

BUSINESS PLAN

Lucifer N.V
<https://heavenonline.io/>

Director

2024

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Value of our choice to start the business in Curacao

Curacao has always been a place of interest for the Company, particularly due to its reputation which affords a certain level of integrity and reputability in the eGaming sector. The decision to obtain a license in Curacao was affirmed in 2023.

Curacao was identified as an attractive location to set up base for Lucifer N.V. business due to the:

- International reputation which is supported by a robust and mature licensing regime;
- Stability from both an economic and political perspective;
- The many financial benefits include but are not limited to low taxation rates;
- The vast array of professional support available such as corporate services providers etc.

Our Mission and Vision

- To be the obvious choice for users who truly care about their iGaming experience;
- To cut through the typical online casino noise with the feeling of a land base but online, focused on optimized and proprietary new technologies;
- To give our players an entertaining and enticing player journey – from sign up to VIP status.

Our vision at our brand is to become the top gaming brand in the shortest period of time

Company and Management

Starkeast Management B. V., Statutory Director and Corporate Service Provider of Lucifer N.V.

Starkeast Management B. V. is the Statutory Director of the company, a trust company which has excellent experience working with iGaming businesses in Curacao for years. Menno Jordaan is the first person in the company which is its Managing Director. Starkeast Management B. V. has a great reputation on the island and is known as a trustworthy and reliable person for acting as local Director in Gaming projects.

Phoebe (Hsia-Hsun) Ma, UBO and CEO of Lucifer N.V.

Phoebe is a visionary leader with over two decades of experience in driving business growth and innovation. With a track record of spearheading successful strategies in diverse industries, she has consistently delivered exceptional results by fostering a culture of excellence and collaboration within organizations. Phoebe 's strategic foresight, coupled with her ability to navigate complex challenges, has positioned him as a respected leader in the business community.

Jack (Yan-Kai) Liu is the COO of Lucifer N.V.

Jack is a seasoned operations expert known for his proficiency in optimizing processes and maximizing efficiency. With a background in lean management and a keen eye for detail, he has a proven ability to streamline operations and drive operational excellence across various functional areas. Jack 's leadership has been instrumental in enhancing productivity and reducing costs, resulting in tangible improvements to the bottom line of organizations he's been part of.

Jacky (Cheng-Yi) Liu, CFO of Lucifer N.V.

Jacky is a strategic financial leader with a comprehensive understanding of financial management and risk mitigation. With a strong background in finance and accounting, he

has a proven track record of implementing sound financial strategies that drive sustainable growth and profitability. Jacky 's analytical acumen and ability to forecast market trends have been instrumental in guiding organizations through periods of economic uncertainty while ensuring financial stability and resilience.

Howard (Shih Hao)Tseng, CTO of Lucifer N.V,

Howard is a visionary technologist renowned for his expertise in leveraging cutting-edge technologies to drive innovation and digital transformation. With a background in software engineering and a passion for emerging technologies, he has played a pivotal role in developing and implementing transformative technology solutions that empower organizations to stay ahead of the curve. Howard's strategic leadership and commitment to fostering a culture of innovation have positioned him as a thought leader in the technology space.

In his role as CTO of Lucifer N.V., Howard is spearheading the development of gaming platforms. He leads his team in creating innovative technological solutions to provide gamers with richer and more immersive gaming experiences. By continuously exploring and applying the latest advancements in game development technology, Howard has established a leading position in the gaming industry, cementing his reputation as a technological trailblazer.

Molly, Sales VP of Lucifer N.V

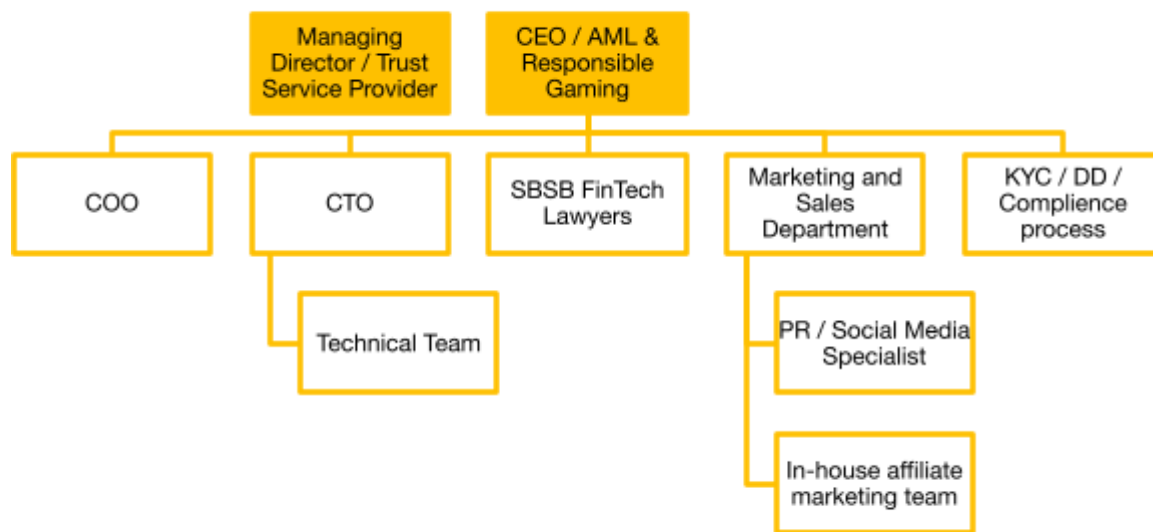
Molly is a results-driven sales executive with a proven track record of exceeding revenue targets and driving business growth. With a deep understanding of sales strategies and market dynamics, she has consistently built high-performing sales teams and implemented effective sales processes that drive customer acquisition and retention. Molly's ability to forge strong relationships with clients and her strategic approach to sales enablement have been key drivers of success in her career.

Molly (Yi – Tong) Wu brings her expertise in sales and customer relationship management to drive growth and market expansion. Leveraging her proven strategies and insights into market dynamics, she aims to establish Lucifer N.V. as a key player in the competitive gaming industry. Molly's focus on customer satisfaction and her adeptness in navigating evolving market trends position her to effectively lead sales initiatives and propel Lucifer N.V.'s success in the gaming platform development sector.

The Company has been formed as follows:

Country of Incorporation	: Curacao
Company Number	: 162537
Directors	: Starkeast Management B. V.
Shareholders	: Phoebe Ma
Ultimate Beneficial Owners	: Phoebe Ma
Business Sector	: online-gambling

Company Control Structure



Technical infrastructure

Howard (Shih Hao)Tseng - Technical & Responsible Gaming contact person.

Contact Details:

- Company Name: Lucifer N.V
- Address: Kaya W.F.G. (Jombi) Mensing 24 Unit A
- Company Registration Number: 162537
- Email: Howard@lucifergaming.io

Howard provides Support Services to Lucifer N.V constitute a range of services aimed at assisting the Licensee with technical aspects of the API and Games, thus enabling Lucifer 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 all reported and confirmed errors in Provider's environment.

Legal infrastructure

We have a 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 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

In the near future our team is planning to expand its team, hiring its own sales department consisting of 15 employees, highly experienced MLRO, PR and affiliate marketing staff. Vacancies will be opened right after starting the company's operational activity.

SWOT Analysis

<u>Strengths:</u> - Key business partners. - Key affiliate partners. - Key deals. - Strong website design team.	<u>Weaknesses:</u> - Product offering is not original and distinct since it is being offered by other operators using the platform. - Lack of products offered under seal of reputable jurisdiction
<u>Opportunities:</u> - Worldwide estimates indicating a rise in profits for online gaming. - Greater uptake by population globally of smartphones and mobile casinos, accelerated by the closure of land-based casinos in 2021.	<u>Threats:</u> - Political decisions might affect the industry in the future - Regulation of foreign markets with high barriers to enter the market, or high rate of taxation.

Our Services

Based on the already established online concept, the Company is expected to market its gaming services in Philippines, Thailand, South Korea, Japan and Canada:

The Company's mission is to offer fun and excitement to our customers with innovative and credible products. The strategic goal of the company is to become a leading brand within the online gambling market. The company will translate the website into the English, Korean, Japanese, Thai, Chinese in order to serve the intended target markets:

The Company's operation shall offer games supported by 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 obtain VIP status, which can be provided to those users, who made more than \$300 deposits from the moment of account registration. VIP players can see the unique icon in their personal account, which makes them different from the common users. This status is a measure of our loyal players who are rewarded with VIP status for their loyalty to Heavenonline brand.

GAMES

EVO, IMoon, Hacksaw, Live22, ect will provide to its players a great range of Games. All games provided on the website comply with eGaming practice and are certified by

specialized laboratories. All famous international GameDev leaders are present on EVO, IMoon, Hacksaw, Live22 in particular EVO etc.

Complying with the principles of the Honest Gaming practice, we are using only licensed software, which will provide a possibility to our players with equal chances to win.

Our Competitive Advantage

At our online casino, we offer more than just a gaming experience; we provide an entertainment service tailored to our valued customers. What sets us apart is our genuine celebration of every player's victory - we share in the excitement of their wins. Our unique selling proposition lies in our commitment to delivering both amusement and the chance to win big.

One of our key differentiators is our robust customer verification process. We prioritize the security of our platform and the safety of our players. Our state-of-the-art verification software ensures that all customer information is accurate and up-to-date. To further enhance the authenticity of documents submitted, we employ a dual verification method - meticulous manual review, supported by the in-house professional risk control team. This rigorous process ensures a safe and responsible gaming environment.

Furthermore, we're thrilled to introduce a groundbreaking feature exclusively for fully verified clients - the ability to instantly withdraw winnings. This unparalleled service is a game-changer in the gaming market, setting us apart as an innovator in the industry. We understand that quick access to winnings is crucial, and we're proud to lead the way in providing this seamless and efficient withdrawal process.

In a market where players seek both enjoyment and the thrill of winning, our online casino stands as a beacon of excitement and opportunity. We are committed to redefining the gaming experience by combining entertainment, security, and 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), HSIA HSUN MA, cast a promising light on the prospects of our online casino venture. With a distinguished background spanning both offline and online casinos, including his involvement in the management of one of Lucifer N.V, HSIA HSUN MA brings a wealth of industry knowledge and expertise to the table.

INITIAL INVESTMENTS

To fuel the initial stages of our project, HSIA HSUN MA will inject personal funds, accumulated during his professional career and which were fixed as savings and are stipulated for the launch of his own project, setting a solid foundation for the venture's launch. This infusion of capital ensures a robust start and underscores our commitment to the project's success from the outset.

In the early stages, our financial strategy revolves around strategic reinvestment. Over the first two years following launch, all proceeds generated by the project will be reinvested into its expansion and enhancement. This prudent approach reflects our dedication to fostering growth and seizing opportunities for continuous improvement.

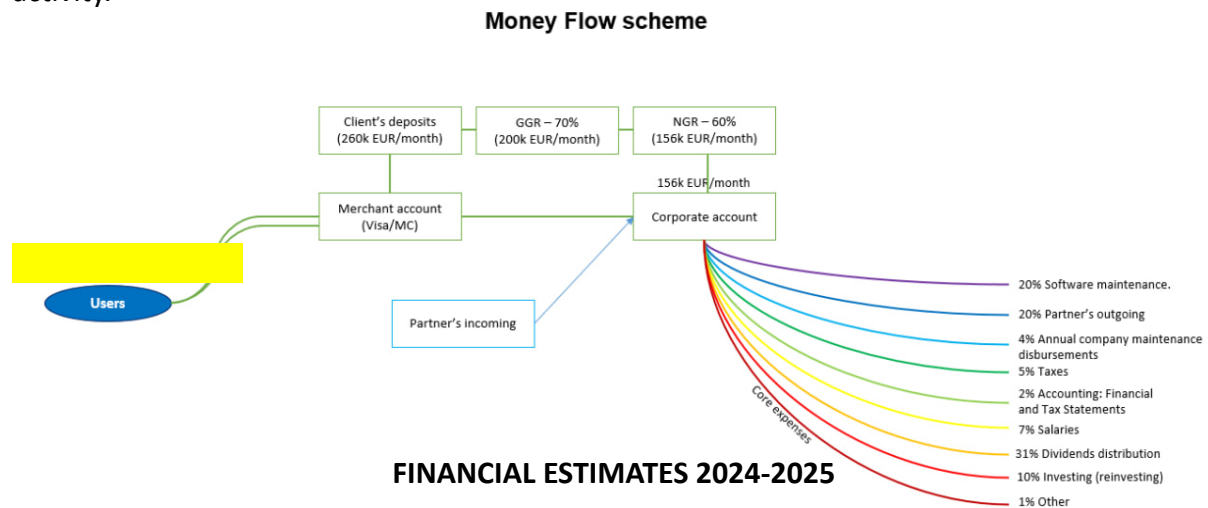
Moreover, with careful financial planning and diligent execution, we project a breakthrough point to operational self-sufficiency within a span of 11 months from launch. This ambitious yet realistic timeline highlights our foresight and ability to swiftly adapt to market dynamics.

As we embark on this journey, guided by HSIA HSUN MA experience and a shrewd financial roadmap, we are poised to navigate the intricacies of the online casino landscape with confidence. Our financial considerations underscore our commitment to sustainable growth,

prudent resource management, and the long-term prosperity of our online casino enterprise.

MONEY FLOW DIAGRAM

Below displayed money flow scheme shows in details how the company will accumulate and manage its funds. All indicators are expectations, actual for 1 year of Company's operational activity.



YEAR 2024

	Income	GGR	NGR	Expenses	Gross Profit
1Q	300 000 EUR/month	225 000 EUR/month	180 000 EUR/month	65 000 EUR/month	115 000 EUR/month
2Q	310 000 EUR/month	231 000 EUR/month	192 000 EUR/month	72 000 EUR/month	120 000 EUR/month
3Q	360 000 EUR/month	240 000 EUR/month	210 000 EUR/month	100 000 EUR/month	110 000 EUR/month
4Q	380 000 EUR/month	258 000 EUR/month	225 000 EUR/month	100 000 EUR/month	125 000 EUR/month

YEAR 2025

	Income	GGR	NGR	Expenses	Gross Profit
1Q	395 000 EUR/month	270 000 EUR/month	258 000 EUR/month	110 000 EUR/month	148 000 EUR/month
2Q	405 000 EUR/month	300 000 EUR/month	269 000 EUR/month	115 000 EUR/month	154 000 EUR/month
3Q	414 000 EUR/month	320 000 EUR/month	290 000 EUR/month	130 000 EUR/month	160 000 EUR/month
4Q	429 000 EUR/month	336 000 EUR/month	310 000 EUR/month	135 000 EUR/month	175 000 EUR/month

Timetable

Upon securing the necessary license, our timeline for launching operations is both ambitious and well-structured. We are committed to commencing our service no later than two weeks after the acquisition of the license. This timeframe reflects our dedication to a swift market entry and delivering our innovative online casino experience to eager players.

During this preparatory period, we have strategically planned to utilize the time to complete crucial onboarding processes with fund processing partners. Collaborating with reputable companies specializing in player fund deposits and winnings withdrawals ensures a seamless financial ecosystem that instills trust and convenience for our players.

Notably, our proactive approach extends beyond financial integration. Presently, our team has diligently crafted and fine-tuned our advertising campaigns. Our marketing activities are primed and ready for launch, allowing us to hit the ground running as soon as the license is granted.

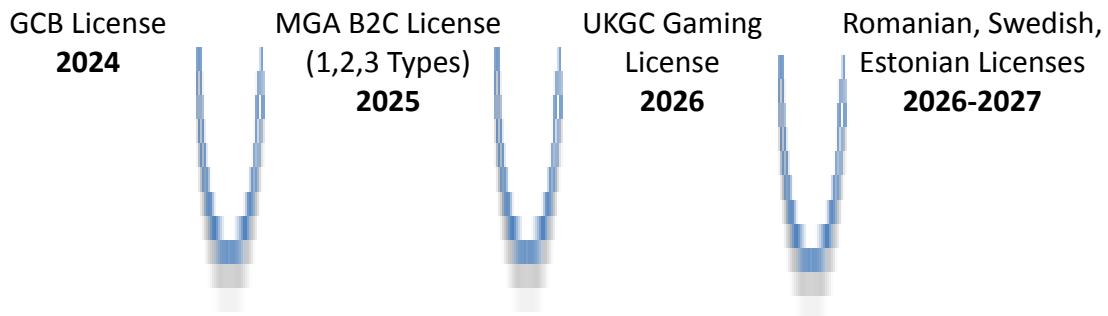
By meticulously coordinating these efforts, we aim to achieve a harmonious convergence of operational, financial, and marketing aspects. This synchronicity will empower us to swiftly establish a strong presence in the online casino landscape and effectively capture the attention of our target audience.

In summary, our timetable is a testament to our commitment to efficiency, preparedness, and a seamless launch. With our foundation set and our strategies aligned, we are poised to embark on a successful journey into the world of online casino entertainment, ready to offer an exceptional experience to players from day one.

Lucifer N.V Roadmap

Lucifer 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 closing, our extensive and prosperous track record in launching online casinos sets a compelling foundation for our forthcoming venture. Backed by a wealth of experience, we are poised to embark on a journey that seamlessly blends innovation, entertainment, and exceptional service.

Our unwavering commitment to customer satisfaction is at the heart of our endeavor. We have painstakingly developed a product that not only captures the thrill of gaming but also accentuates the overall player experience. With a keen understanding of player preferences and industry trends, our online casino is tailor-made to bring joy, excitement, and endless entertainment to our valued patrons.

We firmly believe that our venture will stand as a beacon of excellence in the online casino realm. Our dedication to high-quality service, coupled with our unique combination of experience and innovation, positions us to provide our customers with an unparalleled level of satisfaction.

As we prepare to launch, we are excited to introduce a new era of online gaming that merges cutting-edge technology, player-centric design, and a commitment to responsible gaming practices. Our mission is clear: to create a platform where players not only have the chance to win but also revel in an enriching and enjoyable gaming experience.

In the pages of this business plan, we have outlined our vision, strategies, and commitments. With a strong foundation, a seasoned team, and a passion for excellence, we are poised to leave an indelible mark on the online casino landscape. Together, let's embark on this exciting journey of entertainment, innovation, and unparalleled service.