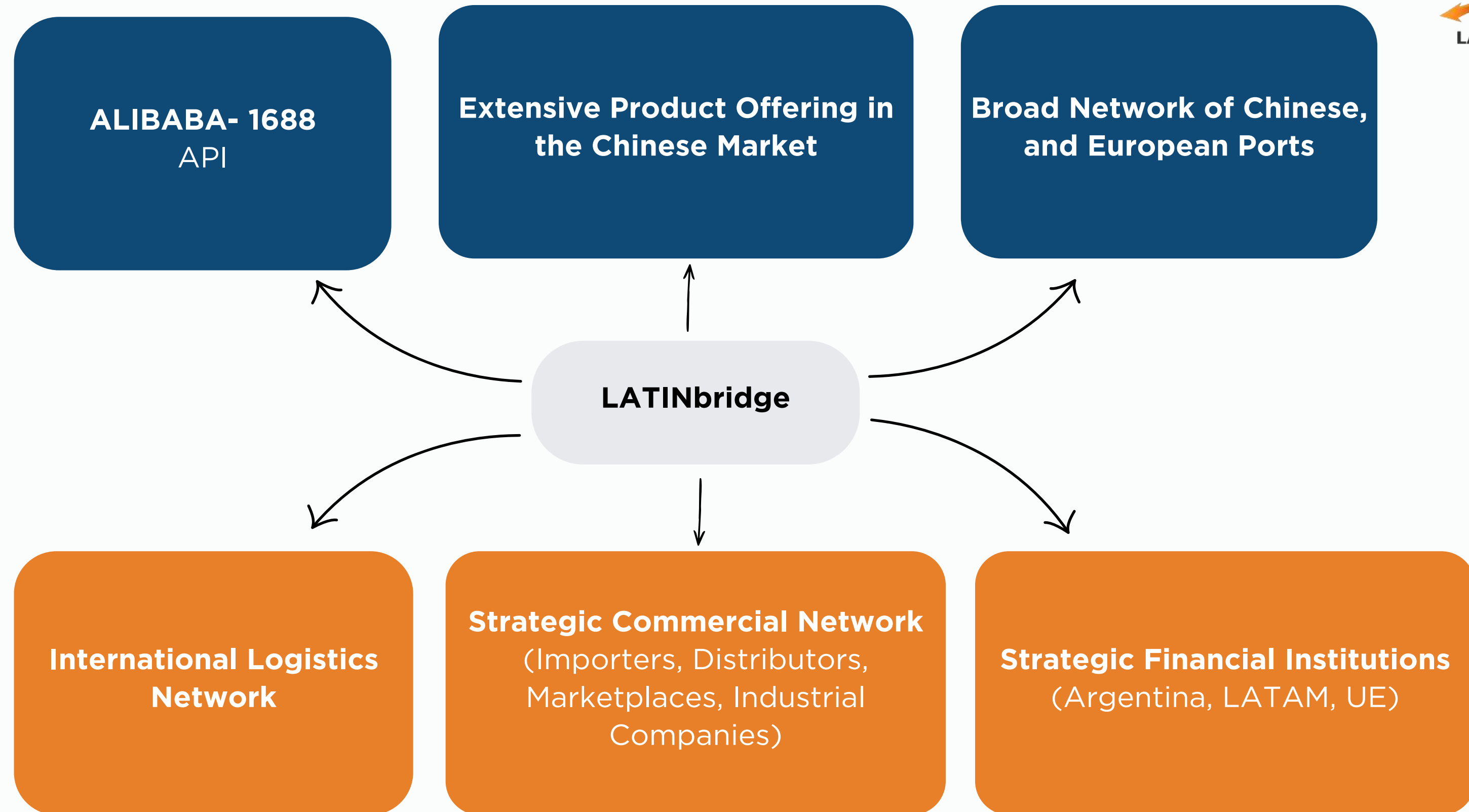


Strategic Context



LATINbridge, a solution developed by **NEGOCIOS UNO S.A.**, positions itself in Argentina, Latin America, and the European Union as a specialized platform for optimizing and accelerating the international supplier selection and contracting process. It is primarily designed for small and medium-sized enterprises—both local and international—seeking to operate more efficiently, securely, and competitively across local and global markets.

The solution operates as a **Strategic Sourcing Ecosystem**, delivering an end-to-end, integrated approach that covers all critical stages of the process: from the identification and initial evaluation of international suppliers to the successful operational execution of the commercial relationship.



Ecosystem Structural Architecture

The development of LATINbridge is grounded in a Strategic Framework defined by three complementary and interrelated contexts:

National Context:

Argentina, focused on enabling local SMEs to compete effectively in international markets, with a strong presence in mining, agriculture, and mid-sized industries.

International Context

Structured across two key regions: Latin America (Mercosur focus) and the European Union”



International Context

National (Argentina) – Step 1

Within the national context, LATINbridge positions itself as a technological platform for international Strategic Sourcing and a B2B Marketplace, designed to enhance the competitiveness of Argentine SMEs in foreign trade. The solution provides end-to-end support for the selection, validation, evaluation, and management of international suppliers—primarily from China and Europe—by combining technology, specialized know-how, and a strong network of strategic partners with direct links across the value chain of this business model.

LATINbridge's value proposition lies in optimizing and professionalizing international sourcing, significantly reducing the risks, costs, and time associated with identifying and contracting external suppliers.

International – Step 2 y 3

The international dimension defines the natural evolution of LATINbridge's business model, which was conceived from the outset with a cross-border vision. Within this framework, the international strategy is structured around two priority geographic regions: Latin America—with an initial focus on Mercosur—and the European Union. These regions define the strategic positioning, the target markets for the first phase of expansion, and the key differentiating elements of the value proposition in each market.

Complementarily, LATINbridge acts as an enabling platform for European companies seeking to expand or diversify their supply chains into Latin America and China, leveraging its regional network, local expertise, and a standardized Strategic Sourcing operating model.