

# APPLICATIONS & OPPORTUNITIES

## **Executive Brief**

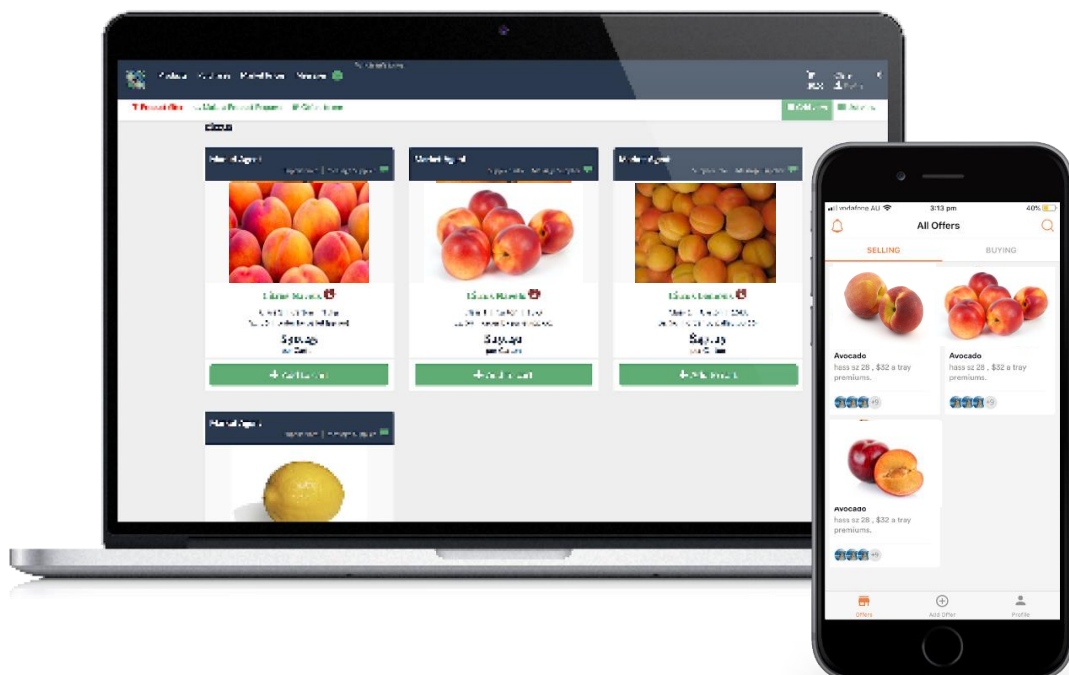
August 2018



*"To grow our farms our industry needs to rethink opportunities to grow the business of trade post farm gate. Agtech is achieving much, but simply growing more and growing with less wont solve the issues farms face. The upstream supply chain can use technology to reach more customers, the right customers at the right time, and to do all of that more efficiently."*

## INTRODUCING THE HIVEXCHANGE:

A new kind of wholesale market that is all digital. Built in Australia for Australian Produce. Only commercial buyers and commercial volumes. Payments guaranteed. Suppliers control which buyers see what price. Full transparency on price and margins. No cost to join.



## OUR MISSION

To realise the digital promise of agriculture, by using trust-based ecommerce to access more markets and facilitate profitable trade. The HiveXchange will help grow the farm and eliminate waste in the supply chain by optimising decision making from production to consumer.

## BUILDING TRUST INTO TRADE

- Every buyer in the marketplace is vetted, enabling the HiveXchange to guarantee payment within 21 days of shipping. Suppliers are paid by the HiveXchange and we manage collections from the buyers
- All trades are transparent. We add a flat 5% to your price. You see who the buyer is every time, and what price they are paying for your produce.
- Only quality producers are allowed into our market., Once in, we create an online market profile at no cost. To qualify, you have to be certified by freshcare, harps, global gap, or equivalent and have the scale to ship in pallet volumes. If you want to ship into protocol markets, you need to have the necessary certifications or access to upstream packhouses that have those certifications.
- The trading environment is easy to use on a mobile phone or a desktop. You are in control. You select who you want to make offers to and at what price. You can create one offer for one group of buyers, and another offer for another group of buyers. No buyer can see another buyer's offers, and no other supplier can see your offers.
- Every trade is contracted and compliant with the Hort Code of Conduct. Every trade is tracked, every trade has an audit trail. You see it, the buyers see it, and every trade is backed by a contract that protects the suppliers' interests.
- The HiveXchange is actively recruiting new buyers all the time. Buyers that have an interest in your supply will come to you with product requests. You can go to them with offers. It is simple, easy, and the entire trade cycle can be run from your phone and computer.
- When you supply to new buyers in new locations you may not know how to price your product. The HiveXchange has contracted an independent organisation to collect wholesale pricing information from Australia's 5 central markets for over 100 product categories. So now you have an independent benchmark you can use to set the price for your product.

## DIVERSIFYING CHANNELS TO MARKET

### Why buyers like and trust the HiveXchange

1. They can access a range of vetted suppliers around the nation through one single window.
2. In Asia, retailers and food service providers that would normally purchase through local wholesalers, can get direct access to Australian supply. That means fresher product and less risk that the produce has been substituted somewhere in the supply chain.
3. In Asia, retailers and food service providers can also get access to Australian stories. Those stories are digital and can be used to build engagement with Asian consumers. Imagine having customers in Asia that promote your brand and your investments and approach to supplying fresh produce.
4. Everything is contracted and the terms of service are clear. All communication through the marketplace is attached to orders, all shipping documents are consolidated in one place, and the rules of engagement never change. That takes a lot of risk and cost out of the supply chain for buyers both in Australia and in Asia.

Creating trusted commercial relationships online is now a reality in the fresh produce sector. It is a great opportunity and Australia is leading the way with an innovative new ecommerce model for domestic and international trade.

## EXPERIENCE

# CONNECTIONS

**The power of the HiveXchange is its ability to build connections**

Connections between buyers and sellers in distant markets

Connections between market participants and real market data

Connections between grower brands and consumer experiences

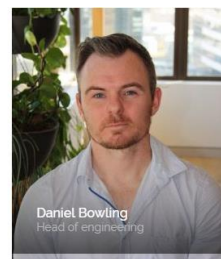
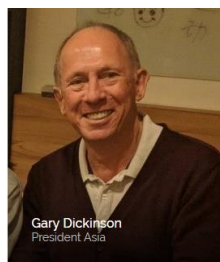
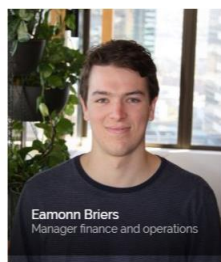
## Who is the HiveXchange?

The two co-founders of the HiveXchange come from very different backgrounds. Damian George (on your left) is a leading figure in the Australian Fresh Produce sector. He owns 50% of Simon George and Sons, which is one of Australia's largest and most successful providores, serving cruise ships, the department of defence, hospitals and many other businesses. After more than 40 years of direct contact with farms and our central markets, Damian has committed his significant financial resources and skills to start the HiveXchange and underwrite its growth.



Antonio Palanca comes from a traditional technology and business background. With a commerce degree and a psychology degree, Antonio held senior management positions in IBM, Sun microsystems, and Optus communications for the first half of his career where he was directly involved in the introduction and sales growth of most of the technologies we now take for granted. Over the last 15 years Antonio has founded five start-ups, mostly related to supply chains into and out of China and Asia.

The founders combine to deliver to the HiveXchange deep industry knowledge and connections into the fresh produce sector, broad insight and experience into how to build a technology company and create an organization that understands industrial sales and marketing.



In Australia, our business development manager is an ex central market agent; our customer experience executive has a food safety policy background; and our head of marketing is from a fresh produce enterprise.

Our head of engineering has experience building high volume service-oriented platforms and our manager of finance and operations is a commerce graduate from UNSW. In Asia our business development manager is a senior executive with over 20 years living and working in China and Asia. See [www.hivexchange.com.au](http://www.hivexchange.com.au) and [www.hivexchange.hk](http://www.hivexchange.hk)

## HiveXchange in the news

<http://www.fruitnet.com/produceplus/article/170676/hivexchange-generates-plenty-of-buzz>

<https://beijing.austcham.org/blog/2017/08/25/food-agribusiness-talking-points-25082017/>

<http://www.freshplaza.com/article/191703/AU-The-time-is-right-to-move-into-the-digital-trading-world>

<https://fac.startuptablelands.org/future-farms-forum/>

<http://www.fruitnet.com/produceplus/article/172996/hivexchange-opens-hong-kong-office>

<http://www.ausfoodnews.com.au/2017/09/11/food-safety-ecommerce-and-market-insight-the-key-to-asian-markets.html>

<https://www.goodfruitandvegetables.com.au/story/4899821/hivexchange-to-make-presence-known-at-asia-fruit-logistica/>

## HiveXchange Blog

<https://hivexchange.com.au/industry-insight-the-rise-and-rise-of-e-commerce/>

<https://hivexchange.com.au/industry-insight-why-you-need-to-keep-your-eye-on-collective-impact/>

<https://hivexchange.com.au/from-linear-supply-chains-to-a-supply-network-the-changing-food-system/>