

Starlink International N.V.

BUSINESS PLAN

17th MARCH 2024

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EXECUTIVE SUMMARY

I. ABOUT THE COMPANY

Starlink International N.V., a licensed gaming operator based in Curacao, is dedicated to providing an ever-expanding platform for users to enjoy a diverse array of online gaming experiences, ranging from *Live Casino Games* and *Sports Games* to *Slot Games* and more. This business plan outlines our strategic vision, objectives, and operational framework for the next three years, with the goal of establishing a thriving and sustainable presence in the fiercely competitive iGaming industry.

The company's first proposed business plan is for Interwin(domain:interwin.com) and Wingaora(domain:winagora.com) have established new revenue streams and gained market presence.

Our revenue projections reveal that Live Casino Games and Slot Games will each contribute 50% to our total revenue stream. As our company continues to grow, we intend to broaden our services by establishing new partnerships and developing compulsive games. These initiatives are strategically aligned with our year-to-year projections, aiming to further enhance our revenue streams and solidify our position in the marketplace.

I.I VISION AND MISSION

Starlink International N.V. aspires to lead the entertainment hospitality sector in our selected markets by delivering superior experiences and unmatched entertainment value. We are dedicated to providing pleasant gaming experiences to our customers, offering rewarding opportunities to our team, and delivering remarkable value to our shareholders.

I.II CORE VALUES

Exceptional Service: Our commitment is to surpass every customer expectation through the delivery of outstanding service.

Integrity: We uphold the highest ethical standards in all our dealings, ensuring accountability and responsibility.

Team Engagement: We empower our workforce by equipping them with the necessary tools for success and acknowledging their invaluable contributions to the company.

Drive for Prosperity: We are dedicated to effectively managing and cultivating the growth of our business, ensuring its prosperous trajectory.

I.III THE PURSUIT OF GAMING LICENCE IN KEY MARKETS

This online gaming sector is known for its high entry hindrance due to stringent regulations and massive challenges concerning securing licences to operate casinos and other gambling establishments. Nonetheless, to run an online gaming business legally, obtaining a valid licence is an unquestionable requirement.

In this regard, Starlink International N.V. has and will keep on embracing a proactive methodology in searching out various methods of obtaining and retaining licences in markets with growth potentials and high revenue. This is considered as the key to the success of our business in the gaming industry.

Thus far, Starlink International N.V. has planned to make significant investments in securing rights to operate gaming operations in Asia. Moving forward, our company will continue to direct similar efforts globally.

I.IV POSITIVE REPUTATION

Being licensed in Curacao enables us to operate legally and securely while reaching a global audience. The regulatory framework in Curacao provides the necessary credibility and oversight to ensure player protection and fair gaming practices.

Our brand will initiate ongoing activities and initiatives to enhance our brand presence and foster customer loyalty, including the following:

- Aggressive customer acquisition
- Retention techniques
- Database mining
- Affiliate programs

II. MANAGEMENT AND ORGANISATION

II.I ORGANISATIONAL SEGMENT

Partnerships:

Our strategy involves forging strategic alliances with premier software providers, payment processors, and marketing agencies. These collaborations will significantly enrich our platform's offerings and expand our market reach. By partnering with industry leaders, we gain access to a diverse array of games, secure payment solutions, and effective marketing channels, thereby enhancing the overall user experience.

Key Departments:

Our organisational framework will encompass essential departments critical to our operations, financial management, marketing endeavours, customer support, and compliance. Each department will play a pivotal role in ensuring the seamless operation of our business and the delivery of exceptional services to our valued users.

Human Resources:

Initially, we plan to recruit 15 employees to kickstart our operations. Over the course of the first year, we anticipate adding another 10 employees to our team. This expansion will comprise an equal proportion of local talent and international hires. Given our focus on Asian markets, including Indonesia, Malaysia, Thailand, Vietnam, and China, proficiency in languages pertinent to these regions is essential. Therefore, we prioritise hiring foreign employees fluent in the relevant languages to cater to the linguistic needs of our target customer base.

Market Focus:

In our inaugural year, our primary target markets will be Asia and Europe. As such, our recruitment efforts will align with this strategic focus, ensuring that our workforce possesses the linguistic and cultural competencies necessary to effectively engage with our clientele. Looking ahead, we anticipate scaling our team to accommodate the anticipated growth trajectory of our business. By the end of the second and third years, we project our workforce to expand to 50 and 100 employees, respectively, in line with our ambitious expansion plans and increasing operational demands.

II.II

ORGANIZATION

STRUCTURE

To effectively operate an iGaming agency, the following six departments will be established as detailed below:

1. Accounting Department
2. Customer Service Department
3. Risk Management Department
4. Human Resources Department
5. Research & Development Department
6. Marketing Department

III. BUSINESS ANALYSIS

III.I S.W.O.T.

<u>Strengths</u> • Strong regulatory compliance framework in Curacao. • Strategic partnerships with leading industry players. • Innovative platform features and user-friendly interface.	<u>Weaknesses</u> • Initial challenges in building brand recognition and user trust. • Dependency on third-party software providers and payment processors. • Competition from established players in the iGaming industry.
<u>Opportunities</u> • Expansion into new markets and jurisdictions. • Introduction of new gaming verticals and innovative features. • Partnerships with influencers and affiliates to reach a wider audience.	<u>Threats</u> • Evolving regulatory landscape and compliance requirements. • Security breaches and cyber threats. • Economic downturns and fluctuations in consumer spending.

III.II STRATEGY ROADMAP

Strengthening of the Asian Market And Future Expansions

In the near future, our brand will concentrate on building sustainable operations in Asia, with a strong emphasis on Indonesia, Malaysia, China, Thailand, and Vietnam. This strategy aims to establish a robust business model and reputable brand presence within a focused target market.

Looking ahead, the successful consolidation of these markets will serve as a solid foundation for Starlink International N.V. to pursue expansion into the global market. We are confident in our ability to achieve this long-term goal.

Target Customers:

As of now, it is the Asian market that presents the most significant potential for growth. Our focus for target country customers will primarily be on the Asian demographic, given the expanding prevalence of gambling activity throughout the region.

Positioning:

We will position ourselves based on our product attributes. Customers will perceive our game as one of the premier offerings in the online gaming industry, alongside the promotions we provide. Additionally, we will host our own tournaments to captivate customers' interest and foster loyalty to our brand.

Awareness and Relationship Building:

Our team will engage in creating and marketing campaigns aimed at our existing customer base through various social media platforms. Utilizing these channels, our brand will communicate, foster relationships, and raise awareness within our target market, thus cultivating a robust customer base.

In addition, we will implement website optimization techniques and targeted search strategies, encompassing both organic and paid approaches, to attract individuals interested in the gaming experiences we offer. Through this strategy, we aim to generate a substantial audience and effectively disseminate awareness upon the release of new offerings.

Marketing Strategy:

We will collaborate with local companies in our target countries, specifically those with expertise in managing customer support services. Monthly payments will be made to each local partner as per the contractual agreement. Additionally, **10% of our company's profits** will be allocated towards marketing efforts to expand into new markets and enhance our customer base.

Furthermore, we will implement a series of direct sales marketing initiatives over time to generate interest and raise awareness about our agency. This strategic approach will attract users and

facilitate the acquisition of crucial advertising and sponsorship contracts, which will evolve as our brand gains momentum in the market.

III.III KEY SUCCESS FACTORS

The two key success factors for us are viral products and effective marketing; these entail delivering a unique and engaging product that resonates with a wide range of demographics and the capacity to generate a significant impact. These objectives will be attained through:

- A robust development team with a proven track record of successful projects.
- Unique products that incorporate stimulating elements and a strategic gaming structure, offering customers substantial rewards for referring our brand to their friends and family.
- Establishment of extensive brand awareness and the cultivation of an active monthly player base.
- Engagement of more players through exciting activities, such as tournaments and events.

IV. PRODUCT & SERVICES

IV.I RULES

For the Sports Games providers, we will be obtaining games from two different iGaming sites: NOVA and SBOBET. They are Asia's leading betting websites for live games, offering bets on all popular sports such as soccer, basketball, hockey, tennis, baseball, Formula 1, cycling, and more. Additionally, they offer Live Casino Games and Poker rooms as well.

The website design will be customer-centric, fully interactive, and easy to navigate. It will feature a range of functions enabling customers to complete registration, deposit, withdrawal, and transfer requests between NOVA and SBOBET or vice versa. Furthermore, customers can view prices, manage their accounts, place bets, and check their winnings online and in real time at the respective gaming sites.

These are the procedures for playing the Sports Games:

Betting

Once the bets are placed and confirmed, requests for change, void and cancellation are no longer allowed.

Result and Settlement

Results and Settlement refers to the final outcome of your bets and betting options that have been confirmed. Victory proceeds will be credited to the account of the customer after the customer has been successfully processed bets, determined and paid.

Scheduled Time

Players must enter and confirm the bet before the time scheduled / allocated given to the players' from the system. Bets will not be accepted after the time scheduled / allocated given ends and the event / match / game starts.

At the event / match / game / market / products specified to accept bets after and during the event / match / game / market / will be considered valid and acceptable. or a particular bet on the game that is being offered on the website running.

Odds and Price

During the opening of the account (account registration), players must choose their choice between the Decimal Odds. Once registered, odds format will be automatically registered in the odds, but the system will not limit the player to change the odds that they choose after they log in to their accounts or of a particular product. Players need to check the odds (prices) before confirming their bets .

Change of Venue

All bets will be considered void only if the game turns into a place where the guest's opponent team. All bets are considered valid if no event is changed to another place. This rule will only apply to a match in which both teams have their own arena.

Auto Time Acceptance

Players are given an option to place a bet using "Auto Time Acceptance" by selecting the "Time Accept" button. The "Auto Time Acceptance" option may be available only on certain Events. Your bet will be auto accepted and confirmed once the indicated timer expired if no interruption on the following conditions:

Players agree to accept and hold no liability to the company and agree that they are solely responsible to check and confirm their bets acceptance and it's at their own risk when using the "Auto Time Acceptance" feature.

- If no goal scored by any team
- If no red card is awarded
- If no penalty is awarded
- If no technical error or issue, but not limited to, any failure in any telecommunication that prevents the correct placing, accepting and or recording or notification of bets, delays and interruptions in operation of transmission such as internet connectivity failure.

IV.I.I ABANDONED EVENT

In a scenario of an event is discontinued or abandoned for any reasons, the current score at that particular time counts if the minimum requirements are fulfilled for the specific match/market/game/sport according to the specific sports rules and regulations or there is an official result or from the governing body or unless otherwise stated and all bets are deemed void. Unless the particular markets on the event with valid decisions and already decided will be deemed valid for betting purpose, example, "half-time" betting.

IV.I.II POSTPONED OF EVENT

All bets are deemed void if the event is cancelled or postponed, which within 36 hours after the scheduled start time has not been announced or started; or within 12 hours for Baseball matches. Refer to Baseball rules.

*This rule does not apply to tennis. Refer to tennis rules.

In Live Casino Games, many games can be played by customers. Those products in Live Casino Games include Baccarat, Black jack, Roulette, Sic Bo and etc.

**Starlink International N.V. reserves the final decision.*

IV.II Baccarat Rules

For playing Baccarat, there has two option to playing its :

Betting on the player's hand

By placing the customer's own gaming chips in the "Player" area in front of himself / herself, he / she is betting on their own hand.

Player wins the bet, if the player's hand at the end of the round (after all drawing and dealing are done), will be greater than the dealer's. In this case, the player is paid even money and charged no commission.

The house edge for this bet is 1.29%.

IV.III Black Jack Rules

Blackjack is played on four Ante betting positions, four Player's Perfect Pair betting positions and one Dealer's Perfect Pair betting position.

The game allows an unlimited number of players to bet on any of the four Ante betting positions within a single game round. Multiple players may place bets on the same seat. If two players are playing in the same position, one may choose to Stand, and the other may choose to Hit. In this

case, the dealer will deal another card to the position, but the player who decided to Stand will not receive the card.

- The objective of Blackjack is for the total of Players' cards to be closer to 21 than the Dealer's cards, without exceeding 21.
- In Blackjack, aces count as either 1 or 11, face cards as 10, and number cards at their face value.
- A combination of an ace and a ten-value for first two cards is considered a Blackjack and wins 1.5 times of Player's original bet.
- If the total value of Player's cards is closer to 21 than the Dealer's, wins Ante bet amount.
- If the total value of cards is more than 21, Ante bets on Players considered "busted" and lose.
- If both Player and Dealer have the same card total (17 to 21), neither side wins and the bet is returned as "push". Blackjack beats a score of 21.

IV.IV Sic Bo Betting Rules

Bet Options in the Sic Bo:

- Small Bet:
 - Small bets win when the point total of the three dice is between 4 and 10.
 - Bets consider lose when the result is Any Triple
- Big Bet:
 - Big bets win when the point total of the three dice is between 11 and 17.
 - Bets consider lose when the result is Any Triple
- Odd Bet:
 - Odd bets win when the point total of the three dice is 5,7,9,11,13,15,17.
 - Bets consider lose when the result is Any Triple
- Even Bet:
 - Even bets win when the point total of the three dice is 4,6,8,10,12,14,16.
 - Bets consider lose when the result is Any Triple
- Numbers Bet:
 - If you place a wager on any of the six numbered boxes in the "Numbers Bet" area at the bottom of the table layout, you will win according to how many of the three dice come up with the selected number.
- Specific Triple

IV.V Roulette Betting rules

Roulette uses standard European Roulette rules and is played with a live dealer and a real Roulette table:

- **En Prison:** If the ball lands on zero, player has 2 choices:
 1. Reclaim half of the losing bet
 2. All or nothing. Leave en prison for the next spin. If the next spin matches the bet, the player wins. If the next spin is zero, the player loses.
- **La Partage:** Players will lose half their bet if the ball lands on a zero.

IV.VI **Poker Betting Rules**

Each of the many variations of poker has its own unique set of rules for play. There are, however, some standard rules that apply across the board regarding certain circumstances. Learning and understanding these rules will make different learning variations of poker much more comfortable and more enjoyable.

IV.VII **Lottery Betting Rules**

iLotto game is a lottery game based on the official lottery sites in China [Shanghai, Jiangxi, China Social Welfare Lottery 3D, Chong Qing, Tianjin and Xin Jiang].

The game is played with a drawn result consisting of five digits or three digits; the drawn result sequence is from Right to Left. The wager can be placed on the explained bet types below.

The official draw result timing strictly corresponds with the respective region where the game extracted from. The management reserved the rights to cancel or void draw in situations as follows:

- The official draw result is unobtainable for an extended period of time
- The official draw result is published before the system is closed for betting

V. RULES

Website Rules & Regulations

The following rules & regulations will be implemented for our online website.

Customers wishing to bet or gamble with the **Starlink International N.V.** are warned that there may be specific laws in their own country, their place of residence, or the place where they currently are, which prohibit betting, gambling or gaming.

Customers MUST abide by the relevant local laws at all times and if in any doubt, should obtain local advice as to the legal position. **Starlink International N.V.** could not, and would not accept any responsibility for any breach of any local gambling or betting laws.

V.I GENERAL

All bets accepted by **Starlink International N.V.** are subjected to these rules & conditions:

- Any person wishing to open a betting account must be over 18 years of age.
- It is the exclusive responsibility of each client to ensure the due compliance of the local or national laws of his own country, regarding to the law of gaming there in force, before registering with **Starlink International N.V.** or before placing the bets through the Internet.
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- Clients wishing to place bets with **Starlink International N.V.** are advised of specific laws in their own country, their place of residence, or the place where they currently are, may prohibit betting activities.
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- Customers MUST abide by the relevant local laws at all times and if in any doubt, should obtain local advice as to the legal position.
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- **Starlink International N.V.** will not and cannot take any responsibility for any breach of any local gambling or betting laws.
- In the event of odds mistakenly attributed to typing or human error, the company reserves the right to correct the odds mistakes and to settle accounts with the accurate odds.
- **Starlink International N.V.** shall have absolute discretion in the acceptance or rejection of all or part of the bets.

V.I.I ACCOUNT

To access our betting service, clients must first open an account. Clients may bet up to the bet limit stated on their account.

The client is responsible for the secrecy of his own account number and passwords. Any online bet on a customer's account will be sufficient. In the event customers suspect that their personal information is stolen, please inform us immediately to change the detailed information.

Clients may withdraw from their account at any time provided that payments have been confirmed.

Starlink International N.V. reserves the right to close a client's account at any time, without stating the reasons. In this event, the balance left on his account will be returned to the client.

If **Starlink International N.V.** found cheating in the game from the client, then the company reserves the right to close the account of the customers. In this case, the company will not refund the remaining credit of the customers.

V.I.II ACCEPTANCE PROCEDURES

If any sum is incorrectly credited to the client's account, it is the client's responsibility to inform the company. Otherwise, all subsequent bets directly or indirectly arising from this mistake shall be cancelled.

V.I.III BET ACCEPTANCE

We only accept bets online.

It is the client's responsibility to ensure that bet details are correct. Once bets have been placed and acceptance has been confirmed, the client can no longer cancel or change it.

Starlink International N.V. reserve the right to suspend a market at any time. When the market is suspended, any incoming bet will be rejected. **Starlink International N.V.** also reserve the right to cease betting on any market at any time without prior notice.

All winning will be credited to the customer account. Winnings credited to an account in error are not available for use, and we reserve the right to void any transaction involving such funds.

We do not accept any responsibility for failure in any equipment or telecommunication that prevents the placing of correct bets.

VI. BUSINESS GOALS & OBJECTIVES

The future of iGaming is intricately linked with the evolution of the Internet. In recent years, there has been a significant surge in the number of Internet users, accompanied by rapid technological advancements. It is widely acknowledged that this trend will persist, fostering continued exponential growth within the realm of our industry.

The primary goal of **Starlink International N.V.** is to create a successful game that reaches a competitive level of popularity. Our company quantifies the level by acquiring a minimum of 20,000 active players within 12 months of product launch.

Subsequently, **Starlink International N.V.** aims to continue to develop and launch more games on the web and mobile platforms over the years of operations. We also aim to increase its gross revenue by 25% on a year to year basis.

VII. MEASURES TO PROTECT CUSTOMERS

VII.I PRIVACY POLICY

Starlink International N.V. will protect customers' rights through a privacy policy. This privacy policy sets out our data processing practices carried out through the website. Any personal information the customer provides to the Company through the website will be used by us solely to determine the customer's suitability as a betting customer, processing bets and maintaining the customer's account.

Also, **Starlink International N.V.** will use modern Secure Socket Layer (SSL) technology on all web pages that contain personal information such as personal details and credit card details. SSL works by encrypting all confidential data so that no one except the company can understand it.

Provided that the customer has expressed his/her acceptance, **Starlink International N.V.** may from time to time contact the customer regarding related products and services that may be of interest. Likewise, provided that the customer has indicated his/her acceptance, **Starlink International N.V.** may from time to time disclose personal information to other companies or business partners who may also contact the customer regarding their products or services.

VII.II PROTECTION AGAINST FRAUD

Customers must first open a deposit account to access our betting website. When opening an account with a debit or a credit card, clients must use their own card. Customers are required to fax a photocopy of their card/s (both sides) and a photocopy of the identity document as proof of identity. All winnings are subject to the Company's fraud prevention measures. Withdrawal

requests made by account holders depositing from a debit/credit card will be credited back to the same card. Clients may bet up to the amount deposited on their account.

Also, when deciding whether to accept a new registration, **Starlink International N.V.** may provide information of the customer to authorized credit reference agencies to confirm his/her identity and card details. They will check any details **Starlink International N.V.** discloses to them from any databases (public or private) to which they have access and will keep a record of the result. The customer agrees that **Starlink International N.V.** may process, use, record and disclose personal information provided in connection with the registration and that such personal data may be recorded by **Starlink International N.V.** or by authorized credit reference agencies. For customer's protection, The customer will be responsible for the secrecy of his own account number and passwords

VII.III Protection Against Minor Customers

To protect young people, **Starlink International N.V.** will not accept customers under the age of 18. **Starlink International N.V.** reserves the right to ask for proof of age from any customer and to carry out checks to verify the information provided. Customer accounts may be suspended, and funds withheld until satisfactory proof of age is provided. In order to avoid unlawful betting, we may undertake a search with a third party to verify that the customer is over 18.

VIII. FINANCIAL PLAN

12 MONTHS PLAN OF INCOME AND EXPENSES

	Monthly Revenue (USD)	Monthly Expenses (USD)	Profit/Loss (USD)
January, 2024	100,000	90,000	10,000
February, 2024	120,000	100,000	20,000
March, 2024	135,000	115,000	20,000
April, 2024	155,000	130,000	25,000
May, 2024	185,000	145,000	40,000
June, 2024	210,000	170,000	40,000
July, 2024	250,000	200,000	50,000
August, 2024	290,000	240,000	50,000
September, 2024	320,000	260,000	60,000
October, 2024	350,000	280,000	70,000
November, 2024	400,000	320,000	80,000
December, 2024	450,000	390,000	80,000
Total Sum	2,965,000	2,440,000	525,000

To be corrected by the client. Client informed

PROFIT AND LOSS FOR 1 YEAR (PROJECTED)

	Position	Value (EUR)
1	Gaming revenue	2,965,000 USD
2	Cost of sales (% Providers)	473,600 USD
3	Other (% commission)	355,200 USD
4	TOTAL COST OF SALES	828,800 USD
5	Gross margin	2,131,200 USD
6	Gross margin %	72%
	EXPENSES	
7	Sales and marketing expenses	1,500,000 USD
8	Salaries	275,000 USD
9	Depreciation	- USD
10	Research and development	350,000 USD
11	Utilities (hosting, domains etc)	150,000 USD
12	Insurance	5,000 USD
13	Rent	100,000 USD

14	Licensing	30,000 USD
15	Other	30,000 USD
16	TOTAL EXPENSES	2,440,000 USD
17	Profit before tax and interest	525,000 USD
18	Taxes	
19	Net Profit	525,000 USD

IX. PROJECTED PROFITS

We anticipate steady revenue growth over the upcoming three years, propelled by enhanced user acquisition and engagement strategies. Our financial projections encompass revenue forecasts, detailed expense breakdowns, profitability targets, and key performance indicators aimed at monitoring progress and ensuring long-term financial viability.

This comprehensive business plan delineates a strategic roadmap for establishing and expanding a thriving online gambling enterprise over the ensuing three-year period. Emphasizing strategic initiatives, operational excellence, and financial prudence, our plan aims to navigate the competitive landscape effectively.

We are confident in Starlink International N.V.' ability to yield profits on a year-to-year basis. Our revenue streams are anticipated to be primarily derived from the iGaming Site for Sports Games and Live Casino Games, with an additional 3% rake commission from Poker room stake tables, ensuring fair play between real players.

Projections indicate an estimated annual profit of approximately **USD 525,000** in the first year of operation for the Agency site, with a progressive increase to **USD 3,000,000** over the subsequent three years. We anticipate further growth in the ensuing years. Income tax obligations will be met in accordance with the prevailing tax regulations of Curacao.

Respectfully submitted,

A handwritten signature in black ink, consisting of a series of loops and a long horizontal stroke extending to the right.

RUDY RAMLAN

Chairman