

2 Becoming the platform operator of choice in dairy

Since 2018, Nui has provided a multi seller/multi buyer platform to Dairy Auctions Online (DAO). We have now expanded into the role of platform operator – firstly with DAO and then with Nui Markets North America.



- DAO was owned and operated by a prominent European dairy trader. Because this trader also traded on the platform, there was a misguided unwillingness by competing traders to use the platform and risk advantaging their competitor.
- To combat this issue, we have acquired DAO, which has made the platform independent of any market participant.
- Since 1 April, we have been platform operator with full control over the platform. We will rebrand it 'Nui Markets Europe' later this year.

Since the announcement of the acquisition of DAO on 10 February, 10 companies have reactivated their account and 6 new companies have joined the platform. At the end of April, 95 companies were members of the DAO platform.



- In April 2022, we launched Nui Markets North America, our second multi seller/multi buyer platform with Nui as the platform operator.
- This platform expands Nui's presence in the North American Dairy Market, where we already provide single seller platforms.

Benefits of Nui becoming the platform operator on our multi seller/multi buyer platforms:

- ✓ Increased trust in the platforms as Nui is industry agnostic and does not trade on the platforms.
- ✓ Nui gains a clearer view of customer needs as we are closer to end users. Our overall industry knowledge increases.
- ✓ Nui receives 100% of revenue from the platforms.
- ✓ Nui can upsell customers, starting them off on a multi seller/multi buyer platform before offering them the option to have their own single seller platform once they are familiar with the technology.
- ✓ The platforms can be Nui-branded, allowing us to grow brand awareness.
- ✓ We can increase our offering to current customers as we are able to facilitate buyers moving from one of our multi seller/multi buyer platforms to one of our single seller platforms.
- ✓ We can share market insights from multi seller/multi buyer platforms as appropriate.



1 Expanding in vertical sectors

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3 Enhancing platform features