

MEDIA RELEASE

AUSTRALIAN RETAILER SET TO EXPAND CHINESE DAIGOU AND TOURIST REACH THROUGH ASX LISTING

Friday 30 June 2017

Highlights

- **Augend Limited to acquire ITM Corporation Limited (and its subsidiary AuMake Australia) to form AuMake International Limited, providing direct access to the significant, influential and unique Australian 'daigou' retail and Chinese tourist markets;**
- **AuMake International Limited will list on the Australian Securities Exchange (ASX) later this year following a capital raising, which will be used to invest in quadrupling the existing AuMake store network across Sydney, expanding its product offering and improving its online sales platform; and**
- **AuMake International Limited seeks to establish itself as the pre-eminent Australian brand for Australian suppliers/producers looking to increase their brand presence in China and for Chinese consumers looking to purchase Australian products via the daigou and Chinese tourist markets.**

An Australian-owned retail company specialising in the influential Chinese daigou and tourist market has today announced plans to expand its physical and online sales presence through listing on the Australian Securities Exchange (ASX) later this year.

The ASX has given in-principle approval for Augend Limited to acquire ITM Corporation Limited (and its subsidiary AuMake Australia) to form AuMake International Limited, subject to Augend shareholder approval.

AuMake International Limited will list on the ASX later this year following a capital raising, which will be used to invest in growing the existing AuMake store network to 20 in the next 12 months, expanding its product offering and improving its online sales platform.

ITM Corporation, which owns AuMake Australia, an Australian-owned retail company specialising in supplying the growing and influential daigou and Chinese tourist markets, currently has five stores across Sydney (with a sixth opening in George Street in September) and an online sales platform, generating an annual turnover in excess of \$13 million. AuMake was founded in 2010 by Jiahua (Joshua) Zhou and Lingye (Lyn) Zheng, who moved to Australia 17 years ago from China. They started with one store in Sydney and have grown to five in response to escalating daigou demand.

AuMake International Limited Executive Chairman and ITM Corp. founder, Keong Chan said the company sees an opportunity for the whole industry to be successful by providing greater transparency and dispelling some of the myths around daigou as a sales channel.

“Chinese consumer appetite for safe, reliable Australian products and trusted brands, continues to grow. Daigou are a very important and influential channel and source of information for Chinese consumers who rely on them to purchase authentic Australian products from reputable outlets, such as AuMake, where quality standards are rigorously applied,” said Mr Chan.

“By connecting Australian suppliers, daigou and Chinese consumers to increase the penetration of Australian products into Chinese markets and guarantee consistent supply will assist in providing greater transparency and compliance to what is currently a largely fragmented industry.

“Our aim is to provide a reliable alternative for Australian producers and suppliers who wish to promote their products and gain immediate exposure to Chinese customers via the growing daigou sales channel, as opposed to the expensive and often risky option of directly marketing into the large Chinese market.”

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MEDIA OPPORTUNITIES: For interviews or photo opportunities with AuMake International Executive Chairman Keong Chan, please contact Sally Edgar, Sauce Communications, sally@saucecommunications.com.au or 0425 247 133.