

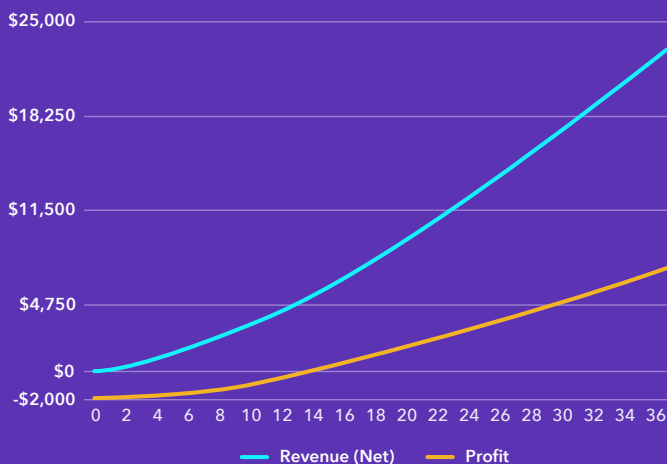
# Massive business potential with strong marketing-driven upside

Revenue streams: 3.75% fee on winnings, premium services, B2B commissions / revenue share

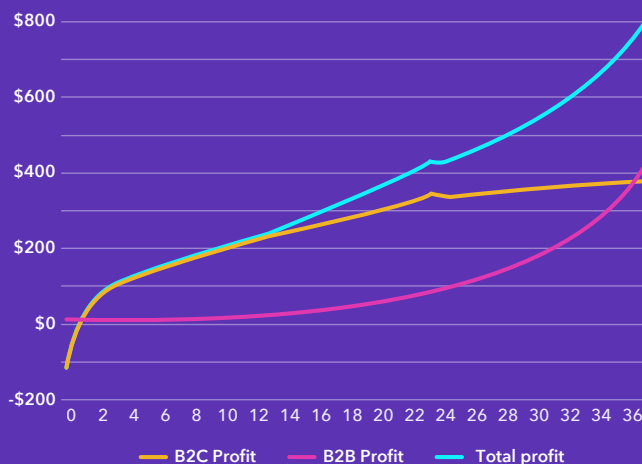
### 3 year plan:

- **B2C:** \$23M cumulative revenue, 40% EBITDA
- **B2C + B2B:** \$800K monthly profit
- About 120K monthly active users
- Operational profitability 14 months from launch
- Assumes \$250K monthly marketing spend

**B2C - Cumulative revenue and profit ('000s)**



**Monthly profit B2C / B2B ('000s)**



The financial projections that appear in this Business Plan are based on estimated revenues, expenses, planned marketing spend, and other metrics such as expected user acquisition cost, retention, and ARPU. They constitute Bethereum's best estimates as of this time and are provided in good faith. However, in no way should these projected financial statements be considered as a forecast of future results. As such, these projections should not be used to reach any conclusion on Bethereum's future financial performance.