



Asian buying base

As Nui operates from the sell-side, we have not focused on the very large and lucrative Asian markets. Whilst we have buyers in Asia across many of our platforms, we do not have a physical presence in Asia.

What's next?

- ✓ We have learnt from our produce platform, Harvex, that utilising the use of buying agents can attract new buyers to a digital platform.
- ✓ We aim to build a buying base of customers, initially in dairy, which we can introduce to our current sellers in both Europe and U.S.A.
- ✓ Intend to have a physical presence in Asia by the end of 2022.
- ✓ Initial level of investment required is low.
- ✓ In addition to new buyers for current platforms, having a presence in Asia will increase Nui's global brand.
- ✓ We will also be able to explore opportunities within Asia.

