



International Centre for
Trade Transparency
& Monitoring



MARKET SURVEY RESULTS

14th March 2024

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Important Disclaimer on Forward Looking Statements

This document is presented for informational purposes only and may contain forward-looking statements. These statements are based on current expectations, estimates, and projections about our industry, management's beliefs, and certain assumptions made by us at the time of the plan's creation. Statements that are predictive in nature, that depend upon or refer to future events or conditions, or that include words such as "expects," "anticipates," "intends," "plans," "will," "believes," "estimates," "aims," "projects," "hopes to," "looks to," "should," and similar expressions are forward-looking statements.

These forward-looking statements are subject to a number of risks, uncertainties, and assumptions, including those described in the risk factors section and elsewhere in this document. Should one or more of these risks or uncertainties materialize, or should the underlying assumptions prove incorrect, actual results may differ significantly from those anticipated, believed, estimated, expected, intended, or planned.

Moreover, neither we nor any other person assumes responsibility for the accuracy and completeness of these forward-looking statements. We disclaim any duty to update these forward-looking statements after the date of this document to confirm these statements to actual results or to changes in our expectations.

This document also contains estimates and information concerning our industry, including market size and growth rates, that are based on industry publications, surveys, and forecasts, including those generated by our internal research. This information involves a number of assumptions and limitations, and you are cautioned not to give undue weight to these estimates.

We cannot assure you that any of these expectations will be achieved. Our actual results may vary materially from those contemplated by these forward-looking statements due to certain factors not limited to changes in our strategy, unanticipated developments in our industry, or changes in the competitive landscape. Potential investors are cautioned not to place undue reliance on such forward-looking statements, which speak only as of the date of this document. We expressly disclaim any obligation or undertaking to release publicly any updates or revisions to any forward-looking statements contained herein to reflect any change in our expectations with regard thereto or any change in events, conditions, or circumstances on which any such statement is based.

Survey Introduction

About the Survey

Between the 26th of February 2024 and the 14th March 2024, the International Trade Council embarked on a comprehensive market survey, targeting a broad spectrum of companies to assess the anticipated value and applicability of the forthcoming ADAMftd tool. The survey was designed to gather insights into how the core features of ADAMftd align with the specific needs and priorities of various industries and job functions.

The primary objective of this survey was to understand the relevance and potential impact of ADAMftd's innovative features across different sectors, aiding in the strategic refinement of the tool prior to its launch. By engaging with professionals from diverse backgrounds, we aimed to capture a wide-ranging perspective on how ADAMftd could revolutionize the way businesses approach international trade, supply chain management, market analysis, and regulatory compliance.

This report presents the findings from the survey, highlighting key trends, preferences, and expectations among the respondents. It serves as a valuable resource for stakeholders, offering detailed insights into the market demand for a tool like ADAMftd and guiding the development team in fine-tuning the platform to better serve the global trade community.

Questions Asked

1. What is your job title (multi-choice)
2. What best describes your industry (multi-choice)
3. Importance to your organization for the following features (*ranked 1 to 10 - 1 being the lowest*)
 - a. Finding the import price and demand of any product worldwide
 - b. Predicting future market price and demand of any product worldwide
 - c. In-depth analysis (market price, customers, supply chains & positioning) of any company
 - d. Detailed maps of the entire supply chain of your competitors, customers and partners - from raw materials to end consumer
 - e. Instant checking of any product for global compliance and regulatory requirements
 - f. Automated calculation of taxes, tariffs and other costs associated with getting a product into any market
 - g. Monitoring of global media for mentions of target products, companies, or industry trends
 - h. Risk analysis (financial, foreign exchange, payment histories, geopolitical, environmental, etc.) for any target market, region, or company
 - i. Verified contact information of potential buyers, sellers, and partners for your business (GDPR compliant contacts)
4. What price would you expect to pay per month for a product with these features? (multi-choice)
 - a. <\$100 per month
 - b. \$101 - \$200 per month
 - c. \$201 - \$300 per month
 - d. \$301 - \$400 per month
 - e. \$501 - \$600 per month
 - f. >\$600 per month
5. Full Name (optional)
6. Job Title (optional)
7. Company (optional)

Important Notes

- **Survey Response Rate:** Achieved 758 detailed responses, considered exceptionally high, especially as the majority of responses are coming directly from CEOs. This also shows a high engagement level with the International Trade Council and associated brands.
- **Outreach Method:** Direct email and LinkedIn messages to target respondents.
- **Participant Selection:** Randomized. Survey participant selection was randomized, encompassing a wide array of job titles, industries, and companies to ensure the broadest possible insight into the global applicability of the ADAMftd product. This approach was designed to capture a diverse range of perspectives, including both positive and negative feedback, which is crucial for a comprehensive and fair market analysis. By not limiting our survey to a specific subset of respondents, we've ensured that the insights garnered truly reflect the varied needs and challenges faced by businesses in different sectors worldwide, providing valuable guidance for the continued development and refinement of ADAMftd.
- **Platform Used:** To collect the data, we used an industry-leading third-party platform called Formaloo.
- **Distribution Method:** Survey disseminated solely via email, with direct form completion by the participants.
- **Target Demographic:** Primarily CEOs, predominantly from SMEs with 5-100 employees, engaged in international trade.
- **Time Constraints:** Acknowledgment that CEOs, due to heavy workloads, may have limited time for detailed surveys.
- **Geographical Data:** We did not ask respondents' locations, presenting a challenge in assessing geographic diversity.
- **Diversity and Analysis Complexity:** Survey encompasses over 30 job titles and 20 industries, leading to unknown statistical variations by country.

- **Question Bias:** Survey questions, while designed to be neutral, might steer responses; differences in interpretation of pricing questions based on individual experiences or lack thereof.
- **Limitation on Questionnaire Length:** Due to respondent time limitations, the survey was constrained to fewer questions than desired, limiting the breadth of insights gathered.

Summary of Results

Overview

The survey specifically targeted companies to gauge their willingness to pay for access to the ADAMftd platform. By focusing the survey invitation and questionnaire on the targeted companies, we successfully garnered responses from 756 companies, each explicitly stating their intentions regarding the utilization of the ADAMftd platform. This precision in targeting ensures that the insights drawn from the survey are directly applicable and highly relevant to our strategic planning.

Prior to participating in the survey, respondents were provided with detailed background information about the International Trade Council and an overview of the features expected in the ADAMftd platform. This preliminary information equipped respondents with the context needed to offer informed opinions, thereby enhancing the relevancy and applicability of the survey outcomes.

The breadth of data collected from the survey allows us to extrapolate findings to our broader database of potential users, enriching our understanding of the needs and preferences across different industries. Furthermore, it enables us to identify and engage with specific respondents for deeper insights, facilitating tailored strategies to increase adoption within their respective industry segments.

Remarkably, the survey drew an unusual level of interest from CEOs, a group typically less inclined to participate in surveys. This active involvement from top executives underscores the perceived value and relevance of the ADAMftd platform to their business operations. Additionally, the survey revealed that a wide array of features holds equal importance across diverse industries and job titles, indicating critical areas for prioritization in our platform's development and rollout phases.

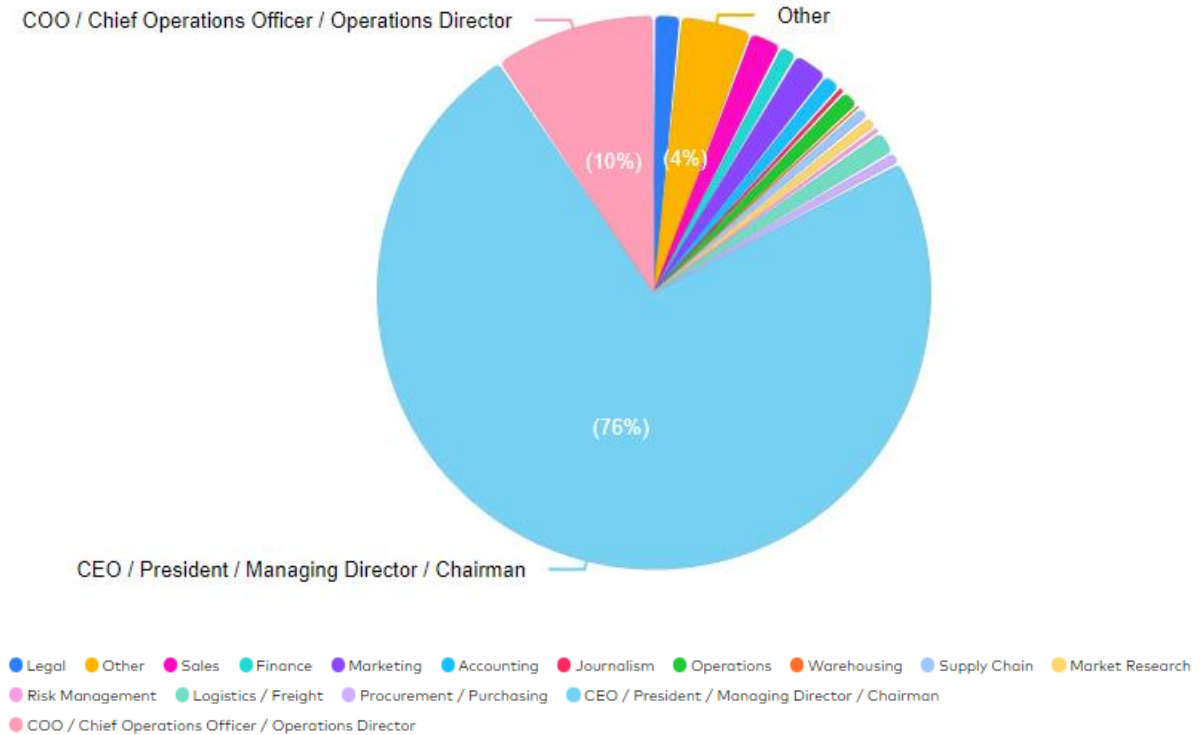
The uniformity in the importance placed on various features across job titles, industries, and geographic locations highlights a significant market gap that ADAMftd is poised to fill. The absence of similar offerings from competitors accentuates this gap, underscoring the universal demand for a comprehensive system like ADAMftd. These findings affirm the necessity and potential impact of ADAMftd in addressing unmet needs within the global trade ecosystem, marking it as an indispensable tool for businesses worldwide.

Survey Evidence Highlights

- **Clear Market Gap:** The survey demonstrates a clear market gap that ADAMftd is uniquely positioned to fill, catering to unaddressed needs within the international trade sector.
- **Established Willingness to Pay:** Respondents indicated a starting price point they are comfortable with, providing a solid foundation for pricing strategies.
- **Ready User Base:** The survey reveals an immediate user base eager to engage with and pay for the ADAMftd platform, underscoring the demand for such a tool.
- **Universal Appeal Across Industry Sectors:** Results show ADAMftd's broad applicability and appeal across nearly every industry involved in international trade, including service providers, highlighting its universal relevance.
- **Need for User Education and Upselling:** There's a recognized need to educate potential users about the platform's features and functionalities. Additionally, strategies should be developed for upselling users on accessing various features, with options for "subscribing to more features" as needed.

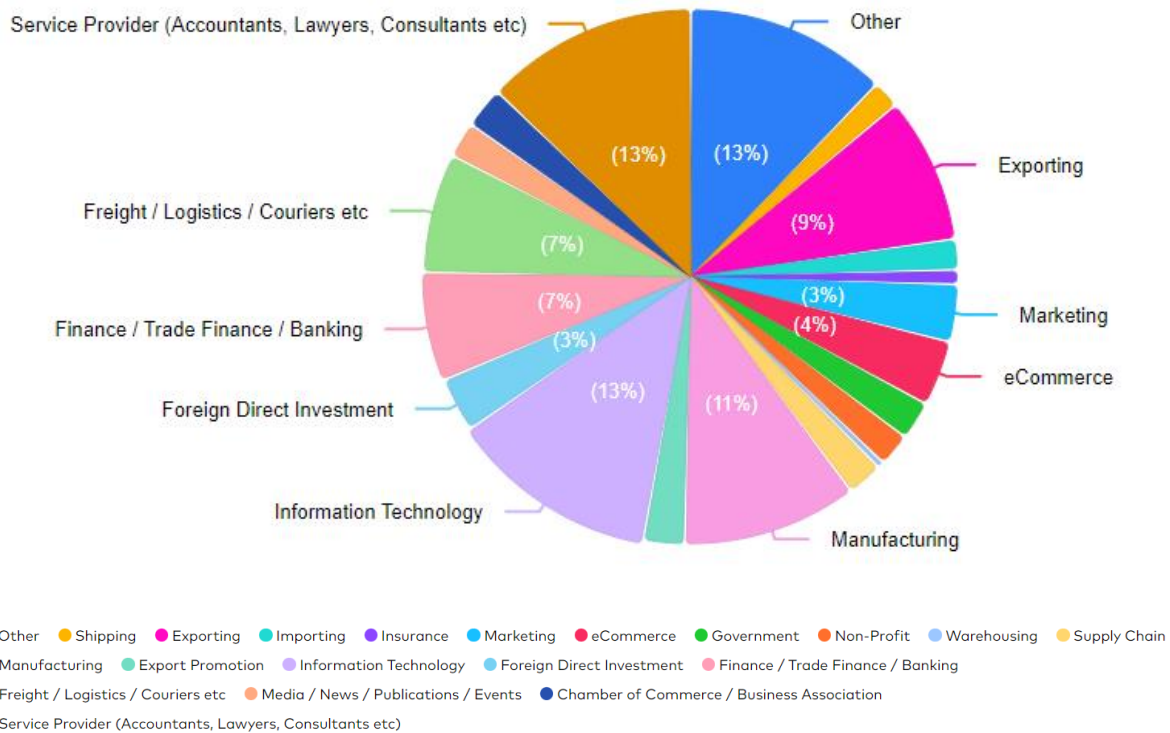
Detailed Results

Job Title of Respondents



- **High-Level Engagement:** A significant 86% of survey respondents were CEOs or COOs, indicating robust engagement from top decision-makers within the organizations.
- **Decision-Maker Insight:** This high percentage of senior leadership participation demonstrates a keen awareness and recognition of the platform's value, underlining a direct need for ADAMftd's solutions among those who have the authority to make strategic decisions.

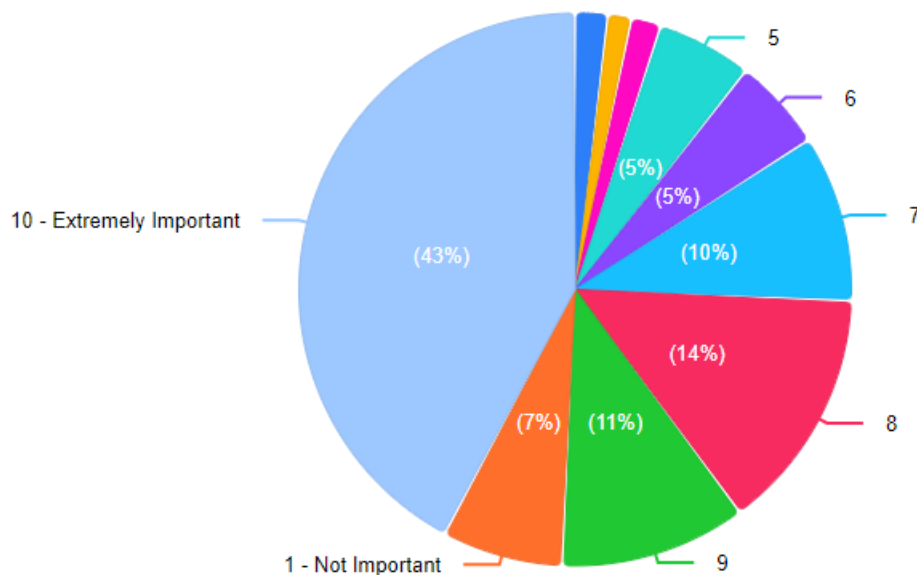
Industry of Respondents



- Broad Industry Participation:** The survey garnered responses from a diverse range of industries, all of which are engaged in aspects of international trade. This diversity is reflective of the survey's targeted distribution to corporations active in global commerce.
- Service Provider Inclusion:** Service industries such as legal firms participated, likely focusing on international trade, customs and tax matters, mediation, and trade disputes, demonstrating the platform's relevance across service-oriented sectors.
- IT and Other Industries:** IT companies, likely those aiding multinational corporations or involved in manufacturing processes and export-related software, also responded, alongside a broad "Other" category encompassing industries from trade compliance and mining to engineering, highlighting the wide applicability of ADAMftd.
- Universal Relevance:** The wide-ranging industry response underscores the universal appeal of ADAMftd, reinforcing the presence of a market gap it is poised to fill, with strong potential across various sectors.

Finding the import price and demand of any product worldwide

Survey participants were requested to evaluate the usefulness of this feature, assigning a usefulness score from 1 to 10, where 1 represented the least useful and 10 the most useful. This scoring system is intended to gauge which features were deemed most relevant across different industries, an analysis we are currently undertaking in more detail.



- 83% of respondents ranked this feature above the median.
- 68% ranked it as “essential” – i.e. a score of 8 + 9 + 10.
- 43% ranked this feature as “extremely important”.

It is important to note that no current platform on the market provides a service to auto-identify the unit price paid for an item (in a market, across multiple markets, by an individual company, or cluster of companies), nor the median price paid, or market trends for pricing. Existing platforms highlight demand by volume and quantity, something which is statistically important, but functionally not useful for companies trying to get their products into a new market.

The fact that 83% of respondents rated the feature of finding the import price and demand of any product worldwide above the median score signifies strong market interest and validation for our product. This high level of interest underscores the critical need for businesses to access comprehensive and detailed market data to make informed decisions. The widespread endorsement of this feature across industries demonstrates the universal appeal and potential impact of our tool, indicating that it meets a significant and widespread demand for strategic trade insights. This positive feedback is a clear indication that our product is on the right track to fulfilling a vital market need, offering valuable

capabilities that are eagerly anticipated by a broad spectrum of businesses engaged in international trade.

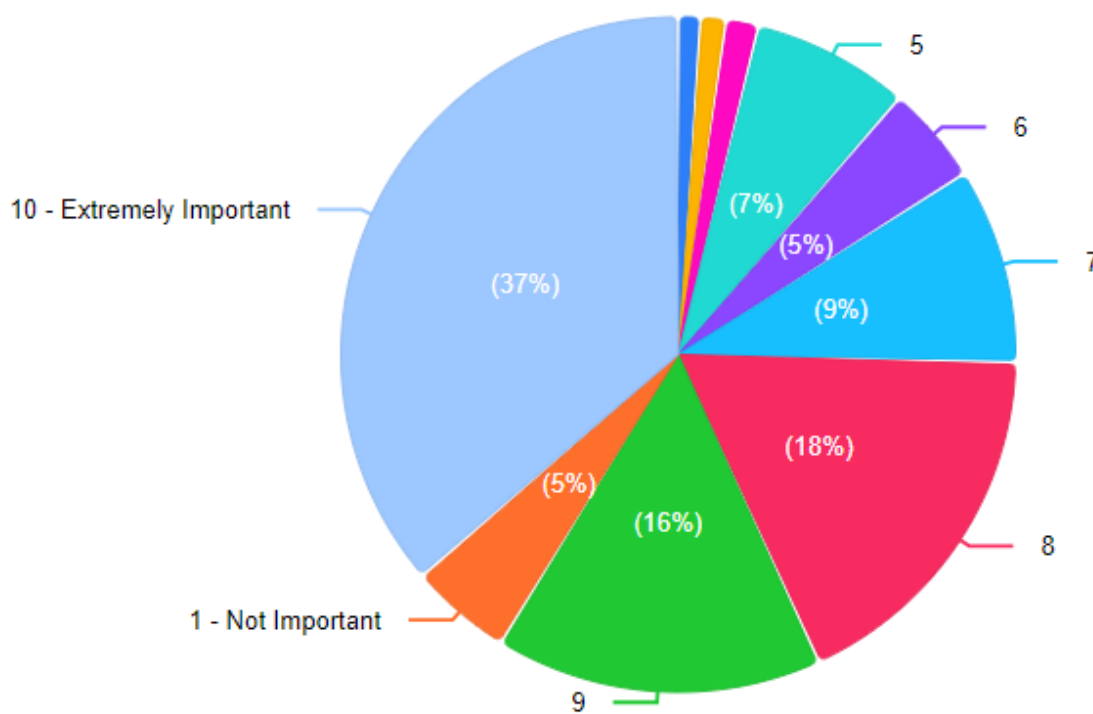
The data indicating that 68% of respondents ranked the ability to find the import price and demand of any product worldwide as "essential" (assigning scores of 8, 9, or 10) highlights the critical significance of this feature for businesses operating in the global marketplace. This substantial percentage reflects a deep-rooted need for precise and actionable market intelligence, underscoring the feature's value in strategic planning and competitive positioning.

Furthermore, with 43% of respondents identifying this feature as "extremely important," it further amplifies the feature's pivotal role in empowering businesses with the insights needed to navigate the complexities of international trade successfully. This level of importance placed on the feature by nearly half of the survey participants suggests a robust demand for tools that provide detailed market analysis, enabling businesses to identify opportunities, optimize supply chains, and enhance their market strategies effectively.

These findings collectively underscore the feature's indispensable role in equipping businesses with the knowledge to make well-informed decisions, indicating strong market receptivity and a significant potential user base eagerly awaiting such capabilities.

Predicting future market price and demand of any product worldwide

Survey participants were requested to evaluate the usefulness of this feature, assigning a usefulness score from 1 to 10, where 1 represented the least useful and 10 the most useful. This scoring system is intended to gauge which features were deemed most relevant across different industries, an analysis we are currently undertaking in more detail.



- 85% of respondents ranked this feature above the median.
- 71% ranked it as “essential” – i.e. a score of 8 + 9 + 10.
- 37% ranked this feature as “extremely important”.

The overwhelming response from survey participants, with 85% ranking the ability to predict future market price and demand of any product worldwide above the median, signifies a strong market demand for forward-looking insights. This capability is evidently seen as a crucial tool for navigating the complexities of global trade, allowing businesses to proactively adjust their strategies based on anticipated market trends and demands.

The fact that 71% of respondents considered this feature “essential,” assigning it high scores of 8, 9, or 10, underscores its perceived value in providing a strategic advantage. This substantial majority reflects a keen interest in leveraging predictive analytics for better planning, risk management, and opportunity identification in the international marketplace.

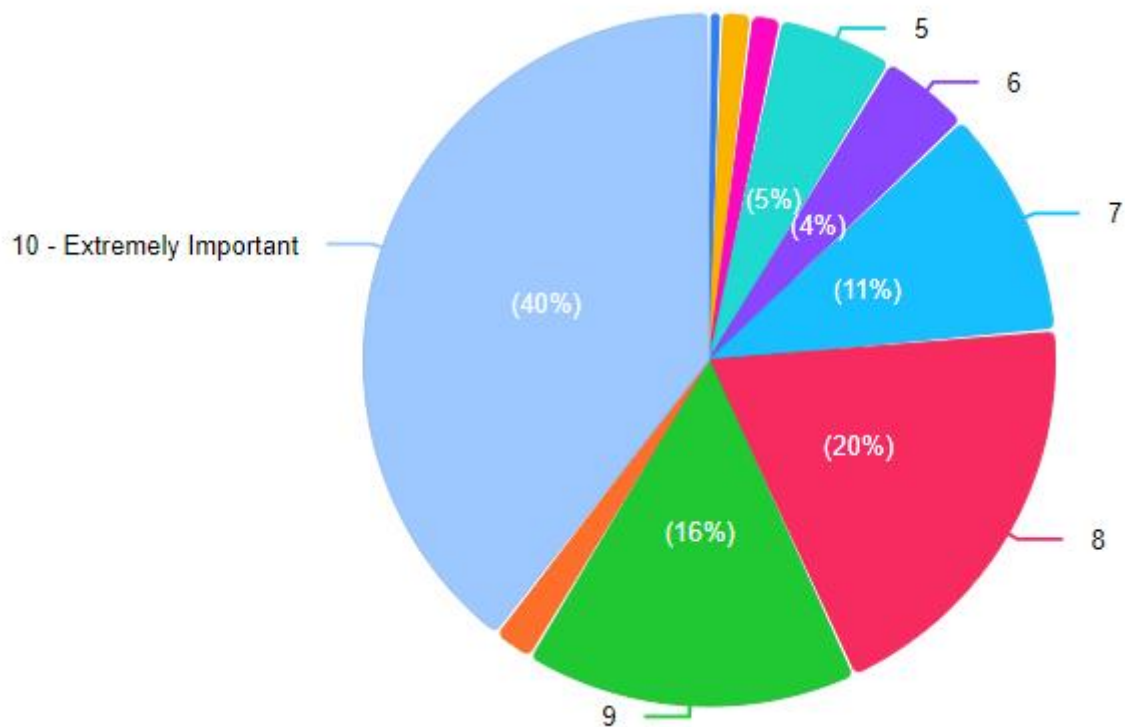
Moreover, with 37% of respondents designating this feature as "extremely important," it highlights the critical need for businesses to not just understand current market conditions but to anticipate future changes. This foresight is invaluable for making informed decisions, optimizing product offerings, and staying ahead of competitors.

The unique capability of ADAMftd to forecast future pricing and demand sets it apart from any other platform in the market. By integrating historical trade data with insights into impending rules, regulations, and market trends, ADAMftd offers unparalleled predictive power for understanding future market dynamics. Furthermore, its advanced modeling feature, planned for future releases, will empower users to simulate various scenarios—such as supply chain disruptions, environmental crises, or geopolitical shifts—and observe their potential impact on product prices and demand. While this sophisticated modeling tool is yet to be launched, the initial feedback underscores the importance of predictive features to our users. This capability not only enhances strategic planning but also offers a significant competitive edge by allowing businesses to anticipate and navigate the complexities of global trade with unprecedented accuracy.

These findings are highly positive for the ADAMftd platform, indicating a significant market opportunity and user base eager for such predictive capabilities. The strong demand for this feature across a wide range of industries confirms the universal applicability of ADAMftd, suggesting that it could be a game-changer in how businesses approach international trade. By offering detailed predictions on market prices and demands, ADAMftd is positioned to become an essential tool for companies looking to innovate and excel in a competitive global market.

In-depth analysis (market price, customers, supply chains & positioning) of any company

Survey participants were requested to evaluate the usefulness of this feature, assigning a usefulness score from 1 to 10, where 1 represented the least useful and 10 the most useful. This scoring system is intended to gauge which features were deemed most relevant across different industries, an analysis we are currently undertaking in more detail.



- 91% of respondents ranked this feature above the median.
- 76% ranked it as "essential" – i.e. a score of 8 + 9 + 10.
- 40% ranked this feature as "extremely important".

The overwhelming positive response to the in-depth analysis feature of ADAMftd underscores its critical importance and broad applicability across various industries. With 91% of respondents rating this feature above the median and a significant 76% considering it "essential" (scoring it 8, 9, or 10), it's evident that the ability to conduct comprehensive analyses of market prices, customers, supply chains, and company positioning is highly valued. This enthusiasm reflects a market demand for a tool that provides actionable insights into not just a company's current standing, but also its potential strategic directions.

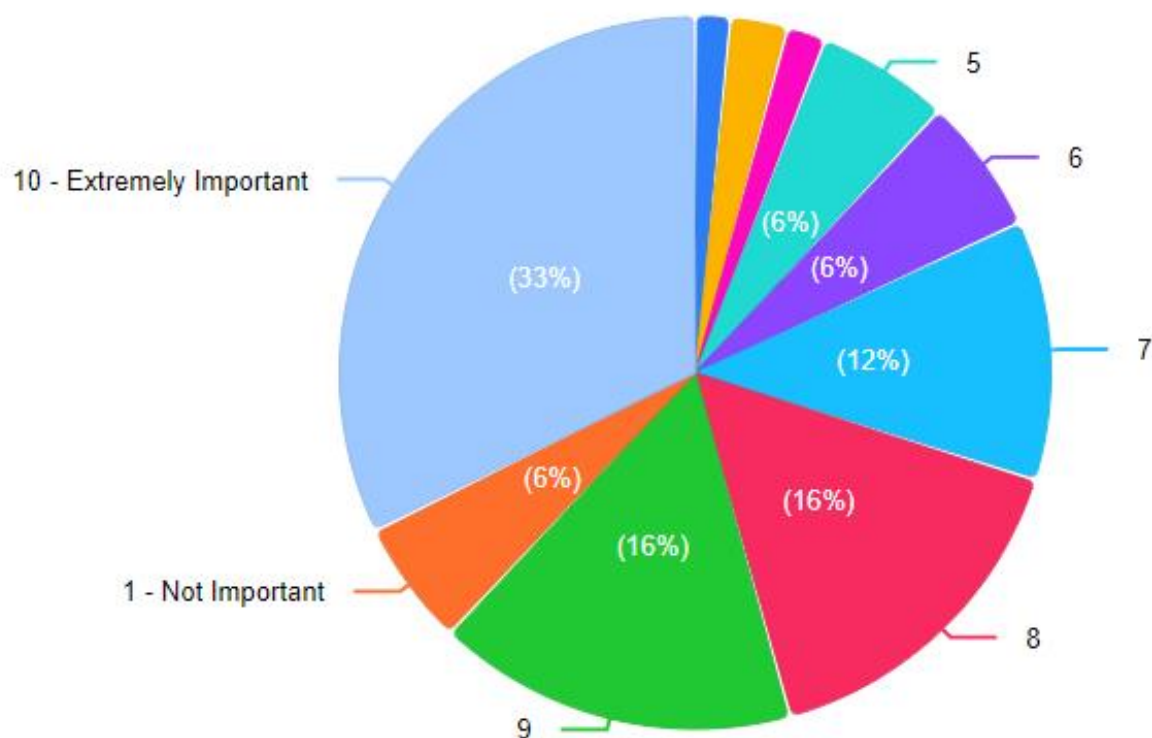
The fact that 40% of respondents deemed this feature "extremely important" further highlights the strategic advantage ADAMftd offers. Companies across the board are seeking deeper understanding and clearer insights into their competitive landscape, supply chain vulnerabilities, customer base, and overall

market position. ADAMftd's capacity to deliver this level of analysis in a user-friendly format positions it as an indispensable resource for businesses aiming to optimize their operations, identify new opportunities, and navigate the complexities of global trade with confidence.

This strong demand for in-depth analytical capabilities signals a promising market fit and user engagement for ADAMftd, setting a solid foundation for its successful adoption and utilization.

Detailed maps of the entire supply chain of your competitors, customers and partners - from raw materials to end consumer

Survey participants were requested to evaluate the usefulness of this feature, assigning a usefulness score from 1 to 10, where 1 represented the least useful and 10 the most useful. This scoring system is intended to gauge which features were deemed most relevant across different industries, an analysis we are currently undertaking in more detail.



- 83% of respondents ranked this feature above the median.
- 65% ranked it as “essential” – i.e. a score of 8 + 9 + 10.
- 33% ranked this feature as “extremely important”.

The high ranking of the supply chain mapping feature by survey participants underscores its critical importance and the vast potential benefits it offers to businesses across various sectors. With 83% of respondents rating this feature above the median and 65% considering it essential, it's clear that there's a strong demand for deeper visibility into the supply chains of competitors, customers, and partners.

This overwhelming interest reflects a growing recognition among businesses of the strategic value of understanding not just their own supply chains but also those of their business ecosystem. By providing detailed maps from raw materials to end consumers, ADAMftd enables companies to identify potential vulnerabilities, opportunities for optimization, and areas for competitive

differentiation. It offers a previously unattainable level of insight into the operations of relevant stakeholders, which can be leveraged for strategic planning, risk management, and fostering more resilient supply chains.

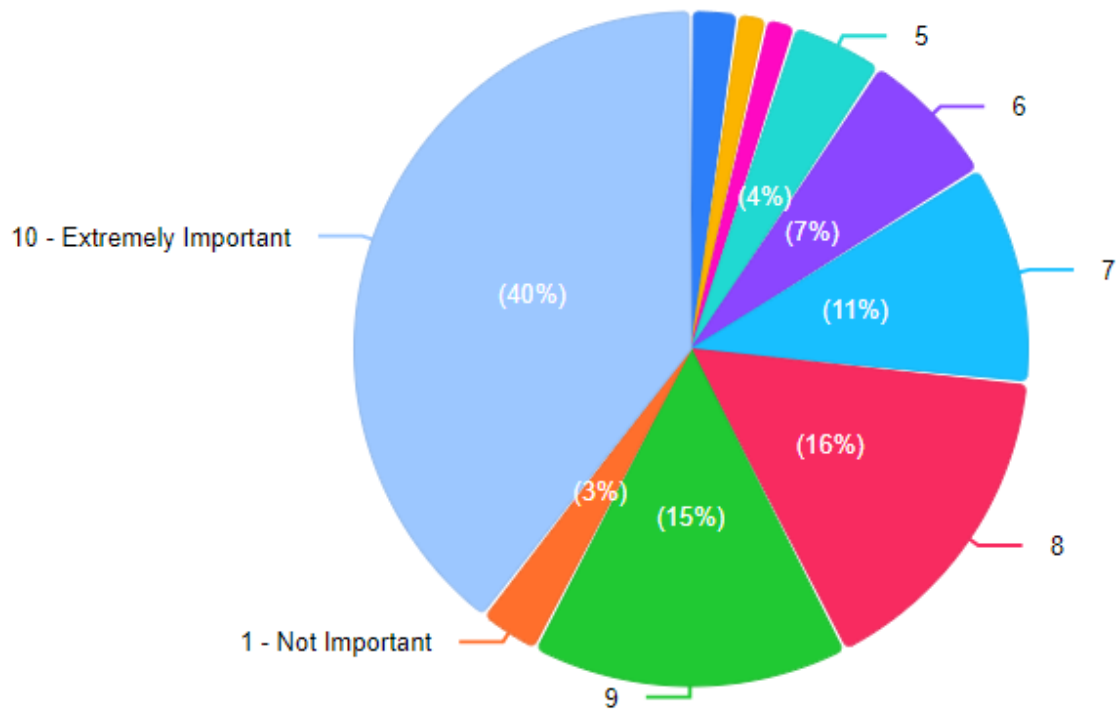
Moreover, the fact that supply chain mapping has been traditionally out of reach for SMEs due to high costs and complexity highlights the innovative potential of ADAMftd. By democratizing access to this crucial intelligence, we're not just filling a significant market gap; we're also empowering a broader segment of the business community to engage in practices that were once exclusive to larger entities. This democratization can lead to more robust, competitive, and sustainable business operations across the board.

The integration of supply chain maps with other platform features, such as risk assessments and market analysis tools, further amplifies the value of this feature. It allows businesses to not only map out the supply chain landscape but also to overlay it with critical data points such as geopolitical risks, environmental concerns, and market trends. This comprehensive approach enables users to make more informed decisions, anticipate market shifts, and respond proactively to emerging challenges.

Given the evident interest and the strategic advantages outlined by respondents, there's a clear imperative for us to not only develop this feature to its fullest potential but also to educate our user base on the importance and utility of supply chain mapping. As we continue to build out ADAMftd, emphasizing the role of supply chain visibility in achieving trade transparency and operational excellence will be key to ensuring widespread adoption and maximizing the impact of our platform on global trade practices.

Instant checking of any product for global compliance and regulatory requirements

Survey participants were requested to evaluate the usefulness of this feature, assigning a usefulness score from 1 to 10, where 1 represented the least useful and 10 the most useful. This scoring system is intended to gauge which features were deemed most relevant across different industries, an analysis we are currently undertaking in more detail.



- 89% of respondents ranked this feature above the median.
- 71% ranked it as “essential” – i.e. a score of 8 + 9 + 10.
- 40% ranked this feature as “extremely important”.

The overwhelming positive response to the feature of instant checking for global compliance and regulatory requirements, with 89% of survey participants ranking it above the median and 71% considering it essential, highlights a critical and unmet need within the global trade ecosystem. This feature's unique appeal lies in its ability to integrate seamlessly with actual trade data and market pricing, offering a comprehensive and unprecedented tool for businesses engaged in international trade.

Traditionally, the realm of trade compliance and regulatory adherence has been navigated through the expertise of customs brokers and specialized compliance platforms. However, these services, while invaluable, often exist in isolation from the broader context of trade operations, such as market analysis, pricing strategies, and supply chain management. ADAMftd’s capability to offer instant

compliance checks within the same platform that provides market pricing and detailed trade data represents a significant leap forward. It consolidates critical trade decision-making tools into a single, accessible, and user-friendly platform tailored specifically to the needs of SMEs.

The demand for such a feature, as evidenced by the survey results, signals a broader industry trend towards integrated trade solutions. Businesses are increasingly seeking tools that not only simplify compliance but also provide actionable insights into market conditions, competitive landscapes, and potential risks. By combining compliance checks with trade data and pricing information, ADAMftd addresses this need head-on, distinguishing itself from existing platforms like Trademo, which focus primarily on trade compliance without the added context of trade data analytics.

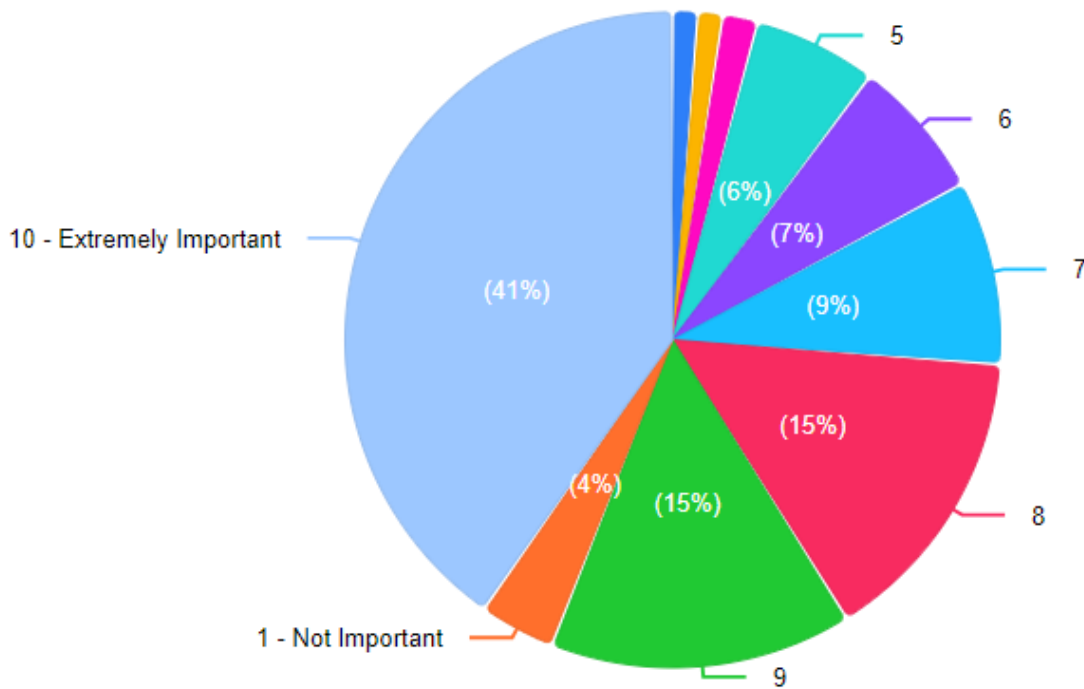
This integration is particularly revolutionary for SMEs, which have historically been underserved by the trade compliance sector. Customarily, these services have been tailored to larger enterprises capable of investing in dedicated compliance departments or expensive third-party services. ADAMftd democratizes access to compliance information, enabling SMEs to navigate global regulations confidently and cost-effectively. This empowerment is critical in a global trade environment characterized by rapidly evolving regulations, increasing complexities, and heightened enforcement.

Furthermore, the emphasis on self-service and online subscription models aligns perfectly with the needs of modern businesses, offering scalability, flexibility, and immediacy that traditional compliance services cannot match. By providing instant access to compliance information alongside market insights and trade data, ADAMftd is poised to become an indispensable tool for companies aiming to expand their international footprint responsibly and efficiently.

The enthusiastic response to this feature underscores the market's readiness for a solution like ADAMftd. It validates the platform's strategic direction and highlights the potential for significant impact on how businesses approach international trade. As we continue to develop and refine this feature, our focus will remain on ensuring that ADAMftd remains at the forefront of trade innovation, providing businesses with the tools they need to thrive in an increasingly complex global marketplace. The integration of compliance checks into a broader trade analysis platform not only fills a critical market gap but also sets a new standard for trade intelligence solutions, positioning ADAMftd as a leader in the drive towards more transparent, efficient, and equitable global trade practices.

Automated calculation of taxes, tariffs and other costs associated with getting a product into any market

Survey participants were requested to evaluate the usefulness of this feature, assigning a usefulness score from 1 to 10, where 1 represented the least useful and 10 the most useful. This scoring system is intended to gauge which features were deemed most relevant across different industries, an analysis we are currently undertaking in more detail.



- 87% of respondents ranked this feature above the median.
- 71% ranked it as “essential” – i.e. a score of 8 + 9 + 10.
- 41% ranked this feature as “extremely important”.

The feature for automated calculation of taxes, tariffs, and other costs associated with entering a product into any market receiving high marks from 87% of respondents ranking it above the median, with 71% deeming it essential, underscores the critical need for transparent and accessible financial data in international trade. This overwhelming positive response illustrates a pressing demand for tools that can simplify the complex and often opaque process of calculating international trade costs.

The fact that a significant portion of respondents highlighted this feature's importance reflects a broad-based recognition of the complexities inherent in global trade operations. While it's true that professionals in various sectors may traditionally rely on customs brokers to handle taxation and duty issues, this reliance often stems from a lack of accessible, user-friendly tools that empower

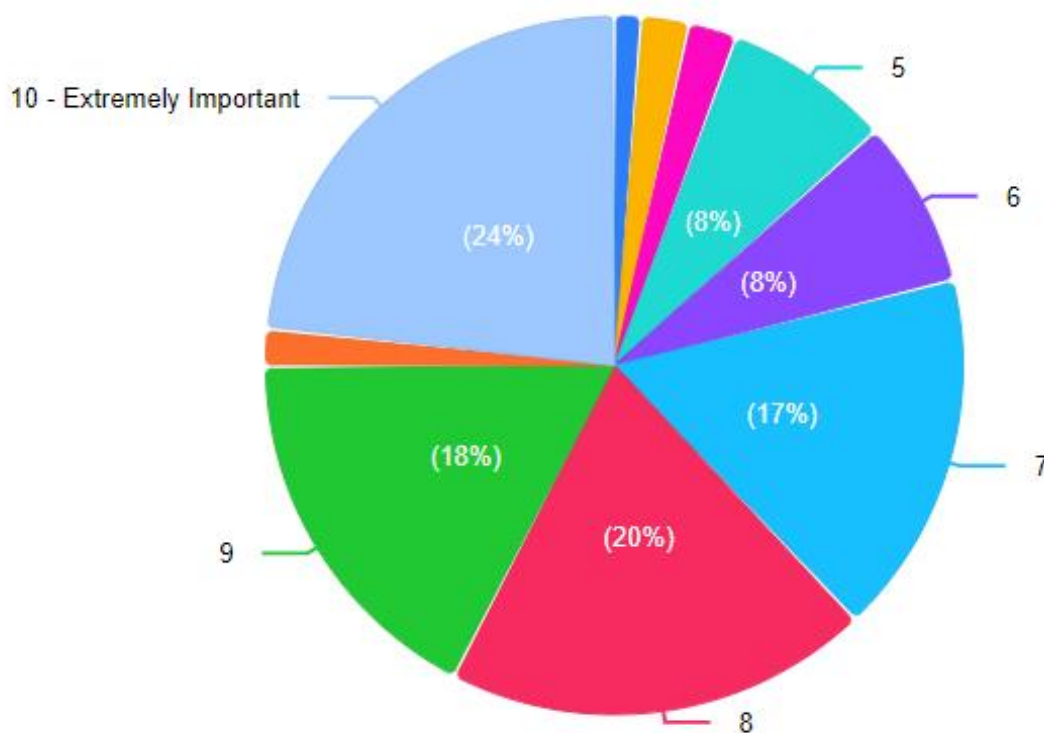
businesses to take charge of their cost calculations. The slight variation in the perceived importance of this feature across different respondents could indeed be attributed to the diversity of industries surveyed. For manufacturers, importers, and exporters, understanding the full scope of costs upfront is crucial for planning and competitiveness, yet many may not have direct involvement in these calculations due to historical dependence on intermediaries.

ADAMftd's introduction of a feature to automate these calculations within a comprehensive trade data platform is a significant innovation. Unlike existing solutions, which may offer fragmented glimpses into aspects of trade compliance or market analysis, ADAMftd aims to integrate cost calculations directly with trade data insights, offering a holistic view of market entry costs. This integration is particularly valuable for SMEs and businesses new to international trade, who might not have the resources or expertise to navigate the complexities of trade tariffs and regulations independently.

The critical importance of understanding the final landed cost cannot be overstated. For businesses aiming to penetrate new markets or optimize their supply chains, knowing the complete financial implications of market entry is fundamental. This knowledge not only informs pricing strategies but also enables companies to identify potential competitive advantages or barriers. For instance, free trade agreements or anti-dumping duties can significantly affect the final cost of goods, thus impacting a company's ability to compete on price. By providing automated, accurate, and up-to-date calculations of these costs, ADAMftd empowers businesses to make informed decisions, strategically plan their market entry, and ultimately, secure a competitive edge in the global marketplace. **This is a unique feature of ADAMftd.**

Monitoring of global media for mentions of target products, companies, or industry trends

Survey participants were requested to evaluate the usefulness of this feature, assigning a usefulness score from 1 to 10, where 1 represented the least useful and 10 the most useful. This scoring system is intended to gauge which features were deemed most relevant across different industries, an analysis we are currently undertaking in more detail.



- 87% of respondents ranked this feature above the median.
- 62% ranked it as "essential" – i.e. a score of 8 + 9 + 10.
- 24% ranked this feature as "extremely important".

The overwhelming positive response from survey participants, with 87% ranking the feature of monitoring global media for mentions of target products, companies, or industry trends above the median, signals a robust demand for advanced media monitoring capabilities within the realm of international trade. The designation of this feature as "essential" by 62% of respondents, and "extremely important" by 24%, underscores the significant value placed on real-time, comprehensive media insights.

Uniquely, this media monitoring feature stands out as a pioneering solution in the trade platform landscape, marking a departure from the traditional focus on quantitative data and compliance lists. Initially conceptualized as a complementary tool for enhancing sanctions research—by identifying and

examining the relationships between companies through their media mentions—this capability has evolved into a standalone feature with broad applications. The development of a fully functional tool that not only tracks sanctions-related data but also delves into the intricate web of media-reported relationships represents a significant innovation in trade intelligence.

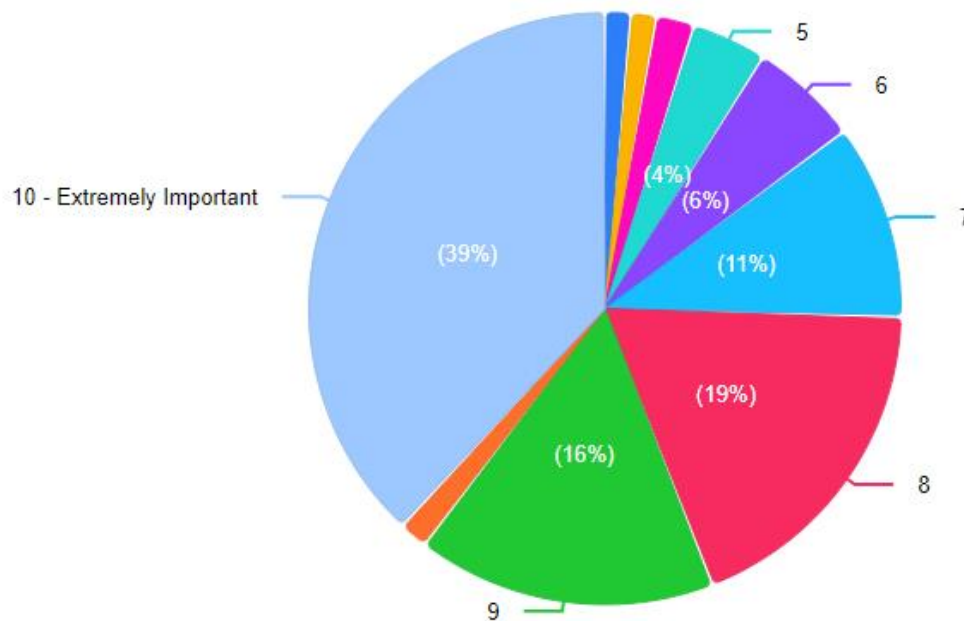
The forthcoming expansion of this feature to include monitoring of user-specific media mentions and the analysis of enhanced relationship networks is poised to offer unprecedented insights into hidden relationships and potential reputational risks. This is especially critical in today's global business environment, where issues like human rights abuses, environmental violations, and other negative media exposures can have far-reaching consequences on a company's public image and operational stability. Traditional statistical reports and compliance checks, while vital, often fail to capture these nuanced, yet impactful, dimensions of risk.

The ability to proactively identify and assess media mentions related to human rights abuses, environmental concerns, and other potentially damaging issues is invaluable. It equips businesses with the foresight to mitigate risks before they escalate into crises. This media monitoring feature enables companies to stay ahead of the curve, safeguarding their reputation by ensuring they are aware of any negative associations or controversies that could affect their brand. Moreover, it provides a holistic view of a company's or industry's media landscape, allowing businesses to respond swiftly and strategically to emerging trends, potential threats, or opportunities for positive engagement.

Looking ahead, the integration of this media monitoring capability into the ADAMftd platform represents a strategic enhancement of the tool's functionality. By offering detailed insights into the relational dynamics and reputational factors influencing international trade, ADAMftd is set to redefine the standards of trade intelligence. This feature not only differentiates the platform from existing trade tools but also aligns with the growing need for a more informed, nuanced approach to navigating the complex global trade environment.

Risk analysis (financial, foreign exchange, payment histories, geopolitical, environmental, etc.) for any target market, region, or company

Survey participants were requested to evaluate the usefulness of this feature, assigning a usefulness score from 1 to 10, where 1 represented the least useful and 10 the most useful. This scoring system is intended to gauge which features were deemed most relevant across different industries, an analysis we are currently undertaking in more detail.



- 91% of respondents ranked this feature above the median.
- 74% ranked it as “essential” – i.e. a score of 8 + 9 + 10.
- 39% ranked this feature as “extremely important”.

The feature for monitoring global media for mentions of target products, companies, or industry trends, as indicated by the survey responses, is a pioneering aspect of ADAMftd that sets it apart in the realm of trade intelligence platforms. With 91% of respondents ranking this feature above the median and 74% considering it essential, it's clear that the ability to track media mentions and analyze industry trends in real-time holds significant value for businesses engaged in international trade. This overwhelmingly positive reception underscores the critical need for advanced media monitoring capabilities that go beyond traditional statistical analysis to include nuanced insights into company reputations, industry shifts, and emerging risks.

The uniqueness of this feature within the trade platform landscape cannot be overstated. Unlike existing stand-alone solutions that may offer fragmented or superficial media monitoring, ADAMftd's approach is both comprehensive and deeply integrated with its core functionalities – providing a global overview of entities and their relationships. Initially conceived as a complement to sanctions research, this feature has evolved into a robust tool capable of uncovering intricate relationships between entities mentioned in the media. This capability is particularly crucial in the context of sanctions compliance, where understanding the web of connections between companies can be the key to navigating complex regulatory landscapes.

Beyond sanctions compliance, the application of this feature for general media monitoring represents a significant innovation in trade intelligence. By enabling users to track mentions of their products, companies, or broader industry trends, ADAMftd offers a proactive approach to reputation management and risk mitigation. Negative media coverage, particularly regarding human rights abuses or other ethical concerns, can have a devastating impact on a company's image and, by extension, its market position. Traditional trade data platforms, focused primarily on quantitative analysis, are ill-equipped to capture these qualitative dimensions of international trade.

The incorporation of media monitoring into ADAMftd fills a critical gap in the market, providing businesses with a tool that not only informs them of direct mentions but also helps map the broader narrative landscape in which they operate. This broader perspective is invaluable for identifying potential reputational risks before they escalate into crises. For instance, early warning of negative media coverage related to human rights issues within a supply chain can prompt timely interventions, safeguarding against the reputational damage that can result from association with unethical practices.

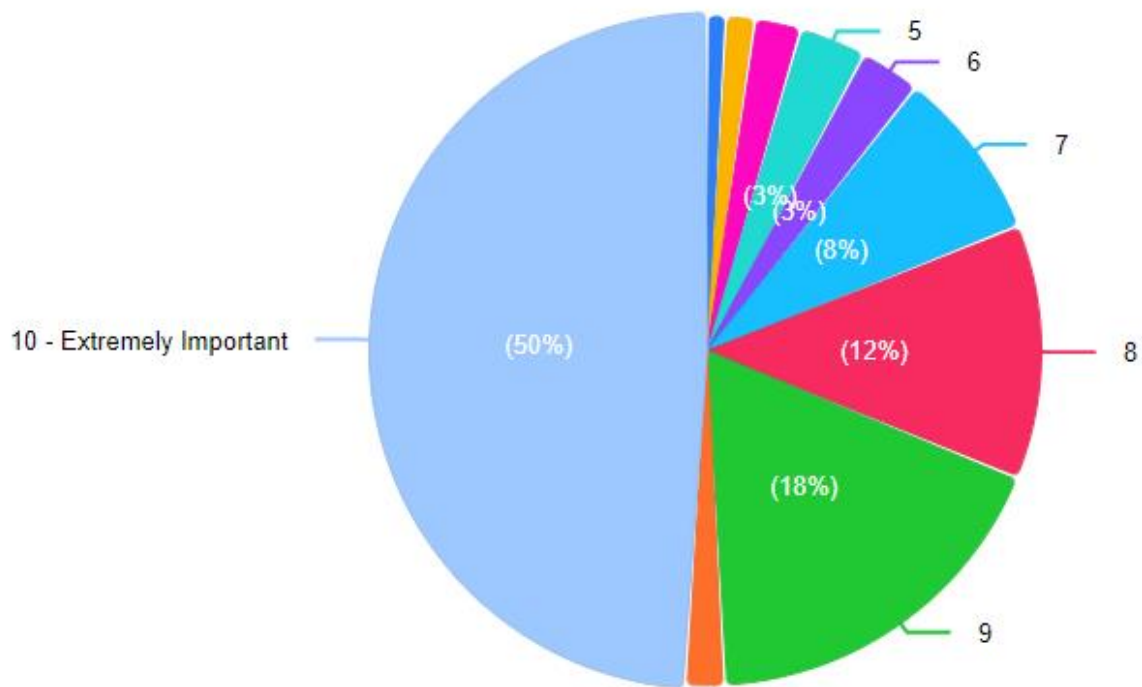
Moreover, the capacity to explore enhanced relationships between media-mentioned entities opens new avenues for due diligence and competitive analysis. By tracking how companies, products, and industry trends are interconnected through media coverage, businesses can gain insights into potential partnerships, competitor strategies, and market opportunities that are invisible through traditional data analysis methods. This level of insight is instrumental in formulating strategies that are responsive to the dynamic nature of global markets and the ever-evolving expectations of consumers and regulators alike.

The enthusiastic response to ADAMftd's media monitoring feature among survey respondents is a testament to its potential to revolutionize how businesses

approach international trade. By blending advanced media analysis with trade data insights, ADAMftd is poised to offer users a unique tool that not only enhances their competitive edge but also equips them to navigate the reputational risks inherent in global commerce. As we look toward the full rollout of this feature, our focus will be on maximizing its utility for risk assessment, reputation management, and strategic planning.

Verified contact information of potential buyers, sellers, and partners for your business (GDPR compliant contacts)

Survey participants were requested to evaluate the usefulness of this feature, assigning a usefulness score from 1 to 10, where 1 represented the least useful and 10 the most useful. This scoring system is intended to gauge which features were deemed most relevant across different industries, an analysis we are currently undertaking in more detail.



- 91% of respondents ranked this feature above the median.
- 80% ranked it as “essential” – i.e. a score of 8 + 9 + 10.
- 50% ranked this feature as “extremely important”.

The provision of verified contact information for potential buyers, sellers, and partners is a cornerstone feature of ADAMftd, setting it apart from other trade platforms. With a staggering 91% of survey respondents ranking this feature above the median and 80% deeming it essential, it's clear that the demand for accurate, GDPR-compliant contacts in the realm of international trade is both urgent and widespread. Notably, nearly half of the participants, 50%, classified this feature as "extremely important," underscoring its critical role in facilitating direct and effective business connections.

Unlike standalone tools that offer company contacts with varying degrees of accuracy and reliability, ADAMftd distinguishes itself by sourcing contact information directly from official government records and reconciling those against other publicly available information. This approach not only ensures the

highest level of data accuracy but also fully complies with GDPR regulations. Platforms like Kompass, which have been criticized for inaccuracies in contact information and industry categorization, highlight the importance of a reliable source for such data. For example, a verification of the International Trade Council on Kompass revealed incorrect contacts and industry classification, demonstrating the pitfalls of relying on less rigorous data sources.

Most importantly, our dataset already contains close to half a billion person records.

ADAMftd's commitment to GDPR compliance extends beyond sourcing data from official records. The platform proactively informs individuals associated with the stored data, offering them the opportunity to review and, if necessary, request the hiding of their information. This level of transparency and control is vital for maintaining trust and adherence to data protection laws. Additionally, ADAMftd can facilitate direct access to the official government records, encouraging companies to update their information at the source, thereby enhancing overall data integrity.

The exemption for public interest under GDPR and other data privacy laws further supports the platform's approach. By focusing on data that is essential for conducting international trade, ADAMftd navigates the delicate balance between privacy rights and the need for open, transparent business transactions. This feature of providing verified contacts is not merely a convenience; it is a strategic tool that empowers businesses to connect with key decision-makers, navigate complex market landscapes, and forge valuable partnerships.

Moreover, the integration of verified contact information within ADAMftd's suite of features revolutionizes how businesses approach international trade. Beyond assessing market prices, understanding regulatory landscapes, and evaluating risks, users can now directly engage with the right individuals within target companies. This capability transforms ADAMftd from a platform for passive market analysis to an active facilitator of business development and growth.

Contacts of Survey Respondents



The fact that 76% of respondents voluntarily provided their contact information, including company name, job title, and name, in what was presented as an anonymous survey, is a remarkable indicator of the high level of interest and engagement with the ADAMftd platform. This overwhelming response, especially when considering the optional nature of providing such personal details, underscores the respondents' trust in the International Trade Council and their genuine curiosity and eagerness to learn more about what ADAMftd offers.

Moreover, the 32% of respondents explicitly requesting an immediate callback about the product is an extraordinary sign of proactive interest and potential early adoption. This is particularly significant given the survey's non-intrusive approach, suggesting that a substantial portion of the survey participants sees immediate value in ADAMftd and is keen on fast-tracking their understanding or utilization of the platform. This eagerness for direct engagement presents a golden opportunity for early feedback loops, potential pilot testing, and the formation of strong initial customer relationships that could serve as case studies or testimonials for broader market outreach.

This high rate of voluntary contact information submission and the direct request for callbacks demonstrate a clear market readiness and a latent demand for the solutions that ADAMftd aims to provide. It also indicates a strong potential customer base that is not just passively interested but actively seeking to engage with the product. Such a positive reception from a survey designed to gauge interest subtly points to the strategic value of the gathered data for targeted follow-ups, personalized product demonstrations, and the nurturing of leads into early adopters. This enthusiastic response, particularly in the context of an optional information submission, is an excellent testament to the perceived relevance and anticipated impact of ADAMftd on the global trade and supply chain management industries.

Conclusion

Summary of Findings

The analysis and insights derived from the recent market survey conducted by the International Trade Council offer a profound and optimistic outlook for the future of the ADAMftd product. The enthusiastic participation, along with the detailed feedback from industry professionals across a broad spectrum of sectors, underscores a significant market readiness and a clear demand for a comprehensive, data-driven platform designed to streamline and enhance global trade practices. This conclusion aims to encapsulate the positive implications of the survey results for the ADAMftd product, evidencing its market acceptance, the strategic alignment of its unique features with industry needs, and its promising trajectory towards transforming international trade transparency.

Market Acceptance and Readiness

The survey results reveal an undeniable market acceptance for ADAMftd, with a substantial majority of respondents expressing a keen interest in its features and the potential benefits it promises for their businesses. The willingness of participants, especially key decision-makers like CEOs and COOs, to take time from their schedules to provide thoughtful responses, is a testament to the perceived value and necessity of ADAMftd in the contemporary trade landscape. Furthermore, the high percentage of respondents providing contact information for follow-ups, and those requesting immediate callbacks, signifies a strong market readiness and an eagerness to engage with ADAMftd upon its release. This level of engagement and proactive interest indicates a solid foundation for the product's successful market introduction and the establishment of early adopter relationships.

Validation of Unique Features

The survey meticulously highlighted the wide array of unique features ADAMftd proposes to offer, from predictive analytics and detailed company insights to compliance checks and supply chain mapping. The overwhelmingly positive feedback on these features, particularly the high scores attributing essential and extreme importance to them, validates the strategic focus of ADAMftd on addressing critical gaps within the global trade ecosystem. This alignment with industry needs not only positions ADAMftd as a pioneering solution but also emphasizes its potential to set new standards in trade transparency and

efficiency. The distinct emphasis on features such as predictive market analysis and GDPR-compliant contact information showcases ADAMftd's unique proposition in leveraging technology for facilitating smarter, more informed trade decisions.

Proven Understanding of Market Needs

The diversity of industries represented in the survey responses, coupled with the broad interest across various job titles, illustrates ADAMftd's universal appeal and its capability to cater to a wide spectrum of trade-related challenges. The survey's randomized participant selection method further ensures that the insights gathered are reflective of a global perspective, reinforcing ADAMftd's design as a universally applicable tool. This inclusive approach to understanding market needs, backed by the survey's evidence of cross-industry relevance, proves that ADAMftd is not just another trade solution but a necessary evolution in how international commerce is conducted.

Pathway to Transforming International Trade

The enthusiastic market reception of ADAMftd, as evidenced by the survey, lays a robust groundwork for its potential to revolutionize the landscape of international trade. By addressing the critical pain points of transparency, compliance, market intelligence, and operational efficiency, ADAMftd stands to empower businesses of all sizes to navigate the complexities of global commerce with unprecedented clarity and confidence. **The survey results not only affirm the demand for such a solution but also highlight the community's readiness to embrace innovative approaches for overcoming traditional barriers in trade.**