

MEDIA RELEASE

25 November 2019

Jenny Brown appointed Group Marketing Manager

AuMake International Limited has strengthened its senior management team following the appointment of Jenny Brown to the newly created role of Group Marketing Manager.

A Certified Practising Marketer and Fellow of the Australian Marketing Institute, Ms Brown joins the Asian focused ASX listed retailer, with a successful 25-year career in the home / building, consumer goods, retail, wholesale and manufacturing industries.

Prior to her appointment, Ms Brown was National Marketing Manager for world-leading window coverings manufacturer Hunter Douglas, responsible for their Luxaflex Window Fashions retail network of over 150 stores around Australia.

AuMake's Executive Chairman, Keong Chan said: "Jenny has a proven track record of growing sales, profitability, building brand awareness and enhancing reputation by devising and delivering fully-integrated B2B & B2C national and local area marketing communication strategies. We're very pleased to have Jenny's expertise in the business to support our future growth plans."

Commenting on her decision to join AuMake, Ms Brown said: "AuMake is a relatively young and evolving company, with a unique business model that has significant growth potential. This role is a wonderful opportunity for me to bring my knowledge and experience to a new market and I look forward to working with the team, suppliers and customers to maximise our shared opportunities."

Ms Brown's appointment complements the recent organisational restructure and appointment of Helen Li to the role of Group Human Resources Manager. An external recruitment process is underway to fill the role of Group Operations Manager, which will complete the newly created senior management team.

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About AuMake

Listed on the Australian Securities Exchange (ASX), AuMake International Limited is an established organiser of Asian tourists to Australia & New Zealand (ANZ) leveraged through long lasting relationships in the Asian tourism industry. Specialists in the promotion of Australian and New Zealand products and services to Asian tourists and daigou, AuMake has strategically located stores across Australia's east coast and in New Zealand and an online presence through owned and third party channels. The Company's retail network operates under three brands, AuMake, Broadway and KiwiBuy, with a portfolio of owned products across skincare, health supplements, wool and honey.

Media contact

Lynn Semjaniv, Sauce Communications, lynn@saucecommunications.com.au / +61 481 004 797

Attached image

Ms Jenny Brown, Group Marketing Manager, in AuMake's Broadway store, Sydney.