

The Competitive landscape

DRAFT

We believe we have significant advantages against our competitors, including the ability to seamlessly whitelabel the platform to look & feel like it belongs to our customer; our clean & intuitive interface separates users from the complexity of trade; we are not affiliated with any major trader; we are experts in commodity trading; and we allow our customers to set the rules of who, what & when they trade.

	Name	Founded	Origin	Value proposition	What sets Nui apart
1	Tridge	2015	South Korea	<ul style="list-style-type: none"> • Digital platform • Technology plus human Network connecting buyers and sellers globally • Help importers and exporters understand global market of food and agri 	<ul style="list-style-type: none"> • Ability to seamlessly make the platform look and feel like it belongs to our customer (eg branding and language) • Our clean & intuitive interface separates users from the complexity of trade • Tender module
2	GDT	2008	New Zealand	<ul style="list-style-type: none"> • 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 	<ul style="list-style-type: none"> • We stand alone - not affiliated with a major trader (ie Fonterra) • Our customers set the rules of who, what and when 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	<ul style="list-style-type: none"> • Advanced enterprise marketplace SaaS platform • B2B and B2C • Faster launch • Connects ecosystems 	<ul style="list-style-type: none"> • Industry expertise and knowledge of commodity trading
4	Produce Pay	2014	US	<ul style="list-style-type: none"> • Finance (Factoring) • Wide array of payment solutions • Partner to growers 	<ul style="list-style-type: none"> • Sector agnostic • Tender module