

BUSINESS PLAN

Noah Time B.V.

March 2024

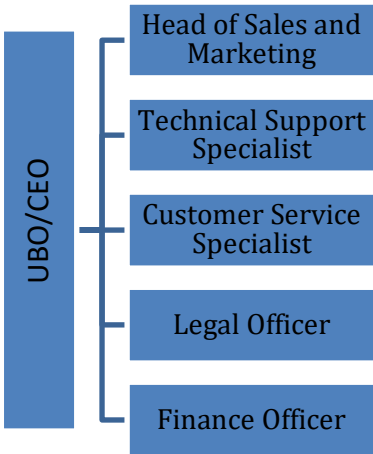
EXECUTIVE SUMMARY

Noah Time B.V. online casino aims to offer a thrilling and secure betting experience to its players. Noah Time B.V. will provide a wide selection of casino games, sports betting opportunities and other engaging gambling activities through a user-friendly web and mobile applications. Noah Time B.V., will be owned and managed by Zhou Chengchun who has competent experience in the online gambling industry, mainly working as an online gambling agent distributor for Brazil, Mexico and Argentina gaming websites. Zhou Chengchun also has extensive experience in the marketing field, who specializes in cross-channel marketing, brand awareness through customer-centric campaign strategies, digital communication and social media management. Having gambling background and marketing knowledge, UBO wants to take on new challenges with Noah Time B.V. and believes in the success of the Noah Time B.V. project.

OPERATIONAL AND MANAGEMENT STRATEGY

Noah Time B.V. will focus mainly on convenience and easy deposit and withdrawal methods. Players can therefore enjoy gambling without leaving their homes and receive instant cash into their accounts.

Online casino will be managed by the beneficial owner Zhou Chengchun who will develop and implement the overall organization’s strategy and direction. He will hire professionals who are well experienced in the gambling industry for the following main positions:



FORECAST

3 Years Cash Flow Target:

- 30 million USD annually

Achieving a \$30 million USD annual cash flow after three years is ambitious but possible with a well-executed strategy focusing on compliance, market penetration, user experience, and continuous innovation.

Year 1: Foundation and Brand Establishment

Objective: Build a solid operational base, focusing on market entry, user acquisition, and regulatory compliance.

With high-quality gaming software and a robust platform, develop a strong brand identity and initiate aggressive marketing campaigns. Focus on digital marketing (SEO, social media, affiliate marketing) to build a user base. Bonuses, promotions, and loyalty programs will be key to attracting and retaining customers.

Revenue Goal: Limited by brand recognition and user base growth, aim for a modest revenue, focusing more on market penetration and user engagement. Year 1 might see revenues between \$5 million to \$10 million, with reinvestment in growth.

Year 2: Expansion and Optimization

Objective: Expand market presence, optimize operations, and begin diversifying revenue streams.

Depending on the success in initial markets and the regulatory landscape, consider expanding to new jurisdictions. This includes adapting the platform to meet different market needs and compliance requirements. Focus on optimizing the customer experience and back-office operations. Implement data analytics to understand user behaviour and preferences, tailoring the gaming experience to increase user engagement and retention.

Revenue Goal: With brand recognition and an expanding user base, aim for significant growth in revenue. Year 2 should target achieving \$15 million to \$20 million in revenue, focusing on profitability and reinvestment in growth and diversification.

Year 3: Consolidation and Growth

Objective: Solidify market position, focus on sustainability, and reach the target cash flow.

Strengthen brand loyalty through enhanced user experiences, customer service, and community building. Aggressive marketing strategies should continue to defend and grow market share. Explore partnerships with sports teams, entertainment industries, or other online platforms to broaden the

user base and increase brand visibility. Enhance corporate image and comply with regulatory expectations for social responsibility.

Revenue Goal: Aim to hit the target of \$30 million in annual cash flow by focusing on high-margin offerings, efficient capital allocation, and sustained user growth. Profitability should be a key focus, with operational optimizations and market expansions driving revenue growth.

TARGET MARKETS

Noah Time B.V. will target the following markets:

South Amercia has a massive population and a growing middle class, making it an attractive market for online gambling operations. According to industry analysts, the South Amercia iGaming market sector will grow significantly by 2025.

Our first target market will be Brazil, because the UBO of Zhou Chengchun is familiar with Brazilian culture, Portuguese and Brazilian people. During the last few years the UBO has been working as an Agent distributing Brazil players to online casinos and already knows their games preferences and interests. The initial focus is put on Brazil also because it is one of the fastest growing economies in South Amercia and together with the developments of technology Brazil's online gambling market is also experiencing a boom.

Brazilian Internet and smartphone usage rates are increasing. With a population of 200 million, Brazil has an Internet penetration rate over 87% and a smartphone penetration rate of over 84%. This presents a significant market potential for operators in the online gambling market. Moreover, the Brazil government is gradually moving towards regulated online gambling, with a new gambling act under preparation and implementation. Statistics show that Brazilian are willing to gamble and each year citizens of Brazil are spending no less than 11.1 billion USD for online betting and gambling. This fact proves that Brazil has one of the most adventurous and risky audience for betting and online

casinos. Taking into account the huge population and amount of tourists visiting the country every year, Brazil demonstrates a vast market and potential for online casino operators and investors.

We intend marketing Noah Time B.V. online casino to the following customer profile:

Male and female, youth and middle age and middle class enthusiasts, who are experienced users of Internet and mobile phones.

FINANCIAL PROJECTIONS

The following projection is done based on what is obtainable in the industry and with the assumption that there won't be any major economic meltdown and natural disasters within the stated period. There won't be any major competitor offering same additional services as we will do within same location:

Year 1	Monthly Revenues (EUR)	Monthly Expenses (EUR)	Profit / Loss (EUR)
Month 1	<i>50,000</i>	<i>30,000</i>	<i>20,000</i>
Month 2	<i>60,000</i>	<i>35,000</i>	<i>25,000</i>
Month 3	<i>70,000</i>	<i>40,000</i>	<i>30,000</i>
Month 4	<i>90,000</i>	<i>45,000</i>	<i>45,000</i>
Month 5	<i>100,000</i>	<i>50,000</i>	<i>50,000</i>
Month 6	<i>115,000</i>	<i>50,000</i>	<i>65,000</i>
Month 7	<i>125,000</i>	<i>50,000</i>	<i>75,000</i>
Month 8	<i>135,000</i>	<i>55,000</i>	<i>80,000</i>

Month 9	<i>150,000</i>	<i>60,000</i>	<i>90,000</i>
Month 10	<i>155,000</i>	<i>60,000</i>	<i>95,000</i>
Month 11	<i>180,000</i>	<i>70,000</i>	<i>110,000</i>
Month 12	<i>190,000</i>	<i>70,000</i>	<i>120,000</i>
TOTAL:	1,420 000	615,000	805,000

MARKETING AND SALES STRATEGY

Noah Time B.V. (mainly in the face of UBO Zhou Chengchun) has a deep understanding of the various types of gambling activities, player preferences, behavior of different player segments and market trends. To drive potential customers and retain the existing players the following promotional methods will be used:

- Research the competitors and define where we can overcome them and provide better services or gaming options.
- Promote our casino online via our official website and employ strategies that will help us pull traffic to the site.
- Participation at iGaming events and exhibitions .
- Engage in email marketing.
- SEO on the website for targeted keywords.
- Affiliate marketing is one of the most effective ways to attract players, because it focuses on results. We believe that collaboration with affiliates will provide a high return on investments.
- Advertising our casino on social media. Brazilian keep up with the global trends and we plan to implement advertising campaigns in Facebook, Youtube, Instragram, TikTok, dating apps

and other social media platforms that are popular and widely used in Brazil. We intend to cooperate with influencers who will bring new players through their recommendations.

- Bonus and promotions in order to attract new customers or keep the existing ones. For example, welcome bonuses, deposit bonuses, free spins, free bets, loyalty bonuses.

SOFTWARE – Key Supplier

Platform's software is the foundation of the online casino business. It is essential to ensure that gameplay is never interrupted and that the platform is reliable, high quality and easily navigated. Therefore, Noah Time B.V. is obtaining the certified software from the experienced and highly professional provider – Pocket Games Soft. The choice for using the software developed by Pocket Games Soft is based on the following value added benefits:

- Flexible functionality
- Partnership with trusted and worldwide known games providers
- Integration of a great variety of certified top games with rich content
- Quality and technical support
- Integration of secure payment providers and popular payment methods
- Multi-currency and multi-language solutions
- Server hosting
- 24/7 support to accommodate people with different time preference

PRODUCTS AND SERVICES

Online gambling games that Brazilian people most like to play are baccarat, poker, other types of card games, slot machines, betting on sports (mostly football, horse racing, and martial arts), various lottery, including computer games (eSports) betting. For example, football, in addition to having a very high turnover, has a high proportion of youth playing as well. Therefore, Noah Time B.V. will offer the following to its players:

- Live casino: Evolution Gaming; Pragmatic Play Live; Ezugi; Asia Gaming; AE Sexy; HoGaming ; Oriental Game; SA Gaming; Vivo Gaming; WM Casino; XProGaming.
- Crash games: BGaming; Smartsoft Gaming (JetX game); JetGames.
- Virtual sports: 1x2 Network; GoldenRace; Kiron Interactive.
- Slots: NetEnt; Play'n GO; Thunderkick; NoLimitCity; Booongo / 3 Oaks Gaming; Playson; Pragmatic Play; Red Tiger (RT); iSoftBet; Microgaming Quickfire (MG); 1x2 Network; Amatic; BGaming; Wazdan; Betsolutions; CQ9; EvoPlay; Fugaso; GameArt; Habanero; KA Gaming; OnlyPlay/JustPlay; Pocket Games Soft; Relax Gaming; Lady Luck Games (ex Spigo); Spinomenal; Spade Gaming; Yggdrasil; Endorphina.

Risk Evaluation & Management

1. Risk Assessment Process:

Identification of Risks: Noah Time B.V. conducts a thorough KYC identification process to recognize and understand potential risks across various aspects of our operations. These risks may include regulatory compliance, financial, operational, cybersecurity, reputational, and strategic risks.

Assessment of Risks: Once identified, each risk is assessed for its likelihood of occurrence and potential impact on the business. This assessment involves quantitative and qualitative analysis to prioritize risks based on their severity and likelihood.

Mitigation Strategies: Following the assessment, our team develops mitigation strategies tailored to address each identified risk effectively. These strategies may include adopting industry best practices, enhancing security measures, and developing contingency plans.

2. Audits:

Noah Time B.V. conducts regular internal audits to evaluate the effectiveness of our risk management processes and controls. Internal audit teams, comprised of independent and qualified professionals, review key areas of operation to ensure compliance with policies, regulations, and industry standards. These audits provide valuable insights into areas for improvement and help mitigate risks proactively.

3. Oversight Committees:

Noah Time B.V. establishes a dedicated compliance committee responsible for overseeing regulatory compliance and risk management activities. This committee comprises senior executives, legal experts, compliance officers, and independent directors. The committee monitors regulatory developments, reviews compliance policies and procedures, and provides guidance on risk mitigation strategies. Additionally, Noah Time B.V. forms a finance and audit committee tasked with overseeing financial reporting, internal controls, and audit processes. This committee ensures the integrity of financial information, assesses financial risks, and evaluates the effectiveness of internal controls. It also oversees the selection and engagement of external audit firms.

4. Risk Registers:

Noah Time B.V. maintains comprehensive risk registers to document and track identified risks, mitigation strategies, and control measures. These risk registers serve as central repositories of risk-related information, facilitating ongoing monitoring, evaluation, and reporting. Regular updates to the risk registers ensure alignment with evolving business conditions, regulatory requirements, and industry trends.

ESG Policy

Environment

Compliance with laws and regulations related to environmental pollution (air/water/soil pollution, waste disposal, etc.)

Social

Elimination of antisocial forces / ensuring and maintaining occupational health and safety / respect for human rights

Governance

Legal compliance / code of conduct / corporate governance / attitude towards information disclosure

Policy & Procedures

1. Internal or External Development of Policies and Procedures

Internal Development:

Noah Time B.V. acknowledges the importance of developing robust policies and procedures to ensure regulatory compliance, maintain operational integrity, and promote responsible gambling practices. To achieve this, our internal team, comprising legal experts, compliance officers, and industry specialists, will be responsible for drafting, reviewing, and updating these policies and procedures.

External Development:

In certain instances, Noah Time B.V. may opt for external expertise to develop policies and procedures. This decision may be based on the complexity of regulatory requirements, the need for specialized knowledge, or to ensure an impartial and objective review. External consultants with proven experience in the iGaming industry and expertise in regulatory compliance may be engaged to assist in this process.

2. Timelines and Commitment to GCB

Noah Time B.V. recognizes the importance of timely development, implementation, and review of policies and procedures to maintain compliance with regulatory standards. We are committed to adhering to the following timelines:

- **Initial Development:** Policies and procedures will be developed prior to the launch of our online casino platform, ensuring readiness for regulatory review and approval.
- **Regular Review:** Policies and procedures will be subject to periodic review, with updates made as necessary to reflect changes in regulations, industry best practices, or internal processes.
- **Ongoing Compliance:** Our team will remain vigilant in monitoring regulatory changes and promptly implementing any necessary updates to policies and procedures to maintain compliance.

We are dedicated to keeping our licensor fully apprised of our policies and procedures development process, providing regular updates on progress, amendments, and any relevant issues that may arise. Transparency and open communication with our licensor are integral to our commitment to operating a compliant and responsible online casino platform.

3. Qualifications and Competence

Our board believes, acting reasonably, that the individuals responsible for developing our policies and procedures possess the requisite qualifications, competence, and impartiality necessary to fulfill their roles effectively. These individuals are selected based on the following criteria:

- **Expertise:** Personnel involved in policy development possess comprehensive knowledge and understanding of regulatory requirements governing the online gambling industry, including but not limited to licensing, AML (Anti-Money Laundering), responsible gaming, and data protection.

- Experience: Our team comprises professionals with a proven track record in regulatory compliance, gained through years of experience working within the iGaming sector or related fields.
- Independence: Measures are in place to ensure that individuals involved in policy development are free from conflicts of interest that could compromise their objectivity or impartiality.

By adhering to these principles and standards, Noah Time B.V. aims to instill confidence in our stakeholders regarding the integrity and effectiveness of our policies and procedures, ultimately contributing to a safe, fair, and responsible gaming environment.