

LONE ROCK HOLDINGS N.V.
BUSINESS PLAN

15/03/2024

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1. EXECUTIVE SUMMARY

Lone Rock Holdings N.V. - a Curacao (and Kahnawake) licensed entity, with company registration number 148107 and headquarters at Abraham de Veerstraat 9, Willemstad, Curacao - is at the forefront of transforming the landscape of online gambling. The company intends to continue to operate under a Curacao license and offer its flagship online gambling platform – www.betinasia.com - which will serve as the epicenter for a diverse array of sports betting products. The strategic vision is to create an immersive and secure space that redefines the online gambling experience for a global audience.

Lone Rock Holdings N.V. has one shareholder: Purple Alpha Ltd. Operating from Avlonos 1, Maria House, 1075 Nicosia, Cyprus, Purple Alpha Ltd is a Cypriot entity with company registration number HE 452665. The (sole) ultimate beneficial owner (UBO) of both entities is Nenad Stojkoski, a national of North Macedonia, holding Passport M0569268, and residing at Str BLVD. Jane Sandanski, No. 87/1-16, 1000 Skopje, North Macedonia.

With a solid foundation in Curacao and Cyprus, under the visionary leadership of Nenad Stojkoski, Lone Rock Holdings N.V. is poised for significant growth in the dynamic online gambling industry. Distinguishing itself in the market, Lone Rock Holdings N.V. will function as a sports betting brokerage, facilitating seamless transactions between bettors and sportsbooks. Operating on the cutting edge of technology, the platform aims to deliver a user-friendly interface, competitive odds, and a comprehensive suite of features to enhance customer engagement.

As part of its commitment to integrity and responsibility, Lone Rock Holdings N.V. is actively pursuing a B2C remote gambling license from the Curacao Gaming Control Board. The company is dedicated to upholding the highest standards of regulatory compliance, ensuring a secure and fair gaming environment for its users.

2. BUSINESS OVERVIEW

The BetinAsia.com platform will serve as a proficient intermediary facilitating seamless interactions between customers and bookmakers/exchanges during the bet placement process. Offering a distinctive advantage, our platform enables customers to access multiple bookmakers through a single account, ensuring an unparalleled betting experience characterized by optimal odds and an extensive range of markets.

Our overarching mission is to provide skilled bettors with an exceptional and unforgettable betting experience. This commitment extends beyond delivering the highest odds and limits, encompassing a streamlined payment process.

The escalating demand for enhanced odds and increased limits, driven by stringent regulatory requirements, has become more pronounced in recent years. Discerning and experienced bettors seek diversified options, a need that our platform is strategically positioned to fulfill.

The adept team steering our platform comprises seasoned industry professionals with a wealth of experience. Recognizing the pivotal role of trustworthiness, we are committed to securing the necessary licenses to establish and sustain a robust operational betting brokerage business.

3. KEY SUPPLIERS

3.1- Product

BetinAsia.com serves as a centralized nexus, seamlessly integrating a spectrum of bespoke white-label solutions tailored to discerning market preferences:

PS3838: PS3838 epitomizes the pinnacle of our platform's design, delivering an exhaustive repertoire of sports markets and cutting-edge functionalities. With meticulous organization, each sport boasts dedicated subsections for leagues and tournaments, encompassing a panorama of major global sporting events. The discerning bettor is presented with a wealth of market choices, ranging from 1X2, Over/Under, Handicap, and First Half/Final results to team totals and long-term bets on tournaments/contests. While catering to a broad customer base as a traditional sportsbook, it's worth noting that some users may perceive its interface as slightly dated, despite its unequivocally clear overview.

Orbit Exchange: Launched in 2017, Orbit Exchange represents the zenith of dynamic betting exchanges, powered by the formidable Betfair. It seamlessly integrates substantial features, diverse markets, high liquidity, and swift bet acceptance, aligning itself with the unparalleled experience of Betfair's exchange platform. A revolutionary departure from traditional bookmakers, Orbit Exchange operates as a peer-to-peer betting marketplace, enticing users with superior pricing and substantial liquidity across a myriad of markets. The platform's user-friendly interface adds an extra layer of sophistication, enhancing the overall navigation experience for our esteemed customers.

BLACK: BLACK, the epitome of a premium sports trading platform and multi-account betting solution, harnesses the cutting-edge prowess of Mollybet betting software. Meticulously tailored for the contemporary gaming and betting community, BLACK seamlessly integrates odds and markets from elite Asian bookmakers and the world's largest exchanges into a singular, streamlined account. This avant-garde approach eliminates the cumbersome need for multiple betting accounts, affording users real-time access to diverse sources through a unified Bet-Slip. BLACK sets itself apart by ensuring the highest limits and odds available in the market, consolidating all facets within a singular account. This translates to uninterrupted access to betting, a singular history for meticulous monitoring, and an overall refined and efficient betting

experience. BLACK simplifies the betting process, offering users unparalleled convenience and efficiency on a unified platform, solidifying its status as the pinnacle of modern betting sophistication.

3.2 - Banking

As an online betting brokerage, we provide a diverse array of deposit and withdrawal options through reputable Payment Service Providers (PSPs). Registered players can conveniently fund their accounts via both an in-house payment cashier and a hosted cashier solution.

Players have the flexibility to transact using digital cryptocurrencies like Bitcoin, Ethereum, and Litecoin, facilitated by our in-house cashier through direct API connections with various crypto exchanges.

The payment cashier is hosted by Worldline (Devcode/PaymentIQ), a payments technology platform that connects into multiple payment providers and acquirers. The platform has been designed to be integrated with a variety of payment providers and offers a range of payment methods such as Visa and MasterCard credit/debit cards, Neteller, Skrill, Bank transfers (including SWIFT and SEPA), and Open Banking API.

4. Company Management Structure



4.1 Nextsprint Solutions Ltd

Nextsprint Solutions Ltd is a Cypriot technology company, with company registration number HE 452698 and headquarters situated at Griva Digeni, 81, Marinos Court, 3rd floor, Office 301, 6043, Larnaca, Cyprus. Being the company that developed the BetinAsia betting platform for Lone Rock Holdings N.V, the business leverages the expertise and technology solutions that Nextsprint Solutions Ltd offers to drive business growth.

With a proven track record in Software Development, Infrastructure Management, Server Administration, Security Implementation, and Application Support, Nextsprint Solutions stands as a trusted partner for our business. Moreover, with a commitment to pioneering innovation, the developers at Nextsprint Solutions skilfully craft bespoke software solutions for our business aimed at driving operational progress and enhancing efficiency. Its extensive range of infrastructure services includes the deployment and maintenance of robust, scalable systems, secured by rigorous security measures. Additionally, Nextsprint safeguards digital assets through advanced security protocols and services, providing peace of mind in today's interconnected world.

4.2 Isoall Ltd

Isoall Ltd is a distinguished Management company based in Malta, registered under company registration number C71919, with its headquarters situated at 175, Level 1, Independence Avenue, Mosta, Malta. Boasting a team of seasoned industry veterans, Isoall offers a comprehensive array of services essential for business growth and success.

Specializing in Accounting, Marketing, Operations, Legal and Compliance, Management, and Consultancy, Isoall stands out for its commitment to excellence and innovation in the management sector. From devising dynamic Marketing strategies crafted to enhance brand visibility and audience engagement, to providing meticulous Legal and Compliance services (incl. drafting/implementing Policies & Procedures) that ensure regulatory adherence with requirements of our licensed operations, Isoall delivers results-driven solutions that continue to propel our business forward. Moreover, Isoall's focus on optimizing Operations ensures streamlined processes and heightened productivity, enabling our business to achieve its objectives with maximum efficiency.

5. Financial Forecasts

Please vide Annex 1.

6. Market Analysis

Conducted through rigorous internal analysis, our comprehensive market assessment underscores the escalating demand for sports betting brokerages, positioning BetinAsia.com to strategically launch its product in Europe initially and subsequently expand its offerings globally, with targeted focus on South America, Africa, and Asia. However, it's crucial to note that our business model excludes certain countries as per our Terms & Conditions. These excluded countries include the United States of America and its territories; France and its territories; Netherlands and its territories and countries that form the Kingdom of Netherlands, including Bonaire, Sint Eustatius, Saba, Aruba, Curaçao, and Sint Maarten; United Kingdom of Great Britain and Northern Ireland; Sweden; Democratic People's Republic of Korea; Singapore; Kazakhstan; Iran; Afghanistan; Cyprus; Macedonia; and Myanmar.

In numerous jurisdictions, the landscape of sports betting has undergone restriction, resulting in a heightened need for brokerages adept at facilitating these transactions. BetinAsia.com, attuned to these market dynamics, is poised to address this demand by providing a sophisticated platform that meets the evolving needs of sports bettors.

The impending European Championship in the summer of 2024 serves as a pivotal catalyst, driving increased interest in sports betting. Capitalizing on this opportune moment, our strategic marketing and content initiatives are designed to not only capture the heightened attention during such flagship events but also to educate and engage players unfamiliar with the intricacies of diverse betting markets. Through targeted educational tutorials and informative content, our aim is to enhance the overall betting experience, particularly during the high-profile football season.

Beyond mere promotional efforts, BetinAsia.com is committed to elevating the knowledge base of our users. Recognizing the evolving landscape of sports betting, we observe a noteworthy trend of players actively seeking education in the field to become more sophisticated bettors. Our tutorials serve as a valuable resource, empowering users to navigate our platform with confidence and skill, thereby fostering a community of experienced bettors who can fully leverage the offerings and capabilities of our products. In essence, our commitment extends beyond providing a platform – we are actively contributing to the education and empowerment of our user base in the dynamic realm of sports betting.

7. Marketing & Sales Strategy

Our comprehensive marketing and sales strategy is intricately designed, leveraging a multi-faceted approach to ensure maximum reach and impact in the competitive landscape. Here are the key components that form the bedrock of our strategic initiatives:

7.1 Online Advertisement

Employing cutting-edge online advertising techniques, our strategy encompasses targeted campaigns across various digital platforms. From display ads to social media promotions, we are committed to a dynamic and visually compelling online presence. Through strategic placement and compelling creatives, our online advertisements aim to captivate our target audience, driving brand awareness and fostering user engagement.

7.2 Search Engine Optimization (SEO)

Recognizing the pivotal role of organic visibility, our SEO strategy is geared towards securing prominent rankings on search engine results pages. A meticulous optimization approach, comprising keyword research, on-page optimization, and quality content creation, ensures that BetinAsia.com stands out in search engine algorithms. By optimizing our digital footprint, we strive to enhance visibility, attract organic traffic, and fortify our position as a top-tier sports betting brokerage.

7.3 Affiliate Marketing

Collaborating with strategic affiliates, our marketing efforts extend into partnership programs that amplify our reach. By forging alliances with affiliates who share our vision, we aim to tap into their networks to introduce BetinAsia.com to a broader audience. This symbiotic relationship not only enhances our brand reach but also facilitates a mutually beneficial ecosystem where affiliates are incentivized to drive quality leads and conversions.

7.4 Advanced CRM Tools

At the heart of our customer-centric approach lies the integration of advanced Customer Relationship Management (CRM) tools. These tools enable us to personalize interactions, understand user behaviour, and tailor our marketing efforts to individual preferences. By leveraging sophisticated CRM analytics, we can optimize customer journeys, nurture leads, and foster long-term relationships, ensuring that our users have a seamless and gratifying experience with BetinAsia.com.

In essence, our marketing and sales strategy is a dynamic orchestration of diverse channels and tools, carefully calibrated to resonate with our target audience, enhance brand visibility, and drive sustained growth in the competitive sports betting market.

7.5 Target KPIs and business objectives

The business assesses its success by analysing key performance indicators (KPIs) on a regular basis. At high level, the business structures this under Performance, Acquisition and Retention.

Performance: Turnover and Revenue.

Acquisition: Deposits and First Time Depositors (FTDs).

Retention: Active Players and Retention percentages.

8. Risk Evaluation and Management

In our pursuit of business excellence, it is imperative to recognize and confront the inherent risks that come with any endeavour. Risk evaluation and management stand as pillars within our strategic framework, ensuring that we navigate uncertainties with precision and foresight. This section delineates our methodology for identifying, assessing, mitigating, and supervising risks across the multifaceted dimensions of our operations.

Prior to embarking on any project or initiative, we engage in thorough risk identification exercises. This entails a meticulous examination of both internal and external factors that could potentially impede our progress or jeopardize our objectives. Internally, risks encompass operational inefficiencies, resource constraints, and human capital limitations. Externally, factors such as market volatility, regulatory shifts, geopolitical instability, and technological disruptions are scrutinized for their potential impact.

Upon identification, risks undergo rigorous assessment, evaluating their likelihood of occurrence and potential ramifications on our business. Employing a blend of quantitative and qualitative methodologies, we prioritize risks based on their severity and probability. Through the application of risk matrices and scenario analyses, we gain invaluable insights into the spectrum of potential outcomes and their associated probabilities.

Central to our risk management strategy is the proactive mitigation of identified risks. We develop and deploy targeted measures aimed at reducing the probability of risk occurrence and mitigating its potential impact. This may involve diversifying revenue streams, devising contingency plans, fortifying cybersecurity protocols, procuring insurance coverage, or cultivating strategic alliances. Each mitigation strategy is meticulously tailored to address specific risk factors while remaining aligned with our overarching business objectives.

A robust framework of audits is in place to continuously monitor and assess the efficacy of our risk management practices. Internal audits, executed by independent teams within our organization, scrutinize operational processes, financial controls, and regulatory compliance frameworks. These audits serve as validation of the resilience of our risk management protocols while also identifying areas for enhancement.

Lastly, oversight committees, comprising seasoned executives and independent directors, play a pivotal role in supervising our risk management endeavours. These committees convene regularly to review/discuss identified risks, their corresponding assessments, and mitigation strategies. Through fostering transparent communication and accountability, oversight committees ensure that risks are managed effectively across all levels of the organization.

9. Legal & Governance Framework

In our commitment to upholding the highest standards of legal compliance and governance, we have established a comprehensive legal and governance framework. Our legal and governance framework exemplifies our unwavering commitment to compliance excellence and ethical business practices.

By systematically identifying, assigning, verifying, and reviewing legal requirements, we ensure that our operations remain in full compliance with applicable laws and regulations. Through active engagement with stakeholders and transparent decision-making processes, we uphold the highest standards of corporate governance and mitigate legal and regulatory risks effectively. This framework ensures that all applicable legislation/requirements are identified, understood, and adhered to across our operations.

A dedicated legal department conducts thorough assessments to identify all relevant legal requirements applicable within a given jurisdiction. This includes legislation, regulations, directives, standards, guidelines, and industry best practices. Through continuous monitoring and engagement, our legal team remains vigilant to changes in the legal landscape, ensuring that our business practices remain aligned with evolving regulatory requirements.

From a governance perspective, each clause or requirement identified by the legal department is assigned to a specific staff member or team within the organization. These individuals or teams are entrusted with the responsibility or accountability for ensuring that the respective legal requirement is met. Clear lines of responsibility are established to facilitate efficient compliance monitoring and enforcement.

To ensure compliance with identified legal requirements, our legal and compliance teams then liaise with the various stakeholders across the organization. Through proactive communication and collaboration, they confirm that the necessary controls are in place to satisfy each requirement. This process involves gathering evidence of compliance, such as policies/procedures and other documentation, reports, screenshots and attestations, to demonstrate adherence to regulatory standards. It is noteworthy to mention that all relevant policies and procedures were developed by a reputable third-party consultancy firm boasting decades of industry experience.

As a final stage, the findings of compliance verification efforts are reviewed with relevant teams within the organization. Depending on the severity and significance of any non-compliance findings, discussions may also be escalated to the Board level. The Board plays a crucial role in assessing the overall risk landscape and determining the appropriate course of action to address identified compliance gaps. Ultimately, the Board retains the authority to decide whether identified risks should be accepted or mitigated. Based on the recommendations provided by the legal and compliance teams, as well as other relevant stakeholders, the Board evaluates the potential impact of non-compliance and weighs it against the costs and benefits of implementing mitigation measures. This decision-making process is informed by a thorough understanding of the legal and regulatory environment, as well as the organization's risk tolerance and strategic objectives.