

ONLINE CASINO

“CASIBOM”

Business Plan 2024

The logo for Casibom is displayed on a black rectangular background. The word "casibom" is written in a bold, italicized sans-serif font. The letters "cas" are white, and "ibom" is orange. A thin orange curved line is positioned below the "b" and "o", resembling a smile or a swoosh.

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Executive Summary

Casino “Casibom” is characterized by its progressive and strategic vision and has taken its place in the global online gaming landscape. With a profound understanding of the gaming industry's dynamics, we have formulated a comprehensive strategy to enhance customer engagement and drive substantial traffic to our online casino on a global scale.

Our unique selling points include the ability to connect with an extensive pool of potential customers, a dedicated, individual approach to nurturing professional relationships with clients and partners, and a commitment to providing exceptional customer support accessible 24/7.

The online casino “Casibom” is operated by Seguri N.V. reg.nr. 153142, which is registered in Schottegatweg Oost 10 Unit 1-9 Bon Bini Business Center, Curacao, having gaming licence No.8048/JAZ2020-032 and all rights to operate the gaming software. The casino has already achieved success in gambling market and swiftly earned a reputation as a trustworthy casino operator.

Casino’s owner and CEO is **Serif Can Elmas** who has a comprehensive understanding of the gaming industry's trends and dynamics as well as significant experience in the gambling sector. He is an experienced professional with a diverse background in management and marketing roles within the gaming and media industries. As a Country Manager at Advance Gaming, Catena Media, and Planetwin365 in London, UK, he demonstrated strong leadership and strategic thinking skills, fostering relationships with international teams and partners to drive brand awareness and achieve business objectives. His technical skills include proficiency in WordPress, Adobe Photoshop, content management, HTML/CSS, web page design, and Microsoft Office suite. Additionally, his ability to interpret and work with international crews on field projects highlights his adaptability and effective communication skills. Serif is

fluent in both Turkish and English, and his educational background includes studies at Wimbledon Language Academy in London and Kocaeli University in Turkey.

With a track record of analytical thinking, teamwork, and effective communication, Serif Can Elmas is well-equipped to contribute to dynamic and collaborative work environments.

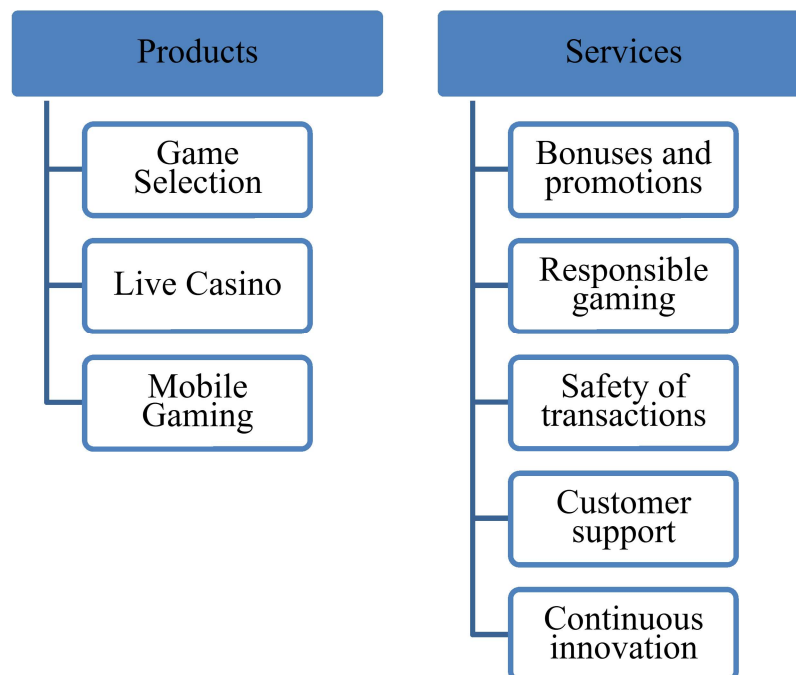
Our main partner in the development and daily operations of our online casino “Casibom” is the leading company in the internet gaming industry - SoftGamings, who provides us with a turnkey-casino solution, which includes a turnkey platform, multi-currency and multi-lingual solutions, games from top-tier providers such as NETENT, PLAYTECH, EVOLUTION GAMING, DIGITAIN, EVOPLAY, EZUGI, etc., design and technical support, payment solutions and licensing. Softgamings undertakes to render us the following services: locate our online-casino (scripts, program codes, data bases and other elements), ensure timely maintenance of the servers, host the software of a mobile version, provide renewal of software, undertakes necessary measures of eliminating technical and programming errors in performance of online-casino.

We are dedicated to offering the finest services, ensuring a fair, responsible, and mutually beneficial gaming experience. Our commitment as for now extends to Europe (except forbidden countries) and Middle East/West Asia, where we strive to provide top-notch services that adhere to the highest standards of fairness and responsibility.

1. Product and Service Description

Our online casino “Casibom” provides a comprehensive array of products and services designed to provide a captivating and rewarding gaming experience for players. With a focus on innovation, entertainment, and security, we offer a range of gaming and sports betting experience, including the whole range of products available in the gaming and betting industry.

Provided products and services are shown in the chart below.



I. Game selection:

A vast collection of captivating and immersive casino games, from classic favorites such as slots, roulette, and blackjack to modern variations and themed games, our diverse selection will ensure endless entertainment options for players of all tastes.

II. Live casino:

The thrill of live dealer games, where cutting-edge technology will bring real-time interaction to the virtual world with professional dealers as customers will play popular table games like roulette, baccarat, and poker.

III. Bonuses and promotions:

An array of enticing bonuses and promotions designed to enhance customer's

gaming journey. From welcome bonuses for new players to ongoing promotions that reward loyalty, our offerings will add an extra layer of excitement to your experience.

IV. Mobile gaming:

We provide access to our casino anytime, anywhere, through optimized mobile platform with seamless gameplay on smartphones and tablets, ensuring the customer's ability to play their favorite games.

V. Responsible gaming:

We're committed to fostering a responsible gaming environment. Our suite of responsible gaming tools will empower players to set limits, manage their gameplay, and enjoy our offerings within their comfort zone.

VI. Safety of transactions:

We provide client's transactions safety and security. We implement encryption and payment processing to safeguard financial information.

VII Customer support:

We established dedicated customer support team, which is available 24/7 to assist our clients with any inquiries or concerns, whether they have questions about games, bonuses, or technical matters.

VIII. Continuous innovation:

We regularly introduce new games and features to keep gaming experience fresh and engaging.

At our online casino, we are and will deliver an exceptional blend of entertainment, security, and responsible gaming. From an expansive game library to personalized customer support, we will deliver most popular and unique products and services to ensure an unparalleled gaming journey for players.

Here are some visual examples of our marketing activities, welcome bonuses:

 3RD WELCOME BONUS CASINO SIGN UP READ THE TERMS	 3RD WELCOME BONUS SPORTS SIGN UP READ THE TERMS	 2ND WELCOME BONUS CASINO SIGN UP READ THE TERMS	 1ST WELCOME BONUS SPORTS SIGN UP READ THE TERMS	 [BRONZE] 10% DAILY CASINO BONUS SIGN UP READ THE TERMS
 [BRONZE] 10% DAILY SPORTS BONUS SIGN UP READ THE TERMS	 [DIAMOND] 25% DAILY CASINO BONUS SIGN UP READ THE TERMS	 [DIAMOND] 25% DAILY SPORTS BONUS SIGN UP READ THE TERMS	 [GOLD] 15% DAILY CASINO BONUS SIGN UP READ THE TERMS	 [GOLD] 15% DAILY SPORTS BONUS SIGN UP READ THE TERMS



1

IMPROVED CASHBACK

After your balance is spent, the net amount lost is added to your account according to your VIP level. There are 2 types of Cashback bonuses, Daily and Weekly, which are credited every Monday.

10% 	10%  + 5% 	10%  + 10% 	10%  + 15% 	10%  + 20% 
 BRONZE	 SILVER	 GOLD	 PLATINUM	 DIAMOND



2

IMPROVED DAILY BONUS

Each level is entitled to an improvement of the daily bonus. You start at Bronze, with 10% up to 100€, and you can go up to 25% up to 1000€, in Diamond!

10% UP TO 100€	10% UP TO 500€	15% UP TO 500€	20% UP TO 1000€	25% UP TO 1000€
 BRONZE	 SILVER	 GOLD	 PLATINUM	 DIAMOND



3

LEVEL UP POINTS

It is the required amount of points to reach the next level. 1 point = 1 euro.

Competitive advantage of offered products and services is summarized in the table below.

Diverse Game Selection	"Casibom" offers a vast and diverse collection of casino games, including classic favorites and modern variations. This variety can attract a wide range of players with different preferences, providing a competitive advantage over casinos with a limited game selection.
Live Casino Experience	The inclusion of live dealer games with real-time interaction can set "Casibom" apart from competitors that only offer standard automated games. This feature adds a level of excitement and authenticity to the gaming experience.
Loyalty Program	The array of enticing bonuses and promotions, including welcome bonuses and loyalty rewards, can be a competitive advantage. It can attract new players and retain existing ones, enhancing customer engagement and satisfaction.
Mobile Gaming Accessibility	"Casibom" emphasizes seamless mobile gameplay, ensuring that players can access the casino anytime and anywhere. This mobile optimization is crucial in today's gaming industry, as players increasingly use smartphones and tablets for gaming.
Responsible Gaming Commitment	Fostering a responsible gaming environment with tools for setting limits and managing gameplay can be seen as a competitive advantage. It demonstrates a commitment to player well-being, which can build trust and loyalty.
Transaction Security	The implementation of encryption and payment

	processing for the safety of financial transactions is a fundamental competitive advantage. Players prioritize security when gambling online, and a secure platform can attract and retain customers.
Dedicated 24/7 Customer Support	Offering round-the-clock customer support is a valuable advantage. Prompt and responsive assistance can enhance the overall customer experience and build trust in the brand.
Continuous Innovation	The commitment to regularly introduce new games and features keeps the gaming experience fresh and engaging. This can help "Casibom" stay ahead of competitors by offering unique and exciting content.

In summary, "Casibom" online casino appears to have several competitive advantages based on its product and service offerings, which include a diverse game selection, live casino experiences, attractive bonuses, mobile accessibility, responsible gaming features, transaction security, dedicated customer support, and a focus on continuous innovation. These advantages help "Casibom" attract and retain players in the competitive online casino market.

2. Competition and Marketing Analysis

The online casino industry is a highly competitive and rapidly evolving sector, driven by advancements in technology, changing consumer preferences, and regulatory developments. To successfully maintain "Casibom" as a prominent player in this space, it is crucial to conduct a comprehensive competition and market analysis.

I. Market Overview

The online casino industry has experienced remarkable growth over the past decade, fueled by factors such as increased internet penetration, smartphone adoption, and changing attitudes towards online gambling. The European and Asian markets have shown steady growth, driven by the convenience of online gaming, attractive promotions, and the desire for entertainment.

Key Insights:

- Online gambling markets have been expanding steadily, with a combined worth of billions of euros annually.
- Growth in the online casino sector is expected to continue as more players transition from traditional land-based casinos to online platforms.

The regulatory landscape significantly influences the online casino industry.

Key Insights:

- Understanding and complying with local regulations are critical to "Casibom" success in these markets.
- Ongoing changes in gambling legislation may impact the business, making it essential to stay updated and adaptable.

II. Competitive Analysis

The online casino industry is characterized by a multitude of operators, ranging from established global brands to local players. Understanding the competitive landscape is vital for "Casibom" to position itself effectively.

Key Insights:

- Global players have a significant presence in these markets, offering a wide range of games and attractive bonuses.
- Local competitors may have a better understanding of cultural nuances and preferences.

Competitors in the online casino industry can gain advantages through various means, such as game selection, user experience, and marketing strategies.

Key Insights:

- Competitors may have unique game offerings, including exclusive titles and partnerships with game developers.
- Some competitors may excel in mobile optimization, providing seamless gaming experiences on smartphones and tablets.
- Effective marketing strategies, such as targeted advertising and affiliate partnerships, can set competitors apart.

III. SWOT Analysis

A SWOT analysis provides a concise overview of "Casibom's" strengths, weaknesses, opportunities, and threats in the market. Summary of SWOT analysis is provided in the table below.

STRENGTHS	WEAKNESSES
Diverse game selection, including live dealer games.	Market Competition Additional investments required for

Commitment to responsible gaming. Strong customer support and 24/7 availability. Continuous innovation in game offerings.	expansion. Regulatory Challenges
OPPORTUNITIES	THREATS
Collaborations with influencers or celebrities for marketing. Expansion into neighboring markets.	Evolving and changing regulatory landscape. Intense competition from global and local operators. Economic Factors Technological challenges and cybersecurity threats.

IV. Customer Analysis

Understanding customer behavior and preferences is vital for "Casibom" to tailor its offerings and marketing strategies effectively.

Demographics such as age, gender, income levels, and location play a significant role in understanding the target audience.

Key Insights:

- The online casino audience is diverse, with players of various age groups and income levels.
- The younger demographic may prefer mobile gaming, while older players may prefer traditional desktop gaming.

Analyzing what customers value in an online casino can inform product development and marketing strategies.

Key Insights:

- Players value a wide range of game options, including slots, table games, and live dealer games.
- Attractive bonuses, promotions, and loyalty rewards are influential factors in choosing an online casino.

Studying how customers interact with online casinos, including their gaming habits, spending patterns, and retention rates, is essential.

Key Insights:

- Many players engage in online gaming for entertainment and relaxation.
- Responsible gaming features can encourage prolonged and responsible gameplay.

3. Business Strategy

We have strategically partnered with the most reputable and widely recognized gaming providers, utilizing their software to establish ourselves as a trustworthy online gaming operator.

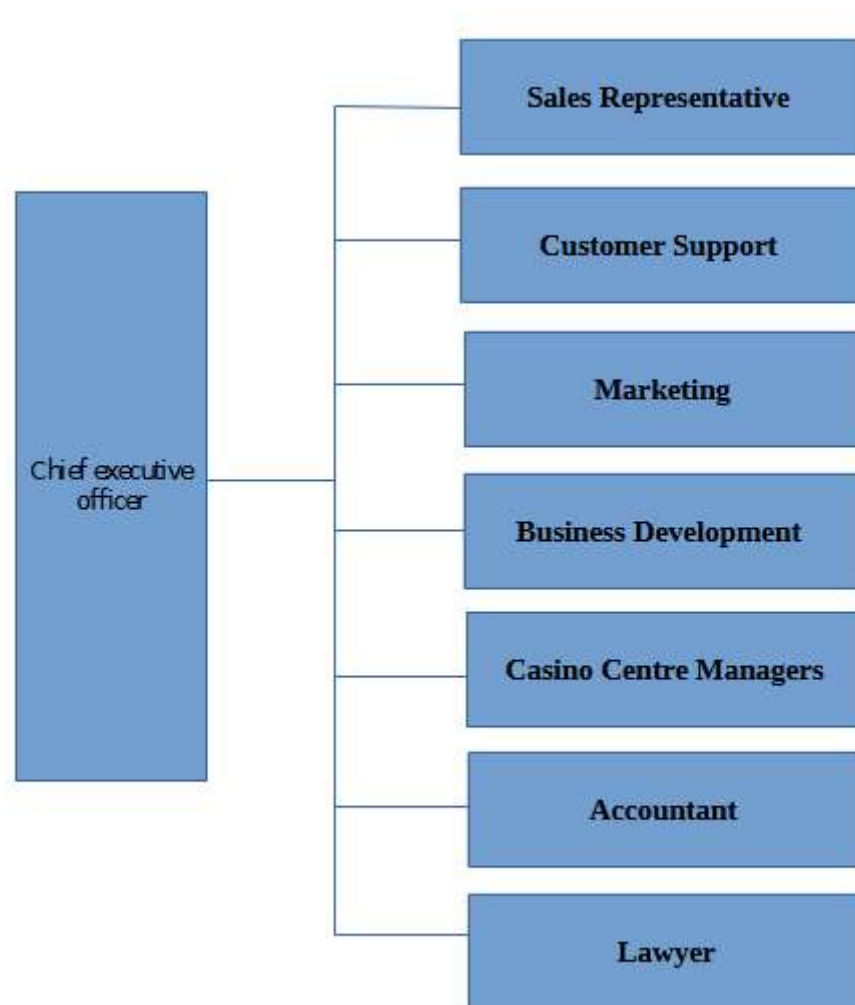
We are operating on a global scale, continually expanding our reach across international boundaries. Our focus now is directed towards acquiring traffic in Europe. These markets are chosen, because we have experience and successful co-operation with partners related to these markets, as well these markets show steady increase and development.

We anticipate a significant reach within our target customer base, leveraging our in-depth understanding of the gaming industry, particularly in the realm of traffic acquisition. This expertise positions us to effectively connect with a substantial portion of prospective customers.

4. Managerial Concepts and Structure

The success of an online casino like "Casibom" depends not only on its products and services but also on effective management and leadership. In this section, key managerial approaches and concepts are described that guide the organization towards its goals and objectives.

Company's structure is visualized in the chart below.



I. Leadership and Governance

CEO (Chief Executive Officer) – SERIF CAN ELMAS serves as the visionary leader of the organization. This role is responsible for setting and maintaining the company's overall vision, strategy, and direction. The CEO plays a pivotal role in ensuring that the business stays aligned with its long-term

goals. Key responsibilities include:

- **Strategic Planning:** The CEO will be the driving force behind the development and execution of the casino's strategic plan. This involves defining the company's mission, vision, and values and translating them into actionable strategies.
- **Decision-Making:** The CEO is entrusted with making high-level decisions that impact the organization's growth and profitability. This includes assessing risks, evaluating opportunities, and allocating resources effectively.
- **Leadership:** Effective leadership is essential for fostering a culture of innovation, accountability, and teamwork within the organization. The CEO sets the tone for the entire team.

II. Customer-Centric Focus

Sales Representative – The Sales Representative is a critical link between "Casibom" and its clients and partners. This role is dedicated to establishing and maintaining relationships, attracting new customers, negotiating deals, and contributing to revenue generation. Key responsibilities include:

- **Relationship Building:** Developing strong and enduring relationships with clients and partners is essential. This includes understanding their needs and preferences and ensuring their satisfaction.
- **Market Expansion:** The Sales Representative is tasked with identifying growth opportunities and market trends. They actively seek out new customers and partnerships to expand the casino's reach.
- **Revenue Generation:** Meeting revenue targets is a primary objective. The Sales Representative is responsible for negotiating

deals that benefit both the casino and its partners.

III. Customer Satisfaction and Support

Customer Support – Customer satisfaction is at the heart of "Casibom's" business model. The Customer Support team plays a crucial role in ensuring players' inquiries, concerns, and technical issues are addressed promptly and effectively. Key responsibilities include:

- **24/7 Availability:** Providing round-the-clock support ensures that players receive assistance whenever they need it, enhancing their overall experience.
- **Problem Resolution:** The team must have the skills and knowledge to resolve customer issues promptly, whether they relate to gameplay, bonuses, or technical matters.
- **User Loyalty:** Exceptional customer support builds trust and loyalty among players. Satisfied customers are more likely to return and recommend the casino to others.

IV. Strategic Marketing

Marketing – The Marketing team under supervision of SERIF CAN ELMAS is responsible for creating and executing strategies to promote "Casibom's" gaming products and services. This involves a wide range of activities, including advertising, social media, partnerships, affiliate marketing, and community engagement. Key responsibilities include:

- **Brand Promotion:** Building and promoting the casino's brand is essential for recognition and trust. Marketing efforts should align with the company's values and mission.
- **Targeted Campaigns:** Identifying and targeting specific customer segments with tailored marketing campaigns maximizes their effectiveness.

- **Community Engagement:** Engaging with the gaming community through social media, forums, and other channels can help build a loyal and active player base.

V. Technological Excellence

Development – The Development team comprises programmers, designers, and developers who create and maintain the gaming platform, applications, and user interfaces. Their role is crucial in ensuring a smooth and engaging user experience. Key responsibilities include:

- **Innovation:** Staying at the forefront of technology and gaming trends is essential. Regularly introducing new games and features keeps the gaming experience fresh and exciting.
- **User Experience:** User interface design and software development should prioritize a seamless and enjoyable experience for players.
- **Security:** Ensuring the security of player data and transactions is paramount. Implementing encryption and robust payment processing safeguards player information.

VI. Operational Excellence

Casino Centre Managers – Casino Centre Managers are integral to creating an enjoyable and secure gaming experience. Their expertise, leadership, and commitment to excellence contribute to both customer satisfaction and the overall success of the business. Key responsibilities include:

- **Operational Efficiency:** Managing day-to-day operations efficiently ensures that players have a seamless gaming experience without disruptions.
- **Staff Supervision:** Supervising and training casino staff, including dealers and support personnel, ensures that the highest standards of service are maintained.

- Security Measures: Implementing security measures to prevent fraud, cheating, and other undesirable activities is essential for maintaining the integrity of the casino.

VII. Financial Stewardship and Legal Compliance

Accountant and Lawyer – The Accountant and Lawyer roles are crucial for financial stewardship and legal compliance.

Accountant: The accountant manages financial transactions, tracks expenses, prepares financial statements, and ensures compliance with tax regulations. They play a vital role in maintaining the financial health of the organization.

Lawyer: The Lawyer provides legal counsel to ensure compliance with gaming regulations, intellectual property rights, contracts, and other legal matters. They ensure that the business operates within the law, mitigating legal risks.

In conclusion, the managerial approaches and concepts outlined for "Casibom" online casino encompass effective leadership, customer-centric focus, technological excellence, operational efficiency, and financial stewardship. These elements, when executed effectively, will contribute to the casino's success in the competitive online gaming industry.

5. Marketing Strategy

We engage in ongoing research to comprehensively grasp gaming preferences, analyze client behaviors, and identify potential market gaps. These gaps, which we view as opportunities for growth, provide us with valuable insights for refining our strategies and delivering tailored solutions.

Customer Traffic Acquisition Strategies:

Social Media Marketing - we engage in active social media marketing to foster connections with both gamers and potential clients. Through engaging content, interactive giveaways, and direct engagement, we build a vibrant online community that resonates with our target audience.

Affiliate Marketing - our collaboration with affiliates extends our reach and fuels traffic to our client's gaming services. We've established a network of partners who promote our offerings to their audience, creating a mutually beneficial relationship. More than 80% of the brands on the Internet leverage the power of affiliate marketing. We offer to affiliates a revenue share of 25% to 40% commission for a lifetime! A percentage of that fee is based on what affiliate's players lose, banking costs and of course a fix fee (%).

Banner Advertisements – strategic placement of banner advertisements further amplifies our visibility. By targeting platforms and websites relevant to our audience, we ensure our message reaches the right demographic.

SEO Analytics - we employ cutting-edge SEO tools to meticulously monitor the performance of our marketing endeavors. Leveraging insightful analytics, we optimize our strategies in real time, ensuring consistent improvement and impactful outcomes.

Email Marketing Campaigns - our comprehensive email marketing campaigns cater to the unique interests of our clients. By tailoring content and promotions to individual preferences, we foster meaningful connections and encourage engagement.

Customer Engagement Initiatives - to enhance user participation, we

incentivize registration and deposits with enticing bonuses, individual approach. This strategy not only encourages customer engagement but also cultivates a sense of value and satisfaction among our clients.

By synergizing these multifaceted approaches, we're poised to fortify our presence in the gaming industry, ensuring consistent growth and an ever-expanding client base.

The proposed marketing strategy for "Casibom" online casino offers several significant benefits that can contribute to the success and growth of the business. Here are the key advantages of this marketing strategy:

- **Comprehensive Understanding of the Market** – The strategy starts with comprehensive market research and analysis. This deep understanding of the market allows "Casibom" to make informed decisions, identify trends, and uncover opportunities for growth.
- **Targeted Customer Engagement** – The strategy focuses on building and engaging with a specific target audience of gamers. This approach ensures that marketing efforts are directed towards individuals who are more likely to become loyal players, resulting in a higher return on investment.
- **Multi-Channel Approach** – The strategy leverages multiple marketing channels, including social media, affiliate marketing, banner advertisements, SEO, email marketing, and customer engagement initiatives. This diversified approach maximizes reach and visibility across various platforms, increasing the chances of attracting players.
- **Community Building and Engagement** – By fostering connections and engagement within the gaming community through social media and other platforms, "Casibom" creates a vibrant online community. This not only attracts players but also encourages user-

generated content and recommendations.

- **Effective Partner Collaborations – Affiliate marketing** collaborations help extend the reach of "Casibom" through established partners. This mutually beneficial relationship can lead to a steady flow of traffic from affiliates, contributing to revenue growth.
- **Search Engine Visibility – Allocating resources to SEO analytics** and optimization improves the casino's visibility in search engine results. This organic visibility can result in a consistent stream of organic traffic from users actively searching for online gaming options.
- **Personalized Customer Engagement – Tailoring email marketing** campaigns and offering personalized incentives enhances the player experience. It fosters a sense of value and satisfaction among customers, increasing their loyalty to the casino.
- **Continuous Improvement and Adaptability – The strategy** emphasizes the use of analytics and real-time optimization. This enables "Casibom" to adapt quickly to changing market dynamics and customer preferences, ensuring that marketing efforts remain effective over time.
- **Cost-Efficiency and ROI Focus – The allocation of budget** resources to different marketing channels and activities is designed to maximize return on investment. This ensures that marketing expenses are spent efficiently, delivering measurable results.
- **Legal and Regulatory Compliance – The presence of legal counsel** ensures that "Casibom" operates within the bounds of gaming regulations, intellectual property rights, contracts, and other legal

matters. This minimizes legal risks and maintains the integrity of the business.

- **Brand Building and Recognition** – By adhering to consistent branding and promotional strategies, "Casibom" can build a strong and recognizable brand in the online casino industry. Brand recognition fosters trust among players and partners.
- **Flexibility and Adaptation** – The strategy includes a contingency fund and provisions for adjustments based on performance and unforeseen opportunities. This flexibility allows "Casibom" to respond to unexpected changes in the market effectively.

In summary, the proposed marketing strategy for "Casibom" online casino offers a comprehensive and adaptable approach to acquiring and retaining customers. It combines market research, targeted engagement, multi-channel marketing, and continuous improvement to position the casino for success in the competitive online gaming industry. Additionally, it emphasizes legal compliance, cost-efficiency, and a focus on building a recognizable brand.

Creating a marketing budget for "Casibom" online casino involves allocating resources to various marketing channels and activities outlined in your marketing strategy. The budget should be flexible and adaptable to ensure effective utilization of funds while achieving your marketing goals. Here's a potential breakdown of the marketing budget based on proposed marketing strategy:

Position	Share	Description
Market Research and Analysis	5% of total budget	Allocate funds for market research to understand gaming preferences, client behaviors, and market gaps.

		Invest in data analysis tools and resources to gain insights and refine strategies.
Social Media Marketing	25% of total budget	Social media is a crucial channel for building connections and engaging with your target audience. Allocate a substantial portion of the budget for content creation, promotions, and community engagement on platforms like Facebook, Instagram, Twitter, and TikTok.
Affiliate Marketing	25% of total budget	Collaborating with affiliates is essential for extending your reach. Allocate funds for affiliate partnerships and commissions to incentivize partners to promote your offerings.
Banner Advertisements	20% of total budget	Strategic placement of banner advertisements can increase visibility. Allocate a portion of the budget for running banner ad campaigns on relevant websites and platforms frequented by your target audience.
SEO Analytics	5% of total budget	Effective SEO is crucial for organic visibility in search engine results. Invest in SEO tools and analytics to monitor performance and optimize strategies for better search engine rankings.
Email Marketing Campaigns	5% of total budget	Tailored email marketing campaigns are essential for fostering meaningful connections.

		Allocate funds for email marketing software, content creation, and personalized promotions.
Customer Engagement Initiatives	10% of total budget	Incentives such as registration bonuses and individualized approaches are valuable for increasing user participation. Set aside a portion of the budget for bonuses, rewards, and customer engagement initiatives.
Contingency Fund	5% of total budget	Maintain a contingency fund for unforeseen expenses or opportunities that may arise during the marketing campaign.

Additionally, the marketing budget should be periodically reviewed and adjusted to ensure that resources are allocated to the most effective channels and campaigns, as the online casino industry is dynamic and subject to rapid changes. Regular monitoring of ROI (Return on Investment) and KPIs (Key Performance Indicators) is crucial to evaluate the effectiveness of the marketing budget and make informed adjustments.

6. Key Performance Indicators

Key Performance Indicators (KPIs) are crucial metrics that provide insights into the performance and success of "Casibom" online casino. Monitoring these KPIs allows the business to assess its progress, make data-driven decisions, and optimize strategies. Here are the key performance indicators that should be monitored for the "Casibom" business:

- **Player Acquisition Rate (PAR)** – PAR measures the rate at which new players are acquired. It indicates the effectiveness of marketing strategies in attracting new customers to the online casino.
- **Player Retention Rate (PRR)** – PRR measures the percentage of players who continue to engage with the casino over time. A high PRR indicates that the casino is successful in retaining its player base.
- **Customer Lifetime Value (CLV)** – CLV represents the total revenue generated from a player throughout their lifetime as a customer. It helps assess the long-term profitability of players and guides marketing strategies.
- **Conversion Rate** – The conversion rate measures the percentage of website visitors who take a desired action, such as signing up or making a deposit. It indicates the effectiveness of the website's user experience and marketing campaigns.
- **Average Revenue Per User (ARPU)** – ARPU calculates the average revenue generated by each player. It helps evaluate the monetization of the player base and the effectiveness of promotions and bonuses.
- **Churn Rate** – Churn rate measures the percentage of players who

stop playing or using the casino's services over a specific period. A high churn rate may indicate issues with the user experience or customer satisfaction.

- **Customer Support Response Time** – This KPI measures the time it takes for the customer support team to respond to player inquiries or concerns. Shorter response times indicate better customer service.
- **Return on Investment (ROI) for Marketing Campaigns** – ROI assesses the profitability of marketing campaigns by comparing the cost of marketing efforts to the revenue generated. Positive ROI indicates that marketing campaigns are effective in generating revenue.
- **Website Traffic and User Engagement** – Monitoring website traffic metrics such as the number of visitors, page views, and session duration helps assess the casino's online presence. High user engagement indicates a compelling user experience.
- **Deposit and Withdrawal Speed** – This KPI measures the time it takes for players to deposit funds into their accounts and withdraw their winnings. Faster transaction processing can enhance player satisfaction.
- **Compliance with Regulatory Standards** – Ensuring compliance with gaming regulations is essential. Monitoring adherence to legal requirements and avoiding any legal issues is critical for the casino's reputation and longevity.
- **Brand Recognition and Reputation** – Assessing the casino's brand recognition and reputation through customer feedback, reviews, and surveys can provide insights into its standing in the market.

- Customer Feedback and Satisfaction Scores – Collecting customer feedback and using satisfaction scores helps identify areas for improvement and gauge overall customer satisfaction with the casino's services.
- Player Segmentation and Personalization Effectiveness – Analyzing player data to segment the audience and evaluate the effectiveness of personalized offers and promotions in increasing engagement and retention.
- Security and Fraud Prevention Metrics – Monitoring security measures and tracking instances of fraud or security breaches to ensure player data and transactions are protected.

By regularly tracking these KPIs, "Casibom" can gauge its performance, identify areas for improvement, and make informed decisions to drive the success of the online casino business. These KPIs provide a holistic view of the casino's operations, customer satisfaction, and financial performance, helping it stay competitive in the online gaming industry.

7. Financial Projection

Year	GGR (Total for 1 year), EUR
2024	4 155 000
2025	4 780 000
2026	5 238 000

2024	Monthly revenues (EUR)	Monthly ex-penses (EUR)	Profit/Loss (EUR)
Month 1	308,817.00	187,909.00	120,908.00
Month 2	281,051.00	190,343.00	90,708.00
Month 3	307,384.00	170,254.00	137,130.00
Month 4	310,000.00	270,000.00	40,000.00
Month 5	325,000.00	270,113.80	54,886.20
Month 6	268,000.00	213,888.40	54,111.60
Month 7	307,000.00	225,607.80	81,392.20
Month 8	298,000.00	236,170.00	61,830.00
Month 9	369,000.00	282,569.10	86,430.90
Month 10	389,000.00	256,450.70	132,549.30
Month 11	577,000.00	390,856.40	186,143.60
Month 12	415,000.00	286,863.50	128,136.50
TOTAL	4,155,252.00	2,981,025.70	1,174,226.30

2025	Monthly revenues (EUR)	Monthly ex-penses (EUR)	Profit/Loss (EUR)
Month 1	355,000.00	216,000.00	139,000.00
Month 2	325,000.00	218,000.00	107,000.00
Month 3	353,000.00	196,000.00	157,000.00
Month 4	358,000.00	310,000.00	48,000.00
Month 5	373,000.00	311,000.00	62,000.00
Month 6	308,000.00	246,000.00	62,000.00

Month 7	353,000.00	259,000.00	94,000.00
Month 8	342,000.00	271,000.00	71,000.00
Month 9	424,000.00	325,000.00	99,000.00
Month 10	448,000.00	295,000.00	153,000.00
Month 11	664,000.00	450,000.00	214,000.00
Month 12	477,000.00	329,000.00	148,000.00
TOTAL	4,780,000.00	3,426,000.00	1,354,000.00

2026	Monthly revenues (EUR)	Monthly expenses (EUR)	Profit/Loss (EUR)
Month 1	394,000.00	237,000.00	157,000.00
Month 2	361,000.00	239,000.00	122,000.00
Month 3	392,000.00	215,000.00	177,000.00
Month 4	397,000.00	341,000.00	56,000.00
Month 5	414,000.00	342,000.00	72,000.00
Month 6	342,000.00	270,000.00	72,000.00
Month 7	391,000.00	285,000.00	106,000.00
Month 8	379,000.00	298,000.00	81,000.00
Month 9	471,000.00	357,000.00	114,000.00
Month 10	497,000.00	324,000.00	173,000.00
Month 11	670,000.00	445,000.00	225,000.00
Month 12	530,000.00	361,000.00	169,000.00
TOTAL	5,238,000.00	3,714,000.00	1,524,000.00