



Tradefox

Dear Investor:

This is a presentation which was delivered to the Bureau of International Recycling (BIR) in April.

The BIR made no commitment but agreed to consider us for their October conference.

In the absence of a firm decision, we are launching the first conference fully under the Tradefox brand.

The deck is being shared with you to communicate the value of our new virtual conference product.

At the end of this presentation are three slides that summarize the value of this new product to your investment in Scrap Connection Inc. / Tradefox.

Please direct any questions or ideas to chris@tradefox.co.

Let's get Started!





Tradefox


- Founded in 2012 as Scrap Connection
 - Founders have 23 years in recyclables & 6 years global trade
 - 8 years building and testing technology solutions for global trade
 - Scrap Connection was a marketplace centric product
 - Pivoted in 2017 to a business intelligence product called Tradefox
 - Supported by \$1.6 million in funding by over 2,000 investors
 - Signed partnership with Dun & Bradstreet in 2019
 - Began discussions with Atradius about a partnership in 2020
- 3 year focus on creating transparency in company trading reputations with the goal of removing the need for in-person meetings.



Tradefox's Trade Reputation Reports

- Tradefox TrustScore informs how reliable and trustworthy a trading partner is deemed to be.
 - Information is gathered from credit reporting agencies, customs agencies, shipping lines and feedback from our 3,500 members.
- We provide a system of transparency in trading reputations which rewards companies with integrity and exposes companies who trade unfairly.
- Our system also provides more accountability and incentivizes mutually fair dispute resolution.

Tradefox Trade Reputation Reports

 Search companies, people, materials...

Messages

Notifications

Brian
Test Producer1

Dashboard

Companies

News & Events

Directory / Companies / HKS Metals

HKS Metals

Profile unlocked for 60 more days! Explore the whole profile to assess your trading risks and opportunities.

Download business report

Message company


Company type
Producer

Established
1880


Registration number
None given

Website
www.hks.nl


People
1,001 - 5,000 total employees
3 verified employees on Tradefox:



Wout Kusters
CEO



Erwin De keijzer
Site Manager HKS Amsterdam

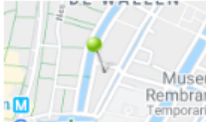


Machiel Smit
Product Development Manager Non-Ferro

Locations

Amsterdam Yard
+31 88 6065 200

Kwadrantweg 2 + 12
havens 4045
Amsterdam
Noord Holland
1042 AG
Netherlands



Tradefox TrustScore

Tradefox trust score

0

557
average

844
Top 20%

1000

How is this calculated?

Industry reputation

Trustworthiness
How trustworthy do people who know them say they are?

3.9
★★★★☆
41 ratings

Have you done business with, or know someone at this company?

Leave a review

Associations

Certifications

MRF BIR MRAI

None given

Materials

Materials Traded

Metal

Aluminium

Alloy Wheels Aluminum Cans (UBC) Aluminum Castings Aluminum Extrusions Aluminum Turnings Aluminum aerosol cans
Clean Aluminum Lithographic Sheets ISRI Zorba Shredded Aluminum Taint / Tabor

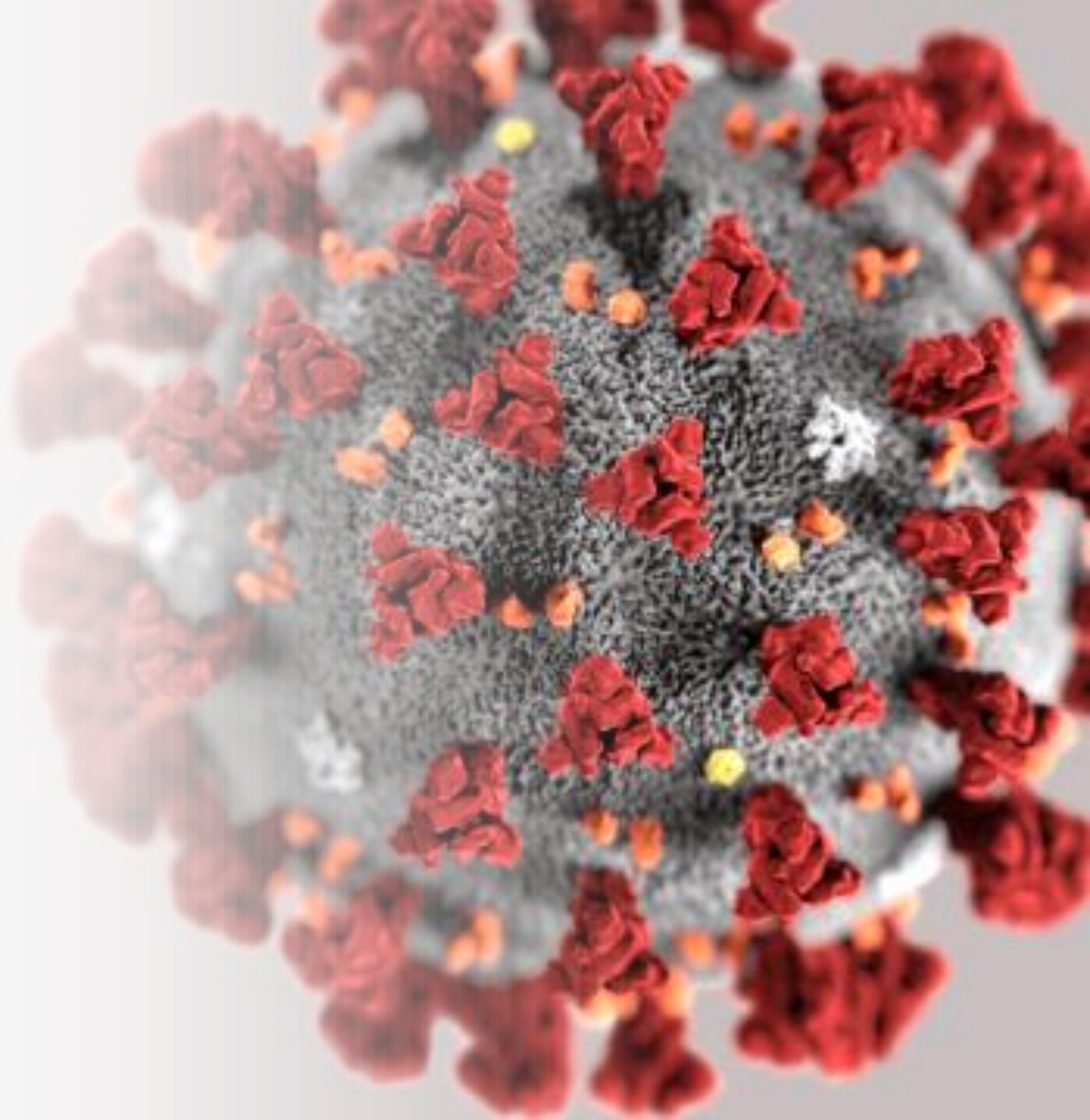


Tradefox's Vision

- Total elimination of losses to Fraud , Cancelled Agreements, Unshipped Material & Uncollectable Claims.
 - Using our Trade Reputation Reports, companies can better avoid risky trading partners
 - Insurance coverage can be written to safeguard against these losses.
 - Side effect: Affordable bank factoring comes into the picture after insurance is in place.

COVID-19 Concerns

- Still a lot of unknowns about the virus
- The pharmaceutical industry cannot quickly produce a vaccine on mass scale which would be available to all
- Social Distancing will likely continue until 2022
- Many events have been cancelled in 2021. This could carry on to 2022.
- Air travel will become much more restricted, expensive and might include proof of vaccination or immunity.
- Restrictions on immigration. Complete closure of borders for 3 Billion people. (April 2020)
- Scientist predict a second wave no later than October 2020 if restriction are lifted September 1st.





The Consequences

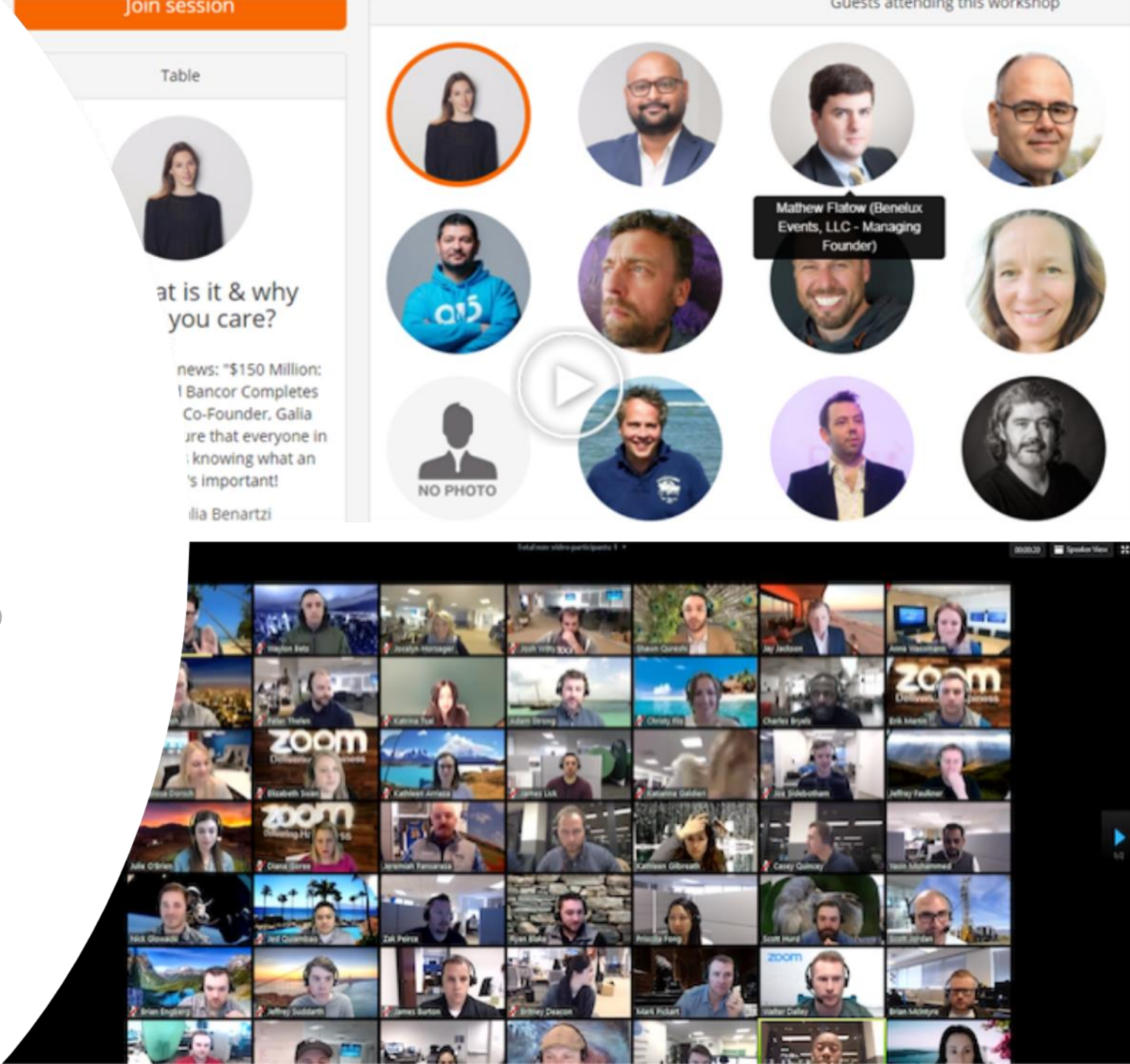
The COVID-19 pandemic is forcing a change in how we trade internationally.

- The removal of in-person meetings comes with certain challenges
 - hinders the building of trust
 - creates more opportunities for bad actors
- The global trade of recyclables depends on conferences to make new business connections.
 - But how do we replace the old proverbial handshake??

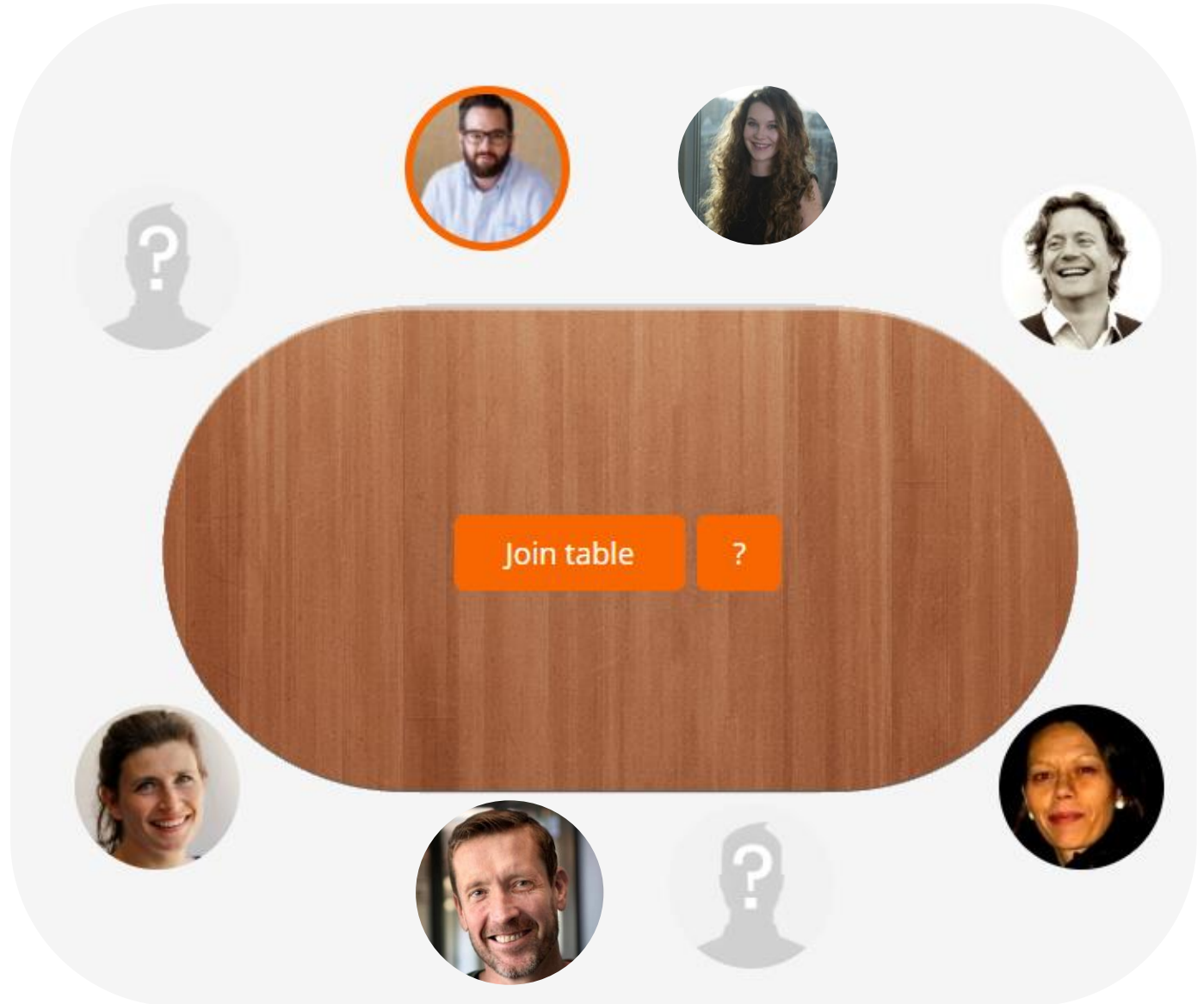
Virtual Conference



Keynote Presentations




Round Table Discussions



1-on-1 Meetings

Request Meeting

Request meeting: Meet with Tradefox

 Tradefox

Chris Yerbey

Are you sure you want to meet Chris Yerbey on 2020-03-07 10:00:00?

Please state your motivation below

Your motivation to request a meeting. Maximum 150 characters.

Yes, confirm

RoundTables

General Sessions

1-on-1 Meetings

Timeslots:

10:00am - 11:00am

13:00 - 14:00



Meet with Tradefox

Host: Chris Yerbey

07-03-2020 10:00 AM

Available meetings: 3


Requested meetings: 7

Request meeting


Company Representative Profiles

Profile

Chris Yerbey



Country



Company

Tradefox

Job title

Founder and CEO

[Tradefox Reputation Report](#)

About me

Connect



Tradefox Proposed Roles

- A flawless virtual conference experience complete with:
 - Speaker presentations with Q&A sessions delivered via streaming broadcast
 - Topic based round table discussions of 10 - 12
 - One-on-One meetings
- Organize the gathering of data from the attendees to improve their Trade Reputation Reports.
 - Free attendee access our full product for 30 days
- One keynote about the effects of the pandemic on global trade and how technology can be used to overcome industry challenges



BIR Proposed Roles

- Marketing and selling the event tickets
 - Organizing keynote speakers
 - Organizing round table discussions
 - Content management
- Recruiting sponsorships for the talks and round tables



BIR Virtual Conference powered by Tradefox

- Tradefox has 8+ years of experience building technology solutions (Marketplaces & business information products) for the scrap recycling industry.
- BIR has 72 years experience providing value to the recycling industry through legislative guidance & organizing networking opportunities
- Tradefox can provide an innovative technology layer to the BIR which will become the basis for keeping trade moving while decreasing risk.

Thank you!



MacBook Pro





Tradefox

Investor Summary

We have spent two years building a business intelligence product which can have great value to companies that trade globally in industrial raw materials like recyclables but also agricultural products, energy products and more.

The problem we have faced since day one is convincing a very conservative industry to become more transparent with their customer & vendor relationships. They often see this information as a competitive advantage.

Our challenge has been to create a movement for change in the recycling industry where our product is an essential part of that change.

To accomplish this, we needed a platform to get the word out to others. We were starting to focus on organic sales & marketing while seeking speaking engagement at the top industry trade associations.

Suddenly, the COVID-19 pandemic made people conscious that they need to find a new way to trade at a distance without increasing exposure to risk of fraud & other unscrupulous practices.

They also need to find a new way to meet new trading partners without conferences.

It forced our industry to understand the value of video conferencing, but there still needs to be a way to check company reputations and to hold them accountable. **That is where we come in.**



Tradefox

Investor Summary

The industry needs a way to meet new trustworthy and reliable trading partners in the most cost-effective way with respect to time and money.

Conferences are the most efficient way to accomplish this goal and by hosting our own conference, Tradefox will have a platform to spread our message to the industry.

Our friends at Network Tables have been focusing on virtual conferences for 3 years. They have a very valuable product which we are able to license at a substantial discount due to our relationship. (They are right across the hall from us in Wework.)

With just one month of development time, we have been able to integrate their fully functioning product into our product. We can now host multiple virtual conferences a year.

Attendees at Tradefox conferences will be able to use their time much more efficiently because they will be able to easily find the right people to schedule one on one meetings with based on the data in their company's Trade Reputation Report.

Instead of wondering around a physical conference speaking to 20 people to find 3 good connections, our attendees will be able to efficiently meet the right people by searching according to their geographical location, materials traded and their Tradefox TrustScore.



Tradefox

Investor Summary

There are six big wins for Tradefox by hosting virtual conferences.

1. We are able to sell a product which our industry is familiar with – conferences.
2. We can charge a fee to a 2 days event which be 2 to 3 times more effective for 1/10th of the cost of a physical conference. This results in immediate revenue as we can sell hundreds of tickets at a cost ranging from \$125 - \$250 for our first conference.
3. Our cost of goods sold is very low so this results in a substantial cash infusion into our business to help bring us to break even.
4. Attendees will quickly learn the value of our business intelligence product as they search for new trading partners to meet at the conference. This will lead to them integrating it into their work processes post conference.
5. Once each conference is complete, our goal is to retain 50% – 70% as customers for our business intelligence product resulting in a substantial growth in our MRR.
6. Positioning ourselves as an innovative tech company solving a real and current problem in our industry will be a great boost to our brand awareness. It is also a very newsworthy story.