



Land Fortune Marketplace Process Flows



LIST OF ABBREVIATIONS

AGM	Agricultural Manager
AEO	Area Extension Officer
CBP	Common Buying Points
DMS	Data Management System
ERP	Enterprise Resource Management
LFM	Land Fortune Marketplace
GIS	Geographic Information Systems
ICT	Information and Communication Technology
OWR	Owner Warehouse Receipt
PRS	Purchase Requisition Status
WPS	Warehouse Management System
ZMX	Zimbabwe Mercantile Exchange



GLOSSARY OF TERMS

This glossary provides definitions for key terms and concepts used throughout the Land Fortune Marketplace (LFM) business proposal. It is designed to ensure clear understanding of specialised terms and abbreviations that may be specific to LFM's operations, products, and marketplace structure.


Buyers: An individual or entity registered on the Land Fortune Marketplace (LFM) platform who purchases goods or commodities offered by sellers. Buyers can include businesses, traders, or other marketplace members seeking to procure goods from the platform for personal or commercial use. They rely on the Land Fortune Marketplace infrastructure to secure trades, access financing, and monitor their transactions.

Common Buying Points: Designated locations where members of Land Fortune Marketplace can purchase or acquire goods and services, facilitating bulk purchasing for cost-effectiveness.

Data Management System: A centralised digital platform that stores, organises, and secures information related to Land Fortune Marketplace operations, members, transactions, and inventory, enabling efficient retrieval and processing of data.

Exchange Processing: The administrative and technical steps involved in completing transactions on the Land Fortune Marketplace, including verification, pricing, and settlement of trades between members.

Fortune \$: A virtual currency used within the Land Fortune Marketplace, enabling members to conduct transactions, make payments, and receive incentives. *Fortune \$* serves as an internal economic tool to streamline trading.



Fortune \$ Accounts: Member accounts within the Land Fortune Marketplace that hold *Fortune \$* balances. These accounts are used for conducting transactions, storing value, and participating in the marketplace economy.


Fortune Logistics: The logistics and distribution arm of Land Fortune Marketplace, responsible for coordinating the transportation and delivery of goods to and from Land Fortune Marketplace members, buying points, and warehouses.

Fortune Mobile Application: A digital mobile app for Land Fortune Marketplace members to manage their accounts, conduct transactions, access resources, and interact with marketplace services remotely.

Fortune Smart Card: A secure, personalised card issued to Land Fortune Marketplace members, enabling them to make purchases, access loyalty rewards, and verify membership status when conducting transactions within the marketplace.

Incoterms 2010 (International Commercial Terms 2010): are a set of standardised trade terms published by the International Chamber of Commerce (ICC) to define the responsibilities of buyers and sellers in international trade. They clarify who is responsible for paying for and managing different aspects of the shipping process, including transport, insurance, import/export duties, and customs clearance.

Land Fortune Marketplace Trading Account: A dedicated account for Land Fortune Marketplace members that allows them to trade goods, commodities, and *Fortune \$* on the trading platform.



Loans: Financial credit extended to qualified Land Fortune Marketplace members to support their purchasing and investment activities within the marketplace. Loans may be repaid with *Fortune \$* or standard currency, based on Land Fortune Marketplace's policies.


Seller: An individual or entity registered on the Land Fortune Marketplace platform who offers goods or commodities for sale. Sellers may include farmers, producers, or businesses who use the platform to reach buyers and conduct transactions within the Land Fortune Marketplace ecosystem.

Warehouse: A physical storage facility operated by Land Fortune Marketplace to hold and manage goods, commodities, and products that are traded within the marketplace. Warehouses support distribution to members and maintain stock availability.

Warehouse Receipts: Documents issued by ZMX warehouses to Land Fortune Marketplace members as proof of deposited goods or commodities. These receipts serve as a record of ownership and can be used in transactions or exchanges within the marketplace.

Warehouse Stock In: The process of receiving and recording goods or commodities into ZMX warehouses, updating inventory records to reflect new stock availability.

Warehouse Stock Out: The process of removing and recording goods or commodities from Zimbabwe Mercantile Exchange (ZMX) warehouses, updating inventory to reflect items that have been distributed or sold.



Zimbabwe Mercantile Exchange (ZMX): Zimbabwe Mercantile Exchange is responsible for issuing official warehouse receipts and nominating certified warehouses for the storage of commodities. It also conducts auctions for commodities, setting market reference prices that Land Fortune Market can leverage for trading. These reference prices from Zimbabwe Mercantile Exchange allow Land Fortune Market to buy goods directly from farmers or sell to buyers, ensuring price alignment with recent market trends established by Zimbabwe Mercantile Exchange.

ZMX Platform: The Zimbabwe Mercantile Exchange platform is a trading and warehouse management platform that collaborates with Land Fortune Marketplace.




BIG DATA FOR A NEW ERA IN FINANCIAL MODELING AND COMMODITY MANAGEMENT

Traditional financial modeling methods in banking are rapidly becoming outdated. The Land Fortune Marketplace (LFM) leverages the big data revolution driven by advancements in information and communication technologies (ICT). By gathering and analyzing data to track commodities, the platform empowers itself and other participants in the value chain to enhance their performance. In Africa's fast-evolving economy, financial institutions risk falling behind if they assume they are immune to disruption by technology and shifting consumer expectations. LFM fosters a knowledge-driven ecosystem centered on commodities and agriculture, inviting other stakeholders to join and benefit from this shared resource.

LFM tailors electronic/automated trading, payment and service solutions by product/commodity, to reflect the specific tradable components of each product/commodity in the sector value chain. The entire LFM architecture is electronic, efficient and transparent, ensuring that human error or buyer's remorse are eliminated and will not impact the exchange of goods or payments between parties. LFM was formed with the objective of offering a comprehensive electronic trading, payments and services package along the sector value chain, comprising inputs procurement, commodity monitoring, storage logistics and insurance services, sector-processing, sector merchandizing, and access to sector finance.

The LFM Eco-system (operating system) is designed to provide a seamless, digital framework that integrates trading, logistics, warehousing, monitoring, and financial services for commodities. LFM acts as the central platform, uniting all stages and services within the value chain. It provides automated trading, payment processing, and service integration to enhance efficiency and transparency across the entire flow. Its digital infrastructure automates operations, reduces human error, and enhances transparency and efficiency and connect to the Zimbabwe Mercantile



Exchange (ZMX) platform, where buyers and sellers trade. The marketplace infrastructure enables real-time trading, transparent pricing, and instant settlement, fostering a fair and open trading environment.

Evaluation, Monitoring, and Reporting system evaluates, tracks and analyse commodities at every stage, that is; sourcing, storage, and trading, by gathering data on quality, inventory, and transaction status. Evaluation, Monitoring and Reporting system is crucial for maintaining standards, enabling analytics, and ensuring compliance with sector regulations. By managing the storage and movement of inputs, the system will support the consistent availability of essential raw materials, streamlining the procurement and supply process for all stakeholders. Once commodities are sourced and monitored, they are transported to storage facilities (warehouses).

LFM *Fortune Logistics* manages the safe transport and handling of goods to and from the warehouses, where ZMX manages the warehouse receipt system. ZMX warehousing provides dedicated storage facilities with insurance options, ensuring that commodities are protected. ***Warehouse Receipts*** validate stored goods and enable their use in trading and financial transactions. The *Warehouse Receipts*, thus, can be used as collateral for financing or to secure commodity transactions, adding a layer of trust and security.

Figure 1 depicts LFM's Eco-system. The ecosystem highlights LFM's ability to create a cohesive, end-to-end value chain where commodities can move seamlessly through trading, storage, and financing. Each component supports a critical step in the process, enhancing the reliability and efficiency of the marketplace. Through automation, real-time data, and financial services, LFM ensures an integrated, transparent, and resilient ecosystem for all stakeholders.

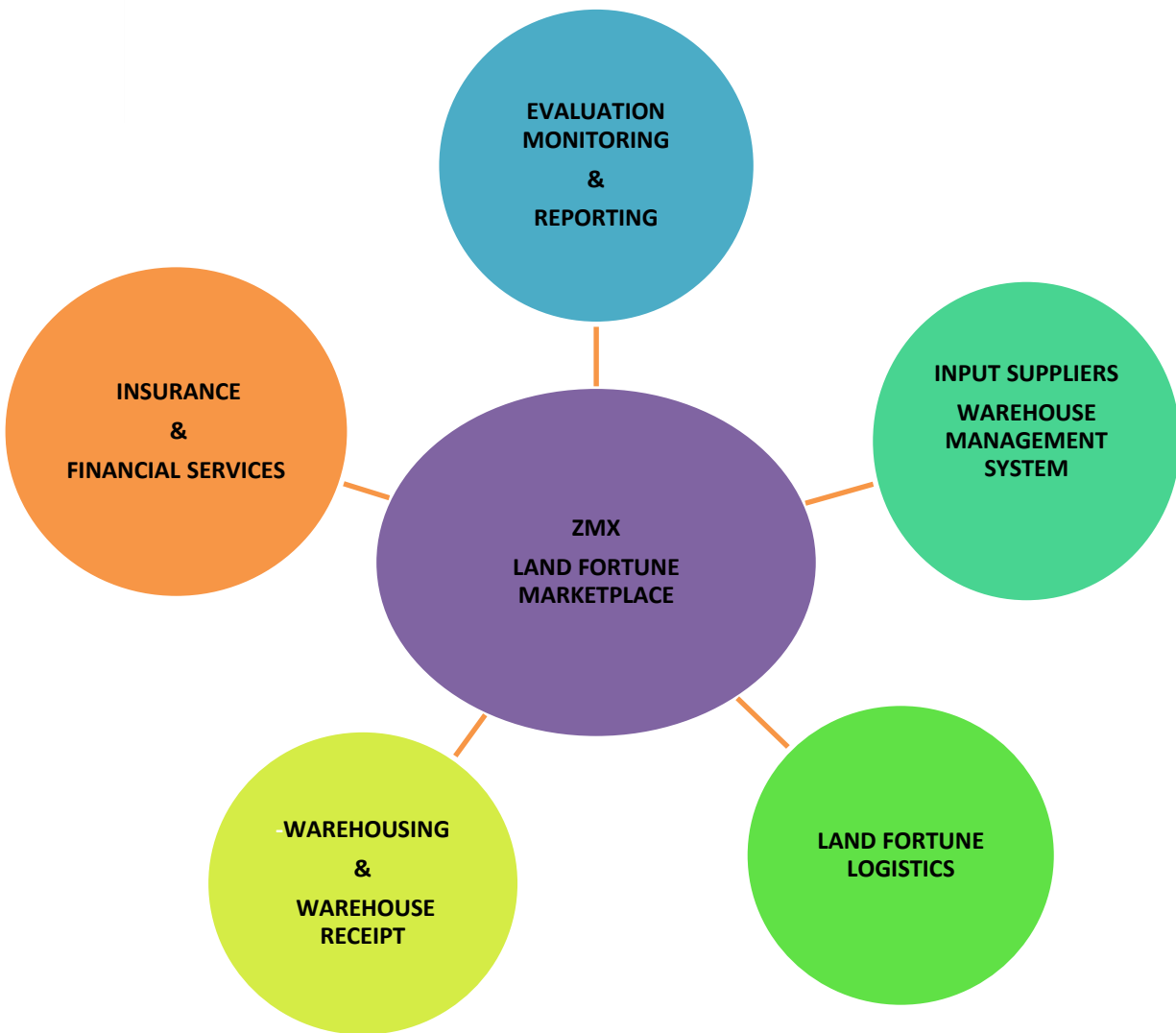
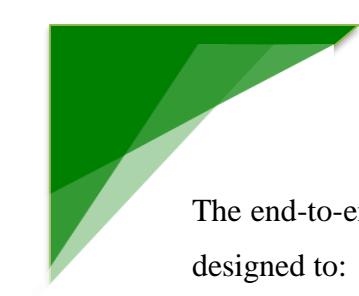


Figure 1: Land Fortune Marketplace Eco-System

The LFM farmer value chain includes, but is not limited to provision of the following:

- Inputs Provision
- Insurance Services
- Fortune Farmer (Technical Monitoring Services)
- Logistics Services
- Warehousing and Warehouse Receipt
- Products Trading



The end-to-end process that LFM members follow to apply for and receive agricultural inputs is designed to:

- Verify membership and eligibility prior to input allocation.
- Ensure electronic and manual options for application submission.
- Update members' bank accounts to reflect input transactions.
- Utilise the smart card system for convenient tracking of allocated inputs.

The flowchart in Figure 2 outlines the sequence of actions from the member's initial application for inputs to the electronic confirmation of input allocation and subsequent updates in the LFM database and the member's bank account. This system ensures that inputs are efficiently allocated to registered members and that updates are communicated promptly through various LFM-managed platforms.

The process begins when a LFM member applying for inputs using either an electronic or paper form. Upon receiving the application, the Input Management System checks the member's eligibility and processes the application for further actions. If inputs are available and the member's account is debited, an electronic notification is sent to the warehouse management system to allocate the required inputs. Once inputs are allocated, the system issues a *Warehouse Receipt* and updates the Member's *Smart Card*. This receipt identifies the type and quantity of inputs allocated to the member by the AGM (Agricultural Manager).

Upon successful allocation, the member's bank account and the membership database are updated accordingly. The member's *Smart Card* information is updated in the Central Membership Application and Membership Database. The Smart Card data is updated with relevant input allocation information to facilitate tracking and record-keeping. Through collaboration with warehouse systems, this input acquisition process flow minimises delays, reduces risk, and enhances assurance of input availability and distribution to members. This structured flow fosters a seamless experience for members, enabling them to acquire essential inputs for agricultural activities efficiently.

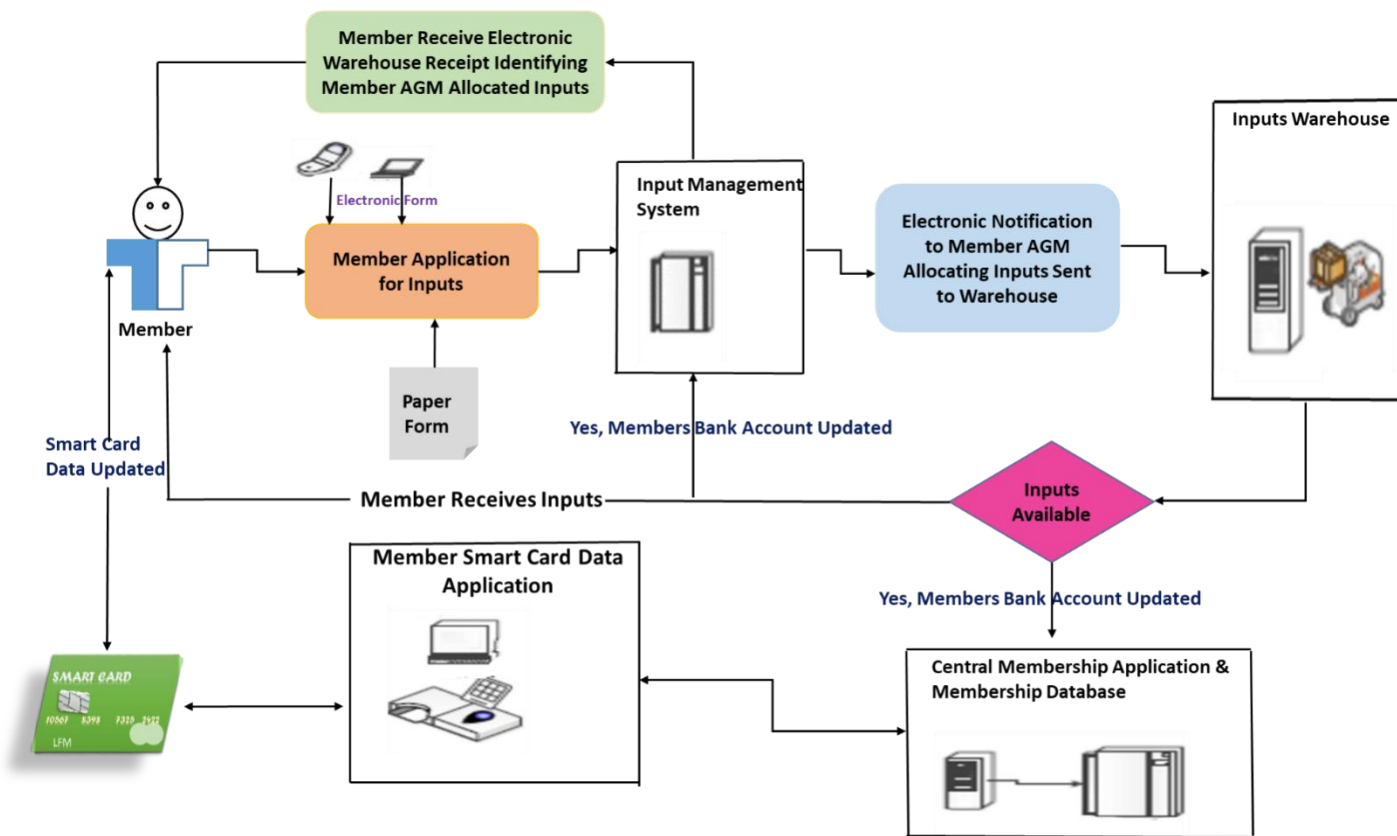
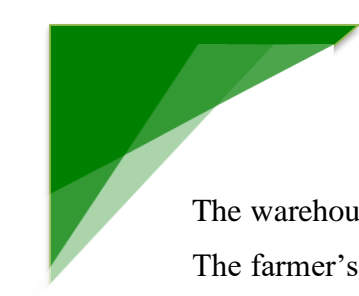


Figure 2: LFM Input Acquisition Flow

A facility will be in place to provide inputs to farmers for commodity planting seasons. Qualifying LFM member farmers can request and receive farming inputs on payment or credit. Farmers will be issued an electronic warehouse receipt, identifying the farmer and detailing the inputs the farmer has been allocated. The warehouse receipt will be redeemed when farmer has received their inputs from a designated warehouse or inputs suppliers. Prior to collection, the LFM designated warehouse will have received electronic notification, identifying the farmer, and detailing the inputs the farmer has been allocated.



The warehouse will verify that inputs are available, and record inputs as allocated for collection. The farmer's account will be debited for value of the inputs, and warehouse receipt is redeemed. The farmer will receive a mobile notification of the bank account debit, for the inputs. The farmer's **Fortune Smart Card** will be updated with the transaction. Farmers are not obligated to take LFM inputs using the inputs facility, if they choose not to the transactions for distribution of inputs is facilitated.

Figure 3 shows an overview of the flow of operations, participants, and processes involved in LFM's trading with functions that connect buyers, sellers, banks, warehousing, and trade processing. Buyers and sellers enter the LFM and ZMX platform (represented as "**Trade**") to begin trading commodities. Buyers place purchase requests which initiate the trading process. Sellers can manage their inventory using the warehouse functions (**Manage Warehouse**, **Warehouse Stock In**, and **Warehouse Stock Out**). When a purchase request is approved, the warehouse processes ensure the correct stock is available and prepared for shipment. Once purchase requests are verified and approved, the payment processing component is activated, involving banks or **Fortune \$** for the secure transfer of funds. This step ensures that all financial requirements are met before the goods are exchanged. After payment, the **Exchange Processing** function finalises the trade, with goods dispatched to buyers and funds settled with sellers.

LAND FORTUNE MARKETPLACE TRADING SUMMARY



Figure 3: Summary of Land Fortune Marketplace Trading

The LFM Warehouse Process flow diagram (Figure 4) illustrates the sequential steps involved in the flow of transactions, stock management, and fund transfers within the LFM ecosystem. The flowchart provides a cohesive view of the LFM warehouse and transaction process, where various stakeholders interact to ensure a smooth and transparent trading experience. The initiation stages are represented by orange boxes (requisitions, executing orders, and setting opening balances), while the green boxes represent processing and transfer functions (transaction processing, stock updates, and fund transfers, reflecting the financial and inventory aspects of the ecosystem).

The process starts with buyers or sellers creating requisitions, which signal an intent to buy or sell commodities. Once requisitions are established, orders are executed, and the marketplace system processes settlements to finalise quantities and balances. Banks play a critical role by handling funds transfer. They are responsible for moving money from the buyer's or seller's account, verifying balances, and processing payments. This ensures that funds are moved safely and in compliance with financial protocols. Throughout the process, both the trading platform (ZMX platform) and collateral managers maintain accurate records of stock and opening balances,

ensuring that inventory data is reliable for future transactions. The Land Fortune Warehouse Process Flow, therefore, functions as a continuous cycle, where transactions and balances are updated regularly, facilitating ongoing trade with minimal disruptions.

LAND FORTUNE MARKETPLACE WAREHOUSE PROCESS FLOW

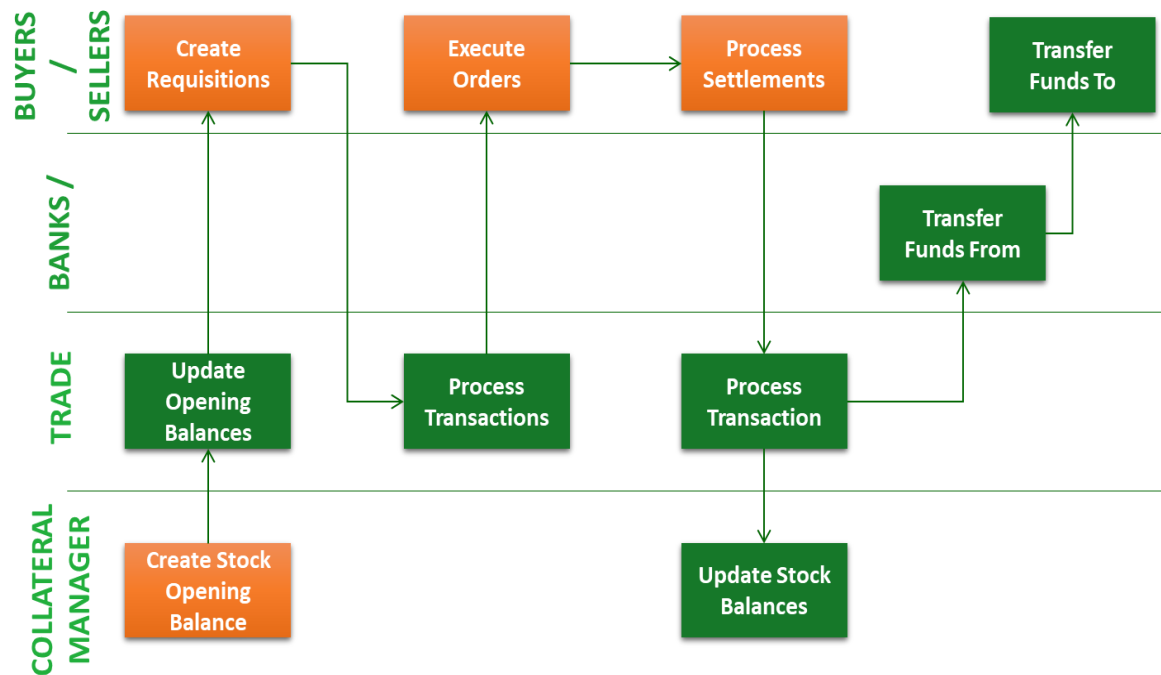


Figure 4: Warehouse Process Flow of Land Fortune Marketplace

The requisition process of LFM is designed to provide a secure, efficient, and transparent method for managing purchasing requests. Each step builds on the previous step, ensuring a smooth transition from requisition creation to final payment. The buyer initiates the process, while the seller completes it. Both parties rely on the bank or trade entity to verify funds, reserve them, and facilitate the transaction. Banks play a critical role in verifying and securing funds before transmitting requisitions to sellers. This ensures that sellers are only processing orders that have confirmed financial backing, reducing risks associated with non-payment. Each step in the process,

from fund verification to transaction processing is validated sequentially. This layered approach provides accountability at every stage, ensuring that funds are available, requisitions are accepted, and orders are fulfilled transparently. The requisition process flow enables buyers to make purchases with confidence, while sellers can rely on a structured process to receive payments. It brings structure to the buyer-seller relationship, integrating fund management and transaction processing seamlessly.

The Land Fortune Requisition Process Flow is depicted in Figure 5. The actions initiated by the buyer or seller, such as creating requisitions, accepting them, and processing the Purchase Requisition Status (PRS) are shown in the orange boxes, while the green boxes indicate processing, validation, and fund transfer actions handled by Banks/Trading platform (ZMX platform) such as; verifying funds, processing transactions, and transferring funds. The requisition process flowchart reflects the interconnected stages that make up the LFM requisition process, emphasizing secure financial handling, transparent requisition fulfillment, and effective coordination between buyers, sellers, and banks.

LAND FORTUNE MARKETPLACE REQUISITION PROCESS FLOW

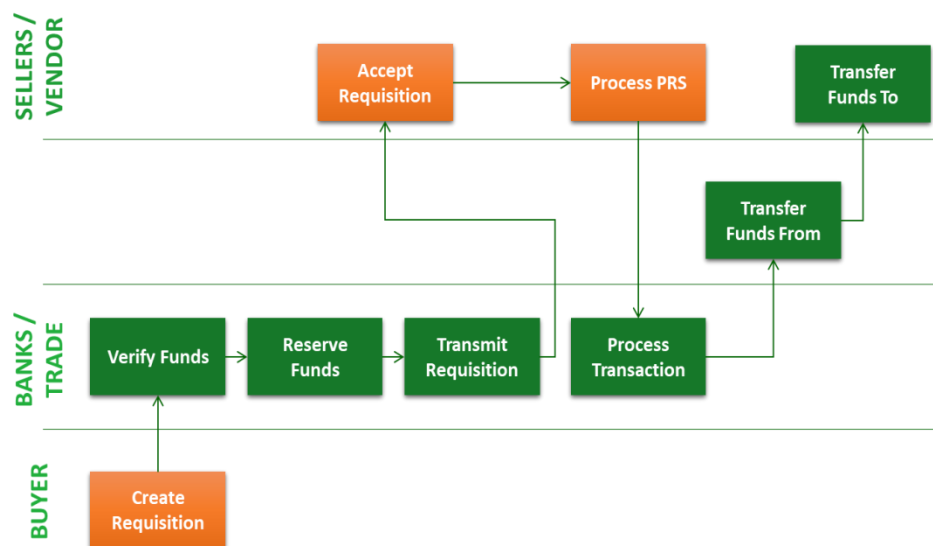
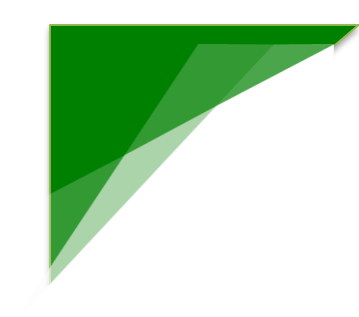


Figure 5: Requisition Process Flow of Land Fortune Marketplace



LFM member farmers, at harvest, will deliver commodity to designated Common Buying Points (CBPs)/Warehouses/Depots/Silos. Operators at CBPs/Warehouses/Depots/Silos will be overseen by 3rd party inspectors, who will collectively be responsible for:


- Receiving commodity (recording stock inflows, maintenance and out-flows).
- Grading, weighing and pricing of the commodity.
- Electronic payment or issuance of electronic *Warehouse Receipts* to farmers
- Updating farmer's *Fortune Smart Card* to include, but not be limited to:
 1. Farmer identification details
 2. Commodity specification (weight and grade)
 3. Price to be paid, or paid to farmer, based on ZMX's previous price.

If the farmer chooses to receive cash immediately, no *Warehouse Receipt* will be issued, and:

- Farmers *Fortune Smart Card* and ***Fortune Mobile Application*** will be updated with transaction details.
- Farmer's '***Fortune Trading Account***' will be updated with the cash credit, less cost of inputs and interest charges.
- Farmer may have personal money in their ZMX account that will be aggregated, in accordance with the account trading position at any one point in time.

The LFM Data Management System (DMS), will maintain records of transaction activity and balances. The DMS will give access to information on a need to know basis to:

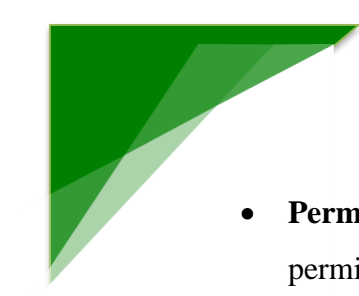
- ZMX and ZMX Warehouses
- *Fortune Logistics*
- Insurance
- Fortune Farmers

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- LFM Registered Members
 - LFM Member Banks

If the farmer chooses to receive a *Warehouse Receipt* the above transaction reporting process will occur at the time the farmer redeems the *Warehouse Receipt* for cash. Farmers may choose to hold the *Warehouse Receipt* while awaiting a more favorable price for their commodity. Qualifying farmers will have access *Loans* against their *Warehouse Receipt*. All input costs, and charges, related to *Fortune Farmer* products and services that have been accessed by the farmer must be paid from loan proceeds, before the warehouse is redeemed, and the proceeds are advanced.

The warehousing service provided by LFM offers a comprehensive storage and logistics solution to both members and non-members. This service is designed to facilitate secure and efficient management of commodities across local and international markets, ensuring seamless integration with the broader LFM ecosystem. Key features of the warehousing service include:

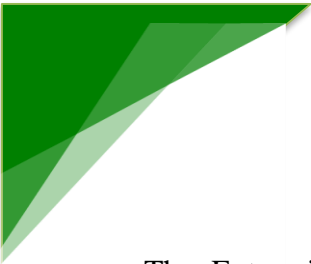
- **Local and International Warehousing Programs:** These programs cater to the diverse storage needs of clients, accommodating a wide range of commodities in strategically located facilities both domestically and abroad.
- **Marketplace-Linked Warehousing:** All commodities and programs are linked to ZMX's designated warehouses. This integration allows for smooth coordination between suppliers, buyers, and marketplace programs, centralizing storage and management for easier access and streamlined logistics.
- **Integrated Product Management:** All products and commodities that are delivered, sold, or purchased through LFM are directed to a designated warehouse, depot, or silo facility for delivery or collection. This system ensures that the entire supply chain remains efficient and traceable.
- **Warehouse Receipt System:** A digital warehouse receipt system is in place to provide proof of ownership and enable the use of stored commodities as collateral for financing. This system enhances transparency, liquidity, and security by allowing participants to leverage their stored goods.

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- **Permits, Clearing, and Collateral Management Services:** Additional services, such as permit processing, customs clearance, and collateral management, are available for clients who require assistance with regulatory and compliance requirements.

To enhance the reach and reliability of these warehousing services, LFM has formalised partnerships with major logistics companies in Zimbabwe and internationally. These integrations allow members to access a broad range of warehousing and logistics solutions at competitive rates, ensuring that products can be stored, transported, and managed in a way that aligns with their business objectives and operational needs.

One LFM goal is to ensure a streamlined, efficient process from the point of raw material delivery to the completion of the final transaction. The raw materials purchase process flow includes membership verification, commodity grading, warehouse management, financial transactions, and member notifications. The flowchart in Figure 6, outlines the stages for LFM members delivering raw materials.

The process begins with the LFM member delivering raw materials to the designated location. Members receive an Agricultural Manager (AGM) for allocation of their materials. The member's Smart Card is validated through the Member Smart Card application to confirm active membership status. If the membership is verified, the process continues. If not, the system checks for updates or prompts membership validation. The delivered raw materials are assessed and graded to ensure quality compliance. Graded materials proceed to the next stage for tagging and tracking. A unique tracking tag is generated for each graded commodity, enabling traceability throughout the warehouse and transaction process.



The Enterprise Resource Management (ERP) system and Warehouse Management System (WMS), manages the storage, accounting, and transactional data of the commodities. Transactional data is recorded, stored, and sent to financial services for payment processing. Membership details are managed through the Central Membership application, where updates are made as necessary to ensure accuracy in the membership database. Financial transactions are handled by Banking or Mobile Money services, ensuring timely payments to members. Consequently, transactional data is retrieved and sent to the respective financial service for processing. Once the transaction is complete, a transaction notification is generated confirming the completion of the process.

Each stage is interconnected with clear pathways, ensuring an efficient flow from raw material delivery to financial processing and member notification.

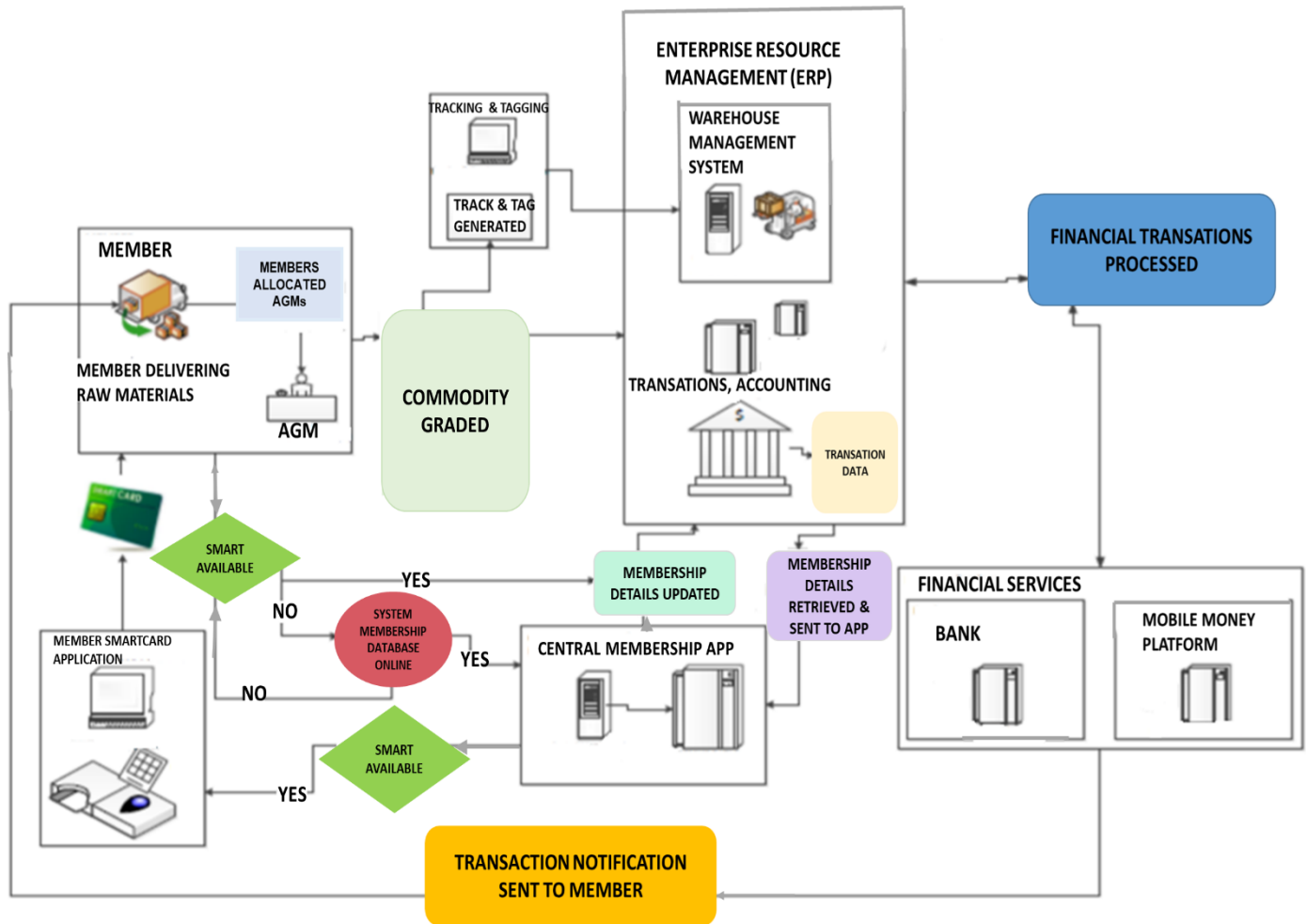



Figure 6: Land Fortune Raw Materials Purchase Flow

Payments to farmers is made by ZMX against farmer's warehouse receipt into *Fortune \$* accounts. The electronic warehouse receipt, identifies the farmer and is confirmation that the produce has been delivered to a designated warehouse, and serves as the collateral against which payment to the farmer is made. Buyer orders are only completed if sufficient funds are available to make the purchase. If funds are not available to complete the purchase, the order is rejected. If sufficient funds are available ZMX will lock in the funds first, and confirm the purchase.



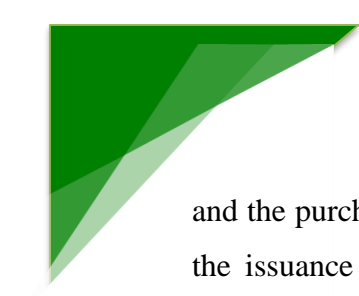
The Buyer is issued with an electronic warehouse receipt identifying him as the purchaser on ZMX platform. ZMX will clear and settle the trade and credit the LFM trading account along with a trade report. The LFM trading account at bank will then disburse funds to the payees, including the seller, whose warehouse receipt will be redeemed. Electronic notification, via text message, always goes out to the e-mobile LFM accounts of those parties with an interest in the trade, updating them on the status of trade activity.

ZMX Platform

Registered Members will have their web-based applications configured to permit trading on ZMX platform. Before a requisition order can be placed to buy a commodity, the buyer must ensure that sufficient funds are available to complete the purchase. If sufficient funds are not available to complete the purchase, ZMX platform will reject the order. No trade can be confirmed or filled before the funds have been locked in.

ZMX platform clearing members will sign a LFM Membership Agreement and maintain a ZMX platform Margin Account at a LFM member bank. LFM will structure local and foreign off-taker agreements via Futures and Forward Contracts for commodities traded within the LFM value chain programs. Agreements will obligate off-takers to buy a specified quantity and quality of commodity at an agreed contract price, on a specified date, or within a specified date range. Buyers can also purchase commodity on a '*Spot basis*', as long as funds are available. Futures and Forward Contracts will be for 12 months, on a 30 day per contract basis.

An electronic notice will be sent to Forwards and Futures Contract buyers notifying them that the purchase date is approaching, and to prepare the transfer of funds for the commodity purchase. On the date, as specified in the Futures or Forward Contract, the off-taker will ensure availability of funds to their ZMX platform account, to effect the commodity purchase. LFM will reconcile the funds against the '*Requisition Order*' placed on the ZMX platform system for the commodity purchase, and if funds are sufficient for the purchase, the funds will be locked into ZMX platform,



and the purchase will be confirmed. A successfully executed purchase of commodity will trigger the issuance of an electronic warehouse receipt to the buyer. The warehouse receipt will be redeemed when the commodity has been officially released to the buyer from the designated Warehouse.

Clearing, settlement and trade reporting takes place within ZMX platform, where-after funds are sent to the LFM seller clearing member's account, and any other payee accounts, at their respective banks, via the LFM nominated bank's core trading account. Once seller has received his funds, his electronic warehouse receipt is redeemed, and transferred to the buyer. After the trade is completed, all interested parties will automatically be updated to the transaction, and the transaction reporting will be retained within the Land Fortune Marketplace DMS.

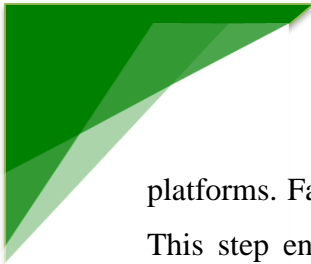
The designated warehouse will hold the commodity for release to the buyer upon instruction, and redemption of the warehouse receipt. When the buyer, or buyer's designated agent arrives at the warehouse, their Smart Card will verify, via the electronic warehouse receipt that this is the buyer to whom the commodity has been assigned, and sold. The warehouse receipt will be redeemed once verification has been completed and the buyer will be free to collect the commodity subject to buyer:

- Inspection of commodity, at buyer's discretion
- Receipt of appropriate certificates
- Receiving the weigh-bridge report

Eventually the warehousing costs will be assessed to the buyer.

LFM IN SUPPORTING AGRICULTURAL VALUE CHAIN OPTIMISATION

The LFM aims to create a fully integrated ecosystem for agricultural trade that supports farmers, input suppliers, logistics providers, and financiers. This streamlined process enables efficient handling of resources, transparent transactions, and secure data management through digital



platforms. Farmers are registered and provided with smart cards to facilitate financial inclusion. This step enables farmers to establish bank accounts, giving them access to formal financial services and enhancing traceability within the marketplace. Banks and financiers collaborate with input suppliers to ensure that farmers have timely access to necessary agricultural inputs through credit facilities.

Area Extension Officers (AEOs) provide technical support, monitor crop progress, and update crop reports. These field data updates enable accurate crop tracking and allow LFM to ensure timely and efficient distribution of resources. AEOs continue to play a role in monitoring harvests, ensuring that quality standards are met. Through the buy-back program, LFM works with banks, financiers, and buyers to purchase agricultural products from farmers. This provides farmers with a guaranteed market, reducing financial risk and ensuring liquidity. The ZMX platform is used to lock in buyer funds and manage transactions securely.

Off-takers sign contracts, including options and futures, to purchase products in advance, reducing uncertainty for farmers and securing buyer commitment. This stage involves the issuance of *Warehouse Receipts* and efficient fund transfers, creating a streamlined flow of goods and capital within the marketplace. Finally, the ecosystem includes merchants and distributors who facilitate the sale of agricultural products, ensuring they reach the end consumers. LFM collects supply-side fees to sustain platform operations and continues to manage *Warehouse Receipts* and payments.

Figure 7 shows a comprehensive LFM Agriculture Trade Process-Flow. LFM optimises the agricultural value chain, reduces transaction costs, and minimises risks for all participants. The platform leverages big data, automated transactions, and financial integration to support Land Fortune Marketplace's objectives of enhancing operational efficiency, fostering financial inclusion, and building a sustainable agricultural economy. By offering this technical support and a transparent marketplace, LFM empowers stakeholders and contributes significantly to the growth and resilience of the Zimbabwean agricultural sector.

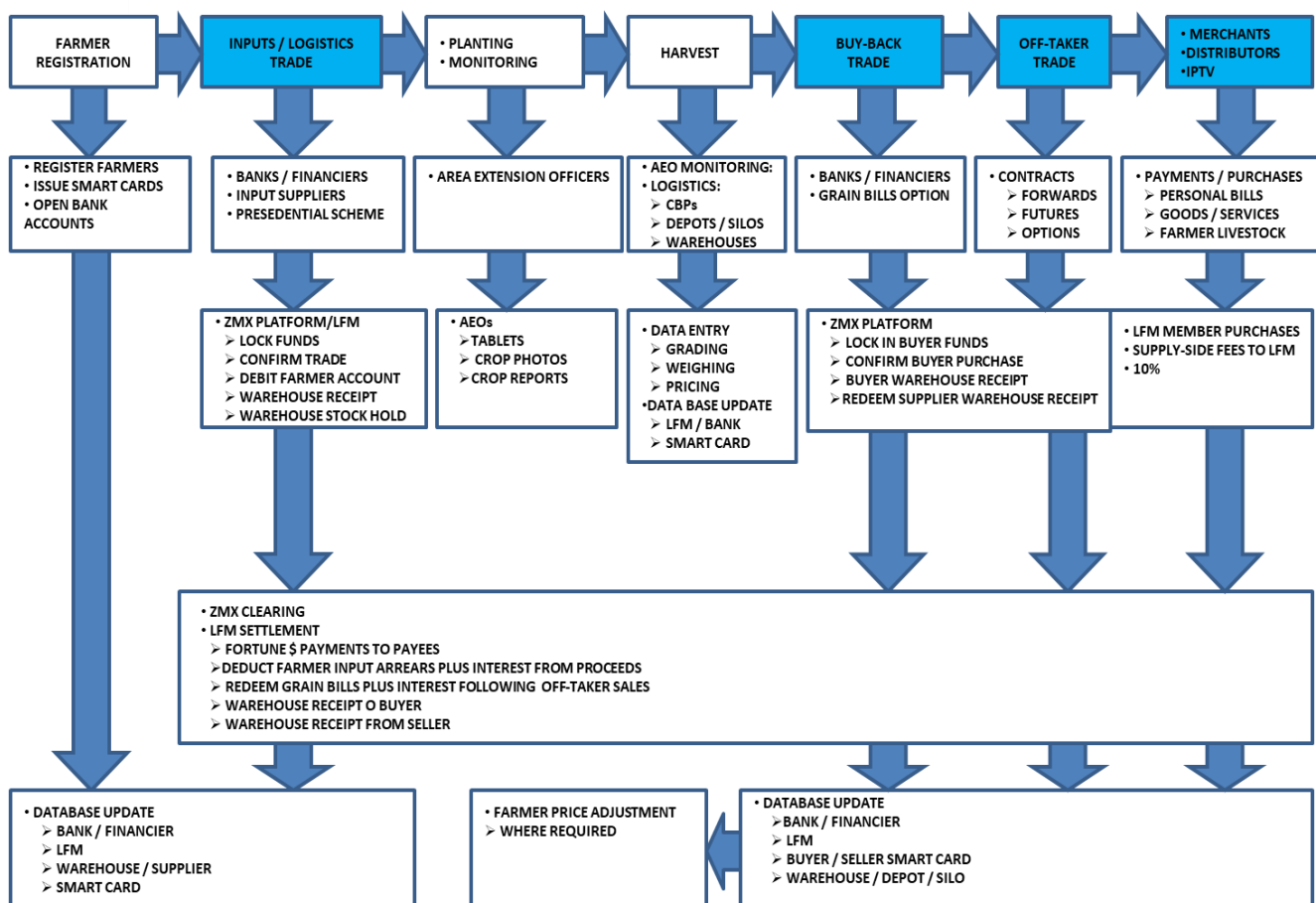
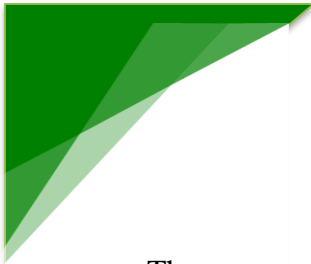


Figure 7: Land Fortune Agriculture Trade Process-Flow

The livestock program at LFM is a comprehensive initiative designed to streamline and enhance livestock management and trade within a digital, data-driven ecosystem. Leveraging advanced technology and big data, the program integrates all aspects of livestock production, from feed sourcing to market sales, ensuring efficiency, transparency, and profitability for farmers and stakeholders. To enable real-time monitoring and traceability, all livestock including cattle, goats, pigs, poultry, and sheep are tagged with unique identifiers. These tags allow for continuous tracking of livestock movements, health, and growth metrics, ensuring optimal management and compliance with quality standards across the value chain.




The program offers structured feeding plans, quality control, and robust financial management through the ZMX platform. Tagged livestock can be tracked throughout their lifecycle, providing participants with access to both domestic and export markets, while benefiting from secure transactions, traceability, and updated market insights. LFM's livestock program not only empowers farmers with essential resources but also supports sustainable agricultural practices that drive economic growth across the value chain.

LFM's comprehensive livestock value chain process is depicted in Figure 8, illustrating the end-to-end workflow from inputs to final sales. The livestock value chain integrates by-product processing, feeding programs, trading, and database updates to streamline and optimise livestock management and sales. Inputs for livestock feed are sourced from by-products like maize grain (providing maize meal and bran) and cotton by-products (such as cottonseed and cotton cake), contributing essential nutrients that support animal health and productivity. A structured feeding program is implemented for stockfeed production, ensuring animals receive balanced nutrition and tracking feed types in the ZMX platform through the Stockfeeders program.

A key feature within this system is the use of *Warehouse Receipts*, which are generated when livestock or feedstock is stored at registered warehouses or silos. The warehouse receipt acts as a digital proof of ownership, allowing farmers and stakeholders to leverage stored assets as collateral for financial transactions. By linking *Warehouse Receipts* to the ZMX platform, LFM provides a secure and efficient way for participants to access financing based on their stored inventory. This receipt system also enhances transparency, as all warehouse receipt data is stored and accessible on the platform, ensuring a clear chain of custody and traceability.

Animals are raised for both fattening and survival purposes, improving productivity across breeds and expanding market options. The program connects to abattoirs and includes domestic and export sales channels, providing marketplace members with broader revenue opportunities. Data



on grading, weighing, and pricing are collected at each stage, ensuring livestock quality aligns with market standards. The ZMX platform plays a central role in managing livestock transactions, maintaining accurate records, and ensuring smooth financial processes. Through the platform, sales can be tracked, *Warehouse Receipts* issued, and buyer funds managed, enhancing the transparency and security of transactions.

Throughout the process, data on livestock movement, weights, grades, sales prices, and *Warehouse Receipts* are continuously updated in the database. This information includes inputs from banks, financiers, and warehouses, ensuring traceability across the entire supply chain. By managing the livestock program in a structured and data-driven manner, LFM supports a resilient and efficient livestock value chain. The platform provides farmers with access to vital feed resources, streamlined market access, and robust financial management, fostering sustainable livestock production and meeting the demands of both domestic and international markets. This system empowers stakeholders with data-driven insights, financial security, and quality control, reinforcing LFM's role as a catalyst for growth and efficiency in livestock management.

The integration of *Warehouse Receipts* not only provides security and collateral opportunities but also facilitates easier transactions and financing, allowing farmers and traders to unlock the value of their stored goods without requiring immediate liquidation. This functionality contributes to enhanced liquidity, operational efficiency, and sustainable growth across the livestock sector.

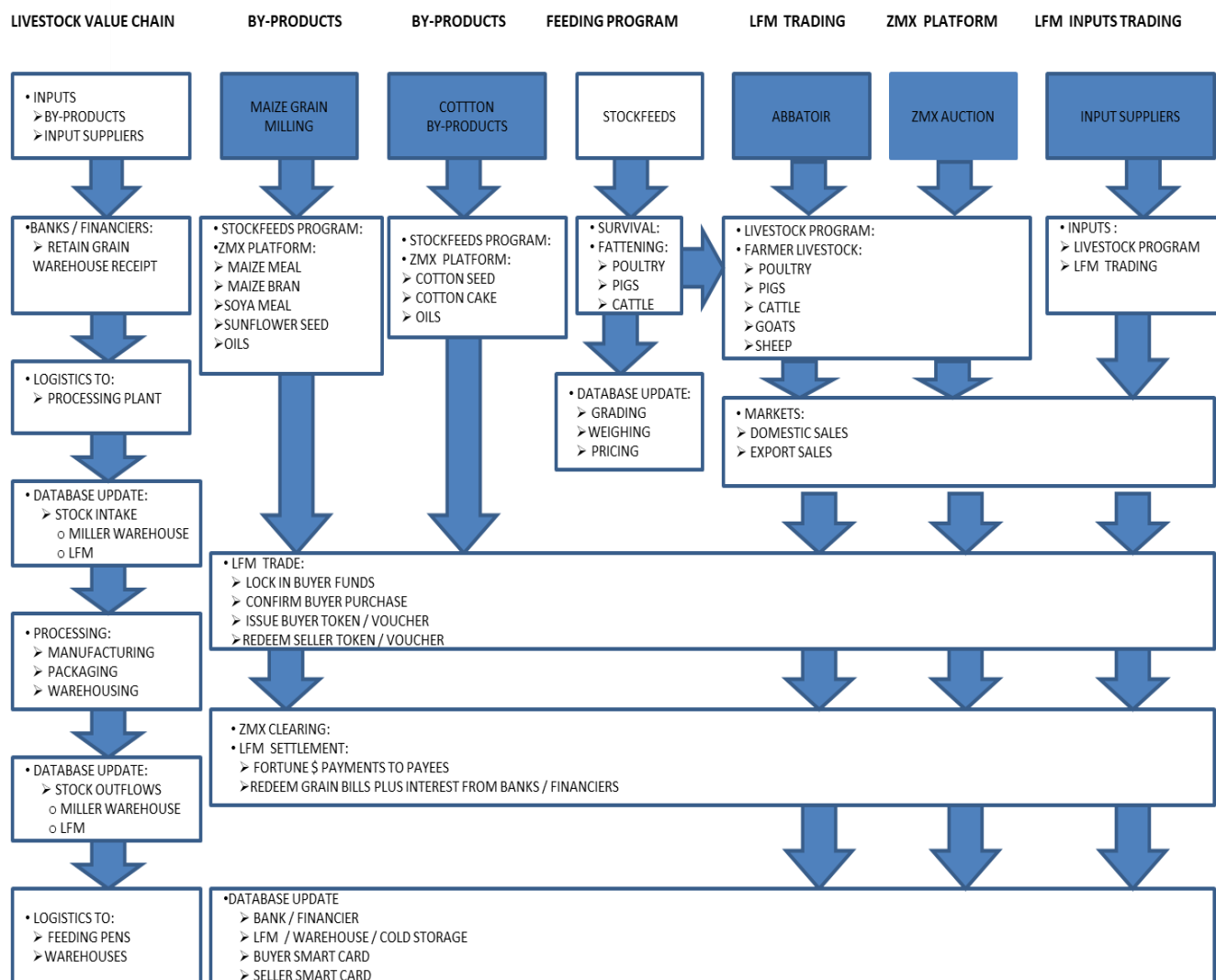



Figure 8: Land Fortune Marketplace Comprehensive Livestock Value Chain and Trading Process Flow

LFM PRODUCTS AND SERVICES

The *Fortune Farmer* agro-monitoring product is offered to LFM members, and can also be offered to non-Members. This product includes, but is not limited to:

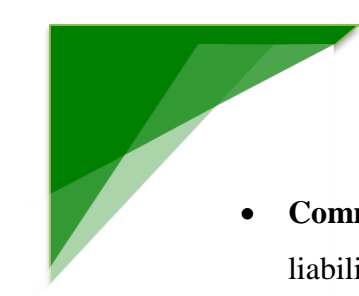
- Provision of near-real time information for informed LFM/farmer/financier decision making
- Data gathering

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- Geo-Tagging
 - Data processing and reporting technologies
 - Demographic studies
 - Arable land profiles
 - Health and education related data

A team of analysts who inspect incoming data, to ensure that all data entered into the LFM's DMS accurately reflects agricultural activity as it is occurring. LFM, has agreements with agro-technology companies whose product will gather farming information faster and more accurately than ever before and allow interested parties the ability to evaluate crop performance in a Geographic Information Systems (GIS) interface by plotting Geo-Tags attached to each farmer survey. Financiers, agricultural bodies and farmers will be able to accurately track inputs and crop performance against funding provided for a projected harvest. Product rates will be more attractive for LFM members, against those charged to non-Members.

A comprehensive insurance service is provided by LFM, designed to offer reliable and extensive insurance solutions to both members and non-members. While the service is primarily tailored to benefit LFM members with enhanced benefits, it is also available to non-members, who can access the same coverage options at standard rates. The Insurance service encompasses a wide array of coverage types to meet diverse needs, including but not limited to:

- **Agro-Insurance:** Specifically designed to protect farmers and agricultural businesses from risks such as adverse weather, pest outbreaks, and other factors that could impact crop and livestock yields.
- **Health Insurance:** Service covering health insurance.
- **Homeowners Insurance:** Provides protection for residential properties, covering risks such as fire, theft, and natural disasters, ensuring peace of mind for homeowners.
- **Funeral Insurance:** A valuable service to cover funeral costs, easing the financial burden on families during difficult times.

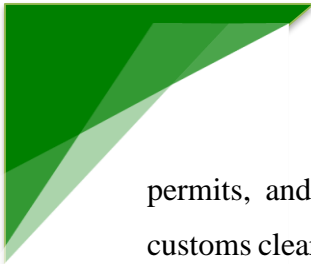
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- **Commercial Insurance:** Tailored for business entities, offering coverage for property, liability, and operational risks to protect business assets and continuity.
 - **Sector-Specific and Specialty Insurance:** Customisable insurance options designed to meet the unique risk profiles of various sectors, such as mining, manufacturing, and logistics, providing tailored solutions for specialized industries.
 - **Umbrella Insurance:** Additional coverage that extends beyond individual policies to provide extra liability protection, ensuring that members are thoroughly covered for unexpected events.

To enhance the accessibility and convenience of these services, LFM has formalised partnerships with leading Zimbabwean and international insurance providers. These partnerships ensure that the Insurance can offer a comprehensive suite of insurance options, backed by industry expertise and robust underwriting. Members of LFM benefit from competitive rates, exclusive packages, and streamlined access to a wide range of insurance products, enabling them to secure their assets and manage risk effectively. The insurance exemplifies Land Fortune's commitment to supporting the financial security and risk management needs of its community, providing tailored insurance solutions for both individuals and businesses.

Fortune Logistics

Fortune Logistics is a premium service provided by LFM, catering to both members and non-members who require reliable, efficient transport and logistics solutions. While this service is primarily designed to benefit LFM members, it is also accessible to non-members, with differentiated pricing structures to offer members the most competitive rates. The *Fortune Logistics* service includes a comprehensive range of local and international logistics options, covering all major modes of transportation:

Fortune Logistics facilitates seamless transportation solutions within Zimbabwe and across international borders, ensuring timely and efficient delivery for a variety of goods and commodities via road, rail, and oceanic transport. For shipments requiring customs documentation,



permits, and compliance with *Incoterms 2010*, *Fortune Logistics* can provide a full suite of customs clearing and regulatory services. These services are available at an additional fee, ensuring that all legal and administrative requirements are managed effectively, allowing for smooth cross-border transactions.

To ensure the highest quality of service, LFM has established formal partnerships and integrations with leading logistics providers both within Zimbabwe and internationally. This collaborative network allows *Fortune Logistics* to deliver an extensive range of logistics services at competitive rates, with exclusive discounts and benefits for marketplace members. In addition to offering cost advantages to members, *Fortune Logistics* emphasises a streamlined, hassle-free logistics experience, enabling both local and international clients to focus on their core business while *Fortune Logistics* handles the transportation and regulatory complexities. This service underpins LFM's commitment to supporting its members' operational needs through high-quality, cost-effective logistics solutions.

LFM MEMBERSHIPS ACCESS

LFM offers different levels of membership access, each providing unique benefits and privileges within the platform. The membership system allows LFM to cater for a diverse range of participants, from casual users and individual buyers to more advanced traders and financial institutions, each finding tailored support and opportunities that suit their needs within the marketplace.

Registered Members

Members who have signed up with LFM gain access to a full range of marketplace benefits, including participation in loyalty programs, member specials, and exclusive promotions. However, they do not have access to the ZMX platform, which is reserved for members with a more advanced membership status.



Clearing Members

Clearing members enjoy the most comprehensive level of access within the LFM. They receive the full suite of membership benefits, along with privileged access to the ZMX platform, which enables advanced trading options, including futures contracts, spot trading, and other financial instruments. This level is designed for members involved in more sophisticated trading and clearing operations.

Non-Members

Non-members have restricted access to the LFM. While they can engage with a limited selection of marketplace offerings, they are not eligible for the complete range of member benefits, loyalty programs, or any access to the ZMX platform. Non-members can still explore the marketplace but have a more constrained experience compared to registered or clearing members.

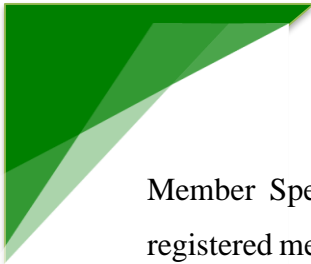
LFM PROMOTIONS

To strengthen customer engagement and encourage repeat transactions, LFM has introduced a set of targeted promotional programs designed to reward and benefit its valued users. The key promotional offerings include:

1. Loyalty Programs

The Loyalty Program is structured to reward customers for consistent participation and repeated transactions on the LFM platform. Each transaction or qualifying action on the platform helps customers earn points, which can be accumulated over time. These loyalty points can then be redeemed for discounts on future purchases, special services, or even exclusive access to new product offerings. The Loyalty Program not only incentivizes users to remain active on the platform but also fosters a sense of belonging and value for customers who frequently interact with the LFM.

2. Member Specials



Member Specials offer exclusive deals, discounts, and promotions that are available only to registered members of LFM. These specials might include seasonal discounts, early access to high-demand products, or tailored offers based on purchasing habits and preferences. Member Specials are designed to provide added value to loyal customers, helping them access quality products and services at competitive rates. By creating a unique set of offerings for members, LFM enhances customer satisfaction, builds trust, and reinforces customer loyalty.

The Loyalty Program and Member Specials create a customer-focused ecosystem that not only rewards loyal users but also attracts new customers by demonstrating the tangible benefits of engaging with LFM. These programs help drive customer retention, support long-term business growth, and ensure a vibrant marketplace that continuously meets the needs of its users.

ZMX VALUE CHAIN CONTRACTS

The ZMX platform supports a variety of value chain contracts tailored to the specific needs of agricultural producers, buyers, and traders. These contracts provide structured trading options that help manage risk, stabilise prices, and enhance market efficiency. The two primary types of contracts facilitated through the ZMX platform are:

1. Forwards and Futures Contracts

Forwards and Futures Contracts are essential tools for mitigating price volatility in agricultural markets. Through these contracts, farmers and buyers can agree on a set price for a commodity that will be delivered at a future date. By locking in prices ahead of time, both producers and buyers gain a level of price certainty, which helps them plan their finances and operations more effectively. For farmers, this means they can secure a guaranteed price for their crops, protecting them against potential price drops at harvest time. For buyers, it ensures a reliable supply at a predictable cost, safeguarding against future price spikes. The structured nature of Forwards and Futures Contracts on the ZMX platform not only provides stability to participants but also contributes to a more resilient agricultural economy by reducing the impact of price fluctuations.



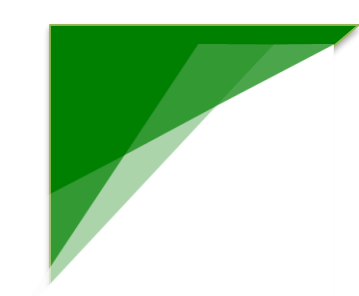
2. *Spot Trades against Maturing Forwards and Futures Contracts*


Spot Trades allow for the immediate purchase and sale of commodities, providing flexibility to buyers and sellers who wish to trade at current market prices. On the ZMX platform, Spot Trades can be executed against maturing Forward and Futures Contracts. This setup enables participants to adjust their positions or manage their inventory more dynamically as contract maturity dates approach. For example, if a buyer anticipates a need for additional inventory or a seller realises they have surplus supply, Spot Trades allow for the flexibility to address these immediate needs. This feature is particularly valuable in agricultural markets, where supply and demand conditions can change rapidly due to factors like weather or shifts in consumer demand. Spot trading against maturing contracts also allows participants to convert their futures holdings into immediate, liquid assets, enhancing their cash flow and overall operational flexibility.

The ZMX value chain contracts provide an efficient, transparent, and secure mechanism for trading within the agricultural sector. By offering Forwards, Futures, and Spot Trades, LFM helps participants manage financial risks while ensuring more predictable income and supply stability across the value chain. These contracts support long-term planning, increase market access for smaller producers, and contribute to the overall growth and sustainability of the agricultural economy. Through these advanced trading mechanisms, LFM is able to foster a more robust agricultural marketplace, ultimately benefiting all stakeholders in the value chain.

LFM TRADING RULES AND REGULATIONS


- Buyer/Seller shall present a valid Smart ID Card at time of trade.
- Any purchase or sale on the commodity exchange shall be approved by *Fortune \$* prior to trading and have an authorisation number.
- Failure to obtain a requisition order pre-approval may result in the trade not being approved by *Fortune \$* and is at the trader's risk.
- LFM may refuse to issue an authorisation number for any of the following reasons:
 1. If a buyer has outstanding cash service charges over 30 days past due.

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2. If the transaction is disputed by either party and written notice has been received by LFM.
 3. If the buyer does not have sufficient cash thereof to purchase or otherwise is not in good standing, or short seller does not have the cash, commodity or product to cover a short position.
 4. If either party fails to conform to any of these rules.
 5. If LFM member is found to be in breach of LFM's rules and regulations. Members attempting to circumvent these rules while trading may have their memberships suspended, pending an investigation, and thereafter terminated.
- All receipts, invoices and *Owner Warehouse Receipts* (OWRs) data will be retained on Members Smart Card ID which must be presented when by a Member upon request, or when requested as part of a transaction.
 - Failure to retain members Smart Card ID will place responsibility for any bill with the Member.
 - LFM shall offer commodities, products, goods and services at daily prevailing market prices.
 - Purchases are limited to member's cash in clearing member accounts, held on their behalf, unless secured by collateral and approved by LFM.
 - Members may authorise LFM/Bank to collect fees, cash service charges due and renewals.
 - Members may request their accounts to be placed on "standby" status in the cases where they are unable to meet their Membership obligations, subject to a LFM committee review and recommendation as to what action should be taken to rectify the situation.
 - Bank, as LFM and *Fortune \$* custodial bank, is a third party financial provider, operating in conjunction with the Reserve Banking Act, and performing functions on behalf of LFM and *Fortune \$* that includes management of LFM member accounts.
 - Clearing and trading members must report any discrepancies in monthly statements within 20 days of receipt; otherwise the statement will be deemed to be correct.
 - If a member fails to pay to LFM, any fees, expenses, service fees, or other charges due, in accordance with their LFM membership agreements, within 30 days of billing, LFM may



charge the member interest on the outstanding balance at a periodic rate of interest and suspend the LFM membership privileges until charges are paid.


- Should charges remain outstanding beyond 60 days of billing, LFM may terminate the delinquent Member account, and pursue legal action.
- LFM may terminate a LFM member's account for any violation of the LFM rules and regulations by written notice to the Member, or immediately, at such time that there is any violation of the LFM rules and regulations; or a violation of any Zimbabwe Statutory or Regulatory condition, applicable in LFM's daily operating activities.
- In the event of termination LFM may:
 1. Suspend trading privileges if there is a positive trade balance in member's account until such time as any cash service charges are paid in full.
 2. LFM may demand the return of the LFM membership Smart Card which remains LFM property, and notify other members of termination of member's account.
 3. LFM members may cancel their membership at any time after 10 days written notice.
 4. Upon cancellation, all outstanding balances must be settled and paid within 30 days.
 5. Should a member fail to honour an accepted purchases or sale from another member, the member shall be in material breach of these rules.
 6. The Member acknowledges if this occurs, LFM's business relationship with the member whose card was not honoured will be damaged. In such an event, LFM may terminate such membership.
- Accounts, or *Warehouse Receipts* shall not be transferred or sold without LFM's oral, written or electronic permission, outside of the LFM program.
- LFM may amend its rules and regulations, change dues, fees, commissions and/or cash charges.
- LFM shall give 10 days prior notice of a substantive amendment to the LFM rules and regulations.

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- A member shall have the right to resign his Membership if he objects to the amendment adopted by LFM; non cancellation shall be deemed to be acceptance of the changes by the Member.
 - Bank may not permit LFM members to trade in excess of cash in Member Margin Accounts or against the value of Member *Warehouse Receipts*.

LFM SECTOR TRADING PROGRAMS

LFM offers a diverse range of trading programs that extend across various critical sectors, supporting the holistic growth of the Zimbabwean economy. By facilitating efficient and transparent trade, LFM strengthens supply chains, promotes value addition, and encourages sectoral integration. The platform empowers stakeholders to access markets, resources, and business opportunities within the following key sectors;

- **Agriculture/Farming:** A core focus area, with trading in grains, livestock, and other agricultural products, supporting farmers and enhancing food supply networks.
- **Construction:** Providing a marketplace for construction materials and services, driving infrastructure projects critical to economic expansion.
- **Energy:** Providing trade opportunities in both renewable and non-renewable energy sources, ensuring accessible energy for economic growth and development.
- **Engineering:** Supporting the engineering sector with trade in tools, technologies, and services needed for complex projects across sectors.
- **Equipment:** Enabling businesses to source and trade industrial, agricultural, and commercial equipment essential for operational efficiency.
- **Fuels:** Providing a marketplace for petroleum products and alternative fuels, ensuring a stable supply chain for industries and consumers reliant on energy resources
- **Food and Beverage:** Facilitating trade in raw and processed foods, supporting the agricultural value chain and ensuring food security across regions.
- **ICT/Communications:** Strengthening digital connectivity by trading ICT products and services, advancing technological integration and innovation.

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- **Insurance:** Enabling access to risk management products that protect investments across agriculture, manufacturing, and other sectors, fostering stability and resilience.
 - **Irrigation:** Promoting sustainable farming practices by facilitating access to irrigation systems and services, enhancing productivity in water-scarce regions.
 - **Manufacturing:** Facilitating access to raw materials, machinery, and finished goods, supporting industrial growth and job creation.
 - **Minerals/Mining:** Offering a platform for the trade of minerals and mined resources, supporting value chains in extractive industries.
 - **Power:** Supporting infrastructure development and the supply of power solutions, enabling industries and communities to operate efficiently.
 - **Service Sectors:** Supporting businesses that provide essential services, from logistics to consultancy, enhancing the efficiency and productivity of other sectors.
 - **Water:** Addressing water resource management and distribution, providing critical support for agriculture, industry, and communities.

By offering trading programs across these diverse sectors, LFM helps to connect suppliers, buyers, and financiers, providing opportunities for growth and collaboration. This multi-sector approach supports a resilient economy by diversifying trade, improving market access, and encouraging sustainable practices across value chains. Through its extensive trading programs, LFM serves as a critical infrastructure for economic development, positioning Zimbabwe as a robust player in the global marketplace.

A green geometric graphic in the top-left corner, consisting of several overlapping triangles and polygons in various shades of green, creating a modern, abstract design.

FINANCIAL MODEL

Please see attached for financial projections