

STELLA TECH BV
Business Plan
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	2
<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>4</u>
3.1. PERSPECTIVES OF REMOTE GAMING INDUSTRY	4
3.2. ECONOMIC OVERVIEW	4
3.3. COMPETITIVE LANDSCAPE IN ONLINE GAMING	4
3.4. MARKETING PLAN	5
<u>4. SWOT ASSESSMENT</u>	<u>6</u>
4.1. STRENGTHS	6
4.2. WEAKNESSES	7
4.3. OPPORTUNITIES	7
4.4. THREATS	7
<u>5. TECHNICAL SET-UP.....</u>	<u>7</u>
5.1. SOFTWARE DEVELOPMENT METHODOLOGY AND SYSTEM ARCHITECTURE	7
5.2. SERVER INFRASTRUCTURE	7
<u>6. FINANCIALS.....</u>	<u>8</u>

BUSINESS PLAN

1. EXECUTIVE OVERVIEW

1.1. Company Background

The founder of Stella Tech BV has been involved in the gaming industry for several years. Marsbet is his stellar brand which was launched over ten years ago. During these years the company has established itself as a safe site offering the widest range of sporting and casino events for our players to enjoy. Thanks to this reputation it is easier for the company to increase affiliate agreements, sponsorships, and providers.

Thanks to this team the company has grown to over one hundred employees with offices in various countries around the globe.

The company currently operates under a master license in Curacao license and intend to have their own license. Once the new LOK is in place the company believes that we are able to obtain better terms of agreements with software partners, payments etc. The intention is through the new License the company will keep growing in reputation, offer better branded games and better payment options. The company is also considering having a local presence in Curacao.

1.2. Current Operational Status

Today the groups B2C operators operate in over twenty countries and generate close to 1,000,000 in monthly GGR.

The development team is busy understanding today's competitive compliance requirements and implementing state of the art changes to ensure compliance in AML, compliance, and player responsibility. The main current target market is mainly west Asia. With our in-house platform we understand today's demanding market, as the company has the necessary experience, we are proud not to be reliant on third party agreements to maintain our business. The company also has in-house tools which may assist in the AML, player responsibility and reporting requirements to be introduced in LOK. The intention is for Marsbet to keep growing as a brand and become a global known company.

1.3. Objectives and Expansion Plans

The company intends to continue its operations growing the business internationally.

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.

The company already sponsors a number of football teams such as Hiberian, FK Austria and FC Zorya.

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

BUSINESS PLAN

goal of applying for a LOK License.

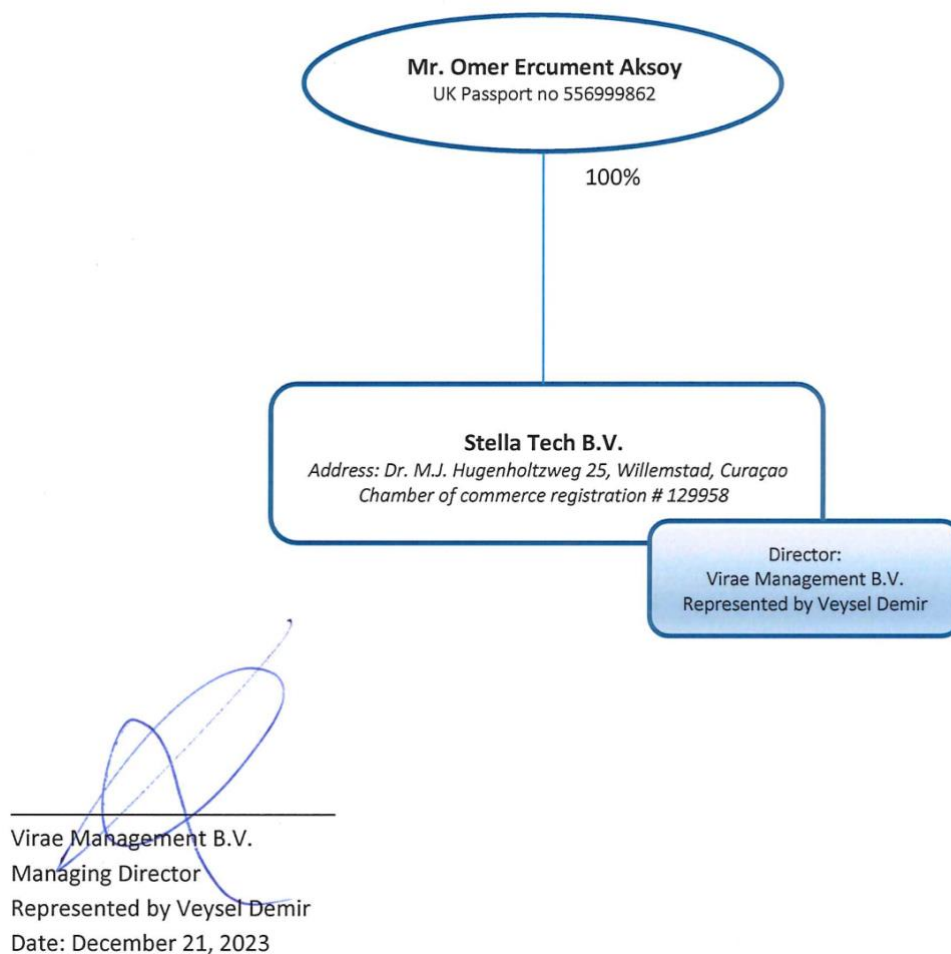
Company representatives are also present at a number of affiliate events establishing a relationship with affiliate companies.

The company utilizes the platform of Wise Global BV owned by the same UBO. The platform is equipped to international standards with a full range of AML and player protection mechanisms. The platform is integrated to international odd and event supplier Sports radar and also includes stellar games such as Evolution, Amatic, Amusnet, Betsoft, Netent, Ezugi, BGaming, TV Bet amongst others.

2. COMPANY STRUCTURE

2.1. Company Structure for Market Entry Stage

The company has a simplified structure.



BUSINESS PLAN

2.2. Shareholding Structure

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

2.3. Product Overview

As mentioned the company owner also has full ownership of a B2B license applying for a B2B license too. The Company will be offering a full range of sports betting, esports and other betting markets complemented with a full suite of established licensed casino games.

Casino products will include Live casino and Slot machines from established names such as pragmatic, Netent, Amatic, evolution, Ezugi amongst others.

3. MARKETING PLAN

3.1. Perspectives of Remote Gaming Industry

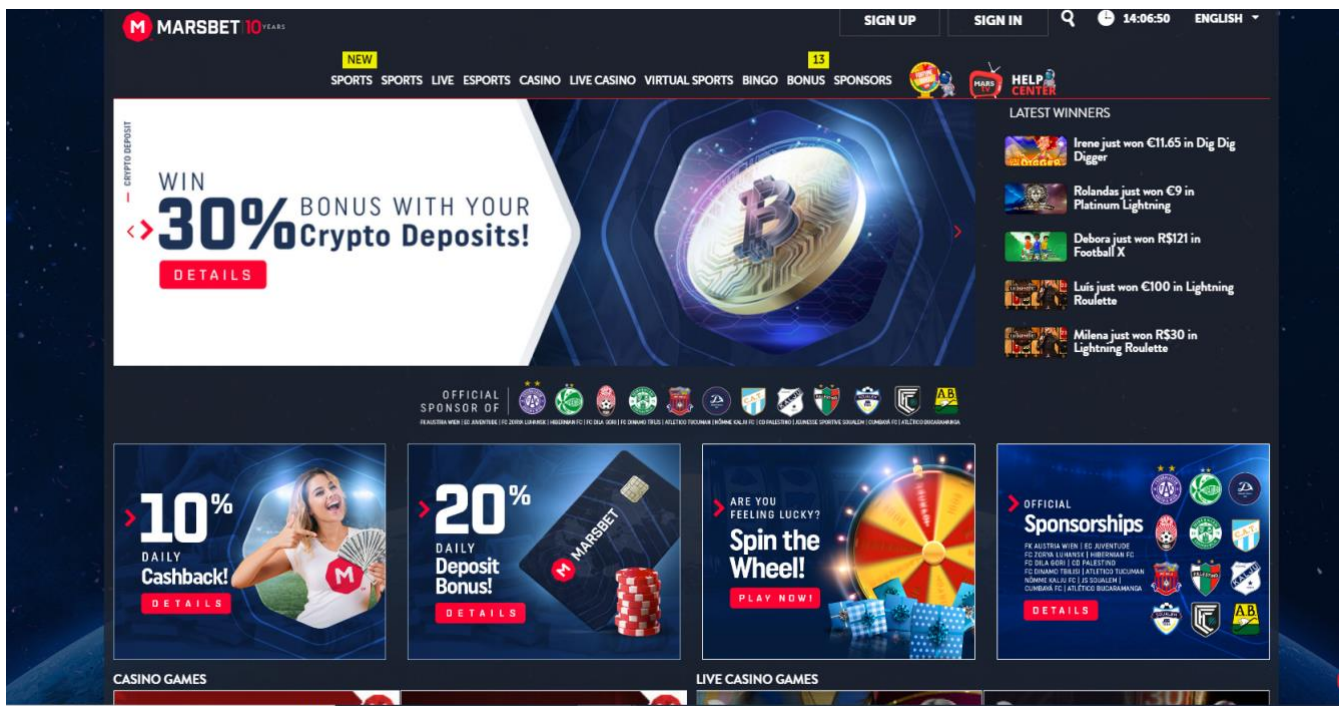
Eleven percent of today's internet traffic now comes from online gaming. The main reason for gaming's huge increase in popularity is down to huge technology advancements in the last decade. It seems straightforward, but the better the technology gets, the better the gaming experience gets. One huge factor to online gaming's increase in popularity is the monumental advancements in mobile technology. As technology improves, connectivity and accessibility also improve. This allows more players to take part in remote gambling from anywhere in the world, providing they have signal.

3.2. Economic Overview

Gaming has very successfully made the migration from console to mobile in recent years, with mobile gaming becoming the fastest growing platform in the industry, making up nearly 45% of the global gaming market, which sat at a cool \$47.5bn by the end of 2022. This is a huge increase of 20% in the previous year. If you think that the average person spends up to 40 hours a week on their mobile device, it is much easier for developers and remote gambling brands to market and attract attention from new players through a mobile device. Online gambling used to be perceived as a desktop-only way of gambling. However, developers are now creating mobile-only applications as we switch to a more mobile-focused world of online gaming. Players being able to place wagers whenever and wherever has played a huge part in the popularity; pundits can put a last-minute wager on their favorite team or even get given new odds and bets halfway through a game.

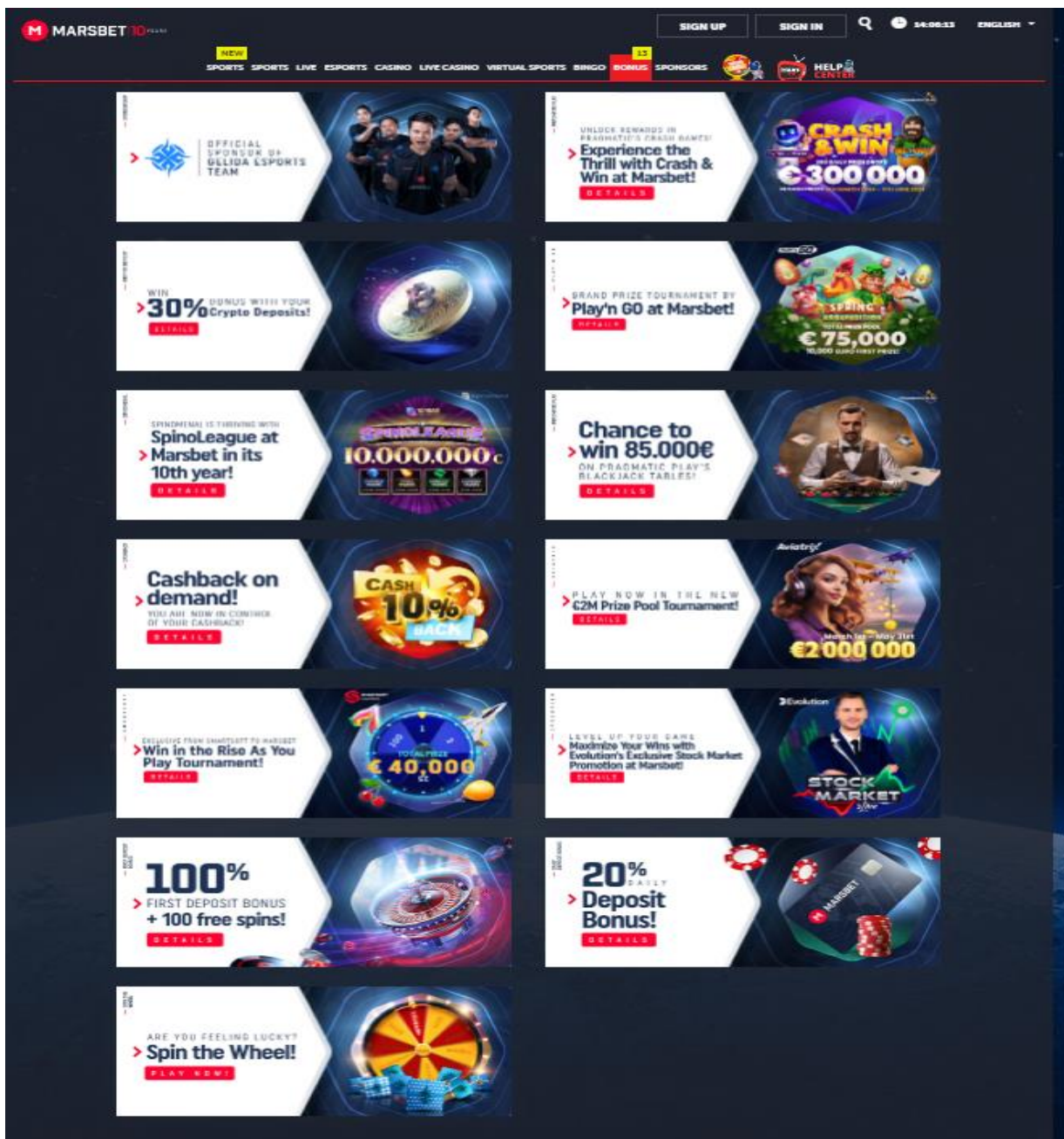
3.3. Competitive Landscape in Online Gaming

By owning our own platform, multiple brands over a number of companies we understand today's competitive market. We understand that through our fully equipped platform we are able to sent platforms revenues across the group and offering betting margins and offers to our customers. With over ten years of experience, we are able to sit down with established providers and establish good revenue streams at good market prices.



3.4. Marketing Plan

The company's marketing team is distributed into different divisions all working for the same common goal. Through our football club sponsorships, we are able to offer a global brand which is complemented with a suit of football events relating to the sponsorship. We also have our SEO team which is building promoting our brand internationally together with our affiliate departments which work hand in hand with international affiliate companies in order to attract further players to our sites. We then have our casino and sports betting bonus team which is busy creating promotions in order to acquire and retain players.



4. SWOT ASSESSMENT

4.1. Strengths

Experienced marketing team totally updated with today's internet requirements. Robust platform allowing multi language , multi currency and single wallet .

Owning our own platform also enables the company to generate more revenue as we will not incur platform fees. Our technical department are also able to integrate many third-party providers and thus increase our third-party revenues saving time on integration costs and delays.

4.2. Weaknesses

The company must continue to invest due to tough competition of today's market.

4.3. Opportunities

With the new LOK we believe more payments and providers will supply Curacao entities thus increase our product and payment options.

4.4. Threats

The product is intended to be delivered to many target countries. Obviously, with the new license regime the level of compliance according to stringent policies must increase. Management realizes that non-compliance carries risks of fines and administrative sanctions. Therefore, team has been advised that during license application review and initial deployment phase several trainings shall be carried out. Employees who will be involved in operations shall be trained among the most diligent.

5. TECHNICAL SET-UP

5.1. Software Development Methodology and System Architecture

From onset of the platform development, stakeholders emphasized crucial importance of advanced software development methodology and robust architecture for creating competitive product.

Another key priority has been assigned to platform security. Team set up two separate types of test environment. They are fully isolated from each other and from production environment. The first one used for development tests and second one for quality analysis/QA tests. Also, second test environment used for test and probation of release and to show expected results. On the test environment entire sensitive data have been masked and any system modifications are always recorded. The reviews are performed for any type of changes to code. The code repository is strongly secured.

5.2. Server Infrastructure

Same principles of system security were also placed at utmost importance on server setup by the technical team. The servers that do not interface with operators and their clients have no external access for utmost protection. The main code repository also does not have outside access for the same concerns.

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 the security monitoring is performed for servers and API's 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.

BUSINESS PLAN

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.

6. FINANCIALS

Attached are the companies accounts.

7. PAYMENT PARTNERS

iSettle V2 Pep - Peppara

iSettle V2 Mefete - Mefete

iSettle V2 Popypara - Popypara

iSettle V2 QR - QR

iSettle V2 Payco - Payco

iSettle V2 CREDITCARD - Credit Card

iSettle V2 Paybol - Paybol