
Business Plan

Sky Interactive B.V.

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BUSINESS OBJECTIVE

Sky Interactive B.V. is a company with the purpose of providing online gaming products targeting the relevant various players which are interested in its variety of Casino and Sports betting products as will be demonstrated further on.

Sky Interactive makes it a priority to understand the needs of every customer by controlling and operating technical and customer support staff, to provide better service and build a true, honest, and reliable relationship with clients and partners.

The priorities are:

- Creating the most favorable and user-oriented conditions in comparison to other betting companies.
- Providing high quality of service.
- Providing high quality support to its clients.
- Providing the newest and most desirable games on the market.

Sky Interactive operates via ChipFlush.com - a website for online casino- games and sports betting where the client can play and/or place bets on any kind of events.

SERVICES

The core products offered by Sky Interactive are:

Casino

- Slots
- Live Casino

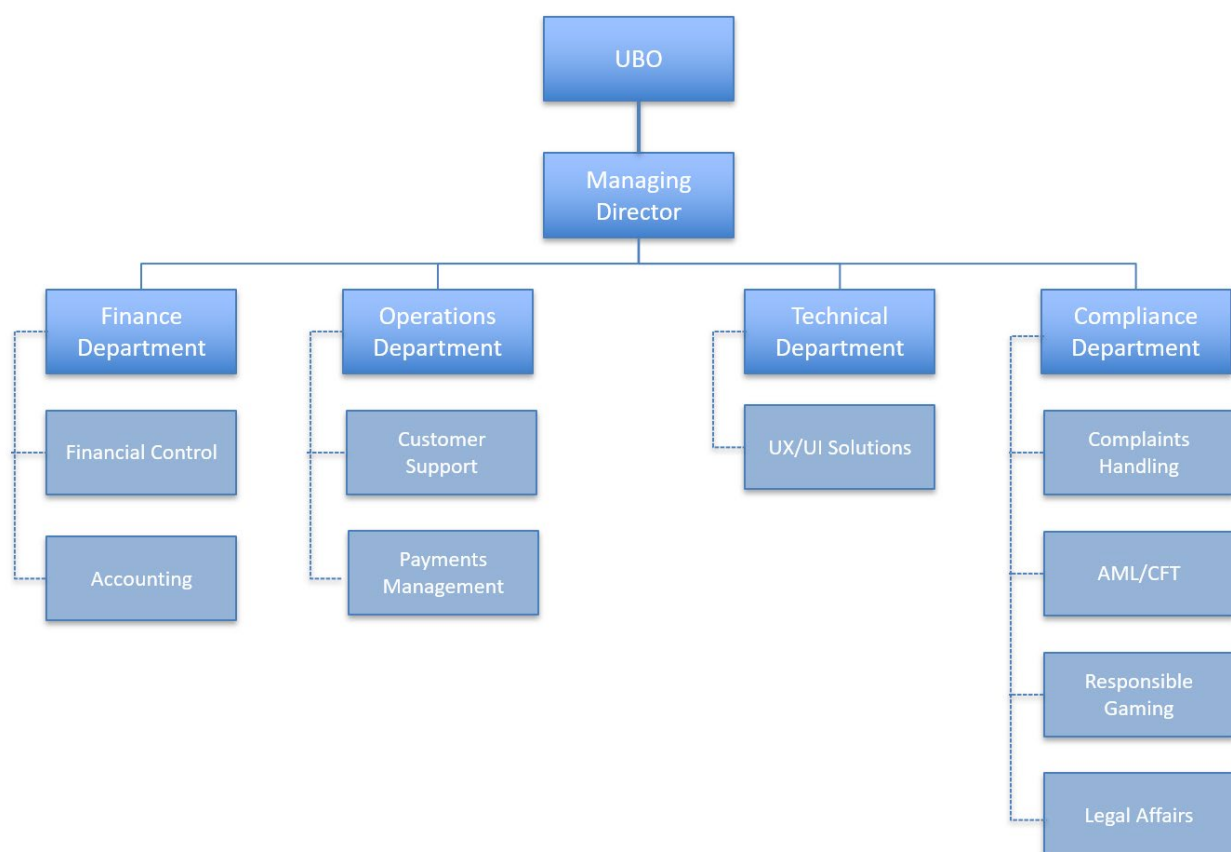
Sports Betting

- Diversity of sports sectors
- Diversity of bet opportunities
- Wide market variety

CORPORATE STRUCTURE, DIRECTORS, AND SHAREHOLDERS

The ultimate beneficial owner of Sky Interactive B.V. is Mr. Ilan Shemesh, who has 100% ownership interest in the company.

The corporate governance of the company is handled by Allyant Group B.V., which acts as the appointed Managing Director of Sky Interactive.



FINANCIAL

We have prepared a forecast based on market research and internal projections; the overview shows the development from Year 1 through Year 3. Our expectation is that the service will go live around the third quarter of 2024.

<i>EUR'000</i>	Year 1	Year 2	Year 3
Revenue	1,848	2,092	2,237
Platform Commissions	255	248	264
Marketing & Affiliate Commission	788	754	805
Agency expense	146	142	151
PSP fees	57	60	63
License and compliance	71	75	75
General and administrative expenses	11	12	12
Office and management expense	6	6	7
Total Expenses	1,335	1,297	1,376
Net Result	513	795	861

Additionally, the business shall be funded by the UBO through capital investment of 100,000 EUR. This will be supported through dividends from New Era BV, a fully owned company by the UBO.

COMMERCIAL AND GROWTH STRATEGY

MARKETING PLAN

Over the last years, betting has been making towards the online world. That is why it is necessary for a successful online business to have a competent marketing strategy with the emphasis on internet marketing. Such instruments as SEO Services and Affiliate Marketing Services to help to attract the target audience.

Sky Interactive is intending to primarily focus on the LATAM market.

PROBLEM WORTH SOLVING

The significant marginality of the online betting industry shows us that there's room for a wider offer of this kind of service. There aren't significant regional operators that we could identify as leaders, but some of the biggest and well-known platforms and markets are European.

OUR SOLUTION

We will make use of IP and geolocation blocking for undesired or sanctioned jurisdictions such as the Dutch Caribbean, The Netherlands, United States, France, North Korea, Syria, Israel and Iran and more. Further, in the long run we plan to develop and implement additional security

and restriction protocols.

GENERAL CONTROLS & DUTIES

Sky Interactive B.V. has separate departments for development, finance, casino management, customer support, payments & fraud, business intelligence and marketing, complementary set-up to our service providers. This is the first control in place. Individuals have clearly defined roles and responsibilities, including reporting lines within the company. As a result, each department has both substance and clarity to enable its goals and objectives.

Sky Interactive imposes restrictions and fully complies with the accepted legal age of 18+ being the players allowed to use online commercial gaming products.

The risk and compliance departments are responsible for monitoring all transactions to and from Sky Interactive and verifying the identity of all registered users. Sky Interactive's employees are fully committed to adopting a risk-based approach to anti-money laundering (AML) with effort focused where it is most needed to be able to process payment transactions between the company and its customers in a way free of money laundering issues. An AML manual outlining the policy and procedures in relation to risk assessment and management has been prepared for this purpose.

The developed internal systems and procedures applied by Sky Interactive are appropriate for remote gaming businesses. The Company appreciates that its money laundering and terrorist financing risk assessment is not a one-off exercise, and these are assessed regularly so that adopted approach is effective at any time.

TECHNOLOGY, SOFTWARE & PROVIDERS

SOFTWARE AND PAYMENT ARCHITECTURE

The games/services that will be provided are Sports betting, slots & live casino. These will be provided through the platform/software services providers, currently chief among which is GlobalTech Markets EOOD.