

G2TECH
GAMING COMPANY



BUSINESS

PLAN

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Executive summary

Industry Summary

In accordance with the statistical data, the global online gambling market size was valued at USD 57.54 billion in 2021 and is expected to expand at a compound annual growth rate (CAGR) of 11.7% % from 2022 to 2030. The increasing use of mobile phones among users for playing online games in public places as well as in their homes, in addition to rising internet penetration, is propelling the market.

Furthermore, aspects such as cultural and legal approval, easy access to gambling online, celebrity endorsements, and corporate sponsorships are also boosting the market growth. The market is likely to further expand owing to the availability of cost-effective mobile applications worldwide.

Company Summary

G2TECH Gaming Company is a young but ambitious company that provides their customers with the best gambling solutions. G2TECH is a team of well experienced and highly qualified people. We are well equipped and positioned to operate licensed casino gaming facilities, and also to operate online legal gaming facilities.

G2TECH Gaming Company will generate income by offering the following type of casino games like Slots, Live dealers, Lotteries, Sports Betting, Virtual sports betting and Table games. We are firstly focused on Betting and Slots which will be the main growth drivers. In accordance with research data our target goal is to reach market share with annual income around €18,386,811

Financing Summary

The project will contribute initial funding 200 000 EUR, which will be strategically allocated to launching online casino in CIS and Asian markets. Below you could see how this money will be used

Startup Costs	Sep 22	Oct 22	Nov 22	Dec 22
Office Furniture	934	934	934	934
Hardware	1000	1000	1000	2000
Software	800	1152	1382	1659
Office and stationery	400	562	641	730
Website design	750	750		
HR services	3000			
Legal & professional Fees	1500	1500		
Curacao License	3250			
Other	1000	1000	1000	1000
Office Rent	3550	3550	3550	3550
Utility	533	533	533	533
Marketing			12342	21596
Staff Costs	0	19035	43808	56078

We are well positioned to take on the available market and on our online platforms and we are quite optimistic that we will meet our set target of generating enough income / profits from the first six month of operations and grow the business and our clientele base. We are expected the next net profit;

Profit & Loss Statement	Y1	Y2	Y3
Total Revenue	1433005	4397639	5335335
Direct Costs	298793	550965	538991
Gross Profit	1134212	3846675	4796344
Operating Expenses	982718	1896877	2070240
Operating Income	151494	1949798	2726104
Total Expenses	1268797	3570628	3925674
Net Profit	164208	827011	1409661

This projection is done based on what is obtainable in the industry and market growth expectations.

Company description

G2TECH Gaming Company is going to become the number one destination for gamers and gamblers in the whole of CIS and ASIA countries. We are well equipped and positioned to operate licensed casino gaming facilities, and also to operate online legal gaming facilities.

We conducted a thorough market research and feasibility studies and we were able to come to the conclusion that CIS is the right territory to start our casino and gambling center. Our client's best interest would always come first, and everything we do is guided by our values and professional ethics.

G2TECH Gaming Company will at all times demonstrate her commitment to sustainability, both individually and as a firm, by actively participating in our communities and integrating sustainable business practices wherever possible. We will ensure that we hold ourselves accountable to the highest standards by meeting our client's needs precisely and completely. We will cultivate a working environment that provides a human, sustainable approach to earning a living, and living in our world, for our partners, employees and for our clients.

Vision

Our Vision of starting G2TECH Gaming Company is to build a world – class casino and gaming center that can favorably compete with leading brands in the Global Casinos and Online Gambling industry.

Mission

Our mission for establishing G2TECH Gaming Company is to contribute our quota in promoting casino and gaming activities and also to make profits from the Industry; we want to become the leading casino and online gambling brand in the whole of the world.

Business Structure

G2TECH Gaming Company is in business to become the leading online casino in the whole of CIS, ASIA and other countries and we are fully aware that it

will take the right facility, management and organization – structure to achieve our goal.

We will ensure that we recruit only the best hands that can help us achieve all that we are set to achieve. The picture of the kind of the casino and gaming center business we intend building and the business goals we want to achieve is what informs the amount we are ready to pay for the best hands available as long as they are willing and ready to work with us to achieve our business goals and objectives.

Our business will not be built only for the purpose of giving our customers value for their money, but also we will ensure that we make our casino and gaming facility cum work environment highly conducive for all our employees. We will provide them with facilities that will help them stay motivated and deliver on their various tasks and goals et al.

In view of that, we have made provisions for the following positions to be occupied by highly qualified and experienced chief staff;

- Chief Executive Officer – CEO
- Chief Technical Officer - CTO
- Chief Operating Officer - COO
- Chief Marketing Officer - CMO
- AML Officer
- Lead Casino and Games Instructor
- Head of Customer Support

Roles and Responsibilities

Chief Executive Officer – CEO:

- Increases management's effectiveness by recruiting, selecting, orienting, training, coaching, counseling, and disciplining managers; communicating values, strategies, and objectives; assigning accountabilities; planning, monitoring, and appraising job results; developing incentives; developing a climate for offering information and opinions; providing educational opportunities.

- Creates, communicates, and implements the organization's vision, mission, and overall direction – i.e. leading the development and implementation of the overall organization's strategy.
- Responsible for fixing prices and signing business deals
- Responsible for providing direction for the business
- Creates, communicates, and implements the organization's vision, mission, and overall direction – i.e. leading the development and implementation of the overall organization's strategy.
- Responsible for signing checks and documents on behalf of the company
- Evaluates the success of the organization
- Carries out staff induction for new team members

Chief Technical Officer - CTO

- Develop technical aspects of the company's strategy to ensure alignment with its business goals
- Discover and implement new technologies that yield competitive advantage
- Help departments use technology profitably
- Supervise system infrastructure to ensure functionality and efficiency
- Build quality assurance and data protection processes
- Monitor KPIs and IT budgets to assess technological performance
- Use stakeholders' feedback to inform necessary improvements and adjustments to technology
- Communicate technology strategy to partners and investors

Chief Operating Officer - COO

- Responsible for preparing financial reports, budgets, and financial statements for the organization
- Provides management with financial analyses, development budgets, and accounting reports; analyzes financial feasibility for the most complex proposed projects; conducts market research to forecast trends and business conditions.
- Responsible for financial forecasting and risk analysis.

- Responsible for developing and managing financial systems and policies
- Responsible for administering payrolls
- Ensures compliance with taxation legislation
- Handles all financial transactions for Company
- Serves as internal auditor for the Company.

Chief Marketing Officer - CMO

- Identifies, prioritizes, and reaches out to new clients, and business opportunities et al
- Identifies development opportunities; follows up on development leads and contacts; participates in the structuring and financing of projects; assures the completion of projects.
- Writes winning proposal documents, negotiate fees and rates in line with organizations' policy
- Responsible for handling business research, market surveys and feasibility studies for clients
- Responsible for supervising implementation, advocate for the customer's needs, and communicate with clients
- Develops, executes and evaluates new plans for expanding increase sales
- Documents all customer contact and information
- Represents Company in strategic meetings
- Helps to increase sales and growth for Company.

AML Officer

- Assisting with the development, implementation, and maintenance of an anti-money laundering program within their institution
- Ensuring compliance with current AML regulations, and other relevant legislation (e.g the USA Patriot Act)
- Developing and maintaining a risk assessment framework for products and services, clients and customers, and other issues relating to money laundering
- Keeping and maintaining records of high risk customers, and reporting suspicious activities to the authorities

- Arranging and implementing inspections and audits from third-party organizations, and making compliance recommendations based on their findings
- Briefing and reporting to senior management on matters relating to internal AML compliance policies and procedures
- Overseeing and implementing an ongoing AML training program for other employees

Lead Casino and Games Instructor

- To prepare and update the training material/sessions and take full responsibility.
- Inform about any software or hardware issues.
- Ensure the correct skills of each game are taught to the trainees.
- Assist in the continuing development of the training and recruitment program.
- Report about sickness and/or changes in the schedule.
- Report any failure by a team member to meet the company standards, to follow procedures or the legal requirements.
- Ensure all procedural, legal and disciplinary procedures are followed by the trainees.
- Follow any reasonable request made by the company that meets the needs of the business.

Head of Customer Support

- Welcomes members and potential members / clients by greeting them in person or on the telephone; answering or directing inquiries.
- Ensures that all contacts with clients (e-mail, walk-In center, SMS or phone) provides the client with a personalized customer service experience of the highest level
- Through interaction with clients on the phone, uses every opportunity to build client's interest in the organization's products and services
- Manages administrative duties assigned by the management in an effective and timely manner

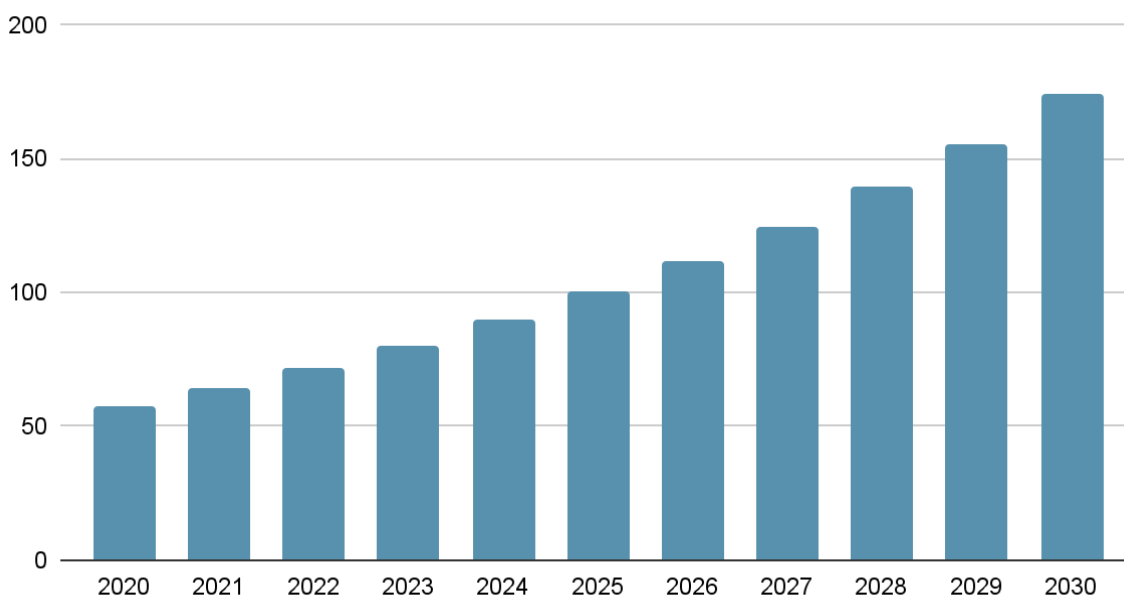
- Consistently stays abreast of any new information on the organizations' products, promotional campaigns etc. to ensure accurate and helpful information is supplied to clients when they make enquiries

Market Analysis

Global Overview

According to the Grand View Research Report, the global online gambling market size was valued at USD 57.54 billion in 2021 and is expected to expand at a compound annual growth rate (CAGR) of 11.7% % from 2022 to 2030. The increasing use of mobile phones among users for playing online games in public places as well as in their homes, in addition to rising internet penetration, is propelling the market. Furthermore, aspects such as cultural and legal approval, easy access to gambling online, celebrity endorsements, and corporate sponsorships are also boosting the market growth. The market is likely to further expand owing to the availability of cost-effective mobile applications worldwide.

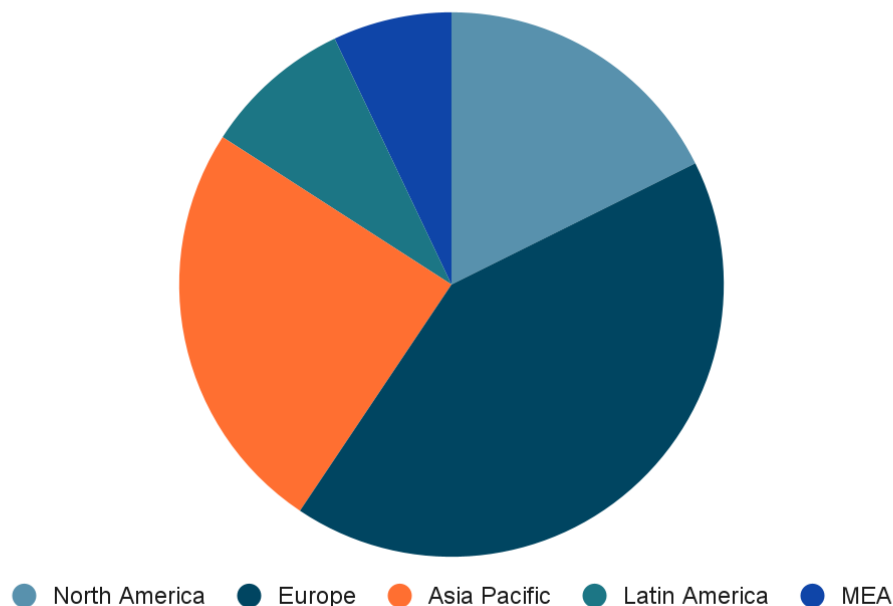
Online Gambling Market Size
2020-2030 in USD Billions



Europe dominated the market in 2021 with a market size of USD 23.63 billion. The development can be ascribed to the legalization of gambling in various European countries, including Italy, Malta, France, Spain, and Germany. Other drivers for the market growth include the availability of high-speed internet, the rising popularity of online casinos, and the rising use of smartphones. Furthermore, the Gambling Act 2005 imposed by the UKGC (U.K. Gambling

Commission) has enabled companies to promote their gambling websites, which also assists in expanding the market in the region.

Global online gambling market, by regions, 2021 (%)



However, the increased use of internet services and modification of restrictions related to online gambling and betting is anticipated to promote the development of the market in the Asia Pacific region over the forecast period. The increasing number of Esports and other sporting events in the Asia Pacific region has fueled the market's growth. The region is expected to grow with approximately 13% CAGR over the forecasted period. The increased dependency on mobile phones for entertainment and the increasing number of internet users drive the region's growth. Countries like India and China are emerging into the market due to technological advancements in the gaming industry, high-speed networks, and affordable and easy access to internet data.

Furthermore, the adoption of bitcoins has contributed to increased cryptocurrency usage for gambling in the region. Increasing spending on leisure activities, combined with the high economic growth of the Asia Pacific region, is anticipated to fuel market growth throughout the forecast period. China, India, and Japan are the region's major revenue-generating countries.

Market Trends

If you are conversant with the Global Casinos & Online Gambling industry trends, you will realize that it was one of the industries that was worst hit by the economic slowdown and it has still been unable to reach the pre-recession levels. But with creativity, they are bouncing back gradually, while this has led to a steady revenue growth for casino and online gambling companies.

The last five years for the Global Casinos and Online Gambling industry has indeed brought a giant shift in key markets in this industry. Basically, the last five-year period has signaled a shift of revenue growth from the CIS countries toward Asia.

Improvements in the digital space are concurrent with the annual expansion of online casinos, and these improvements are intended to obtain the desired trust in the online betting sector. For instance, virtual reality (VR) in gambling generates the simulation of surroundings; users can interact with them in a real way with special equipment like gloves with sensors. VR lets gamblers interact with other bettors and dealers and offers a more realistic gambling experience, better sound quality, and a realistic game design. VR has helped the market improve the gambling experience by creating growth opportunities.

Online casinos emphasize developing information solutions that support and assist gamblers, safeguard the authenticity of gambling activities, and prevent fraudulent activities. Various online gambling sites offer a free-play version of their games, creating growth potential for the business.

Gambling has been legalized by various countries globally owing to employment opportunities and more tax revenue for local and state governments. Gambling has also positively impacted local retail sales for the hospitality sector in the areas where casinos act as a part of tourist vacation, consequently propelling the growth of the market rapidly.

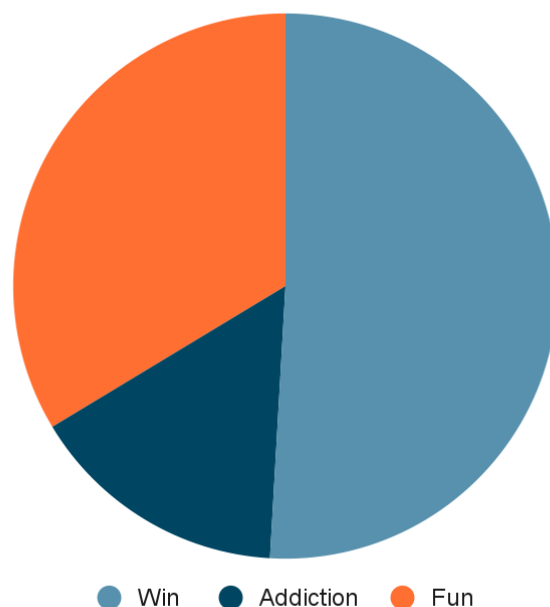
Furthermore, the integration of blockchain technology has also affected market growth positively. The blockchain can make secure payments ensuring transparency in gambling activity. Gambling through cryptocurrency offers vast opportunities as they are fast and safe transactions. Owing to fewer restrictions imposed on cryptocurrency transactions, they are now heavily used in online gambling.

Also some researches show that while new markets in the CIS countries are opening up as state governments look for more sources of revenue, the shift in revenue toward Asian markets has increasingly gained permanency for industry operators. In the coming years, industry performance is expected to accelerate just slightly over the next five years and also economic volatility in China is expected to continue to hamper the revenue growth for this industry.

Target Audience

The target market for online casino cuts across people of different walks of life. In fact, people visit online casinos for various reasons. All players are motivated by something that makes them want to play games in online casinos, and these motives can be classified into three general groups.

Target Audience by reasons



Playing to Win Money

These are the type of players who visit online casinos to win money and can be found playing games regularly on the platforms. They are professional players that consider gambling in casinos as a vocation. They have their schedule, plans, and system of playing games to win money. The obvious way to attract such

players and get them interested is to offer regular promotional bonuses and loyalty programs to active players.

Playing Due to Addiction

Such players are motivated by compulsive gambling disorder. They visit casinos frequently, and unlike the professional gambler, they don't have a plan or schedule for their gambling. They are addicted to gambling and find it difficult to stop. Even though gambling addicts can bring steady income, online casinos are advised to address the issue and take proper measures to restrict them. Such customers are at risk and will have a negative impact on the casino.

Playing for Fun

These players only visit online casinos once in a while and play just to have fun. Due to the lack of experience, such players randomly select casinos and games without considering any significant factors that regular gamblers would bear in mind. These players can be easily attracted by offering fantastic welcome bonuses, rewards for registration, and having eye-catching designs.

Moreover if we will focus on demographic profiling casino players we also could see three main groups

- Regardless of their income level, young individuals consider online casinos a source of amusement and a place to have fun.
- Middle-aged individuals with low income tend to visit online casinos to win and improve their financial condition.
- Middle-aged individuals with high incomes tend to visit casinos due to curiosity. They want to try their luck and skills on gaming sites.

As you could see gambling business has a good niche for potential growth. Moreover such a wide range of people groups provide the online casino business with a great opportunity to succeed with minimum risks.

Based on the research data above G2TECH Gaming Company is going to launch project in CIS and ASIA countries. We are well equipped and positioned to operate licensed casino gaming facilities, and also to operate online legal gaming facilities.

As you could see we conducted a thorough market research and feasibility studies and we were able to come to the conclusion that CIS is the right territory to start our casino and gambling center as it has a great opportunities for rapid growth and further scaling business

SWOT-analysis

We are aware that there is competition in the Global Casinos and Online Gambling industry which is why we took out time to conduct an effective SWOT Analysis before investing our hard earned money into the business.

We know that if we get things right before starting our casino and gaming center, we will not have to struggle before attract loyal clients and building our membership base to a level where we can easily breakeven in record time.

Strength:

We equally have a team of highly qualified professionals who will work with all our clients and lastly our casino and game machines are amongst the best

- Partnerships with lead data and gambling providers
- High qualified and gambling experienced chief staff
- The geographic presence in different regions
- Strong online presence on different social networking sites and efficient social media management
- The well-developed and efficiently integrated IT infrastructure
- High service quality
- Wide range of games and sport bets

Weakness:

We critically looked into our business model and we were able to identify some potential major weaknesses. One is the fact that we are a new business

- New business
- Weak brand names and trademarks
- Unsustainable financial flow
- High operation costs in the beginning
- Lack of staff

Opportunities:

- The exponential growth in the population, and particularly in the existing or potential customer segments
- Dynamically growing market
- New gambling products
- New payment and processing methods
- Rise in the customers' disposable income and increase in the affluent customer base
- The emergence of new market segments and new niches
- The diminishing boundaries and rising global interconnectedness

Threat:

Some of the threats that are likely going to confront G2TECH Gaming Company are unfavorable government policies, demographic / social factors, downturn in the economy which is likely going to affect consumers spending and lastly, the emergence of new competitors

- The changing regulatory framework and introduction of new stricter regulations
- Shortage of skilled labour in the market
- The increasing number of direct and/or indirect competitors
- The deteriorating economic conditions
- The rise in inflation increases the cost of production and affects the business profitability.

Potential Market

We want to calculate the portion of the market we can reasonably expect to capture. There we had in mind our target customers, their population, and average annual spending on online casino games and betting products.

Total Addressable Market
€ 57,548,704,798

Serviceable Available Market
€ 12,257,874,122

Share of Market
€ 18,386,811

Market Potential



Products and Services

Product description

G2TECH Gaming Company team has significant experience in building and further developing of gambling solutions. So that's why our goal is to provide awesome services to our customers and players.

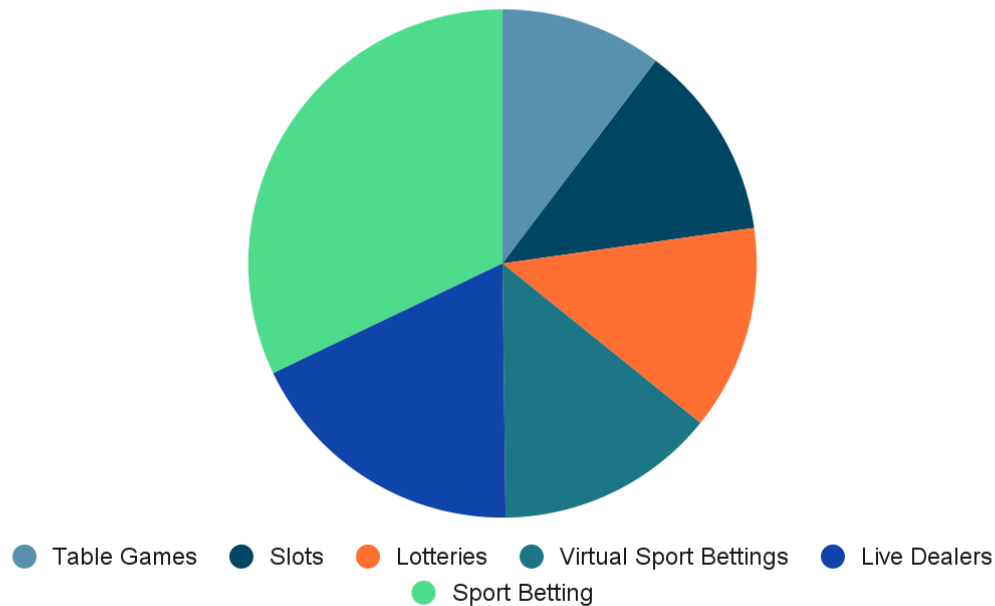
The Company is established with the aim of maximizing profits in the Global Casinos and Online Gambling industry and we are going to go all the way to ensure that we do all it takes to attract both individual clients, groups and corporate clients on a regular basis.

G2TECH Gaming Company will generate income by offering the following type of casino games like:

- Slots
- Live dealers
- Lotteries
- Sports Betting
- Virtual sports betting
- Table games

The share of each kind of games in the current project you could see on the figure.

Games Structure



As you could see we are firstly focused on Betting and Live Dealers Games that will be the main growth drivers.

In addition, such related services like user-friendly UX, a wide range of withdrawal and deposit options, professional support, bonus and promotion programs are also equally important for future projects. Focusing on these key factors will help G2TECH Gaming Company to be more competitive on the market.

Competitive Advantages

G2TECH Gaming Company is going to become the world-class casino. To reach that we are focused on the next growth drivers:

- wide range of games and bets
- suitable payment methods
- affiliate program
- partnership with opinion leaders
- strategic partnership with data providers

All these points provide us with the possibility to scale our business dynamically.

Marketing plan

Marketing and Sales Strategy

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

G2TECH Gaming Company, our marketing strategies will be consistent throughout the marketing mix and we will take into consideration product improvement, promotion, and price. As part of our sales and marketing strategies, we will pay attention to the promotion of our casino and game center so as to attract people to make use of our facility.

Our unique selling proposition is that we are well positioned and people can easily access our facility, our payment platforms are highly reliable. Part of the marketing and sales strategies that we will adopt are;

- Open our online casino with a big party.
- Advertise our casino and game center on national dailies, local TV stations and local radio station
- Promote our casino and game center online via our official website and all available social media platforms
- Introduce our casino and game center by sending introductory letters alongside our brochure to sports clubs, corporate organizations, households and key stake holders
- Print out fliers and business cards and strategically drop them in offices, libraries, public facilities and train stations et al.
- Delivering consistent customer experiences to all our members; making our first impression count positively to those making use of our casino and game center for the first time
- Make use of attractive hand bills to create awareness and also to give direction to our online casino
- Adopt direct mailing coupon marketing approach

Publicity and Advertising Strategy

We have been able to work with our branding and publicity consultants to help us map out publicity and advertising strategies that will help us walk our way into the heart of our target market.

Below are the platforms we intend to leverage on to promote and advertise G2TECH Gaming Company:

- Place adverts on both print (community based newspapers and magazines) and electronic media platforms
- Sponsor relevant community based gaming or sport events and competitions
- Leverage on the internet and social media platforms like; Instagram, Facebook , twitter, YouTube, Google + et al to promote our brand
- Install our Billboards on strategic locations
- Distribute our fliers and handbills in target areas
- Contact corporate organizations, social club and sports clubs by calling them up and informing them of our Company and the services we offer
- List G2TECH Gaming Company on local directories / yellow pages
- Advertise our online casino and game centers in our official website and employ strategies that will help us pull traffic to the site.
- Ensure that all our staff members wear our branded shirts and all our vehicles are well branded with our corporate logo et al.

Sustainability and Expansion Strategy

The future of a business lies in the numbers of loyal customers that they have the capacity and competence of the employees, their investment strategy and the business structure. If all of these factors are missing from a business (company), then it won't be too long before the business close shop.

One of our major goals of starting G2TECH Gaming Company is to build a business that will survive off its own cash flow without the need for injecting finance from external sources once the business is officially running. We know that one of the ways of gaining approval and winning customers over in our online casino is to equip our facility with state of the art games online slots, live dealers and to make our facility highly secured.

G2TECH Gaming Company will make sure that the right foundation, structures and processes are put in place to ensure that our staff welfare is well taken care of. Our company's corporate culture is designed to drive our business to greater heights and training and re – training of our workforce is at the top burner.

As a matter of fact, a profit-sharing arrangement will be made available to all our management staff and it will be based on their performance for a period of ten years or more. We know that if that is put in place, we will be able to successfully hire and retain the best hands we can get in the industry; they will be more committed to help us build the business of our dreams.

Pricing Strategy

Our pricing system is going to be based on what is obtainable in the industry, we don't intend to charge more (except for premium and customized services) and we don't intend to charge less than what our competitors are charging their clients.

Be that as it may, we have put plans in place to offer discount services once in a while and also to reward our loyal customers especially when they refer clients to us or when they register as a family or a group. The prices of our services will be the same as what is obtainable in the online casinos open market.

Payment Options

At Company, our payment policy will be all inclusive because we are quite aware that different clients would prefer different payment options as it suits them. Here are the payment options that we will make available to our clients;

- Payment by via bank transfer
- Payment via online bank transfer
- Payment via check
- Payment via bank draft
- Payment via mobile money
- Payment with crypto currencies

In view of the above, we have chosen banking platforms that will help us achieve our plans with little or no itches.

Sales Forecast

We are quite aware that there are several business opportunities available for businesses like casino and game centers; it is a line of business

We are well positioned to take on the available market and on our online platforms and we are quite optimistic that we will meet our set target of generating enough income / profits from the first six month of operations and grow the business and our clientele base.

We have been able to critically examine the Global online Casinos and Online Gambling industry – market and we have analyzed our chances in the industry and we have been able to come up with the following sales forecast. The sales projection is based on information gathered on the field and some assumptions that are peculiar to startups.

Below are the sales projection for Company, it is based on the clients location of our online casino and the wide range of related entertainment services that we are expected the next net profit;

- **First Fiscal Year-:** 150 000 EUR
- **Second Fiscal Year-:** 800 000 EUR
- **Third Fiscal Year-:** 1 500 000 EUR

N.B: This projection is done based on what is obtainable in the industry and with the assumption that there won't be any major economic meltdown and natural disasters within the period stated above. There won't be any major competitor (online casino) offering the same additional services as we do within the same location. Please note that the above projection might be lower and at the same time it might be higher.

Financials

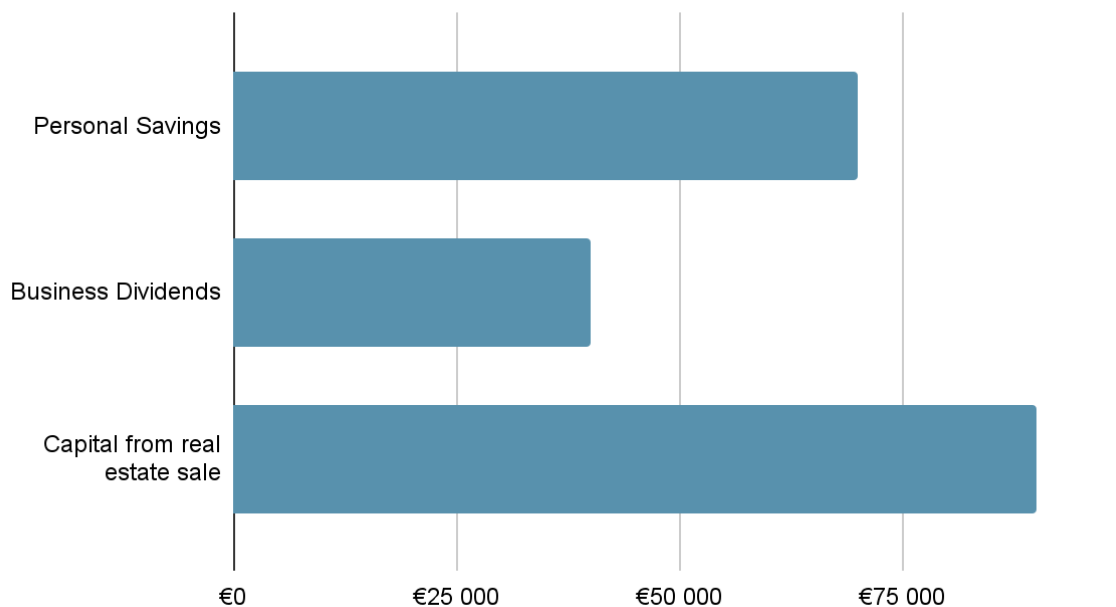
Startup Capital

These are the areas we intend generating our start – up capital:

- personal savings
- dividends from business
- capital from sale and rental of real estate

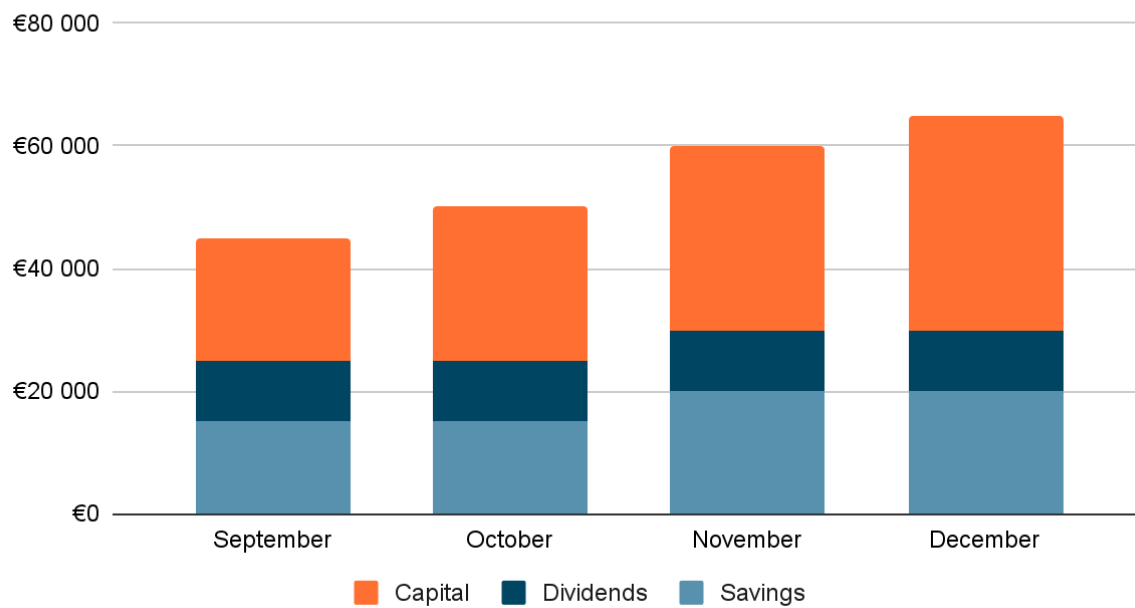
The shape of each income and funding plan are placed below

Financing Sources



Also we are planning to launch project in accordance with the next cash flow

Cash flow from financing activities



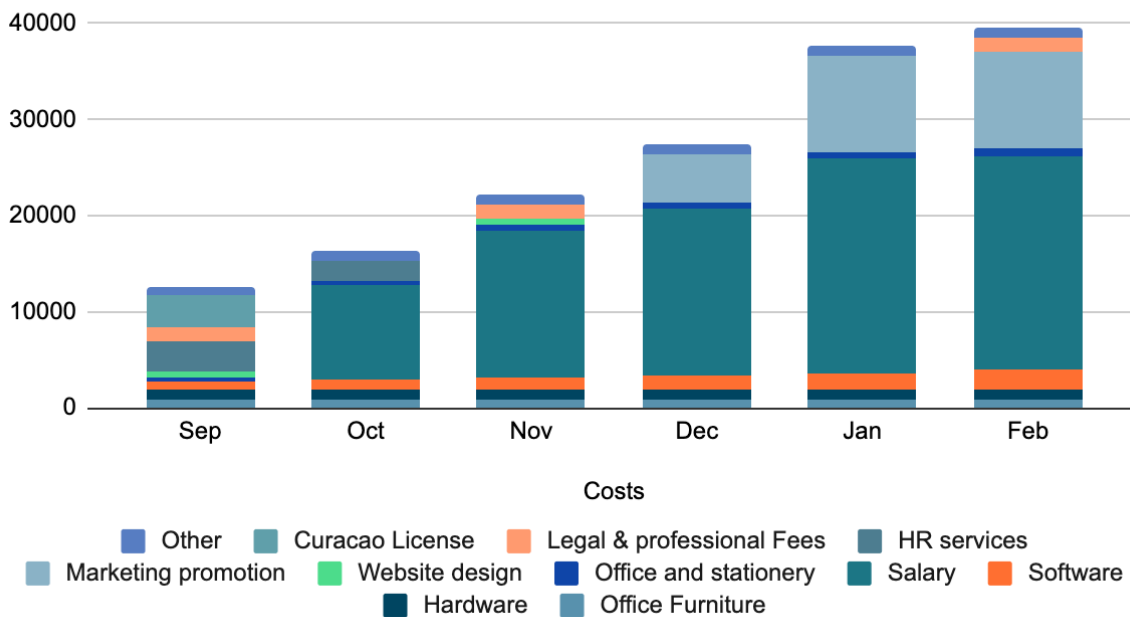
Financing Summary

Month	Savings	Dividends	Capital
September	15000	10000	20000
October	15000	10000	25000
November	20000	10000	20000
December	20000	10000	25000

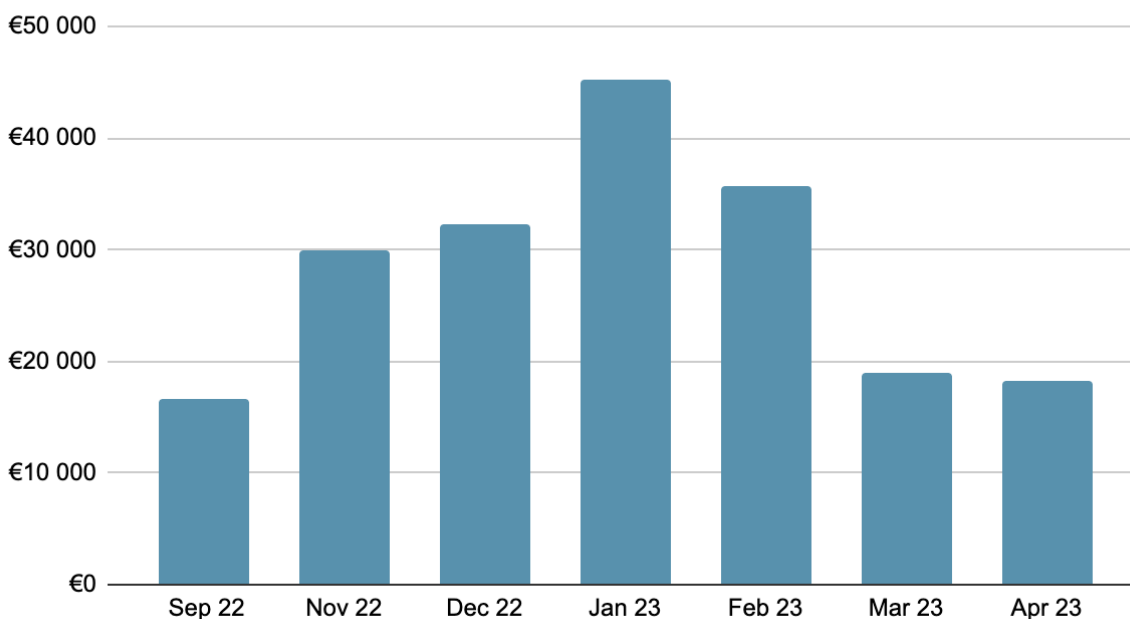
Startup Costs

We estimate startup costs to be 200,000 EUR. With this conservative budget, we anticipate spending a good portion of it on equipment, software, and other important items such as initial marketing, legal costs, obtaining licenses and permits and also salary payments on the first stage.

Distribution Of Startup Costs



Startup costs over time



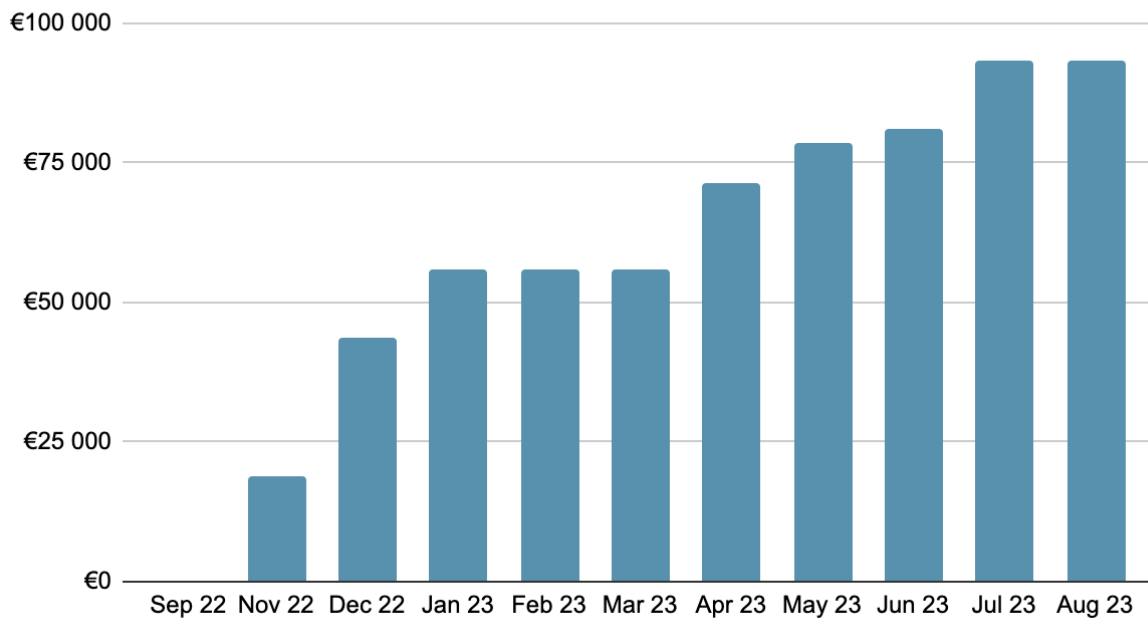
Financing Summary

Costs	Sep	Oct	Nov	Dec	Jan
Office Furniture	934	934	934	934	934
Hardware	1000	1000	1000	2000	4000
Software	800	1152	1382	1659	1991
Office and stationery	400	562	641	730	833
Website design	750	750			
HR services	3000				
Legal & professional Fees	1500	1500			1500
Curacao License	3250				
Other	1000	1000	1000	1000	1000
Staff Costs	0	19035	43808	56078	56078
Office Rent	3550	3550	3550	3550	3550
Utility	533	533	533	533	533
Total	16717	30016	52848	66484	70419

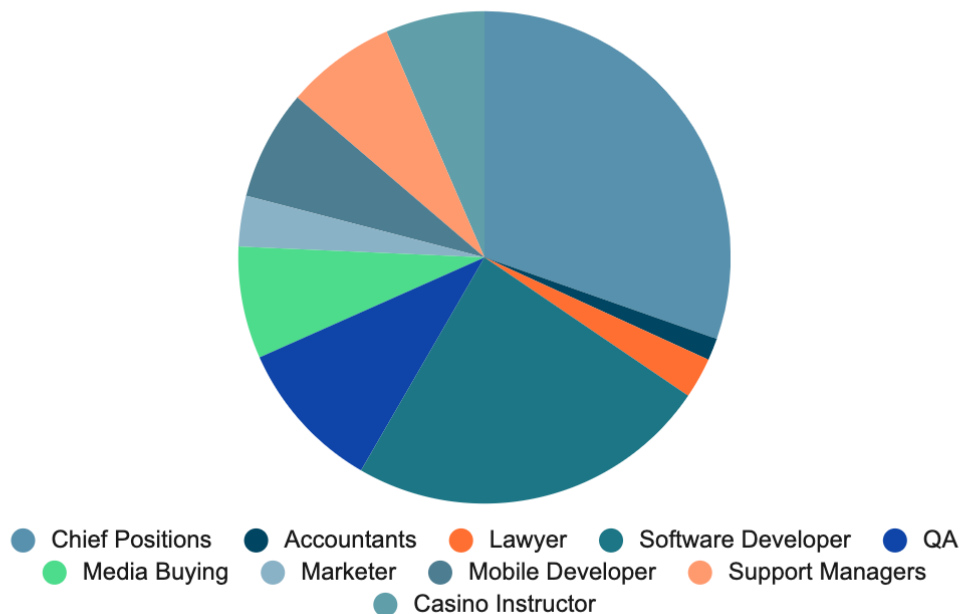
Payroll Expenses

The most expensive portion of our costs is payroll which will cost over 55,000 per month on average in the first year only.

Payroll expenses over time



Distribution of Payroll Expenses



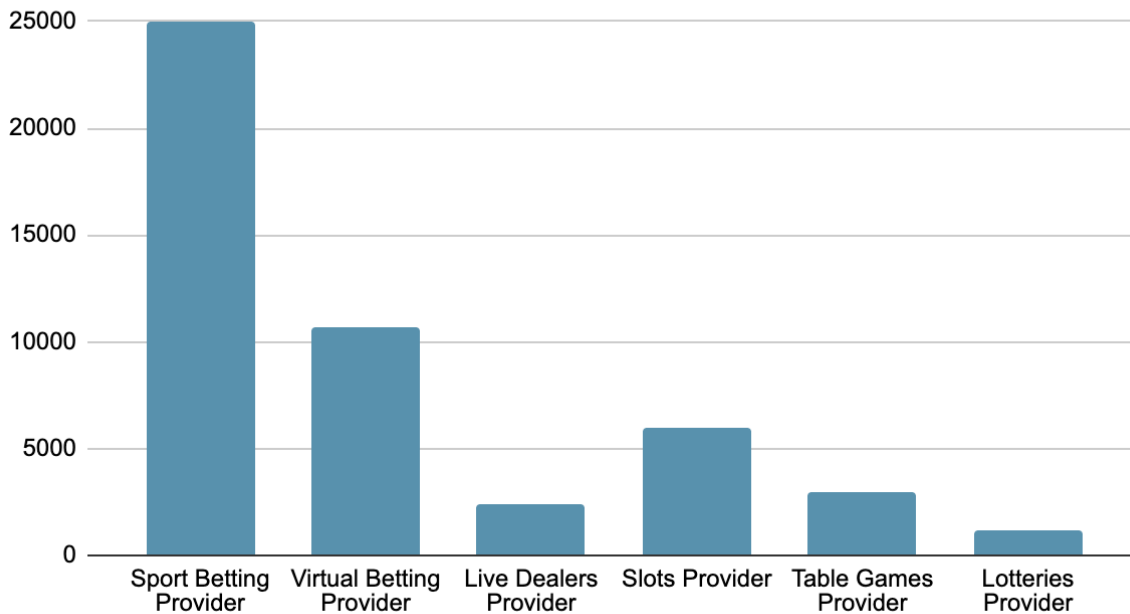
Payroll Summary

Costs	Y1	Y2	Y3
Salaries	648758	1393373	2332849
Total	648758	1393373	2332849

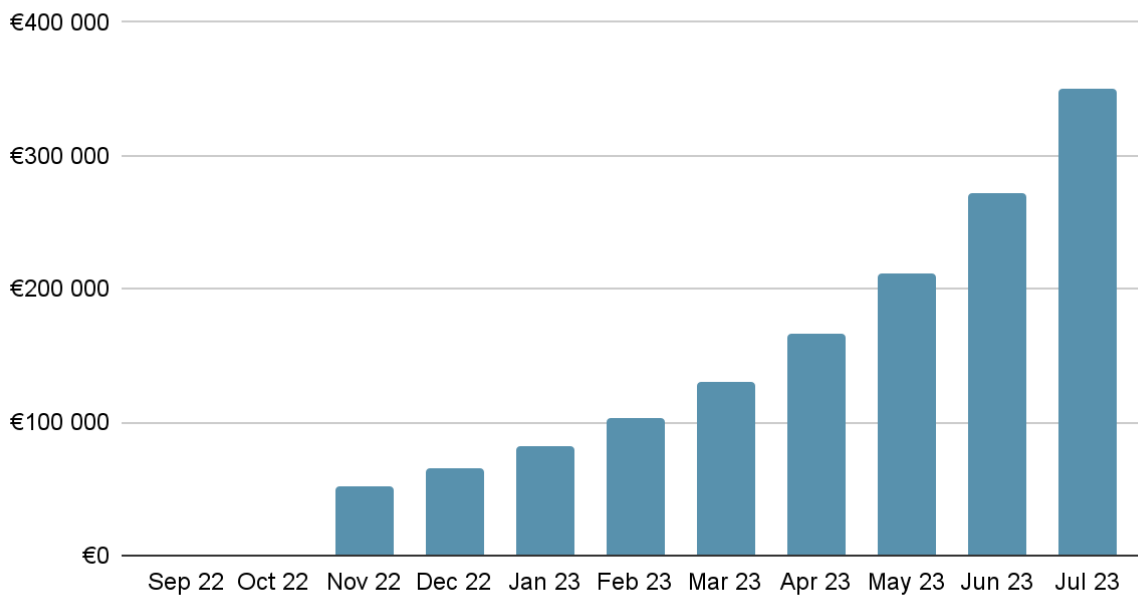
Direct Costs

These are the direct costs we are estimating for each revenue stream.

Direct Costs



Direct costs over time



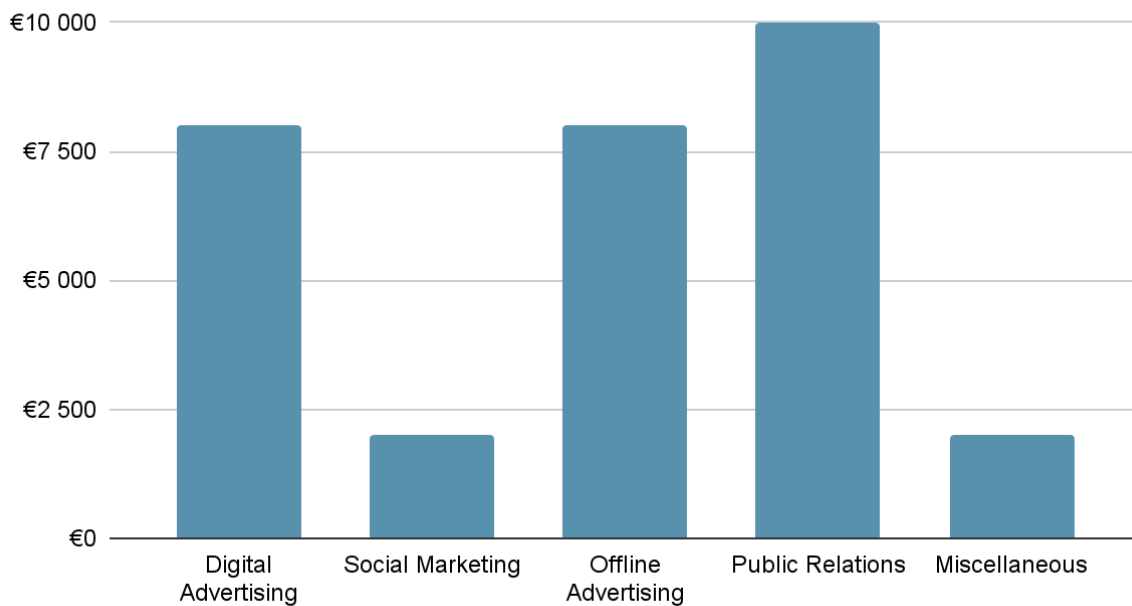
Direct Costs Summary

Costs	Y1	Y2	Y3
Sport Betting Provider	200000	275000	275000
Virtual Betting Provider	40096	125340	118243
Live Dealers Provider	12270	22980	14868
Slots Provider	24208	85908	102636
Table Games Provider	15674	31354	22321
Lotteries Provider	6545	10383	5923
Total	298793	550965	538991

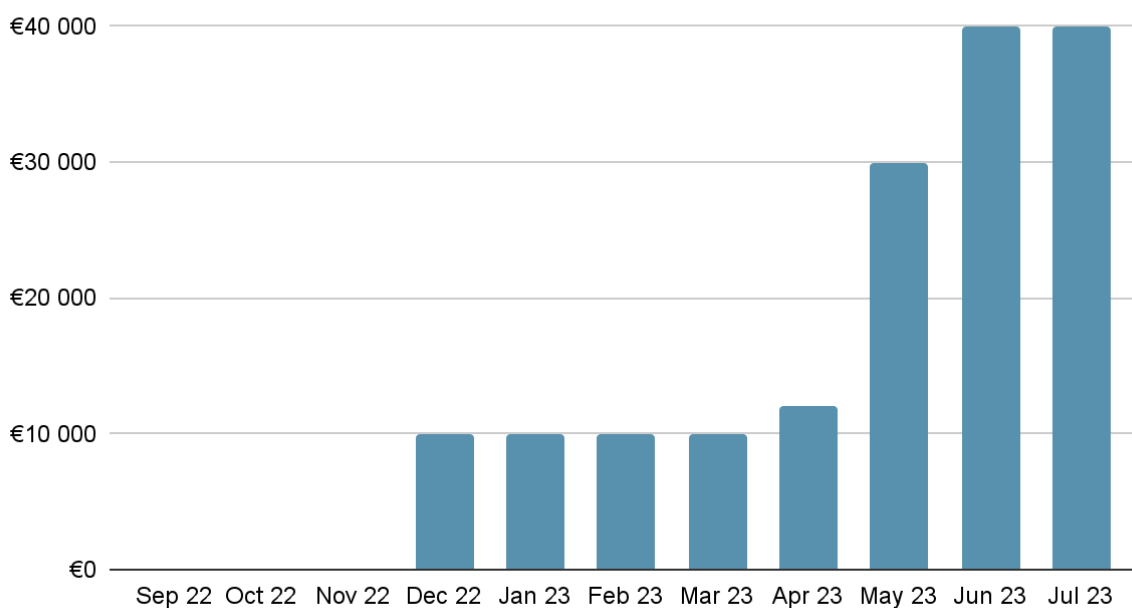
Marketing Costs

This is the marketing budget that we need to promote our services. We anticipate spending most of it on public relations and digital marketing.

Distribution of marketing budget



Marketing budget over time



Marketing Costs Summary

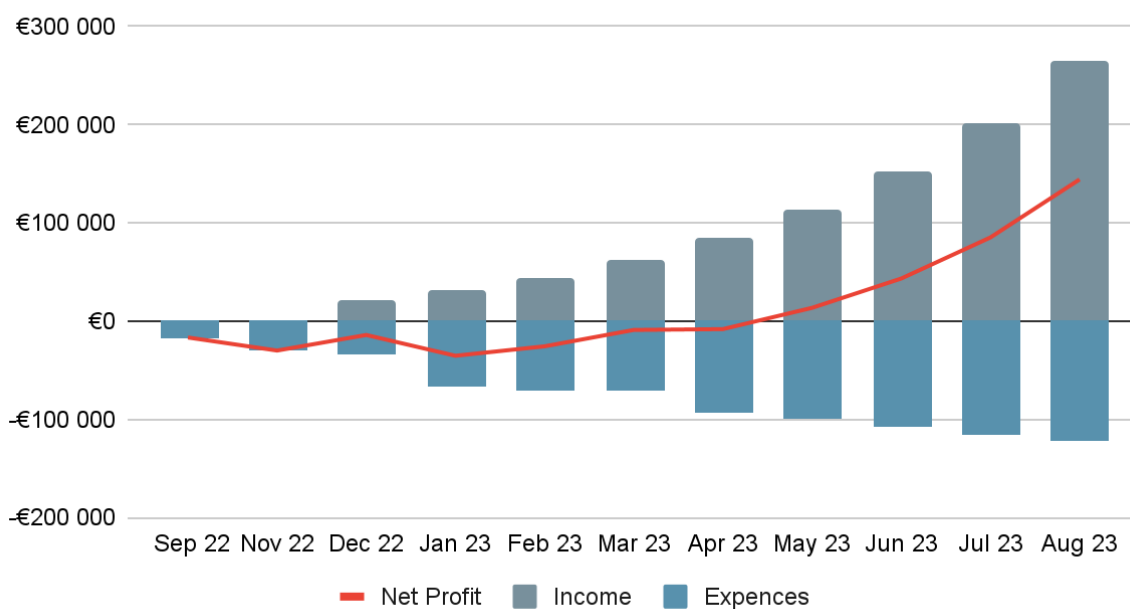
Costs	Y1	Y2	Y3
Advertising	110000	440000	440000
Conferences	32000	380000	440000
Offline	20000	550000	550000
Total	162000	1370000	1430000

P&L / Cash Flow Projections

The following table and charts outline the projected profit and loss (P&L) / cash flow.

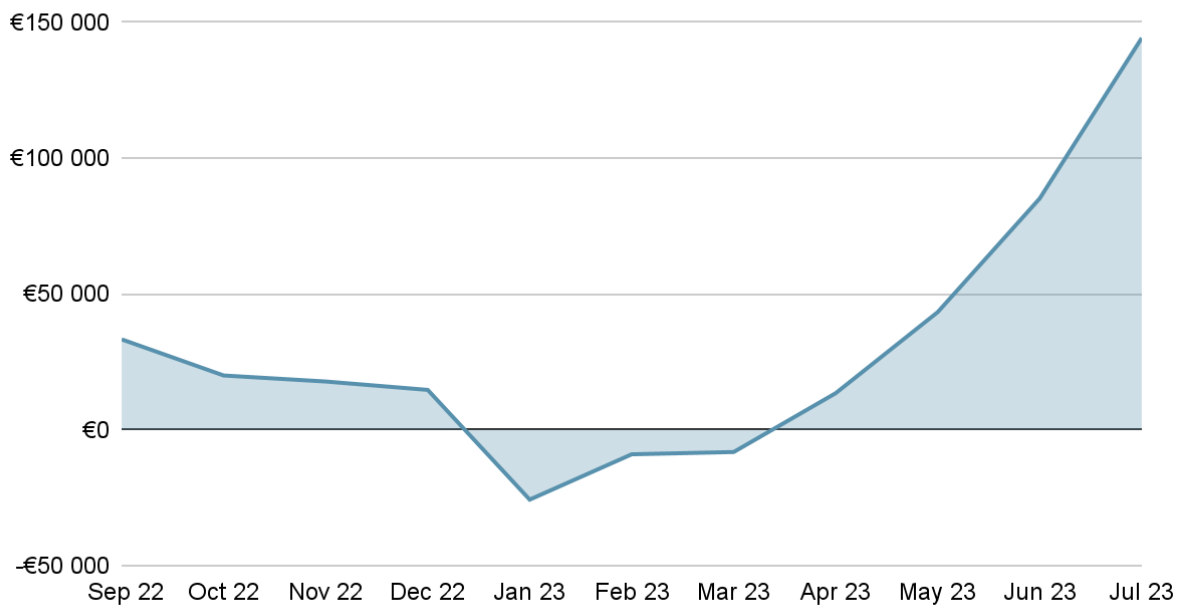
In the ideal case, we expect the online Casino and adjacent gambling products to bring in over 164 208 EUR in net profits in the first year. As such, our projections anticipate an over 827 011 EUR increase in net profits in the second year and 1 409 661 EUR in the third year

Profit and Loss Projection



Profit & Loss Statement	Y1	Y2	Y3
Total Revenue	1433005	4397639	5335335
Direct Costs	298793	550965	538991
Gross Profit	1134212	3846675	4796344
Operating Expenses	982718	1896877	2070240
Operating Income	151494	1949798	2726104
Total Expenses	1268797	3570628	3925674
Net Profit	164208	827011	1409661

Cash Flow Projection



Cash Flow	Y1	Y2	Y3
Cash Flow - Operations	128980	498031	582650
Cash Flow - Financing	200000		
Cash at the Beginning of Period		328980	827011
Net Change in Cash	328980	498031	582650
Cash at the End of Period	328980	827011	1409661

References

1. Gambling Global Market Report 2021: COVID-19 Impact and Recovery to 2030
2. Gambling - Global Market Trajectory & Analytics
3. Online Gambling (GLOBAL) - Industry Report
4. Market size of the casino and online gambling industry worldwide from 2011 to 2020, with a forecast for 2023
5. Global Sports Betting Market 2022-2026
6. Market size of the online gambling and betting industry worldwide in 2021, with a forecast for 2028
7. Consumer attitudes towards internet gambling: perceptions of responsible gambling policies, consumer protection, and regulation of online gambling sites