

BUSINESS PLAN

ELFY INTERACTIVE BV

APRIL 2024

BUSINESS PLAN

Table of Contents

<u>1. EXECUTIVE OVERVIEW</u>	<u>2</u>
1.1. COMPANY BACKGROUND	2
1.2. CURRENT OPERATIONAL STATUS	2
1.3. OBJECTIVES AND EXPANSION PLANS	3
<u>2. COMPANY STRUCTURE</u>	<u>3</u>
2.1. COMPANY STRUCTURE FOR MARKET ENTRY STAGE	3
2.2. SHAREHOLDING STRUCTURE	4
2.3. PRODUCT OVERVIEW	4
<u>3. MARKETING PLAN</u>	<u>5</u>
3.1. MARKETING PLAN	5
<u>4. SWOT ASSESSMENT</u>	<u>5</u>
4.1. STRENGTHS	5
4.2. WEAKNESSES	5
4.3. OPPORTUNITIES	5
4.4. THREATS	5
<u>5. TECHNICAL SET-UP.....</u>	<u>5</u>
5.1. SOFTWARE DEVELOPMENT METHODOLOGY AND SYSTEM ARCHITECTURE	5
5.2. SERVER INFRASTRUCTURE	6
<u>6. FINANCIALS.....</u>	<u>6</u>

1. EXECUTIVE OVERVIEW

1.1. Company Background

Incorporated in December 2023 Elfy Interactive BV is a relatively new company which was founded and created to become a front runner in several markets. The shareholder and his team have carefully analyzed the market and are looking forward to this new opportunity. The company is available in a large number of languages such as English, Turkish, Greek, Spanish, Portuguese, Italia and French amongst others. The intention is to establish international partners in marketing and affiliation and grow into a respected brand on the internet.

Through an agreement with platform provider Daintree Interactive they have launched a full suite of games which includes live sports betting, sports betting, e-sports, casino, live casino, games, virtual, betting exchange and bingo.

The company currently operates under a master license in Curacao and shall be seeking to obtain a licence under the reformed Curacao online gambling legislation, namely "*Landsverordening op de kansspelen*" ('LOK'), once this has been rolled out by the competent authority/ies.

The Company, together with its management and ownership, is excited by the positive changes which will be brought about by the new regulatory framework which, *inter alia*, will facilitate the strengthening of key areas including AML, player protection, transparency and data security which will therefore undoubtedly bolster the sustainability of the jurisdiction's gaming industry going forward.

The Company also anticipates that the said regulatory overhaul (and simultaneous introduction of LOK) will facilitate the negotiation of more advantageous commercial and contractual terms with strategic business partners and key service providers, including software partners and payment platforms. The Company's belief is that the new regulatory regime will therefore enhance the global reputation of the iGaming industry in Curacao and the privilege of being licensed under the new LOK will, in turn, strengthen the Company's own reputation, enabling it to increase and improve its service offering across the board including better branded games and better payment options.

1.2. Current Operational Status

The company is currently expanding operations into several countries in order to grow in several areas and diverse accordingly. With a full range of sports betting, esports, casino games, full suite of live casino and bingo the company indeed has a product for each player.

The company ensures that players are treated honestly and fairly and thus each client is segmented accordingly. The company offers a 24/7 customer support and ensures that clients are handled in the earliest possible times.

The company also has a responsible gaming department who already close off players and limit despite not being in current legislation. The company gives responsible gaming utmost importance.

1.3. Objectives and Expansion Plans

The company is exploring several opportunities. Attention is given to today's social market where influencers etc. attract many new players to various sites. For this reason, the company has invested in multi languages enabling the company to communicate more effectively with the mentioned social markets.

Over the next three years the company intends to increase its reputation in the region by increasing in popularity. This is partly in our opinion due to LOK.

Through the approval of the LOK the company intends to maximize payment options, increase the game selection and target new markets. The company intends to increase sponsorships, affiliate agreements and social media buy ins as part of its marketing plan.

Another obvious point of key importance was Curacao robust and flexible taxation framework. Attractive corporate taxation regime for companies belonging to foreign holding structures appeared highly beneficial to the existing setup. Besides corporate level, gaming tax structure appears highly beneficial to solution provider.

A Combination of the abovementioned factors sealed the decision for establishing presence in Curacao with goal of applying for a LOK License.

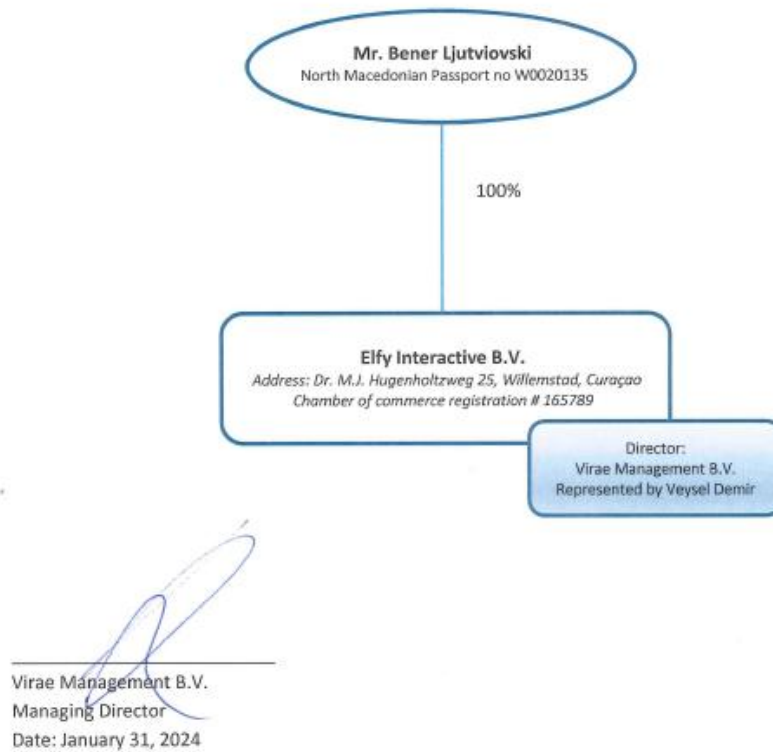
2. COMPANY STRUCTURE

2.1. Company Structure for Market Entry Stage

The company has a simplified structure.

BUSINESS PLAN

Structure Chart – Elfy Interactive B.V.



2.2. Shareholding Structure

Group founder currently owns 100% stake in shares of the company.

2.3. Product Overview

The company has an agreement with B2B applicant Daintree Interactive B.V. Through this platform the company is able to offer a full wide range of sporting events, popular casino games such as Evolution, Pragmatic, Wazdan, Netent, No Limit City, Endorphina.

Also, the company has recently launched bingo to ensure it caters for all player categories.

The platform also contains real-time reporting systems ensuring that the risk, operations, and payments themes are constantly up to date on potential exposures etc. With the introduction of LOK we believe that more internationally renowned content will be available to Curacao operators thus the company will be able to offer a wider range of products to its database.

3. MARKETING PLAN

3.1. Marketing Plan

The company is available in a number of languages in order to attract as many international social partners as possible. Attention is initially given to LATAM and Asia as we believe it's the fastest growing region and that the company is well equipped in this region from a payment, support and product range.

Additionally, the marketing team is constantly in search of new partnerships and ventures in joint venture arrangements to ensure smooth growth.

With the retention of clients, refer your friends campaigns and other marketing incentives the company is able to sustain its growth at reduced costs.

4. SWOT ASSESSMENT

4.1. Strengths

Established and reputable in the region, the company has to keep working to ensure it retains its database and increases accordingly.

4.2. Weaknesses

Changes to the new LOK has brought around uncertainties thus understanding the new requirements is key for our operations.

4.3. Opportunities

The company intends to meet more stakeholders and grow its marketing team in the region thus increase and maintain its database.

4.4. Threats

With the introduction of regulation in certain countries and potential blocking the company must evaluate its position in certain countries and analyze accordingly.

5. TECHNICAL SET-UP

5.1. Software Development Methodology and System Architecture

The system is designed in a manner ensuring minimum downtimes together with a robust infrastructure. Security is of utmost importance to the company and the tech team is fully committed to ensuring that the highest level of security is given to the system.

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Developers have ensured that the platform provides faster delivery of software products and features, customer satisfaction, better adaption to rapidly changing requirements and respond faster. The platform ensures that customer satisfaction and real time reporting is essential in today's gaming market.

5.2. Server Infrastructure

The servers are hosted in Hetzner Germany. The company is renowned for its scalable cloud solutions with unshared vCPU power. The colocation center is part of the ISO 27001 Hetzner Online Data Park. Electricity capacity of 1200 kVA. Uninterruptible power supply (UPS) is guaranteed by a 15-minute battery capacity and emergency diesel generators. All UPS systems are designed redundantly. 24/7 access via a transponder key controlled security lock. Logging of access and setting permissions within the administration interface. High security standards and early fire detection throughout the data center park. Protected network through DDoS protection. Connections to central Internet exchanges, such as DE-CIX and AMS-IX as well as redundant connectivity to national and international carriers. All upstreams and peering's are integrated into the backbone via state-of-the-art routers from Juniper Networks. Guaranteed network availability of at least 99.9%.

Operating systems are updated periodically to make most recent security updates available. Access to parts of infrastructure accessible by third-party providers are protected by robust login/password credentials and overviewed for the security concerns. From time-to-time security monitoring is performed for servers and APIs to ensure setup remains secure.

Ability to login to production environments is limited to personnel with relevant level of permission. Only senior level employees have spatial access to all systems across the platform. The rest are limited to specific modules and parts of platform they are working on. The core servers are connected only to the internal network.

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6. FINANCIALS

Attached are the company's projections.

7. PAYMENTS

Crypto – Moneybite

Payments – Payfix

ELFY
PROJECTED FINANCIAL STATEMENTS
FOR THE FINANCIAL YEARS/ PERIODS ENDING 31 DECEMBER , 2024, 2025, 2026

CONTENTS

	Pages
ACCOUNTANT'S CERTIFICATE	1
FORCASTED STATEMENTS OF PROFIT OR LOSS ACCOUNT	2
FORCASTED STATEMENT OF FINANCIAL POSITIONS	3
FORCASTED STATEMENT OF CASH FLOW FOR PERIOD ENDED 31 DECEMBER 2024	4
FORCASTED STATEMENT OF CASH FLOW FOR PERIOD ENDED 31 DECEMBER 2025	5
FORCASTED STATEMENT OF CASH FLOW FOR PERIOD ENDED 31 DECEMBER 2026	6
NOTES	7

ELFY**Forecasted Profit or Loss for financial year/period ending 31st December**

	2024	2025	2026
	Eur	Eur	Eur
Sports Betting	840.000	1.020.000	1.500.000
Casino	720.000	780.000	1.200.000
Revenue	1.560.000	1.800.000	2.700.000
Operating Expenses			
Rent	14.000	18.000	18.000
Rent	14.000	18.000	18.000
Staff Costs - Marketing	540.000	480.000	600.000
Staff Costs	540.000	480.000	600.000
Affiliations	216.000	234.000	375.000
Magazines	-	120.000	300.000
Marketing Costs	216.000	354.000	675.000
Server minor h/w additions	24.000	6.000	6.000
Hosting & Bandwidth	22.110	24.000	24.000
Software Maintenance	24.000	24.000	24.000
Software Set-up Fee	210.600	243.000	364.500
IT Support Fees	9.600	19.200	38.400
Information Technology costs	290.310	316.200	456.900
Gaming license	60.000	28.800	28.800
Royalties	100.800	109.200	168.000
RNG	-	-	-
Company Set Up	1.800	-	0
Gaming Application	4.750	-	0
Memberships and Registrations	167.350	138.000	196.800
Gaming Tax	-	-	0
Gaming Tax	-	-	0
Audit Fees	4.000	4.000	4.000
MGA Audit fees	6.000	-	0
Outsourcing Fees	70.000	56.000	60.000
Legal Fees	15.000	12.000	12.000
Professional and legal fees	95.000	72.000	76.000
Total Operating costs	1.322.660	1.378.200	2.022.700
EBITDA	237.340	421.800	677.300
Deprecation	25.000	27.250	30.000
EBIT	212.340	394.550	647.300
Interest	-	-	-
Profit/(Loss) before tax	212.340	394.550	647.300
Tax			
Net Profit	212.340	394.550	647.300

ELFY**Forecasted Statement of Financial Position for the financial year/period ending 31st December**

	2024 Eur	2025 Eur	2026 Eur
Assets			
Non Current Assets			
Property, Plant and Equipment	47.000	79.000	105.000
Accumulated Depreciation	- 25.000	- 52.250	- 82.250
Deferred Tax		-	-
Total Non Current Assets	22.000	26.750	22.750
Current Assets			
Bank Account	190.340	580.140	1.231.440
	0	-	0
Total Current Assets	190.340	580.140	1.231.440
Total Assets	212.340	606.890	1.254.190
Equity and Liabilities			
Share Capital/loans	0	-	0
Retained Profits	212.340	606.890	1.254.190
Total Equity	212.340	606.890	1.254.190
Current Liabilities			
Other Payables	-	-	-
	-	-	-
Total Current Liabilities	0	-	0
Total Liabilities	0	-	0
Total Equity & Liabilities	212.340	606.890	1.254.190
	-	-	-

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Cash Flow Forecast

For Financial Years/Periods ending 31st December 2023-2026

	2021					2022										2023										2024									
	EURO	EURO	EURO	EURO	EURO	EURO	EURO	EURO	EURO	EURO	EURO	EURO	EURO	EURO	EURO	EURO	EURO	EURO	EURO	EURO	EURO	EURO	EURO	EURO	EURO	EURO	EURO	EURO	EURO	EURO	EURO	EURO			
Fund Inflow																																			
Sports Betting	-	-	-	-	-	70,000	70,000	70,000	70,000	70,000	70,000	70,000	70,000	70,000	70,000	70,000	70,000	70,000	70,000	70,000	70,000	70,000	70,000	70,000	70,000	70,000	70,000	70,000	70,000	70,000	70,000	70,000			
Casino	-	-	-	-	-	60,000	60,000	60,000	60,000	60,000	60,000	60,000	60,000	60,000	60,000	60,000	60,000	60,000	60,000	60,000	60,000	60,000	60,000	60,000	60,000	60,000	60,000	60,000	60,000	60,000	60,000	60,000			
Total Inflow						130,000	130,000	130,000	130,000	130,000	130,000	130,000	130,000	130,000	130,000	130,000	130,000	130,000	130,000	130,000	130,000	130,000	130,000	130,000	130,000	130,000	130,000	130,000	130,000	130,000	130,000	130,000			
Fund Outflow																																			
Salaries						5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000				
PCI/Agent						10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000			
Other						15,000	15,000	15,000	15,000	15,000	15,000	15,000	15,000	15,000	15,000	15,000	15,000	15,000	15,000	15,000	15,000	15,000	15,000	15,000	15,000	15,000	15,000	15,000	15,000	15,000	15,000	15,000			
Total Outflow						30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000			
Net Cash Flow						100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000			
Opening Balance																																			
Closing Balance						100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000			
Marketing																																			
Media Buy	-	-	-	-	-	40,000	40,000	40,000	40,000	40,000	40,000	40,000	40,000	40,000	40,000	40,000	40,000	40,000	40,000	40,000	40,000	40,000	40,000	40,000	40,000	40,000	40,000	40,000	40,000	40,000	40,000				
Affiliate Marketing	-	-	-	-	-	18,000	18,000	18,000	18,000	18,000	18,000	18,000	18,000	18,000	18,000	18,000	18,000	18,000	18,000	18,000	18,000	18,000	18,000	18,000	18,000	18,000	18,000	18,000	18,000	18,000	18,000	18,000			
Sponsorship	-	-	-	-	-	60,000	60,000	60,000	60,000	60,000	60,000	60,000	60,000	60,000	60,000	60,000	60,000	60,000	60,000	60,000	60,000	60,000	60,000	60,000	60,000	60,000	60,000	60,000	60,000	60,000	60,000	60,000			
Total Marketing						118,000	118,000	118,000	118,000	118,000	118,000	118,000	118,000	118,000	118,000	118,000	118,000	118,000	118,000	118,000	118,000	118,000	118,000	118,000	118,000	118,000	118,000	118,000	118,000	118,000	118,000	118,000			
Information Technology																																			
Server & VPS Address						2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000				
Hosting & Network						1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000				
Software Maintenance						2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000				
IT Support Fees						800	800	800	800	800	800	800	800	800	800	800	800	800	800	800	800	800	800	800	800	800	800	800	800	800	800	800			
Total IT						7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000				
Professional Fees																																			
Audit Fees																																			
Consultancy Fees						5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000				
IT Audit Fees						1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000				
Legal Fees						500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500			
Total Professional Fees						6,500	6,500	6,500	6,500	6,500	6,500	6,500	6,500	6,500	6,500	6,500	6,500	6,500	6,500	6,500	6,500	6,500	6,500	6,500	6,500	6,500	6,500	6,500	6,500	6,500	6,500				
Royalties / Fee / Banking																																			
Company Serial						1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800				
Gaming Application						4,700	4,700	4,700	4,700	4,700	4,700	4,700	4,700	4,700	4,700	4,700	4,700	4,700	4,700	4,700	4,700	4,700	4,700	4,700	4,700	4,700	4,700	4,700	4,700	4,700	4,700				
Gaming License																																			
Cost Royalties						8,400	8,400	8,400	8,400	8,400	8,400	8,400	8,400	8,400	8,400	8,400	8,400	8,400	8,400	8,400	8,400	8,400	8,400	8,400	8,400	8,400	8,400	8,400	8,400	8,400	8,400				
Platform Provision/Costly						17,100	17,100	17,100	17,100	17,100	17,100	17,100	17,100	17,100	17,100	17,100	17,100	17,100	17,100	17,100	17,100	17,100	17,100	17,100	17,100	17,100	17,100	17,100	17,100	17,100	17,100				
Corporate Tax						30,500	30,500	30,500	30,500	30,500	30,500	30,500	30,500	30,500	30,500	30,500	30,500	30,500	30,500	30,500	30,500	30,500	30,500	30,500	30,500	30,500	30,500	30,500	30,500	30,500	30,500				
TOTAL EARNINGS						131,500	131,500	131,500	131,500	131,500	131,500	131,500	131,500	131,500	131,500	131,500	131,500	131,500	131,500	131,500	131,500	131,500	131,500	131,500	131,500	131,500	131,500	131,500	131,500	131,500	131,500	131,500			
Net Profit/(Loss)	-	18,100	-1,800	-1,000	-1,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000				
Operating Profit	-	18,100	-20,000	-21,000	-21,000	21,000	21,000	21,000	21,000	21,000	21,000	21,000	21,000	21,000	21,000	21,000	21,000	21,000	21,000	21,000	21,000	21,000	21,000	21,000	21,000	21,000	21,000	21,000	21,000	21,000	21,000				
Change in Cash	-	18,100	-20,000	-21,000	-21,000	21,000	21,000	21,000	21,000	21,000	21,000	21,000	21,000	21,000	21,000	21,000	21,000	21,000	21,000	21,000	21,000	21,000	21,000	21,000	21,000	21,000	21,000	21,000	21,000	21,000	21,000				