



BUSINESS PLAN

Half Space Entertainment N.V.

Director _____ Director Name: Starkest Management B.V. 2024

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Value of our choice to start the business in Curacao

Curacao has always been a place of interest for the Company, particularly due to its reputation which affords a certain level of integrity and reputability in the eGaming sector. The decision to obtain a license in Curacao was affirmed in 2023.

Curacao was identified as an attractive location to set up base for Half Space Entertainment N.V. business due to the:

- International reputation which is supported by a robust and mature licensing regime;
- Stability from both an economic and political perspective;
- The many financial benefits include but are not limited to low taxation rates;
- The vast array of professional support available such as corporate services providers etc.

Our Mission and Vision

- To be the obvious choice for users who truly care about their iGaming experience; • To cut through the typical online casino noise with the feeling of a land base but online, focused on optimized and proprietary new technologies;
- To give our players an entertaining and enticing player journey – from sign up to VIP status.

Our vision at our brand is to become the top gaming brand in the shortest period of time.

Company and Management

Mert Okten, CEO of Half Space Entertainment N.V.

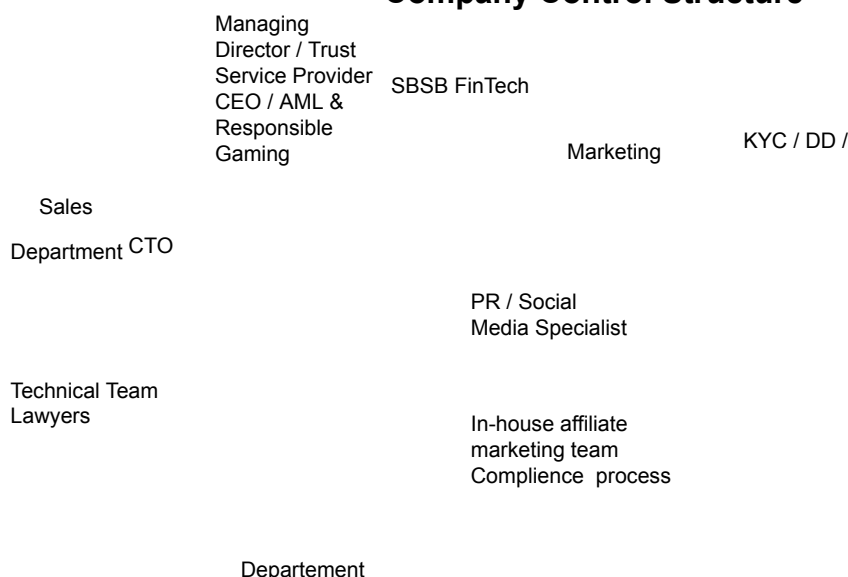
Short background description:

As a Venture Director with four years of experience, I have honed skills in strategic investment, business operations, and risk management, key competencies for the eGaming sector. My role in guiding startups and managing investment portfolios has ingrained in me a strong commitment to regulatory compliance and ethical business practices, both critical in the gambling industry. I bring a track record of informed decision-making based on thorough market analysis, aligning with the need for responsible and compliant gambling operations. I am dedicated to upholding the highest standards of integrity and promoting responsible gaming practices.

The Company has been formed as follows:

Country of Incorporation : Curacao
 Company Number : 166129
 Directors : Mert Okten
 Shareholders : Mert Okten
 Ultimate Beneficial Owners : Mert Okten
 Business Sector : eGaming

Company Control Structure



Technical infrastructure

Turbomates Soft LLC - Technical & Responsible Gaming contact person.

Contact Details: Dmitry Orabey

• Company Name: Turbomates Soft LLC

- Address: Paata Datuashvili street, N23, living space N76
Tbilisi, Georgia
- Company Registration Number: 405513412
- Email: dmitry@turbomates.com

Turbomates Soft LLC provides Support Services to Half Space Entertainment N.V. constitute a range of services aimed at assisting the Licensee with technical aspects of the API and Games, thus enabling the Half Space Entertainment N.V. to solve specific problems with our product IT environment.

Support Services include:

- answering technical and usage-related questions from us;
- providing necessary credentials or other technical data for us to be able to perform the API integration or its testing;
- notifying of upgrades to the API;
- deploying periodic releases of new Games;
- performing general maintenance operations; and fixing of all reported and confirmed errors in Provider's environment.

Legal infrastructure

We have strong legal team behind which help us during the implementation and further operation of our product – SBSB FinTech Lawyers. This team of legal experts will help us to be comply with all national and international laws, will help us regarding negotiations with regulatory bodies and will draft all legal documentation we need to operate without risks. Also team of SBSB FinTech Lawyers is providing us with:

- legal advisory services
- compliance services
- licensing assistance services
- brand protection (IP) services

Contact Details:

- Company Name: SBSB LLP
- Address: 8 Shepherd Market, Suite 23056, Mayfair, W1J 7JY
- Company Registration Number: OC384762
- Email: office@sb-sb.com

FUTURE STAFF PLANS

In the near future our team is planning to expand its team, hiring own sales department consisting of 8 employees, highly experienced MLRO, PR and affiliate marketing staff. Vacancies will be opened right after starting of company's operational activity.

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SWOT Analysis

<u>Strengths:</u> - Key business partners. - Key affiliate partners. - Key deals. - Strong website design team.	<u>Weaknesses:</u> - Product offering is not original and distinct since it is being offered by other operators using the platform. - Lack of products offered under seal of reputable jurisdiction
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<u>Opportunities:</u> - Worldwide estimates indicating a rise in profits for online gaming. - Greater uptake by population globally of smart phones and mobile casinos, accelerated by the closure of land-based casinos in 2021.	<u>Threats:</u> - Political decisions might affect the industry in the future - Regulation of foreign market with high barriers to enter the market, or high rate of taxation.
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Our Services

Based on the already established online concept, the Company is expected to market its gaming services in LATAM:

The Company's mission is to offer fun and excitement to our customers with innovative and credible products. The strategic goal of the company is to become a leading brand within the online gambling market. The company will translate the website into the English, Spanish, Portuguese, Turkish in order to serve the intended target markets:

The Company's operation shall offer games supported by the most popular game providers. TWO GROUPS OF PLAYERS WE CAN ATTRACT:

1. Players that play the same casino slot games we offer, but from competitors.
2. Potential customers who might be interested in our type of slot games.

Players can obtain VIP status, which can be provided to those users, who made more than 2.000 USD deposits from the moment of account registration. VIP players can see the unique icon in their personal account, which makes them different from the common users. This status is a measure of our loyal players who are rewarded with VIP status for their loyalty to Millhouse.

GAMES AND SOFTWARE

Hollycorn N.V. offers players an extensive range of games certified by specialized laboratories and fully compliant with eGaming standards. This ensures a selection of licensed software from renowned GameDev leaders, including various online casino games, which adhere to the principles of Honest Gaming practice, giving all players equal chances to win.

Hollycorn acts as our primary game aggregator for the casino side, while Turbomates (Betforge) provides our platform infrastructure, facilitating seamless access to our gaming portfolio and enhancing player experience through a stable and robust environment.

Our Competitive Advantage

At our online casino, we offer more than just a gaming experience; we provide an entertainment service tailored to our valued customers. What sets us apart is our genuine celebration of every player's victory - we share in the excitement of their wins. Our unique selling proposition lies in our commitment to delivering both amusement and the chance to win big.

One of our key differentiators is our robust customer verification process. We prioritize the security of our platform and the safety of our players. Our state-of-the-art verification software ensures that all customer information is accurate and up-to-date. To further enhance the authenticity of documents submitted, we employ a dual verification approach - a meticulous manual review backed by the advanced capabilities of payment processing, a trusted solution in the industry. This rigorous process guarantees a secure and responsible gaming environment.

Furthermore, we're thrilled to introduce a groundbreaking feature exclusively for fully verified clients - the ability to instantly withdraw winnings. This unparalleled service is a game changer in the sports gaming market, setting us apart as an innovator in the industry. We understand that quick access to winnings is crucial, and we're proud to lead the way in providing this seamless and efficient withdrawal process.

In a market where players seek both enjoyment and the thrill of winning, our online casino stands as a beacon of excitement and opportunity. We are committed to redefining the gaming experience by combining entertainment, security, and innovation.

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Marketing Strategy

The company will focus its marketing efforts on three main types of marketing.

1. Purchased advertising. These investments will focus on digital marketing across the target markets.
2. PR / Social / Viral marketing. The company will employ PR and Social Media specialists to continuously explore organic growth opportunities.
3. Affiliate Marketing. The company will employ its own in-house affiliate marketing team to ensure maximum presence on the iGaming affiliate market space. This will be the main driver of acquisitions given the experience of the owners of the company in the affiliate sector, allowing the Company to strike a key affiliate partnership deals.

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Financial Considerations

In the realm of financial considerations, the strength and experience of our Ultimate Beneficial Owner (UBO), Mert Okten, cast a promising light on the prospects of our online

casino venture. With a distinguished background spanning both offline and online casinos, including his involvement in the management of one of Half Space Entertainment N.V., Mert Okten brings a wealth of industry knowledge and expertise to the table.

INITIAL INVESTMENTS

To fuel the initial stages of our project, Mert Okten will inject personal funds, accumulated during his professional career and which were fixed as savings and are stipulated for the launch of his own project, setting a solid foundation for the venture's launch. This infusion of capital ensures a robust start and underscores our commitment to the project's success from the outset.

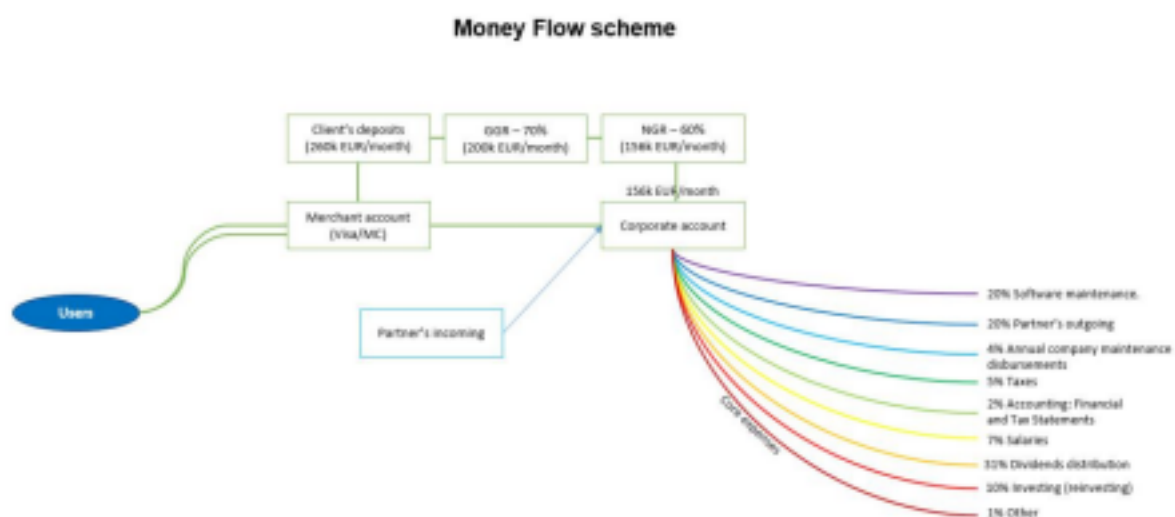
In the early stages, our financial strategy revolves around strategic reinvestment. Over the first two years following launch, all proceeds generated by the project will be reinvested into its expansion and enhancement. This prudent approach reflects our dedication to fostering growth and seizing opportunities for continuous improvement.

Moreover, with careful financial planning and diligent execution, we project a breakthrough point to operational self-sufficiency within a span of 11 months from launch. This ambitious yet realistic timeline highlights our foresight and ability to swiftly adapt to market dynamics.

As we embark on this journey, guided by Mert Okten experience and a shrewd financial roadmap, we are poised to navigate the intricacies of the online casino landscape with confidence. Our financial considerations underscore our commitment to sustainable growth, prudent resource management, and the long-term prosperity of our online casino enterprise.

MONEY FLOW DIAGRAM

Below displayed money flow scheme shows in details how the company will accumulate and manage its funds. All indicators are expectations, actual for 1 year of Company's operational activity.



FINANCIAL ESTIMATES FOR 3 YEARS

1 YEAR

	Income	GGR	NGR	Expenses	Gross Profit
3Q	255 000 USD/month	150 000 USD/ month	120 000 USD/ month	30 000 USD/ month	90 000 USD/ month
4Q	450 000 EUR/month	250 000 USD/ month	200 000 USD/ month	40 000 USD/ month	160 000 USD/ month

2 YEAR

	Income	GGR	NGR	Expenses	Gross Profit
1Q	600 000 USD/month	350 000 USD/ month	280 000 USD/ month	60 000 USD/ month	220 000 USD/ month
2Q	800 000 USD/month	400 000 USD/ month	320 000 USD/ month	60 000 USD/ month	236 000 USD/ month
3Q	1000 000 USD/month	550 000 USD/ month	440 000 USD/ month	80 000 USD/ month	360 000 USD/ month
4Q	1300 000 USD/month	780 000 USD/ month	624 000 USD/ month	100 000 USD/ month	524 000 USD/ month

3 YEAR

	Income	GGR	NGR	Expenses	Gross Profit
1Q	1600 000 EUR/month	850 000 USD/ month	680 000 USD/ month	110 000 USD/ month	580 000 USD/ month
2Q	1800 000 USD/ month	900 000 USD/ month	720 000 USD/ month	120 000 USD/ month	600 000 USD/ month
3Q	2000 000 USD/ month	1100 000 USD/ month	880 000 USD/ month	120 000 USD/	660 000 USD/ month

				month	
4Q	2100 000 USD/ month	1150 000 USD/ month	920 000 USD/ month	120 000 USD/ month	800 000 USD/ month

Timetable

Upon securing the necessary license, our timeline for launching operations is both ambitious and well-structured. We are committed to commencing our service no later than two weeks after the acquisition of the license. This timeframe reflects our dedication to a swift market entry and delivering our innovative online casino experience to eager players.

During this preparatory period, we have strategically planned to utilize the time to complete crucial onboarding processes with fund processing partners. Collaborating with reputable companies specializing in player fund deposits and winnings withdrawals ensures a seamless financial ecosystem that instills trust and convenience for our players.

Notably, our proactive approach extends beyond financial integration. Presently, our team has diligently crafted and fine-tuned our advertising campaigns. Our marketing activities are primed and ready for launch, allowing us to hit the ground running as soon as the license is granted.

By meticulously coordinating these efforts, we aim to achieve a harmonious convergence of operational, financial, and marketing aspects. This synchronicity will empower us to swiftly establish a strong presence in the online casino landscape and effectively capture the attention of our target audience.

In summary, our timetable is a testament to our commitment to efficiency, preparedness, and a seamless launch. With our foundation set and our strategies aligned, we are poised to embark on a successful journey into the world of online casino entertainment, ready to offer an exceptional experience to players from day one.

Half Space Entertainment N.V. Roadmap

Half Space Entertainment N.V. will constantly look in the side of being reputable online gambling platform in the world. For these purposes – our aim is to become wider and bigger, obtaining new licenses and expanding the geography of our work.

Accordingly, we have plans regarding obtaining of both international and local licenses in next 3 years.

	2024	UKGC Gaming License	2026-2027
	MGA B2C License (1,2,3 Types)	2026	
Curacao (CEG) License	2025	Estonian License	



Conclusions

In closing, our extensive and prosperous track record in launching online casinos sets a compelling foundation for our forthcoming venture. Backed by a wealth of experience, we are poised to embark on a journey that seamlessly blends innovation, entertainment, and exceptional service.

Our unwavering commitment to customer satisfaction is at the heart of our endeavor. We have painstakingly developed a product that not only captures the thrill of gaming but also accentuates the overall player experience. With a keen understanding of player preferences and industry trends, our online casino is tailor-made to bring joy, excitement, and endless entertainment to our valued patrons.

We firmly believe that our venture will stand as a beacon of excellence in the online casino realm. Our dedication to high-quality service, coupled with our unique combination of experience and innovation, positions us to provide our customers with an unparalleled level of satisfaction.

As we prepare to launch, we are excited to introduce a new era of online gaming that merges cutting-edge technology, player-centric design, and a commitment to responsible gaming practices. Our mission is clear: to create a platform where players not only have the chance to win but also revel in an enriching and enjoyable gaming experience.

In the pages of this business plan, we have outlined our vision, strategies, and commitments. With a strong foundation, a seasoned team, and a passion for excellence, we are poised to leave an indelible mark on the online casino landscape. Together, let's embark on this exciting journey of entertainment, innovation, and unparalleled service.