

1 Expanding our “platform as a service” offering in existing and new verticals

Double-down on dairy

Further expand in North America

- Standing up further single seller platforms in the US dairy market.

Build an Asian buyer base

- Identifying dairy buyers in Asia and introducing them to our international platforms will increase the volume traded.
- We will engage in-market agents in South East Asia to drive liquidity.

Shorten sales cycle process

- Although each sales cycle differs, our experience in the dairy sector has allowed us to shorten the sales cycle to a target of 12 weeks.

2022

Expand in ethanol in Brazil

- We will use our experience in digital trading to build out a strong online trading ecosystem for ethanol.
- A year-long opportunity validation exercise has allowed us to confirm that there is a strong business case to proceed with this.
- We are already working with our partner in Brazil on a phased implementation plan.
- Trading through the platform will improve trade efficiency for all partners and bring with it the market transparency that all parties seek.
- We are aiming to launch the ethanol platform in July 2022.

July 2022 – end of 2023

Explore new sectors

- Pilot customers in produce, meat and now ethanol confirm to us that the Nui platform can be effective in many sectors.
- We do recognise, however, that to succeed we need the right partners and a strong knowledge of the sector.
- We want to focus in on sectors with a large spot market and a large number of buyers and sellers.
- A discovery phase will be undertaken in a number of sectors to further determine fit – sectors recently identified include eggs, fertiliser, animal feed, carbon.
- Alongside this, we remain opportunistic and will consider further pilot customers where practical.

From January 2023

