

DELTA MEDIA

MULTI LEVEL MARKETING

BUSINESS PLAN

MEDIA PLATFORM, SEO & ANALYTICS CONCEPT

2024 - 2026



Organization: Delta Media
Delta Online Marketing

Address : Hogeweg 15a
Post Code : 6621 BM Dreumel
Author : Rudy Deighton

Year : 2024

DELTA

RUDY DEIGHTON

Rudy Deighton, age 67 year, concept designer, visionair and a pioneer all the way.

Core-business: design corporate MLM strategy, brand & marketing concepts, seo & analytics strategy, corporate communication, internet, network, social media & community platforms.

Technology tools: crossmedia & newmedia, digital portals, narrowcasting, internet solutions, content design, video web distribution, viral marketing concepts, mobile phone solution.

Specialty: design legacy concepts for the Government of South Africa, Swiss, United Arab Emirates, International multinationals as Air France KLM and the golf sector.



Since 1981 specialized in developing brand & marketing concepts for the business market and governments. A full service job focused on the retail, leisure, golf and business market sector.

Distinguished from other (corporate) brand & marketing colleagues with the unique vision that branding should be the basis of a concept or project. Designing unique brand concepts for companies, exactly what they wanted to convey, and translated into a project or event.

Delta Media

Delta Media (former Grand Master View, Delta Crossmedia Services) was established in 2003 and is specialized in Internet technologies and multimedia "Crossmedia & Newmedia" concepts. Our aim is to create solutions that maximise the acquired technologies within the SEO, Analytics, MLM, Brand, Marketing and advertisement industry.

We access extensive industry networks and are continuously sourcing new MLM products to provide better and more efficient Internet products within our markets to further expand our growing customer and Internet product portfolio.

In this way we can offer outstanding search engine tools, marketing and advertisement equipment and services, from hardware up to dynamic and interactive multimedia software systems, that instigate higher acquisition and customer retention rates which results in customer loyalty, higher revenues and profit margins.



DELTA



WE HAVE THE WORLD'S FINEST @ SEO & ANALYTICS TOOLS



-
- 1 11 SEO & Analytic Concept
 - 1 11 Brand & Marketing Concepts
 - Crossmedia & Newmedia Tools
 - Social Media Modules
 - 1 @?4LO07Marketing
 - SEO & Analytic system
 - Digital Content
 - Mobile Phone Distribution
 - ž 970CF 7?1 =8
 - Apps
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DELTA

RESEARCH & DEVELOPMENT

RESEARCH & DEVELOPMENT

The Research & Development department of Delta Media and specialised partners have developed a complete unique MLM SEO & Analytics concept which is flexible, safe and with a low Total Cost of Ownership.

In this document the strategy for realisation “The Delta MLM SEO & Analytics” is discussed. Realise and branding the name Delta MLM SEO & Analytics International will result in associating and tracking different kinds of people worldwide within the Internet, websites, social media, blogs, search engines and the new MLM industry



Phase 1: Basic principles (April 2024- December 2026)

- Assembling a core team and steering committee Delta MLM
- Establish project and commissioning of the administrative support
- Final Research & Development phase Delta MLM SEO & Analytics
- Realisation phase Delta MLM & SEO Analytics
- Establish the necessary consultation (internal and external)
- Production & Global development phase Delta MLM SEO & Analytics
- MLM, Brand, Marketing, PR and communications Strategy
- Legal review, test and refine (existing) procedures

Phase 2: Short term (April 2024-December 2025)

- Embedding in the line Mondogrowkits MLM organization
- Mutual coordination with all relevant MLM organization / project partners
- MLM Policy and project development
- coaching and assent
- Notification procedure, working arrangements and enforcement

Phase 3: Medium term realization phase

- Operational supervision and enforcement of rules Delta MLM

Delta MLM SEO & Analytics System

Using Delta MLM SEO & Analytics, the process of measuring the behavior of visitors to a web site, is a very important aspect of our system. By tracking where visitors go and observing the actions they take when visiting a web site you can find ways to increase your profits

The Importance Of Using Delta MLM SEO & Analytics

In order to increase the amount of traffic a web site receives, most companies use Search Engine Optimization (SEO) to improve their search engine rankings and bring in more visitors. However many SEO firms do not offer Analytics as part of their service. Although all the traffic a web site receives is beneficial to a certain extent, some types are much more likely to convert into sales.

MAIN ASPECTS OF DELTA MLM SEO & ANALYTICS

Traffic Sources

If you use standard statistics software you can identify exactly where visitors to your web site are coming from. By making use of Delta MLM SEO & Analytics you can study each individual source of traffic to see how well it is converting.

With this information you can identify the type of search phrase or link that sends the most valuable customers to your site. Then you can put your SEO efforts into getting more of this valuable traffic from similar areas.

Site Behavior – By tracking the progress of visitors at your web site you can learn some very useful information. If you study the data on how long visitors stay on certain landing pages and how well different sales pages convert, you can make improvements to your site. By changing the under performing pages to be more like the most effective ones you can significantly increase your overall conversion rate.

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ONLINE MLM SEO & ANALYTICS

ONLINE MLM SEO & ANALYTICS MARKETING

With the Delta MLM SEO & Analytics Concept you can look into our web forms of online MLM SEO activities to assess your effectiveness. You can track the number of visitors from a specific advert that go on to make a purchase at the <https://mondogrowkits-multilevelmarketing.com>.

This information will tell you if the advert is worth the cost you are paying, it could also allow you to make accurate predictions about how a change in your advertising budget would effect profit levels. Other forms of searching such as google or bing campaigns and pay-per-click search concepts can also be tracked so you can continually improve your marketing efforts to make them more profitable.

If you use Delta MLM SEO & Analytics on your web site not only will you find out what works but you will also find out what does not work. This can save you a lot of time and money. You could find that a very competitive keyword phrase that your web site has been targeting converts poorly. This type of information is vital because it allows you to use all your time and resources on bringing in traffic that converts well and improves your bottom line.

This part of the Plan describes the administrative and organizational aspects of the Delta MLM SEO & Analytics. Indicated where the responsibilities lie and what resources and knowledge are required for the Delta MLM SEO & Analytics Project to be implemented successfully.

It also sets out obligations and commitments to all parties involved should go to the Delta MLM SEO & Analytics Project to be successful. In managing the Delta MLM SEO & Analytics Project uses the control variables Time, Money, Quality, Information & Communication and Organization, abbreviated TGKIO.

On these variables will be reported and stirred. In the following pages discusses how the management variables are applied. Chosen for the following practical arrangements:

The steering committee "for the Delta Delta MLM 'is performer Delta MLM SEO & Analytics project, and also the project coordinator. The project coordinator has a mandate to work in the line MLM organization to carry out.

Project activities are performed according to the current rules for the Delta MLM SEO & Analytics Project. In the implementation of the Delta Project MLM SEO & Analytics uses an internal concept, business plan and MLM project.

Much of the work concerns the implementation of the Delta MLM SEO & Analytics Project. Whenever possible, use of internal (intrinsic) concept knowledge, practice and processes within the joint project.

That also means the use of own FTEs. In the interpretation of the Delta MLM SEO & Analytics Concept should explicitly look at development opportunities the Internet offers.

Where possible, use of resource capacity released to the benefit of the Delta MLM SEO & Analytics Project. Work processes and procedures where necessary and in consultation with stakeholders appropriate to the nature and extent of the Delta Project MLM SEO & Analytics

ORGANIZATION DELTA MEDIA MLM

Core Team

The core team is a small group of stakeholders and interested parties at Delta MLM . The core team includes the project coordinator and representatives from the relevant project business partners.

Rudy Deighton at Delta MLM is the primary contact point and contact point for all activities and carry out business for all concerned.

- Ceo & MLM Project Coordinator Core team Rudy Deighton
- International MLM Project Manager Nahid Hassan

Management team Delta MLM

- Delta MLM : Project & Event managers
- Delta MLM Systems: Engineer managers
- Delta MLM: Designer Brand & Marketing Team
- Delta MLM: Hardware & Software Team
- Delta MLM: Digitale Audio & Visual Designers
- Delta MLM: MLM SEO & Analytics

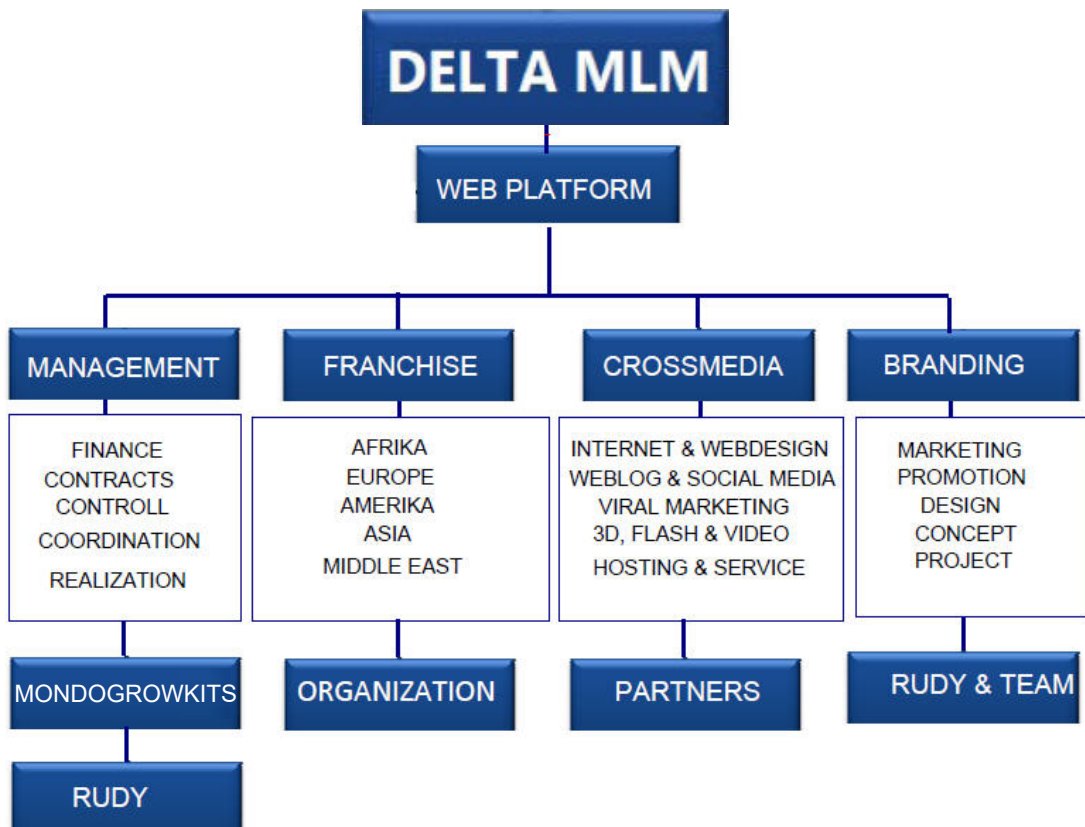
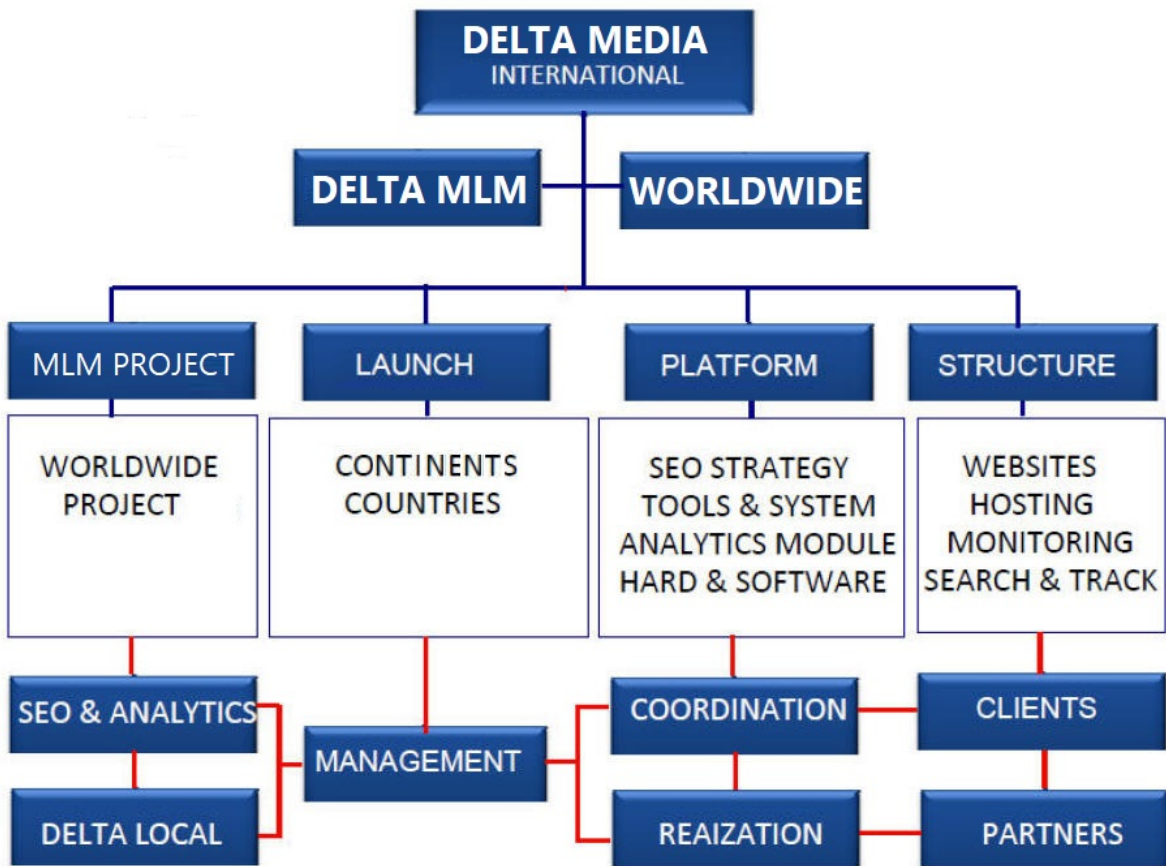
- Communications Staff
- Office Staff

DELTA MEDIA

ORGANIZATION



CORPORATE STRUCTURE



DELTA

BRAND & MARKETING STRATEGY

BRAND THE MLM MONDOGROWKITS PRODUCTS STRATEGY

Branding, promoting and marketing will be performed through the development and roll-out of content, products and services for Internet segments of Delta MLM.

Branding is a specialized and unique way of approach to brand names by promoting different kinds of products, services in a consistent manner. Branding is the result of delivering high-quality services and products against a high level of performance, in which way the reputation of the brand name is established.

This is why Rudy Deighton created the unique MLM Concept named: The Delta MLM SEO & Analytics, that breaks new ground. Delta MLM has put the Mondogrowkits products and services in this concept. Delta MLM stands for high quality MLM SEO, Analytics and tracking concepts and services.



We distinguish the following concepts, MLM SEO & Analytics product and service levels:

Delta MLM SEO & Analytics System:

1. Core Business MLM technology and systems such as:
 - o Mondogrowkits MLM Platform
 - o Delta Hardware & Software tools
 - o Mondogrowkits MLM Concepts
 - o Visual Content Solutions
 - o Delta Server Monitoring
 - o Network Operation System
 - o MLM SEO & Analytics Solutions
 - o Internet Security systems
 - o MLM Visual Digital systems
 - o International Monitor System
2. Multi Media Distribution System and Services
3. In Store Marketing and Narrow Casting Systems & Services
4. Integrated Systems (Data, Processing) & Services
5. International Digital Portals & Communities
6. Building websites, webshops & webmalls
7. Webcasting (Tickertape) & RSS (Really Simple Syndication)
8. Database Marketing, Customer Profiling
9. Collaborative Marketing: Event Marketing & 1-to-1 Marketing based on profiles
10. Loyalty Products and Billing
11. Designing and realizing Events & Congress
12. Pos systems

OBJECTIVES AND BUILD-UP DELTA MLM BUSINESS PLAN

The strategy described in this business plan is especially designed to handle the Delta MLM SEO & Analytics Project.

The objectives of the Delta MLM Business Plan are:

- To set the ground for a project to realize the Delta MLM SEO & Analytics Project” to a unique combination of search tools, sites, Internet events and happenings on the Web globally
- Deliver a complete Business plan for the Delta MLM SEO & Analytics Project
- Deliver this Business plan on a unique and professional way
- Using all important points inside the Brand Architecture from the Delta MLM company.
- Deliver financial planning, sponsoring and concrete forecasts .
- Deliver the playgrounds for distribute the Delta MLM SEO & Analytics Project International .
- Give insight into investment needs . Etc....

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ANALYSE STRATEGY

DELTA MLM ANALYSE STRATEGY

First the International Market is analysed for the Delta MLM SEO & Analytics Project. We distinguish five different market sectors on which Delta MLM will focus in the coming months till 2025:

1. The MLM SEO & Analytics Market
2. The MLM Advertise Market
3. The MLM Business-to-Business Market
4. The MLM Social Media Market
5. The MLM Brand & Marketing Market

The country potential for the Delta MLM SEO & Analytics Project, in short, is defined and the perception of the Delta Organisation, both and Branding concepts and commercial department P & R are studied. Next, a competitor analysis is made and strategic business partnership potentialities are described. The SWOT Analysis will also be used for the foundation of the Business Strategy.



A further so-called Conceptual Analysis studies the Unique Product Qualities of the Delta MLM SEO & Analytics Project Concept, products and services. This, together with the answers on three questions, namely:

1. What kind of strategy, marketing or Business plan is Delta MLM using?
2. What's the unique way Delta MLM, created to launch teh project globally?
3. How do we deliver our message and content to all the countries, visitors, firms and goals? and the Critical Success Factors finally form the issues for the Business Strategy.
(Delta MLM SEO & Analytics)

The Delta MLM SEO & Analytics Business Strategy is then defined and described in five steps to success:

1. MLM Concept & Project Philosophy (Thinking out Of the Box)
2. MLM SEO & Analytics Concept
3. Special Approach International
4. MLM Corporate International Strategy
5. Branding the Delta MLM SEO & Analytics Concept
6. Digital MLM Portal & servers
7. Internet facility
8. MLM Launch & Monitor

and four areas each:

1. Know-How
2. Professionalism
3. Products & services
4. Concepts

Next, the Marketing Mix (Content, Promotion, Product, Place and People) is given and the MLM Global Approach is described for the short, middle and long term.

The Delta MLM organisation structure is described generally. Next, the most important issue, is the Financial Paragraph. The Financial Paragraph explains the Financial Plan (see annex 1 beneath).

In this section Delta explains how the Revenues will develop the coming three years, how much personnel is needed with what qualifications, what the costs will be to realise the revenues, what investments are necessary against which depreciation rules, what the liquidity prognosis will be from month to month, what the profit will be the coming years (Exploitation Prognosis) which will result in three Balances. Finally, the ratios and graphs are given.

In four annexes the following is described:

1. The Delta MLM Prognose Plan
2. The Product Data Sheet of Delta MLM, describing in detail what the technological impact of Delta MLM is
3. A few Example projects of the last years, giving an idea of the diversity of practical use of Delta MLM
4. Conferences of the last years in which Delta MLM has participated

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MARKET ANALYSIS

DELTA MLM MARKET ANALYSIS

MLM MARKET SEGMENTATION

The Internet sector is based on visitor and partners types. Therefore Delta MLM has designed a Brand Concept for:

1. The Multi Level marketing Market
2. The Business Partner Market
3. The Country Business Managers Market.

MONDOGROWKITS MLM CORPORATE BRANDING

A good and well-known brand is a very important marketing issue. The MLM Brand positioning is clear and consistent. The approach (how) is moving from existing ground (it's business as usual), via cross over (its unusual but fresh!) to new ground (it's business unusual).

The Mondogrowkits MLM Brand mix will be as follows:

1. Functional Benefits (reasons)
 - a. MLM World Introduction & Launch
 - b. By Internet & Social Media
 - c. Boost, Tracking & Analytics Strategy
 - d. MLM Web Sites Strategy
2. Emotional Benefits
 - a. Rejuvenation
 - b. Enrichment
 - c. Creativity
 - d. Reward
3. Core Values
 - a. Fusion
 - b. Can do
 - c. Authenticity

ROLL OUT THE DELTA MLM SEO & ANALYTICS PROJECT 2024

The Roll-Out process balances ambition with operations, capability and commercial reality.

1. Phase 1: Country Project Launches
 - a. US – New York, UK – London, Europe – Belgium, Asia – Singapore , Amsterdam - Holland
 - b. Fiscal 2024/2026
2. Phase 2: Target Delta MLM Business Project Partners Engagement
 - a. In all core countries by aquisition
 - b. Fiscal 2024/2026
 - c. Target engagement will commence during fiscal 2024/2026 but will be adequate and appropriately resourced and commercialized in the following fiscal year
3. Phase 3: Targeted “Above-the-line” MLM WEB Promotion, Posts, Infoterials and Advertising
 - a. In all core MLM business envioriment
 - b. Fiscal 2024/2026
 - c. Targeted above the line advertising will commence during fiscal 2024/2026 but will be adequate and appropriately resourced and commercialized in the following fiscal year



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CONCEPTUAL & ANALYSIS

Conceptual Analysis

The Conceptual Analysis studies the MLM Business Case given the results of the Market Analysis and the Offering of Modowgrowkits products and services of Delta MLM. From this, the best mix of products at the best moment and the best place, can be triggered.

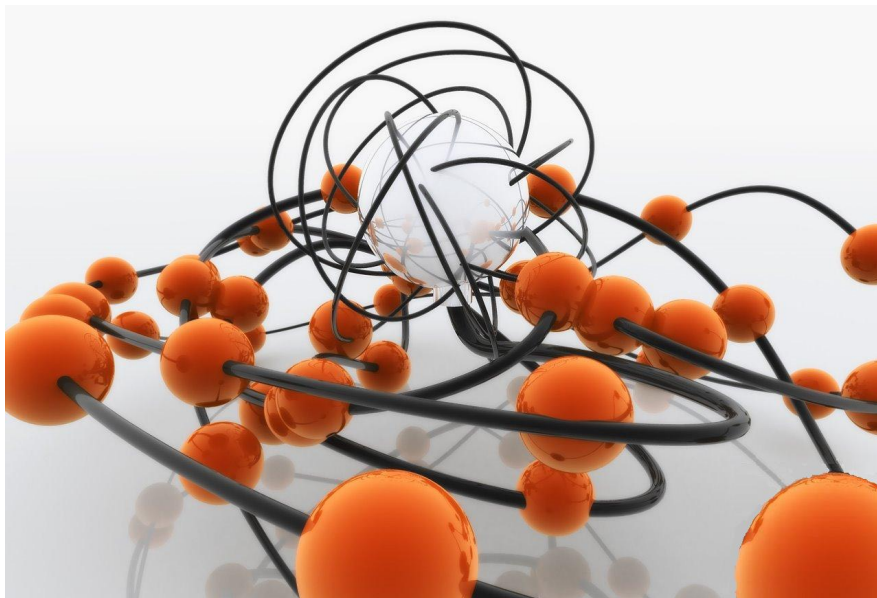
Considering the marketing levers, we distinguish the following Marketing Issues:

1. Phases in the Mind Set of Customers/Audience
from Product to Visitor to Product
2. Changes in the Value Chain
from Demand Creation to ONO SEO & Analytics Result
3. Strategy Focus change
from Sources of Volume to Tracking Leverage
4. Fundamentals that underpin all MLM Marketing Efforts:
 - a. MLM SEO Tracking System
 - b. Forward Monitor Planning
 - c. MLM Analytics Consistency
 - d. MLM System & Software Asset Development
 - e. Performance Search Management
 - f. Capability Development.

Within automated tracking offering in which channels like internet, media like community portals, web malls, social media, blogs, webcasting, etc. together with relevant content and search actions are used to leverage the triggering with suspects, prospects and customers into groups of visitors, we distinguish four relevant issues:

1. MLM SEO Campaigns
Search Campaigns are set up to track visitors with the project
2. People
People are the visitors/customers and thus objectives of the MLM campaigns; within automated marketing offerings people should be identified and the identification should be authenticated
3. Connections
People must be interested into doing business; this results in connections of people with content; within automated marketing offerings these connections are registered as transactions
4. Content
The content of the Internet/website actions: not only information via websites and social media, but all relevant information for connections.

These relevant issues will have to be met in the automated offering. In other words, MLM Campaigns must be manageable. People within the offering must be identifiable with a high level of accuracy that the people we are dealing with are really visitors (authentication). Quality content/information must be used to persuade people into leveraging the value chain. And, finally, transactions must be used to give feedback to management processes.



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CORPORATE PRODUCT QUALITIES

MLM CORPORATE UPQs

The Unique Product Qualities of Delta MLM are:

MLM SEO & Analytics Products & Services

- Delta MLM delivers a unique MLM SEO & Analytics Concept an special designed Business plan and a unique set of superior search tools, hard & software and services that can be used to retrieve higher retention rates and better tracking results against lower costs.
- The products and services can be combined into new marketing approaches like
 - MLM SEO & Analytics systems, tool, hardware and software
 - MLM Internet Web Platforms
 - MLM Brand, Marketing & Promotion
 - Mondogrowkits MLM Commercials & Advertising
 - Mondogrowkits MLM Web Portals, Internet Sites & Communities and Web Shops
 - Mondogrowkits MLM Webcasting (tickertape), RSS (Really Simple Syndication)
 - Mondogrowkits MLM Database Marketing (Profiling, RFM Analysis, Loyalty Management, etc.)
 - Mondogrowkits MLM CRM and Dashboard
 - Integrated Mondogrowkits MLM SEO systems with products like
 - N.O.C (Network Operation Centre)
 - Monitor Modules
 - Level & Tracking Platforms
 - .
 - Interactive Mondogrowkits MLM SEO & Analytics with products like
 - Automated Customer Profiling
 - Profile Based Geographical Monitoring
 - Interactive Launch facilities
 - One-to-One Marketing
 - Search Event Marketing

to deliver the highest competitive tracking results to our customers

Smooth Operations

- Delta MLM has its own NOC-Network Operations Centre for monitoring MLM SEO & Analytics activities, monitoring, distribute content, security, server control and certify the best possible operations all controlled in one hand.
- Delta MLM has Business Partners like advertise and sponsoring deliver partners, International connections, enormous Business Database with addresses Worldwide and with extensive operational Analytics data for co-location and outsourcing

Profit Potential

The Mondogrowkits MLM products and services deliver:

- The most sophisticated marketing offerings possible in which way branding processes can be highly automated
- The highest retention rates
- The most loyal customers/ambassadors
- Revenues on casted content (third party advertising) resulting in a higher sales and revenue volumes delivering better profit margins resulting in higher profit



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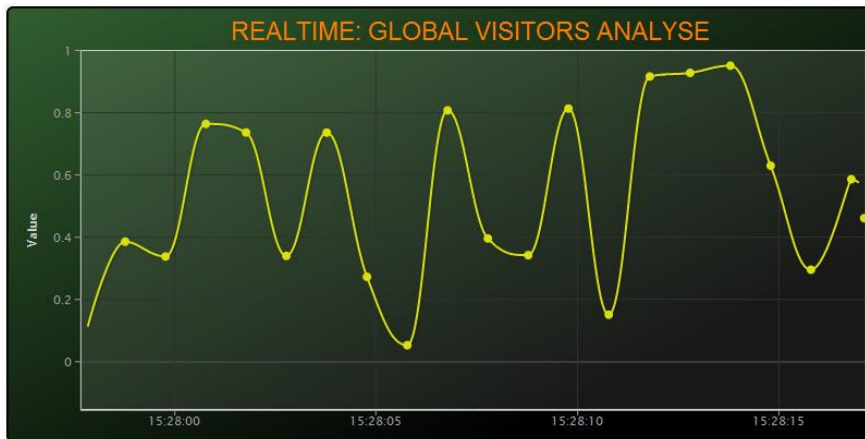
SEARCH MARKETING

ONE-TO-ONE SEARCH MARKETING

With the knowledge of the preferences and interests of the customer, the content in all kinds of locations like, the Internet, websites, blogs, social media, youtube, ebay and (virtual) marketplaces can be individualised.

One-to-One Search Marketing, MLM SEO & Analytics Marketing and Tracking visitors will eventually merge together into One-to-One Search Results. This will have a highly positive effect on sales and of profit.

The combination with third party of tracking and boosting can result in significantly higher sales and promotion of up to 20 to 40 percent and profit of more than 30 percent.



Combined with loyalty programmes, sales and profits can be raised to an even higher level. Besides the effect on sales and profits, there is an extra effect: revenues through third party advertisements. With MLM SEO & Analytics, Integrated Systems and Interactive Search extra revenues can be gained through casting third party advertisements on the Internet.

It is estimated that the costs for the Delta MLM Multi Level Marketing concepts, products and services can fully be covered by the third party advertisement revenues, thus delivering extra customer loyalty and, with that, higher sales rates and higher profit for ... nothing.

Why Delta MLM SEO & Analytics ? Delta has special MLM SEO & Analytics concepts, products and services on all levels of the Internet product range, with, on every level significant distinguishing products of higher quality and services which result in higher sales, profits and customer retention for all Internet customers.

Delta MLM offers, besides the MLM SEO concepts, businessplans, products and services, turn-key solutions, sales concepts, loyalty programmes, Live Web and broadcasting systems, sponsoring solutions, MLM advertising solutions and content delivery provisions.



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WORLD OF EXPERIENCE

MONDOGROWKITS MLM - WORLD OF EXPERIENCE

But these Mondogrowkits products and services are still statically MLM SEO marketing actions and approaches customers as viewers. MLM SEO Systems combine search loyalty tools to get higher retention rates and real visitors.

Finally, the interactive approach delivers a dynamic “MLM world of experience” to customers in that they are directly addressed in the market place with information, pictures, video, products or services they really are interested in.

With the Mondogrowkits products tracking becomes more and more an “art of experience”. The added value of the before mentioned Mondogrowkits products thus not only delivers higher sales volumes with loyal customers and higher visiting rate, but the added value of each level plays a significant role in the distinction between one brand and the other.



DELTA MLM STRATEGY

Vision

To ensure that by 2024, Mondogrowkits MLM Project is a global Brand for the MLM Internet & business Industry.

Mission

To move Delta MLM SEO & Analytics Concept into the Top 20 of the Global List "Most Important Web Facility"

1. **Launch the Delta MLM SEO & Analytics Concept,**
the launch is first tested 'live' at several websites and feedback of firms is used to adjust offerings and pace
2. **Acceptance,**
the global roll-out with new offerings
3. **Appreciation,**
Over 196 countries involved, with Mondogrowkits products and services added to the business partners
4. **Applause,**
people worldwide get enthused by the offering
5. **Astonishment,**
this is really great: Delta MLM SEO & Analytics Concept will conquer the Internet.

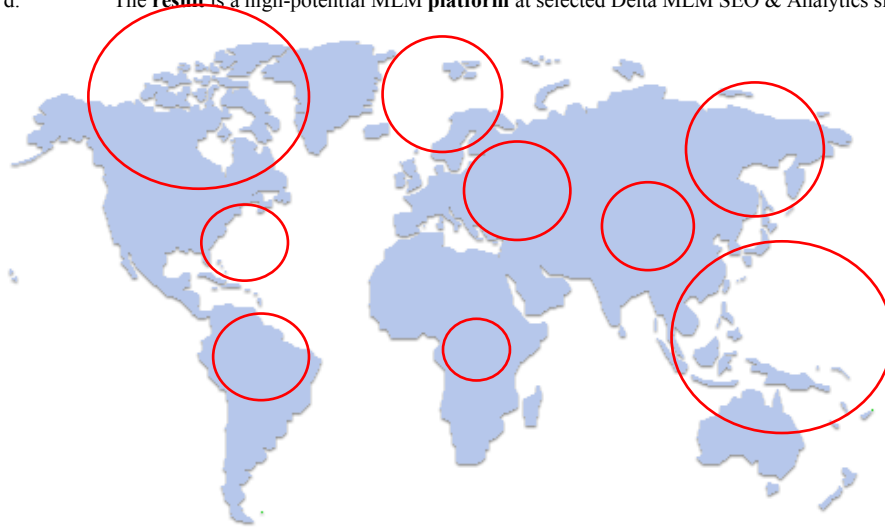
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GLOBAL FOCUS STRATEGY

FOCUS STRATEGY

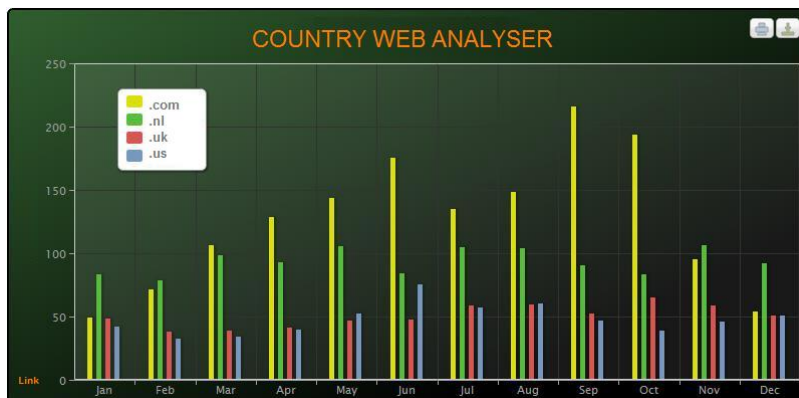
Delta MLM focus Strategy into all Continents (focus, geographical area, Mondogrowkits products and result):

1. **Presence**
 - a. The **focus** is on realizing a important International launch in **2024** by the internet.
 - b. The **geographical area** is the # no.1 US, South America, Europe, Asia, Middle East, South Asia
 - c. **Mondogrowkits MLM Products and Services** promote, informed, sell and delivered are:
 - i. MLM SEO and Analytics Software, Hardware & Systems per country
 - ii. Mondogrowkits MLM Web Platform at Internet location
 - iii. MLM Business & Industry Community
 - iv. Tracking Portal with MLM SEO & Analytics product offerings in a Web Envioriment
 - v. Introduction of a simple Order, Selling and Payment system (by Click)
 - d. The **result** is a high-potential MLM **platform** at selected Delta MLM SEO & Analytics sites online



2. **Acceptance**
 - a. After the initial entry the **focus** is to penetrate the domestic MLM market in **2024** and develop other MLM SEO & Analytics concepts as strongholds for Tracking.
 - b. The **geographical area** is America, Afrika, Western & Nord Europe, South Africa, Middle East, and Asia, especially the domestic market
 - c. **MLM SEO & Analytics Products and Services** delivered are:
 - i. Delta MLM Click Credit Card, as a means to deliver a loyalty SEO programme and monitor search, MLM brand & marketing campaigns
 - ii. Internet Events, Blog & Forum Poasts and webcasting promoting & Advertising:
 1. Concepts from our Activities
 2. Concepts from our Future Strategy
 3. Connecting Delta MLM International Partner Database of the Web
 - iii. Webcasting (tickertape) as a means for community building and revenue generator
 - iv. "Recognition": MLM Software welcoming identified community visitors on the site and dynamic websites

The result is **acceptance** and laying the foundation of the Delta MLM SEO & Analytics Web Community



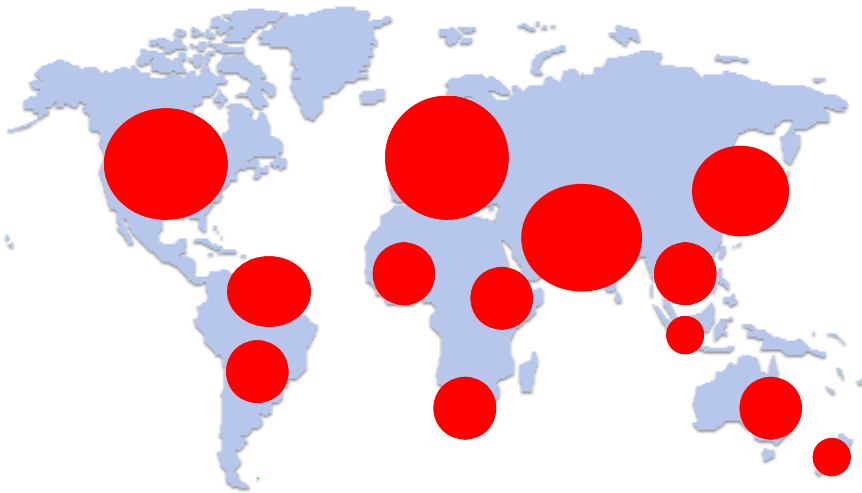
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GLOBAL FOCUS STRATEGY



3. Appreciation Mondogrowkits Brand Name

- a. The **focus** in 2024 is the further development of the Brand Name, introduction of new Analytics issues and further global roll-out, especially by community build via internet, growth of SEO Web locations and specialized International Web Marketing Campaigns
- b. The **geographical area** is the world City developing the existing coverage in New York, London Paris, Dubai, Tokyo, Johannesburg, and Amsterdam, etcetera.
- c. **MLM SEO & Analytics Products and Services** delivered are:
 - i. Introduction of the Delta MLM SEO Analytics Loyalty Programme with several SEO products
 - ii. Integrating Delta MLM SEO System in the Luxury sector in the loyalty offering
 - iii. Digital Visual Platforms dedicated to brand the Delta MLM SEO & Analytics Concept
 - iv. 3D Monitor web sites
 - v. Further development of the Delta MLM SEO & Analytics International Experience
 - vi. Marketing actions like delivery of free SEO Click cards at International Airports for VIP business managers based on bonus balance, etc.
- d. The result is **appreciation** for delivering high-result offerings. By then Delta MLM will be globally associated with MLM SEO & Analytics Concepts in every business, government sector at all levels

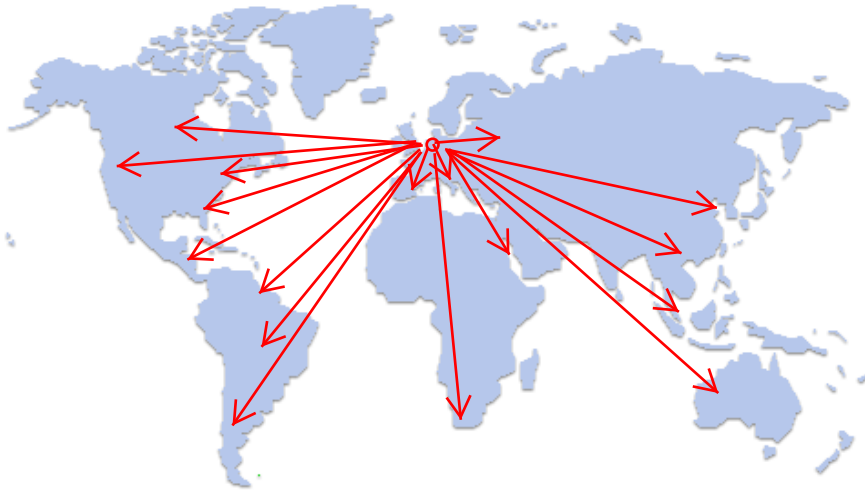


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GLOBAL FOCUS STRATEGY

4. Applause

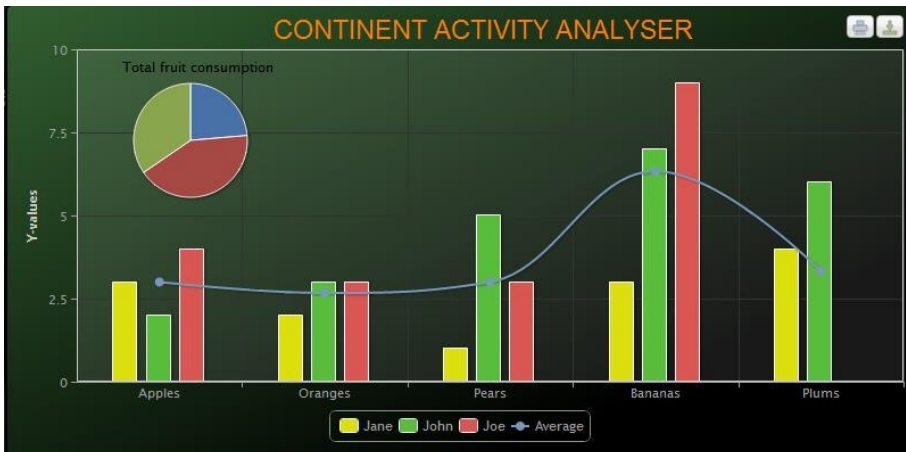
- a. The **focus** in 2024 is the introduction of new MLM SEO & Analytics tools and roll-out geographically. The Internet Strustrue will then be prepared and ready for new technology "Internet 4.0"
- b. The **geographical** expansion is extended.
- c. **MLM SEO & Analytics Products and Services** are introduced to develop the SEO Future Experience
 - i. 1-to-1 MLM SEO & Analytics Marketing and Event Strategy based on membership profiling
 - ii. Product, person and information Search & Analysis Technology and database analysis
 - iii. Lifecycle SEO Marketing (from visitor to ambassador) with follow-up marketing campaigns and MLM SEO & Analytics actions to raise the retention rates
 - iv. Interactive Search through fast recognition and dynamic SEO content offerings
- d. The **result** of this integrated approach is called: **Applause** for this globally accepted and associated new MLM SEO & Analytics Technology and of course high expectancy for the coming web structure.



5. Astonishment

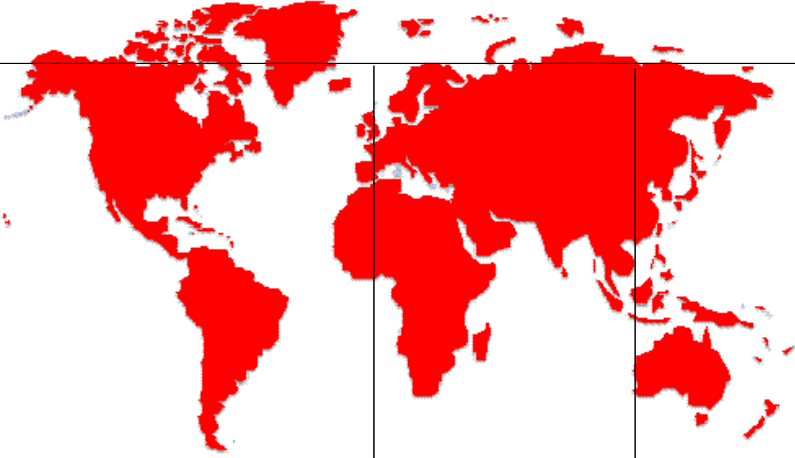
The **focus** in the year 2025 is the Partner, Client & Visitor Results. Delta MLM is accepted as a MLM Brand worldwide,

The **geographical** focus is **global**. More and more Delta MLM SEO & Analytics tools are introduced. **MLM SEO & Analytics Products and Services** in this year are totally focused towards to rules the Web



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GLOBAL FOCUS STRATEGY



MONDOGROWKITS MLM FINANCIAL PROGNOSE PLAN

In this Mondogrowkits Prognose Plan a prognose amount of the costs and revenues will be given this year and for the Future. Costs and revenues are highly dependent of the realisation finishing all the Mondogrowkits products, systems, tools and services used, by Delta MLM for the MLM SEO & Analytics Project.

Investment & Development Planning

Delta MLM suggests that on a 1-3 yearly base the following must be agreed upon:

1. The Mondogrowkits products that will be introduced this year and in the next following years
2. The revenues from MLM SEO Search Analytics, Tracking, webvertising, site advertising and services
3. The revenues from Country Fee, Partnership sales, Click credit card transactions and loyalty transactions
4. The hire costs of MLM SEO & Analytics products: initial, per week, month, quarter, and year
5. The costs of Search, MLM, Brand & Marketing services: initial, per transaction and fixed costs
6. Investments in Office, MLM online web Platforms, servers, hardware, software and management.

Costs must be distinguished between Delta MLM, Project & Business Partners, advertisers and third parties.

Based on these figures a year(s) plan can be derived and managed. From the financial data, decisions can be made to postpone or hasten the introduction of new products and services.

In the following paragraphs the costs and investments of the first step, building presence, are given together with the revenues that are possible from advertising.

Building Presence: Costs & Revenues

The major investments are:

1. *Tgerkucwqp'qhThe F gnc'ONO'Business Rlan & Concepts'i rjdcn*
 - a. *O qpf qi t qy nku'ONO'Y gd'ukghj qr.'Locations / Ugtxgtu*
 - b. *Tqm'qw'vj g'fpygt pcvkqpcn'O qpf qi t qy nku'lt cpf "& marketing'wt cvgi {*
 - c. *ONO.'Sales en PR'Ut cvgi {*
2. *ONO'UGQ'('Cpcrf'vku'Hard & Software, tools*
3. *ONO'Internet'r-rv'vqto u & F li kcn'Portals*
4. *ONO'Eqr rqt cvg'Communication & Commercials*
5. *Ugctej'Gpi lpgu'Content & Information*
6. *ONO'Cpcrf'vku'O qpkqt'Rrcv'vqto '('Ogf wgu*
******90''Qlkeg'f'eklskgu''*
******: 0''ONO'O cpci go gpv'vgo*

DELTA

PROGNOSE



DELTA

E5: 76G>7 BUSINESS PLAN

ROLL OUT INTERNATIONAL MONDOGROWKITS MLM BUSINESS PLAN

Activity Schedule Business PI

- 1st / 2nd quarter 2023
 - o Terminate the design phase of the total Delta MLM SEO & Analytics Concept
 - o Terminate the design phase Delta MLM SEO & Analytics International Brand & Marketing Concept
 - o Terminate the design phase Delta MLM SEO & Analytics "Country" Strategy
 - o Terminate the design phase online Delta MLM International "Web & Social Media Platform"
- 3rd / 4th quarter 2023
 - o Starting phase & realisation of the Delta "Network Operation System Center"
 - o Starting phase of the International online Delta "Web & Social Media Platform"
 - o Starting phase & realisation of the global Delta MLM SEO & Analytics Project
 - o Start realizing Delta MLM "Brand Marketing & Promotion Concept"
- 1st quarter 2024
 - o Continue realizing additional Delta MLM SEO & Analytics Concept
 - o Continue realizing additional International Online MLM Platform
 - o Continue realizing additional Delta MLM Brand & Marketing Concept
- 2nd quarter 2024
 - o Continue realizing additional Delta MLM -Country- Concept Roll Out

Financial projection Delta MLM SEO & Analytics Project

Projection @ ±° and marge

Period Januari 2025 - December 2026:

- o Start Realisation Country Business Partner Investments
- o Prognoses
- o Turnover
- o Local & International Investments
- o Upgrades & Design

DELTA CORPORATE



DELTA

FUTURE CORPORATE STRUCTURE

STRUCTURE DELTA ONLINE MARKETING INTERNATIONAL

Legal entity, BV

If we talk about a legal entity we propose to establish a Dutch BV. Characteristic for a BV is that in principle the responsibility is limited to the share capital of the company. This means and in other words, in case a BV is getting in financial problems the shareholders are only responsible to put the money on the table, which is equal to the issued shares, very often only 18.000 euro, which amount has been to put into the company anyhow at the moment of establishment.

It should be clear that the director of the company has to fulfil some legal procedures in order to avoid successful claims on mismanagement, which can make him responsible in case things go wrong.

One of the most important obligations is a timely and properly filing yearly of the annual accounts at the chamber of commerce. As long as the company can be qualified as “small” filing consist only of the balance sheet with a very limited disclosure of notes to the balance sheet. It is clear that a director of a BV always has to act with a common sense of doing business/activities/decisions.

What should in our point of view to be established.

We would recommend the establishment of a Dutch holding (parent) company. I.e. Delta Online Marketing BV. The shareholders are: Rudy Deighton (100%) and third partners (%). This company, Delta Online Marketing BV, should be the owner of The division Delta Media:

- the brand name: Delta Media Platform, Delta MLM, and all Multi Media Concepts, systems and technology.
- the .com and all the other internet sites, which belong to Delta Media or which sites are needed to exploit the Delta MLM SEO & Analytics concept.
- the subsidiaries of Delta MLM SEO & Analytics.

It depends on our business view how we will organise the legal subsidiaries below Delta Online Marketing BV. At least would we propose that the current activities which are taken place with the new Delta MLM environment will be executed in a new legal Dutch subsidiary of Delta Online Marketing. Clearly Delta Online Marketing BV and here business partners are 100% shareholder of this Dutch operating BV.

The Country Business Partner has to pay for the Delta MLM SEO & Analytics Concept to Delta Online Marketing.

Just for your info and a better understanding how a legal structure can be set up below Delta Online Marketing. Assume that there is a business need to employ people in a certain country you can imagine that we need for that purpose a new legal company in that country.

Another example can be that we will establish separate legal companies below Delta Online Marketing BV which companies are more activity related like Delta Media Platform, or Delta Promotion productions, Delta Media Branding consulting etc.

The benefit of having subsidiaries is related to limited the exposures for the ultimate parent company Delta Online Marketing but also for more flexibility in cooperation with others. More in particular we refer here to joint venture constructions. Just an example, assume we will do the Delta MLM project with a MLM company in this area it could be that for both parties a joint sharing in Delta MLM is recommendable. This recommendation can be driven by financial needs, commitment wishes, exit strategies, control requirements etc.

Why a Dutch Holding company

- Dutch company law is pretty flexible and have absolute minimum requirement for establishing a BV.

DELTA

FUTURE CORPORATE STRUCTURE

- Netherlands has a highly extensive international tax covenants and has the participation exemption in the corporation. The participation exemption are exempt income from foreign subsidiaries in the Netherlands. Netherlands is therefore very suitable as an intermediate holding country. The profits are eventually broken through to countries with friendlier fare. The Netherlands are frequently seen as a “tax paradise” and that is why companies such as Airbus, the Rolling Stones have their headquarters in the NL. See for some more details at the end of this memo.
- The Netherlands has a highly educated population.
- In the Netherlands very good infrastructures are in place
- Holland is internationally recognized as a good trade nation, with good standards, financially strong, world travelers etc.
- Delta Online Marketing is developed in the Netherlands and will be manned by a Dutch management team.

How to structure the management team at Delta Online Marketing BV

You can structure and organize companies on many different ways. Important is that the owners express their view and the ways how they would like to work. But it should also be clear what responsibilities and obligations belongs to who. It doesn't seem very clear last week when we had this topic on the table.

Anyhow looking a little bit around and watch also how “competitors” have set up their management team, the outside world expects at least the following to executive functions:

CEO Chief Executive Officer (Chairman of the executive board) by Rudy Deighton

CFO Chief Financial Officer by Ramazan

The other management functions should be fully business driven. This can be activity related or function related. In the Delta MLM case we would propose the following COO's (Chief Operating Officer).

CIO Chief Innovation Officer by Nahid Hassan

CBM Country Business Manager by Delta Media

You can consider to establish a supervisory board, which will be mandatory anyhow if Delta MLM reached certain levels. This supervisory board can give all kind of rules, guidelines etc to the executive board. The chairman of the supervisory board can have a pretty strong position and can cooperate quite intensively with the CEO. But the CEO and his team are running the business on a daily basis and not the chairman of the supervisory board.

Looking to the current status of Delta MLM we would not recommend you to start directly with a supervisory board, too complicate, doesn't bring any business contribution at this stage, will definitely reduce the speed of the business development in total at this moment.

We strongly believe that you need every one who is now on the boat, including the founder, on an executing level now. We all know the limitations of each individual but we have the opportunity to join forces and work together to achieve our goals. Choose for a practical way of working at the beginning and if you will work together with one of the other executives depending on the situation/objective etc you can bridge almost everything, without any problem.

Very general the responsibilities per function could be as follows:

CEO

- Chairman of the Board of Executives

DELTA

FUTURE CORPORATE STRUCTURE

- Presenting and selling the company idea
- Visionary developments
- Brand identity and overall design

CIO

- Development of platform
- Implementation of all marketing tools
- Management of traffic flow with the right targets
- Technical innovations

CBM

- Business Partner development
- Business Partnership development
- Sales of the MLM products & concepts
- Sales of other MLM services within the whole MLM concept

CFO

- Finance & control
- Cash-management
- Legal affairs
- Control of business values (or value drivers)
- Spokesman towards the financial world

TAX

The information below is gathered from a release of KPMG Tax Advisors. KPMG investigate the developments in international taxes very year. Their 2023 report is headed in their introduction as follows: “Corporate versus Indirect Taxes – Global Re-balancing Continues” .

KPMG’s 2023 survey of the world’s corporate and indirect tax rates continues the story told in earlier years. Corporate tax rates have been steadily falling for a decade in many countries, while value added tax and goods and services tax (VAT/GST) systems have proliferated across the globe, rising each year to higher rates and applying to more items as indirect tax systems mature. Some commentators have wondered if these dual trends were temporary anomalies that would reverse over time. Based on KPMG’s reading of this year’s survey results, the chance of a return to the pre-2000 status quo is remote and the global re-balancing of corporate and indirect taxes will continue. International businesses should ensure they have the right mix of income tax and VAT/GST management resources in place to stay ahead of this long-term trend.

Corporate tax cuts about to hit bottom?

The world’s average corporate tax rate has fallen in each of the past years, from 29.03 percent in 2022 to 22.96 percent in 2023.

DELTA

FUTURE CORPORATE STRUCTURE

Regionally we see that:

- The Asia Pacific Region average rate went from 23.96 percent in 2022 to 22.78 percent in 2023.
- The Latin America region went from 25.33 percent in 2022 to 25.06 percent in 2023.
- North America went from 23.67 percent in 2022 to 22.77 percent in 2023.
- Oceania went from 24.17 percent in 2022 to 23.83 percent in 2023.
- Europe was the only region which can report a slight increase – from 19.98 percent in 2022 to 20.12 percent in 2023.
- The Africa Region remained flat. Based on these results, it seems certain that the decade-long era of sharply declining corporate tax rates is almost behind.

Politics versus economics in tax policy

Governments are increasing their reliance on VAT/GST systems for economically sound reasons. Compared to income taxes, VATs are less affected by economic ups and downs and thus more stable, their revenue bases are less mobile, and their real-time collection provides a steadier revenue stream.

But political concerns drive tax policy as much or even more than economic ones. In many countries, the policy reasons for cutting corporate taxes are purportedly based on making the country more competitive to foreign investment. Debates on the issue are quick to polarize, with those promoting a country's ability to compete lining up against those wanting to ensure that big companies pay tax on their profits.

As the end of the decade-long trend approaches, year-over-year corporate tax rate cuts have become much smaller. This suggests that many countries believe they have achieved competitiveness and that public opinion will not support any more sharp declines.

By continuing to promote smaller corporate tax cuts, however, today's governments can attract investors with promises that would have only minimal budgetary impact if implemented.

A general international overview of the combined corporate tax rates are as follows:

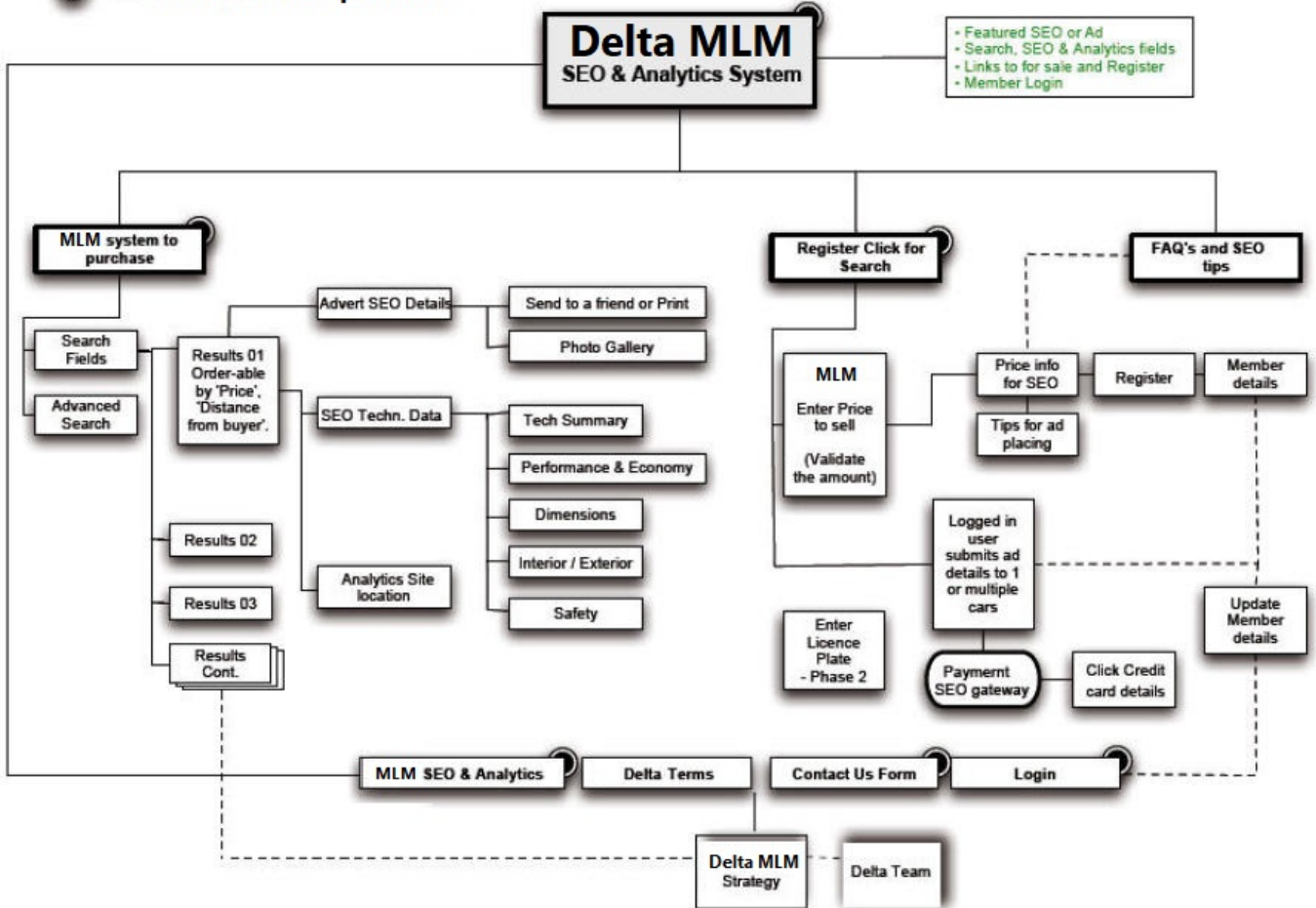
1 Ireland	12.5	17 Portugal	26.5
2 Iceland	15.0	18 Italy	27.5
3 Chile	17.0	19 Norway	28.0
4 Czech Republic	19.0	20 United Kingdom	28.0
5 Hungary	19.0	21 Luxembourg	28.6
6 Poland	19.0	22 Canada	29.5
7 Slovakia	19.0	23 Australia	30.0
8 Turkey	20.0	24 Mexico	30.0
9 Switzerland	21.2	25 New Zealand	30.0
10 Greece	24.0	26 Spain	30.0
11 Korea	24.2	27 Germany	30.2
12 Austria	25.0	28 Belgium	34.0
13 Denmark	25.0	29 France	34.4
14 Netherlands	25.0	30 United States	39.2
15 Finland	26.0	31 Japan	39.5
16 Sweden	26.3		

SOURCE: OECD

DELTA

FUTURE CORPORATE STRUCTURE

● = New clients or partners



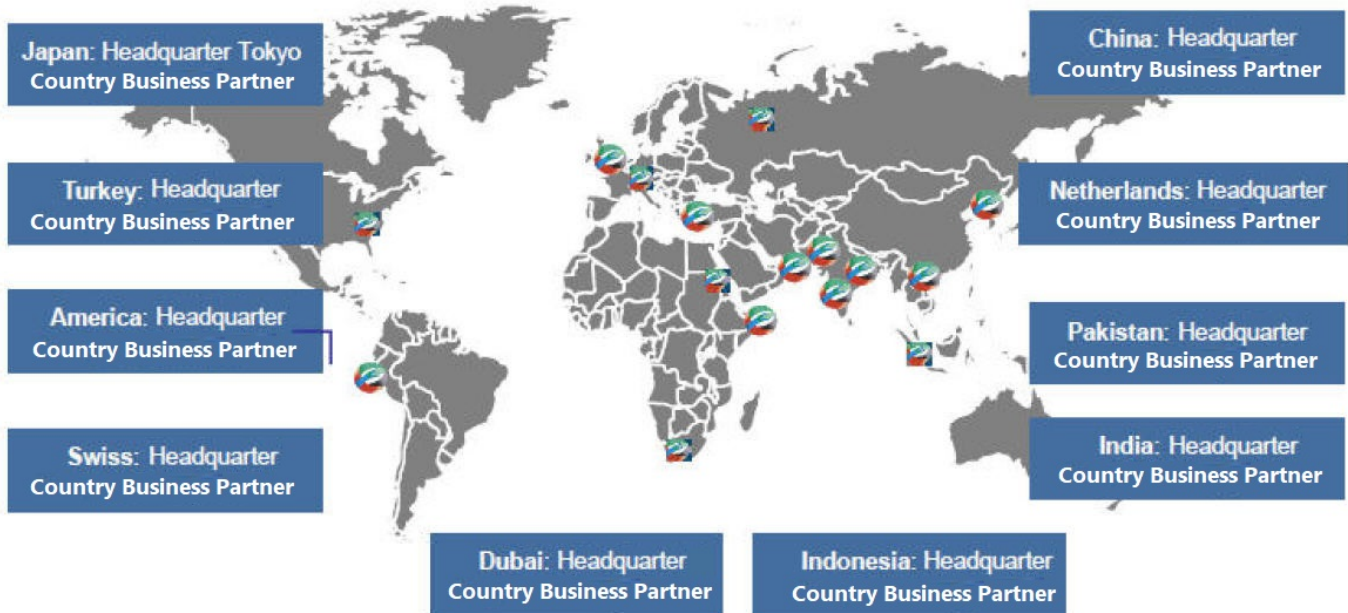
DELTA

COUNTRY GLOBAL CONCEPT

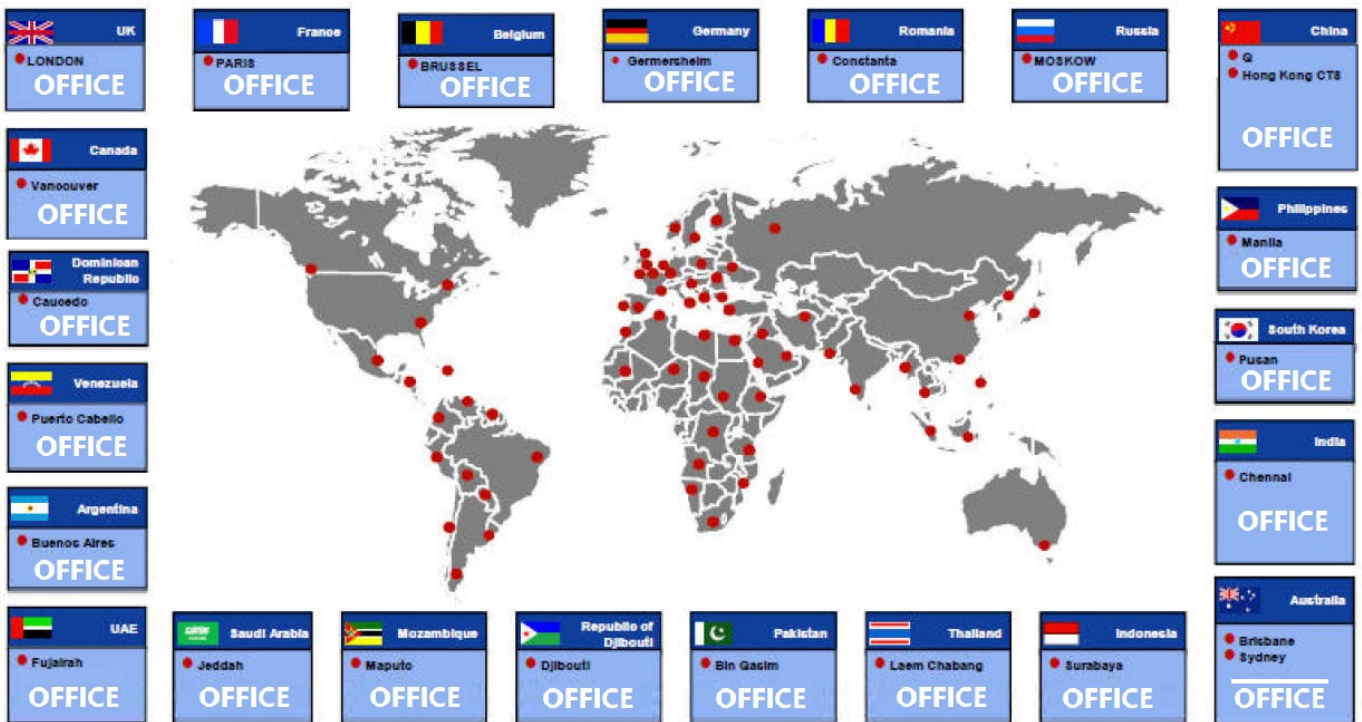


DELTA

COUNTRY BUSINESS PARTNER



CORPORATE OFFICE STRUCTURE MLM INTERNATIONAL



DELTA

CONTACT INFORMATION

**For Delta Media or
Delta Media Platform
call us...**

+31 (0) 6 22 709 688

Or set up an appointment at:

rudydeighton@deltamediagbe.com

rudydeighton@hotmail.com

Or find us at:

<http://www.deltamediagbe.com>

<http://www.mondogrowkits-multilevelmarketing.com>