MILYREX
Defence Business Introductions

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Performance-based commercial introductions for defence, dual-use and related technology companies.

Private by default. Measurable by design.

www.milyrex.com

Why MILYREX?

- In defence and dual-use, commercial reach is often limited by existing relationships.

- MILYREX extends that reach through performance-based Qualified Commercial Introductions.

Why commercial introductions matter

15% → 35%

EU aims to more than double the share of intra-EU defence trade by 2030.

More cross-border commercial relationships need to be created.

+65% ↑ 22% → 15%

Defence procurement grew sharply, while intra-EU trade did not keep pace.

More spending does not automatically create broader commercial access.

~2%

Only around 2% of companies sit at the top tier of the defence supply chain.

For most companies, the route to market runs through primes and integrators.

Sources: European Commission, EDIS 2024 · European Commission, 2024 · European Commission, 2018

What does your business need?

MARKET ACCESS

Reach new customers, distributors, representatives, markets

PARTNERSHIPS & INTEGRATION

Find OEMs, integrators, technology partners, pilot and trial partners, and other strategic partners

SUPPLY & CAPABILITY

Find suppliers, manufacturers, technologies and capabilities

How MILYREX works

1

DEFINE

The Client defines the commercial outcome.

2

SOURCE

MILYREX combines direct outreach, research and its Partner Network.

3

QUALIFY

Potential counterparts are assessed for relevance and interest.

4

INTRODUCE

Once there is a genuine fit, MILYREX creates the **Qualified Commercial Introduction.**

Qualified Commercial Introduction (QCI): a relevant commercial counterpart that has demonstrated genuine interest and is directly introduced to the Client.

How MILYREX creates results?

01 **You define demand**

02 **MILYREX manages delivery**

03 **Partner Network expands reach**



Each MILYREX Mandate

- Focuses on a specific company type, customer profile, market, partner type or capability.
- Defines a specific commercial outcome.
- Is delivered through Qualified Commercial Introductions (QCI).

MILYREX Pricing

Mandate activation fee + performance fee for each QCI.

Built for defence and dual-use business

01 Private by default

Information is disclosed progressively and only where necessary.

02 Controlled introductions

Counterparties are qualified before direct engagement.

03 Mandate classification

Each mandate is classified according to its regulatory context and handled accordingly.

04 Compliance-aware

Mandates are assessed individually against applicable sanctions, export control and regulatory requirements before engagement.

05 B2B focus

MILYREX works with commercial organisations and does not provide B2G or public-sector procurement representation.

06 Geographic focus

NATO and EU member states, and selected allied and partner markets.

Experience behind MILYREX

MILYREX was founded by Tõnis Hinnosaar, who has spent 20 years building performance-based business models, partner networks and international commercial relationships. In 2010, he founded the international affiliate network Pay4results.

MILYREX is an Estonian company building a performance-based Partner Network across defence and dual-use markets.

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