



## DAO Acquisition – Nui Markets

April 2022

# Agenda

- ✓ **Introductions**
- ✓ **Why did we purchase DAO?**
- ✓ **Overview of 2021/2022 so far**
- ✓ **What's next for DAO?**
- ✓ **New initiatives for your feedback**
  - Off spec (which products, how should it work)
  - Visibility of participants
  - New Products
  - More trade data
- ✓ **Any other business**

## Reasons for purchasing DAO

- ✓ The acquisition of DAO will increase trust in the platform as Nui is industry agnostic and does not trade on the platform.
- ✓ Nui gains a clearer view of customer needs as we are closer to end users. This allows us to form closer relationships with customers.
- ✓ Nui can now offer more flexibility to both buyers and sellers. We can facilitate buyers and sellers moving from DAO to a single seller platform and vice-versa.
- ✓ Nui can more easily merge over development from other platforms to the DAO platform.

**100% Independent  
from 1 April 2022**

## Overview of 2021/2022

	2021	2022 (YTD @ March 28)
Total Volume of Trade	20,228 Metric Tonnes	7,740 Metric Tonnes
Total Number of Trades	332	112
Total Value of Trade	61.0M EUR	30.2M EUR
Number of Active Companies	89	86
Number of Buyers	46	21
Number of Active Users	209	183
Number of Orders placed	2,626	594
Product with highest number of trades	Gouda Cheese 48%	Lactic Butter - Fresh
Product with highest value traded	Gouda Cheese 48%	Feed – Skimmed Milk Powder
Total Number of Tenders	1	3

## Recent successes on DAO

- ✓ **Procurement tenders** - <https://vimeo.com/690494292/02c758344d>
- ✓ **New and returning customers since acquisition announced**
- ✓ **Increased volumes in Q1 – reflecting the value of digital trade in current market conditions**

# What's next for DAO – simplifying to give you more

	Initially	In 2022	Under investigation
<b>Support DAO Participants</b>	<p>Closer conversations as they are now Nui customers</p> <p>Ease of sharing tips and tricks</p> <p>Increased presence on LinkedIn (follow Nui markets)</p>	<p>Re-introduce meet ups</p> <p>Introduce a Broker role</p>	
<b>Improved flexibility to trade</b>	Promote procurement tenders	Improved flexibility with Off-Spec products	Index-linked trading
	Ongoing product enhancements		Auto match vs Close match
<b>Increased trade efficiency</b>		Add additional products	Buy now, pay later or credit insurance
			Freight booking/logistics
<b>Support your business initiatives</b>		<p>Share more trade data</p> <ul style="list-style-type: none"> <li>- Market information</li> <li>- Trade insights</li> </ul>	Features to support sustainable trade

**New initiatives for your feedback**



# Out of Spec products on DAO

The definition of Out of Spec is broad – it can include under-grade, down-grade, feed-grade or even just ageing products.

## Current

- Some feed grade products are offered on DAO.
- Age logic gives visibility of the age of some products.

## What happens on other Nui platforms

- Similar to DAO feed products – Out of spec reasons defined as part of the spec.
- Regular weekly sales of mixed load down-grade products using attachments and
- comments to express details of the offer.

## Possibilities for DAO

- Off Spec products listed in a separate DAO area – similar to an outlet store?
- Off Spec products listed alongside in-side with the ability to filter?
- Clearer definition of reasons of off-spec within the order ticket (age, micro, protein etc) for more detailed filtering.
- Introduce addition of attachments or photos for one off out of spec loads?



# Visibility of participants

Outside of Europe, participants are seeking more transparent trade.

What this means for participants:

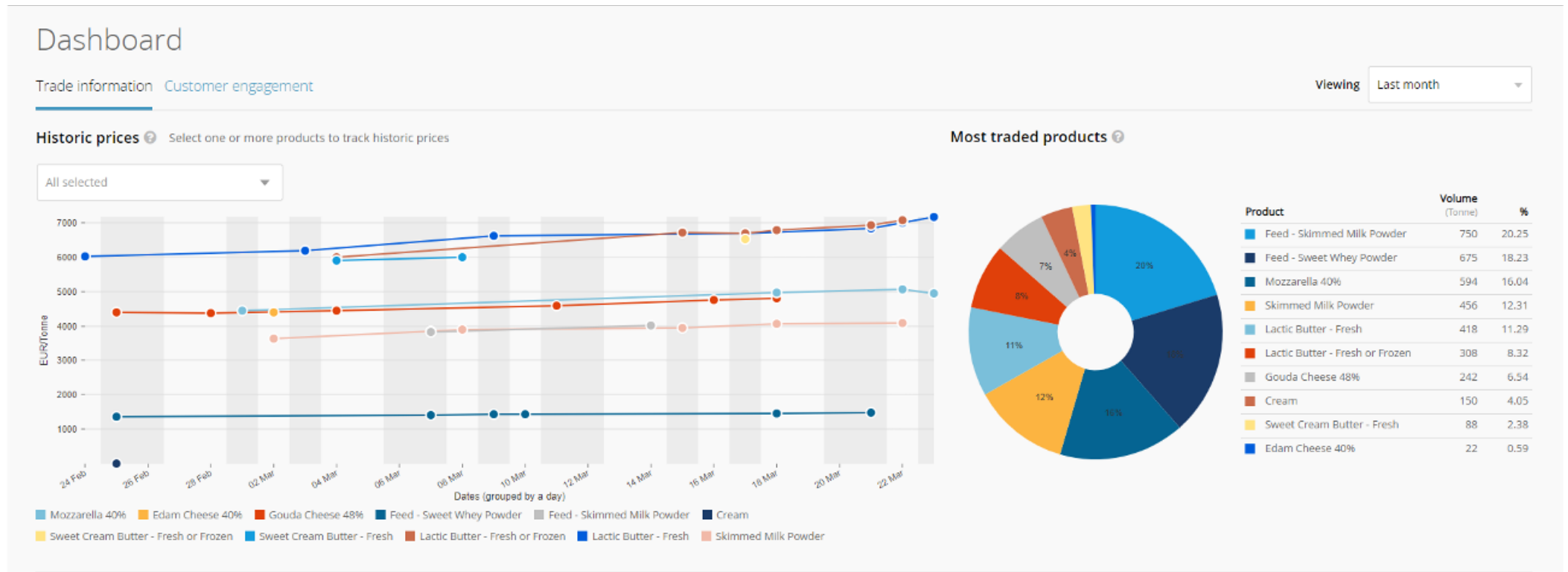
<b>Anonymous (DAO)</b>	<b>Public</b>
Counterparty is not known until after trade	Counterparty is listed when order is placed
	Participants have the ability to: <ul style="list-style-type: none"><li>• Counter</li><li>• Place a private order to one of many</li></ul>
Commercials – Subscription + commission	Commercials – generally subscription only

## New products

- **Would you be interested in trading organic products on DAO?**
- **Would you be interested in trading any other new products on DAO?**
- **What would you like to be enabled on DAO?**

# More trade data

A detailed and flexible view of trade data – available for all DAO participants?



# Under investigation – what piques your interest?

## Sustainability initiatives

- Show your certification on the platform
- Carbon neutral trading

## Would you use...

- Close match instead of Auto match – Auto matches are very rare on DAO. We're imagining a future where instead you get an easy view of order similar to yours, or 'recommended for you'
- Open price offers on DAO for easy price discovery
- Buy now, Pay Later or Credit Insurance
- Shipment booking, tracking and documentation
- Index based trading

# A sneak peak

Coming your way in April



**nui**markets  
Digital Trading Solutions

And later in 2022



**nui**markets  
Europe



**Thank you!**