Our success to date is a product of our unique value proposition and competitive advantage

Our competitive advantage:

Our ability to seamlessly white label the platform so it looks and feels like it belongs to our customer	Our clean and intuitive interface that improves customer experience	Our status as industry agnostic – we are not affiliated with any major trader	Our expertise in the sectors we trade in	Our commitment to allowing our customers to set the rules of what, when and with whom they trade

	Name	Founded	Origin	Value proposition	What sets Nui apart
1.	TRIDGE	2015	South Korea	• Digital platform • Technology plus human network connecting buyers and sellers globally • Help importers and exporters understand global market of food and agri	• Ability to seamlessly make the platform look and feel it belongs to our customer (branding and language) • Our clean and intuitive interface separates users from the complexity of trade Tender module • Live auctions
2.	GLOBAL DAIRY TRADE	2008	New Zealand	• Work with companies around the world to discover the market-based reference prices for dairy • Create new trading opportunities • Toolkit for connecting global pools of buyers and sellers • Data analysis	• We stand alone - not affiliated with a major trader(i.e. Fonterra) • Our customers set the rules of what, when and whom they trade • GDT index effectively sets the price of NZ milk - we have the ability to do that for other markets (US and Europe)
3.	MIRAKL	2011	France	• Advanced enterprise marketplace SaaS platform • B2B and B2C • Faster launch • Connects ecosystems	• Industry knowledge of the sectors we trade in • Live auctions
4.	PRODUCEPAY	2014	USA	• Finance (factoring) • Wide array of payment solutions Partner to growers	• Sector agnostic • Live auctions

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