

BUSINESS PLAN

GREEN AND GOLDEN BELL N.V.

Director

Jordaan Menno

2024

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Value of our choice to start the business in Curacao

Curacao has always captured the Company's interest, primarily because of its esteemed reputation that lends integrity and credibility to the eGaming industry. The decision to continue working under license of Curacao was confirmed after fruitful cooperation in previous year.

Curacao was chosen as an appealing location to resume the Company's business base due to several factors:

- Its international reputation, supported by a strong and established licensing system;
- Stability from both economic and political standpoints;
- Numerous financial advantages, including favorable tax rates;
- The extensive range of professional support available, including corporate service providers, among others;
- Experience we have gained during past years.

Our Mission and Vision

- To emerge as the preferred option for users who prioritize their iGaming journey;
- To stand out amidst the usual online casino landscape by offering an experience akin to a physical casino, but in an online setting, emphasizing optimized and proprietary new technologies;
- To provide our players with a captivating and alluring journey - from the initial sign-up to achieving VIP status.

Our aspiration at our brand is to swiftly ascend to the pinnacle of the gaming industry.

Company and Management

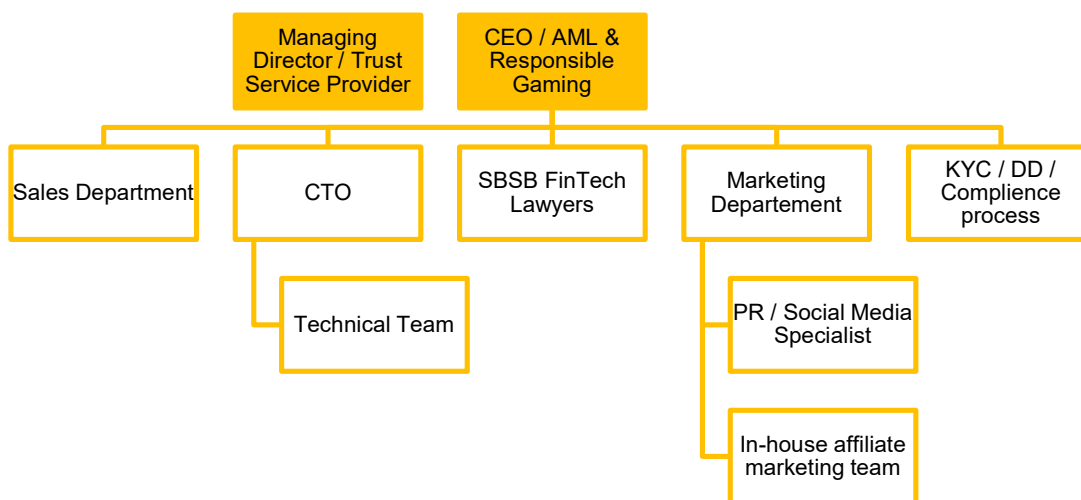
Jordaan Menno, Managing Director/AML officer of Green and Golden Bell N.V.

as a lawyer by profession typically possesses extensive knowledge of international law, skills in legal analysis, interpretation of legislation, conflict resolution abilities, and ensuring legal compliance within the company. They may also have experience managing legal departments, negotiating, and representing the company's interests in court or before regulatory bodies.

The Company has been formed as follows:

Country of Incorporation	Curacao
Company Number	162758
Directors	Jordaan Menno
Shareholders	Liudmyla Nemchenko
Ultimate Beneficial Owners	Liudmyla Nemchenko
Business Sector	iGaming

Company Control Structure



Technical infrastructure

King's Development s.r.o - Technical & Responsible Gaming contact person.

Contact Details:

- Company Name: King's Development s.r.o
- Address: Volutova 2524, 158 00 Praha 5, Czech Republic
- Company Registration Number: 27168409
- Email: info@kings.dev

King's Development s.r.o provides Support Services to Green and Golden Bell N.V. constitute a range of services aimed at assisting the Licensee with technical aspects of the API and Games, thus enabling the Green and Golden Bell N.V. to solve specific problems with our product IT environment.

Support Services include:

- answering technical and usage-related questions from us;
- providing necessary credentials or other technical data for us to be able to perform the API integration or its testing;
- notifying of upgrades to the API;
- deploying periodic releases of new Games;
- performing general maintenance operations; and fixing of all reported and confirmed errors in Provider's environment.

Legal infrastructure

We have strong legal team behind which help us during the implementation and further operation of our product – SBSB FinTech Lawyers. This team of legal experts will help us to be comply with all national and international laws, will help us regarding negotiations with regulatory bodies and will draft all legal documentation we need to operate without risks. Also team of SBSB FinTech Lawyers is providing us with:

- legal advisory services
- compliance services
- licensing assistance services
- brand protection (IP) services

Contact Details:

- Company Name: SBSB LLP
- Address: 8 Shepherd Market, Suite 23056, Mayfair, W1J 7JY
- Company Registration Number: OC384762
- Email: office@sb-sb.com

FUTURE STAFF PLANS

Our company has already around 20 employees. In the near future our team is planning to expand its team, hiring own sales department consisting of 100 employees, PR and affiliate marketing staff, to enhance current team. Vacancies will be opened right after resuming of company's operational activity.

SWOT Analysis

<u>Strengths:</u> - Diverse Game Selection - User-Friendly Interface - Secure Payment Options - Responsive Customer Support - Innovative Features - Team with experience	<u>Weaknesses:</u> - Limited Brand Recognition - Technical Vulnerabilities - Dependence on Third-Party Providers
<u>Opportunities:</u> - Market Expansion - Technological Advancements - Strategic Partnerships with key players	<u>Threats:</u> - Political decisions might affect the industry in the future - Regulation of foreign market with high barriers to enter the market, or high rate of taxation.

Our Services

Based on the established online concept, the Company plans to expand its presence in the following regions: Germany, Canada and Kazakhstan.

The Company's mission is to provide our customers with enjoyable and innovative gaming experiences. Our strategic objective is to establish ourselves as a leading brand in the online gambling industry. To serve our target markets effectively, we will translate the website into the following languages: French, English and German.

The Company's operations will feature games from the most popular game providers.

TWO GROUPS OF PLAYERS WE CAN ATTRACT:

1. Players that play the same casino slot games we offer, but from competitors.
2. Potential customers who might be interested in our type of slot games.

Players can attain VIP program by making more than 60 USD in deposits since registering their account. VIP players will have a distinct icon in their personal accounts, distinguishing them from regular users. This status acknowledges the loyalty of our players, who are rewarded with VIP status as a token of appreciation for their commitment to Millhouse.

GAMES

King's Development s.r.o offers players a wide selection of games, all of which adhere to eGaming standards and are certified by specialized laboratories. Our platform features renowned international GameDev leaders, including Pragmatic Play, Play'n Go, NetEnt, Yggdrasil, Spribe, Evolution, and more.

In alignment with the principles of Fair Gaming, we exclusively utilize licensed software, ensuring that all players have equal opportunities to win.

Our Competitive Advantage

In our online casino, we don't just offer gaming, we deliver a personalized entertainment experience for our valued customers. What distinguishes us is our authentic joy in celebrating every player's triumph - we share in their excitement when they win. Our distinct selling point is our dedication to providing both enjoyment and the opportunity for substantial wins.

Our strong customer verification process stands out as one of our main distinguishing features. We prioritize platform security and player safety above all else. Utilizing state-of-the-art verification software, we ensure that all customer details remain accurate and current. To bolster the authenticity of submitted documents, we employ a dual verification method: a thorough manual review complemented by the advanced features of the Sumsb KYC tool, a widely trusted solution in the industry. This rigorous process ensures a secure and accountable gaming environment.

Moreover, we are excited to announce a revolutionary feature reserved for fully verified customers: instant withdrawal of winnings. This unprecedented service marks a significant advancement in the iGaming sector, positioning us as pioneers in the field. Recognizing the importance of prompt access to winnings, we take pride in spearheading this smooth and streamlined withdrawal process.

In a market where players seek both enjoyment and the thrill, our online casino shines as a symbol of excitement and potential. We are dedicated to reshaping the iGaming market by integrating amusement, safety, and groundbreaking innovation.

Marketing Strategy

The company will focus its marketing efforts on three main types of marketing.

1. **Purchased advertising.** These investments will focus on digital marketing across the target markets.
2. **PR / Social / Viral marketing.** The company will employ PR and Social Media specialists to continuously explore organic growth opportunities.
3. **Affiliate Marketing.** The company will employ its own in-house affiliate marketing team to ensure maximum presence on the iGaming affiliate market space. This will be the main driver of acquisitions given the experience of the owners of the company in the affiliate sector, allowing the Company to strike a key affiliate partnership deals.

Financial Considerations

In the realm of financial considerations, the strength and experience of our Ultimate Beneficial Owner (UBO), Liudmyla Nemchenko, cast a promising light on the prospects of our online casino venture. With a distinguished background spanning both offline and online casinos, including her involvement in the management of one of Green and Golden Bell N.V., Liudmyla Nemchenko brings a wealth of industry knowledge and expertise to the table.

INITIAL INVESTMENTS

To support our project, Liudmyla Nemchenko will contribute personal funds accumulated throughout his professional career. These funds, earned as salaries from previous employment and are stipulated for the launch of her own project, setting a solid foundation for the venture's launch. This capital injection guarantees a strong start and highlights our dedication to the project's success from the very beginning.

In the initial phases, our financial strategy centers on strategic reinvestment. For the first two years post-launch, all earnings generated by the project will be reinvested to expand and improve it. This cautious strategy underscores our commitment to fostering growth and capitalizing on opportunities for ongoing enhancement.

Furthermore, through meticulous financial planning and diligent execution, we anticipate achieving operational self-sufficiency within 11 months of launch. This ambitious yet attainable timeline underscores our forward-thinking approach and our capacity to adapt quickly to market dynamics.

As we begin this venture under the guidance of Liudmyla Nemchenko's expertise and a well-thought-out financial plan, we are well-equipped to navigate the complexities of the online casino industry with assurance. Our financial strategies emphasize our dedication to sustainable expansion, careful resource allocation, and the enduring success of our online casino venture.

FINANCIAL ESTIMATES 2024-2026

1 YEAR (2024)

	Income	GGR	NGR	Expenses	Gross Profit
2Q	410 000 EUR/month	331 000 EUR/ month	292 000 EUR/ month	172 000 EUR/ month	120 000 EUR/ month
3Q	460 000 EUR/month	340 000 EUR/ month	310 000 EUR/ month	200 000 EUR/ month	110 000 EUR/ month
4Q	480 000 EUR/month	358 000 EUR/ month	325 000 EUR/ month	200 000 EUR/ month	125 000 EUR/ month

2 YEAR (2025)

	Income	GGR	NGR	Expenses	Gross Profit
1Q	495 000 EUR/month	370 000 EUR/ month	358 000 EUR/ month	210 000 EUR/ month	148 000 EUR/ month
2Q	505 000 EUR/month	400 000 EUR/ month	369 000 EUR/ month	215 000 EUR/ month	154 000 EUR/ month
3Q	514 000 EUR/month	420 000 EUR/ month	390 000 EUR/ month	230 000 EUR/ month	160 000 EUR/ month
4Q	529 000 EUR/month	436 000 EUR/ month	410 000 EUR/ month	235 000 EUR/ month	175 000 EUR/ month

3 YEAR (2026)

	Income	GGR	NGR	Expenses	Gross Profit
1Q	565 000 EUR/month	450 000 EUR/ month	425 000 EUR/ month	240 000 EUR/ month	185 000 EUR/ month
2Q	580 000 EUR/month	460 000 EUR/ month	434 000 EUR/ month	245 000 EUR/ month	189 000 EUR/ month
3Q	600 000 EUR/month	495 000 EUR/ month	450 000 EUR/ month	255 000 EUR/ month	195 000 EUR/ month
4Q	615 000 EUR/month	510 000 EUR/ month	470 000 EUR/ month	265 000 EUR/ month	205 000 EUR/ month

Timetable

After obtaining the required license, our launch timeline is ambitious and well-structured. We are dedicated to initiating our services within two weeks of resuming the license. This timeframe demonstrates our commitment to a prompt market entry and delivering our innovative online casino experience to enthusiastic players.

Throughout this preparatory period, we have strategically allocated time to finalize essential onboarding procedures with our fund processing partners. Partnering with reputable companies specializing in handling player deposits and withdrawals guarantees a smooth financial system, fostering trust and convenience for our players.

Importantly, our proactive strategy extends beyond financial integration. Currently, our team has meticulously developed and refined our advertising campaigns. Our marketing initiatives are poised and prepared for deployment, enabling us to launch swiftly upon the issuance of the license.

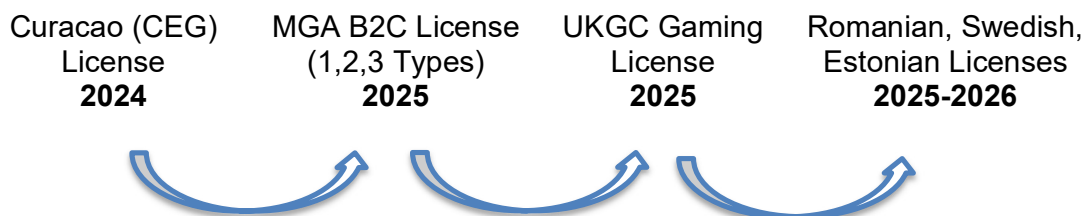
Through meticulous coordination of these endeavors, our goal is to achieve a seamless alignment of operational, financial, and marketing aspects. This synchronization will enable us to promptly establish a robust presence in the online casino arena and efficiently captivate the interest of our target audience.

In summary, our timetable reflects our dedication to efficiency, readiness, and a smooth launch process. With our groundwork laid and our strategies harmonized, we are ready to embark on a successful venture into the realm of online casino entertainment, prepared to deliver an exceptional experience to players right from the start.

Green and Golden Bell N.V. Roadmap

Green and Golden Bell N.V. will constantly look in the side of being reputable online gambling platform in the world. For these purposes – our aim is to become wider and bigger, obtaining new licenses and expanding the geography of our work.

Accordingly, we have plans regarding obtaining of both international and local licenses in next 3 years.



Conclusions

In conclusion, our rich history of successful online casino launches lays a strong groundwork for our upcoming venture. With a wealth of experience behind us, we are well-positioned to embark on a journey that seamlessly integrates innovation, entertainment, and top-notch service.

At the core of our mission lies an unwavering dedication to customer satisfaction. We have meticulously developed a product that not only embraces the excitement of gaming but also enhances the overall player experience. With a deep understanding of player preferences and industry dynamics, our online casino is designed to deliver joy, excitement, and limitless entertainment to our esteemed patrons.

We firmly believe that our venture will emerge as a beacon of excellence in the online casino industry. Our commitment to top-tier service, paired with our distinctive blend of experience and innovation, enables us to offer our customers an unmatched level of satisfaction.

As we approach our launch, we are thrilled to usher in a new era of online gaming that integrates cutting-edge technology, player-focused design, and a dedication to responsible gaming principles. Our mission is straightforward: to establish a platform where players not only have the opportunity to win but also delight in a fulfilling and enjoyable gaming journey.

Within the confines of this business plan, we have delineated our vision, strategies, and pledges. Bolstered by a robust foundation, a seasoned team, and an unwavering commitment to excellence, we stand ready to make a lasting impression on the online casino scene. Let us embark together on this thrilling expedition of entertainment, innovation, and unmatched service.