



Trading for a new world

Introducing Nui Markets

Nui Markets is a Software as a Service business providing digital B2B marketplaces for global agricultural producers.

We enhance client | customer connections through an easy and efficient digital trading interface.

The implementation of our digital sales platform is hassle free and delivers substantial dividends to our partners.





Why digital

Discover a better way

More and more businesses are pursuing a digitization strategy. This shift in thinking highlights that B2B ecommerce has numerous advantages, including:

- ✓ Increased trade efficiency
- ✓ Ability to expand customer base with increased customer contact and engagement
- ✓ Price transparency – all parties can determine the true market price
- ✓ Price achievement – with reduced negotiation tension



Why Nui?

Your platform, your rules

✓ **Control**

A Nui platform is a platform with your branding, your rules, your participants. You get to control the who, the what and the when.

✓ **Configurable**

Nui platforms can be tailored to meet your specific business outcomes.

✓ **Strategy**

In addition to the platform, Nui provides strategic insights on how to optimize the technology to achieve your goals.

✓ **Proven**

Nui platforms have a proven track record. Our platforms are regularly used by over 1000 users from 400+ companies in more than fifty countries. To date, hundreds of millions of euros worth of products have been traded.

✓ **User friendly**

User feedback is a key driver in our development roadmap. Our design is continually evolving to ensure the best experience for those who use it.



Nui Essentials

Nui offers multiple plans, from basic to advanced, to best suit your specific needs. Regardless of which plan you choose, all plans offer the following essentials



Secure, cloud-based infrastructure



Your logos, branding and colour schemes. A Nui platform can be quickly and seamlessly made to look and feel like the rest of your online channels



Accessible via desktop or mobile app



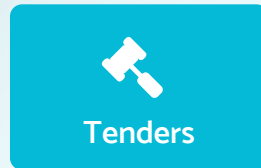
Marketplace and tender modules are standard with every plan



Nui plans

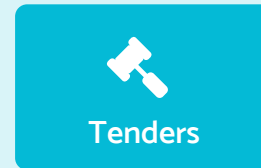
Nui Standard

For small to medium businesses or larger businesses looking to pilot digital trading



Nui Plus

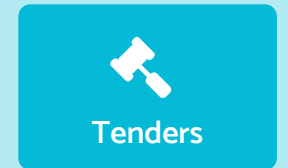
For larger businesses with an established digital trading strategy



Freight
Multi currency
Trade and activity dashboards

Nui Advanced

For businesses with a large digital footprint or bespoke needs



Freight
Multi currency
Trade and activity dashboards



Custom features
Integration



Get started on your Nui standard implementation

Nui are here to help you to launch your online trading platform in a matter of weeks

What do we need you to do?

- ✓ Review Nui standard Functionality
- ✓ Commit to a 3 month trial
- ✓ Assign an internal platform owner to work with Nui to implement your platform

Your platform owner will

- ✓ Agree launch strategy
- ✓ Provide general platform brand guides and assets
- ✓ Forward product data and branding
- ✓ Get used to the platform in a test/training environment
- ✓ Launch

How will Nui help?

- ✓ Demo platform available to review Nui standard functionality
- ✓ Case studies
- ✓ Brand guidelines
- ✓ Template and support to define launch strategy
- ✓ Change management, comms and training plans
- ✓ Templates for data collection
- ✓ Training videos
- ✓ 24/7 support



Thank you!