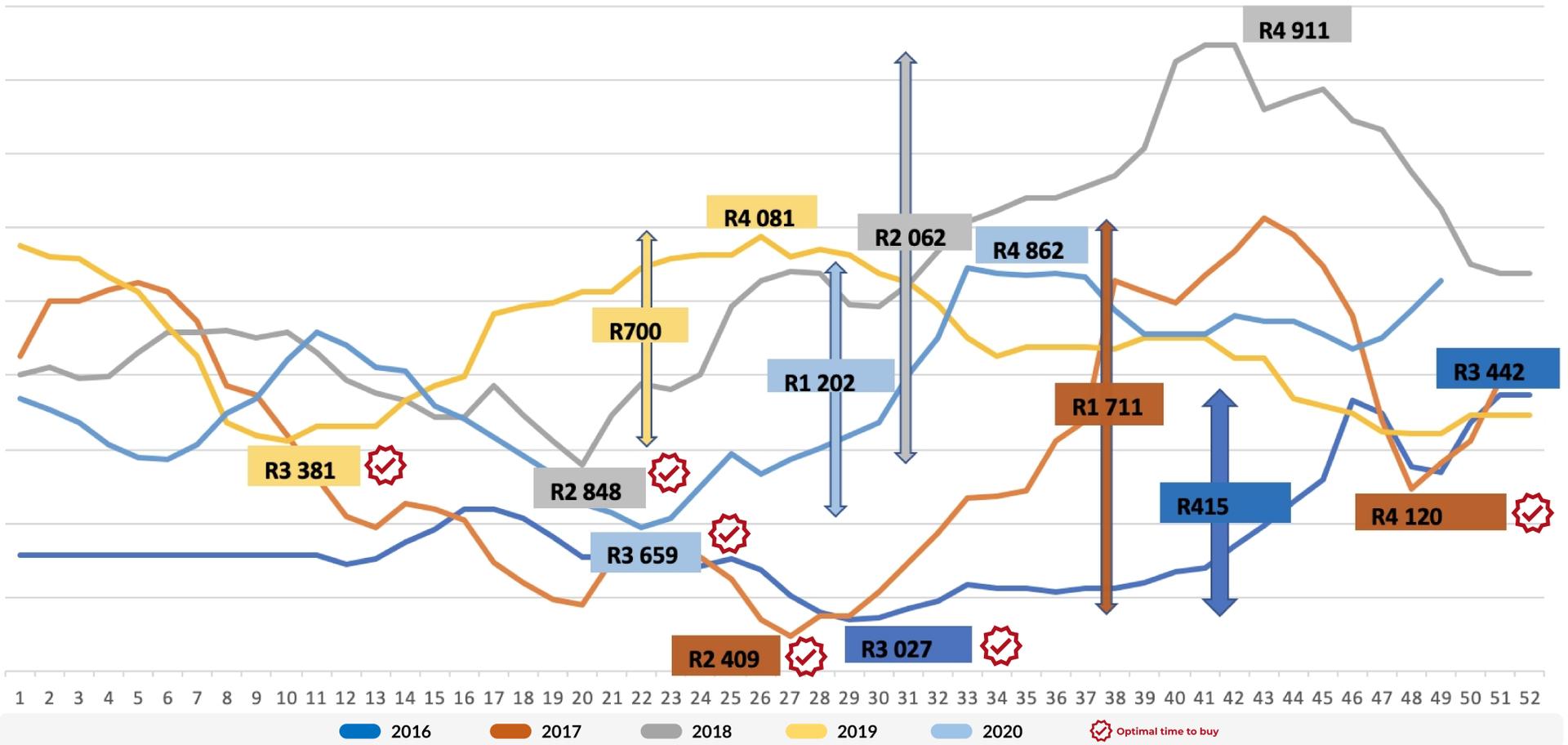


We Become Victims Of The Status Quo, If We Do Not Challenge It.

Oté Fertilizer Procurement Solution

Fertiliser Procurement Status Quo

NITROGEN (UREA)
5 YEAR WEEKLY AVERAGES



	BEST VALUE Oté Solution	Status Quo	
Minimal Fixed Transaction Fee Per Ton	✓	⊗	High Overhead / High Profit Structure
Empower Farmer To Buy At Optimal Buying Time	✓	⊗	Retailers Profit From Buying At Optimal Buying Time
Farmer Rewarded For Planning	✓	⊗	Offer Convenience At A Premium Rate
Combine Fertiliser Tonnages Nationally	✓	⊗	Farmers Are Price Takers
Platform To Information And Technology	✓	⊗	Farmers Are Part Of The Price Chain
Promote Use Of Straight Fertilisers	✓	⊗	Promotion Of N.P.K. Blends
Buy N.P.K. Individually At Best Price	✓	⊗	Blends Conceal Pricing Formula
Promote Use Of Available Equipment To Apply Straights	✓	⊗	Set In Their Ways To Use Blends
Farmer Can Save Through Use Of Own Storage Facility	✓	⊗	Storage Facility Cost Build Into Price
Mitigate Risk With Early Delivery	✓	⊗	Limited Mitigation Of Risk



Best Price and Value



Quality and Product Guarantee



Safe Payment



Reliable Delivery

We play an instrumental role in empowering farmers to farm profitably.