

BUSINESS PLAN



Dama N.V.

TABLE OF CONTENTS

<i>BUSINESS OBJECTIVE</i>	3
	3
<i>CORPORATE STRUCTURE, DIRECTORS AND SHAREHOLDERS</i>	4
GENERAL CONTROLS & DUTIES	5
<i>COMMERCIAL STRATEGY</i>	6
MARKETING PLAN	6
PROBLEM WORTH SOLVING	6
OUR SOLUTION	6
OUR ADVANTAGES	6
<i>FINANCIAL</i>	7
FORECAST	7
<i>TECHNOLOGY, SOFTWARE & PROVIDERS</i>	8
SOFTWARE AND PAYMENT ARCHITECTURE	8
3RD PARTY PROVIDERS	8

BUSINESS OBJECTIVE

Dama N.V. is a company established in Curaçao with the main objectives of distributing online casino solutions (B2B) and offering business-to-customer (B2C) remote gaming services, which include making online casino games available to end users.

Allyant Group B.V. has been appointed as managing director of the Company. The managing director possesses extensive experience in both the gaming industry and in providing corporate services and business support.

The objective of Dama N.V. is to offer fair and entertaining remote gaming services and hi-end games to online players and operators. The company has concentrated its efforts and resources on providing players and operators with top-notch online games and a secure, personalized experience through its platform.

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

Dama N.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 key priorities include:

- Establishing the most advantageous and competitive conditions within the gaming industry.
- Ensuring the delivery of high-quality services.
- Offering superior support to clients.
- Providing the newly released and most sought-after games in the market.

SERVICES

The services offered by Hollycorn will be:

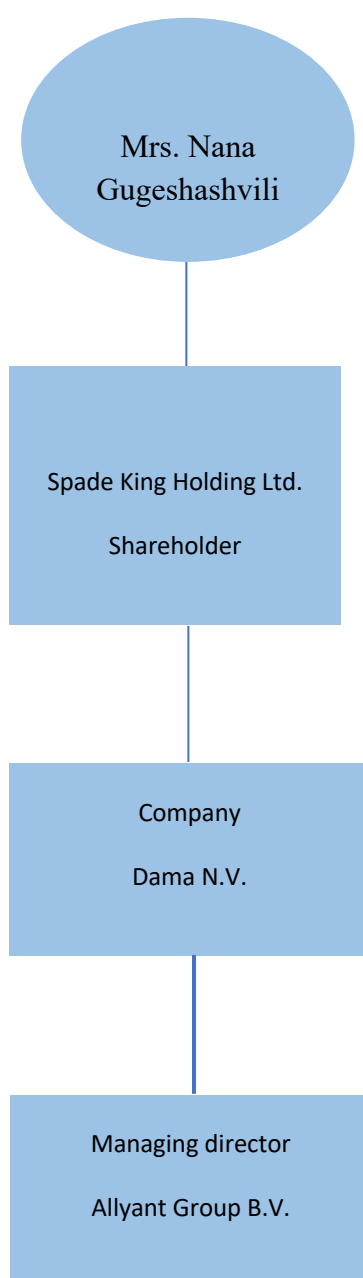
1. Distribution of online casino solutions to casino operators
2. Providing to end users through its platform the following products:
 - Slots
 - Betting
 - Online casino games

CORPORATE STRUCTURE, DIRECTORS AND SHAREHOLDERS

The ultimate beneficial owner Dama N.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

Dama N.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 Dama N.V. As a result, each department, has both substance and clarity to enable its goals and objectives.

Dama N.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 Dama N.V. and verifying the identity of all online registered players. Dama N.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 Dama N.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 Dama N.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	850 717 233	935 788 956	1 029 367 852
Setup revenue	2 993 202	3 292 523	3 621 775
Royalty revenue	302 076 120	332 283 732	365 512 105
Support revenue	5 514 760	6 066 236	6 672 859
Intermediary services revenue	147 851 281	162 636 410	178 900 051
Resource Sharing Revenue	2 957 031	3 252 734	3 578 008
Other revenue	42 372 015	46 609 216	51 270 138
Loans interest Income	52 713	57 984	63 782
General Affiliate revenue	18 811 336	20 692 469	22 761 716
Total	1 373 345 691	1 510 680 260	1 661 748 286

Direct Expenses	1 182 633 135	1 300 896 448	1 430 986 093
Casino direct expences	721 818 682	794 000 550	873 400 605
Software services	40 611 659	44 672 825	49 140 107
Payment agents commissions Expences	6 625 204	7 287 724	8 016 497
General Affiliate expenes	18 840 076	20 724 084	22 796 492
Operators Profit	278 572 178	306 429 396	337 072 336
Intermediary services expences	116 165 335	127 781 869	140 560 056
Cost of Goods Sold			
Overheads	121 640 673	133 804 740	147 185 214
Bank services	2 411 285	2 652 413	2 917 655
Legal services	916 953	1 008 648	1 109 513
Marketing and advertising	81 887 755	90 076 530	99 084 183
Other overhead expences	16 154 065	17 769 472	19 546 419
Loans interest Expence	16 772	18 449	20 294
Bad debts	20 253 843	22 279 228	24 507 150
Total	1 304 273 807	1 434 701 188	1 578 171 307

Current PL	69 071 884	75 979 072	83 576 979
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TECHNOLOGY, SOFTWARE & PROVIDERS

SOFTWARE AND PAYMENT ARCHITECTURE

The games/services that will be provided will be mainly slots, live casino, sports betting. To stay competitive in this fast-growing era and to reach end users who prefer using electronic payments as a means of payment we have chosen to adopt on-line payments methods (safe and secured).

3RD PARTY PROVIDERS

- Games
 - BGaming
 - 1Spin4Win
 - Playson