

UNITED STATES AND CANADIAN - EU OPPORTUNITIES

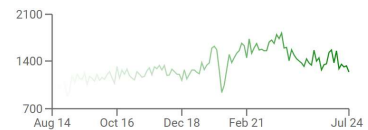
With the European Union market slowing and the competitive environment increasing, to meet the need to look offshore for additional volumes and potentially better pricing there is no better place to look than the massive North American marketplace. Both Canada and the US are lowering interest rates as inflation is levelling, increasing the demand for both residential and light commercial market segments. In addition, Vice President Kamala Harris shared a plan to build 3 million new homes over a four-year period in her first policy speech. Harris said that her administration plans to build the 3 million units by working in partnership with workers and the private sector to go after obstacles in the way of new construction at both the state and local level.

UNITED STATES OPPORTUNITY

Housing starts in the United States fell by 6.8% from the prior month to an annualized rate of 1.238 million in July of 2024, the sharpest decline since March to the lowest level since 2020. Contrasting with the downwardly revised 1.1% increase in the previous month. The decline was caused by a 14.1% slump in starts of buildings with one unit (to 850,000), offsetting the 11.7% increase in units with five or more units (to 363,000).

United States Housing Starts

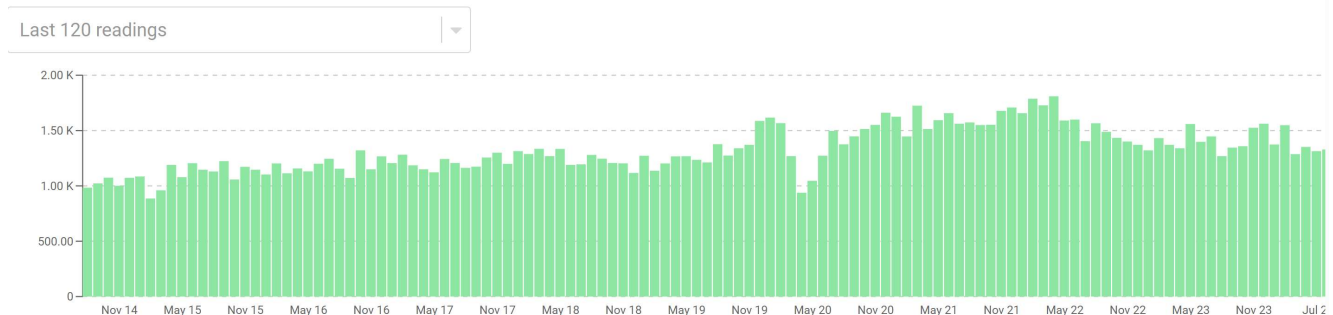
Last Release	Actual	Units In	Next Release
Jul 31, 2024	1,238	Thousand units	Sep 18, 2024
Previous	Frequency		Time to Release
1,329	Monthly		29 Days 13 Hours



Highest	Lowest	Average	Date Range	Source
2,494 Jan 1972	478 Apr 2009	1,432.69 Thousand units	1959-2024	U.S. Census Bureau

For the last decade, the US has seen housing starts grow from a low of 886k to a high of 1.81 million and likely to increase past the historical 1959-2024 average of 1.43 million.

United States Housing Starts History



Source [fxEmpire](#)



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CANADIAN OPPORTUNITY

Housing starts in Canada surged by 16% over a month to 279,500 units in July 2024, the highest since June 2023, surpassing market expectations of 245,000 units, according to the Canada Mortgage and Housing Corporation. The monthly SAAR of total urban housing starts was 17% higher at 261,134 units, as multi-unit urban starts climbed by 21% to 217,306 units, and single-detached urban starts increased 2% to 43,828 units. The rural starts monthly SAAR estimate was 18,375 units.

Canada Housing Starts

Last Release	Actual	Units In	Next Release
Jul 31, 2024	279.5	Thousand units	Sep 17, 2024
Previous	Frequency		Time to Release
241.6	Monthly		28 Days 13 Hours

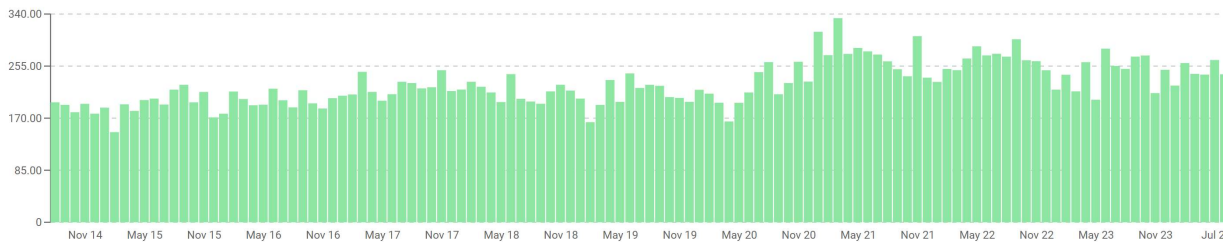


Highest	Lowest	Average	Date Range	Source
333.28 Mar 2021	90.7 Aug 1982	192.41 Thousand units	1977-2024	Canada Mortgage And Housing Corporation

The Canadian market is an easy addition to the US opportunity, with similar building techniques, building codes, and product opportunities. To put this into perspective the average UK housing starts from 1978-2022 were a mere 154k and house sizes significantly smaller than those in Canada.

Canada Housing Starts History

Last 120 readings



Source fxEmpire

NOW CAN NUAGE INTERNATIONAL ASSIST?

NuAGE International™ has decades of experience in sales & marketing expertise in-house with local representation positioned in both Canada and the United States. Inside knowledge of the market, building methods, pricing, distribution, local & national building codes, and long-term relationships with many of the largest distributors and manufacturers in the sector, you are assured that we will find you a profitable fit between your current manufacturing and product capabilities with the market requirement for your products and services.

Our service offering can range through the following.

- ✓ Overall market opportunity with product and/or service assessment
- ✓ Review and recommendation of your website and marketing collateral
- ✓ Pre-qualification of potential customers and/or distribution partners
- ✓ Analysis of potential private label opportunities with local competitors
- ✓ Pre-arranged, in-person guided tours with potential client's senior management
- ✓ Securing of initial trial orders based on market-back pricing
- ✓ Ongoing "boots on the ground" sales and marketing representation

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JOE HOGGAN



JAMES SWEET



TOM JOLIE



MIKE THOMPSON



FRANK KUPFERLE



NUAGE INTERNATIONAL AFFILIATE CORPORATION

Al led four successful ground zero start-ups in UK, US, Australia & Canada. The mainstays of each success were the extensive sales, brand building, training, and new product development for each of these core markets. Training ranged from 2-day offsite introductory training to 3-day advanced technical courses. Dozens of regional and International trade shows and market development activities compliment his experience at Trus Joist MacMillan, Weyerhaeuser & LP.

INTERNATIONAL TRADE DEVELOPMENT

Joe is a results-driven senior executive with over 25 years' international experience in project management, export sales/market development. Extensive experience securing contracts & developing markets on behalf of SME's & Global 1000 companies in a broad range of sectors in 40 countries. Joe's designed & implemented workshops & seminars in export sales, hospitality, building materials, healthcare development, international standards & quality assurance, oil/gas pipeline instrumentation, IT in NA, Asia Pacific & G.C.C. for Combustion Engineering (CE), Trus Joist MacMillan, MacMillan Bloedel and Weyerhaeuser.

JS CONSULTING

James has a proven 30-year track record opening new markets with new products and services, operating in Europe, Asia, and North America. James collaborated closely with large Corporations like LP, Trus Joist MacMillan, Weyerhaeuser, Consolidated Timber Holdings and as an adviser to the UK Canadian High Commission has guided and assisted smaller enterprises and start-ups connect to the right audience to explore export opportunities. James is a believer in two-key principles for market entry; understand your target market with local intelligence and networking at the right level to get to a yes, or no decision fast.

NEXT GENERATION LBM, INC.

Tom is an accomplished senior level sales and marketing executive with over 20 years of results oriented professional building materials experience in Canada, US, and Europe. Tom possesses a unique ability to work across diverse cultures and functions with excellent interpersonal and communication skills, which are complimented by his strong work ethics and genuine desire to succeed. Tom is extremely fluent in German and has worked with Trus Joist MacMillan and Huber Corporation.

WOODTEC GLOBAL

Mike has decades of sales and marketing experience across PacRim and North America with Trus Joist MacMillan & Weyerhaeuser. Mike has senior level management experience in sales and technical management, manufacturing, and lead team positions. Mike speaks Spanish and some Japanese and is extremely well connected and influential in the Japanese market.

CONSULTANTS FOR CONSTRUCTION INNOVATION

Frank is a commercially minded Senior Engineer, fluent in French, English, and German, with extensive multidisciplinary experience in the building industry and pan-European approval & certification. Technical support with software development of innovative building products and systems as a recognized expert (member of Wood Expert Society, Vice President of French Technical Approval commission, contributor to European standardization) for over 20 years.



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