

12 November 2020

## Active users and GMV trading update

**Sydney, Australia** – Aumake International Limited (**ASX: AU8, Aumake, or the Company**), operator of an online platform that connects Asian influencers with high-quality and authentic Australian brands, is pleased to provide a trading update on its new online platform, launched on 8 October 2020.

### Trading Update

Since the launch of the first stage of its social e-commerce marketplace:

- 8,500 new active users have registered in the first month, up over 500% on previous active online users across the combined Broadway and Aumake Online platforms
- 80% of new active users have mainland China registration details
- Total online Gross Merchandise Value (GMV) of \$1.32m, up over 210% compared to the month prior to launch
- 30% of new active users have already made more than one purchase
- New customer registrations indicative of a significant source of influencer traffic in mainland China

Commenting on the growth of the new platform, Executive Chairman, Keong Chan said:

“We are delighted with the response we have had from our customers to the first stage of our new online social e-commerce marketplace. We have leveraged Asian social media networks to cost-effectively acquire more active users, who in turn are buying more products than ever before. Our database of influencers has been increasing daily and will continue to accelerate as we activate our pre-existing 40,000 unique visitor database and further expand our marketing activities in mainland China.”

“We are also encouraged to see that many of our new customers are already displaying repeat buying behaviour, and we expect this will increase as we expand our range with exciting new products. We are also seeing a material shift to increased purchases of health supplements and skincare products.”

“Significantly, our targeted marketing approach has so far yielded a high proportion of new active users with mainland China registration details, providing an early indication of a large and significant source of Chinese influencer traffic. Based on analysis of influencer data, we believe that COVID has not resulted in a reduction of Asian influencers, but instead we believe that many have returned to Asia from Australia. Our ability to directly market new brands to influencers that have returned home as well as attract new Asian-based influencers, provides us with a significant advantage to our competitors in Australia and offers long-term growth potential for our platform.”

“The strong registration uptake and initial GMV through our new marketplace concept, has firmed our view that demand by Chinese consumers for quality Australian brands and products remains very strong.”

“In terms of the future, Aumake is continuing to invest and rapidly advance our broader online strategy underpinned by an innovative “new brand” business model which incorporates social marketing functionality and profit-sharing mechanism that has the potential to dramatically evolve our industry. In addition, recent public discussion of possible vaccine candidates for COVID-19 has instigated encouraging discussions with our travel partners, which has created a positive outlook for the return of international students in the near term and international tourists in due course. The return of both will further strengthen the dynamic growth we are already seeing online, given our unique position to convert this significant offline traffic to our online platform.”

“We will continue to update the market as developments progress.”

**ENDS**

This announcement has been authorised for release by the Board of Aumake International Limited.

**Corporate**

Keong Chan  
Executive Chairman  
T: +61 2 8330 8844  
[keong.chan@Aumake.com.au](mailto:keong.chan@Aumake.com.au)

**Investor Enquiries**

Craig Sainsbury  
Market Eye  
M: 0428 550 499  
[craig.sainsbury@marketeye.com.au](mailto:craig.sainsbury@marketeye.com.au)

**Media Enquiries**

Tristan Everett  
Market Eye  
M: 0403 789 096  
[Tristan.everett@marketeye.com.au](mailto:Tristan.everett@marketeye.com.au)

**About Aumake International**

Aumake International Limited (ASX:AU8) operates an online platform that directly connects Asian influencers with high-quality and authentic Australian brands. It offers the best possible prices, end-to-end customer service and a comprehensive product range – all on one integrated platform. Aumake also operates 14 physical stores, located in key precincts on Australia's east coast and in New Zealand, delivering a fully integrated online and in-store shopping experience for Asian consumers.