



UNIMERX

THE FIRST BORDERLESS GLOBAL TRADE ENGINE
PROVIDING DOOR-TO-DOOR LOGISTICS
AND IMMEDIATE ACCESS TO NEW MARKETS

SMALL TO MEDIUM SIZED ENTERPRISES AND EXPORTS

THE EXPORT MARKET TODAY

SMEs account for the vast majority of firms and approximately half the gross domestic product (GDP) generated by nonagricultural sectors in the United States.*

However, SMEs accounted for only about 30 percent of merchandise exports. In a 2010 survey from the European-American Business Organization, 9 million SMEs are interested in exporting to foreign markets, but stated they were reluctant due to complicated trade regulations and lack of resources. The National Export Initiative** is aimed at doubling the US exports from 2010 to 2015. While the core of this program is focusing easing credit terms for small businesses and adjusting major trade agreements, there is clearly a demand for assistance with the day to day revenue generating operations.

The future of the US economy depends on the success of these smaller companies driving innovation and competition and as such also representing the largest sector of job creation.

THE CHALLENGE

So far US e-commerce success stories have focused on US market growth.

This is partly due to the maturity of the US e-commerce consumer, but also due to the complexity of US trade regulations which often serve as deterrents for companies wanting to expand into the global marketplace. Today's trade environment is full of examples of companies having to cancel their customer's orders due to the inability of servicing foreign clients.

The cost of entering foreign markets is high and most smaller business lack the resources to perform much needed market research, and where logistics middlemen have created an environment that makes it hard to compete with overseas competitors or products from low-cost manufacturing areas. Ever changing consumer preferences has created a drastic reduction in the time-to-market, this demand requires a trading platform that can quickly introduce products to new markets before competitors step onto the field. Another obstacle for the growth of global e-commerce is the trust issues commonly seen amongst users outside the US. In markets where local banking is still the norm and credit cards are not common, sending money to an unknown foreign company will often cancel the transaction and result in a lost opportunity.

*United States International Trade Commission (USITC), Investigation No. 332-508 USITC Publication 4125, January 2010

**National Export Initiative (NEI) created in 2010 with the mission to boost National exports.

E-COMMERCE AND GLOBAL TRADE

The world is changing at a rapid pace and the mobile Internet with its global transparency and ability to connect the corners of the globe – will begin to play an ever increasing part of International trade. After the sharpest decline in more than 70 years of 12% 2009, world trade (estimated at circa \$25 Trillion) is set to rebound according to WTO. E-commerce enables reduced physical assets (costs) and facilitates low cost interaction between products and markets, and in particular B2B. The research company Forrester projects that online retail sales in the U.S. will increase 11.98% this year compared with 2010, to \$197.3 Billion from \$176.2 Billion.

Today a manufacturer in Wisconsin can reach customers in Australia by having a company profile on the Internet. The new communication tools made available can potentially erase the difference between what is domestic and what is global business. Global business becomes just business and international logistics is merely logistics.

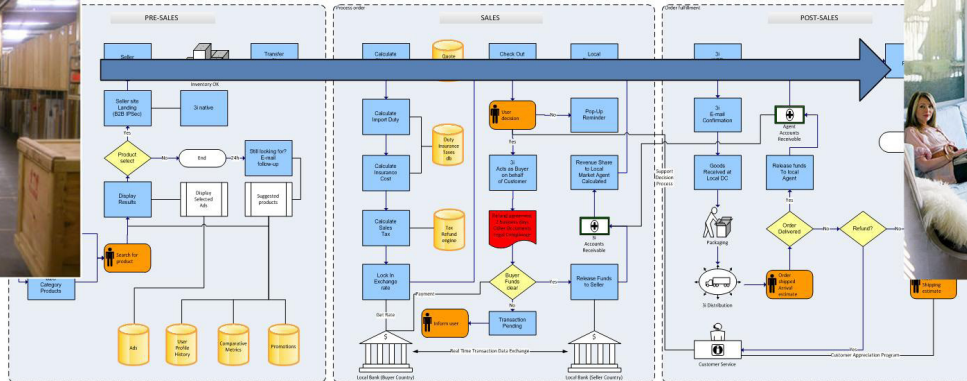
The potential that e-commerce has to offer is severely underutilized by millions of US companies and if the US is to succeed in its goal to reduce trade deficits, there needs to be a significant shift in the way goods are traded.



SELLER

BUYER

UNIMERX



Eliminating middlemen Unimerx allows US companies to compete in overseas markets. Our revenue only generates when our partners succeed and our low cost setup virtually eliminates risk for entering new markets.

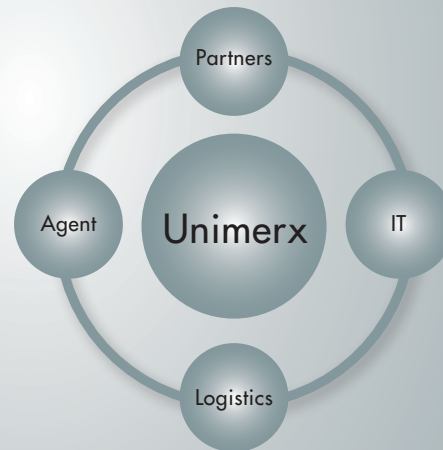
THE UNIMERX PROCESS

Our process introduces a trade friendly e-commerce environment that focuses on simplifying the export/import experience for both seller and buyer, by integrating all functions into one low cost simplified transaction. Our platform brings new markets to small US businesses and enables foreign buyers to easily access US quality products.

THE COMPETITIVE ECO SYSTEM

The Unimerx system represents a dynamic and organic relationship between a few core components. At the center is the information technology that facilitates the interaction between the parties involved.

This is a carefully developed system which purpose is to reduce the time from first to last click while instilling customer confidence. Partners who want to enter the global marketplace provide attractive quality products offered through the Unimerx system. Agents manage local interaction with customers and ensure that the right products are paired with the most suitable markets. A streamlined logistics system customized both with product and buyer in mind takes care of shipping, payments, trade regulations, duties, taxes and guarantees a fast and reliable electronic transaction.



THE UNIMERX ADVANTAGE

Unimerx understands that many e-commerce transactions fail due to the lack of personalized service. As part of overcoming the risk and trust obstacles seen in many markets, Unimerx incorporates real people behind from start to finish of any transaction and offers a service where customers can speak to representatives in their local language. These local reps will assist with quick refunds, returns and shipment status. Protecting all parties involved in the transactions is a key component of the system and Unimerx is certified with Verisign, compliant with the Payment Card Industry (PCI) regulations and uses National Institute of Standards and Technology (NIST) approved encryption algorithms to ensure the integrity of data transactions and any stored information.





NEW CUSTOMERS AND NEW MARKETS

- Expansion at low cost and with mitigated credit risk
- Enable company growth
- No need for new resources and know-how
- No sourcing or middle-men needed



TRADE MANAGEMENT AND REGULATORY COMPLIANCE

- Ensuring Export/Import Compliance
- Shipping documentation automated
- Order tracking
- Cancellations and returns included



TRUSTED TRANSACTIONS

- Creating customer and partner confidence
- Financial security and credit
- Inventory in real-time
- Closed gap between shipping and payments



REAL-TIME BUSINESS

- Complete cost for door-to-door transaction in real-time
- Shipping cost included
- Taxes and duties included
- Any export/Import limitations considered



TIME TO REACT

- US need to grow SME export and jobs
- Demand for quality products and services
- Increased Export from Far East to Europe
- Take Advantage of US e-Commerce experience