

## Growth capital for Nui Markets: Simplifying the world of commodity trading with our efficient and transparent trade platform

### Executive summary

Nui Markets (New Zealand) provides a configurable, co-branded platform for B2B digital trading of agricultural products (food and bioenergy). This platform is used by 307 companies in 50 countries. Since its inception in 2016, more than \$808m NZD of GMV has been traded through the platform. With agricultural product trading increasingly turning digital and our foothold in the market growing, we have identified an opportunity to expand and consolidate the platform globally rapidly. We are now seeking \$10m USD of equity capital - enabling us to become the industry leader in B2B digital trading of agricultural products.

Use of funds:

- Expand our “platform as a service” offering in new verticals
- Become the platform operator of choice in our chosen dairy markets
- Enhance platform features to add more value to our users’ trading

### Problem and opportunity


Agricultural product traders rely on personal relationships. Typical sales teams communicate directly with customers on a one-to-one basis across many channels such as Whatsapp and email. Agreeing and administering trade is thus labour-intensive and difficult to scale. COVID-19 has accelerated the uptake of digital solutions for traditional trade. However, existing solutions built on generic frameworks like Magento or Mirakl fail to cater to the complex workflow requirements of B2B export/import of agricultural products.

As a result, traders suffer from **poor price discovery, high costs of searching for trading partners, administrative inefficiencies, pressured margins, and increased counterparty risk when trading with unfamiliar partners.**


### Solution

We’ve built a fit-for-purpose platform for agricultural product trading which our customers and users love. Our proprietary platform allows individual exporters to sell directly to their buyers and is used for multi-seller marketplaces. We cover the seller’s workflow from placing an offer and managing tenders right through to managing post-trade execution and documents. We also collect, anonymize, and aggregate a significant amount of trade data through our platforms. We currently provide this data on prices, volumes, and activity to our customers, and we are excited about the opportunity to further monetise this data in the future.


We have three streams of revenue: implementation fees, subscription charges, and trade commissions. The monetization of platform data has the potential to provide a new revenue stream in the future.




**Increased trade efficiency**



**Improved price transparency**



**Enriched market info**



**Expanded market access**



Details	Products	Price	Volume	Type	Ref price	ETD	From	To	Loading configuration	Splittable
Details	Cheddar Cheese - Mild	100 USD / 20kg	66 Tonne	Open	5,000 EUR/Tonne	ETD from 31 September 2020	ETD to 12 October 2020		Loading configuration 11 5/unk   20k   20kg	Splittable NO
Details	Cheddar Cheese - Mild Coloured	80 EUR / 20kg	22 Tonne	Open	4,300 EUR/Tonne	ETD from 31 September 2020	ETD to 12 October 2020		Loading configuration 22 5/unk   20k   20kg	Splittable YES
Details	Cheddar Cheese - Mild Coloured	86 EUR / 20kg	33 Tonne	Open	4,000 EUR/Tonne	ETD from 31 September 2020	ETD to 12 October 2020		Loading configuration 22 5/unk   20k   20kg	Splittable YES
Details	Cheddar Cheese - Mild	67 EUR / 20kg	66 Tonne	Open	3,350 EUR/Tonne	ETD from 31 September 2020	ETD to 12 October 2020		Loading configuration 22 5/unk   20k   20kg	Splittable YES

### Traction

As of the end of March 2022, Nui had 307 companies accessing a Nui platform in 50 countries. In the 12 months to the end of March 2022, over 1,990 trades were completed with a GMV of over \$307m NZD, and revenue for FY2021 was \$1.456m NZD. In the last four years of operating the marketplace, Nui has grown exponentially – with a revenue CAGR of 53.9% and a GMV CAGR of 61.5% between FY2017 and FY2021. Revenue in FYTD (1 July 2021 to 31 March 2022) is \$1.767m NZD based on the management accounts.