

AGR024

The image displays a 3D perspective of a digital application interface for AGR024, a platform for price collection and reporting.

Dashboard: The main screen shows a line chart with green peaks, a currency selector (Rubles), and a search bar. Below the chart, there's a section titled "Регулярность поставок" (Delivery regularity) with various metrics and a button for "Проверить" (Check).

Product Catalog: A list of products with their prices and descriptions. Some items include links to "Specify product parameters".

- Farmer's beef "Ivanovskaya"
- "Miatorg" ground pork
- Potatoes
- "Beluga" black pressed caviar
- "Gallardo" Olives with seed
- Ecole chilled beef Fermerskoe
- "Strary Melnik" pasteurized unfiltered Beer Russia, Pshenichnoe

Manual price collection: A modal window titled "Add a product" allows users to enter product details and prices. It includes fields for "Price without discount" and "Скидка" (Discount). A preview of the entered data is shown below.

Price without discount	Скидка	Total Price
65	45	2990 ₽
650 ₽	200	80 ₽

Extended report: A detailed report for 10.08.16. It includes sections for "Products", "Companies", and "Locations". A specific product entry for "Ликер "Старый Мельник" пастеризованное нефильтрованное" is shown with its details and photo.

Mobile View: A smartphone and a tablet are shown displaying the mobile version of the AGR024 app.

Dear Friends,
Welcome to the new world
of big maths, big data
and big revenues!

Alexander Volchek

The founder of AGRO24 business

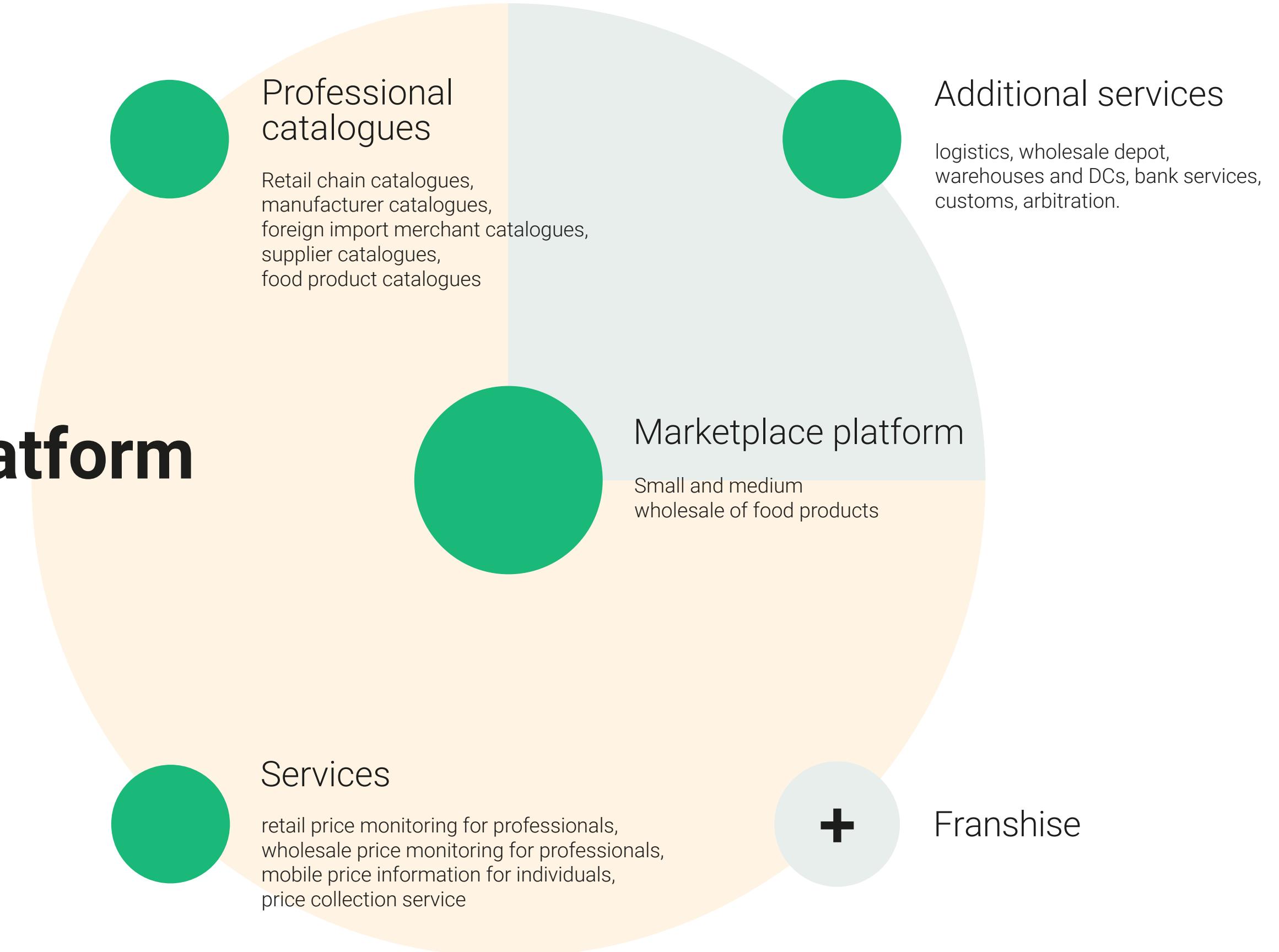


THE ESSENCE OF OUR BUSINESS

The future of food trade
IT company in the food market

**MARKETPLACE
PLATFORM**
+
**FOOD PRICE
MONITORING**

An IT platform



ALL FOOD PRODUCT CATEGORIES



MARKETPLACE

**Small and medium
wholesale of food products**

Current prices

Millions of retail and wholesale food prices are added into the system every day. You can find out the best price for purchasing or selling food products

High-speed product sales

Large customer database, transaction matching algorithms

User-friendliness

Cloud service, self-adaptive layout, simple and modern interface



Fair and quick
resolution of disputes



Everything under control:
all transaction stages,
transportation,
food product quality
and documentation



Participant ratings:
independent ratings
based on marketplace
experience



**Transaction
financial guarantee:**
deposits and control
at all stages



All payments,
both cash and non-cash,
are performed within
the system

Marketplace web page screenshot.
Example of the product purchase request.

Marketplace web page screenshot.
One of the steps of filling in product purchase request.

Product and supply

Beef meat
1 kg

Want to arrange the delivery or pick up the products by yourself?

Customer pickup Delivery Transshipment

Delivery address
bldg. 1, 13 Avtozavodskaya St., Moscow

Place
Wholesale depot

Transportation requirements

Transportation requirements/front-loaded vehicle

Body width, m
from: 1,7 to: 4,2

Body height, m
from: 2,9 to: 4,5

Unloading requirements

Performed by supplier

To Need To Guarantee and Payment

Product purchase request

Ulyanovsk Meat-packing Plant Beef meat

Product and delivery

Product parameters	Purchase volume	Delivery place
1000 kg	2 tons	<i>Deliver to the address:</i> bldg. 1, 13 Avtozavodskaya St., Moscow, wholesale depot
Bar-code required	Need	<i>Vehicle dimensions:</i> width 5 m max., height 7 m max.
Russia, Ulyanovsk Meat-packing Plant JSC, Miratorg	2 deliveries a week/first delivery no later than 15.04.16	<i>Unloading to be performed by the supplier</i>
Basic parameters		
Additional parameters		

Guarantee and Payment

Price	Payment	Guarantees	Service fee
<i>Established by me:</i> 167 rubles per 1 kg	Cash, payment delay by 16 days	Only available for suppliers with AGRO24 ratings.	Bank payment
Maximum bargain: 21%		<i>Financial guarantee:</i> 16% of the transaction amount	

Additional Settings

Comment	Shelf life	Documents
Access permit needed, please call the said number	16 days at 2 to 8 °C	Product certificate
Quality	Packaging	Sample to be provided (please send to: bldg. 3, 4 Vyazemskaya St., Dolgoprudny, 103401)
Manufacturing in compliance with GOST.	Use Russian Federation transport package	
Reject level: 5% max	<i>Pallet size</i> width: 1.5 m, length: 2.5 m, height: 1.5 m,	
	<i>Each package unit is to be identified with a bar-code</i>	

MARKETPLACE PARTICIPANTS



Federal and local retail chains



Manufacturers



Entrepreneurs



Suppliers



Also foreign import merchants, wholesale depots, markets, restaurants and various organizations that purchase food products

PRICE MONITORING SERVICE FOR PROFESSIONALS

**The largest food-product
price database**



Reliable price information

Collected prices undergo three levels of verification using unique data analysis algorithms. You will get correct information and price details



24/7 filling up of the price database

The information is supplied from various sources; our software analyses and continuously updates the data. You will get information at the right time



All food product categories

The system contains a unique parameter-based catalogue. You will be able to find the prices for the product you need based on the specified parameters

Price monitoring web page screenshot.
Extended report on prices for the specific period.

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The screenshot shows the AGRO24 website's monitoring section. At the top, there are links for 'About', 'Monitoring' (which is highlighted in green), and 'Marketplace platform'. Below that is a navigation bar with links for 'For companies', 'For individuals', 'Franchise', 'Price database', 'Rates', and 'Stories'. On the right side, there is a phone number '+1 315 215 3472' and a '24/7' support link. A user profile for 'John' is also visible. The main content area is titled 'Extended report' and 'Report for 10.08.16'. It displays a table of 20 products, each with its name, company, location, and price details. The table includes columns for Company (Pyatorochka, Magnit, Verniy, Aushan, Monetka, Utkonos, Diksi), Location (Pyatorochka, Magnit, Verniy, Aushan, Monetka, Utkonos, Diksi), and various price values (e.g., 212, 197, 181.3, 209, 212, 178, 14).

Price monitoring web page screenshot.
Report parameter setup.

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The screenshot shows the 'Report parameter setup' page. At the top, there is a navigation bar with 'AGRO24' and 'The truth about prices' logo, followed by 'About', 'Monitoring' (highlighted in green), and 'Marketplace platform'. Below that is a secondary navigation bar with 'For companies', 'For individuals', 'Franchise', 'Price database', 'Rates', and 'Stories'. The main content area is titled 'Report parameter setup' and includes a sub-instruction 'Set up report parameters to generate a report and press "View Report"'. On the left, there is a sidebar with icons for 'Products', 'Seller', 'Regions', 'Price parameters', and 'Report parameters'. The main area is titled 'New report' and contains fields for 'Use template' (with a dropdown menu), 'Products' (selected 'Last loaded price'), 'Period from' (set to '15.04.16') and 'Period to' (set to '03.07.16'), 'Currency' (set to 'Rubles'), and 'Prices' (set to 'Minimum').

PRICE MONITORING SERVICE USERS



**Federal and local
retail chains**



**Small store
owners**



**Markets and wholesale
depots**



**Manufacturers
and suppliers**



**Foreign import
merchants and
distributors**



**Governmental
authorities**



**Information
agencies**

NEW OPPORTUNITIES

*In the world's
largest market*

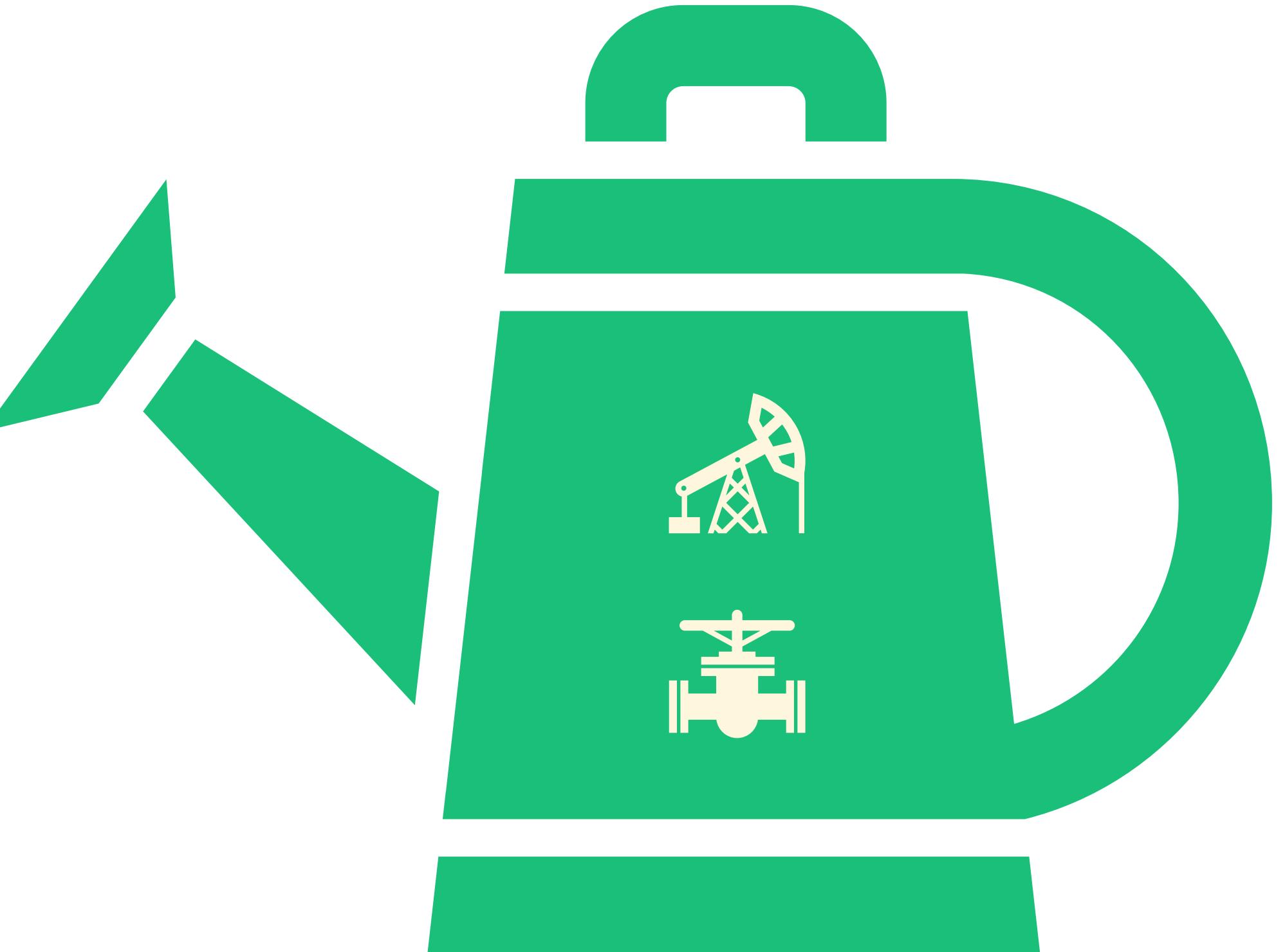
EXISTING MARKET

A huge and inefficient market

- Inefficient supply chains
- No transaction guarantees
- Prejudiced prices
- No control tools
- Time-consuming search for transactions and subsequent negotiations
- No modern technologies
- No user-friendly services
- No independent ratings
- Market monopolization and restrictions
- Loss in the supply chain up to 50%

EXISTING MARKET

\$7,6 trillion
food product
market globally



THE MARKETPLACE PLATFORM MEETS THE CUSTOMER'S NEEDS

- Sell fast
- Buy cheap
- User-friendly service
- Guaranteed product receipt
- Guaranteed money receipt
- Receive exactly what was ordered/quality
- Get compensation if not satisfied
- Know purchase prices
- Be satisfied with the transaction
- Control purchases
- Control sales
- Understand transaction status
- Partner identity
- Get a verified partner with ratings
- Timely delivery
- Know sales prices
- Get recommended prices
- Earn money
- Get transaction financing
- Resolve disputes fast
- Resolve disputes fairly

THE TRUTH ABOUT PRICES



ADDITIONAL OPPORTUNITIES FOR CUSTOMERS

Increase the average wholesale efficiency by up to 30%

Get an additional control tool for top managers

Increase federal retail chains' returns by 3% using the marketplace platform. Get an additional 2% increase due to the price monitoring service

**AGRO24' s target is to occupy 20%
of the professional wholesale online
food trade market in India, USA,
Italy, Turkey and Russia**



GLOBAL GROWTH

Our architecture is easily adaptable to other languages and local catalogue requirements and parameters

Launch and setting up a model in Russia

Distributing the tested model in other countries:

Pilot country (presumably Turkey, India, Italy, USA):

6 months after launch and testing in Russia

Large-scale international expansion:

6 months after launch and testing in the pilot country



SIMILAR OFFERS AND COMPETITORS



B2B is the fastest-growing e-commerce segment

Product categories of JD.com (1688.com) and Alibaba global marketplace platforms

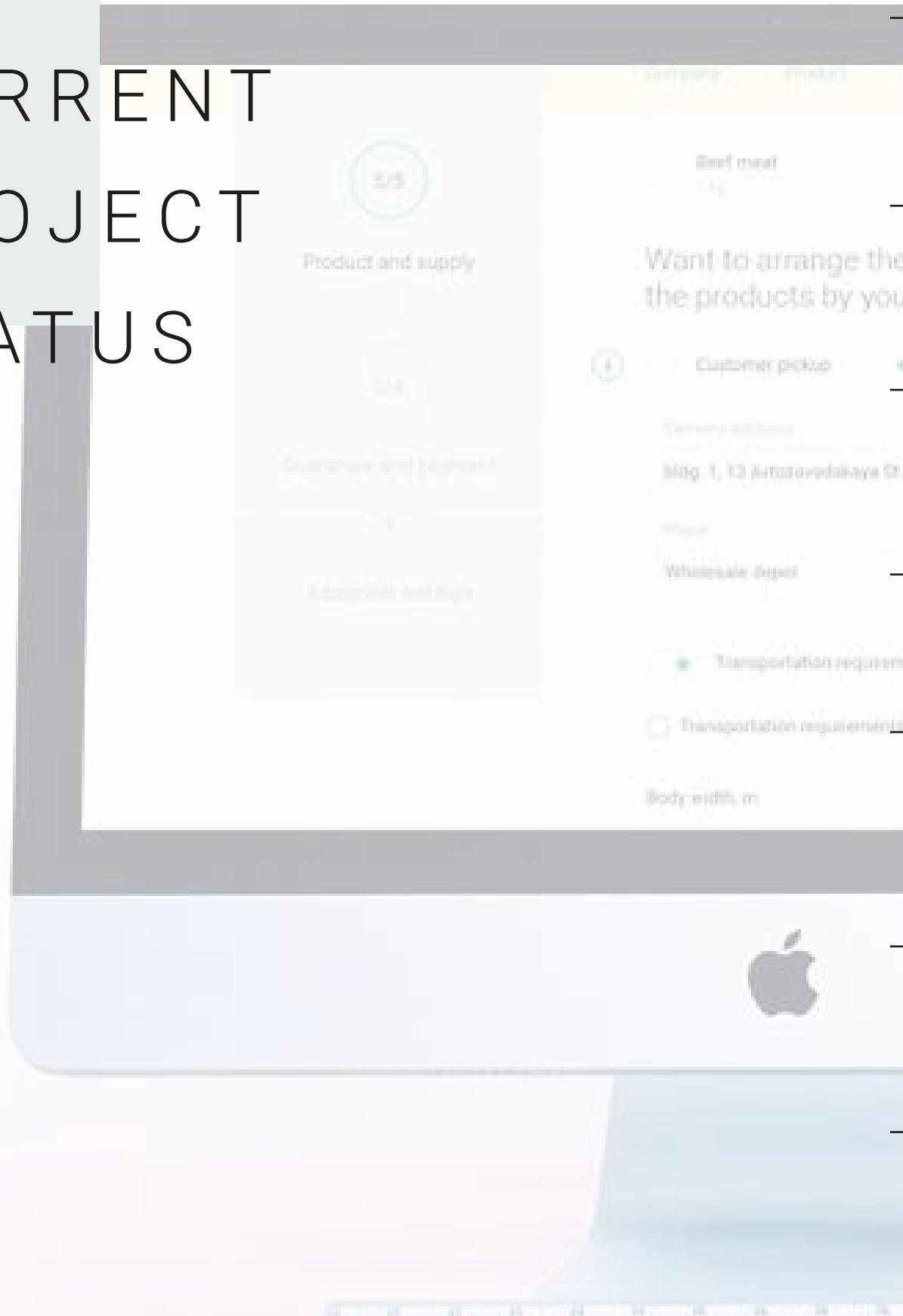
Alibaba: a 30% annual growth in e-commerce and a 200% annual growth in the food sector

Food B2B China

Huimin.cn (\$190 million after Round B

Specialized catalogues and auctions

CURRENT PROJECT STATUS



The basic architecture and platform for the services has been developed

A system for handling high customer flows has been tested and implemented

An in-house customer-focused sales department has been created

A task management system has been implemented

HR and law documentation management process has been implemented

Financial reporting has been adjusted (cost item classifier, standard Cashflow and PL reports)

Two investment rounds have been completed. The company has an efficient financial management system in place

AGR024 cloud service accessed through Internet

The image shows a collage of four electronic devices (a laptop, a tablet, a smartphone, and a desktop monitor) displaying the AGR024 cloud service interface. The interface is titled "Extended report" and "Report for 10.08.16". It lists 20 products, with the top item being "Farmer's seed 'Kavkazskiy'". The devices are set against a background of two penguins: a large adult penguin on the right and a smaller chick on the left, standing on a snowy surface with a blue ocean and sky in the background.

Product	Company	Location	Sack	Yard	Acre	Despot	Banquet	Mixed
Farmer's seed 'Kavkazskiy'	212	197	1813	209	212	178		
"Meeting" ground park	67	120	112	998	94	98		
Others	112	187	1813	209	212	178		
Total	331	304	3754	3096	3363	304		

MONETIZATION METHODS



**Payments for extended access
to the marketplace platform**

**Fees for transactions performed
through the marketplace platform**

**Payments for access
to the SaaS monitoring service**

B2C ads

**Fees for participation
in catalogues and ratings**

TRANSPARENCY AND STEADINESS



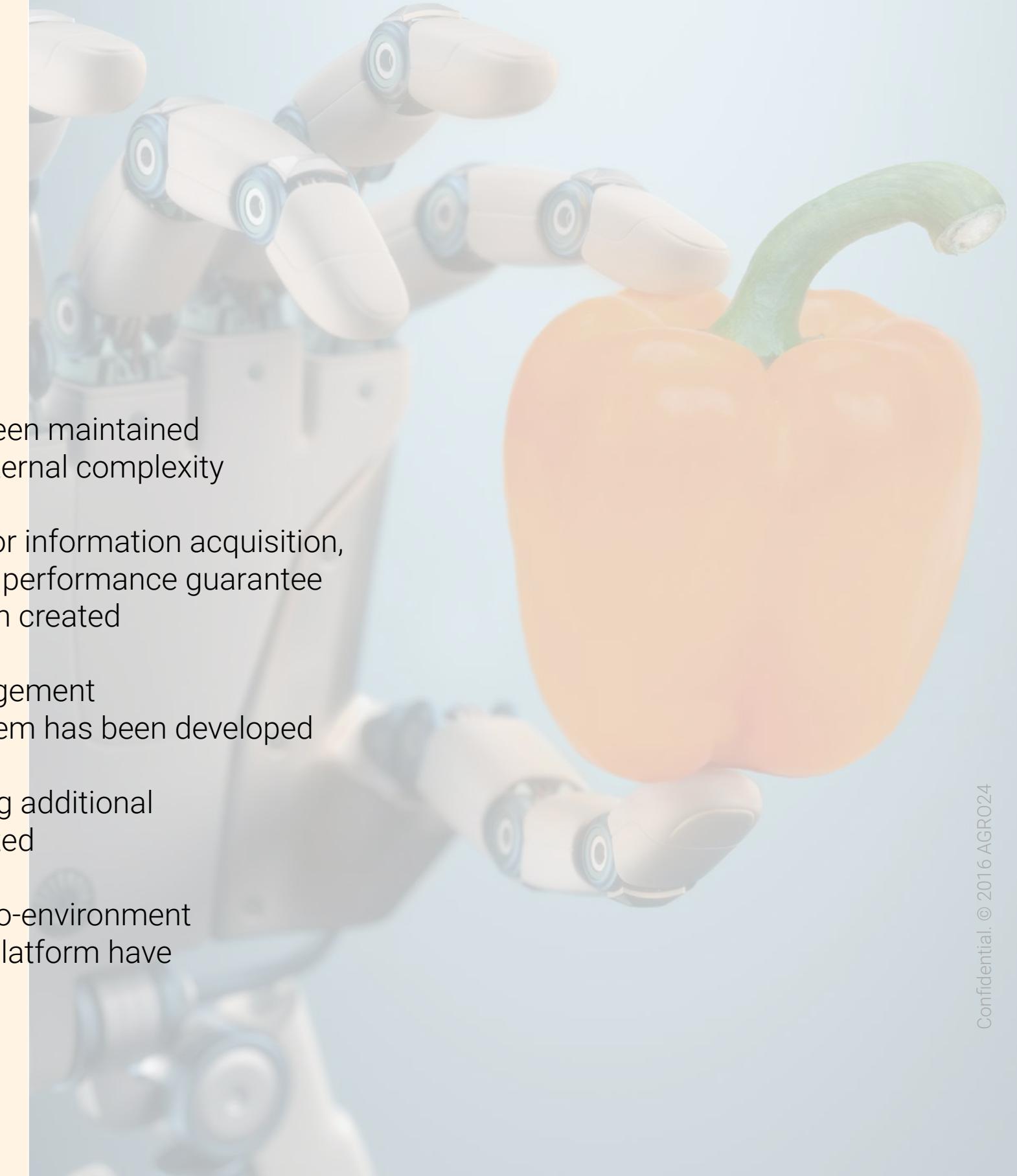
AGRO24 owners have an extensive experience in creating, developing and selling large-scale projects

High level of financial reporting and a respectful approach to investors and partners

The business is reliably managed using a state-of-the-art accounting and task management system

TECHNOLOGY

- A unique parameter-based food catalogue has been developed
- A specialized data acquisition system has been created
- Specialized data processing algorithms have been added
- Robot advisors and transaction matching algorithms have been developed and enabled
- A system for processing and identifying unique offers has been created
- User friendliness has been maintained despite the system's internal complexity
- An integrated system for information acquisition, transaction settlement, performance guarantee and arbitration has been created
- A unique partner management and sales network system has been developed
- A system for connecting additional services has been created
- Pre-requisites for an eco-environment to develop around the platform have been created



24/7 DATABASE FILLING UP

With requests, offers and prices



ADDITIONAL KNOW-HOW



Bills and price labels identification

Country-wide price collection

TV programs

**Multilanguage convertor for
overseas offers**

**Catalogues and ratings
of marketplace participants**

OUR TEAM

**Experienced in technical systems' development,
bulk sales on the online and services market,
food retail transactions**

Alexander Volchek

Owner and CEO

12 years' experience in IT and online sales
en.wikipedia.org/wiki/Alexander_Volchek

Andrey Rogachev

Owner

20 years' experience in food retail
en.wikipedia.org/wiki/Andrey_Rogachev



AGR024 IS THE FIRST PROFESSIONAL IT COMPANY

in the food market

New opportunities

in the world's largest market

Contact: info@agro24.tech

www.agro24.tech

ADDITIONAL MATERIALS

Link to the main website:

www.agro24.tech

Marketplace platform description

www.agro24.supply/platform/

Monitoring system description

www.agro24.supply/monitoring/

"Live money" franchise

www.agro24.supply/pro/

