

Beastone N.V.

Business Plan

Confidentiality Statement

This is a confidential document between Beastone N.V. (the “Company”) and the Curacao legislation, Gaming Authority - Antillephone N.V. (license number 8048/JAZ) is a master license holder in the Curacao gambling jurisdiction. It contains confidential and/or proprietary information that may not be disclosed or discussed with anyone outside the aforementioned organizations without the written approval of Beastone NV.

1.0 Introduction

Beastone NV is a company set up under Curacao legislation which is bought by the new owner and that intends to apply to the Antillephone N.V. (the “Antillephone”) for a B2C license. Under the B2C License, Beastone NV will provide online solutions to its clients. For this purpose, Beastone NV plans to license the online betting platform from BTB Betlab Holdings Ltd (CY). At later stages, Beastone NV intends to extend its product portfolio to additional online solutions (online casino platforms, casino games, etc.) either internally or with the use of outsourced providers. Beastone NV plans to advertise its online services among licensed operators around the world except in restricted countries where. Through the website, Beastone NV will be able to offer its current offerings to its clients.

2.0 Description of the management team (IT; Marketing; operations); provide a personal email address and CV (Key Function)

CEO + CFO

(a) The Chief Executive Officer, who will also handle the responsibilities of CFO which will serve as administrative and financial strategies of the licensee, including but not limited to the payment of tax and fees due to the Authority;

COO

(b) Management of the day-to-day gaming operations of the licensee, including the process of making payments to, and receiving payments from, players;

Compliance and Legal

(c) Compliance with the licensee's obligations emanating from the licence or licences issued by the Authority and Legal, who will deal with the legal affairs of the licensee, including but not limited to contractual arrangements and dispute resolution;

3.0 MLRO's responsibilities include receiving the appropriate access to the company's business records to make fully-informed decisions to ensure compliance with anti money laundering laws and regulations. The AMLRO assumes control for developing and maintaining AML policies and procedures to reflect changes in the regulatory environment, which includes conducting periodic reviews to determine their effectiveness. An MLRO of the Company plays a role in fostering the appropriate compliance culture, which can include the development and delivery of AML as well as counter-terrorism financing (CTF) training to employees and executives. This also includes explaining the importance of a risk-based approach to compliance.

4.0 Marketing Analysis

Sports betting is becoming increasingly popular in the Indian & Asian gambling industry, thanks to attractive betting platforms. The age of a gambler can range from 20 to 45 years. Despite gambling platforms available on laptops, the Indian & Asian gaming community prefers mobile gaming over desktop gaming for sports betting games.

The region undoubtedly holds all the aces. It offers a combination of fast-growing economies, top-class gaming resorts and irresistible tourist destinations worthy of any Instagram post.

Experts estimate that the Indian gaming market could be worth \$8-10 billion annually by

2028, making it one of the biggest gambling markets in the world. The rising popularity of gambling in India has spurred liberalization in some corners and resistance in others.

Opportunities

- Growth of social media market
- Additional branded content partnerships
- Additional third-party provider integration

Weaknesses

- Current lack of market exposure
- Growth dependent on acquisition of market share

5.0 Software provider that will be used / Software Technologies to be used

The core of Beastone NV overall strategy is product diversity. Providing a broad variety of product types is a huge draw for users onto sites, and managing those sites benefit greatly from the efficient, flexible back-office and CRM solutions.

N.T.S.H Platform

N.T.S.H platform is implemented to generate full-fledged online interaction channels with registered Users and attract new Users. Furthermore, Users receive information on Events and Markets of interest to them, as well as the results of Events. N.T.S.H. is a centralized tool that allows employees of the Company to work on events of various types, activity studies, audience segmentation, marketing campaigns, and statistics. The N.T.S.H platform is designed to allow for higher levels of customization and automation, as well as expansion into new iGaming markets and new clients.

N.T.S.H Products

Trading Tools - is a set of software tools designed for the formation and maintenance on the side of the Betting Company of a Line of Events available to Players for subsequent betting on the outcomes of sports and other events that are planned or held in real-time. The provision of data on the outcomes of events is based on the calculation of the probability of such results.

Trading Feed - should consolidate trading data and bring it to a single form, so that other modules that need this data to work can get it using API requests.

Sportsbook - is a set of tools for processing Bets. It includes a Data Feed processor, a Bet Processing betting processor, a Bet Monitor betting monitoring tool, and a Bet Store Betting database.

End-User Channels - is a set of Front-end modules for the Betting Platform. This includes Native Applications for Android and iOS, as well as Betbook - the main web interface of the Betting Platform. Also, the Tranext Localization module and the Aspire module, which is responsible for the top Events widget, interact directly with Channels.

Core - a set of services responsible for registering a User and managing his account. Requests for replenishment of the User Account or payment of funds are initiated from it, which are then transferred to the payment hub for processing.

BackOffice - is an internal website management and monitoring system that contains all the interfaces for managing the components of a website.

Campaigner (CRM) - is a module for managing marketing campaigns and awarding bonuses to Users.

Global controls allow operators to enforce rules across their entire system; for example, they can set transaction limits for individual users on every event they offer or block IP addresses from particular jurisdictions. This functionality combined with robust and customizable fraud and risk tools will allow operators to ensure that all aspects of their business are fully compliant with the appropriate legislation and regulation in the jurisdictions in which they operate. From Beastone N.V perspective, this will allow them to ensure that operators with which they engage are operating within the correct regulatory framework.

Another benefit afforded by our system is that the data collation allows for extremely granular reporting. Individual aspects of product performance and user behavior can be examined in detail, in a modern iGaming business data is key so operators who can quickly and efficiently analyze data in great detail are at a significant advantage over their competitors. Operators can use this data to track user activity, assisting in the identification of fraudulent or automated activity, or measure KPIs, or analyze the performance of any part of their product offering. Much of this data can be tracked and analyzed in real-time, allowing for highly targeted marketing, push notifications, etc. The system is also designed to be inherently modular, allowing operators to pick and choose the elements they want and tailor the package specifically to their business. This is a big

draw for potential customers as many existing products in the market are fixed, meaning that operators are stuck paying for functionality that they do not need or use, or else attempting to create their own bespoke system by operating a number of different systems simultaneously. Neither of these approaches are cost-efficient so a modular solution is extremely attractive to operators, from the small who may need a very specific solution to the large who wish to integrate a wide variety of individual components into a single back-office package.

6.0 Financials

	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue	1,800	2,340	3,042	3,955	5,141
Casino Platform	1,800	2,340	3,042	3,955	5,141
COGS	562	849	1,086	1,399	1,813
Royalties	148	178	213	265	339
Other direct expenses	414	671	872	1,134	1,474
Gross Profit	1,238	1,491	1,956	2,555	3,328
Operating Expenses	1,180	1,382	1,792	2,327	3,023
Salary & Bonuses	280	329	423	547	709
Marketing Expenses	810	936	1,217	1,582	2,056

Other Expenses	90	117	152	198	257
EBIT	58	109	164	229	305
Taxes	1	3	4	6	8
Net Profit	57	106	160	223	298

7.0 Source of funds

Initial investments planned in the amount of USD 75 000 to set-up and start operating.