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Trade Smarter, Grow Greater

AgGateway Education and Action Week

June 2021

3 Reasons why you need Blockchain to grow your global AgTrade business today.

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Your challenges are tough.

Real challenges:

Uncertain if trades will end up profitable.

Up to 10% loss per trade.

Exhausting resources gathering information every trade.

Manhours spent amounting to $$$ lost.

Stressing over disputes & delayed payment from buyer.

Struggling to differentiate from competition.

Inability to differentiate from global competitors.

Missing out on opportunities to engage end consumers.

Global consumers seeking more engagement.

Hindered by lack of working capital.

Long cash conversion cycles: upwards 45 – 90 days.

Unsure of how to start implementing traceability solutions.

Global traceability trends move towards greater supply chain visibility.

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The Problem.

LACK OF DATA VISIBILITY

FARM → ? → PACKER → ? → SHIPPER → ? → RETAIL → ? → CONSUMERS
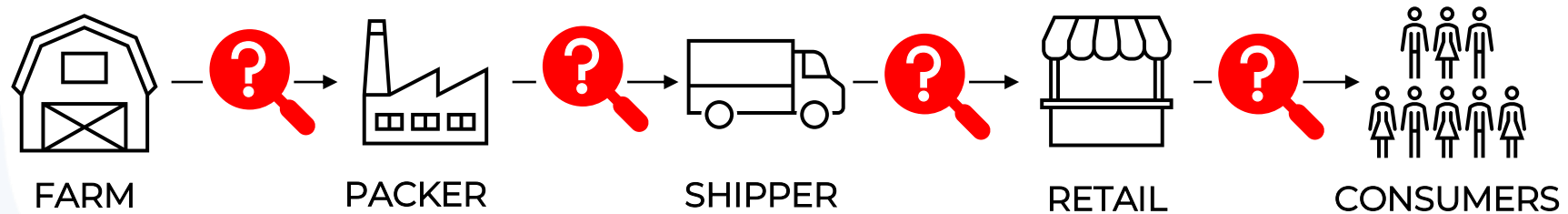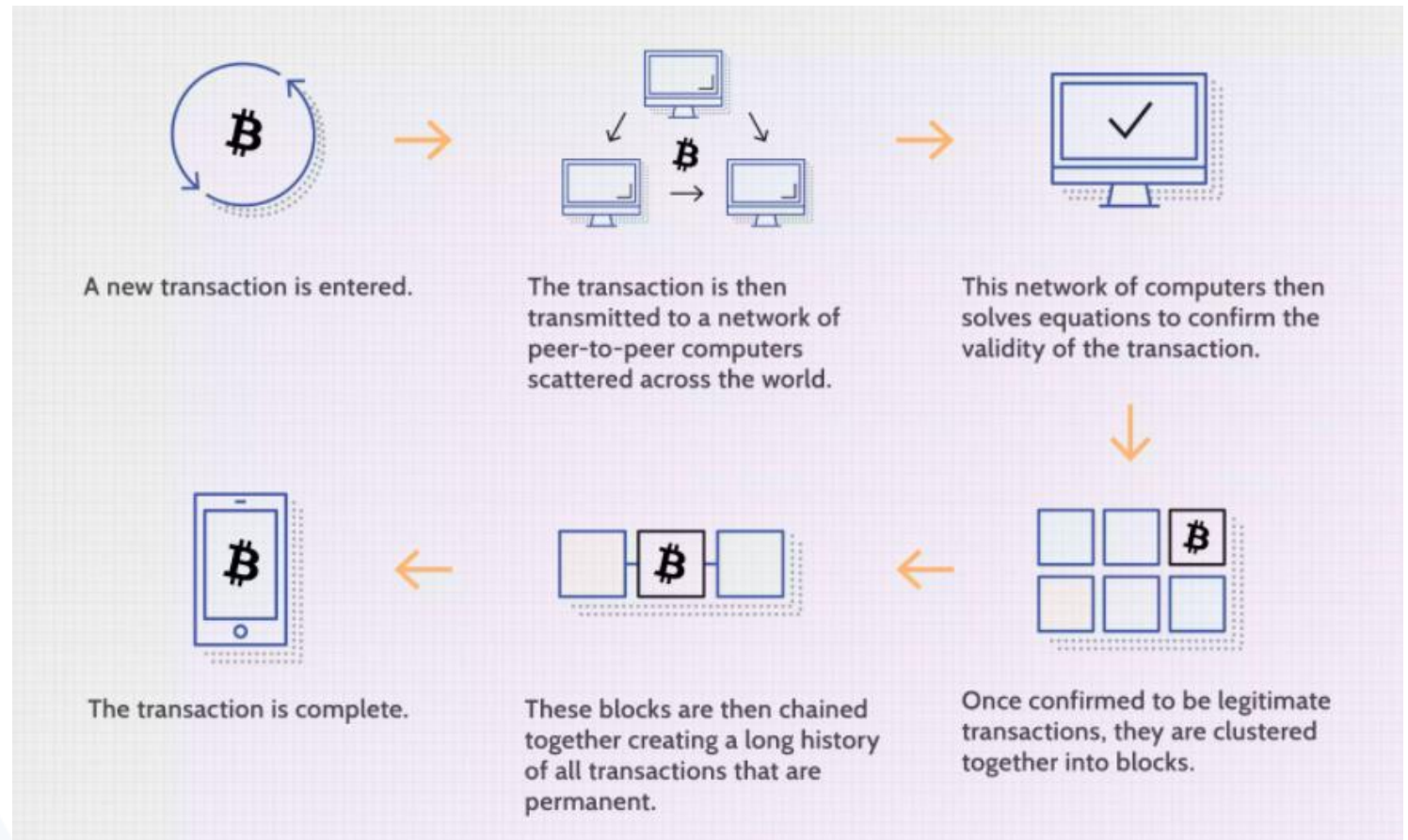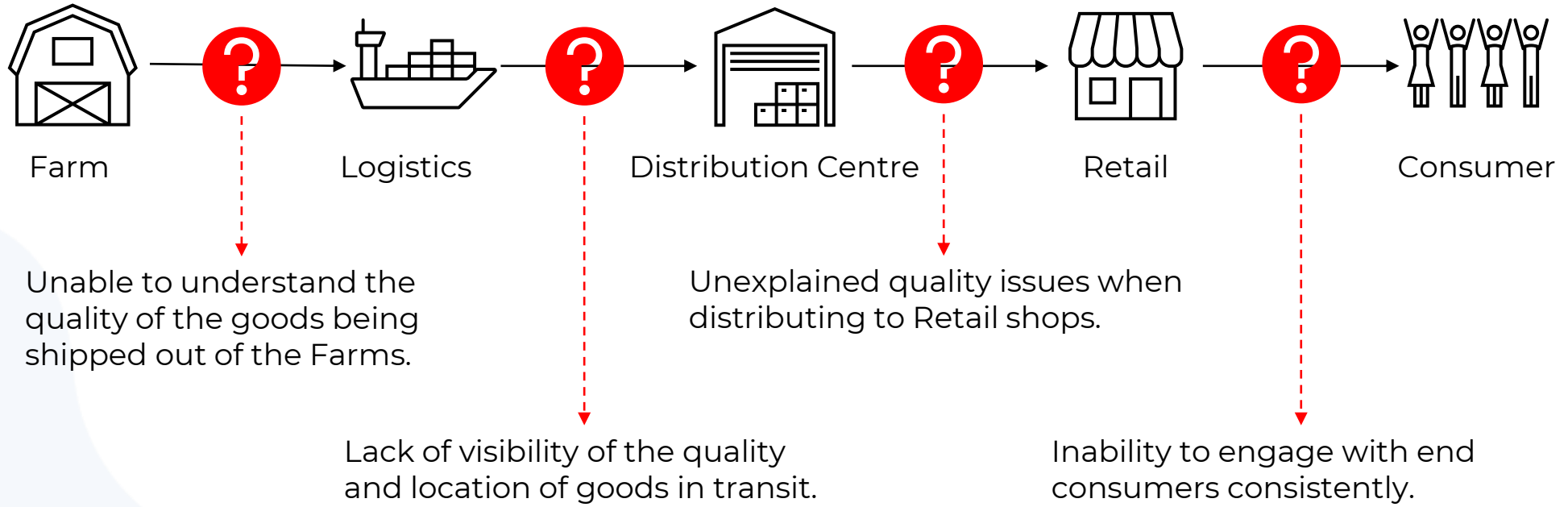
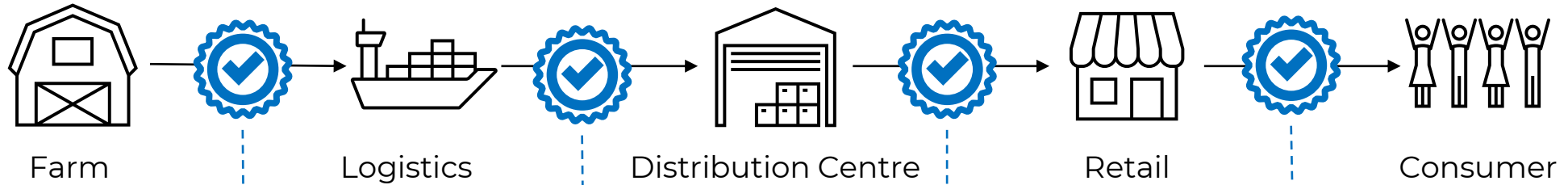**TRADE LOSSES**   **IMPEDED GROWTH**

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An Introduction to the
Blockchain Technology

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What is Blockchain?

➢ A blockchain is a **decentralized ledger of all transactions across a peer-to-peer network**.

➢ Using this technology, participants can confirm transactions **without a need for a central clearing authority**.

➢ Potential applications can include fund transfers, settling trades, voting, and many other issues.

A new transaction is entered.

The transaction is then transmitted to a network of peer-to-peer computers scattered across the world.

This network of computers then solves equations to confirm the validity of the transaction.

The transaction is complete.

These blocks are then chained together creating a long history of all transactions that are permanent.

Once confirmed to be legitimate transactions, they are clustered together into blocks.

Source: PwC, Investopedia

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Farm → Logistics → Distribution Centre → Retail → Consumer

Unable to understand the quality of the goods being shipped out of the Farms.

Lack of visibility of the quality and location of goods in transit.

Unexplained quality issues when distributing to Retail shops.

Inability to engage with end consumers consistently.

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Farm → Logistics → Distribution Centre → Retail → Consumer

Suppliers' goods are digitized down to the *fruit or box level* and gives Dairy Farm a clear picture of the quality of goods *at source*.

Track and monitor the condition and location of your goods with dataloggers that are integrated into DiMuto's Platform.

Clearly verify the quality of the goods being received and settle on disputes seamlessly on DiMuto's Platform.
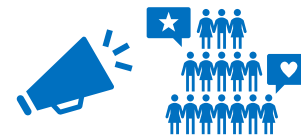
Use the same Traceability QR codes to engage your end consumer and tell an engaging and verifiable traceability story.
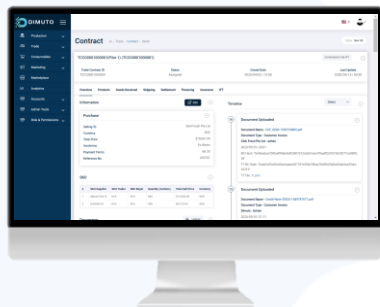
DiMuto Blockchain Platform

➢ Access all your information on one centralized platform.
➢ Empower your Operations, Sales and Marketing teams to work collaboratively.

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Reason #1:
Blockchain Builds Trust

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Creating Trust through Transparency

Farm → Logistics → Distribution Centre → Retail → Consumer
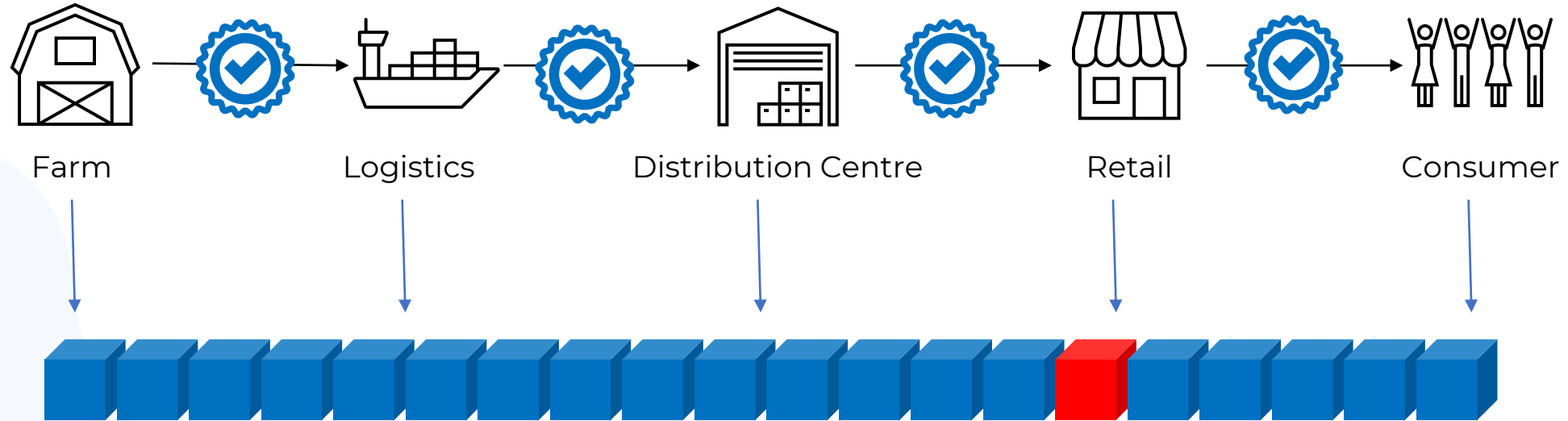
1. Blockchain ensures that the Chain of Custody of Information does not reside with one entity.

2. Blockchain ensures that foul-play is minimized and can be easily detected.

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Reason #2:
Blockchain Differentiates your Brand

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Blockchain-enabled Brand Difference

- ✓ Farm to fork traceability on blockchain as key differentiator for your brand

- ✓ Communicating this provenance to consumers with QR labels

- ✓ Ability to conduct marketing promotions

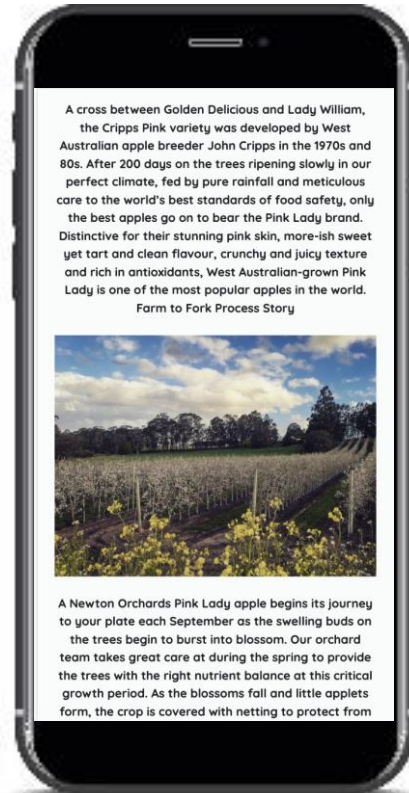- ✓ Gain consumer insights for re-engagement
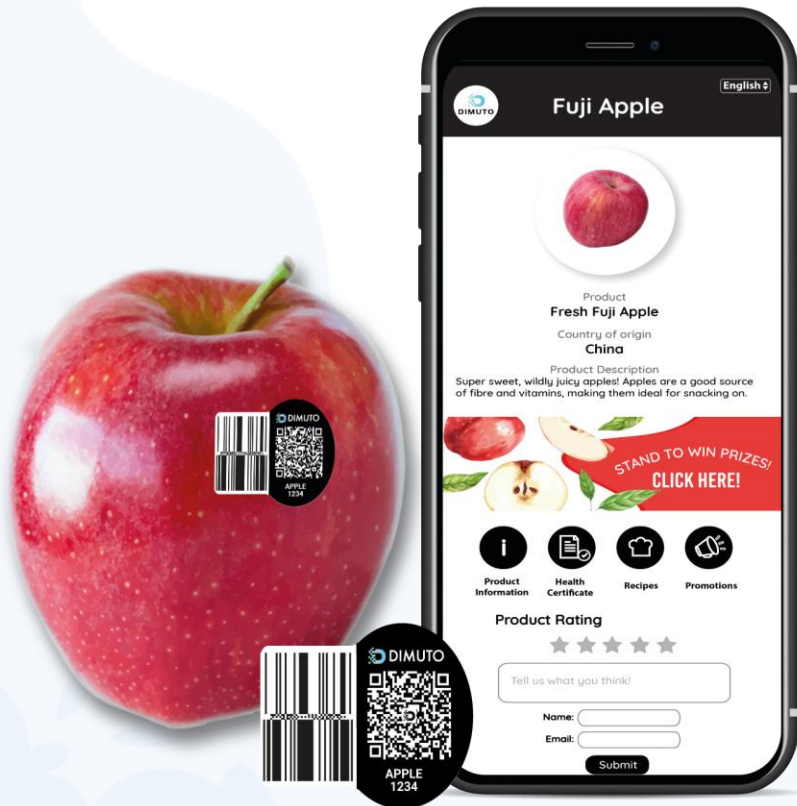
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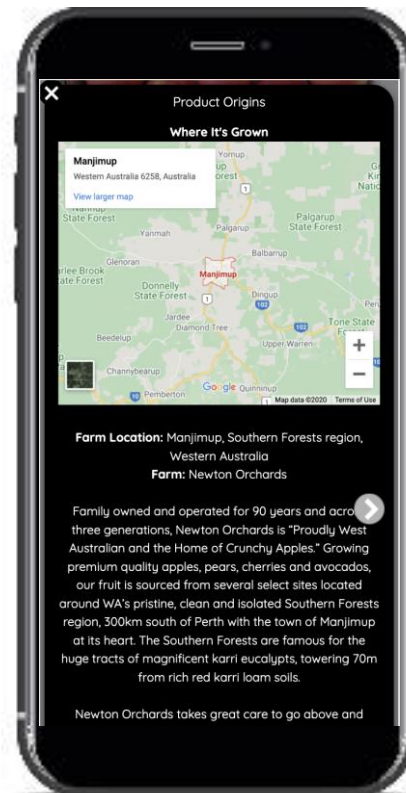# Strengthen Farm to Table Branding

Turning each fruit into a storytelling tool
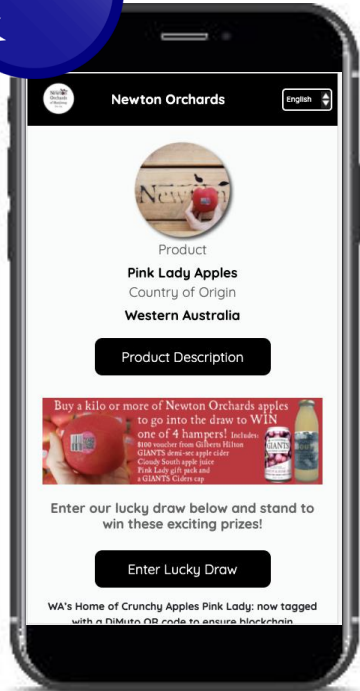

Product Label
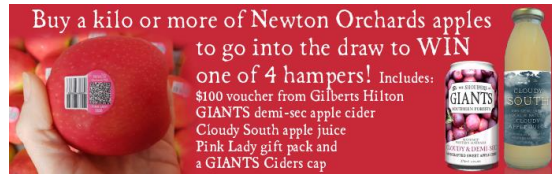

Product Information

Product Origin

Farmer Story

Product Certificate

Success Story:
Newton Orchards Apple Marketing Campaign

Lucky Draw Marketing Campaign

DiMuto SMART Marketing Product Page

DiMuto SMART Marketing Label

In-store point of sales promotion

Consumer Engagement

Understanding Consumer Purchase Behavior

Reason #3:
Blockchain Fuels your Growth
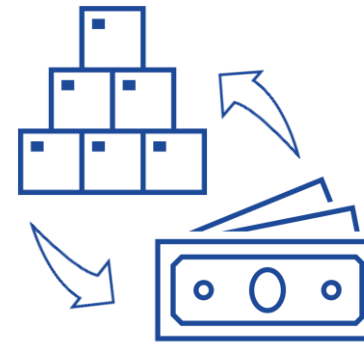
Capitalize Trusted data.

Market Access

Connect with qualified buyers in markets you desire to access.

DiMuto can provide trade brokerage services between you and buyers within our Global Trade Network.
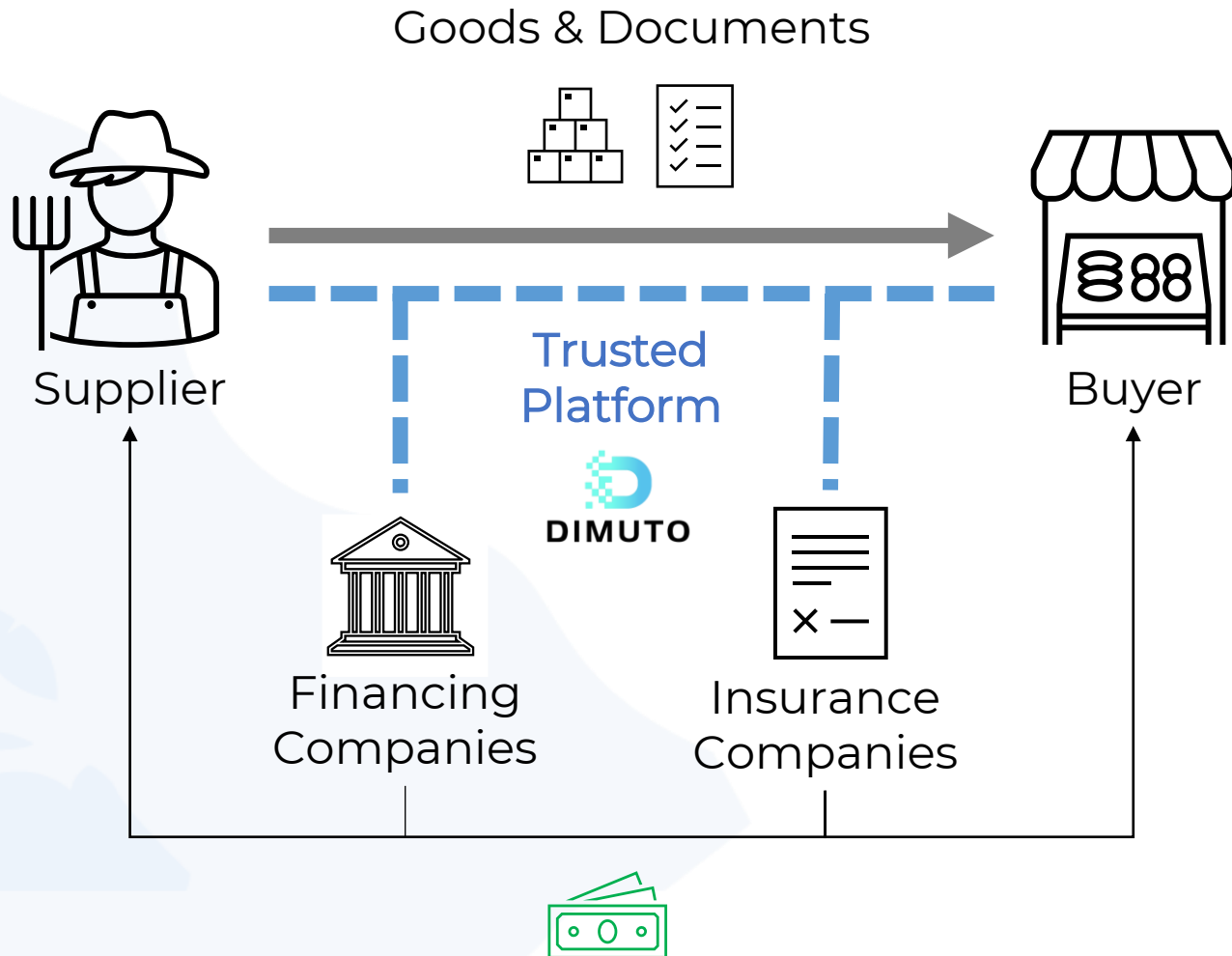
Financial Services

Gain access to supply chain financing services to reduce your cash conversion cycles.

With digitized documents and products, DiMuto can offer custom financing rates.

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Global Financial Services Platform

Goods & Documents

Supplier

Buyer

Trusted
Platform

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Financing
Companies

Insurance
Companies

- ✓ Trusted platform of digitized Goods, Documents and Money flows.

- ✓ Giving Traders access to financial services.

- ✓ Providing Financial Services providers with AI-enhanced data visibility to mitigate risks.

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3 Reasons why you need Blockchain to grow your global trade business today.

1. Creates Trust between Parties.

2. Differentiates your Brand.

3. Fuels your Business Growth.

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Let's Connect!

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