

BUSINESS PLAN

For operators of games of chance
under license 1668/JAZ (Curaçao eGaming)

United Betting Group B.V.
unibahis.com

United Betting Group B.V.

Business Plan Version: 1.0.

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Our Mission

Uni Group N.V. – game development studio established in 2023 by Nazim Bani-Pasha. Our newly established gambling company is looking to disrupt the industry by combining years of experience with innovative technologies to offer a unique and personalized gambling experience to players. Our team is composed of seasoned professionals in the industry who have extensive experience in managing, developing, and promoting gambling products and services.

Market Opportunity:

The global gambling market is projected to grow at a CAGR of 8.77% from 2021 to 2026, driven by increasing disposable incomes, the rise of online gambling, and the legalization of gambling in many countries. Our company aims to capitalize on this growth by offering a unique and personalized gambling experience that sets us apart from our competitors.

Competitive Advantage:

Our company's competitive advantage lies in our team's experience, combined with our innovative technology solutions. We have a deep understanding of what players want and need, and our technology allows us to offer personalized recommendations to each player based on their interests and behavior. This personalized approach sets us apart from other gambling companies and allows us to build a loyal customer base.



Company and Management

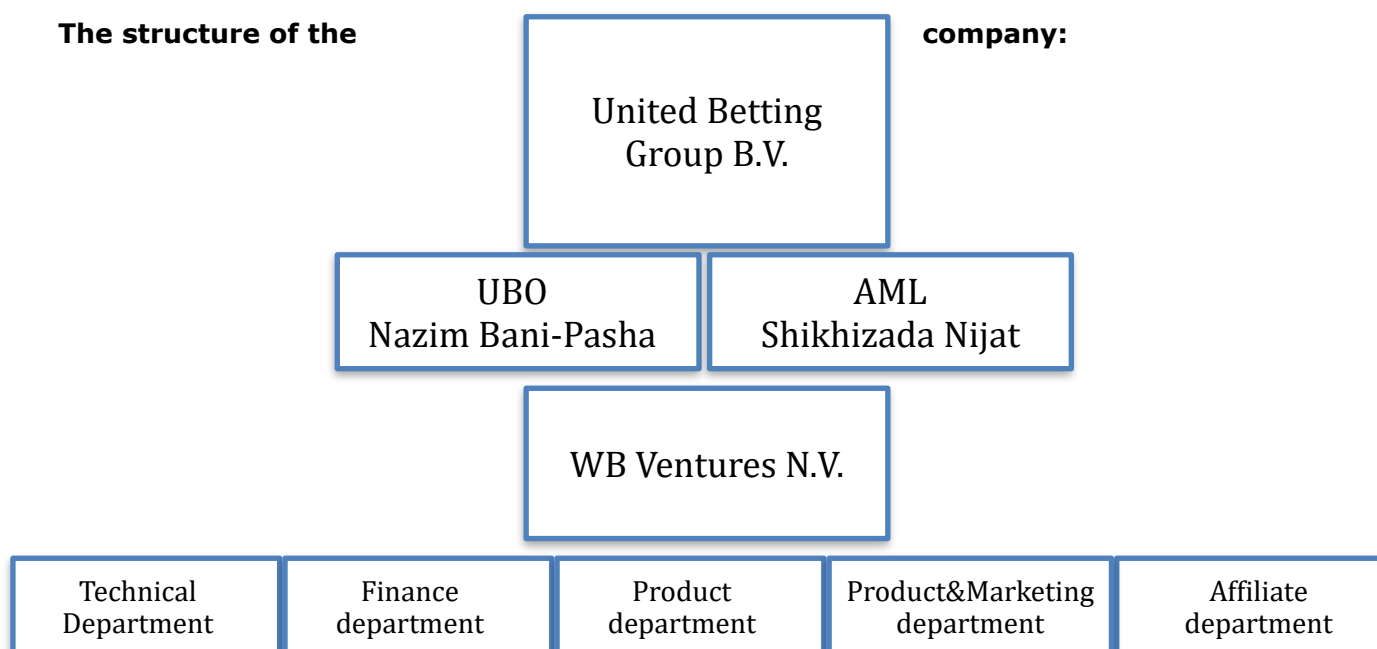
Our key individual and main shareholder is Mr. Nazim Bani-Pasha, who owes 100% of share. Mr. Nazim has experience as General Manager and Regional Manager in Realm Entertainment and has deep experience in managing the big teams and successful development of the business. Mr. Nazim is the key individual, by whom could be made investment decisions. Mr. Nazim Bani-Pasha could be contacted by the email nbanipasha@gmail.com or by phone +44 (753) 713-53-24

Information about UBO:

Full Name Nazim Bani-Pasha
Istanbul University, Business Administration
Jan 2020 - Present
General Manager, Realm Entertainment Limited
Feb 2019 - Jan 2020
Regional Manager, Realm Entertainment Limited
Mar 2017 - Jan 2019
Sales Manager, Brew Interactive

The structure of the

company:



Information about:

CEO/UBO

Full Name Nazim Bani-Pasha
Date of birth 29.10.1997

Istanbul University, Business Administration
Manager of Realm Entertainment Limited, Gambling Industry- Feb 2019-Feb 2023
Sales Manager of Brew Interactive, Gambling Industry - Mar 2017-Jan 2019

e-mail nbanipasha@gmail.com

Key-Person / AML compliance officer
Shikhizada Nijat Date of birth 06.08.1998 Istanbul University, Business Administration AML and KYC manager Entertainment Limited, Gambling Industry- Mar 2021-Feb 2023 email aml@unibahis.com

Our Services

Based on experience of UBO and team we plan to implement the newest technologies of gambling field. We concentrate permanently our attention at finding the new features and technologies at the markets. We would like to integrate more latest functions and options for the business which brings our business to the new level of communication in between operator and players. As the result of those implementations we will spread our network becoming more successful in target markets.

Currently we are starting with unibahis.com project, which was developed by our team. We plan to operate in the markets of worldwide except the restricted countries.

Our target customers: men and women over 30 years old with above average income, with experience in playing in online casinos, able to spend more than 100 euros per month on entertainment

Our Skills and Experience

We have experience across different aspects of the gambling industry. More than 5 years' experience of working with gambling. We are also engaged in the development of necessary innovative software, and web services for the optimization and promotion of gambling services.

Our main skills:

- Performance marketing
- Mobile development
- Web development

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Building the new structure of the business is resourceful and takes time, that's why we decided to buy existing business, which we could update and implement our features faster and easier.

Objectives:

Short Term (Current Year)

Launch online casino under Curacao license

Long Term (next 2-3 years)

Launch 4 online casinos under Curacao license



Our Competitive Advantage

We have experience across different aspects of the gambling industry. More than 5 years' experience of working with gambling. We are also engaged in the development of necessary innovative software, and web services for the optimization and promotion of gambling services.

- Our market and competition
- Desk or online research
- Market testing
- Conferences
- Met with suppliers
- Personal experience
- Social media research

As a result of our research, we found regulated markets with good purchasing power, demand and LTV higher than CAC

Our sales and marketing plans

Financial Considerations

We will promote our business by:

- Performance marketing
- Social media
- Events and exhibitions
- Affiliate marketing

Source of wealth: Own funds + attracted investments

Mr. Bani-Pasha is fully responsible for the financial development of the business.

The preliminary plan of development by the key channel of business promotions

Year	2023	2024	2025	2026
Performance marketing	\$200 000	\$400 000	\$500 000	\$600 000
Events and exhibitions	\$500 000	\$500 000	\$500 000	\$500 000
Affiliate marketing	\$500 000	\$700 000	\$900 000	\$1 000 000

Short Financial Projections 4 years

Year	2023	2024	2025	2026
Marketing spend	\$1 200 000	\$1 600 000	\$1 900 000	\$3 100 000
Salary	\$ 500 000	\$600 000	\$700 000	\$800 000
Associated costs	\$300 000	\$300 000	\$300 000	\$300 000
GGR (Gross Gaming Revenue)	\$5 000 000	\$10 000 000	\$15 000 000	\$30 000 000



Timetable

Our business plan outlines the development strategy for United Betting Group B.V., an established gambling company with a valid Curacao license. Our objective is to expand and enhance the existing operations, capitalize on market opportunities, and drive sustainable growth in the competitive gambling industry.

Risk Management:

We have identified potential risks such as changing regulatory landscapes, cyber threats, and intense competition. To mitigate these risks, we will maintain strong relationships with legal advisors to ensure ongoing compliance. We will invest in robust cybersecurity measures to safeguard customer data and protect against potential breaches.

Furthermore, we will closely monitor market trends and adapt our strategies accordingly.

Conclusions

Our long-term vision includes positioning United Betting Group B.V. as an attractive acquisition target for larger gambling conglomerates or entering strategic partnerships to enhance growth opportunities. Our management team will evaluate potential exit strategies based on market conditions and investor interests.

By following this comprehensive business plan, United Betting Group B.V. aims to achieve sustainable growth, a strong market presence, and continued success in the gambling industry.



SWOT Analysis for Uni Group N.V.

Strengths:

Experienced Team: Our team consists of seasoned professionals in the gambling industry, with a combined experience of more than 5 years. This expertise enables us to navigate the complexities of the market effectively.

Innovative Technology: Our innovative technology solutions allow us to provide personalized recommendations to players, giving us a competitive edge in delivering a unique gambling experience.

Market Growth: The global gambling market is projected to grow, providing a favorable environment for our business to thrive.

Multiple Departmental Structure: Our organized departmental structure includes various departments like Technical, Product, Finance, CRM, Support, Affiliate, Account, Marketing, and Sales. This structured setup ensures efficient operations.

CEO's Experience: The CEO, Nazim Bani-Pasha, brings significant experience from the gambling industry, including roles as a Manager at Realm Entertainment Limited and Sales Manager at Brew Interactive.

Weaknesses:

Dependence on Outsourcing: Several departments are currently outsourced, and transitioning them to in-house operations may pose challenges in terms of control and quality.

Competitive Market: The gambling industry is highly competitive, with established players. Gaining market share may be challenging.

Opportunities:

Market Growth: The global gambling market is projected to grow, providing ample opportunities for our expansion and growth.

Target Customer Base: Focusing on customers above 30 years old with above-average income presents a lucrative segment for our business.

Launching Multiple Casinos: Our medium and long-term objectives of launching multiple casinos offer the potential to capture a wider audience and increase revenue.

White-Label Solution: Offering a turnkey casino b2b white-label solution can tap into other businesses looking to enter the gambling market.

Threats:

Regulatory Changes:

The gambling industry is subject to regulatory changes, which can affect operations and profitability.

Economic Downturn: Economic fluctuations can impact disposable incomes and, subsequently, the gambling industry.

Strong Competition: Competing with established players in the market can be challenging, especially when trying to gain market share.

Technology Risks: As technology plays a crucial role in our business, any technological failures or disruptions can have a significant impact.

Marketing and Sales Costs: As we plan to allocate significant budgets to marketing and sales, any unexpected costs or lack of desired results could pose a threat.

Supplier Relationships: Relying on specific game providers for revenue share and guaranteed GGR values may become a vulnerability if these relationships are not stable or if the providers face challenges.

This SWOT analysis provides a snapshot of the internal strengths and weaknesses of Uni Group N.V. and the external opportunities and threats in the gambling industry. It will help guide our strategic planning and decision-making as we move forward with our business.

Activity