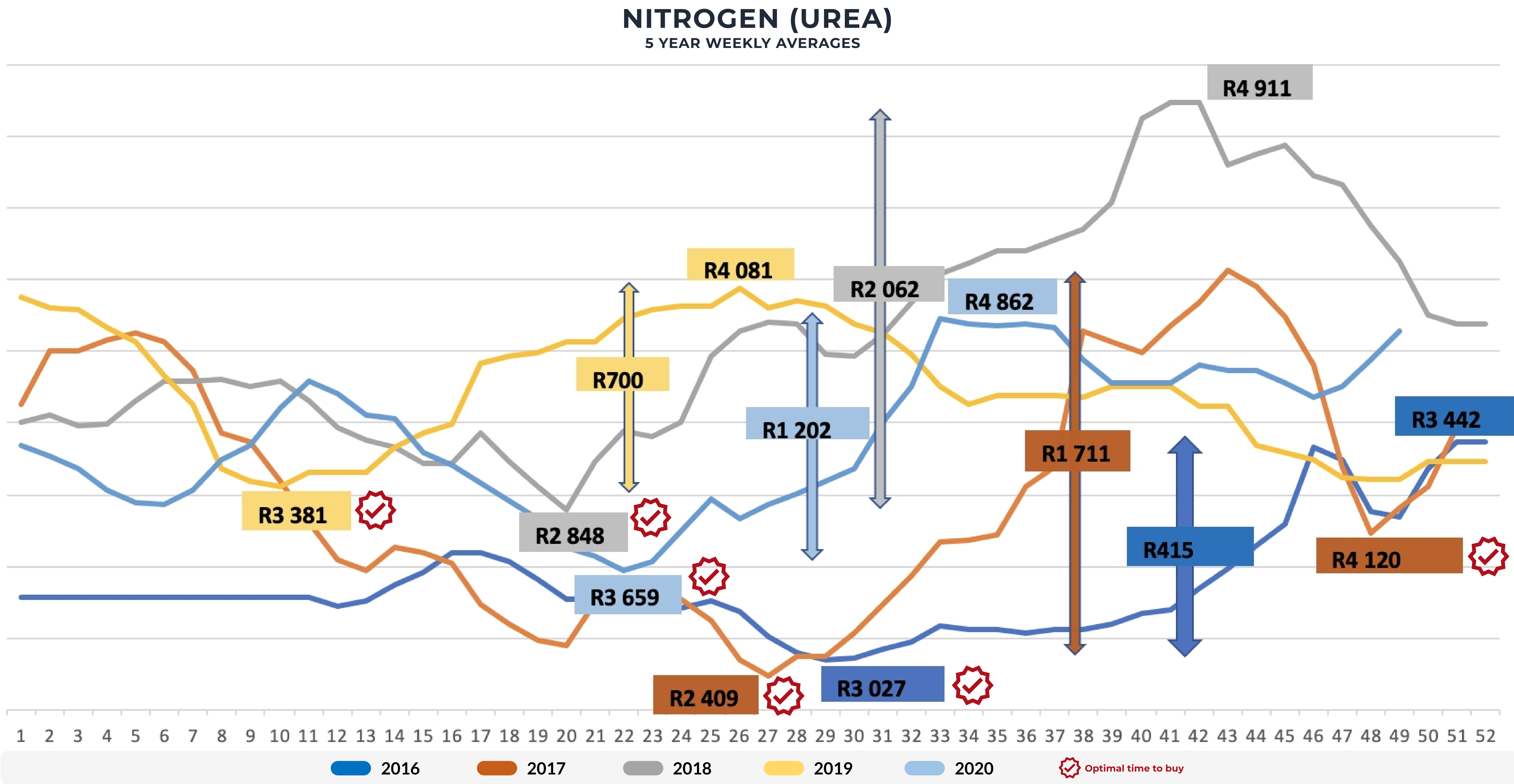


We Become Victims Of The Status Quo, If We Do Not Challenge It.

Oté Fertilizer Procurement Solution

Fertiliser Procurement Status Quo



	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.