

Business Plan

EEZE Internaltional N.V.

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1. Overview of the business products and services/brands as well as proprietary IP.

EEZE is technology-driven company that has been developing world-leading online gaming platforms and solutions since 1999. Underpinned by a history that directly interconnects with the rise of online gambling, the company has been a key pioneer within the international market. Over the years, EEZE n has amassed a world-class team of gambling specialists who remain at the frontiers of innovation within this ever-evolving industry. EEZE's legacy of excellence combined with the talent of its people ensures the company possesses the resources, know-how, and foresight to anticipate market trends and provide sophisticated, state-of-the-art solutions that continually raise the bar and steer the industry towards new areas of digital transformation and growth.

Today, the company's portfolio consolidates the world's best-of-breed solutions to facilitate new and established operators in the markets of their choice, from online video slots and live casino and other popular and upcoming gambling verticals. The company maintains an exclusive focus on the business-to-business aspects of online gambling and prides itself in offering highly professional services with a level of integrity that is second to none, a fact that is reinforced by EEZE's long-standing alliances with an extensive network of industry-leading clients who conduct business in many of the world's biggest gambling jurisdictions.

EEZE International N.V. ("The Company"), headquartered in Curaçao, is a prominent player in the online gaming industry. Specialising in providing a range of digital gaming services, the company operates under a gaming licence granted by the Curaçao eGaming authority on the basis of a contractual agreement with a Master license holder. This licence enables EEZE International N.V. to legally offer its gaming platforms and services to a global audience, ensuring compliance with international standards for fairness, security, and player protection. As a Curaçao-licensed entity, the company benefits from the region's favourable regulatory environment, which is known for its efficiency and support of the online gaming sector.

EEZE International N.V. is part of EEZE Group which is poised to become a leading player in the online gaming industry. With a strategic focus on innovative gaming solutions and a robust operational framework, the company is positioned to leverage the growing demand for online gaming. Our financial forecast demonstrates strong growth, with revenues projected to increase significantly over the next three years.

EEZE International N.V. is a well-established online gaming company based in Curaçao, renowned for its diverse range of digital entertainment offerings. The company specialises in providing an extensive array of gaming options, catering to a broad spectrum of player preferences. Among its offerings are online live casino games, where players can experience the thrill of real-time gaming with live dealers, and interactive game shows (a product that is in the final stages of development) that add a dynamic and engaging element to traditional gaming. In addition, EEZE International N.V. features a wide selection of slots, appealing to those who enjoy fast-paced, visually captivating games with various themes and features. These services are all delivered through a secure and user-friendly platform, ensuring an enjoyable and immersive gaming experience for its global audience.

In summary the following services will be offered:

- **Online Live Casino**

EEZE offers a variety of live casino games, including blackjack, roulette, and baccarat, with real dealers to enhance the gaming experience.

- **Game Shows**

Interactive game shows that allow players to participate in real-time and win prizes.

- **Slots**

A wide selection of slot games with varying themes and jackpots.

Vision

To become the leading online gaming platform known for innovation, security, and exceptional user experience.

Mission

To provide a secure, fair, and entertaining online gaming environment that enhances the gaming experience for users worldwide.

2. Company Management Structure

The below table is a management organogram which clearly defines and highlights all the key management roles and structure in the Company's roles.



Board of Directors

As described in the Company Management section above, the Managing Director, Mr. Yan Min Zhang, will be supported by nominated managers, in the day-to-day operations of the Company. The Managing Director's responsibilities include, but are not limited to the following:

- To set the strategic goals of the Company;
- Set up and maintain an effective internal control system in order to ensure a smooth running of the operations and compliance with the Curacao Gambling Legislation;
- Ensure that the Company complies with any legal and accounting requirements;
- Keep all the stakeholders informed of the Company's performance;
- Ensure that the Company has sufficient financial and human resources;

The board is responsible for making decisions related to financial matters, budgeting, and creating a clear vision of what the Company aims to be and what the Company wants to achieve in the long run.

Strategic Management

The Company's strategic management involves setting clear objectives, devising actionable plans, and regularly evaluating performance to drive business growth and profitability. The Company focuses on strategic initiatives such as product diversification, market expansion and cost optimization to achieve its long-term goals and stay competitive in the growing, yet dynamic gaming industry.

The strategic management team works on achieving the vision of which the board of directors aims for. They turn this vision into an objective with the help of the Company's choice of KPIs.

3. Overview of intended strategy for the business growth and to secure/maintain/grow market share with specific financial and marketing plans.

Key performance indicators (KPIs) for the Company include revenue growth, market share expansion, operator acquisition and retention rates, profitability margins, and regulatory compliance metrics. The Company's business objectives include increasing sales revenue, expanding into new geographic markets, enhancing customer satisfaction, and achieving sustainable profitability.

4. Target KPIs and Business Objectives

The Company makes use of Key Performance Indicators (KPIs) to measure its success and the business' long-term objectives, such methods include:

Game Performance Metrics: Game performance metrics which are crucial for understanding player engagement and preferences. Game Popularity tracks the number of players engaging with each game, helping to identify which titles are most and least popular. Additionally, the Game Conversion Rate indicates the percentage of players who transition from free versions to paid versions or make in-game purchases, reflecting the game's ability to monetise its player base.

Revenue Metrics: Revenue metrics provide a financial snapshot of a gaming company's success. Gross Gaming Revenue (GGR) represents the total revenue generated from games before deducting costs. Net Gaming Revenue (NGR), on the other hand, is the revenue remaining after deducting bonuses, incentives, and other operational expenses.

Player Retention and Acquisition: Player retention and acquisition metrics are vital for assessing player loyalty and growth. The Player Retention Rate indicates the percentage of players who return to play after their first session, highlighting the game's ability to maintain its audience.

Technical Performance: Technical performance metrics ensure that games run smoothly and provide a seamless player experience. Game Load Times measure the time it takes for games to load, which directly impacts user satisfaction. Server Uptime reflects the reliability and availability of gaming servers, crucial for providing uninterrupted gameplay. Bug Reports and Resolutions track the number of issues affecting game performance and the time taken to resolve them, indicating the efficiency of technical support.

Regulatory Compliance: Regulatory compliance metrics are essential for ensuring that gaming operations adhere to legal and ethical standards. Audit and Compliance Rates verify that games meet all required legal standards and licensing requirements. Responsible Gaming Compliance tracks adherence to responsible gaming practices, such as self-exclusion tools and age verification, ensuring the company promotes safe and ethical gaming.

Market Expansion – Identifying opportunities for growth and market expansion is essential for the Company's long-term success. The Company seeks to capitalize on emerging trends, new geographic markets, and strategic partnerships to expand its reach and diversify its revenue streams, ensuring sustainable growth and competitiveness in the dynamic gaming industry landscape.

By using these KPIs to measure the Company's performance, the Company will have a detailed overview of all the areas in which the Company may need to improve as well as see parts in which the Company is making good progress in.

Industry Overview

The online gaming industry is experiencing rapid growth, driven by technological advancements, and increasing internet penetration. With the global market projected to reach significant heights, EEZE International N.V. is well-positioned to capture a substantial market share.

Target Market

Our target market includes adults aged 18-65 who are tech-savvy and enjoy online gaming activities. We will focus on regions with high internet penetration and a strong affinity for online entertainment, including Europe, South America, and Asia.

Competitive Analysis

EEZE International N.V. faces competition from established online gaming platforms and new entrants. However, our unique value proposition, which includes a diverse range of gaming options and superior customer service, sets us apart.

Marketing and Sales Strategy

1. **Digital Marketing:** Utilize SEO, PPC, and social media marketing to attract and engage users.
2. **Promotions and Bonuses:** Offer attractive bonuses and promotions to new and existing users.

Sales Strategy

1. **Operator's Acquisition:** Focus on acquiring new users through targeted marketing campaigns.
2. **Operator's Retention:** Implement loyalty programs and regular updates to keep users engaged.
3. **Cross-Selling:** Promote different gaming services to existing users to increase their lifetime value.

Operations Plan

1. Technology
Invest in state-of-the-art gaming software and security systems to ensure a seamless and secure gaming experience.
2. Compliance
Ensure strict adherence to all regulatory requirements set forth by the Curacao gaming license to maintain operational integrity and user trust.
3. Management Team

Our management team comprises experienced professionals with extensive backgrounds in the gaming industry, technology, and business management.

4. Business forecasts for 3 years

The financial forecast indicates robust growth, with net profits increasing significantly over the next three years, driven by rising revenues and controlled expenses.

The projected revenues for the next three years are as follows:

- **2024:** €500,000
- **2025:** €1,000,000
- **2026:** €1,900,000

Expense Forecast

Key expenses include SW sublicense costs, general overheads, auditors' remuneration, gaming license fees, hosting fees, FX movements, and intercompany charges.

Profit Forecast

The forecasted profit before taxation is:

- **2024:** €109,000
- **2025:** €267,000
- **2026:** €585,000

Detailed Financial Forecast is enclosed with this document in Annex 1.

5. Key suppliers and material dependencies

The companies' key suppliers and material dependencies span various aspects of the business, reflecting the diverse requirements of game development, production, and distribution. The Key supplier of EEZE International N.V. will be Tain Betting Promotions Limited a company within the group of EEZE.

6. Risk evaluation and management.

The Company conducts regular risk assessments to identify potential threats to its business operations, including regulatory compliance issues, market volatility, cybersecurity threats, and supply chain disruptions. The company implements risk management strategies to mitigate these risks, such as implementing robust security measures and staying informed about industry regulations.

The primary purpose of the Company's Risk Management Framework is to provide a structured and adaptable approach to:

Identify Risks: Encourage a systematic process for recognizing, categorizing, and understanding potential threats and opportunities that may impact the Company.

Assess Risks: Evaluate the likelihood, impact, and interdependencies of identified risks to prioritize them effectively and allocate resources efficiently.

Mitigate Risks: Develop and implement strategies, controls, and action plans to reduce, transfer, or accept risks, aligning them with the Company's risk appetite and tolerance.

Monitor and Review: Continuously monitor and reassess the risk landscape, ensuring the effectiveness of implemented measures and adapting to emerging risks or changes in the Company's environment.

7. Legal and Governance Framework

The Company operates within the legal and regulatory framework of Curacao. The Company adheres to all relevant gaming regulations, licensing requirements, and industry standards to ensure compliance and maintain its reputation as a trustworthy gaming provider. Additionally, the Company upholds high standards of corporate governance to foster transparency, accountability, and ethical business practices.

This commitment is reflected in the establishment of robust internal controls, comprehensive risk management frameworks, and stringent compliance policies that ensure adherence to legal and regulatory requirements. The management plays a pivotal role in overseeing the company's strategic direction, ensuring that decisions align with the best interests of shareholders, employees, and other stakeholders. By promoting open communication and regular reporting, the Company strives to build and maintain trust with its broader community. Moreover, ethical guidelines and codes of conduct are rigorously enforced to guide the behaviour of all employees, from top executives to entry-level staff, ensuring that the company's operations are not only profitable but also socially responsible and sustainable in the long term.

8. Policies and Procedures

Policies and procedures of the Company have been drafted with the assistance of external consultants.

The board believes, the persons drafting and developing the Company's policies and procedures are qualified, competent and well experienced in this sector and are accustomed and committed to take compliance and integrity when proposing such policies and procedures for the board's approval. The board does not perceive any potential conflict of interest in this process.

The Company implements comprehensive policies and procedures to govern its operations, ensure regulatory compliance, and mitigate operational risks. These policies cover areas such as data security, customer privacy, responsible gaming practices, employee conduct, business conduct and financial management. The Company regularly updates its policies and procedures to adapt to changing regulations and industry best practices while maintaining a culture of continuous improvement.

Conclusion

EEZE International N.V. is set to capitalise on the growing online gaming market with a solid business model and a clear growth strategy. With a strong management team, innovative offerings, and a focus on customer satisfaction, we are confident in achieving our financial goals and establishing ourselves as a leading online gaming platform.

Annex 1 – Detailed Financial Forecast

EEZE International N.V			
3 yr Forecast			
Revenue	2024 €	2025 €	2026 €
Igaming Activities			
Online Live Casino	300,000.00	600,000.00	1,200,000.00
Game Show	50,000.00	100,000.00	200,000.00
Slots	50,000.00	200,000.00	400,000.00
Other			
Consultancy Income	100,000.00	100,000.00	100,000.00
Sundry Income			
Fees charged in respect of other services rendered(intercompany)			
Gross Profit	500,000.00	1,000,000.00	1,900,000.00
SW Sublicense Cost	240,000.00	540,000.00	1,080,000.00
General Overheads	40,000.00	70,000.00	100,000.00
Auditors remuneration	6,000.00	8,000.00	10,000.00
Gaming License fee	50,000.00	50,000.00	50,000.00
Hosting Fees	20,000.00	25,000.00	30,000.00
FX -Movement	5,000.00	5,000.00	5,000.00
Cost charged in respect of other services rendered(intercompany)	30,000.00	35,000.00	40,000.00
	391,000.00	733,000.00	1,315,000.00
Forecasted Profit before Taxation	109,000.00	267,000.00	585,000.00
Tax @ 0%	-	-	-
Forecasted Net Profit	109,000.00	267,000.00	585,000.00