

Nui 2.0 - A revised strategy for an exponential market growth ambition

DRAFT

We are refreshing our strategy based on 12 new initiatives, with the view to get to a \$200M valuation within the next 24 months.

Expand rapidly in Dairy

Bring DAO inhouse

- We know the European dairy market, and what is required to grow this offering - separating from Trigona is key for growth
- After acquisition, we will introduce brokers to add volume of trade to the market
- Nui will establish a business development team to increase the number of participants and therefore the volume of trade on DAO

Develop and Launch multi-seller platform in the USA

- We'll take what we have learned with DAO and merge it with our knowledge of US Dairy
- We have the network required to start quickly

Build an Asian buyer base

- Identifying dairy buyers in Asia, and introducing them to DAO and other European buyers will increase the volume traded
- We will take learnings from the Harvex implementation, and engage agents in South East Asia to assist with this

Establish strength in a 2nd vertical

Structure and go-to-market with Ethanol platform in Brazil

- A year-long discovery exercise has allowed us to confirm there is a strong business case to proceed with this
- The platform itself will use functionality in place within the DAO model
- Once commercials are in place, we'll work with Flextrading, our partner, on a detailed implementation plan including user set-up and training
- We'll use our experience in dairy and other sectors to build out a strong online trading ecosystem for ethanol
- Trading through the platform will improve trade efficiency for all partners, and bring with it the market transparency that all parties seek

Discover further markets

Discovery required for further markets

- Pilot customers in produce, meat and now ethanol confirm to us that the Nui platform can be used effectively in many sectors
- We do recognise, however, that to succeed we need the right partners, and to build a strong knowledge of the sector
- We want to focus in on true commodity markets 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, pet food, carbon and biofuel
- Alongside this, we remain opportunistic and will consider further pilot customers where practical

Timeline

