

BUSINESS PLAN

Noah Time B.V.

September 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.

REASON FOR APPLICATION FOR CURACAO LICENSE

Noah Time B.V. is applying for a Curacao license because holding a valid gambling license increases the online casino's credibility and trustworthiness in the eyes of players and potential business partners. What is more, it demonstrates that the operator is committed to meeting strict regulatory standards and ensuring fair play. In our opinion, the existence of the license from an organization and

jurisdiction that is recognized in the gambling industry will bring more trust and will attract more players to our online casino as well as will positively influence the retention of the existing customers.

SOFTWARE

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 of iGaming products - **SoftGamings**. The choice for using the software developed by SoftGamings 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

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 glow 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 America 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.

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, Instagram, 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.

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:

Ultimate Beneficial Owner (UBO) - Zhou Chengchun

Responsible for the development and implementation of the overall strategy, ensuring that the company's direction aligns with its set objectives.

Compliance Officer - [Derek Hendriks from Ecorpp Management N.V.]

Responsible for the company's compliance matters, particularly the implementation and supervision of Anti-Money Laundering (AML) policies.

The Compliance Officer will ensure that the company strictly adheres to applicable laws and regulations and will submit relevant reports and documents in a timely manner.

This individual will submit a personal history and disclosure form to meet compliance requirements.

Head of Sales and Marketing

Responsible for developing and executing marketing strategies to promote the company's products and services.

Technical Support Specialist

Responsible for maintaining the technical stability of the platform, ensuring that players do not encounter any technical issues while using the platform.

Customer Service Specialist

Responsible for customer support services, ensuring that players receive timely and effective assistance when encountering problems.

Legal Officer

Provides legal support, ensuring that the company complies with relevant laws and regulations in all operational activities.

Finance Officer

Responsible for the company's financial management and reporting, ensuring the financial stability of the company.

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.

Three-Year Business Forecast

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

Second and Third Year Forecast:

- Second Year: Revenue is expected to grow by 15%-20%, with net profit maintaining a similar or higher increase.
- Third Year: Revenue is expected to grow by 20%-25%, with a proportional increase in net profit.

Overview of Business Growth Strategy and Plans to Secure Market Share

To ensure sustainable business growth and expand market share, Noah Time B.V. will adopt the following financial and marketing strategies:

- **Market Research and Competitor Analysis:** Conduct in-depth research on competitors and identify areas where we can provide superior services or gaming options to attract more players.
- **Online Promotion:** Increase platform visibility and traffic through the official website and SEO strategies.
- **Participation in Industry Events and Exhibitions:** Participate in key iGaming industry events to increase brand exposure and business collaboration opportunities.
- **Email Marketing:** Use personalized email campaigns to attract potential customers and keep existing customers engaged.
- **Affiliate Marketing:** Focus on result-oriented marketing through affiliate collaborations, which is expected to yield a high return on investment.
- **Social Media Advertising:** In target markets like Brazil, rely on mainstream social platforms such as Facebook, YouTube, Instagram, TikTok, and others for advertising. Collaborate with influencers to attract new players through their recommendations.
- **Promotions and Rewards Programs:** Offer various promotions such as welcome bonuses, deposit bonuses, free spins, and loyalty programs to enhance player retention and activity.

Financial Plan:

- The main funding sources for growth include steady growth in player revenue and continuous business expansion.
- All marketing and operational costs have been outlined in the budget to ensure efficient allocation of funds.

Through these strategies and measures, Noah Time B.V. aims to gradually increase its market share in South America over the next three years, particularly in Brazil, achieving long-term business growth.