

BUSINESS PLAN

Pelican Entertainment B.V.

Business Plan Version: 1.0.

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1. Company management structure

(SMES) Solutions for Management and Employment Support N.V. officiates functions of the managing director of Pelican Entertainment B.V.

(SMES) Solutions for Management and Employment Support N.V. performs the duties of a local representative for Pelican Entertainment B.V. operating within Curacao. (SMES) Solutions for Management and Employment Support N.V. has extensive administrative experience overseeing legal organizations.

The company's **CEO** is Mr. Ihor Hniedash. Mr. Ihor Hniedash manages the company's growth, boosts earnings, and raises share prices. Mr. Ihor Hniedash oversees every aspect of an organization's daily activities.

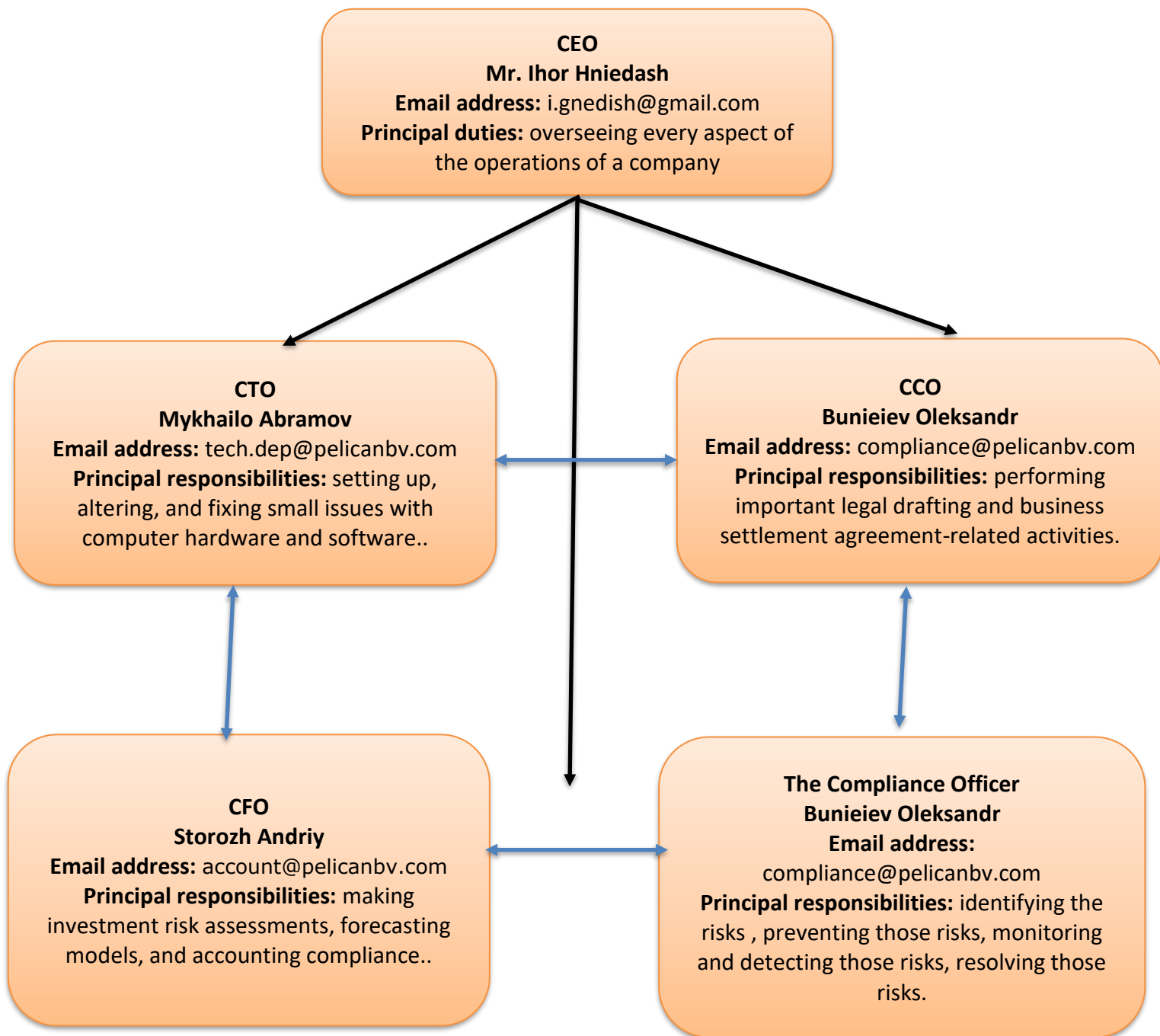
Mykhailo Abramov is the **Chief Technology Officer (CTO)** of the company. He is in charge of setting up, altering, and doing small repairs on computer hardware and software. Mykhailo Abramov is also in charge of assisting customers with technical issues and responding to their inquiries to find out more details about their particular circumstance.

The company's **Chief Compliance Officer (CCO)** is Bunieiev Oleksandr. He is responsible for handling and supervising the legal issues of the organization. He is responsible for carrying out important legal procedures such as negotiations, drafting contracts, and business settlement agreements. To uphold integrity inside the company, he also assumes responsibility for making sure that any claims of legal malpractice are reported to senior management right away.

The company's **Chief Financial Officer (CFO)** is Storozh Andriy. His primary duties include developing forecasting models, evaluating investment risk, and making sure that all accounting procedures are followed. In the end, He will keep our business financially stable and ultimately boost profitability.

Bunieiev Oleksandr is **the Compliance Officer** for the company. He is in charge of making sure their company and organizational procedures abide by governmental requirements. His responsibilities are broad and include everything from advising management to performing risk assessments. His main responsibilities include identifying the risks that a company faces, preventing those risks, monitoring and detecting those risks, resolving those risks, and providing advice on how the company can minimize those risks and deal with them.

On this page is an image of the company's management structure.



2. Legal and governance framework

Unless the company chooses differently at a General Meeting, the Board of the company may consist of a single person and its membership count not be capped.

Members of the Board of directors are elected by shareholders. Main functions of the board are to set strategy, oversee management, and protect the interests of shareholder (s) of our company. A company's board of directors is in charge of guiding and supervising operations to ensure optimal performance.

Important matters concerning the company, its shareholders, its workers are deliberated by the board of directors. It participates in:

- Assisting a company in defining its long-term goals, primary objectives, and direction;
- Making operational decisions;
- Senior executives and high management's recruitment and dismissal;
- Establishing executive compensation;
- Establishing a procedure and timetable for its communications with the CEO and UBO of the company. The CEO guides the company in accordance with the directives of the board;
- Providing executives planning and decision-making advice;
- Keeping an eye on budgets and guaranteeing adequate funds when crucial resources are needed;
- Keeping an eye on accounting and financial operations and making the required adjustments to protect company funds and assets;
- Approving important policies;
- Making important choices;
- Monitoring our company's performance
- Directing the management of emergencies;
- Establishing and upholding a powerful, enduring, and favorable brand identity for the public and the business.

Board work best when they concentrate on issues that are more high-level and future-focused, but occasionally they must become more deeply involved with day-to-day decision making by senior management of our company. When the board observes unfavorable outcomes, it should look more closely at management concerns in order to correct the company and meet its obligations to stakeholders and shareholders.

Our company's board assumes a more active role in major decisions. This refers to issues that could negatively affect the company or that have significant financial consequences. Our company's board of directors prioritizes the long-term goal. They achieve this by projecting the company's future appearance for up to five years. Big choices like facility

closures and openings, as well as significant purchases in line with the company's long-term strategic intentions, are made by the board.

It also implies that our company's board is aware of matters so that they can decide appropriately. In addition, it entails handling board behaviour, legal issues, conflicts of interest, community service, executive pay, and CEO evaluation. In order for the board to make well-informed decisions regarding important matters, management presents every relevant information to them. Management includes well-documented analyses and recommendations.

In order to determine growth benchmarks and good or negative trends, the board regularly evaluates performance reports. The Board determines whether a matter requires board attention after examining trends from a minimum of three consecutive reporting periods.

The board confers with management prior to taking action to find out how they are handling the problems and whether they are able to turn the trend around. The board confers with management prior to taking action to find out how they are handling the problems and whether they are able to turn the trend around. Without interfering in particular cases, the Board keeps management responsible for results.

The Board assists the UBO and the CEO in carrying out board decisions, including contract awarding and termination. The CEO may occasionally need to request assistance or intervention from the board. In order to help the CEO/UBO improve performance, the board may need to step in and intervene with management sometimes. The Board may also assist CEO/UBO by utilizing their connections in the community to further our company's goals.

When a decision does not receive the necessary amount of approval from directors or shareholders, or when a vote results in a tie between two directors and half of the shareholders, one director votes "yes" on the decision and the other director and half of the shareholders votes "no," a **deadlock** can arise at the director or shareholder level.

In this case a deadlock can resolve as follows:

- Chairman casting his vote;
- Best endeavours: The parties agree to get together and try their "best efforts" to work out a solution.;
- Mediation, arbitration or expert determination: It is possible to refer the matter to a separate third party. This could be a specialist in conflict resolution or an expert in the particular field of contention that can help the parties come to a conclusion.

Significant issues must be reported to the board by management, especially if the state attorney, tax authorities, or other government agencies have approached them.

The Chief Compliance Officer is a member of the management team. This is due to the fact that their counsel and direction are essential while making regular company decisions.

The Chief Compliance Officer (CCO) of the company advises the board on legal issues pertaining to the board's fiduciary duties in addition to providing support to the executive leadership. The function of acting as the company's guardians is shared by the board and the CCO. **The CCO works in tandem with the board members of our company by routinely attending board meetings.**

3. Description of services provided by third parties to the company

The company concluded agreement for using the platform, which was concluded with FERTAMI LTD, the company incorporated in the Republic of Cyprus (registration number: HE413010). The Platform consists of the Sportsbook, the modules, security and data protection tools, anti-fraud and risk management modules and analytics.

Providers of Gaming Software: We work with FERTAMI LTD, a producer of gaming software, to develop a varied and exciting gaming portfolio.

Sportsbook Software: The company use of cutting-edge sportsbook software. For our sports betting lovers, this will guarantee simple bet placement, comprehensive coverage of athletic events, and real-time odds changes. The platform provider provides the games.

Payment Service Providers: We collaborate with reliable payment service providers to ensure secure and easy transactions. Players will have access to a range of secure and practical deposit and withdrawal methods, including MIFINITY UK LIMITED, Skrill and Jeton.

Identity Verification Services: It's crucial to have a safe gaming environment. To confirm player identities and maintain regulatory compliance, the business will make use of identity verification services.

Anti-Money Laundering (AML) Tools: We ensure regulatory compliance by identifying and stopping any suspicious financial activity with the use of cutting-edge AML tools.

Customer Support Software: The company's customer care representatives use cutting-edge tools to offer players timely, round-the-clock help and support.

4. Overview of the business products and services/brands as well as proprietary IP

Having been founded on November 28, 2014, Pelican Entertainment B.V. set out to transform the gambling business and provide a gaming experience that was unmatched. An unrelenting commitment to integrating cutting-edge technology solutions and placing the highest priority on customer satisfaction drove the company from its inception. This fundamental dedication made it possible for the company to grow quickly, increasing its market presence and enhancing its reputation in the sector.

Pelican Entertainment B.V. has prospered under the strategic direction and clever administration of Ihor Hniedash, our ultimate beneficial owner. It has grown from a promising startup to a prominent player in the world of online gaming. Pelican Entertainment B.V. has experienced constant innovation and an unwavering quest for perfection throughout its history. Our strategy of embracing new technology and our flexibility in responding to ever-changing market trends have been crucial in differentiating us from rivals.

Strategic diversification, embracing a broad range of gambling products and services tailored to a diverse customer, has been a defining feature of our growth trajectory. Pelican Entertainment B.V. caters to all kinds of gamblers with a wide range of games, including sports betting, innovative digital gaming experiences, and classic casino games. This range of products and services, along with an easy-to-use platform, guarantee a smooth and interesting client experience.

Our customer-centric approach has been a pillar of our success. Pelican Entertainment B.V. is devoted to providing individualized services, comprehending and satisfying the changing needs of our clients, and promoting a responsible and safe gaming environment. Every facet of our operations is anchored by our commitment to maintaining the highest standards of honesty and ethical behavior.

Moreover, the company aims to favorably impact the industry and the community in addition to expanding its business. We actively support responsible gaming, take part in neighborhood projects, and set a high standard for corporate social responsibility.

The Company attracts important consumer segments by developing a distinct competitive edge. In order to meet client needs and give the business this competitive edge, six core competences have been identified as essential. These are the following:

- 1) Market Expertise
- 2) Multichannel Access
- 3) Multilanguage Possibilities
- 4) Regional Market Data and Insight
- 5) Personal Touch
- 6) Innovation

5. Target KPI's and business objectives

Revenue and profit

The most visible measures of our company's success are revenue and profit, which reflect the amount of money we make from sales and the amount you keep after we cover our costs. Depending on our business objectives, revenue and profit might be calculated on a monthly, quarterly, or annual basis. To assess how we are performing in relation to our goals and rivals, we also compare our revenue and profit to prior quarters, our budget, or industry benchmarks.

Customer satisfaction

Another key indicator of our company's performance is customer satisfaction, which shows how pleased our clients are with our offerings and how likely they are to make additional deposits, recommend us to others, or write favourable reviews. Numerous techniques, including surveys, feedback forms, testimonials, ratings, and loyalty programs, can be used to gauge customer satisfaction. To measure our customers' attitudes and experiences, we can also employ customer satisfaction measures like net promoter score (NPS), customer satisfaction score (CSAT), or customer effort score (CES).

Employee engagement

Employee engagement is a gauge of our workers' commitment, drive, and productivity as well as their satisfaction with their jobs at our company. The performance of the company can be impacted by employee involvement in a variety of ways, including decreased attrition, better customer service, increased creativity, and increased morale. Utilizing surveys, interviews, performance reviews, or recognition initiatives, one can gauge employee engagement. To assess the attitudes and actions of your staff, we can also utilize employee engagement indicators, such as employee engagement index (EEI), employee satisfaction score (ESAT), or employee net promoter score (eNPS).

Growth potential

The ability of our company to increase its market share, clientele, line of products, or sources of income in the future is measured by its growth potential. Growth potential can provide insight into our competitive advantages, business possibilities, and strengths and how we can use them to further our long-term objectives. Numerous techniques, including scenario

planning, SWOT analysis, market research, and forecasting, can be used to assess growth potential. In order to calculate our business potential and profitability, we also employ growth potential parameters like customer acquisition cost, customer lifetime value, market penetration rate, and market growth rate.

Long-term business objectives

We have outlined most common (and best) long-term business objectives that have the strongest impact on the success of growing our business as follows:

1. Increase sales

Growth from year to year is one of the most important indicators of whether we are prospering or failing. By this time next year, we hope to have more clients than we do now. We also want to increase our profitability.

2. Build brand recognition

Maintaining a continuous social media presence, frequently taking part in community events and activities, and having a distinctive company logo all contribute to our objective of creating a memorable brand that will endure for years to come.

3. Create a stellar reputation

Our strategy for establishing a stellar reputation is to provide each and every client with exceptional service.

4. Open a new location

For our company, growing is a worthwhile long-term objective. Our objective is to take our business global. We develop a strong consumer base to get there, and accomplishing these other long-term objectives can assist us in doing so.

5. Launch a new product

We contemplate growing our company by introducing a new good or service. We can find new goods or services that our company might eventually offer by conducting a market gap study and talking to our current clientele.

6. Financial Considerations

6.1. Overview of intended strategy for the business growth and to secure/maintain/grow market share with specific financial and marketing plans

Our business financial plan provides a future-looking growth forecast as well as an analysis of our company's financial situation within the Online Game of Chance sector. The sales forecast, expenses, statement of financial position, cash flow forecast, break-even point analysis, and operations plan are the six components of the plan.

Sales Forecast: The yearly sales are anticipated here. Our sales forecasting plan considers a number of variables, including competitive landscapes, local and international events, state of the economy in each jurisdiction, civil disturbance and protests, etc. The corporation wants to increase revenues from the previous year by two to five percent.

Expenses: Our budget covers regular expenses as well as projected future costs and associated costs. Rent, utilities, salary, and other continuous operational costs are examples of normal expenses. Costs that are known to occur in the future and that must be budgeted for include maintenance requirements, increases in the minimum wage, and tax rate increases. Additionally, a portion of the budget is set aside for unforeseen future costs, including operational damage. We make plans for future costs by cutting back on spending and increasing sales to make sure our company is solvent. Estimates of related expenses are associated with different projects, such hiring and onboarding additional staff or branching out into other regions. Accurately assessing and evaluating associated costs aids in growth management and keeps businesses within their financial means.

Statement of Financial Position: The basis for our company's balance sheet is the statement of financial position. A more comprehensive view of the situation of the company's finances can be obtained by regular appraisals of assets than just a cash flow or profit statement.

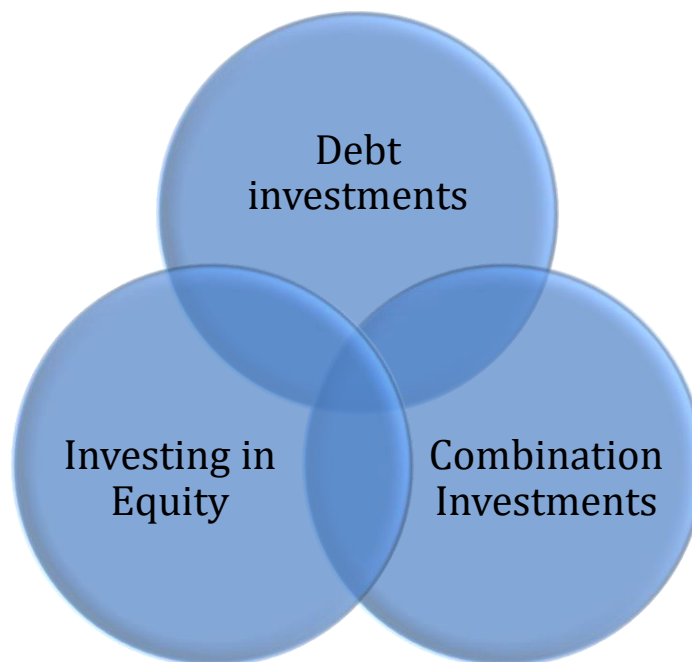
Cash Flow Forecasting: Annual cash flow forecasts are possible. This enables us to overcome obstacles and financial hardship. Additionally, it enables us to spot cash flow issues before they negatively impact our company. For our contractors, we have set up the best possible arrangements for payments. This allows us to budget for potential expansions and other investments by providing us with a clear picture of how much money will be left over at the end of each month.

Break-even point Analysis: In this analysis, the profit made from each extra unit sold is compared to the fixed costs. The break-even point analysis guarantees that the company maintains its competitiveness while providing a margin for expenses.

Operations planning is intended to guarantee that the company is operated as profitably as feasible and to give a clear picture of the operational requirements of the company.

As a result, the Company has remarkable financial stability and enough liquid assets to pay out winnings to players right away. The market for online games of chance is growing, which is meant to satisfy all of the needs of the company.

Investment schematic looks like:



Debt investments: Any transaction that shows up as an asset on the balance sheet is considered an investment of this kind. One example would be purchasing a loan or accounts receivable from another company that will hopefully produce revenue in the future.

Investing in Equity: The company may utilize well-known forms of private equity transactions, such as leveraged buyouts, mergers and acquisitions, and venture capital investments, to raise money in the future.

Combination Investments: This kind of investment combines the elements of debt and equity. One example of this is mezzanine debt, in which our company lends money to another company in return for stock. A second example that our company might employ in the future is investing in intangible assets like patents or brands, which, depending on the plan, may also be considered investments.

6.2. SWOT analysis.

This is how our SWOT analysis looks:

Strengths:

- Excellent staff who have a thorough understanding of the available products;
- Good customer interactions;
- A substantial and devoted client base provides a solid basis for growth;
- Successful supplier interaction;
- Successful internal communication;
- Successful marketing strategies;
- Creative webpage;
- Flexibility in decision-making;
- Enhanced functional protocols;
- A reputation for innovation;
- The strong brand can help a company stand out from the competitors and develop a devoted customer base.

Weaknesses:

- Monthly rents that are expensive.

Opportunities:

- A sector is growing: The market in which our company operates is expanding and has the potential to grow and take larger market shares;
- A new distribution channel: E-commerce presents an opportunity for our company to reach a wider audience;
- Loyal customers;
- Launch incentive programs (such as loyalty programs);
- Profitable Trends, sometimes known as "Tailwinds."

Threats:

- Similar products are occasionally offered by rival companies;
- A slowing economy may indicate that consumers are making less purchases;
- Laws may be changed;
- Economical and geopolitical uncertainty;
- Climate change;
- Competitors may start a nearly identical advertising campaign to ours.

6.3. Business forecasts for 3 years

The company's projections for the following three years are included in this business plan. Forecasts are provided for both the optimistic and pessimistic alternative scenarios. The predicted actions of the corporation are expected to yield the following financial outcomes.

Marketing and Advertising: Carefully thought-out advertising campaigns receive a piece of the marketing budget in order to increase brand recognition and draw in players.

Operational Costs: The annual prediction for ongoing operational costs includes staff wages, customer assistance, payment processing fees, and regulatory compliance procedures. An approximate beginning price of 275 000 EUR has been set.

Optimistic scenario	First year	Second year	Third year
Total earnings	8,100,000	8,429,600	8,820,000
Total expenses (direct and indirect)	2,550,000	2,748,333	2,918,333
Net outcome	5,550,000	5,681,267	5,901,667

Optimistic scenario	First year	Second year	Third year
Total investments	2,036,500	2,187,352	2,363,346
Earnings margin (%)	7	9	10

Pessimistic scenario	First year	Second year	Third year
Total earnings	6,112,500	6,476,649	6,814,787
Total expenses (direct and indirect)	2,725,000	3,004,487	3,283,974
Net outcome	3,387,500	3,472,162	3,530,813

Pessimistic scenario	First year	Second year	Third year
Total investments	1,361,500	1,556,000	1,729,000
Earnings margin (%)	5	6	8

7. Risk evaluation and management

We must ascertain the importance and seriousness of a risk before we can assess it. We use the Qualitative Risk Assessment method for the risk assessment.

Qualitative risks are characterized as unpredictable occurrences with a wide range of potential consequences, ranging from minor to major. The dangers are often graded as high, medium, or low. In order to handle concerns with the highest severity level first and low-probability threats later, a qualitative risk assessment we usually map identified risk factors along the x- and y-axis of a risk matrix. The probability that a risk event will occur and the possible impact that the risk event may have form the basis of the risk matrix. In another way, it's a tool that makes it easier for us to see how likely something is compared to how serious it is.

By fostering a thorough awareness of the risk environment, a risk matrix assists us in managing and mitigating risks before they arise.

Our company employs a risk matrix to assist in the prioritization of various risks and the creation of a suitable mitigation plan. Risks might be financial, operational, strategic, external, or internal. Using a color-coded chart, the risk assessment matrix shows different dangers according to their severity: high risks are shown in red, moderate (medium) risks are shown in yellow, and low risks are shown in green.

RISK ASSESSMENT MATRIX (EXAMPLE)

Severity/ Likelihood	Neglegible	Minor	Moderate	Significant	Severe
Very Likely	Low	Medium	Medium	Red	Red
Likely	Low	Low	Medium	Medium	Red
Possible	Low	Low	Medium	Medium	Medium
Unlikely	Low	Low	Medium	Medium	Medium
Very Unlikely	Low	Low	Low	Medium	Medium

Very Likely: Hazards classified as highly probable are almost certain that they will occur. This group usually includes dangers with a likelihood of 91 percent or higher.

Likely: A likely risk has a probability of between 61 and 90 percent. Since these hazards are certain to recur, they necessitate ongoing attention and a steady mitigation plan.

Possible: About half of all possible risks have a 41–60 percent chance of materializing and require attention.

Unlikely: Risks in the unlikely category have a relatively low chance of occurring — 11 to 40 percent.

Very Unlikely: Very unlikely risks are precisely that—they have a very little chance of happening.

An illustration of a risk matrix in use: Let's say a company discovers a potential data breach. Following assessment, the impact is deemed "Major" due to potential financial losses and reputational harm, and the possibility is deemed "Possible." This risk would be represented on the matrix in the relevant "Possible" and "Major" cells. It is most likely classified as a "High" risk, meaning that mitigation plans need to be created and put into action.

The risk assessment matrix helps experts create a focused plan for handling high-risk occurrences by ranking the most immediate risks. Since these risks might result in the largest value losses, it is beneficial to our entire business strategy to concentrate our focus and resources on the highest risk areas.

A project's success will be ensured by appropriately preparing for expense risk resulting from factors like scope creep. The risk matrix makes it much simpler to prepare for Murphy's law.

We recognize that the risk environment is ever-changing, and to reflect this, we update our risk assessment matrix several times a year, or at least once a year.

Even though emergent risks are by definition unknown, our company can use improved enterprise risk management procedures to pinpoint significant areas of susceptibility. Our company can sustain business continuity in an increasingly complicated and dynamic risk landscape by keeping an eye out for early warning indicators or trigger events that suggest something is off.

We also are categorizing risks according to the following criteria:

- Strategic Risk: the dangers posed by poor business assessments.
- Operational Risk: dangers resulting from malfunctions in internal protocols or processes.
- Financial Risk: the dangers of suffering a financial setback.
- External Risk: dangers originating from outside sources.

Another tool that our company employs to personalize or modify risk scoring is called "weighting." If certain hazards are linked to a particular project or department, for example, they may be given more weight in the risk assessment.

In the last phase, we rank the risks according to their likelihood and impact and develop a plan for risk assessment and mitigation.

8. Policies and Procedures

1) Our company's procedures and procedures are an integral component. Policies and procedures work together to create a schedule for daily operations. They guarantee adherence to legal and regulatory requirements, provide direction for making decisions, and optimize internal procedures. However, implementing policies involves more than just making employees do tasks they don't want to. Our employees by following policies and procedures are making our company stronger and more whole, our company use time and resources more efficiently.

It's very important for us that our staff understands why following policies and procedures. The seamless operation of our company is made possible by everyone adhering to the policies and procedures. Teams and management structures function as intended. Additionally, errors and glitches in procedures can be promptly found and fixed.

2) We intend to adhere to the current and future legislation of Curacao about our commitment to keeping the GCB apprised.

3) The board of directors is confident that every person/entity doing the policies and procedures are qualified, competent and not conflicted, because the board reinforce it with training.

We make training a frequent occurrence to strengthen our policies and procedures for compliance. Our team will be less likely to make those errors the more comfortable they are with what is expected of them. By converting negatives into positives through continuous staff training, we help eliminate the stigma associated with noncompliance.

