

# We've built a fit-for-purpose platform for agricultural product trading which our customers and users love

1  
2016

Developing single seller platforms - 'one-to-many'

2  
2018

Expanding into multi seller/multi buyer platforms - 'many-to-many'

3  
2022 +

Expanding into the role of platform operator

Six years ago, we created a "Platform as a Service" business providing white-label platforms for use as private digital channels for single exporters. Soon after, our platforms started to be used by independent marketplace operators to run multi seller/multi buyer digital marketplaces.

More recently, we have stepped into the role of platform operator and have expanded into multi seller/multi buyer platforms in Europe and North America.

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

### Nui platform includes:



Increased trade efficiency

Nui platforms streamline the sales process, reducing the time and effort required for a trade to take place. When you start using a Nui platform, this increased level of efficiency is noticeable right from the first trade.



Improved price transparency

Nui platforms make trading less opaque by ensuring that trade occurs at a true market price which is visible to all participants. This ultimately reduces negotiation tension and encourages trade.



Enriched market info

Nui platforms take the guesswork out of trade. Analytics dashboards provide detailed, real-time data about prices, volumes, and activity on the platform. This allows our customers to make more informed trading decisions. We are investing heavily in data collection and analysis and in data monetization strategies.



Expanded market access

Nui platforms provide an efficient way for sellers to engage with more buyers, more regularly with the same level of resources. Consequently, sellers can capture more demand whilst buyers have greater access to a wider range of products.