



Trading for a new world

Nui develops customisable online trading solutions for the food and agricultural sector. We help our clients simplify their sales process by bringing them closer to their customer base and streamlining the way in which transactions are handled.

Our platforms allow you to sell what you want, when you want and to whom you want, 24 hours a day, 365 days a year.



In a world where disruption and unexpected change require businesses to adapt more quickly than ever before, Nui offers a simple and low-cost way to digitise your trading strategy.

## Benefits for you...

Designed with your brand and logo so it looks and feels like your other online sites

Total control over your products, prices and participants

Reduce the number of steps in your sales process—an estimated 45-minute time savings per transaction

Get a more complete picture of current trading conditions with our up-to-the-minute marketplace

Run live tenders with multiple products

Capture valuable transactional data to inform your sales strategy moving forward

Always available, with 24/7 support

A simple onboarding and implementation process—we provide training for both you and your customers

## ...and for your customers

Instant access to more of your products

Counteroffers and private bids mean your customers never lose direct contact with you

Push notifications instantly notify all participants when you've placed a new offer

More insights into market conditions and what other buyers are doing

No cost or barrier to join.



# Technology

Nui is a fully configurable, cloud-based software platform that provides a transparent and safe option for both buyers and sellers.

Using API protocols, our technology easily integrates into your internal systems, enabling straight-through processing.

Receive push notifications via our mobile app. With Nui you can trade anywhere, anytime.

# Our clients

We currently provide solutions for some of the world's largest producers and traders in the agricultural sector, including, Arla, Danish Crown, DAO.EU, Hoogwegt, and Valio, among others.

“When DAO explored options for a technology partner, Nui was the obvious choice. The Nui platform has exceeded our expectations from the start.”

## Rik Loeters

Managing Director, DAO.EU  
Europe's premium dairy trading platform



# Security

Our platform is hosted by Amazon Web Services, which means your data and information is always protected. Our internal processes are audited by KPMG on a regular basis.



# Contact

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