

Slotszer

Slotszer.com

PLAYVISION GROUP B.V.

Version 2.0

DOCUMENT HISTORY LOG

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1. Executive Summary

Introduction

PLAYVISION GROUP B.V. is a private limited liability company, duly registered and organised under the laws of Curacao, with registration number 164518, having its registered address situated at Schottegatweg Oost 10, Unit 1-9, Bon Bini Business Center, Curacao (the '**Company**').

The Company has been duly incorporated on the 31st July, 2023. The Company is licenced with the Curacao Gaming Control Board with licence registration number B2C-MEA68M7P-1 668JAZ.

Mission

The Company is poised to revolutionise the online gaming industry through the platform **Slotszer.com**. The Company's mission is to provide an unparalleled gaming experience by offering a diverse range of high-quality games of chance, prioritising user engagement, security and responsible gaming.

With a rich background in the gaming industry, the Company's team brings wealth of experience and a good track record full of success. The Company commits itself to provide the services being mentioned with excellency, reflecting the Company's staff knowledge and innovation in the online gaming scenario.

Goal

The Company's goal is that through the platform slotszer.com, will offer a leading destination to gaming enthusiasts, by offering a unique blend of entertainment and practices, however, always promoting responsible gaming through its platform.

Even though the Company wants to promote this incredible experience to its enthusiasts, still is very much committed that such is done in a proper and responsible way, thus applying all the possible security measures to ensure that there is no abuse, that who needs assistance is directed in the right direction and furthermore, that gaming, even though is full of adrenaline, still such must be done taking into consideration the responsibility of one's own-self when using such gaming platforms.

Management

The Company has one sole director being **Capital Trust Corporation N.V.**, a company duly registered and organised under the laws of Curacao, with registration number 127003.

The Company is duly managed and manned by a team of experts in the online gaming field, starting with the *Chief Executive Officer* (the '**CEO**') and *Founder* of the Company **Ms Isabel A. Clemente Barreiro**, a Spanish national, who has several years of experience in the online gaming industry. Ms Clemente Barreiro will be overseeing the overall strategy, business development and operations of the Company, managing the financial operations, investment strategies and risk assessment of the Company.

However, as the saying goes '*No man is an island*' and thus the Company will benefit from the expertise of several employees who will be running the Company's day-to-day business operations including but not limited to IT and marketing.

Furthermore, the Company will also be needing technical support from a leading developer providing cutting-edge gaming solutions. For the initial stages the Company will look to partner up with a third party providing the **IT services**, but eventually will look at employing internally an IT expert who will join its already enriched personnel to provide in-house and tailor-made IT solutions for the Company's needs. IT Services plays a crucial role in the product development and platform stability.

Also, the Company will be looking at engaging a **Marketing Agency**, specialised in digital marketing for gaming platforms. This will assist the Company to grow and gain ground on its competitors. The Marketing Agency will focus on user acquisition and brand positioning on the market.

The Company will engage the role of an **MLRO/Compliance Officer** to draft its policies and procedures in line with the regulatory requirements under the laws of Curacao. The MLRO/Compliance Officer will draft the Anti-Money Laundering Policy and Procedures (See Annex I) by which the Company will abide upon engaging customers. Furthermore, amongst other policies, the MLRO/Compliance Officer will be drafting policies in relation to responsible gaming as well as to make sure to have a complaints policy in place to address any complaints done by the eventual customers. The Company is a promotor of responsible gaming and hence through its Compliance Officer will ensure to put into effect such steps and procedures which ensures a safe environment for the Company's customers and to make sure that it adheres to necessary regulations to be compliant with the Curacao Gaming Control Board.

As with regards to investments, decisions are made collectively by the top management, ensuring alignment with the Company's strategic goals. The Company will incentivise stakeholders and investments to join the Company in this new venture, by providing and proofing to them the stability of the business built.

2. Business Description

Playvision Group B.V. will operate the online gaming brand slotzer.com, being a platform offering several games of chance.

Brands

The main brand is **Slotszer.com**, offering a variety of online games of chance, including but not limited to live casinos and other variety of online games of chance/skill.

Target Markets

The Company is looking to focus on targeting European markets having a strong online gaming culture such as Norway and Finland, as well as the emerging markets of Brazil and Latin America, and Canada.

Leading Traits

The Company understands that the market is full of competitors and therefore to be able to penetrate in the market and gain a fair share of the wealth generated by the market in question it will rely on the following assets and tools in order to assure that it makes itself competitive:

- i. **Gaming Software:** the Company will be partnering with leading software providers for a diverse gaming portfolio;
- ii. **Payment Processing:** secure and diverse payment options for global users, including FIAT and Crypto solutions;
- iii. **Customer Support Tools:** Advanced tools for efficient customer service; and
- iv. **CRM:** world leading tools for maintaining acquired users and making efficient retention.

What sets Playvision Group B.V. on the spot is the Company's commitment to innovation, user experience and responsible gaming. The Company's brand – **Slotszer.com** - will not just be offering games, but will offer an immersive experience, combining the thrill of gaming with a secure and user-friendly environment. The Company's partnership with top-tier software providers ensures a diverse and high-quality game portfolio. Additionally, the Company's focus on responsible gaming, established trust, and sustainability in the Company's operations.

3. Market Analysis

European Online Markets

Europe's gambling market revenue stabilised in 2022 and reached EUR 108.5bn gross gaming revenue, an 8% increase compared to pre-pandemic levels in 2019 and a 23% rise compared to 2021. In 2022, casino was Europe's most popular online gambling product by revenue, reaching EUR 14.9bn gross gaming revenue and accounting for 39% of Europe's online gambling revenue. Sports and other types of betting were close behind, generating EUR 13.6bn in gross gaming revenue and accounting for 35% of Europe's total online gambling revenue.

Comparatively, the European Gaming and Betting Association ('**EGBA**') members generate the biggest share (46%) of their online revenues from sports betting.

Figure 1

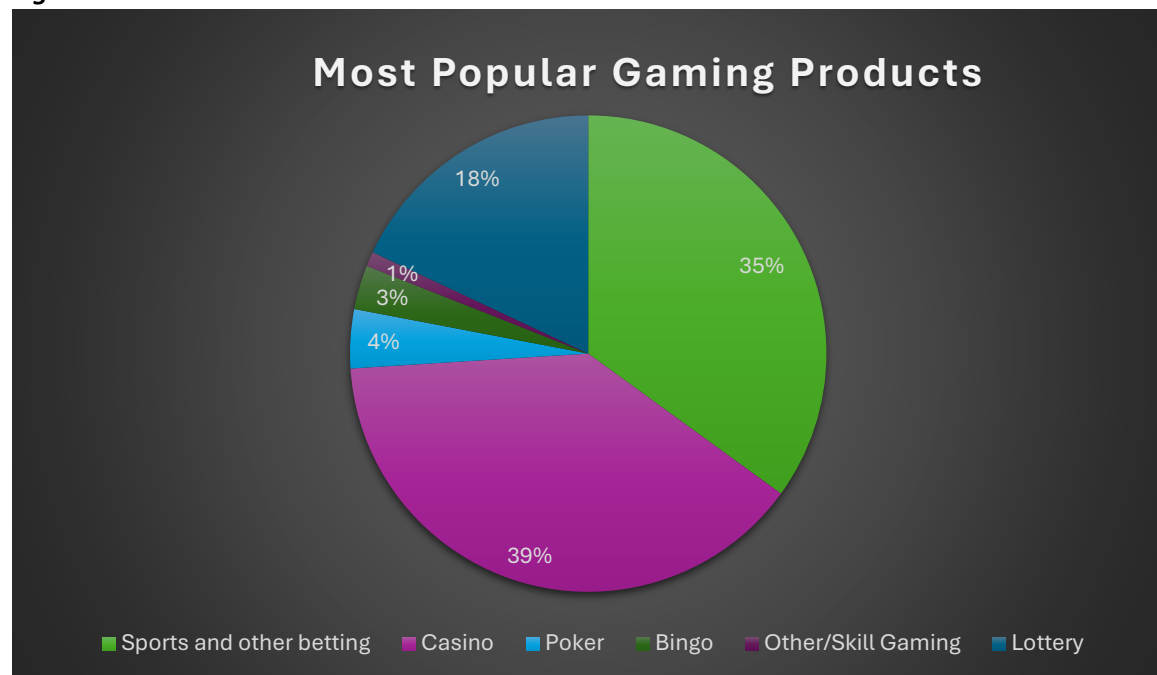


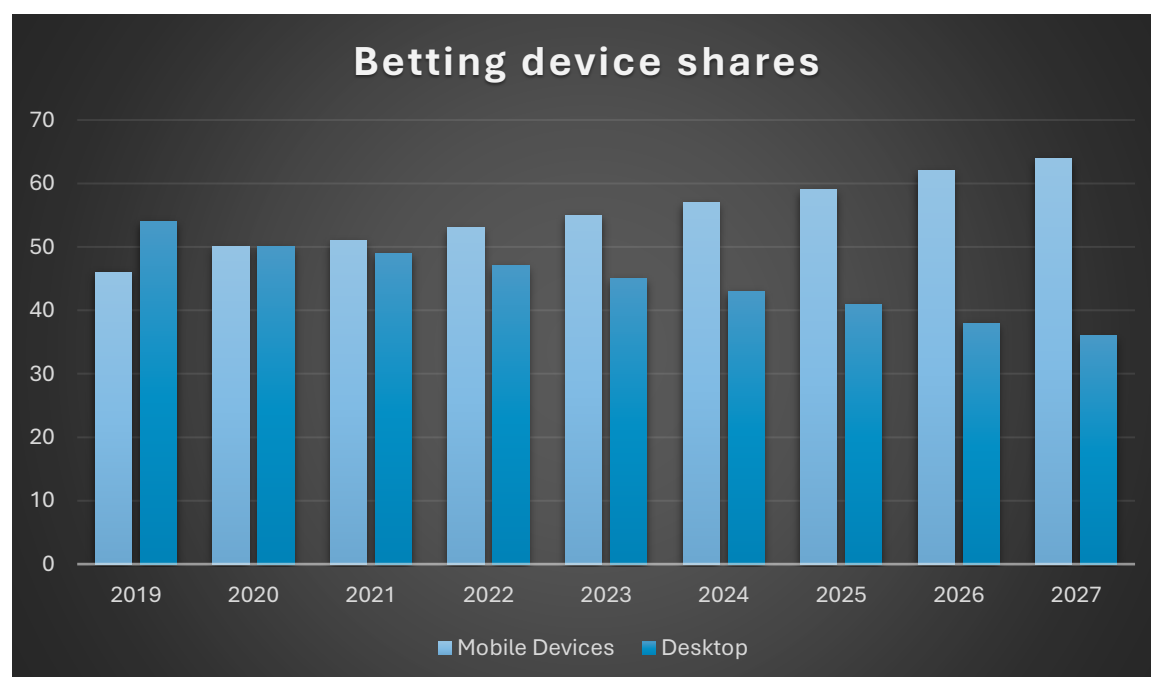
Figure 2

Online gambling products outlook	2019	2020	2021	2022E	2023E	2024E	2025E	2026E	2027E
Gross Gaming Revenue (€bn)									
Horseracing	1,8	2,0	2,1	2,0	2,0	2,1	2,2	2,2	2,2
Sports / Other	7,7	8,2	10,8	11,6	12,7	13,9	15,2	16,6	17,9
Total betting	9,5	10,3	12,9	13,6	14,8	16,0	17,3	18,9	20,0
Casino	9,9	12,1	13,6	14,9	16,0	16,2	17,2	18,3	19,0
Poker	1,2	1,7	1,5	1,4	1,4	1,4	1,4	1,4	1,4
Bingo	1,0	1,0	1,1	1,1	1,2	1,2	1,3	1,4	1,4
Other / Skill Gaming	0,4	0,4	0,4	0,4	0,5	0,5	0,6	0,6	0,6
Total gaming	12,4	15,2	16,6	17,9	19,2	19,4	20,5	21,6	22,5
Lottery	3,8	5,1	6,1	6,7	7,7	8,7	9,7	10,7	11,7
Total online gambling	25,7	30,5	35,5	38,1	41,7	44,0	47,5	51,2	54,3

Betting device shares

The share of Europe's online activity taking place on mobile devices (phones and tablets) continued its growth trend in 2022, with 53% of online bets placed on mobile devices and 47% of online bets placed from desktops.

Figure 3



The figures mentioned between 2022 till 2027 are all estimates, since no further data was issued by the EGBA.

Online Gambling Shares of National Gambling Markets

Significant differences exist in the online shares of the different national gambling markets in Europe. In 2021, Sweden was the European country with the highest share (80%) of its gambling activity taking place online, followed by Latvia (75%), Lithuania (67%), Romania (65%) and the UK (65%). Notably many countries that have much larger gambling markets, by revenue, such as Spain, Italy, Germany and France, still had a relatively low online share of their respective gambling markets.

Figure 4



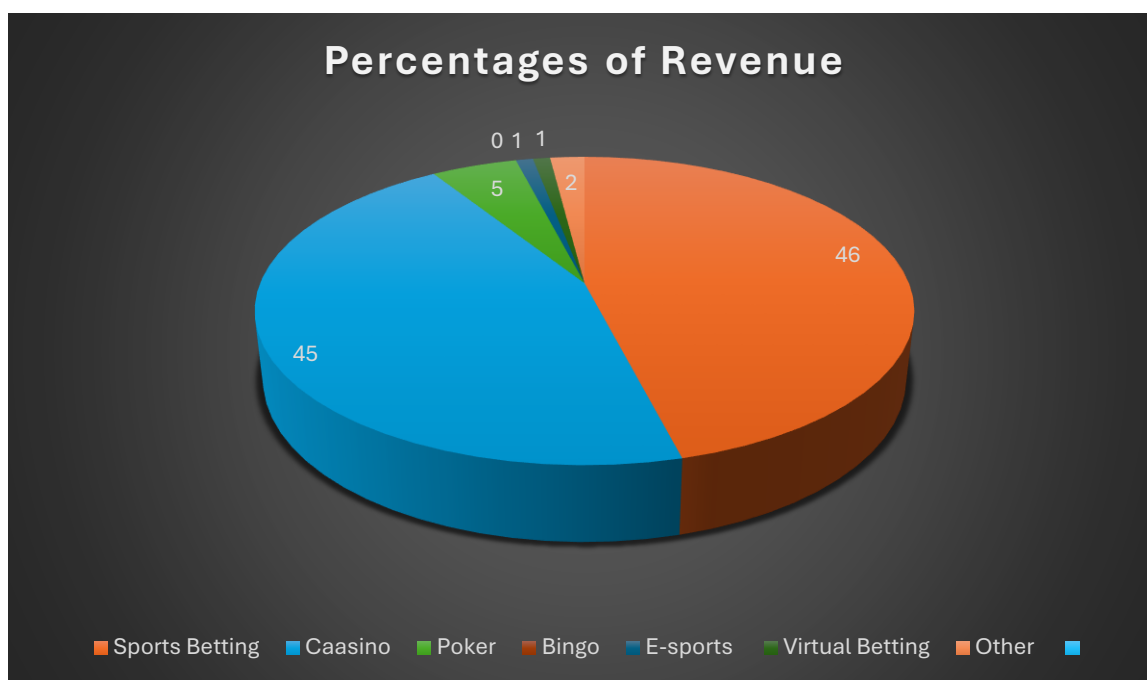
Figure 5



Revenue

In 2021, EGBA members had a combined EUR 11.6bn in online gross gaming revenue, a 6% increase from the previous year, accounting for 33% of Europe's total online gambling revenue for that year. EGBA members generate the biggest share of their revenues from sports and online betting accounting for 46% of their online revenues.

Figure 6



Customers

In according to the EGBA, in 2021 EGBA members processed 111.6bn customer bets and stakes, with a combined value of EUR 202.9bn. The members returned EUR 191.3 in winnings to their customers, with an average return to player rate of 94.3%.

Brazil (Latin America)

Is expected to register proliferation in the coming timeframe on the back of an increase in the fast adoption of cloud-based technologies, integration of state-of-art technologies in the software industry, and the rising proliferation of the internet of things which is, on one hand, leading to an increase in the growth of internet usage and is also leading to an increase in the growth of modern leisure time activities adoption, rather than going for the traditional board games ones. This has increased the adoption of Online Gaming to enhance the gaming experience.

Additionally, an increase in the new data infrastructure and rising gradation in the present technological ailments are anticipated to add to the growth of the Brazil Online Gaming market in the coming timeframe. The growth in the per capita income of Americans is leading to an increase in the growth of the disposable income for quality-aided gaming experience and is expected to proliferate the growth of the *Brazil online gaming market* in the coming time zone.

It is anticipated that the Brazil Online Gaming Market size is to register growth between 2021 to 2027. The outbreak of the global COVID-20 pandemic has led to an increase in the swashbuckling growth of the Brazil online gaming market. Interest in online gaming has also arisen. The increase in the time spent at home has led to an increase in the interest of the population towards leisure time activities and is expected to lead to a plummeting demand for online gaming to be deployed at the consumer end. The resultant of which would be an increase in the supplement growth of the Brazil Online Gaming market in the coming time zone.

With the era of digitization to infra-architectures and, further to microservices architecture, the need for Online Gaming has touched a great number and is anticipated to witness a proliferation in the coming timeframe. Not only this, the potential industrialists and the to-be investors of the market are expected to gain sound business prospects in the coming future as a result of massive outbreak of data usage and is expected to shape the competitive market landscape for the potential investors of the market in the next five to ten years and the timeframe thereafter.

Brazil online gaming market is estimated to find its true potential underpinned by the rising growth of the population and the trend of online gaming in the country. Brazil is likely to be considered as a tourist place that is estimated to support the establishment of casinos and attract large players to invest in gaming platforms and is estimated to contribute a favourable growth prospect for the Brazil online gaming market in the years ahead. Not only the tourist sector but, the domestic population especially youngsters, visit casinos on weekends and spend on online gaming, and this is expected to spur the growth of the **Brazil online gaming market** in the coming timeframe.

Market Projections

According to projections, the revenue in this market is set to reach US\$373.80m in 2024. Furthermore, it is anticipated that the market will continue to expand at a compound annual growth rate (CAGR 2024-2027) of 6.07%, resulting in a projected market volume of US\$446.10m by 2027. As for the number of users, it is expected to reach 32.1m users by 2027. In terms of user penetration, it is estimated to be 13.9% in 2024 and is projected to increase to 14.5% by 2027. The metric indicates the average amount of revenue generated by each user in Brazil. The online gaming market in Brazil is experiencing a surge in popularity, with a growing number of local players engaging in multiplayer games and e-sports competitions.

Challenges of the Brazilian Gaming Market

Brazilians have their own ways to pay for their online purchases, including traditional payment methods, which mostly exist only in Brazil. Boleto bancario, for instance is one of the most popular ones.

The challenge is its limitations. The traditional boleto bancario is not responsive to mobile screens and the payment confirmation can take up to three business days.

Another issue lies with unbanked gamers or those who don't own a credit card. They still wish to play, so often they resort to friends and family members to lend them a card to complete an in-game purchase, creating a problem with the due diligence and fraud analysis.

Advantages of choosing Brazil

Brazil has been seen in the past as dormant market. However, in the past few years, industry experts have noted changing attitudes.

While sports betting has already been (formally) legalised, further legislation is still debated upon. Demand for original content, localised platforms and dedicated customer service continues to rise.

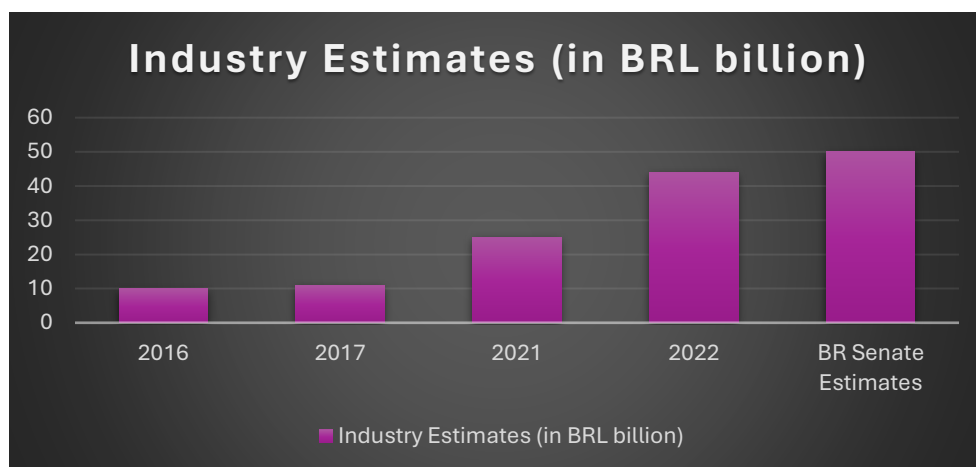
Some marked advantages are the following:

- i. **Demographics:** Brazil has a young, digitally savvy population interested in online gaming.
- ii. **Growth Potential:** There's significant untapped potential in the Brazilian iGaming market.
- iii. **Evolving Regulations:** Brazil's iGaming regulations are changing, opening new opportunities.
- iv. **Gaming Culture:** Brazil has a strong historical and cultural affinity for gaming.
- v. **Economic Benefits:** A well-regulated iGaming industry could boost Brazil's economy and all stakeholders working in the vertical.

Brazil's members of parliaments consider great potential in the gaming sector. Legalisation of certain gambling channels, including 'jogo do bicho', 'video lottery, bingo, videobingo, casino, sports betting and iGaming is beneficial to Brazil's tax revenues, which would approximately total to BRL 15 billion.

The following are market growths between the 2016 to 2022 and an estimate declare by Brazil Senate:

Figure 7



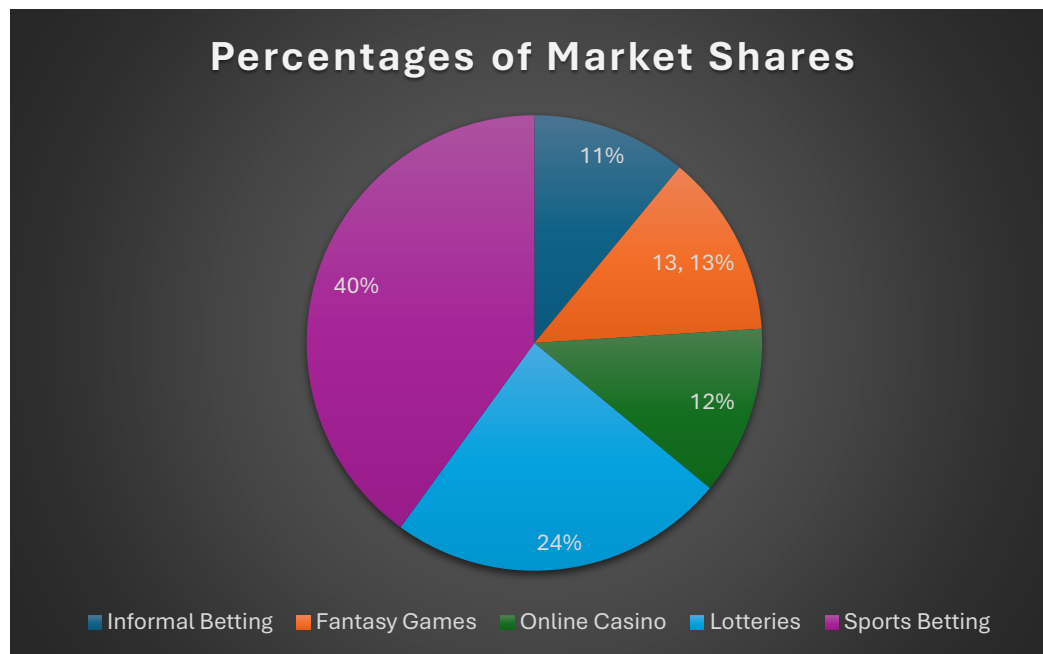
The rapid digitisation of society has transformed consumption patterns, resulting in a shift towards virtual mobile services, diversifying entertainment above all. Predictably, a significant portion of the real-money gaming market is steadily transitioning to online platforms, and these are expected to become the dominant form in a few years' time.

The Brazilian national economy is the largest in South America, and consistently ranked in the top 10 globally. It is also forecasted that it will keep increasing its employment growth, resulting in positive impacts on the disposable income and closely related demand for real-money online entertainment.

This enables the iGaming sector to invest in Brazil and become increasingly competitive. Its growing visibility is also the result of more and better online advertising and improved brand positioning.

A large chunk of the promotional push goes towards sports betting. However, a significant portion of Brazilians play the lottery (with some draws also available online), followed by fantasy games (free and paid) and online casino and online bingo.

Figure 8



Customers

The majority of Brazilians (67%) see online gambling and betting as entertainments. It is a business opportunity for 43% and a sport for 38%. The main drivers for sports betting are fun, income and social connections. However, only 13% engage in it to interact with friends and only 12% rely on it as a primary source of revenue.

App-Based Games vs Mobile Sites

Sports betting easily ranks above all other real-money games, partially because of the Brazilians' love for football. Yet they also follow (and bet on) volleyball, basketball, and American football, amongst others.

Sports betting is roughly twice as popular as online casinos. Lotteries come close second, but they are often distributed offline and count little in terms of online traction.

With the evolution of light and responsive platforms many players simply log onto the mobile site from their smartphone. This is particularly common among online casinos.

The Digital Landscape

The growth of online entertainment in Brazil is driven mostly by the nation's young and tech-savvy population. Only 10.3% of the population is aged 65 and above, while 82.3% is between 13 and 64 years, considered digitally active individuals interested in gaming and sports.

Moreover, Brazil has an 81% internet penetration rate, totalling 173 million users, and ranks 5th globally in total mobile connections with 206 million. This indicates a well-developed digital infrastructure and widespread access to digital services and communication.

In major metropolitan areas like São Paulo, Porto Alegre, Curitiba, Rio de Janeiro, and Belo Horizonte, 5G connectivity has seen full rollout. Higher average speeds in densely populated zones coincide with the residence of most mobile users – over 87% of Brazil's population lives in urban areas.

Recent surveys indicate that 37% of Brazilian consumers use the internet for online gaming, while 25% prefer downloading games. Other sources suggest that up to 45% of online users engage in gaming activities regularly.

Industry studies targeting gaming fans found that up to three quarters (74.5%) confirm they play "frequently" and, as we saw above, mostly online.

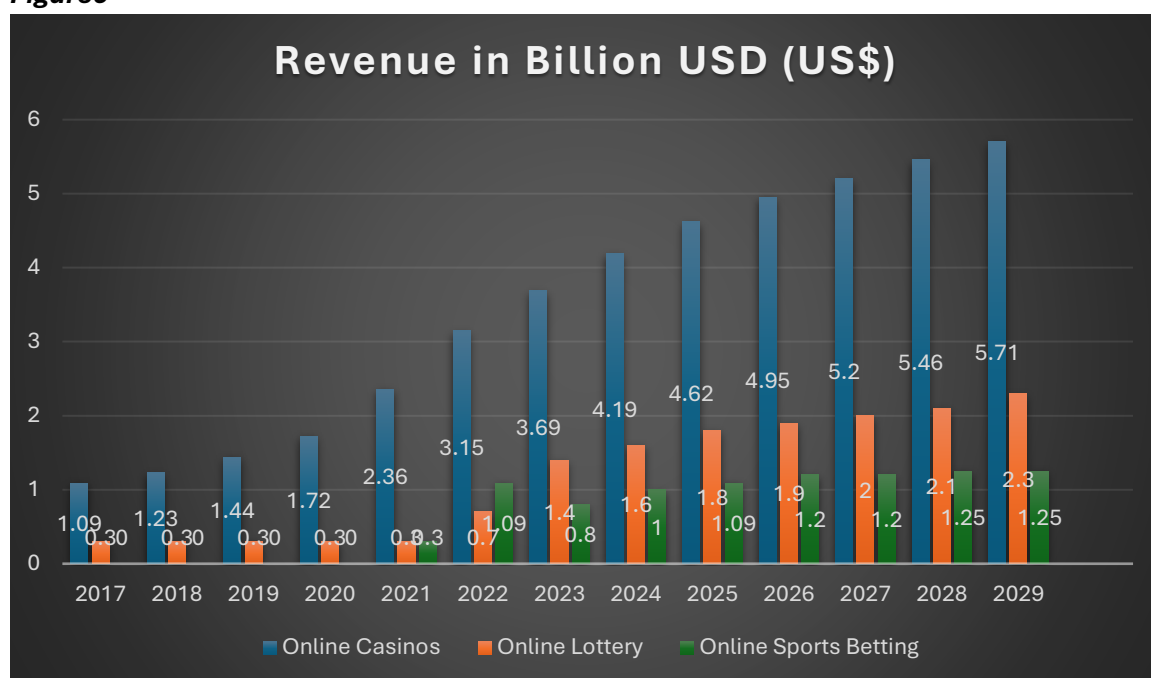
Mobile industry reports focusing on Latin America emphasize the growth of Brazil in in-app spending (by 20% in 2022). Brazil tops the regional market with 10.6 billion app downloads and comes 4th globally for overall app adoption, behind China, India and the USA.

In such a dynamic tech-driven context, it is important to emphasize the enormous demand for native and original content that emerging economies generate. The gaming industry is wise to the fact that content which resonates well – culturally, generationally, and socially – can unlock the market's potential.

Canada

The Online gambling market in Canada is projected to reach US\$4.19bn in 2024. Revenue is expected to show an annual growth rate (CAGR 2024-2029) of 6.39%, resulting in a projected market volume of US\$ 5.71bn by 2029. Online casinos markets have a projected market volume of US\$2.61bn in 2024. The number of users is expected to amount to 33.9 million users by 2029.

Figure9



Customer Preferences

One of the reasons for the growth of the online gambling market in Canada is the increasing preference for convenience and accessibility. With the advent of technology and the widespread use of smartphones and internet connectivity, Canadians are now able to access online gambling platforms from the comfort of their own homes or on the go. The convenience factor has attracted a large number of customers to the online gambling market.

Trends in the market

The increasing popularity of sports betting has contributed to the growth of the online gambling market in Canada. This trend has been further fuelled by the legalisation of single-even sports betting in Canada, which has opened up new opportunities for online gambling operators.

Local Special Circumstances

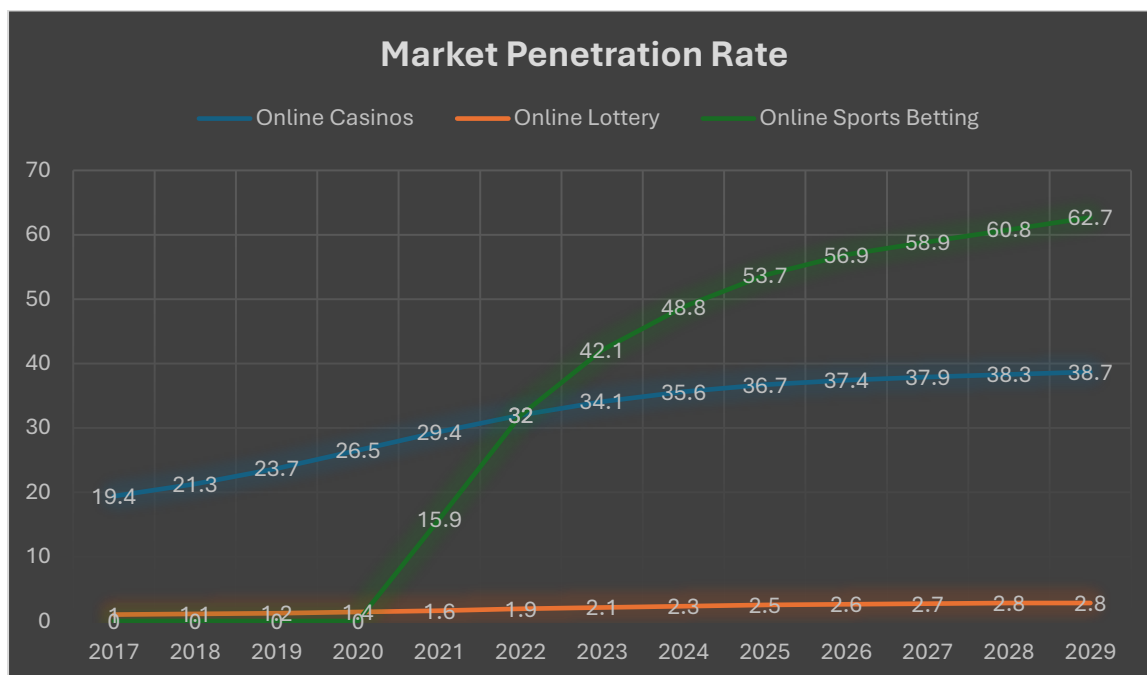
In addition to customer preferences and trends, there are also some local special circumstances that have influenced the development of the online gambling market in Canada. One of these is the regulatory environment. While online gambling is legal in Canada, each province has its own regulations and licensing requirements. This has created a fragmented market with different operators catering to different provinces.

Underlying macroeconomic factors

The growth of the online gambling market in Canada is also influenced by underlying macroeconomic factors. The country has a relatively high disposable income, which allows Canadians to spend more on leisure activities such as online gambling. Additionally, the

Canadian economy has been relatively stable in recent years, which has contributed to consumer confidence and willingness to spend on non-essential activities. In conclusion, the online gambling market in Canada is experiencing significant growth due to customer preferences for convenience and accessibility, the increasing popularity of sports betting, local special circumstances such as the regulatory environment, and underlying macroeconomic factors. As the market continues to evolve, it will be important for operators to adapt to changing customer preferences and regulatory requirements to ensure sustainable growth.

Figure 10



4. Marketing and Sales Strategy

A sales and marketing strategy is essential in order to give the business a roadmap as what is to be projected in the coming years of its business life.

What is a sales strategy?

The primary goal of a sales strategy is straightforward: to sell a business's product or service. The sales process requires building and managing relationships with prospects and providing guidance on buying decisions. This means that:

- i. Proper identification of the needs of the customer, offering the right solution and products; and
- ii. Understanding the market value of the services being offered.

What is a marketing strategy?

An effective marketing strategy helps the Company to create value for its prospective customers. This requires knowing what types of customers the company has, studying consumer behaviour and learning the psychology of why customers buy the company's products or services. The marketing strategy will provide the Company with a structure for and guidance on executing marketing tasks.

To provide a sound marketing strategy, the Company will look at the following:

- Market research
- Analyses of customer behaviour
- Determining which markets are to be targeted
- Performing competitor analysis
- Developing a brand
- Establishing competitive pricing
- Creating promotions across various media

Thus, the Company looks at the following strategies:

Digital Marketing:

- i. **Search Engine Optimisation (SEO):** Through optimisation of the Company's website and content, the Company website will rank higher in search engine results pages (SERPs) for relevant keywords related to online gaming.
- ii. **Content Marketing:** through the creation of high-quality, engaging content, such as blogs, posts, articles and videos that provide value to the target audience and attract organic traffic to the Company's website.
- iii. **Social Media Marketing:** The Company will utilise social media platforms like twitter, Instagram, and Youtube to engage with the targeted market, sharing updates and information about new games or promotions and run targeted advertising campaigns.

Partnerships and Affiliates:

- i. **Affiliate Marketing:** The Company will partner up with affiliate marketers who promote the Company's iGaming platforms to the targeted markets in exchange for a commission on referred players or a revenue share.
- ii. **Strategic Partnerships:** the Company through its partnerships with other companies, influencers or organisation in the gaming industry will cross-promote each other's product and services to reach a wider audience.
- iii. **Sponsorships:** The Company will sponsor gaming events, tournaments, and influencers to increase brand visibility and credibility within the gaming community.

Performance Marketing:

- i. **Pay-Per-Click (PPC) Advertising:** The Company will run targeted PPC ads on search engines like Google or Bing, as well as social media platforms, to drive traffic to the Company's website and increase conversions.
- ii. **Retargeting Campaigns:** The Company will use retargeting ads to re-engage visitors who have previously visited the Company's website but did not convert, encouraging them to return and complete their registration or make a deposit.
- iii. **Affiliate networks:** The Company will join affiliate networks and advertising platforms specialised in the iGaming industry to access a network of publishers and advertisers and expand the Company's reach.

User Acquisition and Retention:

- i. **Welcome Bonuses and Promotions:** The Company will offer attractive welcome bonuses, free spins, and deposit matches to incentivize new players to sign up and make their first deposit.
- ii. **Loyalty Programs:** The Company will implement loyalty programs and VIP schemes to reward and retain loyal players with exclusive perks, rewards, and personalised offers.
- iii. **Customer Support and Engagement:** the Company will provide exceptional customer support through multiple channels such as live chat, emails and phone and engage with players through social media platforms, forums and community events.

Market Research and Optimisation:

- i. **A/B Testing:** The Company will continuously test different marketing strategies, messaging, and creative assets to identify what resonates best with the Company's target audience and optimise the Company's campaigns for better performance.
- ii. **Analytics and Tracking:** The Company will use web analytics tools to track user behaviour, conversion metrics and ROI (attributing profit and growth revenue) of the marketing efforts and use the insights to make data-driven decisions and improve the Company's marketing strategy during the ongoing business of the Company.

5. Product Development and Operations

Conceptualisations

The Company through the above-mentioned analytics, has identified its target audience and market niche. The Company will focus mainly on European markets who have a good online gaming culture as well as Brazil, which is an emerging market for online gaming.

The Company through its platform Slotszer.com will be offering several games of chance, offering a remarkable experience through online gaming for all those players attracted to the Company's platform. The customers will be provided with a wide vast of choice of games from which to choose from, engaging skill and chance at the same time. The players will be able to use both FIAT and Crypto currency to participate in such games.

Development

The Company will design and implement the user interface, navigation and visual elements of the gaming platform using HTML, CSS and JavaScript.

All databases will be stored on Cloud having the appropriate databases and APIs to support user authentication, game logic, and data storage. Through the Company's platform Slotszer.com the Company will be providing various types of games such as slots, table games, poker, or live dealer games, using game engines, libraries, and programming languages like Unity, HTML5 and JavaScript.

Testing

The Company will conduct comprehensive testing on the gaming platform and games to ensure functionality, performance, and security. Tests for compatibility across different devices, browses and operating systems will be conducted from time to time. The Company will perform user acceptance testing (UAT) with real users to gather feedback and identify any issues or usability concerns.

Deployment

The gaming platform and games will be deployed to a cloud infrastructure. The server will be configured and optimised to secure performance and scalability.

Maintenance and Updates

The Company will ensure that ongoing maintenance is conducted in order to support the gaming platform, included but not limited to fixing bugs, security patches and performance optimisation. The platform will be regularly updated with new features, games and content to keep users engaged and always attract new players.

All features and performance on the platform will be constantly monitored in order to obtain industry trends and user feedback in order to address future developments and ensure that the platform remains competitive and relevant.

6. Financial Plan

This will analyse the financial plan which the Company has in order to substantiate its costs and to evaluate the revenue generated accordingly.

Revenue Model

The revenue model will look at the various aspect which would affect the generation of revenue within the Company. Therefore, the Company will look at the following:

- i. **Gaming Transactions:** this is the revenue generated from players participating in games of chance on the platform. The revenue will be generated through purchasing virtual currency or tokens to play games.
- ii. **Subscriptions:** Premium subscriptions will be offered with benefits such as to access to exclusive games, ad-free experience, or special in-game bonuses.
- iii. **Advertising:** This is the revenue earned through displaying ads within the gaming platform, either through direct ad sales or through ad networks like Google AdSense.

Pricing Strategy

The pricing strategy will constitute of various circumstances, which will eventually dictate the pricing that the Company will be using to attract always new players.

The Company will be looking at the following:

Game Transactions: This will look at the charge per play and offer packages of virtual currency at various price points.

Revenue Projections

The revenue projections are based on expected user traffic, the average spending per user and the conversion rates used. Also, the Company will look at the estimate revenue based on the projected subscriber growth and subscription renewal rates. Also, the Company will estimate the revenue based on expected ad impressions, click-through rates, and average advertising rates.

The Company will take into consideration the following costs:

- i. **Startup costs:** these are costs associated with developing the iGaming platform, including software development, game licensing fees, and server infrastructure. This could range from hiring developers to purchasing necessary software licenses.
- ii. **Marketing:** this will take into consideration the initial marketing expenses to promote the launch of the platform, including digital marketing campaigns, influencer partnerships and PR activities.
- iii. **Operational Expenses:** these are the costs required to operate the business on a day-to-day basis, such as employee salaries, customer support, and payment processing fees.

Financial Projections

Cash Flow Projections

This estimates the cash inflows and outflows over a period of 5 years to ensure there's enough cash to cover operational expenses, debt services, and investment in growth initiatives.

Gross Gaming Revenue (GGR)

- **Year 1:** Starting with \$500,000 GGR per month, totaling \$6 million annually.
- **Year 2-5:** Assuming a growth trajectory due to marketing and market penetration, the GGR increases annually by about 50% in Year 2, 30% in Year 3, 20% in Year 4, and 10% in Year 5.

Year	Monthly GGR	Annual GGR
1	\$500,000	\$6,000,000
2	\$750,000	\$9,000,000
3	\$975,000	\$11,700,000
4	\$1,170,000	\$14,040,000
5	\$1,287,000	\$15,444,000

Net Gaming Revenue (NGR)

- $\text{NGR} = \text{GGR} - \text{Operational Costs} - \text{Payment Fees}$
- **Provider fees:** 12% of GGR
- **Payment Fees:** 10% of GGR

Year	GGR	Operational Costs	Payment Fees	NGR
1	\$6,000,000	\$720,000	\$600,000	\$4,680,000
2	\$9,000,000	\$1,080,000	\$900,000	\$7,020,000
3	\$11,700,000	\$1,404,000	\$1,170,000	\$9,126,000
4	\$14,040,000	\$1,684,800	\$1,404,000	\$10,951,200
5	\$15,444,000	\$1,853,280	\$1,544,400	\$12,046,320

Profit and Loss Statement (P&L)

This will entail forecast revenue, expenses, and net profit over a specific period, annually. This includes revenue from game transactions, subscriptions, and advertising, as well as costs such as development, marketing, and operations.

Marketing Costs

- **Affiliation Costs:** 10% of GGR
- **Other Marketing:** 10% of GGR
- Total Marketing Costs = 20% of GGR

Year	GGR	Affiliation Costs	Other Marketing Costs	Total Marketing Costs
1	\$6,000,000	\$600,000	\$600,000	\$1,200,000
2	\$9,000,000	\$900,000	\$900,000	\$1,800,000
3	\$11,700,000	\$1,170,000	\$1,170,000	\$2,340,000
4	\$14,040,000	\$1,404,000	\$1,404,000	\$2,808,000
5	\$15,444,000	\$1,544,400	\$1,544,400	\$3,088,800

Administrative Costs (Employees, Office)

- Fixed at \$100,000 per \$1 million in GGR

Year	GGR	Administrative Costs
1	\$6,000,000	\$600,000
2	\$9,000,000	\$900,000
3	\$11,700,000	\$1,170,000
4	\$14,040,000	\$1,404,000
5	\$15,444,000	\$1,544,400

Net Profit

Net Profit = NGR - Total Marketing Costs - Administrative Costs

Year	NGR	Total Marketing Costs	Administrative Costs	Net Profit
1	\$4,680,000	\$1,200,000	\$600,000	\$2,880,000
2	\$7,020,000	\$1,800,000	\$900,000	\$4,320,000
3	\$9,126,000	\$2,340,000	\$1,170,000	\$5,616,000
4	\$10,951,200	\$2,808,000	\$1,404,000	\$6,739,200
5	\$12,046,320	\$3,088,800	\$1,544,400	\$7,413,120

7. Risk Analysis

This will identify potential risks and challenges, such as regulatory changes, cybersecurity threats, and market competition. Also, it will look at mitigation strategies to address these risks and ensure business continuity.

Regulatory and Legal Risks

The regulatory challenges which need to be taken into consideration, especially as licensed entity, are changes in gambling regulations, especially in Curacao and the targeted jurisdictions which could impact the legality and operations of the Company and the iGaming platform. Failure to obtain and maintain the necessary operational license and permits will surely result in fines, penalties or worse operational shutdown.

Compliance Risks

The Company needs to address compliance with the necessary regulations, including but not limited to regulatory requirements related to Anti-Money Laundering (AML) legislation, Know Your Customer (KYC) procedures, responsible gaming and data protection. The Company through its Compliance Officer/MLRO will draft the necessary policies and procedures to ensure that the Company is fully compliant with the necessary regulatory requirements and ensure their applicability and enforcement through the Company's operations.

Furthermore, the Company will keep abreast with all new legal developments, both in Curacao as well as within the marketed jurisdictions, in order to ensure that the Company is in line with the regulatory requirements.

Cybersecurity Risks

At today's day and age, where technology is essential for the ongoing business of the Company, the Company needs to make sure that it has in place all the necessary procedures and regulations to protect the Company and its platforms from any cyber attacks and risks. It is understood that iGaming platforms are more targets for cyber attacks, including DDos attacks, data breaches, and ransomware attacks.

Weaknesses in security measures could lead to loss of sensitive customer data, financial losses and damage the brand reputation.

Financial Risks

Financial projections take into consideration the volatility in player spending patterns and changes in economic conditions since these may affect revenue streams and profitability. Also, the currency change rate fluctuations, especially if operating in multiple jurisdictions, may impact financial performance.

Operational Risks

The Company will take into consideration the technical failures that may have an impact on the Company's business, such as server downtime, or software glitches. The Company will need to have adequate infrastructure, such as sufficient server capacity, reliable platform mechanisms.

Market Risks

The Company has to consider its intense market competition from other iGaming operators, as well as from traditional brick-and-mortar casinos and other forms of entertainment. Such threats could have an impact on the market share and profitability.

Also the Company will need to have constant monitoring of the ever-evolving market which has rapid changes in consumer preferences, technological advancements, and new market entrants. Such challenges may require constant adaptation in order to stay competitive.

Reputational Risks

The Company must keep abreast with new cybersecurity methods, in order to prohibit any data breach which could lead to reputational and financial damages. Negative publicity will effect the Company's reputation. The Company needs to keep high standards of gaming practices and address customers complaints with immediate effect. If complaints are not tackled in a constructive manner, it will tarnish the brand's reputation.

The Company has an obligation towards its players to build and maintain a trustworthy relationship through transparency, fairness, and excellent customer service. All these will mitigate reputational risks.

Geopolitical Risks

Political instability, changes in government policies or geopolitical tensions in certain regions can impact the regulatory environment and business operations of the Company. Consideration of these external circumstances needs to be taken care of, due that such may invariably tarnish the Company's operations and financial feasibility.

To mitigate these risks, the Company will implement robust risk management strategies, including compliance programs, cybersecurity measures, contingency plans and regular monitoring of key risk indicators. Additionally, the Company shall keep abreast of industry trends, regulatory developments, and emerging technologies, which can help anticipate and respond to potential risks effectively.

8. Legal and Regulatory Considerations

The Company will make sure that through its Compliance Department will keep updated on the necessary regulatory requirements and regulatory compliance obligations in target jurisdictions. The Company will make available to the Compliance/MLRO Officer courses to keep up to date with the necessary information and changes in legislation.

Furthermore, the Company will have the necessary policies and procedures which will enable the Company to regularise itself and make sure that the Company is compliant with the regulatory requirements. Amongst the policies and procedures, the Company will have the following policies:

- AML-CFT Policies and Procedures
- Responsible Gaming Policy
- Complaints Procedure Policy
- Compliance Policy

The MLRO/Compliance Officer will make sure that policies are updated accordingly. Any regulatory changes that may affect the Company's licence will be communicated to the Board of Directors/Sole Director to discuss the best way to implement the changes.

Also, the Company, will implement a Business Risk Assessment which will focus on identifying the necessary risks that would affect the Company's performance and create mitigating measures in order to cater for those risks and provide applicable solutions for such risks, in order to protect the Company from any potential risk.

Also, the MLRO/Compliance Officer, will have the role to create training sessions in order to train the employees in Compliance and AML, to create awareness about the regulatory changes and the current regulations and legislations.

9. Exit Strategy

The Company may at some point during its lifetime, either voluntarily or through compulsion, sale the business. The Company will look at the following exit strategies:

Acquisition

The Company may seek acquisition by a larger gaming company or a technology conglomerate that is looking to expand its presence in the iGaming market.

An acquisition can provide liquidity to investors and founders, as well as access to additional resources, technology and distribution channels that can accelerate growth. The Company, in order to be able to do this business transactions will look for advise from professionals who are experienced in mergers and acquisitions to identify potential acquirers, negotiable terms, and facilitate the acquisition process.

Initial Public Offering (IPO)

Should the Company want to go through an IPO, the Company will need to prepare the structures of the Company to be marketable on the stock exchange, allowing it to raise capital from public investors and provide liquidity to existing shareholders.

An IPO can increase the Company's visibility, access to capital markets and valuation. It will also allow early investors and employees to monetize their equity holdings. In order to be able to go through this process, the Company will engage investment banks to underwrite the IPO, conduct due diligence, prepare regulatory filings and market the offering to institutional and retail investors.

Merger with a Competitor

The Company may look at merging with a competitor in the iGaming industry to achieve economics of scale, enhance market share, and strengthen its competitive position.

The reason behind the merger can create synergies by combining complementary resources, technology, and customer bases. It can also reduce competition and increase bargaining power with the suppliers and partners. To be able to identify potential merger partners, the Company will conduct negotiations, perform its due diligence and execute the merger agreement.

10. Contingency Plans

The Company must have contingency plans in order to outline procedures to address unforeseen events or disruptions that could impact operations.

Diversification of Revenue Streams

The Company may wish to expand into new markets, offer additional gaming products or services, or develop partnerships with other companies to mitigate reliance on a single revenue stream. Diversification can help reduce the impact of unforeseen changes in market conditions, regulatory changes, or disruptions in the gaming industry. For this to take place, the Company will need to conduct market research, assess growth opportunities and develop strategic initiatives to diversify revenue streams.

Cost Reduction and Efficiency Measures

The Company may implement cost-cutting measures, streamline operations and optimize resource allocation to improve profitability and financial resilience. Proactively managing expenses will help mitigate the impact of revenue fluctuations or unexpected market challenges. The Company will need to conduct a comprehensive review of operational expenses, identify areas for cost savings and implement efficiency initiatives.

Strategic Partnerships or Joint Ventures

The Company may form strategic partnerships or joint ventures with other companies to share resources, mitigate risks and pursue growth opportunities together.

Collaborating with partners can provide access to additional expertise, technology and capital, enabling the Company to better navigate market uncertainties. To identify potential partners, the Company must conduct good market research, negotiate profitable partnership agreements and collaborate on joint initiatives to achieve mutual objectives.

11. Conclusion

In conclusion, PLAYVISION Group B.V. is set to make a significant entry into the online gaming market with Slotszer.com. The Company's approach, characterised by personal investment, strategic marketing, and a focus on sustainable growth, stands out the Company's business from its competitors. The Company is committed on delivering an exceptional gaming experience, underpinned by an ethical and responsible gaming approach and customer-centric approach.

The Company is of the opinion that with its innovative approach will achieve the impact it needs to instil on the market, basing its business concepts on the following:

Business Opportunity

The Company understands that since the iGaming business is an ever-evolving business, which continues to grow to satisfy the gross demand for such gaming entertainment, it has ample space where to spread its business. The Company decided to focus mainly on European Countries who have a good iGaming culture and Brazil which is an emerging market. Hence, using its technological expertise in the gaming industry, its excellent customer approach, the Company is convinced that such elements would be paramount to the Company's business success.

Mission and Vision

The Company aims to provide innovation to the iGaming business and a unique experience for the gamers. However, such cannot be achieved unless the Company keeps abreast with regulatory and legislative requirements as well as technology advancements, modernisation, business diversification and market evolution.

Through its Key Officers, the Company will make sure that all necessary licence requirements are adhered to and that the Company remains compliant with such legislations, keeping ongoing monitoring on legislative and regulatory changes, both locally as well as in the areas where it wants to spread its business.

As with regards the gaming experience the Company wishes to provide to its customers, the Company is of the opinion that through its commitment for innovation, its experience employees and IT experts, the Company will ensure that its customers are offered the ultimate experience in iGaming. However, all this will be conducted in line with the ethics of responsible gaming, providing a safe and healthy gaming environment for its customers.

Marketing and Sales Strategy

The Company will promote its business through affiliates and influences who will through their work promote the Company's business, offering schemes and other packages to attract new customers and keep satisfied the habitual ones. The Company, in its financial projections, has allocated a budget that will it use on marketing strategies to promote the Company, such as engine optimisation, ads on social media, etc.

Financial Projections

These projections go into detail as what are the Company's forecast for the next 5 years in action, calculating the possible revenues, costs and profits that the Company would be doing.

Risk Management

The Company acknowledges that no matter how sound a business is, it will always face challenges and risks. Such risks can vary from financial loss to change in regulations and legislations which could have a bad impact on the Company's business or may call for a change in the Company's operations/markets.

In order to address such risks, the Company will implement a smart and robust risk analysis, calculating and making the Board of Directors aware of the major risks that the Company may face during its course of business and creating efficient mitigating solutions, to ensure an amortisation plan is created by the Company to cushion such impacts on the Company. A detailed BRA and Customer Risk Assessment are essential to identify the risks that the Company may face through its operations, creating mitigating solutions.

Next Steps

The Company will now ensure its funding as well as completing development milestones and launching the platform.

Also, ongoing monitoring will be essential for the Company to keep moving forward in its business. Ongoing monitoring cannot be looked at only from the perspective of prevention of AML-CFT, but even the ongoing changes in market practices and the necessary adaptations to be made to reflect market dynamics, to remain competitive.

Call to Action

Stakeholders, investors, and partners are called to support the Company's venture and join the Company in this new venture.

The Company will always look for feedback from its customers, to seek the best way to improve and create always an ever-competitive iGaming experience.

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Annex I – AML-CFT Policy & Procedures