

## Q: Let's focus on the sellers on your platform. What strategies are implemented to build strong relationships with suppliers and manufacturers who sell on Eze?

Josh: In simple terms, great margins and an extensive buyer network. This is the first thing we have that attracts every buyer. Right now, we are making the platform an online store they can manage wherever they might be.

David: Eze introduced a fintech play - Eze Capital; it acts as a new revenue stream to complement the transaction margins. It will allow businesses, either buyers or sellers, to finance their inventory and engage in other activities for their business's growth. However, the product, having already disbursed about a million dollars since last year, is only available within the U.S.

### Q: Are there any partnerships or collaborations that have been particularly beneficial for your business?

Josh: Logistics! It is an essential component of our business. We partner with FedEx for logistics in the U.S., Europe, and Asia and use third-party logistics services across our Latin American and African markets.

David: The integrations we have on the website are also beneficial partnerships. We are working with diverse companies to aid payment in multiple currencies and to fund business via our product - Eze Capital, as mentioned earlier. We are basically in partnership with banks and merchant financing companies.

### Q: How do you measure the success of your online store, and what metrics or indicators do you focus on?

Josh: I'll say the basic metrics. Number of active customers, locations sold to, number of SKUs and devices sold, defect rate, and of course, the revenue generated. This makes us know the regions we've penetrated and what consumers want.

David: From the technical angle, I will like to add the customer satisfaction rate with the overall performance of the website and ease of purchase. We are big on ensuring customers can buy devices easily with a few clicks.