

BUSINESS PLAN



Hollycorn N.V.

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BUSINESS OBJECTIVE

Hollycorn N.V. is a Curaçao-based company primarily focused on providing online casino solutions to other businesses (B2B) and delivering remote gaming services directly to consumers (B2C). Their activities involve distributing casino gaming platforms and making various online casino games accessible to end users.

Allyant Group B.V. has been selected to serve as the managing director of the company. The individual appointed brings a wealth of expertise in both the gaming sector and offering corporate services and business assistance.

Hollycorn N.V. aims to provide equitable and enjoyable remote gaming services along with high-quality games to online players and operators. The company is dedicated to delivering top-tier online games and ensuring a secure, tailored experience through its platform.

In order to facilitate the provision of remote gaming services, Hollycorn N.V. has opted to seek authorization for an online gaming license from the Gaming Curacao Board, which is authorized by the Government of Curaçao.

Hollycorn N.V. places great importance on comprehending the requirements of each customer through the management and operation of technical and customer support teams. This approach aims to enhance service quality and cultivate genuine, trustworthy relationships with clients and partners.

The primary objectives encompass:

- Creating the most favorable and competitive terms in the gaming sector.
- Guaranteeing the provision of premium services.
- Delivering exceptional support to clients.
- Offering the latest and most popular games available in the market.

SERVICES

The services offered by Hollycorn will be:

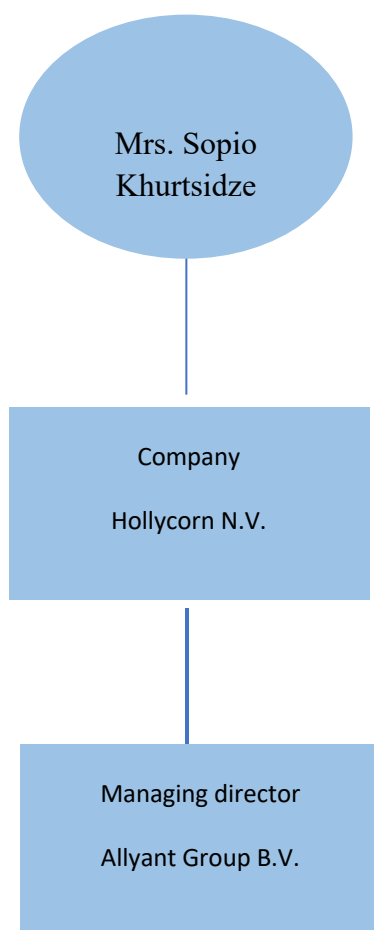
1. Distribution of online casino products to casino operators
2. Providing to end uses through its platform the following products:
 - Games of Chance (RGN-based games such as slots and casino table games)
 - Betting (including live betting and virtual-sports betting)
 - Live Dealer Games
 - Pooled-prize games (such as lotteries and parimutuel)

CORPORATE STRUCTURE, DIRECTORS AND SHAREHOLDERS

The ultimate beneficial owner Hollycorn N.V. is Mrs. Sopio Khurtsidze:

100% ownership interest in the company. Mrs. Sopio Khurtsidze 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

Hollycorn N.V. maintains separate departments for various functions including development, finance, casino management, customer support, payments & fraud, business intelligence, and marketing, each with clearly defined roles and reporting structures. This organizational structure ensures clarity and effectiveness in achieving departmental goals and objectives.

The company strictly adheres to legal requirements, ensuring that only individuals aged 18 and above are permitted to engage in online gaming activities.

The Compliance department oversees all financial transactions involving Hollycorn N.V., verifying the identities of registered online players. Both senior management and employees are fully committed to implementing a risk-based approach to anti-money laundering (AML), focusing efforts where they are most needed to ensure secure payment processing. An AML manual has been prepared to outline policies and procedures related to risk assessment and management.

Hollycorn N.V. has developed internal systems and procedures tailored for remote gaming operations. The company recognizes that assessing money laundering and terrorist financing risks is an ongoing process, with regular evaluations to ensure the effectiveness of the adopted approach at all times.

COMMERCIAL STRATEGY

MARKETING STRATEGY

As the online gaming industry continues to flourish, a robust marketing strategy is crucial for success, particularly focusing on internet-based marketing channels. Leveraging tools such as SEO services, affiliate marketing, PPC campaigns, social media engagement, email marketing, and mobile marketing is essential for attracting and retaining the target audience.

IDENTIFIED PROBLEM AND SOLUTION

The online gaming industry's significant growth indicates a demand for expanded services. While there are prominent European platforms, regional leaders are less evident. Our solution leverages our extensive experience in gaming and sports betting. By implementing geo-blocking measures for specific regions such as the Dutch Caribbean, Netherlands, United States, France, North Korea, Syria, Israel, and Iran, we aim to address this gap effectively.

UNIQUE ADVANTAGES

Our team boasts a wealth of experience in gaming and online activities, enabling us to offer an immersive user experience. Moreover, our familiarity with AML/KYC requirements and possession of compliance documentation from past activities further strengthen our competitive edge.

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	227 042 695	283 803 369	340 564 043
Setup revenue	996 002	1 245 002	1 494 002
Royalty revenue	9 610 138	12 012 673	14 415 207
Support revenue	1 404 660	1 755 826	2 106 991
Intermediary services revenue	0	0	0
Resource Sharing Revenue	0	0	0
Other revenue	7 595 172	9 493 965	11 392 758
Loans interest Income	235 681	294 601	353 521
General Affiliate revenue	0	0	0
Total	246 884 348	308 605 435	370 326 522

Direct Expenses	219 994 479	281 592 934	337 911 520
Casino direct expences	148 298 622	189 822 236	227 786 683
Software services	14 614 532	18 706 601	22 447 921
Payment agents commissions Expences	1 208 884	1 547 371	1 856 845
General Affiliate expenes	0	0	0
Operators Profit	55 872 442	71 516 726	85 820 071
Intermediary services expences			
Cost of Goods Sold			
Overheads	2 416 168	3 092 696	3 711 235
Bank services	762 466	975 957	1 171 148
Legal services	194 185	248 557	298 269
Marketing and advertising	508 986	651 502	781 802
Other overhead expences	950 531	1 216 680	1 460 016
Loans interest Expence			
Bad debts			
Total	222 410 648	284 685 629	341 622 755
Currency remesurement			

Current PL	24 473 700	23 919 806	28 703 767
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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