

BUSINESS PLAN

HIT ENTERTAINMENT B.V.

Overview

HIT Entertainment B.V. is a company established for online gaming founded in October 3, 2017, by a team of experienced professionals from the gaming industry. We aim to provide an exceptional online gaming experience across various platforms like web, mobile apps, and smart TVs.

Our initial offering will include a diverse selection of casino games like slots, blackjack, and roulette as well as sports betting markets.

We are developing proprietary games with innovative mechanics and immersive graphics to differentiate our brand.

The types of games by the company are: slots, including 3D slots, video poker, table games, skill games, live casino, poker, and scratch games.

For participation in games, tournaments, and other organized championships on the Company's website, the Company may set an entry fee, the amount of which will be specified in the rules of the given game. The amount specified in this clause shall be paid by the Player to the Company from his/her special gaming account.

The Company immediately transfers all the winnings and entry fees of the Player to the Player's special gaming account.

Protection of Children

Our Services are not intended for or directed at persons under the age of 18 (or the lawful age in their respective jurisdiction). Any person who provides their information to us through any part of the services signifies to us that they are 18 years of age (or the lawful age in their respective jurisdiction) or older. It is our policy to uncover attempts by minors to access our services which may involve having to initiate a security review. If we become aware that a minor has attempted to or has submitted personal information via our services, we will not accept their information and will take steps to purge the information from our records.

Our Principles and Unique Value Proposition

Since the day we started our service life as HIT Entertainment B.V., our priority has been to ensure that all our members spend time in an enjoyable and exciting environment with high rates and constantly updated bonuses and promotions, based on trust, accurate service understanding, fast money deposit and withdrawal transactions.

We aspire to promote a thrilling gambling experience consequently our user experience will be a priority. We will look to expand our team to employ experienced individuals who are enthusiastic about the industry and who are in line with our vision.

Due to the competitive nature of the industry, the management has outlined the concepts for new products/features which do not currently exist in the market, and we will seek to maintain a Brand that is fresh based on the current trends in the industry.

Infrastructure

Our company is in cooperation with big and highly developed platform providers such as BetConstruct, PronetGaming and EveryMatrix.

HIT Entertainment B.V. brands offer a portfolio of quality products and 3rd party content including the following units:

- Over 45,000 live betting events per month, with 65,000+ pre-match options, and a wide range of betting markets for more than 120 sports;
- A wide selection of Live Casino games including live versions of Black Jack, Roulette, Texas Holdem and Baccarat;
- More than 5000 Slot games, single wallet system for seamless switching between our products;
- Live and Virtual Bingo;
- Unique game variants with new bet variants;
- A platform where you can watch all matches live on HIT Entertainment B.V. TV without interruption and without ads;

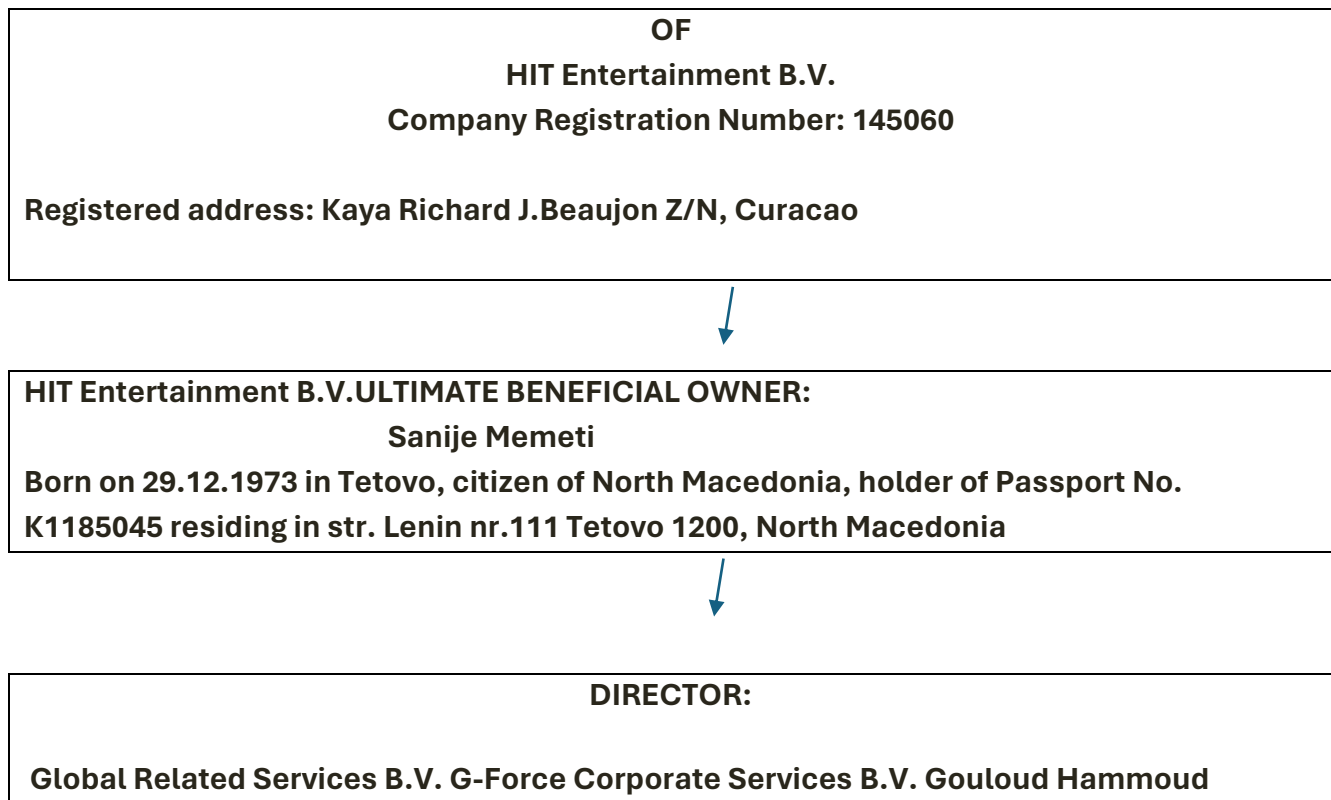
Payment Gateway

We use a payment gateway which is integrated using an API on our platform. Utilizing a payment gateway enables us to access numerous payment methods offered by the gateway that can help our users facilitate payments.

The platform can offer several payment methods including:

- Credit, debit, and prepaid cards, through several providers
- Direct integration with banks
- Mobile money
- E-wallet providers
- AMPs
- Crypto

COMPANY MANAGEMENT STRUCTURE



Our management system is developed and maintained to ensure our employees can monitor as well as manage everything with ease. The back end offers an extensive functionality that allows us to manage all the customer's activities on the platform and also ensure that we can push promotions to existing users as well as identify trends and implement new strategies for promotion to acquire new customers.

The system is also user-friendly for our support employees to carry out the KYC verifications such as Identity and Personal details verification, Proof of Address as well as Source of funding and we will integrate outsourcing services to be always in compliance with KYC and AML.

Operational Information

The structure of the customer support's teams, a brief description of the roles and positions and other relevant info on the area.

Operations Manager

- Manage and oversee all casino operations.
- Ensure compliance with all gaming regulations.
- Monitor gaming processes and equipment for any irregularities or issues.
- Manage staff, including hiring, training, and performance management.
- Develop and manage budgets and financial reports.
- Ensure customer satisfaction and handle any customer complaints or issues.

Supervisor

Assign duties, provide training and coaching, and ensure that all employees are performing their responsibilities effectively.

Customer Support

Provide excellent customer service by addressing customer inquiries, resolving disputes, and ensuring a positive gaming experience for all patrons. Handle any customer complaints or issues promptly and professionally.

Payments & Risk Analyst

- Assist the department to ensure that all goals are met, to enable vital insight from reports and data.
- Co-ordinate with Compliance to ensure that we are meeting all License requirements with regards to risk checks and current casino bonus promotions
- Maintain documentation of our risk rules and logic, to ensure visibility. Include the whole team with a brief of findings to highlight how these updates could influence business.

- Manage escalation of payment issues with providers, tech support, and other departments.
- Release withdrawals up to a pre-established maximum amount

Domains

www.galabet.com

www.betoffice.com

www.hitbet.com

www.betpark.com

www.kolaybet.com

Each of them features the following information/links in the footer of each page;

- Company Information – details of the licensed company that operates the website, the information includes the company names and addresses.
- Licensing information - The sub-license number shown under which the company is licensed to operate the website.
- About Us Section – informative summary of the company.
- FAQ/ Help Centre – questions and answers for customers to provide information on the most common queries from customers, a quick reference guide for any customers.
- Terms & Conditions – the terms and conditions that customers are bound to by accepting the rules of using the website. These include the following;
 - KYC – Age & Identity Verification
 - Account – rules regulating your account and the use of the account.
 - Deposits and Withdrawals – rules regulating payment activity on the site
- Privacy Policy – declaration of data protection and privacy law compliance.
 - Information on the information collected and its uses.
 - Cookies Policy – information on the types of cookies used and their purposes.
- Responsible Gaming Information.
 - The website will provide a Responsible Gambling link which shows appropriate guidance information to customers and provides links to www.responsiblegambling.org and www.gamblersanonymous.org.
 - Preventing underage gambling – KYC checks prevent gamblers under the regulated minimum age (standard being 18 years) from using the website.

- Customer Limits – Allowing customers to set a deposit limit within a certain time frame to prevent customers from paying more than they can afford.
- Self-Exclusion – industry standard practice of providing a mechanism for customers to suspend their gambling activity for a predetermined time set by themselves.
- Set maximum stakes for bets – the customer can limit their activity by self-imposing limits.
- Account Closure – the customer can close their account through the website.
- Indemnity and Limitation of Liability
- Customer Service and Complaints – A dedicated email and number is allocated for complaints
- Betting Rules & Regulations
 - General Sports Betting Rules
 - Detailed betting rules per Sport
 - General Casino Game rules
 - Specific Casino rules by Game
- Security Policy - encryption, firewall protection, account protection and verification protocols.
- Payment Providers Information – Details of the payment providers integrated on the website.
- Contact us – address, email address and Live Chat will be integrated into the website to allow customers to contact and chat with customer service representatives at all times.
- And any additional information in compliance with GC rules.

BUSINESS FORECASTS AND STRATEGY

Hitbet, Betoffice, Galabet, Betpark, Kolaybet	2023	2024	2025	2026
Staff Costs / Contractors	€ 4.599.851,00	€ 5.119.000,00	€ 5.681.600,00	€ 6.226.631,00
Marketing	€ 1.438.791,00	€ 3.100.000,00	€ 5.100.000,00	€ 6.900.000,00
IT And Platform	€ 17.521.000,00	€ 30.525.000,00	€ 45.838.000,00	€ 65.162.500,00
Gaming Licence	€ -	€ -	€ -	€ -
Curacao Fees	€ -	€ -	€ -	€ -
Office Costs	€ 900.624,00	€ 920.000,00	€ 944.000,00	€ 980.000,00
Professional Fees	€ 543.462,00	€ 580.000,00	€ 620.000,00	€ 800.000,00
Total Expenses	€ 25.048.728,00	€ 40.244.000,00	€ 58.183.000,00	€ 73.842.500,00
Total Gross Profit From Gaming	€ 30.135.000,00	€ 50.480.000,00	€ 75.513.950,00	€ 95.438.000,00
Net Profit	€ 3.977.500,00	€ 5.828.500,00	€ 8.441.200,00	€ 10.675.000,00

Business Growth Strategy

HIT Entertainment B.V.'s marketing strategy is a combined approach of:

1. Aggressive digital marketing across search, social media, affiliate programs to build brand awareness
2. Strategic partnerships with trusted gaming publications/influencers
3. Targeted localization and region-specific campaigns
4. Key target markets for the first 2 years are the UK, Germany, Nordics, and Canada. Prohibited territories as per regulations will be excluded using geoblocking technology.
5. We serve our 500,000 members in the Curacao license-accepted countries as target markets without compromising our quality and service standards and without leaving the rules of responsible gambling.

On the product/service front, we will continuously update our games catalog with new titles every quarter, including innovative proprietary games. A 24/7 multilingual customer support along with attractive bonuses/promotions will help attract and retain customers.

Our growth will be funded through the initial investment from founders and external VC funding which we are currently pursuing.

Target KPIs and Objectives

Key Performance Indicators:

- Revenue growth
- Customer acquisition cost
- Customer retention/churn rates
- Game productivity metrics like bet value, conversion rates
- Player engagement scores like time on site, transactions per user

Primary business objectives are market share acquisition through rapid growth in first 3-5 years while maintaining a sustainable and responsible operating model.