

About The Broker Forum

Your leading eMarketplace for international buyers, brokers, and distributors in the electronic components industry since 1996. Providing a secure and neutral platform where you can source, buy, and sell a range of electronic components. Our innovative products and services help you reduce risks, accelerate time to market, increase productivity, and help you remain competitive in today's international marketplace.

<u>The Broker Forum</u> is a product of mdf commerce (TSX: MDF). <u>mdf commerce</u> enables the flow of commerce by providing a broad set of SaaS solutions that optimize and accelerate commercial interactions between buyers and sellers.

Mission Statement

Provide buyers and vendors in the electronic components industry a global trade marketplace, dedicated to giving members the ability to make timely and well-informed decisions through innovation and leading solutions.

Why TBF?

01

We're the **most**recognized
eMarketplace offering
the largest online
inventory of electronic
components in the
industry.

02

We offer the industry's most powerful online sourcing and advertising tools for electronic components.

03

Our secure trading and verification services provide peace of mind.

04

We provide unparalleled customer care and expertise.

05

Our **commitment to innovation** means our members benefit.

TBF Visibility

<u>The brokerforum.com</u>, attracts thousands of brokers and distributors from around the globe, benefiting from enhanced visibility in the electronic components industry.

- Over 60k part searches performed weekly
- 24/7 visibility to industry professionals from around the world

TBF at a Glance

We're committed to lowering your risks and optimizing your ROI

2009 2010 **2011** 2012

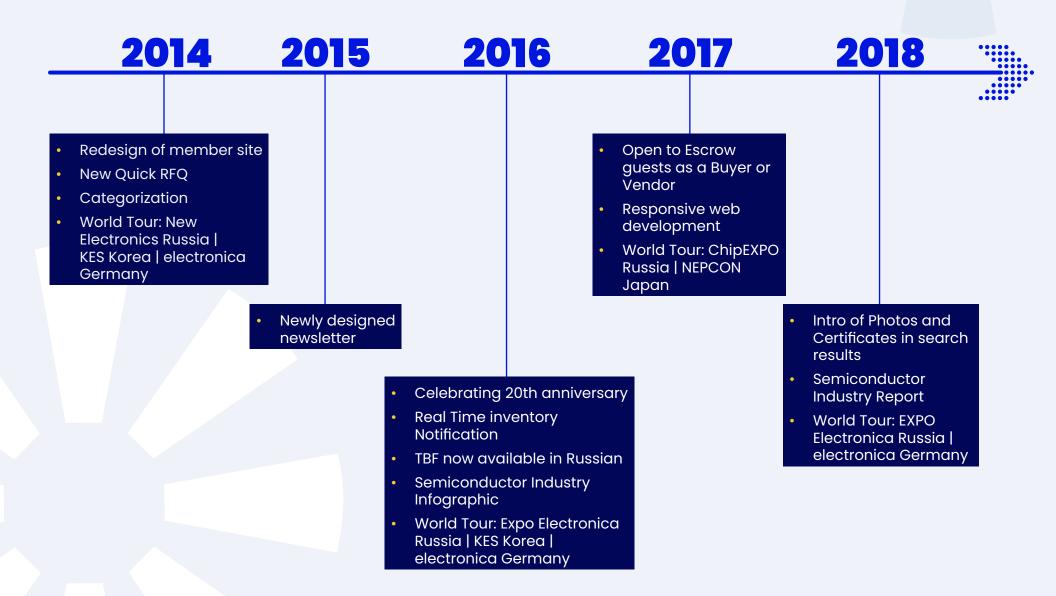
- 2013
- Member Feedback
- TBF mobile
- Update public website
- Customized search
- Verified Program
- **TBF Newsletter**
- World Tour: Chip Expo Russia

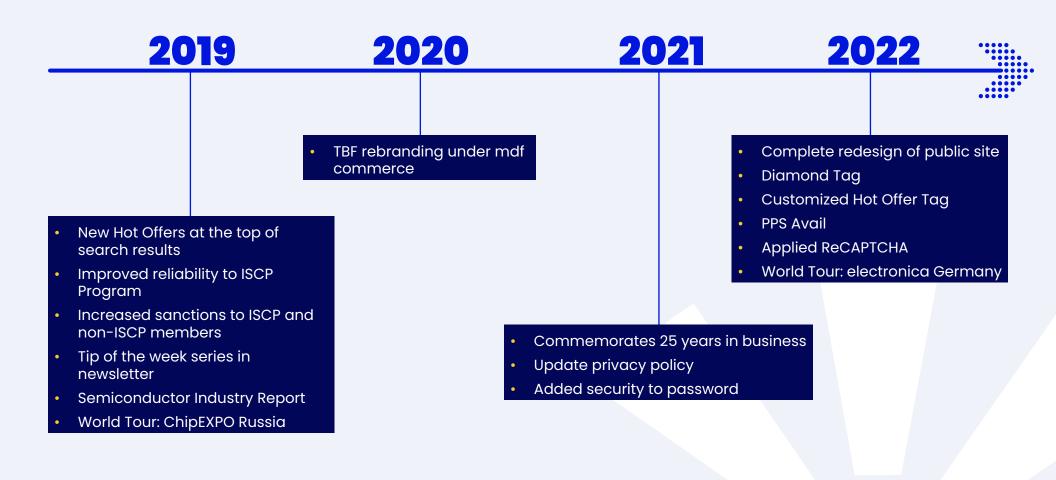
- Franchised search
- Updated Escrow policy against counterfeiting
- Member score system
- Web Wizard Plus
- Web Wizard Basic included in membership
- XML RFQ service
- Stock location
- Non-ISCP stock checks
- World Tour: Sanya | KES Korea

- Part condition added to search results
- Member profile now include stats on stock controls and escrow transactions
- Hot listings get Top 225 lines
- World Tour: KES Korea | New Electronics Russia

- Enhanced Feedback system
- **PPS Stock Tag**
- ISCP automated online notifications
- Increased requirements on stock controls
- Online stock control Moderations
- **CECC-TBF** joint venture
- World Tour: Shenzhen | electronica Germany

- Datasheets
- Non-ISCP sanctions
- Spam guard privacy settings
- TBF PO and Quote email notifications
- Business licence upload
- Counterfeit policy
- Welcomes non-member Escrow Buyers as guests
- Software and server upgrades performance and speed
- World Tour: Russia | Taiwan | electronica Germany

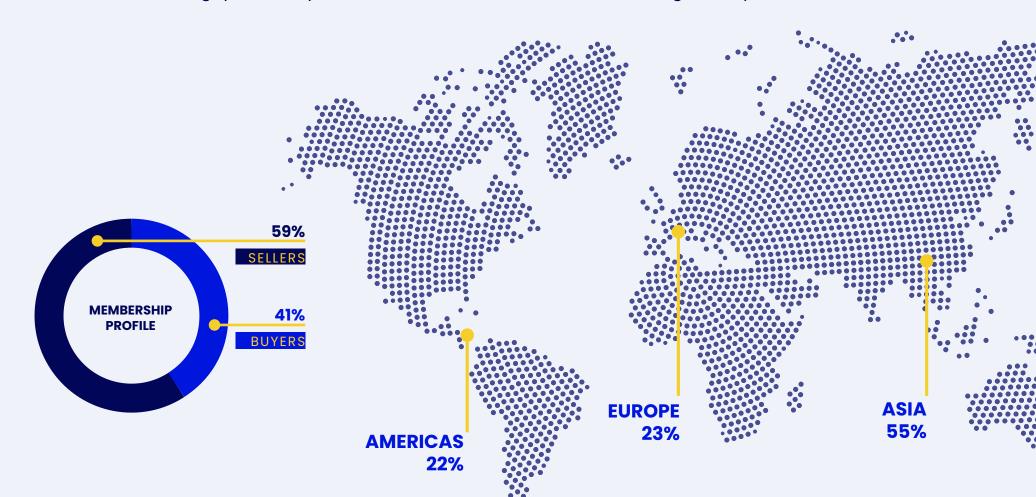




Audience Profile

TBF is accessed by professional buyers, brokers and distributors around the world in multiple languages. **Top countries networking on TBF:**

China • USA • Hong Kong • South Korea • Germany • United Kingdom • Israel • Japan • France • Taiwan • Canada • India • Singapore • Italy • Netherlands • Poland • Switzerland • Belgium • Spain



Public pages

Provides information about our innovative services and solutions offered.

Allows non-members to search or browse the database of over 60 million part numbers.

Member pages

We are dedicated to reducing risks, maximizing our member's ROI, and support our member successes.

Members can easily:

Search for parts, buy or advertise inventory with or without value-add tags.

Use escrow services to secure transactions.

Access buyer and vendor company profiles and transactional history.

Leave or review member feedbacks.

Much more!

Features

Discover the features that make The Broker Forum beneficial to buyers and sellers of electronic components around the world.



Procurement System

Trade efficiently and effectively.

Our advanced search engine allows you to quickly search millions of components in one marketplace by either:

- single or multi-part searches.
- filter and customized search results.
- unlimited RFQs, quotes and purchase orders.



Inventory Upload and Management System

Manage your electronic components inventory with ease.

- You can quickly add or delete inventory items to ensure your electronic component inventory listings are always up to date.
- You can even connect your own CRM or inventory management systems directly to our parts database for real-time inventory updating.



Let our membership meet your exact needs!

- Post your sourcing requirements as a buyer to instantly receive a list of all providers who can meet your needs.
- Cross-reference your inventory as a seller with the urgent requirements of buyers.



rina parts and suppliers:

- Helping buyers save time and costs by effectively sourcing the parts they need.
- Post your specific sourcing requirements and reach out to thousands of vendors worldwide within the largest online network in the industry.



Stock Offers

Let our global trading network reduce your inventory expenses.

Maintain optimized and cost-efficient inventory levels by promoting special Stock Offers and selling excess stock or surplus electronic components.



Most Popular Parts

Identify the world's most wanted electronic components.

Identify the parts most searched for and utilize this information to improve your product inventory while staying competitive.



Member Feedback System

Learn more about each company and make well informed business decisions.

The Feedback system allows you to:

- Share your transactional experiences.
- Rate other users.
- · Get feedback from other members.



Pledge of Integrity

Highlight those who operate an honest and reliable business.

Those who follow to the Pledge will be rewarded with The Broker Forum's acknowledgment providing greater confidence when dealing with vendors and buyers of Integrity.



Member Score

An algorithm-based measurement of a member's standing on The Broker Forum.

The objective of the Member Score is to enable members to quickly assess a prospective business partner's track record on our website before starting a transaction.

Value-Add Services

Solutions to advanced eTrade results.

Where buyers can easily recognize reputable vendors and parts that are ready to ship while vendors can supplement their overall business opportunities with these Value-Add Services!



Diamond Brand

Special distinction to qualified members including premium features.

- Superior exposure in the search results and merited respect from buyers.
- Achieve more online sales opportunities.
- Includes Web Wizard and the Verified certification, reports and discounts on banner advertisements and XML.
- Promotes your commitment to high quality standards of electronic components trading.



Escrow Services

An online agreement between two companies allowing The Broker Forum to act as a third-party holder of funds in trust for a transaction negotiated on TBF.

- Protect your transactions for a low flat rate of \$125 or 0.5% to 1% of the cost of your escrow transaction.
- Specifically designed to make your transactions easier and safer.
- Main advantage and purpose is to ensure a safe, smooth operation on every transaction.
- The Broker Forum members can invite a Non-member Buyer or a Non-member Vendor to be their Escrow Guest.



► Hot Offer

Trusted suppliers' top-selling parts and give buyers a quick way to find vendors with ready-to-ship inventory.

The Hot Offer Program is a value-added service that appears just after the Diamond brand listings in the search results giving members a premium placement for their hot selling components.



ISCP

In Stock certification and preferred placement.

- Vendors will benefit from increased visibility and awareness in the in-Stock inventory search results for greater promotion and selling of their inventoried products.
- A mark of pre-qualification and trustworthiness that increase buyer's confidence.

PPS PPS (Preferred Placement Supplier)

Stock inventory line items displayed immediately below the ISCP inventory in the search results.

There are a limited number of tags that are currently in use to maintain the balance of results that are tagged vs non tagged in the TBF search engine. Applicants should expect to be placed on a waiting list, until such time when tags become available.

PPS Avail PPS Avail

Available items displayed directly below the in-Stock line items in the search results.

PPS members can move blocks of 10k lines from their available inventory into the PPS Avail inventory to benefit from the preferred placement tag.



Verified Program

Certifies your standing and reputation on The Broker Forum.

Building trust within our trading community which attracts buyers to engage in business.



XML Solutions

Real-time connection with Live Inventory Update, ensuring your online inventory is constantly accurate and up to date.

Your inventory management system is synchronized with our database, automatically updating your inventory listings live on The Broker Forum website.



Web Wizard

Automatically posts your own inventory or all TBF's listings directly on your website.

Let The Broker Forum's inventory work for you and give your clients access to over 60 million line items of in-stock inventory and seamlessly brand our powerful search engine as your own.



Photos and Certificates

Links to a photo or a certificate for that part.

The Photos and Certificates columns are accessible to all Hot Offer, Stock and Franchised inventory on TBF.

The photo icon and certificate icon are used to view part numbers in the search results with a link to a photo and a link to a certificate for that part.

