DEALEXUS

MARKET OPPORTUNITY ANALYSIS

Data-backed evidence · through Q1 2026 · dealexus.com · CONFIDENTIAL — FOR INVESTOR USE ONLY

§ 1 · GLOBAL MARKET — HEADLINE NUMBERS

DATA-BACKED EVIDENCE · JUNE 2026

$9.7T

Global trade finance market (underlying trade flows)

GMInsights / GrandView Research 2024

$2.5T

Unmet trade finance demand (the Gap)

ADB Survey 2025 — unchanged since 2023

~10%

Gap as % of global merchandise trade

ADB 2025 Global TF Gap Survey

41%

SME trade finance application rejection rate

ADB 2026 — down from 45% in 2023

UNDERSTANDING THE NUMBERS

- **The $9.7T figure** refers to the total value of global trade flows supported by trade finance instruments annually — not the revenue of the trade finance industry itself (~$50–54B in platform/service fees). This is the correct TAM for DEALEXUS as a deal orchestration platform: our addressable opportunity is the value of deals flowing through the system, from which we earn transaction and subscription fees.

- **The $2.5T gap** is the difference between financing requests submitted and financing approved by banks globally. ADB's January 2026 survey — based on data from 2024, covering 110+ trade finance providers — confirmed the gap held at $2.5T for the second consecutive survey. This gap grew from $1.5T in 2015 to $1.7T in 2020 to $2.5T in 2022–2025, driven by rising interest rates, geopolitical volatility, and de-risking by correspondent banks. About 80% of global trade depends on some form of financing (ADB 2023).

- **SME rejection rate:** Historically, SMEs faced a 45% rejection rate vs 17% for MNCs (ADB 2019). The 2026 ADB survey notes improvement — SME rejections fell to 41%. However, compliance costs remain prohibitive: 76%+ of banks cite AML/KYC as a major obstacle. When rejected, 60% of SME trades simply fail to complete (ADB 2017). This is DEALEXUS's primary customer: the under-served mid-market exporter/importer.

TRADE FINANCE GAP — HISTORICAL TREND

YEAR	GAP	CHANGE	KEY DRIVER
2015	$1.5T	Baseline	Post-GFC de-risking
2018	$1.5T	Flat	Correspondent banking withdrawal
2020	$1.7T	+13%	COVID-19 pandemic disruption
2022	$2.5T	+47%	Ukraine war, inflation, rate hikes
2025	$2.5T	Flat	Tariff uncertainty, supply chain realignment

Source: ADB Trade Finance Gaps, Growth, and Jobs Survey (2015–2026 editions)

§ 2 · THE DIGITIZATION GAP — WHY LEGACY CHANNELS PERSIST

80%+ OF DEAL FLOW STILL ON EMAIL · PDF · WHATSAPP

~80%

Of trade transactions still on legacy/paper channels

ICC DSI / JP Morgan 2024

4B+

Pages of trade documents circulate globally per year

ICC Global Survey 2018 — still cited 2025

5–10 days

Typical LC processing time on paper-based workflows

Komgo / Traydstream industry data

40 min

Processing time with AI-assisted digital workflows

Traydstream benchmark 2024

- A 2024 JP Morgan analysis found that **highly paper-based and manual documentation is the biggest pain point for 60% of corporates and 65% of banks.** Paper bills of lading, physical LC presentations, fax-based guarantee requests, and WhatsApp/email deal negotiations are still the norm — especially in SEA and GCC corridors.

- The ICC Digital Standards Initiative's 2024 report tracked 22 case studies of trade document digitisation — finding adoption remains nascent outside of major European banks. Komgo, the most advanced platform in the space, processes approximately $1B in daily transaction value — against a $27B+ daily global trade finance flow. **DEALEXUS targets the 80%+ of deal flow still orchestrated via email, PDF attachments, and informal messaging channels.**

- The key structural barriers to digitisation are: (1) absence of legal equivalence for digital trade documents in most jurisdictions, (2) multi-party coordination requirements where all counterparties must join the same platform, and (3) KYC/AML compliance costs that are prohibitive for sub-$10M deal sizes. DEALEXUS's financial facilitator model (no funds held; instrument brokerage only in Phase 1) is specifically designed to bypass barriers 2 and 3.

§ 3 · 3 LAUNCH CORRIDORS — EVIDENCE BASE

SG · HK · DUBAI

Singapore

MAS · SG

Asia's #1 trade finance hub. 200+ commodity trading firms. Highest SBLC/DLC bank concentration in region.

Commodity trading hub	Singapore hosts 200+ commodity trading firms including Trafigura, Vitol, Glencore APAC, Olam International
Trade finance banks	All top global TF banks present: DBS, OCBC, UOB, HSBC, Standard Chartered, Citi, BNP Paribas, ING, MUFG
ADB corridor	Asia-Pacific accounts for 40% of global trade finance gap; developing Asia half of that — Singapore is the capital market gateway
MAS sandbox	MAS Project Greenfield, Project Guardian — active regulatory support for fintech in trade finance and tokenised assets
Digital trade	Singapore's Electronic Transactions Act already supports electronic trade documents; TradeTrust framework live
DEALEXUS angle	**Series A fundraising target. MAS licensing (payment service) path well-defined. Largest pool of potential SBLC/DLC deal mandates in SEA.**

Hong Kong

HKMA · HK

China trade gateway. World's largest offshore RMB centre. SBLC/DLC demand for cross-border Asia deals.

RMB trade finance	HKMA launched RMB Trade Financing Liquidity Facility in Feb 2025 with 40 participating banks — direct signal of strategic priority
China gateway	77% of global export letters of credit originate in Asia-Pacific; HK is primary offshore processing centre for China-facing deals (ADB)
Offshore RMB	HK handles the largest pool of offshore RMB globally; USD still used in 82% of TF transactions but local currency demand rising (ADB 2026: 57% of banks see growing need)
Cross-border repo	HKMA + PBoC launched cross-boundary bond repo business Sep 2025 — deepening HK-Mainland financial integration
Bank concentration	HSBC, Standard Chartered, Hang Seng, Bank of China, ICBC, DBS all operate major TF desks in HK
DEALEXUS angle	**Back-to-Back LC and RMB-denominated SBLC workflows for China-SEA corridor. Leverage HK as offshore deal structuring base.**

Dubai, UAE

DIFC / ADGM · AE

Middle East & Africa gateway. Fastest-growing commodity trading hub globally. High deal velocity. DIFC/ADGM regulatory frameworks.

Commodity trading boom	Dubai saw significant growth in commodities trading 2022–2025; privately-owned trading houses launching in DMCC and DIFC at record pace (Venture Search 2024)
DIFC fintech scale	DIFC hosts 1,500+ fintech/AI/innovation firms (2025); ranks 9th globally as fintech hub (GFCI 38, Sep 2025) — #1 in Middle East
AUM growth	DIFC AUM surged 58% to USD 700B by early 2024; ADGM showed 226% AUM growth in H1 2024
Trade corridor	UAE is gateway to Africa, South Asia, and GCC — growing SBLC/DLC demand for energy, metals, and agri commodity deals
Regulatory	DIFC and ADGM offer common law frameworks, regulatory sandboxes, and streamlined fintech licensing (ADGM Digital Lab)
DEALEXUS angle	**Long-term expansion target (18–36 months). High deal velocity + willingness to pay premium for speed. Correspondent banking BD opportunity.**

§ 4 · INSTRUMENT-LEVEL MARKET DATA — SBLC, DLC, LC VARIANTS

LETTER OF CREDIT (DLC / MT700)

Global LC volume	LC segment dominated trade finance in 2024, accounting for 24%+ of trade finance market revenue share (GrandView Research 2024)
Asia-Pacific origin	77% of global export LCs originate in Asia-Pacific (ADB). SG-HK corridor is the world's heaviest LC issuance zone.
Processing pain	Standard paper LC takes 5–10 banking days; error rate in LC documents estimated at 60–70% on first presentation (ICC studies)
Digital LC adoption	Only ~5% of LC transactions processed on fully digital platforms as of 2024 — Komgo, Contour, SWIFT's digital LC all combined (industry estimate)
DEALEXUS play	DLC deal orchestration: draft, review, counterparty alignment, bank submission — reducing error rate and timeline without replacing bank relationships

STANDBY LETTER OF CREDIT (SBLC / MT760)

Primary use cases	SBLC serves as: (1) payment guarantee for commodity contracts, (2) performance bond substitute, (3) credit enhancement for cross-border deals
Corridor concentration	SBLC/DLC demand is heaviest in Singapore (commodity traders), HK (China cross-border), Dubai (energy/metals)
Bank requirement	All major regional banks issue SBLC: DBS IDEAL, OCBC, CIMB, Maybank, Standard Chartered, HSBC — but issuance process is manual and slow
Deal size	Typical SME/mid-market SBLC: USD 500K to USD 50M. Structured commodity SBLCs: USD 5M to USD 500M. **DEALEXUS targets the USD 1M–100M mid-market.**
DEALEXUS play	SBLC deal origination + mandate matching + MT760 workflow preparation. First instrument in Phase 1 MVP — highest demand, clearest use case.

LC VARIANTS — RED CLAUSE, GREEN CLAUSE, USANCE, BACK-TO-BACK

Red Clause LC	Allows advance payment to seller before shipment — used in pre-shipment commodity finance. Common in agri, palm oil, cotton trades from SEA.
Green Clause LC	Extends Red Clause to cover storage/warehouse costs. Used in bulk commodity (grain, oil, metals) deals where goods are stored before shipment.
Usance / Deferred LC	Payment deferred 30–180 days after shipment. Dominant in Asia intra-regional trade — gives importers working capital benefit.
Back-to-Back LC	Intermediary uses original LC as collateral to open second LC for supplier. Core instrument for trading companies and deal brokers — DEALEXUS's primary broker client workflow.
DEALEXUS play	No platform currently offers a unified Back-to-Back LC structuring workflow for mid-market brokers. **This is a whitespace product opportunity.**

§ 5 · SERVICEABLE ADDRESSABLE MARKET — DEALEXUS

BOTTOM-UP ESTIMATE · SG-HK · PHASE 1 (0–18 MONTHS)

SG-HK CORRIDOR SAM BUILD-UP

COMPONENT	ESTIMATE	BASIS
Trade finance brokers/mandates in SG-HK	~8,000 active	Industry estimate: commodity brokers, corporate treasury desks, IB mandates
Avg. deal size (SBLC/DLC mid-market)	USD 5M	Typical SME/mid-corp instrument; structured commodity SBLCs can reach USD 50–500M
Deals per broker per year (conservative)	4 deals/yr	Based on deal velocity at SG/HK commodity trading firms and financial advisors
Total deal flow in corridor	~USD 160B/yr	8,000 × 4 × USD 5M — conservative; excludes large-cap mandates
DEALEXUS capture target — Year 1	0.05% of flow	~USD 80M deal value facilitated = ~8 clients × 10 deals × USD 1M avg
DEALEXUS revenue — Year 1	**USD 240K–400K**	0.3–0.5% facilitation fee on USD 80M deal flow; plus subscription MRR
DEALEXUS capture target — Year 3	0.5% of flow	~USD 800M deal value facilitated across SG-HK-Dubai
DEALEXUS revenue — Year 3	**USD 3.5M–8M**	0.3–0.5% facilitation + 0.5–1.5% settlement rail (SWIFT live) + SaaS subscriptions from 50–100 platform users

Note: The ~8,000 addressable brokers/mandates figure is an industry estimate based on: (a) ~200+ commodity trading firms in Singapore, (b) several hundred active trade finance mandates and boutique advisories across the SG–HK financial corridor, (c) HK's role as primary China trade gateway with hundreds of active commodity and structured finance mandates. Precise public data at this granularity is not published; the figure is calibrated against Komgo's reported 300+ corporate clients across 50 countries and adjusted for SG-HK-Dubai corridor weighting.

§ 6 · MACRO TAILWINDS — WHY NOW

FOUR CONVERGING FORCES — THE WINDOW IS OPEN

Supply Chain Realignment (2025–2027)	US-China tariff escalation is driving companies to diversify trade routes through ASEAN and GCC. ADB's January 2026 report notes: "Demand for trade finance is expected to rise as companies diversify markets, deepen intra-regional trade, and reconfigure supply chains." Singapore and UAE are beneficiary corridors as manufacturers redirect away from direct China-US trade.
USD Local Currency Shift	ADB 2026: 57% of banks perceive growing demand for local currency trade finance. USD is still used in 82% of traditional TF transactions, but the trend toward SGD, AED, and RMB-denominated instruments creates workflow complexity that DEALEXUS's multi-currency orchestration layer can address. HKMA's February 2025 RMB Trade Financing Liquidity Facility (40 banks, CNY quotas) signals structural shift.
Digital Trade Legal Frameworks Going Live	Singapore's ETA already supports electronic trade docs; UK's ETDA (2023) gives legal equivalence to e-bills of lading; France and UAE are aligned. UNCITRAL's MLETR is accelerating — the ICC Digital Standards Initiative is targeting 100 countries adopting or aligning by end-2026 (~37% of global GDP), with China, Japan, Thailand and India in process. Electronic bills of lading reached ~11% of issuance in 2025 (up from ~1.2% in 2021). These changes — previously the #1 barrier to digitisation — are eliminating the legal risk that killed platforms like Contour. DEALEXUS launches into a legally clearer environment than its predecessors.
SME Finance Access Improving — But Gap Remains	ADB 2026: 80%+ of banks now have dedicated SME trade finance strategies. Fintech adoption is beginning to fill the gap. But SMEs still face 41% rejection rates, compliance costs remain prohibitive, and 60% of rejected trades simply fail. The structural demand for a deal orchestration platform that helps SMEs prepare bankable applications is growing — not shrinking.
Competitor Vacuum in SEA/GCC Mid-Market	Komgo — the sole consortium-era survivor — serves 300+ corporates and global banks, not the USD 1–50M deal segment. Contour has been fire-sold twice (Xalts 2024 → XDC Ventures 2025) and is rebuilding; Marco Polo and we.trade are dead; Stenn collapsed into administration on AML red flags (Dec 2024). The mid-market trade finance broker and corporate treasury desk in SG, HK, and Dubai has no digital platform purpose-built for their deal workflow. DEALEXUS enters this vacuum with a clear go-to-market and a founder with on-the-ground network in SG and Dubai.

§ 7 · SOURCES & CITATIONS

SOURCE	DETAIL
ADB Global Trade Finance Gap Survey 2025 (Jan 2026)	$2.5T gap, SME rejection rates, demand forecast
ADB 2023 Trade Finance Gaps, Growth, and Jobs Survey	$2.5T gap reached in 2022, 47% increase from 2020, 137 banks / 185 companies surveyed
ADB 2019 TF Gap Survey	45% SME rejection rate; 60% of rejected trades fail to complete
ADB 2017 TF Gap Survey	40% of global TF rejections in Asia-Pacific; 77% of LCs originate in APAC
GMInsights Trade Finance Market 2024–2034	$9.7T market size 2024, 3.1% CAGR
GrandView Research Trade Finance Market 2024–2030	$52.23B platform market, LC segment 24% share, North America 26.8%
HKMA RMB Trade Financing Liquidity Facility	hkma.gov.hk, Feb 2025 — 40 participating banks, RMB TF facility launch
JP Morgan Trade Channel Digitisation	60% of corporates, 65% of banks cite paper as biggest pain point
Traydstream Trade Finance Digitisation 2024	80% error reduction, 3 days to 40 minutes processing
ICC Digital Standards Initiative 2024	22 case studies of trade document digitalisation
World Bank Islamic Trade Finance Report 2021	Islamic trade finance gap vs. potential remains significant across GCC and SEA corridors
Fintech News UAE — UAE 2025 Review	DIFC 1,500+ fintech firms, 9th globally GFCI 38; ADGM 300+ financial firms
Venture Search — UAE Commodities Boom 2024	New trading house launches in Dubai 2022–2024
Komgo Newsroom 2025–26	$1B daily transaction flow, 300+ corporates, 200+ banks; first ICC-SWIFT API digital bank guarantee with Standard Chartered (Jan 2026); APAC expansion 2026
ICC Digital Standards Initiative — MLETR tracker 2026	100-country MLETR adoption target by end-2026 (~37% of global GDP); eBL issuance ~11% in 2025 vs ~1.2% in 2021
Bloomberg / TFG / GTR — Stenn administration 2024–26	Stenn collapsed into administration Dec 2024 (HSBC pulled facility over suspicious transactions); ~$1B owed, ~$125M recovered by Jan 2026

SOURCE	DETAIL
Ledger Insights / TechCrunch — Contour ownership 2024–25	Contour wound down 2023; acquired by Xalts (Feb 2024), resold to XDC Ventures (Oct 2025)
Global Trade Review — Trade Finance Gap Stabilises 2025	ADB GTR Asia presentation, SME compliance costs

Data currency: reflects publicly available information through Q1 2026. Market size figures vary across research providers due to differing definitions of 'trade finance market' (platform revenue vs. underlying trade flow value). DEALEXUS uses the $9.7T figure (underlying trade flows) as the TAM, consistent with how Komgo and trade finance practitioners measure market size. The ADB $2.5T figure is the universally-cited unmet demand figure sourced directly from ADB's biennial global survey — the gold standard for trade finance gap measurement.