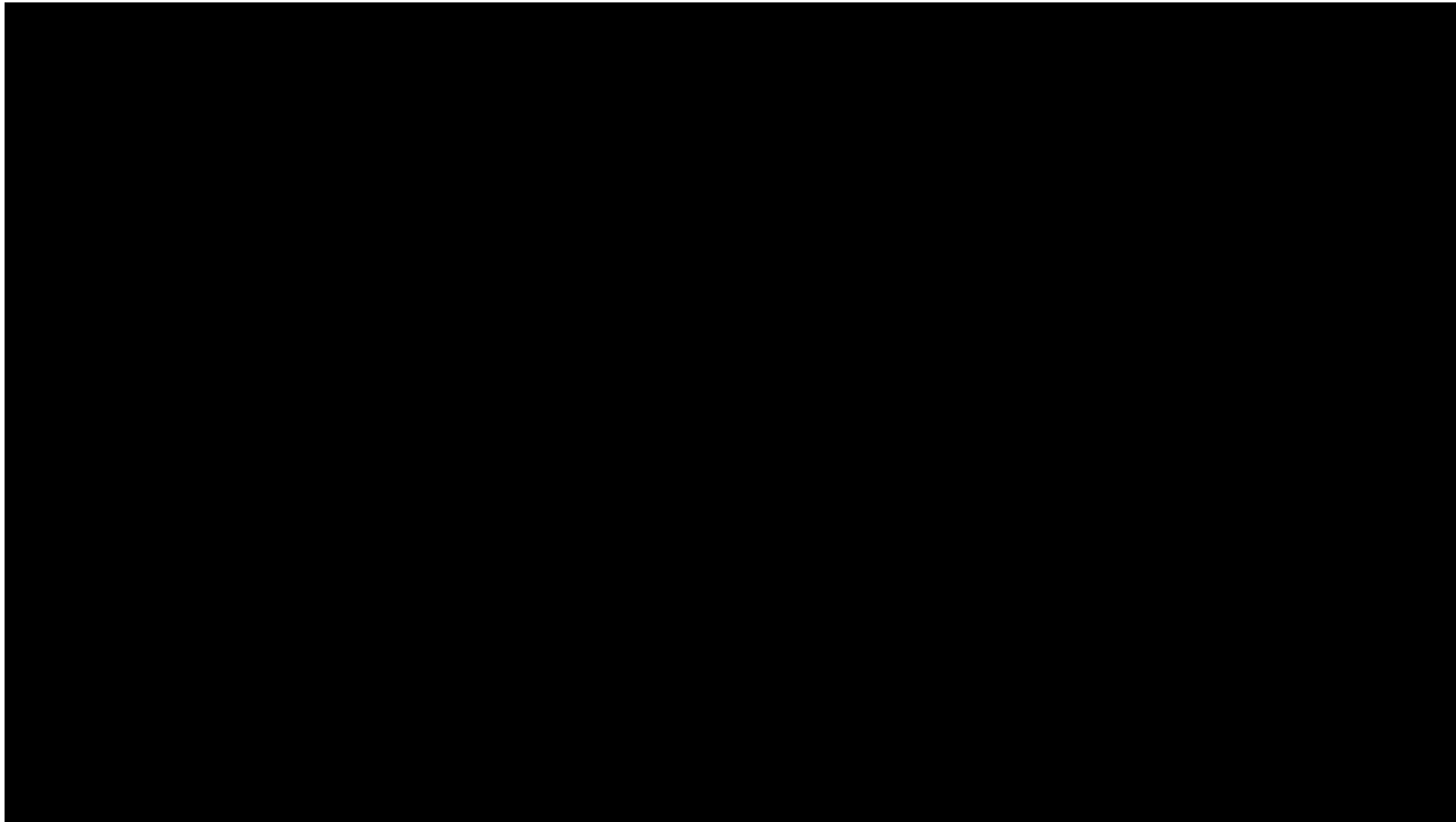


WOOL



THE WOOL EXCHANGE PORTAL



WATCH VIDEO: <https://www.woolq.com/woolq-at-kelvedon/>

Industry Network

Australia's first online wool industry directory and discussion forum connecting woolgrowers, classers, brokers and buyers

eSpeci

An electronic version of the paper specification that allows you to capture, share and store your clip details digitally.

My Wool

A central collection and storage point for all your clip and inventory information. Your personal dashboard shows analysis of your clip, test results and current estimated market value of your wool.

My Wool

A collection and storage point for your clip test results to be delivered straight into your My Wool account as soon as they are completed.

WoolQ Market

An interactive marketplace that enables the matching of buying and selling interests for the sale and purchase of any tested/marketable wool.

Ready Reckoner

A simple tool which estimates the current market value of your clip, using up-to-date market pricing and conditions.



WoolQ Adoption Strategy

Driving Adoption by woolgrowers and the industry requires a 3 pillar approach:

Inform

Industry Publications, Online Communications (e.g. editorial & ads)

Engage

Industry Events, Face-to-face meetings, develop a WoolQ “Champion” program

Support

Training & Education videos and user guides, Customer Support (online, offline, face-to-face)



WoolQ Rollout 2018

| | | |
|------------------|---|----|
| Release 1 | <ul style="list-style-type: none">• Registration and Profile Creation• WoolQ eSpeci | Q1 |
| Release 2 | <ul style="list-style-type: none">• Data Analytics & Insights (Inventory)• Industry Network and Forum• Ready Reckoner• eSpeci v2 | Q3 |
| Release 3 | <ul style="list-style-type: none">• Bulletin Board for buying / selling interests• Additional transaction avenue | Q4 |



WOOL 



WoolQ Metric Highlights

WoolQ User Registrations

~1,410

Business Profiles

494

eSpecis Completed

19 (2,700bales)

EDM Campaigns

16
(13,773 emails)

Educational Videos

10

Device Usage

Desktop 64.97%
Mobile 26.61%
Tablet 8.43%

iOS / Android Downloads

440

WOOL



THE WOOL EXCHANGE PORTAL

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