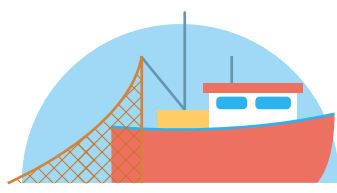


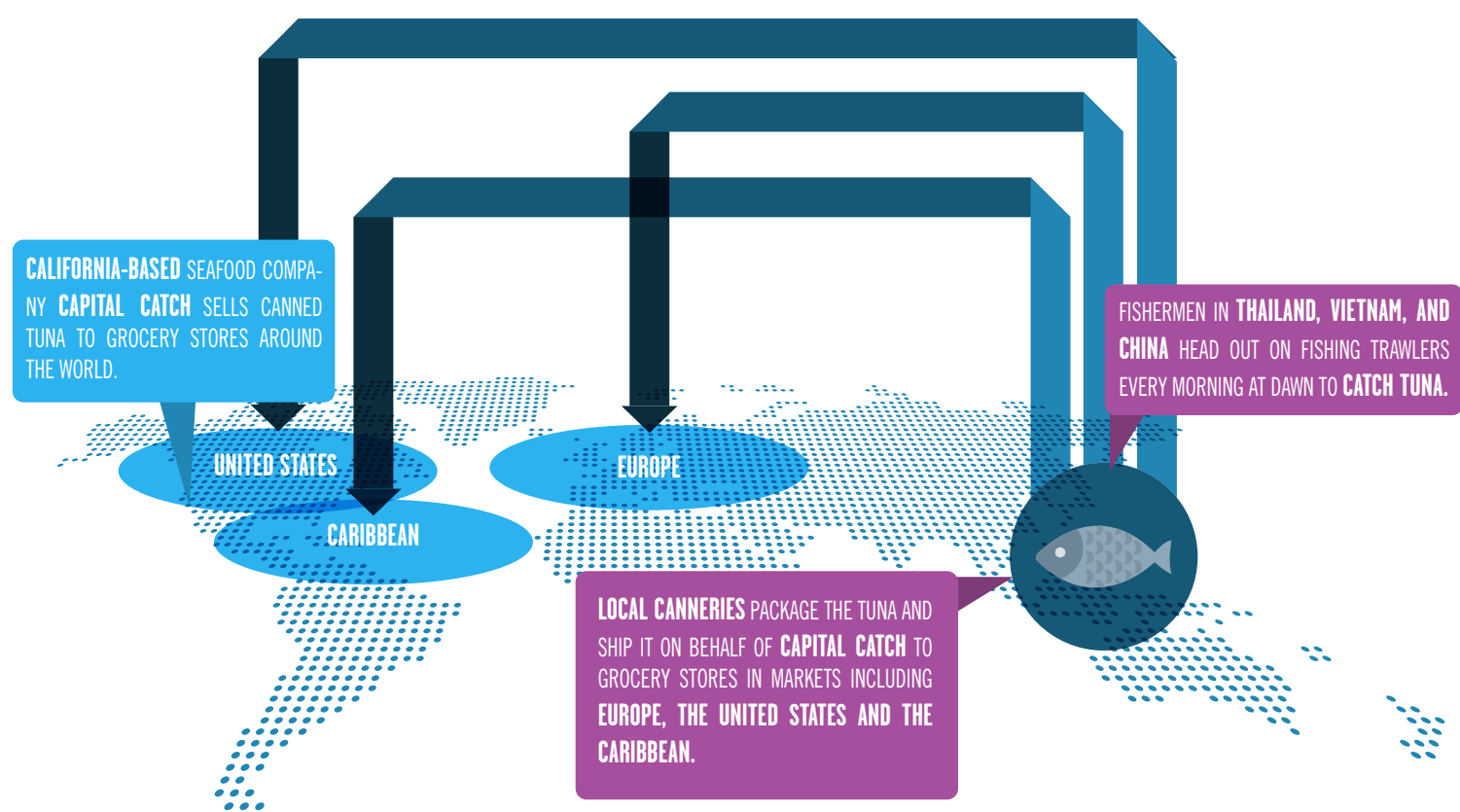
REEL IN MORE BUSINESS WITH SMART TRADE SOLUTIONS



FROM A FISHING TRAWLER IN THE BAY OF BANGKOK TO A GROCERY STORE IN THE SAN FRANCISCO BAY AREA: HOW DOES AN AMERICAN SEAFOOD COMPANY ("CAPITAL CATCH") USE STRATEGIC TRADE SOLUTIONS TO BE MORE COMPETITIVE IN MARKETS AROUND THE WORLD?



CAPITAL CATCH'S TUNA SUPPLY CHAIN

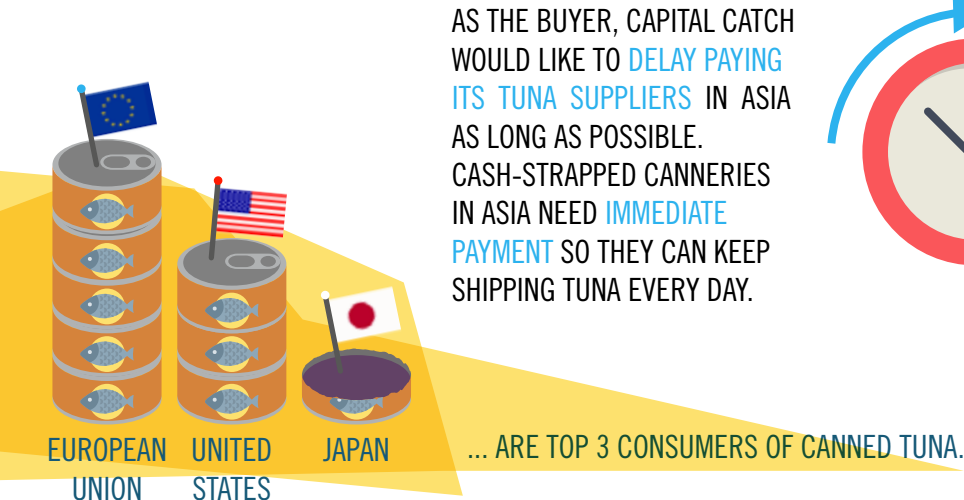


ALBACORE TUNA

CAN TRAVEL IN SCHOOLS UP TO 19 MILES WIDE

THE BUSINESS CHALLENGES:

CAPITAL CATCH'S PAYMENT PRIORITIES CONFLICT WITH THE PRIORITIES OF ITS SUPPLIERS AND BUYERS.



AS THE BUYER, CAPITAL CATCH WOULD LIKE TO DELAY PAYING ITS TUNA SUPPLIERS IN ASIA AS LONG AS POSSIBLE. CASH-STRAPPED CANNERIES IN ASIA NEED IMMEDIATE PAYMENT SO THEY CAN KEEP SHIPPING TUNA EVERY DAY.



WHEN SELLING TUNA TO GROCERY STORES AROUND THE WORLD, CAPITAL CATCH WANTS TO BE PAID AS SOON AS POSSIBLE BY ITS CUSTOMERS, WHILE GROCERY STORES WANT TO DELAY PAYMENT FOR AS LONG AS POSSIBLE.

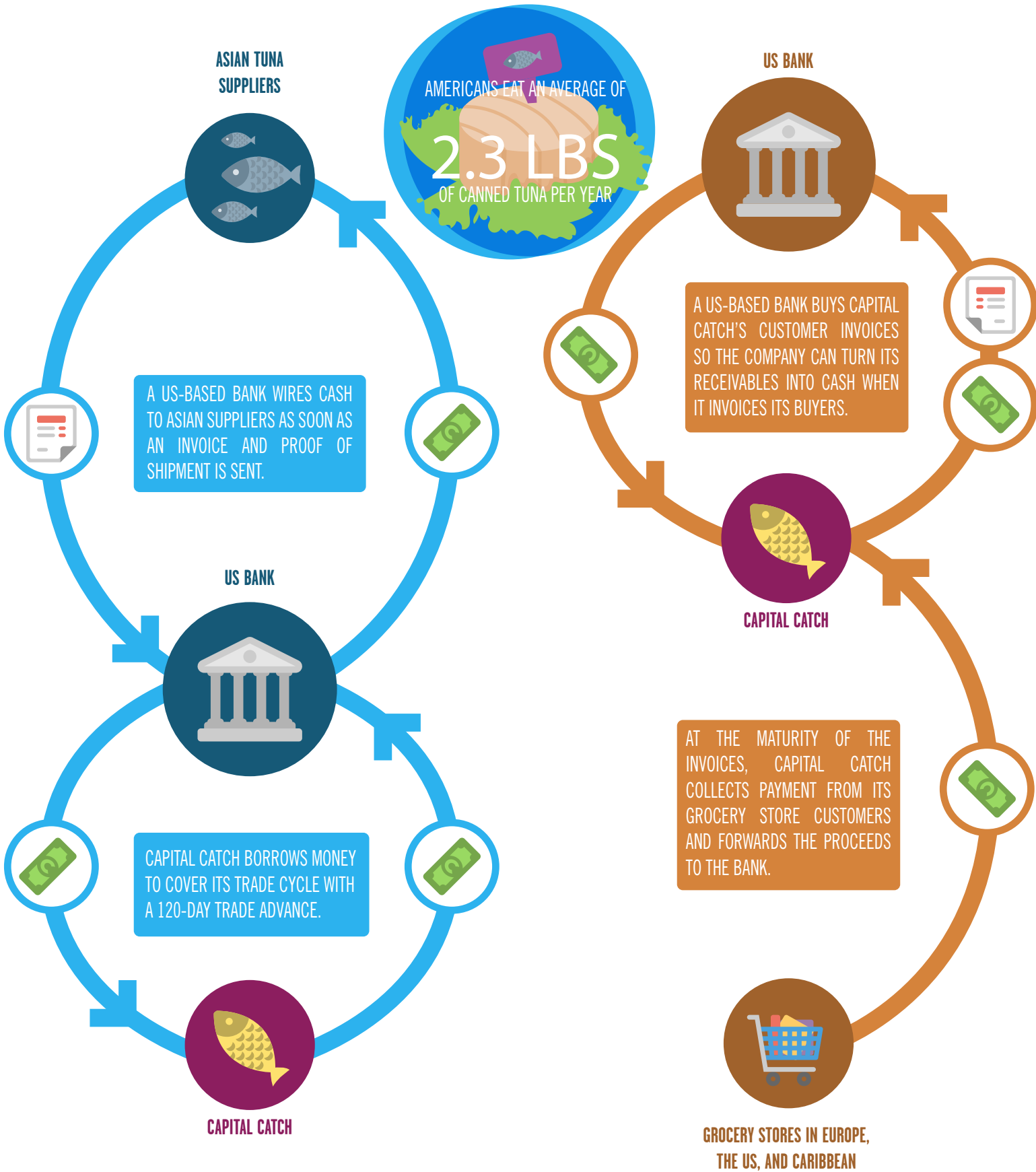
TWO SMART TRADE SOLUTIONS TO BOOST COMPETITIVENESS

SOLUTION 1:

CAPITAL CATCH CAN USE SUPPLIER FINANCING TO PAY ITS SUPPLIERS EARLY AND REDUCE THE COST OF GOODS.

SOLUTION 2:

CAPITAL CATCH CAN USE A RECEIVABLES PURCHASE FACILITY TO BOOST ITS LIQUIDITY AND BECOME A MORE ATTRACTIVE SELLER.



THE BENEFITS:

CAPITAL CATCH CAN SOURCE TUNA AT A LOWER PRICE. ITS ASIAN TUNA SUPPLIERS GET PAID SOONER SO DON'T NEED TO BORROW FROM LOCAL BANKS AT HIGH INTEREST RATES TO KEEP THEIR OPERATIONS RUNNING, WHICH WOULD INCREASE THE PRICE OF THEIR TUNA.

THE BENEFITS:

CAPITAL CATCH IS A MORE COMPETITIVE SUPPLIER TO GROCERY STORES BECAUSE IT CAN ADAPT TO THE PAYMENT TERMS SOUGHT BY ITS CLIENT, GROWING MARKET SHARE WITHOUT COMPETING ON PRICING.

UNOPENED, CANNED TUNA HAS A RECOMMENDED SHELF LIFE UP TO

4 YEARS



Sources:
<http://www.healthytuna.com/about-tuna>
<https://www.aboutseafood.com/about-seafood/top-10-consumed-seafoods>
<http://www.healthytuna.com/about-tuna/tuna-facts>