



nuimarkets
Digital Trading Solutions

Welcome to Nui

Who we are and what we do

The Nui story begins in 2012, with the formation of Cream Trading, founded by Kevin O’Sullivan and Dr Bruce Maunder who developed the Nui platform. Their vision was for a new way of trading; an open marketplace where buyers and sellers helped set the price through competitive tension. A disruptor in tradition commodity trading, Nui provides a digital solution for commodity trading.

In 2019, the initial Cream platform was rebranded Nui. Nui means big, great and vast in Te Reo Maori, New Zealand’s indigenous language and encompasses our vision.

We are based in Auckland, with sales teams in Europe and the US and customers including some of the largest dairy producers in the world.

Elegant / Simple / Fast



Nui

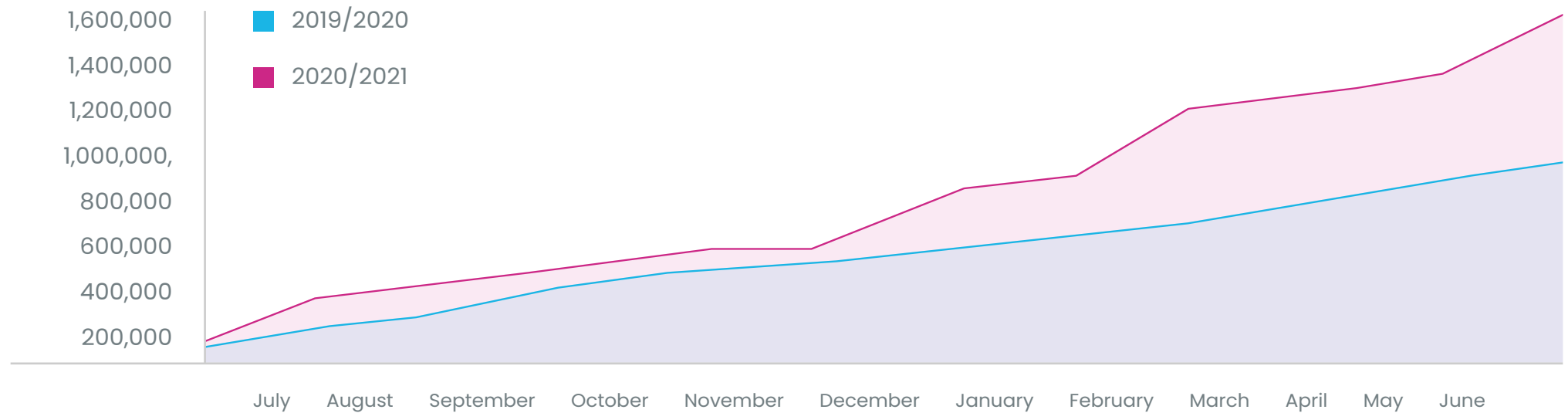
1. (verb) to be large, big, many, plentiful, numerous, great, abundant, ample, superior, of high rank, important.

2. (noun) size, quantity, vastness, greatness, importance, amount, abundance, plenty, rank.

Our successes so far

	FY 2018	FY 2019	FY 2020	FY 2021
Solutions	6	4	6	7
Trades	393	498	607	890
Volumes (MT)	24,665	29,522	39,629	44,703
Product value (NZD)	75,022,528	120,044,546	161,698,781	174,479,111

Nui Group / Cumulative revenue comparison (NZD)



The Nui values

Simple elegance

- ✓ Drive for simplicity and elegance
- ✓ Always take a product-led approach
- ✓ Help change the market to make it fairer for all

CAN DO ATTITUDE / SOLUTION FINDER



We care

- ✓ Always do the right thing by our people and our customers
- ✓ Be open and honest
- ✓ Be courageous
- ✓ Employee's first

RESPECTFUL OF EACH OTHER /
SELF MOTIVATED / FLEXIBLE

Together we shape the future

- ✓ We can only win together – find a way
- ✓ Learn from what goes right and wrong
- ✓ Be bold to shape the way trading should be
- ✓ Celebrate our successes
- ✓ Make a difference with passion
- ✓ Persevere and do what it takes
- ✓ Act with humility

CAN DO ATTITUDE / SOLUTION FINDER /
TEAM PLAYER

Working at Nui

Can do attitude

- ✓ A positive attitude is a must! Be prepared to roll-up your sleeves and get stuck in.

SIMPLE ELEGANCE / TOGETHER WE SHAPE
THE FUTURE

Solution finder

- ✓ When we encounter new challenges we thrive on finding solutions.

SIMPLE ELEGANCE / TOGETHER WE SHAPE
THE FUTURE

Team player

- ✓ We work together, two heads are always better than one.

TOGETHER WE SHAPE THE FUTURE

Respectful of each other

- ✓ Everyone has a voice and a valid opinion, it is through diversity of thought that we find the best solutions.

WE CARE

Self motivated

- ✓ We are always looking for better ways of doing things.

WE CARE

Flexible

- ✓ Flexibility and trust are a given.

WE CARE

The Nui team



Leadership

Leading by example



Governance

Keeping us on the straight and narrow



Sales and Marketing

Connecting us to the world by telling and selling our story



Development

Innovating and creating new ways of doing things



Nui takes an employee-first approach. We believe our talented people are the best. From our Board down, we look to care for each other, and because we do, we can provide our customers with the best product in the market, and great service. Nui has big ambitions, and we would love you to be part of our 'wairua' – our spirit or essence and we look forward to doing great things with you.