

BUSINESS PLAN

MILL INTERNATIONAL BV

APRIL 2024

BUSINESS PLAN

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1. EXECUTIVE OVERVIEW

1.1. Company Background

Mill Interactive was created for the shareholders of Daintree Interactive B.V., a B2B applicant licensee to demonstrate and operate a B2C under its own license. Still in its infancy the company already covers all operating costs.

Through this company the company is able to offer white label and skins to newcomers in the industry all under the companies controls and license requirements.

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.

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 currently operates a.o. the website www.betorspin.com which is growing in popularity especially in the Asia industry. As mentioned in the introduction the companies aim is to attract skins and newcomers to the industry to understand the Daintree platform and offer a future option of applying for their own license or remain under the license and focus on marketing.

It is essential to understand that Mill Interactive is full responsible for all aspects of the operations and of its future skins ensuring that all domains operate strictly in line with legislation.

The portfolio of games offered has a wide range of services equipped to cater for each clients gaming requirements. With a 24/7 live chat and customer care the company ensures it maintains its client base in the region.

The company also has a fraud team, compliance team, responsible gaming team together with the marketing department.

Through this setup the company can offer an efficient service to its customers in a responsible manner.

1.3. Objectives and Expansion Plans

With the ever-growing online market, the company intends to put a foothold in several regions. Whilst considering local licenses too, having a Curacao license assists the company with its international database. The marketing team is busy finding international partners interested in different ventures.

Over the next three years the company intends to increase its reputation and 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

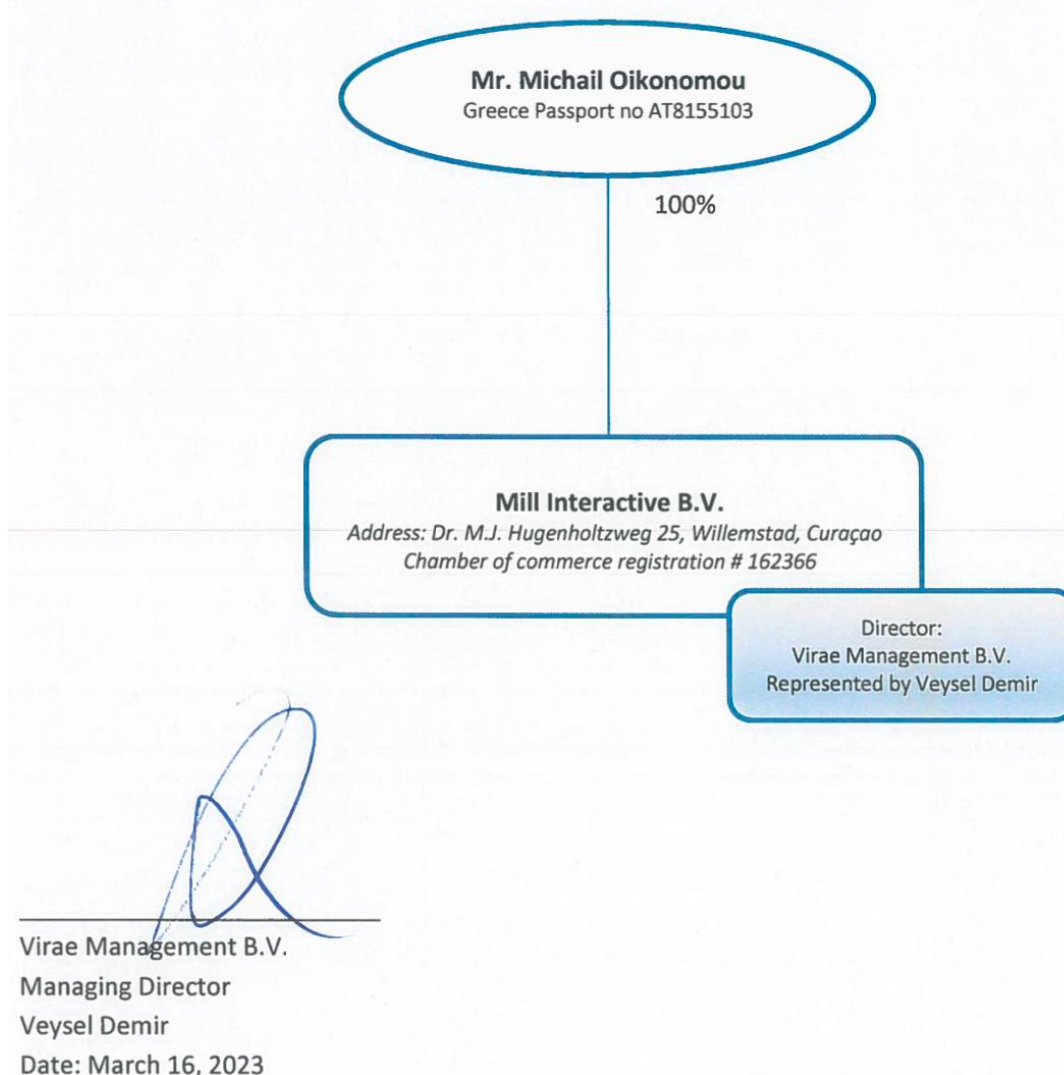
2.1. Company Structure for Market Entry Stage

The company has a simplified structure.

2.2. Shareholding Structure

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

Organizational Chart – Mill Interactive B.V.



2.3. Product Overview

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

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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's marketing plans may be distributed in several ways.

Skins – since the company is associated with its own B2B it can offer skins to interested parties globally.

Affiliates – The company offers affiliates the opportunities to skin or white label under the license or broker a normal affiliation agreement.

Influencers – Again influencers may broker an affiliation agreement though if popular enough he might consider a skin/white label.

The above is complemented with SEO marketing, international exhibition presence, sponsorships of online and land-based gambling magazines and media buy ins.

4. SWOT ASSESSMENT

4.1. Strengths

With reduced platform costs the company is able to offer a number of flexible options compared to the market.

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 attend more international conferences and after LOK having its own license enables the company to lead the way forward.

4.4. Threats

With the introduction of regulation in certain countries one must consider the entry and maintenance costs.

5. TECHNICAL SET-UP

5.1. Software Development Methodology and System Architecture

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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.

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 companies projections.

7. PAYMENTS

Crypto – Moneybite

Payments – Payfix

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

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MILL INTERACTIVE BV**Forecasted Profit or Loss for financial year/period ending 31st December**

	2024	2025	2026
	Eur	Eur	Eur
Sports Betting	990.000	1.710.000	2.430.000
Casino	705.000	1.065.000	1.425.000
Revenue	1.695.000	2.775.000	3.855.000
Operating Expenses			
Rent	18.000	18.000	18.000
Rent	18.000	18.000	18.000
Staff Costs - Marketing	480.000	660.000	840.000
Staff Costs	480.000	660.000	840.000
Affiliations	211.500	319.500	378.750
Magazines	-	240.000	300.000
Marketing Costs	211.500	559.500	678.750
Server minor h/w additions	29.000	6.000	6.000
Hosting & Bandwidth	22.110	24.000	48.000
Software Maintenance	24.000	24.000	48.000
Software Set-up Fee	84.750	138.750	192.750
IT Support Fees	9.600	19.200	38.400
Information Technology costs	169.460	211.950	333.150
Gaming license	60.000	28.800	28.800
Royalties	98.700	149.100	199.500
RNG	-	-	-
Company Set Up	1.800	-	0
Gaming Application	4.750	-	0
Memberships and Registrations	165.250	177.900	228.300
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	1.139.210	1.699.350	2.174.200
EBITDA	555.790	1.075.650	1.680.800
Deprecation	25.000	27.250	30.000
EBIT	530.790	1.048.400	1.650.800
Interest	-	-	-
Profit/(Loss) before tax	530.790	1.048.400	1.650.800
Tax			
Net Profit	530.790	1.048.400	1.650.800

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

	2024	2025	2026
	Eur	Eur	Eur
Assets			
Non Current Assets			
Property, Plant and Equipment	110.000	142.000	168.000
Accumulated Depreciation	- 25.000	- 52.250	- 82.250
Deferred Tax		-	-
Total Non Current Assets	85.000	89.750	85.750
Current Assets			
Bank Account	445.790	1.489.440	3.144.240
	0	-	0
Total Current Assets	445.790	1.489.440	3.144.240
Total Assets	530.790	1.579.190	3.229.990
Equity and Liabilities			
Share Capital/loans	0	-	0
Retained Profits	530.790	1.579.190	3.229.990
Total Equity	530.790	1.579.190	3.229.990
Current Liabilities			
Other Payables	-	-	-
	-	-	-
Total Current Liabilities	0	-	0
Total Liabilities	0	-	0
Total Equity & Liabilities	530.790	1.579.190	3.229.990
	-	-	-

	2023						2024						2025						2026					
	EUR0	EUR0	EUR0	EUR0	EUR0	EUR0	EUR0	EUR0	EUR0	EUR0	EUR0	EUR0	EUR0	EUR0	EUR0	EUR0	EUR0	EUR0	EUR0	EUR0	EUR0	EUR0	EUR0	EUR0
Fund Inflow																								
Equity Raising	-	-	-	-	-	-	55,000	40,000	60,000	70,000	75,000	80,000	85,000	90,000	95,000	100,000	105,000	110,000	115,000	120,000	125,000	130,000	135,000	1,400,000
Debt	-	-	-	-	-	-	45,000	47,500	50,000	52,500	55,000	57,500	60,000	62,500	65,000	67,500	70,000	72,500	75,000	77,500	80,000	82,500	85,000	1,425,000
Total Inflow	-	-	-	-	-	-	100,000	87,500	110,000	122,500	130,000	137,500	145,000	152,500	160,000	172,500	175,000	187,500	190,000	202,500	210,000	217,500	225,000	2,825,000
Fund Outflow																								
Salaries	30,000	30,000	30,000	30,000	30,000	30,000	35,000	35,000	35,000	35,000	35,000	35,000	35,000	35,000	35,000	35,000	35,000	35,000	35,000	35,000	35,000	35,000	35,000	5,000
PG&A/other	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	5,000
Office	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	5,000
Net Cash Flow																								
Net Cash Flow	30,000	27,500	50,000	62,500	70,000	70,000	35,000	27,500	45,000	57,500	65,000	72,500	80,000	87,500	95,000	102,500	110,000	115,000	125,000	130,000	142,500	150,000	157,500	2,820,000
Balance Sheet																								
Opening Balance	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Closing Balance	30,000	27,500	50,000	62,500	70,000	70,000	35,000	27,500	45,000	57,500	65,000	72,500	80,000	87,500	95,000	102,500	110,000	115,000	125,000	130,000	142,500	150,000	157,500	2,820,000