the GCB within 1 month.

- Phased implementation of Responsible Gaming policies within 1 month.
- Full integration and enforcement of policies across all relevant operations within 1 month.

**GCB Appraisal:**

Hermes Consulting Company N.V. will provide monthly progress updates to the Gambling Control Board (GCB) during the development phase of its Responsible Gaming policies. Throughout the review phase, the company will submit quarterly updates to communicate progress and address any inquiries from the GCB.

In case of any modifications or adjustments based on GCB feedback, these changes will be communicated promptly, within one week. Additionally, Hermes Consulting will ensure that any requests for additional information or clarifications from the GCB are responded to swiftly, fostering transparency and cooperation throughout the process. This proactive communication strategy highlights the company's commitment to regulatory compliance and responsible gaming. The final Responsible Gaming policies will be formally submitted to the GCB for approval within 6 months, along with comprehensive documentation to support regulatory compliance.

**Reporting Mechanism:**

Hermes Consulting Company N.V. will provide monthly progress reports to the Gambling Control Board (GCB) during both the development and review phases of its Responsible Gaming policies. The company will also submit quarterly reports that detail the implementation progress and any changes made based on feedback received.

In the case of significant policy modifications, Hermes Consulting will promptly notify the GCB, within one week of implementation. Furthermore, regular updates on minor adjustments or improvements will be included in the monthly or quarterly reports to ensure consistent transparency and effective communication. This structured reporting approach demonstrates the company's commitment to compliance and responsible gaming standards.

**Qualifications and Competency of Developers:**

Hermes Consulting Company N.V. defines clear criteria for selecting individuals or organizations responsible for developing its Responsible Gaming policies. This includes specifying the necessary qualifications, expertise, and experience required for each selected individual or entity involved in the policy development process.

To ensure integrity, the company will provide a statement confirming the board's belief that the selected individuals or entities are qualified, competent, and free from conflicts of interest. Additionally, a comprehensive due diligence process is conducted to evaluate the qualifications and competence of those entrusted with developing each Responsible Gaming policy. This thorough approach ensures that Hermes Consulting collaborates with qualified professionals dedicated to advancing responsible gaming practices.

## Profit and Loss / Cash Flow:

| Year | Total Revenue | Marketing expenses | IT expenses | PSP expenses | Salaries | Total expenses | Net profit |
|------|---------------|--------------------|-------------|--------------|----------|----------------|------------|
| 1    | €400,000      | €40,000            | €30,000     | €10,000      | €60,000  | €140,000       | €260,000   |
| 2    | €600,000      | €90,000            | €60,000     | €20,000      | €120,000 | €290,000       | €310,000   |
| 3    | €800,000      | €100,000           | €70,000     | €25,000      | €150,000 | €345,000       | €455,000   |

Additionally, we are also providing the following financial indicators:

| Financial category    | Amount (EUR)  |
|-----------------------|---------------|
| License Fees          | €50,000       |
| UBO Investments       | €50,000       |
| <b>Fixed Costs</b>    |               |
| - Website Hosting     | €150/month    |
| - Software Licensing  | €20,000/year  |
| <b>Variable Costs</b> |               |
| - Payment Processing  | 5% of Revenue |
| - Customer Support    | €5,000/month  |
| - Server Maintenance  | €5,000/month  |