

BUSINESS PLAN PROPOSAL



Just Entertainment B.V.

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BUSINESS OBJECTIVE

Just Entertainment B.V. is a company established in Curaçao with the main objective to offer business to customer (B2C) remote gaming services. As managing director of the Company, Allyant Group B.V. has been appointed. The managing director of the Company has extensive experience in both the gaming industry and in providing corporate services and business support.

The objective of Just Entertainment B.V. is to offer superior remote gaming services and innovative products to online players and operators. The company has concentrated its efforts and resources on providing players and operators with a secure, personalized experience across various platforms.

To enable offering of remote gaming services, Just Entertainment B.V. has chosen to apply for an online gaming license with Gaming Curacao Board appointed by the Government of Curaçao.

Just Entertainment B.V. 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 conditions and best conditions in comparison to other Gaming companies:
- Providing high quality of service.
- Providing high quality support to its clients.
- Providing the newest and most desirable games in the market.

SERVICES

The services offered by Just Entertainment will be:

Casino

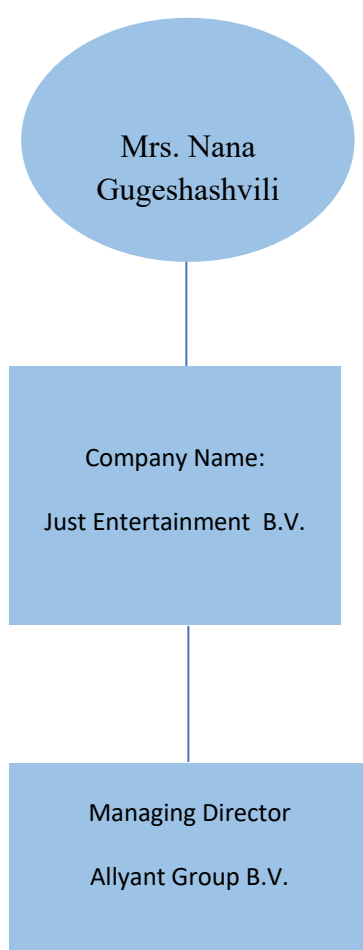
- Slots
- Live Casino
- Sports betting

CORPORATE STRUCTURE, DIRECTORS AND SHAREHOLDERS

The ultimate beneficial owner Just Entertainment B.V. is Mrs. Nana Gugeshashvili:

100% ownership interest in the company. Mrs. Nana Gugeshashvili has extensive experience in the gambling industry and will inherit key roles in the operation of the company.

Allyant Group B.V. was appointed as the Managing Director of the company.



GENERAL CONTROLS & DUTIES

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

Just Entertainment B.V. imposes restrictions and fully complies with the accepted legal age of 18+ being the players allowed to use online commercial gaming products.

The Compliance department is responsible for monitoring all transactions to and from Just Entertainment B.V. and verifying the identity of all online registered players. Just Entertainment B.V.(s) senior management, as well as all 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 Just Entertainment B.V. (s) and 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 Just Entertainment B.V. 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.

COMMERCIAL STRATEGY

MARKETING PLAN

Over the last years, online Gaming has been making towards the online world. That is why it is necessary for the successful online business to have a competent marketing strategy with the emphasis on internet-marketing. Such instruments as SEO services, affiliate marketing services, PPC services, social media, emailing services and Mobile Marketing services to help to attract the target audience.

PROBLEM WORTH SOLVING

The significant marginality of the online Gaming 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 the biggest and well-known platforms are European.

OUR SOLUTION

We have multiple years of experience in gaming and sports betting activities. We will make use of geo blocking for the Dutch Caribbean, Netherland, United States, France, North Korea Syria, Israel and Iran.

OUR ADVANTAGES

Our team has experience related in gaming and online Gaming activities, which gives us the possibility to offer a product that serves an engaging user experience. We are acquainted with the AML/KYC requirements and have compliance document from our related activities.

FINANCIAL

FORECAST

We have prepared a forecast based on our own experience in the market, the overview shows the development from Year 1 through Year 3. Our forecast is that we will go live at the last June 1th, of 2024.

	2024	2025	2026
Gross Gaming Revenue	160 813	453 550	657 696
Setup revenue	364	1 027	1 489
Support revenue	671	1 891	2 743
Other revenue	5 152	14 532	21 073
Total	167 000	471 000	683 000
Direct Expences	143 059	403 479	585 088
Casino direct expences	87 774	247 554	358 979
Software services	18 315	51 653	74 903
Payment agents commissions Expences	806	2 272	3 295
General Affiliate expenes	2 291	6 461	9 370
Operators Profit	33 875	95 539	138 541
Overheads	16 355	46 127	66 889
Bank services	293	827	1 199
Legal services	112	314	456
Marketing and advertising	9 958	28 084	40 725
Other overhead expences	5 142	14 503	21 031
Loans interest Expence	850	2 398	3 478
Total	159 414	449 606	651 976
Currency remesurement	0	0	0
Current PL	7 586	21 394	31 024

TECHNOLOGY, SOFTWARE & PROVIDERS

SOFTWARE AND PAYMENT ARCHITECTURE

To remain competitive in the rapidly evolving landscape of online gaming and to cater to the preferences of users who favor electronic payments, our offerings will primarily focus on slots, live casino games, and sports betting services. We have opted to integrate secure and reliable online payment methods to ensure a seamless and convenient transaction experience for our users.

In response to the demands of the rapidly expanding market, we will primarily offer slots, live casino games, and sports betting services. To remain competitive and cater to the preferences of users who favor electronic payments, we are implementing secure online payment methods.

3RD PARTY PROVIDERS

- Games
 - BGaming
 - Evolution
 - Playson