

PowerPlay - Business Plan

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1. Overview of Business

1.1. Background and Formation

Deck Entertainment B.V. (“Deck”, “PowerPlay”, “Company”) was established in 2017 with the goal of providing innovative and responsible online gambling services. In 2017 under the sub-license granted by C.I.L. Curacao Interactive Licensing N.V. (Master Gaming License #5536/JAZ) started offering its services. Our operations align with the principles of transparency, integrity, and customer protection.

1.2. Products and Services

PowerPlay offer a diverse range of online gambling services, including casino with slots and table games, live casino and sports betting. Our service is designed to cater various user experience, ensuring a comprehensive and user – friendly gambling experience. We also incorporated various set of features to ensure safe and fair gameplay.

1.3. Brands

Deck Entertainment B.V. operates under the brand of PowerPlay with its distinct positioning and target audience. Brand and owned domains under which the Company is operating are proprietary Intellectual Property.

1.4. Unique Features and Competitive Edge

Our service stands out due to its unique approach to customer service and customer experience. We are constantly improving our customer service approach, techniques and UX desing to optimize and enhance player experience. PowerPlay always is on top of the new technologies that can be implemented to be able not only to offer great player experience, but also to be able conduct background operations swiftly, with high level of security and compliance. Our dedicated BI team is analysing data on a daily basis so the operations and management can make decisions based on the hard data.

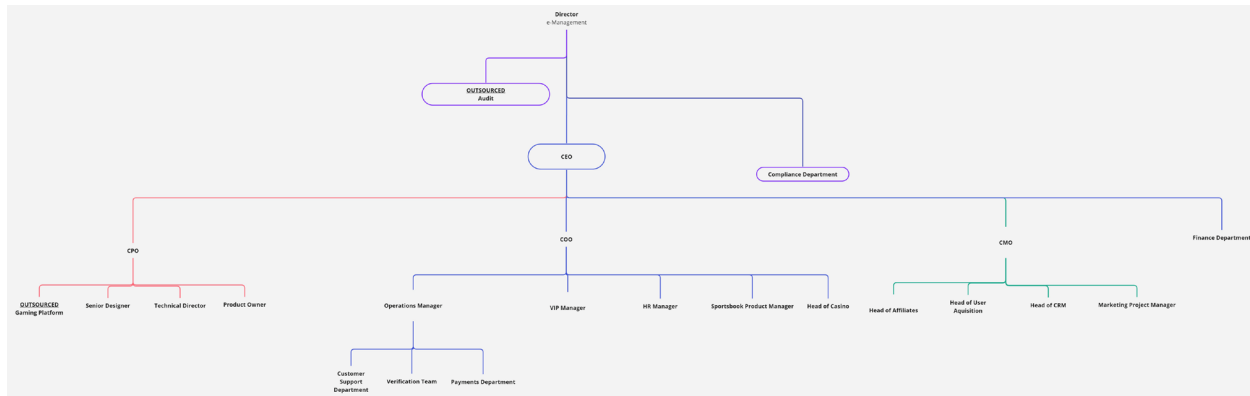
2. Company Management Structure

2.1. Overview

The Company has an organizational structure based on Board Members, C-Level Management and heads of departments. All departments are responsible for a different area of operations, with heads of departments reporting to the respective C-Level Members. The organisational chart has been implemented as per below.

2.2. Management Organogram

Below chart presents current company structure and reporting lines:



2.3. Key Roles and Responsibilities

Key Roles and Responsibilities are critical for outlining the structure and hierarchy within our gambling operations. This segment sets the stage to understand who is steering the Company and how decisions are made and executed. It highlights the leadership roles within the organization and how these roles contribute to the Company's strategic objectives and compliance with licensing requirements.

a. Director

Director plays a pivotal role in steering the strategic direction, operational execution, and overall governance of the business. The Director is responsible for ensuring that the Company achieves its financial, operational, and ethical objectives while maintaining compliance with industry regulations and standards.

Key responsibilities:

- Determining the company's strategic objectives and policies
- Monitoring progress towards achieving the objectives and policies
- Appointing senior management (C-level)
- Provide strategic advice to the board and Chairperson so that they will have accurate view of the market and the company's future
- Communicate and maintain trust relationships with shareholders, business partners and authorities
- Oversee the company's financial performance, investments, and other business ventures
- Delegate responsibilities and supervise the work of executives providing guidance and motivation to drive maximum performance
- Stay abreast of technological advancements and industry best practices to drive innovation within the company. Ensure that technology strategies align with overall business objectives
- Uphold and promote high ethical standards and corporate responsibility, including fair gaming practices, responsible gambling, and contributions to community initiatives

b. Chief Executive Officer (CEO)

The CEO is the highest-ranking executive in the Company, responsible for setting the strategic direction, culture, and overall performance of the organization. The CEO acts as the primary interface between the Director and the Company's operational activities, ensuring that the company achieves its objectives efficiently and effectively while adhering to legal and ethical standards.

Key responsibilities:

- Develop a leadership team that is professional, skilled, and motivated to continually strive towards excellence
- Ensure that high company morale is maintained through an environment of fairness, consistency, positivity, honesty, and decisive leadership
- Communicate honestly and effectively to all stakeholders including team members, guests, the press, the public and vendors
- Plan, develop and implement strategies for generating increased revenues
- Advise and update the board on key decisions and implications
- Implement and communicate goals, objectives, and policies and procedures consistent with best business practices
- Oversee the preparation and presentation of an annual business plan and budget for approval by the board, and implementation by the executive staff, focusing on quarterly benchmarks and measures of success
- Accountability for company performance including the establishment of short- and long-term goals, benchmarks and key performance indicators
- Identify and address risks and opportunities for the company. Implement effective risk management strategies and internal controls
- Analyze market trends and competitors' moves. Adapt strategy to meet changing market and competitive landscapes. Drive the company's expansion activities and seek opportunities for growth and innovation.
- Report operational results and strategic plans to board members and corporate officers. Participate in board meetings, providing insight and information on company operations, financial performance, and strategy execution.

c. Chief Product Officer (CPO)

The CPO is responsible for leading the product strategy, design, development and execution. This executive role combines elements of technical development and user experience to ensure that the Company's products meet the highest standards of customer satisfaction and are aligned with the business's strategic goals. The CPO plays a crucial role in driving product innovation, understanding customer needs, and contributing to the overall growth and success of the Company.

Key responsibilities:

- Develop and articulate the product strategy and vision, aligning with the company's strategic objectives and market opportunities. Ensure that the product strategy responds to customer needs, technological advancements, and competitive dynamics.

- Oversee the entire product development lifecycle from concept to launch and beyond. Work closely with product managers, designers, and development teams to ensure products are delivered on time, within budget, and meet quality standards.
- Conduct and interpret market research and user feedback to understand customer needs and identify new product opportunities or enhancements to existing products. Stay abreast of industry trends and competitor products.
- Champion a user-centered approach in product development, ensuring that user experience and design are considered in all product decisions to enhance customer satisfaction and engagement.
- Establish and monitor key performance indicators for product success, including user engagement, customer satisfaction, and revenue targets. Use data to make informed product decisions and iterate on product features.
- Ensure all products comply with regulatory standards and best practices in the online gambling industry. Identify potential product risks and develop mitigation strategies.
- Build, lead, and mentor a high-performing product team. Encourage professional growth and foster an environment where creativity and innovation are encouraged.
- Communicate effectively with internal and external stakeholders about product features, benefits, and performance. Gather feedback from stakeholders to inform product strategy and development.

d. Chief Marketing Officer (CMO)

The CMO is a key executive role responsible for defining and executing the marketing strategy that drives customer acquisition, retention, and overall brand loyalty. This position encompasses a broad range of activities including digital marketing, brand management, customer engagement, and market research, with a focus on maximizing revenue and market share in a competitive landscape.

Key responsibilities:

- Develop and implement a comprehensive marketing strategy that aligns with the company's business goals, focusing on market penetration, customer acquisition, and brand positioning.
- Oversee the development and maintenance of the company's brand identity across all channels and platforms, ensuring a consistent and compelling brand message that resonates with target audiences.
- Lead digital marketing efforts including SEO/SEM, social media, email marketing, and online advertising to drive traffic and conversions. Utilize analytics to refine digital strategies and increase ROI.
- Design and implement customer engagement strategies that foster loyalty and repeat business, including loyalty programs, customer feedback loops, and personalized marketing campaigns.
- Conduct market research to identify trends, customer needs, and a competitive landscape. Use insights to inform marketing strategies and product development.

- Set and monitor key performance indicators for marketing activities, analyzing performance data to identify opportunities for improvement and reporting on marketing ROI.
 - Build and lead a high-performing marketing team, setting clear goals and providing ongoing coaching and development opportunities.
 - Develop and manage the marketing budget, ensuring resources are allocated effectively to achieve marketing goals and maximize return on investment.
 - Collaborate with other executives to ensure marketing strategies are aligned with overall company objectives. Communicate marketing plans and results to stakeholders, including the board of directors.
 - Ensure all marketing activities comply with industry regulations and ethical standards, particularly those related to online gambling advertising.
- e. Chief Operating Officer (COO)

The COO is a central figure who oversees the day-to-day administrative and operational functions of the business. The COO ensures the company's operations are running efficiently and effectively, aligning operational activities with strategic goals, and fostering an environment of excellence and compliance.

Key responsibilities:

- Develop and implement operational strategies that align with the company's goals and objectives. Work closely with the CEO and other C-suite executives to refine and execute business strategies, ensuring operational excellence across all departments.
- Continuously assess and improve business processes for greater efficiency, cost-effectiveness, and quality. Implement best practices in operations management and technology utilization.
- Lead and motivate operations teams across the organization.
- Establish and monitor key operational metrics to assess the effectiveness of business operations. Use data and analytics to drive operational decisions and improvements.
- Identify operational risks and implement strategies to mitigate these risks. Ensure robust risk management processes are in place and followed across all departments.
- Oversee supply chain operations, including vendor selection and management, contract negotiation, and procurement processes. Ensure strong relationships with suppliers and partners.
- Oversee customer support operations to ensure a high level of customer satisfaction and loyalty. Implement strategies to improve customer service delivery and resolve operational issues impacting customer experience.
- Champion the adoption of innovative technologies and operational practices to enhance product offerings and customer experiences. Stay abreast of industry trends and technological advancements.
- Collaborate with the CFO to develop and manage operational budgets. Ensure efficient use of resources and control costs while maintaining high-quality operations.

f. Compliance Department

- The Compliance Department plays a crucial role in ensuring an online gambling company operates within legal and regulatory frameworks set by governing bodies. This department safeguards the company's integrity, reputation, and operational viability by monitoring compliance with laws, regulations, and standards related to online gambling.
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- Key responsibilities:
- Ensure all company operations comply with international, national, and local regulatory requirements specific to the online gambling industry.
- Develop, update, and implement policies and procedures that reflect current regulatory requirements and best practices. Ensure these policies are communicated effectively throughout the organization.
- Conduct regular compliance training and awareness programs for employees at all levels to ensure understanding and adherence to compliance policies and regulatory requirements.
- Regularly monitor and audit internal processes to ensure compliance. Prepare and submit required compliance reports to regulatory bodies and internal stakeholders.
- Identify, assess, and manage compliance-related risks. Implement risk mitigation strategies and maintain a risk register to track and manage identified risks.
- Conduct investigations into compliance issues or breaches. Work with relevant departments to resolve any issues in a timely and effective manner.
- Provide expert advice and guidance to senior management and other departments on compliance matters, emerging regulatory trends, and the potential impact of regulatory changes on the business.
- Leverage technology to enhance the efficiency and effectiveness of compliance processes. Stay abreast of technological advancements that can support compliance objectives.

g. Finance Department

The Finance Department is the backbone of any online gambling company, ensuring financial stability and profitability through meticulous management of financial operations. This department is responsible for financial planning, management of financial risks, record-keeping, and financial reporting. It plays a pivotal role in strategic decision-making, providing insights that influence the company's direction.

Key responsibilities:

- Develop comprehensive financial plans that support the Company's strategic goals. Conduct regular financial analysis to predict future financial performance and guide business decisions.

- Oversee the creation and management of the company's budget. Monitor departmental budgets and spending to ensure financial efficiency and cost control.
- Ensure accurate and timely accounting and record-keeping practices in accordance with accepted accounting principles and regulatory requirements. Manage accounts payable and receivable, payroll, and financial ledgers.
- Prepare financial reports, including income statements, balance sheets, and cash flow statements, for internal and external stakeholders. Ensure reports are accurate, complete, and compliant with regulatory standards.
- Manage the company's tax planning and compliance with local, national, and international tax laws and regulations. Prepare tax returns and ensure timely submission.
- Identify financial risks related to currency fluctuations, interest rates, and credit risks. Implement risk management strategies to minimize the company's financial exposure.
- Oversee the company's cash flow, ensuring sufficient liquidity for its operations. Manage banking relationships and investment strategies to optimize the company's cash position.
- Establish and maintain internal controls to safeguard the company's assets. Coordinate with internal and external auditors to conduct audits and address findings.

3. Business Forecast for 3 Years

Business forecast with financial projections is attached to this business plan as Attachment 1.

4. Overview of Intended Strategy for Business Growth

4.1. Market Positioning and Growth Strategy

Our Company aims to position itself as a leading online gambling platform registered under the Curacao license, known for its innovative gaming experiences, unwavering commitment to user safety, and exceptional customer service. Our target market includes seasoned gamblers and newcomers interested in a wide range of online gambling activities, from traditional casino games to sports betting and unique, innovative gaming options.

We will differentiate our platform through a combination of advanced technology, unique game offerings, and superior user experience. The brand will be positioned as both trustworthy and cutting-edge. We will emphasize our Curacao licensing as a mark of credibility and compliance, while also highlighting our modern, user-focused approach to online gambling.

Building a loyal customer base will be crucial. We plan to implement a comprehensive loyalty program that rewards users for their engagement and continued patronage. This program will include bonuses, promotions, and personalized offers based on user activity and preferences.

To achieve sustainable growth, we will focus on expanding our user base, and continuously enhancing our product offerings.

We will explore opportunities to expand into new geographic markets that are open to Curacao-licensed operators. Market research will guide our selection, focusing on regions with a high potential for online gambling and favorable regulatory environments. A multi-channel digital marketing strategy will be employed to attract new users. This strategy will include SEO, PPC advertising, social media marketing, and affiliate marketing programs. A strong emphasis will be placed on content marketing to build our brand's authority and engage potential users. Continuous investment in product development is essential. We will keep our offerings fresh and engaging by regularly updating our game portfolio, incorporating new technologies, and responding to user feedback. As a Curacao-licensed operator, we will strictly adhere to regulatory requirements and promote responsible gambling. This commitment will not only ensure compliance but also build trust with our users and stakeholders.

To support our growth initiatives, we will engage in careful financial planning and seek investment opportunities. This includes reinvesting profits and exploring funding options to fuel expansion and technological advancements. By executing our market positioning and growth strategy, we aim to become a preferred choice for online gambling, offering unmatched gaming experiences while ensuring user safety and compliance. Our approach will focus on differentiation through innovation, strategic market expansion, and building a strong, loyal user base.

4.2. Financial Plan

Financial plan is aligned with financial projections attached to this Business plan as Attachment 1.

4.3. Marketing Plan

PowerPlay aims to establish itself as a leader in the online gaming industry by leveraging innovative marketing strategies to attract, engage, and retain customers globally. This marketing plan outlines our approach to achieving significant market penetration, enhancing user experience, and building a loyal customer base.

Market Analysis:

- **Target Market Identification:** Our primary target market includes adults aged 18-45 who are interested in online gaming, including casino games, sports betting, and virtual gambling experiences. We will focus on markets with a high propensity for online gambling and favorable regulatory environments.
- **Competitor Analysis:** An in-depth analysis of key competitors will inform our positioning strategy, highlighting areas for differentiation such as user experience, game variety, and customer service.

- SWOT Analysis: A comprehensive SWOT analysis will identify our strengths, weaknesses, opportunities, and threats, guiding the strategic direction of our marketing efforts.

Objectives and Goals:

- Brand Awareness: Increase brand awareness by 50% within the first year through digital marketing campaigns and partnerships.
- Customer Acquisition: Acquire 100,000 new users in the first year by leveraging targeted advertising and promotional offers.
- Customer Retention: Achieve a customer retention rate of 40% through loyalty programs and personalized gaming experiences.

Strategies and Tactics:

- Digital Marketing: Utilize SEO, PPC, and social media marketing to drive traffic and conversions. Tailor content to highlight unique selling points and user testimonials.
- Content Marketing: Develop a robust content marketing strategy, including blogs, videos, and infographics, to engage potential customers and establish our brand as a thought leader in the online gambling space.
- Email Marketing: Implement an email marketing strategy to nurture leads, promote special offers, and keep users engaged with personalized content.
- Partnerships: Form strategic partnerships with influencers, content creators, and other platforms to expand our reach and attract new users.
- Promotional Offers: Launch promotional campaigns offering bonuses, free bets, and exclusive content to new sign-ups and loyal customers.
- Customer Experience Optimization: Continuously improve the user interface and customer service to enhance satisfaction and loyalty.

Budget:

A detailed budget will allocate resources to various marketing channels, prioritizing those with the highest ROI. The budget will be regularly reviewed and adjusted based on performance metrics.

Performance Metrics:

- Brand Awareness: Track through surveys, social media mentions, and website traffic.
- Customer Acquisition and Retention: Monitor sign-up rates, active user counts, and retention rates.
- ROI: Measure the return on investment for each marketing channel to optimize budget allocation.

Risk Management:

Identify potential risks associated with marketing activities, including regulatory changes, market saturation, and negative brand perception. Develop contingency plans to address these risks.

Conclusion:

This marketing plan sets a clear path for our Company to achieve growth and success in the competitive online gaming market. By focusing on innovative marketing strategies, customer

engagement, and continuous improvement, we aim to not only meet but exceed our business objectives.

4.4. Sustainability and Compliance Plan

Our Company is committed to sustainable operations and compliance with all regulatory requirements under the Curacao license. This plan outlines our approach to ensuring long-term sustainability in our business practices, with a strong emphasis on ethical gambling, environmental consciousness, and adherence to legal standards.

Sustainability Goals:

- **Ethical Gambling:** Promote responsible gambling through user education, self-limitation tools, and support for gambling addiction resources.
- **Environmental Impact:** Minimize our environmental footprint by optimizing our use of digital resources and promoting a culture of sustainability within our organization.
- **Community Engagement:** Engage with communities to support social causes, with a focus on those impacted by gambling addiction and environmental conservation.

Compliance Objectives:

- **Regulatory Adherence:** Ensure compliance with Curacao licensing requirements and any applicable international gambling regulations.
- **Data Protection:** Maintain the highest standards of data privacy and security to protect user information in accordance with all relevant data protection laws.
- **Fair Play and Transparency:** Guarantee fair play by using certified Random Number Generators (RNG) and providing transparent game rules and odds.

Strategies for Sustainability and Compliance:

- **Responsible Gambling Programs:** Implement tools and programs that allow users to control their gambling activities, such as deposit limits, time-outs, and self-exclusion options. Collaborate with organizations that support gambling addiction recovery.
- **Environmental Initiatives:** Reduce energy consumption through efficient use of technology and support for renewable energy sources. Encourage paperless operations and digital communication as the default.
- **Community Support:** Establish a corporate social responsibility (CSR) program to contribute to social causes, particularly those addressing gambling addiction and environmental sustainability.
- **Compliance Monitoring:** Regularly review and update our compliance processes to adapt to new regulatory changes. Conduct internal audits and engage with external auditors to ensure adherence to all legal requirements.
- **Training and Awareness:** Provide ongoing training for all employees on compliance issues, data protection, and responsible gambling practices to foster a culture of ethical behavior and compliance.

- Stakeholder Engagement: Maintain open lines of communication with regulatory bodies, users, and the wider community to foster trust and transparency in our operations.

4.5. Excluded Markets

PowerPlay is actively monitoring markets that are sanctioned or deemed extreme risk to conduct any operations, currently excluded markets are:

(a) European Union sanctions list
(<https://www.sanctionsmap.eu/#!/main?search=%7B%22value%22:%22%22,%22searchType%22:%7B%7D%7D>) :

Afghanistan, Belarus, Bosnia & Herzegovina, Burundi, Central African Republic, China, DPRK - North Korea, Democratic Republic of the Congo, Guatemala, Guinea, Guinea-Bissau, Haiti, Iran, Iraq, Lebanon, Libya, Mali, Moldova, Montenegro, Myanmar, Nicaragua, Niger, Russia, Serbia, Somalia, South Sudan, Sudan, Syria, Tunisia, Turkey, Ukraine only in part of the non-government controlled areas of Donetsk and Luhansk oblasts of Ukraine with Crimea and Sevastopol, USA, Venezuela, Yemen, Zimbabwe

(b) OFAC Sanctions Programs (<https://home.treasury.gov/policy-issues/financial-sanctions/sanctions-programs-and-country-information>) ;

Afghanistan, Belarus, Burma, Central African Republic, China, Cuba, Democratic Republic of the Congo, Ethiopia, Hong-Kong, Iran, Iraq, Lebanon, Libya, Mali, Nicaragua, North Korea, Russia, Somalia, Sudan and Darfur, South Sudan, Syria, Ukraine only in part of the non-government controlled areas of Donetsk and Luhansk oblasts of Ukraine with Crimea and Sevastopol, Venezuela, Yemen, Zimbabwe.

4.6. Funding and Investments

This section outlines our approach to securing funding and managing investments for our Company, ensuring we have the financial resources necessary to achieve our strategic goals. Recognizing the competitive and regulatory landscape of the online gambling industry, we prioritize financial sustainability and strategic investments to drive growth and innovation.

Funding Objectives:

- Initial Capital Raise: Secure initial funding to cover operational costs, licensing fees, technology development, and initial marketing campaigns.
- Growth Financing: Identify and pursue opportunities for additional financing to support expansion, product development, and market penetration efforts.
- Sustainable Financial Structure: Establish a financial structure that supports long-term growth while maintaining operational flexibility.

Resource Allocation:

- Technology and Innovation: Allocate significant investment in technology to develop a user-friendly platform with innovative gaming options, ensuring a competitive edge.
- Marketing and User Acquisition: Invest in comprehensive marketing strategies to build brand awareness and attract users.
- Regulatory Compliance: Ensure sufficient funds are allocated to meet regulatory requirements, licensing fees, and compliance systems to uphold our Curacao license.

Our funding and investment plan is designed to establish a solid financial foundation. By carefully managing financial resources, pursuing strategic funding opportunities, and making informed investment decisions, we aim to achieve sustainable growth, maintain a competitive edge, and deliver value to our stakeholders.

4.7. Management and Recruitment Plans

Our management and recruitment plan outlines the strategic approach to building a strong leadership team and attracting top talent essential for driving our success. Recognized for operating under the Curacao license, we are committed to establishing robust management practices and recruitment strategies that align with our business objectives, corporate culture, and regulatory requirements.

Our management structure is strictly defined (please refer to section 2). For each management role, responsibilities are specified with required skills and experience to ensure clarity in role expectations and accountability. We developed a succession plan for critical leadership positions to ensure business continuity. This includes identifying potential internal candidates and providing leadership training and development programs.

Recruitment Strategy:

- Talent Acquisition Goals: We set clear talent acquisition goals to support business growth, focusing on roles that are crucial for maintaining compliance, enhancing product development, and driving user acquisition and retention.
- Recruitment Channels: Utilizing a mix of recruitment channels, including industry-specific job boards, professional networks, recruitment agencies specializing in the online gambling sector, and social media platforms, to attract diverse candidates.
- Employer Branding: Strengthen employer branding by highlighting our innovative work environment, commitment to employee development, and dedication to ethical and responsible gambling practices under the Curacao licensing framework.

Diversity and Inclusion:

- **Inclusive Hiring Practices:** Implementing inclusive hiring practices to promote diversity within the workplace. This includes unbiased job descriptions, diverse hiring panels, and ensuring equal opportunities for all candidates.
- **Diversity Training:** Provide diversity and inclusion training for all employees, emphasizing the value of diverse perspectives in driving innovation and enhancing decision-making.

Employee Development and Retention:

- **Professional Development:** Offering continuous professional development opportunities, including training programs, workshops, and seminars, that align with our industry's evolving nature and regulatory landscape.
- **Performance Management:** Implement a performance management system that regularly evaluates employee performance, provides constructive feedback, and recognizes achievements to motivate and retain top talent.
- **Competitive Compensation:** Ensure competitive compensation packages that include salary, bonuses, and benefits, alongside intangible rewards such as career advancement opportunities and a supportive work environment.

Regulatory Compliance and Ethical Hiring:

- **Compliance Training:** Ensure all new hires receive comprehensive training on regulatory compliance, responsible gambling, and data protection.
- **Ethical Hiring Practices:** Adhere to ethical hiring practices by conducting thorough background checks and ensuring candidates meet all regulatory requirements for working in the online gambling industry.

Our management and recruitment plan are designed to build a foundation of strong leadership and attract skilled professionals who share our commitment to excellence, innovation, and regulatory compliance. By investing in our people, we aim to drive our Company's success while upholding the highest standards of integrity and responsibility.

5.Key Suppliers and Material Dependencies

5.1. Suppliers

PowerPlay relies on a network of key suppliers and partners to provide the technology, content, and services essential for our operation. This section outlines our approach to selecting and managing these critical relationships, ensuring the integrity, quality, and reliability of the offerings we provide to our users.

Technology, Sportsbook and Platform Providers:

- **Purpose and Criteria:** We partner with leading technology providers specializing in online gambling platforms. These suppliers offer robust, secure, and scalable solutions that support our gaming operations. Criteria for selection include technological innovation, compliance with regulatory standards, reliability, and customer support.

- Key Suppliers: FSB Technology Limited, Gaming Innovation Group Inc.

Game Content Providers:

- Purpose and Criteria: Game content providers are essential for offering a diverse and engaging gaming experience. Selection is based on the quality of graphics, user engagement, game fairness, and variety. Additionally, compliance with licensing requirements and required certifications
- Key Suppliers: Markor, Games Global, Playtech, Playtech Live, Evolution, Realistic Gaming

Payment Processors:

- Purpose and Criteria: Reliable payment processing is crucial for user satisfaction. Our payment processors offer secure, efficient, and diverse payment options, including credit cards, e-wallets, and cryptocurrencies. Compliance with financial regulations and robust anti-fraud measures are key selection criteria.
- Key Suppliers: Interac, MuchBetter, Paysafe, CryptoPay, Nuvei, AstroPay, Pay4Fun, Skrill,

Our network of key suppliers and partners is integral to our operational success and growth. By strategically selecting and managing these relationships, we ensure the delivery of a high-quality, secure, and diverse online gambling experience to our users.

5.2. Material Dependencies

In the fast-paced and technology-driven world of online gambling, PowerPlay operational success hinges on critical material dependencies. These dependencies range from sophisticated software platforms to advanced security protocols, each playing a vital role in delivering a seamless and secure gambling experience. This section outlines the key material dependencies essential to our operations and strategies to manage these relationships effectively.

Software and Platform Technology:

- Core Dependency: PowerPlay platform's functionality, user experience, and security are heavily dependent on advanced software solutions, including gaming software, payment processing systems, and user data protection technologies.
- Management Strategy: We mitigate risks associated with software dependencies by engaging with multiple leading software providers, ensuring redundancy, and maintaining up-to-date software licenses and support agreements.

Server and Hosting Services:

- Core Dependency: Reliable server and hosting services are crucial for maintaining the availability and responsiveness of our online gambling services. This includes dedicated servers for game hosting, data storage, and backup services.
- Management Strategy: To address these dependencies, our providers utilize a combination of cloud-based and physical server solutions from reputable service providers, along with contingency plans for data backup and recovery.

Payment Processing Systems:

- **Core Dependency:** The ability to process payments securely and efficiently is vital. We depend on third-party payment processors and financial institutions to handle transactions, including deposits, withdrawals, and anti-fraud checks.
- **Management Strategy:** Diversifying our payment processing options and maintaining strong relationships with multiple providers ensures that our operations can continue smoothly even if one system encounters issues.

Customer Support Platforms:

- **Core Dependency:** High-quality customer support relies on sophisticated customer relationship management (CRM) platforms and communication tools to handle inquiries, resolve issues, and maintain customer satisfaction.
- **Management Strategy:** Implementing redundant systems and training multiple teams across different geographies ensures customer support remains operational and effective.

PowerPlay's reliance on these material dependencies underscores the importance of strategic planning, risk management, and strong vendor relationships. By acknowledging these dependencies and proactively managing them, we ensure the resilience, reliability, and excellence of our online gambling operations.

6. Risk Evaluation and Management

Risk management is a cornerstone of a Company's operations, crucial for safeguarding our business, customers, and reputation. This section outlines our comprehensive risk management strategy designed to identify, evaluate, and mitigate potential risks across various aspects of our business.

6.1. Risk Assessment

To identify risks, we are focusing on certain areas like operational, market, financial, reputational, and regulatory. Such risks are constantly analyzed during management and staff meetings and mitigation strategies are agreed, conducted, and checked.

Risk Identification:

- **Operational Risks:** Potential disruptions in our operations due to technology failures, security breaches, or supplier issues.
- **Market Risks:** Changes in market trends, customer preferences, and competitive pressures that could impact on our market position.
- **Financial Risks:** Exposure to financial uncertainties including currency fluctuations, payment processing errors, and fraud.
- **Reputational Risks:** Risks associated with negative public perception, affecting customer trust and company valuation.
- **Regulatory Risks:** The dynamic regulatory landscape of online gambling

Risk Evaluation and Prioritization:

- Risk matrix utilization to evaluate the likelihood and impact of identified risks, prioritizing them based on their potential effect on our operations, financial performance, and compliance status.

6.2. Mitigations Strategies

Below is described how PowerPlay mitigate above indicated risks:

- Operational Resilience: Implement redundancy in critical systems, establish strong relationships with multiple suppliers, and conduct regular operational audits to ensure business continuity.
- Market Adaptability: Engage in ongoing market research, customer feedback analysis, and competitive benchmarking to stay ahead of market trends and adapt strategies accordingly.
- Financial Controls: Strengthen financial controls, implement robust anti-fraud measures, and diversify financial operations to minimize exposure to financial risks.
- Reputation Management: Monitor online presence, engage proactively with customers, and implement crisis management plans to address potential reputational issues swiftly.
- Regulatory Compliance: Maintain rigorous compliance programs, conduct regular legal audits, and engage in continuous training to adapt to regulatory changes.

6.3. Audit and Oversight

Management is responsible for oversight of all areas of operations, including all identified risks. Management obtains regular reports from team members that ensures transparency and accountability. PowerPlay leveraged advanced technologies and data analytics to enhance risk detection, analysis, and mitigation efforts, staying ahead of potential threats.

Our risk management plan is a dynamic component of our overall strategy, ensuring that PowerPlay not only complies with requirements but also operates securely, responsibly, and successfully in the competitive online gambling market. Through rigorous risk management practices, we protect our assets, reputation, and, most importantly, our customers, positioning our company for sustainable growth and success.

7. Legal and Governance Framework

7.1. Board Oversight

Effective board oversight is pivotal for the success and regulatory compliance of any online gambling company. This section delineates the board's roles, responsibilities, and strategies in governance, ensuring that the company not only adheres to Curacao's regulatory framework but also fosters ethical practices, operational integrity, and financial stability.

PowerPlay has a Corporate Director who is also on the Company's Board, who is represented by individuals with diverse backgrounds, including industry expertise, legal, financial, and operational knowledge, ensuring a comprehensive oversight approach.

The board is responsible for strategic direction, risk management, financial oversight, and corporate governance. All legal binding documentation must be reviewed, accepted, and signed by the Corporate Director, which ensures that the Board is engaged on every level of strategic decisions. Additionally, the Board is in constant contact with the CEO of the Company, who reports on current company endeavors and current ongoing projects.

Board oversight is a critical component of the governance structure. By upholding rigorous standards of responsibility, transparency, and accountability, the board ensures that the company not only complies with regulatory requirements but also achieves its strategic objectives, maintains financial health, and upholds its reputation in the competitive online gambling market. Through proactive governance and ethical leadership, the board sets the foundation for the company's long-term success and sustainability.

7.2. Legal Support

Legal support encompasses a wide array of responsibilities from ensuring compliance with local and international laws, navigating regulatory landscapes, to managing legal risks associated with the online gambling industry. To uphold all legal responsibilities, PowerPlay outsources legal advisory to experts that specialize in the area that the Company seeks advice on Partnering with external law firms that specialize in online gambling regulations, international trade, and digital commerce support PowerPlay for complex legal matters, litigation, and specialized advice.

Legal support plays an indispensable role in navigating the complex regulatory environment of the online gambling industry. By use of the expertise of external legal counsel, the Company ensures comprehensive legal coverage across all aspects of its operations. This strategic approach to legal support not only safeguards the company against potential legal pitfalls but also contributes to its overall strategic objectives.

7.3. Board Meetings

Board meetings are held at least annually to accept annual strategic plans, financial reports and accept any future projections.

8. Target KPIs and Business Objectives

Key Performance Indicators (KPIs) are vital metrics to measure Company performance against strategic goals and objectives. These indicators enable the Company to monitor progress, make data-driven decisions, and ensure regulatory compliance. This section outlines the critical KPIs essential for evaluating various aspects of the company's operations, financial health, customer satisfaction, and regulatory adherence.

Operational KPIs:

- **User Engagement Metrics:** Track active users, session duration, and engagement rates to assess the platform's appeal and user retention strategies.
- **Game Performance:** Analyze the popularity and profitability of different games, measured by player count, average bet size, and gross gaming revenue (GGR) per game.
- **Platform Uptime and Reliability:** Monitor system uptime and speed, aiming for near 100% availability to ensure a seamless user experience.

Financial KPIs:

- **Gross Gaming Revenue (GGR):** Measure the total bets placed minus the winnings paid out to players, indicating the financial performance of the gaming operations.
- **Net Profit Margin:** The percentage of revenue that remains as profit after all operating expenses, taxes, and interest are paid, reflecting the company's overall financial health.
- **Customer Acquisition Cost (CAC) and Lifetime Value (LTV):** Evaluate the cost of acquiring new customers versus the expected revenue generated from a customer over time, ensuring sustainable marketing strategies.

Customer Satisfaction KPIs:

- **Customer Satisfaction Score (CSAT):** Gather feedback through surveys to measure customer satisfaction levels with the platform, games, and services offered.
- **Net Promoter Score (NPS):** Assess customer loyalty and the likelihood of recommending the platform to others, indicating overall customer satisfaction and brand strength.
- **Churn Rate:** Monitor the percentage of customers who stop using the platform within a specific period, identifying potential areas for improvement in customer retention strategies.

Business objectives guide the company's strategic decisions, operational activities, and overall direction, ensuring alignment with regulatory requirements, market demands, and long-term

vision. Below list indicates the key business objectives designed to drive growth, innovation, and customer satisfaction.

Market Expansion and Growth:

- Objective 1: Expand into new geographic markets within the next two years, targeting regions with favorable online gambling regulations and high market potential.
- Objective 2: Achieve a year-on-year revenue growth of 20% by diversifying game offerings, optimizing user acquisition strategies, and enhancing platform features.

Product Innovation and User Experience:

- Objective 3: Launch at least three innovative game providers or features each year to keep the platform engaging and competitive.
- Objective 4: Continuously improve the user experience by reducing game load times, enhancing mobile compatibility, and integrating user feedback into platform updates.

Customer Acquisition and Retention:

- Objective 5: Increase the customer base by 30% annually through targeted marketing campaigns, strategic partnerships, and referral programs.
- Objective 6: Achieve a customer retention rate of over 60% by implementing a comprehensive loyalty program, personalized gaming experiences, and superior customer support.

Operational Efficiency and Sustainability:

- Objective 7: Streamline operational processes to achieve a 5% reduction in operational costs without compromising service quality.
- Objective 8: Implement environmentally sustainable practices in all areas of operation, aiming to minimize the company's carbon footprint and promote green gambling.

9. Policies and Procedures

9.1. Creation and Review

Effective policies and procedures are the bedrock of operational integrity, regulatory compliance, and ethical business practices. They guide the Company's actions, from daily operational decisions to strategic long-term planning, ensuring alignment with legal requirements and industry best practices. This section outlines our approach to the creation and review of policies and procedures within our organization.

Creation of Policies and Procedures:

- Collaborative Development: Involving stakeholders from relevant departments (e.g., marketing, compliance, operations, HR) in the policy development process to ensure comprehensive coverage and practical applicability.
- Regulatory Alignment: Ensure all policies are designed to meet licensing requirements and adhere to international standards applicable to online gambling.
- Best Practice Benchmarking: Research and incorporate industry best practices into our policies to foster operational excellence and competitive advantage.
- Clarity and Accessibility: Draft policies and procedures in clear, straightforward language and make them easily accessible to all employees, emphasizing the importance of understanding and adherence.

Review and Update Cycle:

- Regular Review Schedule: Establish a regular review schedule for all policies and procedures, at least annually, to ensure they remain relevant and effective.
- Regulatory Updates: Monitor changes in legislation and regulatory guidelines of operation, updating policies as necessary to maintain compliance.
- Feedback Mechanism: Implement a feedback mechanism that allows employees and stakeholders to report issues, suggest improvements, or highlight changes in operational needs that may necessitate policy updates.
- Continuous Improvement: Treat the review process as an opportunity for continuous improvement, systematically assessing the effectiveness of existing policies and adjusting to reflect operational, technological, and market changes.

9.2. GCB Communication

Effective communication with the Curacao Gaming Control Board (GCB) is essential for maintaining a compliant and transparent operational environment. This section outlines our structured approach to regular, proactive, and constructive communication with the GCB, ensuring we meet regulatory requirements, address any concerns promptly, and stay informed about industry developments and changes.

Communication Strategies:

- Designated Liaison: Assign a designated compliance officer or team responsible for all communications with the GCB. This ensures consistency, accuracy, and efficiency in our interactions.
- Regular Updates and Reporting: Adhere to a schedule of regular updates and mandatory reporting as required by the GCB. This includes financial reports, compliance audit results, and any significant operational changes.
- Query and Concern Addressal: Establish a protocol for promptly addressing any queries, concerns, or feedback received from the GCB. This includes internal review, preparation of detailed responses, and timely submission to the GCB.

- **Regulatory Changes and Guidance:** Actively seek guidance and clarification from the GCB on regulatory changes, new requirements, or ambiguous regulatory interpretations to ensure our operations remain compliant.

Engagement and Relationship Building:

- **Participation in Regulatory Forums:** Participate in forums, workshops, and seminars organized by the GCB or related regulatory bodies. This demonstrates our commitment to regulatory compliance and industry best practices.
- **Collaborative Problem Solving:** Engage with the GCB in a collaborative manner to solve complex regulatory or operational challenges. Open dialogue can often lead to more effective and mutually beneficial solutions.

Documentation and Record Keeping:

- **Record of Communications:** Maintain detailed records of all communications with the GCB, including correspondence, meeting notes, and responses to queries. This documentation supports accountability and can be invaluable during audits or reviews.

Feedback and Continuous Improvement:

- **Feedback Mechanism:** Establish a mechanism for receiving and implementing feedback from the GCB regarding our compliance practices and communication efforts. Use this feedback for continuous improvement.

9.3. Qualification and Competency

The success of an online gambling company significantly depends on the formulation and implementation of policies and procedures by qualified and competent individuals. This section underscores the importance of qualifications and competency in developing, evaluating, and maintaining the policies and procedures that guide the company's operations and compliance.

Ensuring Qualification and Competency:

- **Role-Specific Qualifications:** Define clear qualification criteria for roles responsible for creating and reviewing policies and procedures. This includes relevant degrees, professional certifications, and specific training in online gambling regulation and compliance.
- **Experience Requirements:** Prioritize individuals with proven experience in the online gambling industry, particularly in areas critical to the company's operations, such as compliance, risk management, and operational integrity.
- **Ongoing Professional Development:** Commit to the continuous professional development of our staff involved in policy development. This includes attending workshops, seminars, and courses on regulatory changes, best practices in policy formulation, and advances in online gambling technologies.

Competency Assessment Methods:

- Regular Performance Evaluations: Implement a system for regularly assessing the performance and competency of staff responsible for policies and procedures. Evaluations should focus on their effectiveness in maintaining regulatory compliance and operational efficiency.
- Peer Review Systems: Establish a peer review system for all new or revised policies and procedures. This encourages a collaborative approach and leverages the collective expertise within the company.
- External Audits and Reviews: Engage with external consultants and auditors to review and assess the company's policies and procedures. External evaluations provide an unbiased view of the efficacy and compliance of our policies.

Recruitment and Training:

- Strategic Hiring Practices: During recruitment, emphasize the importance of qualifications and competencies related to policy development and compliance. Utilize rigorous screening processes to identify candidates who meet or exceed these criteria.
- Targeted Training Programs: Design and implement training programs focused on the latest regulatory requirements, policy formulation skills, and compliance strategies. Training should be tailored to the specific needs of the personnel involved in policy development and review.

Adherence to Regulatory Standards:

- Regulatory Liaison: Maintain open channels of communication with the Curacao Gaming Control Board and other relevant regulatory bodies to ensure our policies remain aligned with current laws and regulations.
- Documentation and Transparency: Keep comprehensive records of the qualifications and competencies of all personnel involved in policy development. Make this information available during audits or regulatory reviews to demonstrate our commitment to high standards.

10. Attachments

1. Business forecast with financial projections