



DAO opportunity - Europe

DRAFT

DAO.EU is the only independent digital brokerage marketplace enabling direct and efficient trading of European dairy commodities.

- ✓ Designed for all companies active in the dairy industry looking to make fully informed trade decisions.
- ✓ View all trading activity on the DAO.EU marketplace includes real-time firm bids offers and executed market trades, communicated on-screen, app, and email.
- ✓ Use the marketplace as an efficient and anonymous tool to source or sell your dairy products that fit your trading position.
- ✓ Currently has 92 subscribed companies using the platform.
- ✓ DAO has seen double-digit growth every year since its inception.

Nui's participation to-date

- ✓ Nui co-designed the platform with Trigona Dairy Trade and successfully launched it in July 2018.
- ✓ Nui owns all technical IP of the platform and license the use of the technology to Trigona.
- ✓ Nui receives 50% of all revenue from the platform.

What's next?

From conversations with key users, Nui believes in continuing the growth of this platform:

We need to make DAO independent from Trigona as they are a user of this platform, and the perception from some users is that Trigona has more insight than other participants.

Whilst this is not true, the perception that it is true impacts this platform.

We also believe by being closer to the user, we can better control what functionality we offer to maximise use without cannibalising our current operations in Europe.

We also have some key changes we believe we can make to the operation of this platform to increase both volume and revenue.

We are currently working through the due diligence to ascertain the best structure to bring DAO in-house; this is likely to be an asset purchase with a combination of cash and equity in Nui.

Once completed we Nui will receive 100% of the revenue from this platform and is confident in our ability to increase already impressive growth numbers.

