



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.

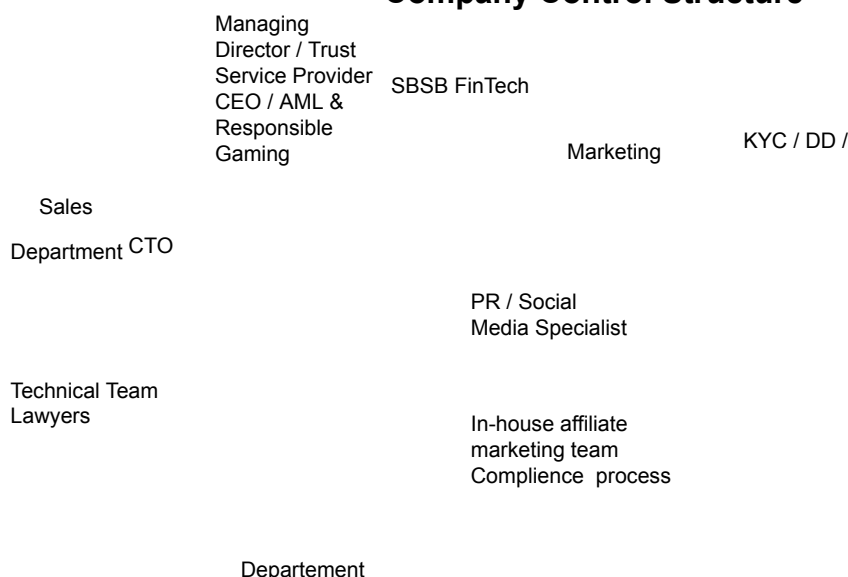
Short background description:

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

Hollycorn N.V. will provide to its players a great range of Games. All games provided on the website are comply with eGaming practice and are certified by specialized laboratories. All famous international GameDev leaders are present on Hollycorn N.V. in particular online casino games, etc.

Complying with the principles of the Honest Gaming practice, we are using only licensed software, which will provide a possibility to our players with equal chances to win.

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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.

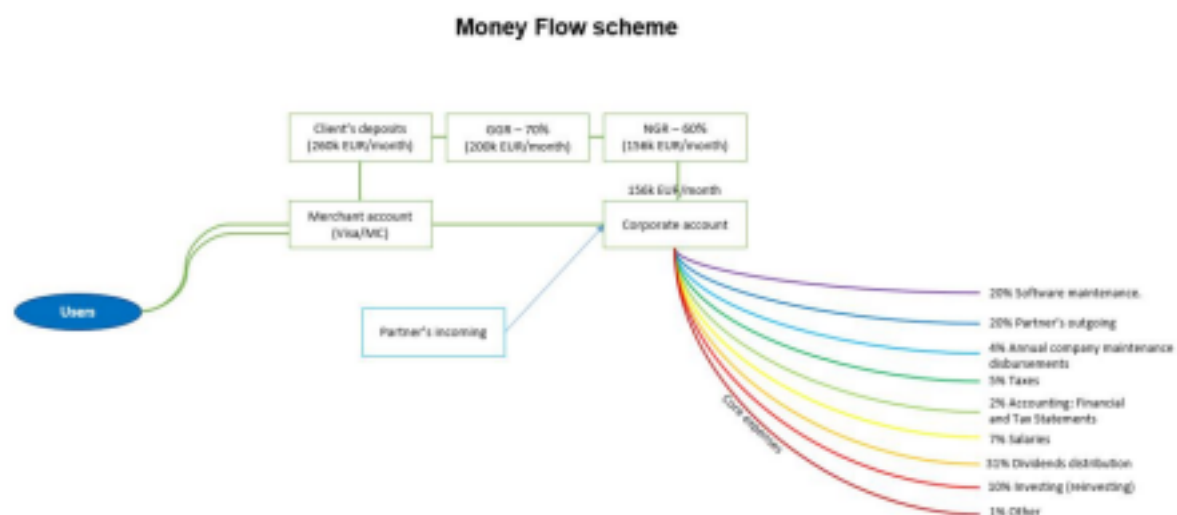
In the early stages, our financial strategy revolves around strategic reinvestment. Over the first two years following launch, all proceeds generated by the project will be reinvested into its expansion and enhancement. This prudent approach reflects our dedication to fostering growth and seizing opportunities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

Year 1

Quarter	GGR (USD)	NGR (USD)	Wages	Marketing	Commissions	Total Expenses	Gross Profit
Q3	255,000	150,000	40,000	15,000	15,000	70,000	80,000
Q4	485,000	250,000	70,000	20,000	20,000	1100,000	140,000

Year 2

Quarter	GGR	NGR	Wages	Marketing	Commissions	Total Expenses	Gross Profit
Q1	600,000	350,000	90,000	25,000	25,000	140,000	210,000
Q2	800,000	400,000	100,000	30,000	30,000	160,000	240,000
Q3	1,000,000	550,000	120,000	35,000	35,000	190,000	360,000
Q4	1,300,000	780,000	140,000	40,000	40,000	2200,000	560,000

Year 3

Quarter	GGR	NGR	Wages	Marketing	Commissions	Total Expenses	Gross Profit
Q1	1,728,000	850,000	160,000	45,000	45,000	250,000	600,000
Q2	1,800,000	900,000	170,000	50,000	50,000	270,000	630,000
Q3	2,000,000	1,100,000	190,000	55,000	55,000	300,000	800,000
Q4	2,100,000	1,150,000	200,000	60,000	60,000	320,000	830,000

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.

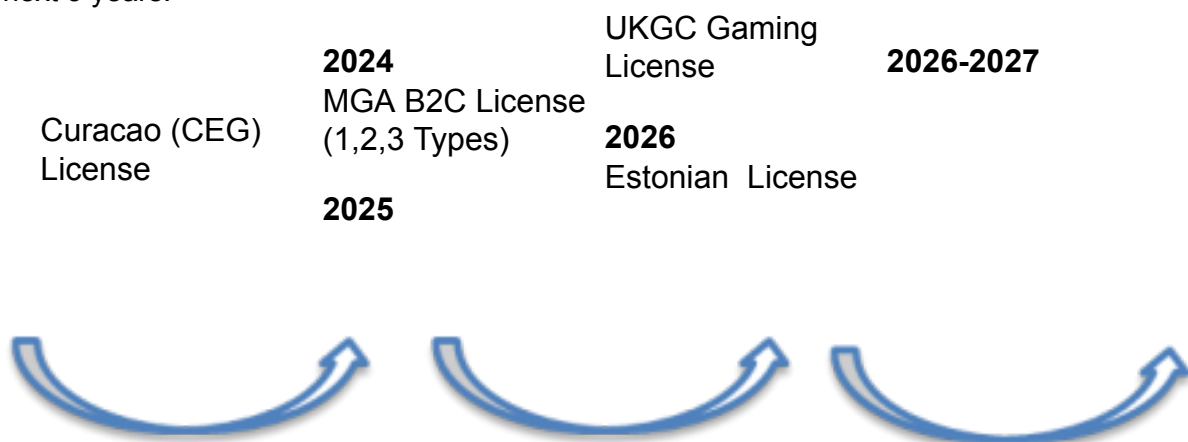
By meticulously coordinating these efforts, we aim to achieve a harmonious convergence of operational, financial, and marketing aspects. This synchronicity will empower us to swiftly establish a strong presence in the online casino landscape and effectively capture the attention of our target audience.

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.



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.