

Business Plan

1. Overview of the business products and services/brands as well as proprietary IP.

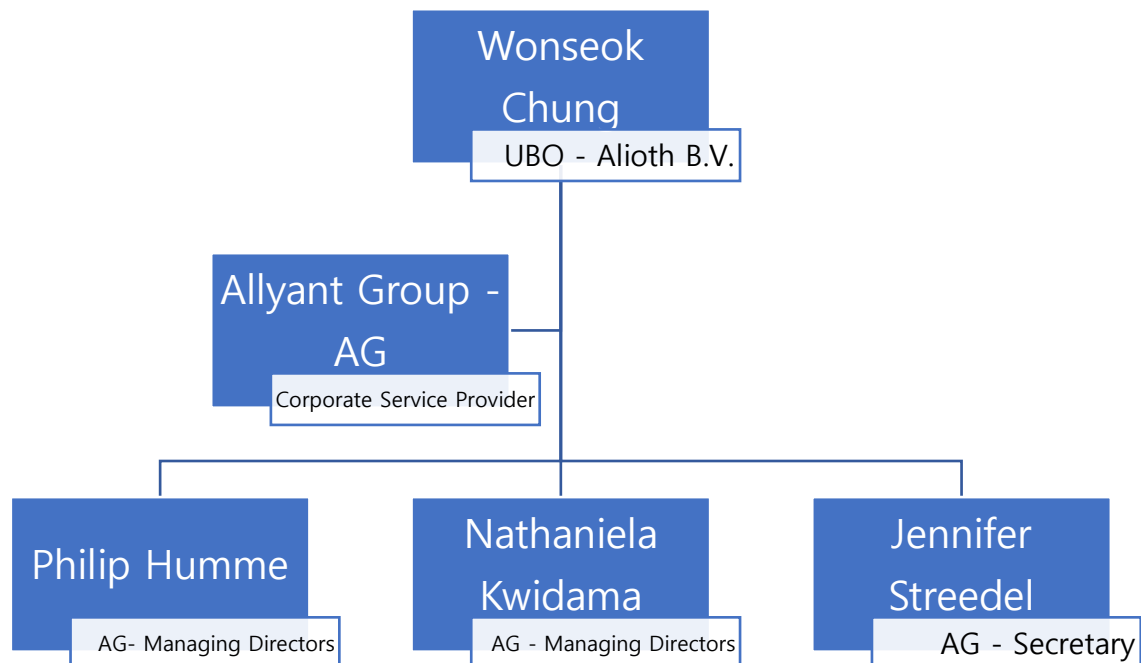
- A. With a over a decade of experience in the online casino industry, I initially entered the market through social casino games, achieving significant success. Motivated by this accomplishment, I embarked on a deliberate expansion into the iGaming sector. Fortunately, I was able to secure an official license from Curacao which led a pivotal advancement in my career.

My journey has been characterized by steady growth, and I am currently immersed in gaining a deeper understanding of the dynamic iGaming landscape. The acquisition of the Curacao license not only validated my commitment, but also provided a solid foundation for the future.

In pursuit of enhancing the gaming experience for users, I have strategically built relationships with various developers, providing a diverse range of games for my casino. Notably, I am a key member of a reputable game development company based in Korea. Looking ahead, I am excited about collaborating with this esteemed Korean team to introduce high-quality games, further enriching the gaming offerings in my casino and providing users with a broader array of choices.

Luckily, I am working closely with the Allyant Group, and they have played a pivotal role in enhancing my business operations. Their invaluable support has significantly contributed to the improvement of my business strategies. I am fully committed to collaborating with this team throughout the year to leverage their expertise to achieve more success, further solidifying my position in the iGaming industry.

2. Company management structure showing key management roles and reporting lines.



I am Wonseok Chung, the UBO of Alioth B.V., holding 100% shares of the company. As the UBO, I play a role in establishing partnerships and overseeing all gaming-related matters. Additionally, I collaborate with our trusted corporate service provider, Allyant Group (AG), which manages various crucial aspects of our business operations.

In my capacity, I focus on with the service, and I work with AG to ensure the seamless functioning of our company. Allyant Group, as our corporate service provider, specializes in handling key business functions, including liaising with the Curacao government, managing banking relationships, overseeing financial tasks, and addressing other business-related matters.

This dual structure allows for a streamlined approach to our business management, ensuring that each aspect of Alioth B.V. is expertly handled by the relevant team, contributing to the overall success and efficiency of our operations.

3. Business forecasts for 3 years

- A. We took a close look at our existing product, researched the market, and based on that judgment; we made a revenue forecast for the next three years.

We decided to be a little conservative in our first year. We need time to see how our service is received by users who play our games, and after that, we plan to market more aggressively and grow our user base. We expect our revenue to grow accordingly.

<i>USD</i>	Year 1	Year 2	Year 3
Total Revenue	\$ 50,000	\$ 100,000	\$ 200,000
Total Expenses	\$ 90,000	\$ 90,000	\$ 120,000
Net Result	\$ -40,000	\$ 10,000	\$ 80,000

B. Detailed Revenue Breakdown

- Our projected revenue for the next three years reflects a clear focus on B2B operations, supported by additional contributions from b2C activities. The distribution of revenues is as follows:
 - ii. Revenue from Game Sales to Casino Operators (B2B):
 - This will be the primary income stream, as our business strategy prioritizes B2B operations. We estimate that B2B revenue will constitute 80% of total revenue in Year 1, increasing to 85% by Year 3, as we secure more partnerships with operators and aggregators.
 - This represents the primary income stream for the business. By selling our games directly to casino operators, we aim to establish steady and scalable revenue.
 - iii. Revenue from Platform (B2C):
 - While our focus will shift more heavily toward B2B, we expect B2C activities to contribute 20% of total revenue in Year 1, gradually decreasing to 15% by Year 3 as we allocate fewer resources to direct user acquisition.

C. Expense categories

- i. Marketing and affiliate costs
 - Given the emphasis on B2B operations, marketing costs will primarily target business development rather than direct user acquisition. This focus results in lower overall marketing expenditures compared to a B2C heavy model.:
 - Marketing Costs:
 - In year 1, marketing costs are projected to constitute 30% of total expenses, focusing on:
 - i. Trade shows and industry events to network with operators

- ii. Direct outreach campaigns and sales efforts to secure B2B clients
 - iii. Content marketing to showcase our brand and products to potential partners
- By year 3, we expect marketing costs to decrease to 20% of total expenses, as established partnerships reduce the need for aggressive marketing campaigns
- Affiliate Costs.
 - These costs will primarily relate to collaborations with content aggregators and business affiliates rather than traditional consumer-focused affiliates. We estimate affiliate costs to account for 5-10% of total expenses annually, depending on the volume of aggregator partnerships.
- ii. Operational Costs:
 - Including hosting fees, software licenses, server maintenance, and other technical overhead
- iii. Loan Repayments and interest:
 - Covering any debt obligations to fund the business during its initial stages.

D. Evidence of Internal investments

- i. To support the financial viability and sustainability of our business, we can provide the following evidence of internal investments:
 - Reinvestment of revenue:
 - Profits generated in Year 2 and 3 will be reinvested into the business to support growth, product development, and operational scalability
 - Operational Infrastructure:
 - Significant internal resources have already been allocated to develop the software and games portfolio, reducing the need for larger external funding. This includes investments in technology, infrastructure, and a skilled team to ensure a competitive edge in the market.

E. Justification of projections:

- i. Our expected growth in game sales aligns with industry benchmarks showing increased demand for high quality gaming software among casino operators.
- ii. B2C user base growth is supported by data from pilot projects and initial market testing, demonstrating strong engagement and retention rates.
- iii. Marketing and operational budgets are tailored to ensure alignment with projected revenue and industry standards, minimizing risk while maximizing growth potential.

F. Funding and Cash flow:

- i. In the first year, we anticipate a net loss of \$40,000 due to initial investments in marketing and operational infrastructure. This will be financed through a combination of shareholder contributions and external funding
 - Evidence of shareholder loans and external investments will be provided to support these claims
 - Cash flow is projected to turn positive by Year 2, with a net profit of \$10,000, growing to \$80,000 by Year 3, as the business scales and operational efficiencies improve.

G. Risk Analysis:

- i. The following risks and mitigation strategies have been identified:
 - Lower than expected user acquisition: We will adapt marketing strategies and optimize campaigns to increase visibility and attract more users.
 - Increased competition: By focusing on innovation and unique game offerings, we will differentiate our brand in the market.
 - Regulatory changes: Compliance with industry standards and proactive legal consultations by AG will ensure operations remain unaffected by new regulations.

4. Overview of intended strategy for the business growth and to secure/maintain/grow market share with specific financial and marketing plans.

- A. I am currently strategizing to operate the service using my personal funds. However, recognizing the need for additional capital to enhance user services, I am actively seeking investments from reputable investment companies. Fortunately, I have established connections with several such companies, and if negotiations proceed as

anticipated, securing investments is likely. This infusion of funds would enable smooth operations of the service for the next five years.

- B. First of all, in certain countries in Southeast Asia, such as the Philippines and Thailand, we plan to recruit influencers who utilize YouTube to explain our site and introduce videos of them playing to attract interested users. In addition, we plan to provide SEO services, affiliate marketing services, and PPC services, and we plan to use email promotion and mobile marketing to attract customers based on the influx of users. Based on the activity logs of users from Southeast Asia, such as the Philippines and Thailand, we will gradually expand the marketing area to India and South American countries. We also plan to expand the number of users by introducing services that can be used by adding cryptocurrencies other than BTC and Ethereum as payment methods

5. Who are the key suppliers and material dependencies?

- A. WAZDAN / SPINOMENAL
- B. I possess the capability to provide games from the companies with which I have established connections. Furthermore, I am strategically planning to position Alioth B.V. as a software provider, facilitating expansion into the B2B market. Given the steady growth of the iGaming market, I am fully committed to investing my best efforts alongside Alioth B.V. to foster the growth of my business.

6. Risk evaluation and management

- A. Alioth B.V. places a strong emphasis on robust risk evaluation and management to ensure the stability and sustainability of our operations. Leveraging the expertise of our trusted corporate service provider, Allyant Group (AG), we have established a systematic approach to identify, assess, and manage risks effectively.

AG, in collaboration with me, oversees all annual financial tasks utilizing their experience to identify potential risks associated with financial operations. Regular communication and disclosure of pertinent documents between myself and AG facilitate a clear understanding of our financial landscape.

We proactively address operational, legal, and market risks through ongoing assessments. This comprehensive risk management strategy allows us to make informed decisions, safeguarding the interests of Alioth B.V..

7. Legal and governance framework

- A. Alioth B.V. operates within a streamlined legal and governance framework that ensures clarity in decision-making and accountability. Being the sole owner of the company, I hold 100% shares, eliminating the possibility of deadlock in the decision-making process. This ownership structure also simplifies governance, allowing for swift and efficient management of operations.

In terms of legal support and advice, Allyant Group plays a crucial role. They provide comprehensive legal assistance, ensuring that our operations align with regulatory requirements and best practices. This partnership helps us navigate legal complexities and mitigate risks effectively.

As part of our commitment to responsible business practices, Alioth B.V. adheres to an Environmental, Social, and Governance policy. This policy guides our operations, emphasizing sustainability, ethical practices, and social responsibility. We believe in conducting business that not only ensures financial success but also contributes positively to the broader community and environment.

In alignment with our commitment to responsible gaming, we prioritize user well-being by providing guidance information on responsible gaming practices. Our dedication extends beyond business success, aiming to create a secure and enjoyable gaming environment for our users.

8. Target KPIs and business objectives

- A. Our strategic objectives are centered around sustainable growth and enhancing user experiences in the iGaming industry. The primary goal this year is to implement the affiliate marketing strategies. This initiative aims to not only expand our user base but also gather valuable feedback for continuous improvement.

We are committed to adapting our services based on user input, ensuring that we deliver a top gaming experience. By steadily growing our user community and incorporating their feedback, we aim to solidify our position as a leading service in the iGaming market.