

# ASX STATEMENT

## AUMAKE INTERNATIONAL LIMITED DEBUTS ON ASX & WEBLINK INTERVIEW

5 October 2017

Please see boardroom media link below for further commentary

AuMake International Limited (“AuMake” or the “Company”) has today successfully completed its reinstatement of official quotation on the Australian Securities Exchange (“ASX”) under ticker code AU8.

The over-subscribed capital raising of \$6 million, will be invested in:

- Increasing inventory to meet demand;
- Expanding the Company’s daigou/Chinese tourist retail network;
- Acquiring brands which the Company believes can gain traction with daigou and Chinese tourists; and
- Developing the Company’s online capability to take advantage of customer traffic flowing through AuMake stores.

The combination of these strategies will serve to better connect Australian suppliers/brands directly with daigou and Chinese tourists.

Commenting on the milestone, AuMake Executive Chairman Mr Keong Chan said:

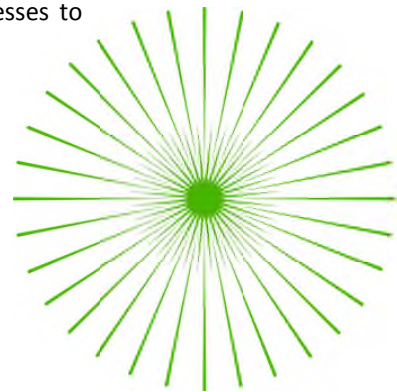
*“Today marks an exciting chapter in the transition of AuMake from a privately held business to a listed company which allows a diverse range of investors to be shareholders in our business. These include institutional and sophisticated investors as well as daigou and Chinese tour guides themselves, who will all share in AuMake’s future growth.*”

*“Chinese consumer demand for safe, reliable Australian products and trusted brands continues to grow. AuMake’s management team led by Managing Director, Joshua Zhou, is positioning itself as the premier retail brand for daigou and Chinese tourists in Australia by providing these two markets with a direct connection to well-known and new Australian products and suppliers.”*

Mid-October will mark the highly anticipated opening of the Company’s flagship store in Sydney’s CBD, strategically located above Town Hall train station on George Street.

### Investment Highlights

- Established revenue base of \$10 million FY17 with strategic plans in place to grow revenue and profit margins.
- Funds from capital raising will allow the Company to increase inventory to better service demand.
- Continued streamlining of supply chain including sourcing, purchasing and delivery processes to increase profit margins.
- Leveraged to strong thematic - Chinese daigou and Chinese tourism.
- A clear and growing overall theme of Chinese consumer demand for “clean and green” Australian products - demonstrated by market capitalisations of relevant Chinese consumer focused ASX listed companies (A2M, BWX, BAL and BKL).



- Experienced management team with over 10 years' experience in Australian business, daigou retail and Chinese tourist markets.

### Growth Strategy

- **Expansion of retail footprint** - growing retail and daigou footprint through additional stores via acquisitions and organic growth.
- **Owned brand products** – acquiring high margin, owned brand products and distributing through existing daigou sales channels
- **Chinese Tourists** - tailored marketing activities and position of retail stores aimed at the Chinese tourist market.
- **Increased marketing** - to position as the premier Chinese facing ASX listed company.
- **Introduction of new products** - fostering relationships with new and existing daigou, Australian producers and suppliers to offer a larger and more consistent product range to Chinese consumers.
- **Online Platform** - continued development and marketing of sales platform to provide customers based in both Australia and China with a streamlined solution for sourcing, purchasing and delivery of Australian products .
- **Macro tailwinds** - leveraging the macro-environment tailwinds of booming demand from Chinese consumers for Australian food and health products.

A boardroom media interview with Mr Keong Chan provides further commentary on the Company's strategic direction which can be found at <https://boardroom.media/broadcast/?eid=59c0b9cd67607f07ae506c24>

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### About AuMake

AuMake International Limited is an Australian-owned 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. This includes 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.

