

# MEDIA RELEASE

## AUMAKE OPENS FLAGSHIP SYDNEY CBD STORE TO CAPTURE BOOMING CHINESE TOURIST TRADE

**EMBARGO: 10.30AM 27 NOVEMBER 2017**

AuMake International Limited (AuMake), Australia's first ASX-listed daigou retailer, today opened the first of many stores to complement its existing network as part of the company's strategy to connect Australian products with Chinese consumers.

The flagship store, on Sydney's George Street (opposite Town Hall), is positioned to maximise the Chinese tourist trade and features new brands and store format which will be rolled out across existing and new stores over the next 12 months.

AuMake Chairman Keong Chan said the store opening was symbolic of the company's desire to increase Chinese consumer access to genuine Australian product and comes off the back of recent brand and trademark acquisitions (Health Essence, Jumbuck, UGG AUS) and an alliance announced with the Australian Made Campaign Limited, administrators of the Australian Made logo.

"Since ASX-listing in early October we've been focused on rapidly delivering on our strategic growth drivers – acquiring brands, building on new and existing supplier partnerships and growing our store network. Today marks yet another milestone in what is an incredibly exciting time to be part of AuMake's journey," said Mr Chan.

With recent reports<sup>1</sup> suggesting Chinese tourist numbers will triple by 2026, AuMake's Managing Director Joshua Zhou said: "AuMake's intention is to make Chinese tourists feel very welcome so their connection to Australia and Australian product continues long after they've gone home.

"Chinese tourists come to Australia to immerse themselves in our culture and soak up every experience, including purchasing authentic Australian products.

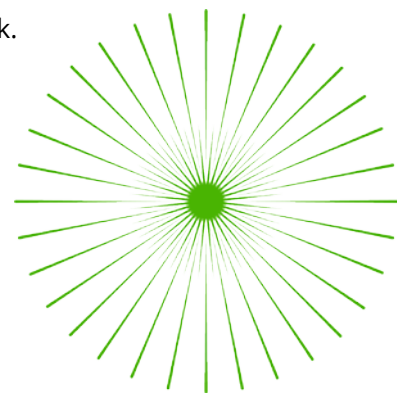
"Having in-demand Australian product available, with no purchasing limits, knowledgeable bilingual staff and payment options they are familiar with, including WeChat Pay, Alipay, Unionpay, is the basis of building a long-term relationship with Chinese tourists and daigou," said Mr Zhou.

Mr Chan added: "We know that 10% of AuMake's current sales comprise payments received from China via WeChat Pay and AliPay. Growing our retail store footprint in Australia, to expand our reach to Chinese tourists and daigou while they are here, is key to building a strong network of ambassadors for AuMake and our Australian brands once they return home."

AuMake's George Street store will trade from 10.30am to 9:00pm, seven days per week.

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<sup>1</sup> 'The China Tourism Economy: Reaching Australia's Potential' Australia China Business Council 11/10/17





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### **ABOUT AUMAKE**

AuMake International Limited is an ASX-listed retail company connecting Australian suppliers directly with daigou and Chinese tourists.

AuMake engages with the growing and influential daigou and Chinese tourist markets by offering a one-stop-shop retail network with a range of Australian products across four main categories including healthcare (supplements and food); skin, body care and cosmetics; dairy products and baby food (including infant formula); and wool and leather products.

Customers of AuMake value the full service offering, which includes knowledgeable bilingual staff, multiple payment options (including WeChat, Alipay and Unionpay) and an in-store logistics service for the delivery of products to anywhere in the world ,including China.

AuMake's product range is also available via [www.aumake.com](http://www.aumake.com)

