

Business Plan

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

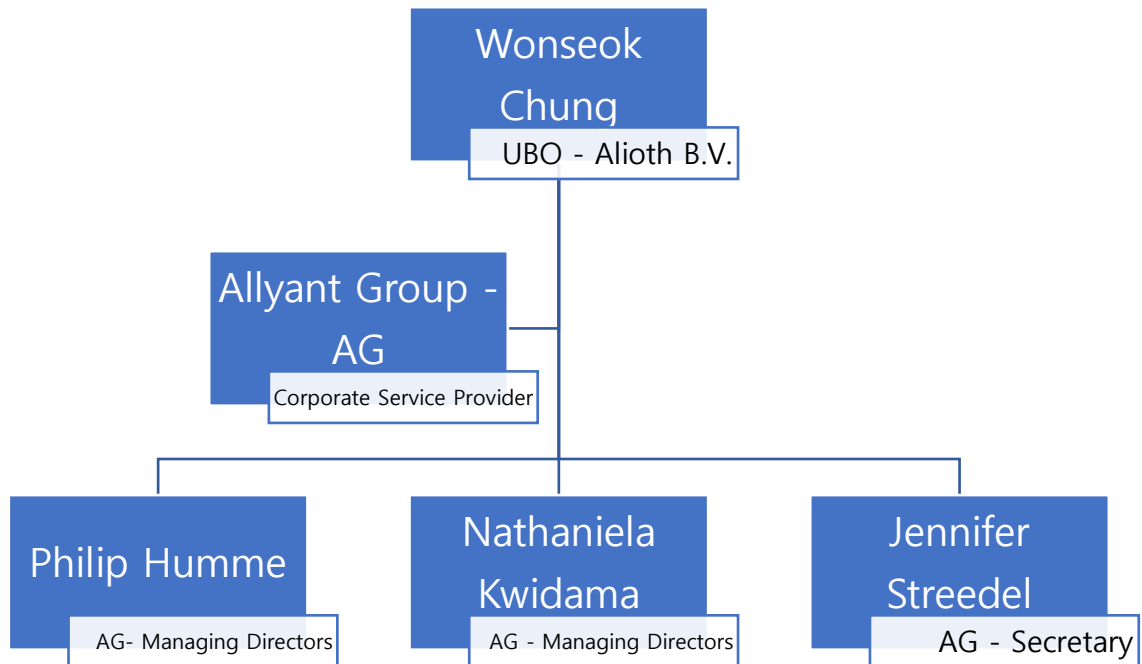
- A. With a over a decade of experience in the online casino industry, I initially entered the market through social casino games, achieving significant success. Motivated by this accomplishment, I embarked on a deliberate expansion into the iGaming sector. Fortunately, I was able to secure an official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

To enhance the gaming offerings available to our partners, I have strategically built relationships with various developers, enabling access to a diverse range of high-quality content. As a key member of a reputable game development company based in Korea, I look forward to collaborating with this team to deliver premium games that strengthen our partners' portfolios and offer their players a broader selection of engaging experiences.

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 have chosen a conservative approach for our first year to assess how our services are received by operators and aggregator partners. Following this initial period, we plan to increase our business development efforts to expand our operator and aggregator network, which is expected to drive steady revenue growth.

<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

- **Sale and Licensing of Alioth-developed games:** Direct sales and licensing agreements with licensed casino operators and aggregators.
- **Revenue Share Agreement:** Long-term revenue share models with operators and aggregator partners to ensure recurring income.
- **Aggregator Integration packages:** Distribution fee and technical integration services for onboarding through aggregator platforms.

ii. Primary Revenue stream – Game sales to Operators:

- Our business strategy is fully aligned with B2B operations, with game sales and licensing forming the core of our revenue model.
- We project that B2B operations will account for 100% of total revenue from Year 1 onward, driven by partnerships with established operators and global aggregators.
- By delivering high quality games and ensuring seamless integration, we aim to build a stable and scalable revenue base through recurring contracts and expansion into new regulated markets.

C. Expense categories

i. Marketing and affiliate costs

- With an exclusive focus on B2B operations, all marketing activities are designed to attract and retain partnerships with operators and aggregators.
- 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. 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 operator, aggregator acquisition: We will adapt marketing strategies and optimize campaigns to increase visibility and attract more partners.
 - 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 partner 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. We plan to strategically expand our presence in both Southeast Asia and Europe by strengthening relationships with licensed operators and aggregator platforms in these regions. Our efforts will focus on:
- Participating in regional and international iGaming conferences to establish new partnerships.
 - Offering tailored integration packages and promotional support to operators in target markets.
 - Expanding our network through aggregator partnerships, enabling efficient distribution to multiple operators within each jurisdiction.
 - Prioritizing smooth technical onboarding and content delivery to ensure rapid market entry for our games.

5. Who are the key suppliers and material dependencies?

- A. We are positioned as a software provider supplying high quality games directly to licensed operators and through aggregator platforms. We aim to expand our content library, strengthen operator relationships, and secure a growing share of the B2B igaming market. The consistent growth of the industry underpins our commitment to investing resources and expertise to accelerate business expansion and deliver long-term value to our partners.

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 support our partners in promoting safe and responsible play by providing guidance and resources on responsible gaming practices. Our commitment extends beyond commercial objectives, aiming to help partners maintain a secure and responsible gaming environment.

8. Target KPIs and business objectives

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

We are committed to adapting our services based on partner feedback, ensuring that we deliver high-quality, competitive gaming content. By steadily expanding our partner network and integrating their insights, we aim to strengthen our position as a trusted content provider in the iGaming market.