
AuMake strengthens Board and senior management

Highlights

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- Appointments of **Mr Oliver Horn** (Non-Executive Director) and **Mr Jacky Yang** (Executive Director) effective Monday 18 November 2019
 - Retirement of founding directors **Mr Gang Xu** and **Ms Lingye Zheng**
 - Transition of **Mr Peter Zhao** from Chief Financial Officer (CFO) to Group General Manager complementing the appointment of Group Marketing Manager and Group Human Resources Manager
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(Sydney, Australia) – AuMake International Limited (“**AuMake**” or the “**Company**”) is pleased to announce the following changes to the Board and senior management.

Board appointments

Mr Oliver Horn – Non-Executive Director

Mr Horn was most recently Managing Director of Swisse Wellness for Australia and New Zealand (ANZ) and North America, having previously held senior operational leadership positions at Treasury Wine Estates across ANZ, Europe, Middle East and Africa.

Mr Horn’s extensive experience in servicing Chinese consumers in Australia, in premium brand building, his deep knowledge of the vitamins, minerals and supplements (VMS) category and his passion for creating businesses with a positive and thriving workplace culture will be an asset to AuMake’s Board and management team.

Mr. Horn holds a Bachelor of Business Administration (with Honours) from Arnhem Business School (The Netherlands).

As part of his remuneration package, Mr Horn (or his nominee) will be receiving five (5) million options exercisable at 20 cents with an expiry date of 31 December 2023, subject to shareholder approval.

Mr Jacky Yang – Executive Director

Mr Yang is a highly experienced Asian focussed tourism professional with over 20 years of experience in the Asian tourist retail industry. During this time Mr Yang co-founded and built the Broadway business to a turnover of over \$30 million per annum, which was ultimately acquired by AuMake in July 2019.

Mr Yang’s long standing and established relationships throughout the entire tourist supply chain, including with travel agents in China and ANZ, will provide valuable insight to the Board as it focuses on the continued growth of AuMake in the Asian tourist market.

Board retirements

Mr Gang Xu and **Ms Lingye Zheng** will be retiring from the Board effective immediately.

The Company wishes to take this opportunity to sincerely thank Mr Xu and Ms Zheng for their significant contributions to the Board and the development of AuMake; and look forward to their continued involvement with the business into the future.



Senior management changes

As announced in the September quarterly, AuMake has conducted an organisational restructure with external appointments to the newly created roles of Group Human Resources Manager and Group Marketing Manager. The appointment to the previously announced Group Operations Manager role will be completed in the near future.

In addition, and as of 1 January 2020, Mr Peter Zhao will transition from CFO to the role of Group General Manager to drive strategy execution and organisational improvement. Given Mr Zhao's background as CFO, Mr Zhao is anticipated to be a financially focussed General Manager with a strong understanding of the key financial metrics within the AuMake business. Mr Zhao will also be retaining the role of Company Secretary.

The Company is in the process of finalising the organisational structure of the finance department.

Commentary

Regarding his appointment to the Board of AuMake, Mr. Horn states:

“As a result of detailed due diligence on the AuMake business, including the people involved, I have formed the strong view that the AuMake business model is unique with huge potential to become a material player in the Asian tourism industry for Australia and New Zealand.

This is a business that is well placed and connected to the Chinese consumer, with an entrepreneurial mindset and that's something I want to be a part of. I believe significant scope exists for me to leverage my complementary skillset and 20 plus years of experience in building brands and culture, to add significant value to AuMake. I look forward to working with the AuMake team in the coming years.”

Mr Yang, newly appointed Executive Director of AuMake states:

“My appointment to the Board of AuMake represents a crucial step towards the mutual growth of Broadway and AuMake. By implementing and building upon AuMake's distribution platform and well-respected public branding, Broadway is able to explore a number of previously unfeasible marketing channels and strategies to increase our global reach. As a new Director, I intend to bring onboard the Asian market knowledge and business networks I have built over the last 20 years and together we will bring our business to new heights.”

Mr. Keong Chan, Executive Chairman of AuMake states:

“I am delighted with these Board and senior management appointments as it reflects the growing strength of AuMake and its progression to becoming a highly profitable and scalable Asian tourist focussed business.”

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