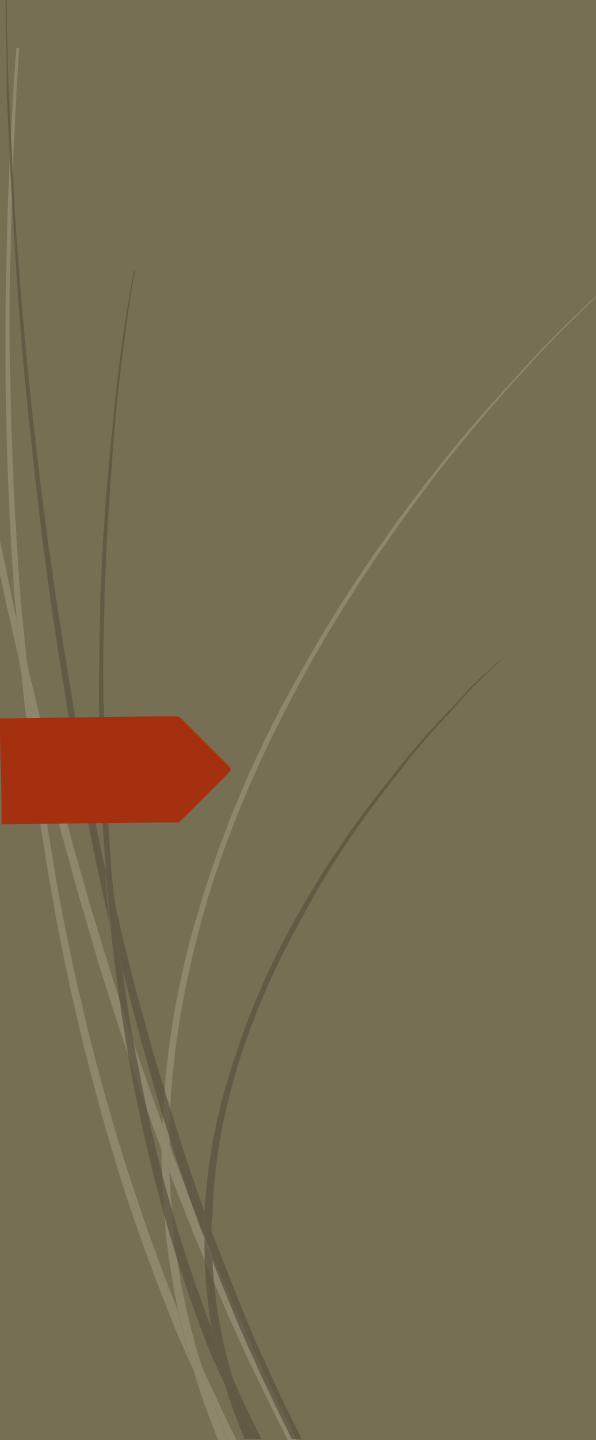




CNCL B.V. Business Plan

3 Year Plan

Company Description



Company is 100% owned by Mr. Kevin Abela. Kevin Abela has 20 years of financial background with the last 8 years holding a C-Level role primarily in the iGaming industry



Company has been incorporated in Curacao for the purpose to provide online casinos. Casinos operated are www.cresuscasino.com & www.tortugacasino.com under master gaming license 1668/JAZ provided by Curacao E-Gaming



All operations are outsourced to third party providers

Products & Services



Multiple deposit and withdrawal options



Impeccable, efficient and responsive customer support team



Fun variety of games with a vast portfolio to choose from



Bonuses, promotions and campaigns to be offered in a fair and transparent manner and according to the relevant regulations

Market Plan / Analysis



The company's plan is to focus on markets allowable with the use of the Curacao e-gaming license



Marketing budget to be mainly invested in selected performance acquisition channels such as Affiliations. The Company will focus on digital marketing channels such as programmatic, social media, affiliations, ppc etc in order to lower the cost incurred for acquisition.



Experience higher player retention due to solid game providers portfolio and payment solutions mix and more compelling entertaining and responsible gameplay giving the players more reason to play and thereby increasing player yield.



The Company targets EU allowed jurisdictions and Canada. Target is to expand into new markets in the medium term.

Organisation / Operations & Management



All operations of the business are being outsourced to a third-party provider. From this provider the company will be in a position to operate a fully fledged online casino.



Management services will also be provided by a third-party company owned by Kevin Abela



Affiliates partners to be contractually bound to abide by all the relevant regulations

Providers



Software Providers

Betsoft, Booongo, Isoftbet, Play'N Go, Playson, PragmaticPlay, Quickspin, Relax Gaming, Yggdrasil, Evolution Gaming, Netent, Red Tiger, Kalamba Games, Gamomat, Oryx Gaming, Nolimit City, Push Gaming, Hacksaw, Reelplay Swintt, Flatdog.



Payment Providers

PowerPay 21 Ltd, Impaya, Cashlib, Payneteasy, ISX financial, Paystrax, Ezeewallet, Skrill, ForumPay, Cryptopay, Cleanpay.

Financial Projections

	2022	2023	2024
	€	€	€
REVENUE	150,000,000	165,000,000	181,500,000
DIRECT COSTS	(73,500,000)	(80,850,000)	(88,935,000)
CONTRIBUTION	76,500,000	84,150,000	92,565,000
STAFF COSTS	(5,300,000)	(5,565,000)	(5,843,250)
MANAGEMENT COSTS	(2,500,000)	(2,625,000)	(2,756,250)
OVERHEADS	(4,000,000)	(4,200,000)	(4,410,000)
EBIT	64,700,000	71,760,000	79,555,500

- **Revenue** 2022 is foreseen to be a good year for CNCL with the launch of Canada as a new market and the plans to enter other new markets. We forecast an increase of 10% for 2023 and 2024.
- **Direct Costs** As previous years Direct Costs are budgeted based on the actual ratios business has worked with for the past year. 2023 and 2024 remain aligned proportionately with 2022.
- **Expenses** All costs shown are incurred by third party services providers in view of outsourcing all requirements. Staff costs relate to all the staff being allocated to the running of the brand. Management costs relate to C-Level roles provided by third parties (CEO, CFO, COO, CCO, MLRO). Overheads include share of all costs incurred by third parties which also includes staff expenses, share of rent and utilities. These costs are constantly monitored and aim is to not increase more than 5% for 2023 and a further 5% for 2024. We aim for growth top line and controlled growth in our costs.