



AuMake
International Limited

MEDIA RELEASE

Thursday 8 March 2018

AUMAKE DAIGOU HUB LAUNCH DRAWS LIVE STREAM VIEWING AUDIENCE IN CHINA OF 730,000

Australia's first Daigou Hub opened today to huge fanfare with over 70 Australian suppliers, a large number of investors, 150 daigou and a live viewing audience from China of 730,000.

The innovative Daigou Hub combines state-of-the-art live streaming technology with face-to-face supplier interaction to build the profile of Australian suppliers and connect them directly with Chinese consumers, via the influential daigou and Chinese tourist markets.

Commenting on today's opening, AuMake Chairman Keong Chan said: "The feedback from suppliers, investors and daigou today has been phenomenal."

"This leading-edge initiative has been the culmination of twelve months of industry consultation with suppliers and daigou, and closely follows recent developments in the retail market in China, which has seen a move away from a pure online marketing model to an omni channel model which combines engaging offline experiences for customers, coupled with advanced online functionality.

"Live streaming for instance, is fast becoming a key component of the decision making for consumers in China when they look at the brands and products they are going to purchase. Being able to see, in real time, suppliers demonstrating their Australian product and interacting with their trusted daigou is the next evolution of their increasing desire to understand the origins of the product they are purchasing," he said.

"In just two and a half hours today we had a live stream viewing audience of 730,000 people early in the morning in mainland China. That time of the day is normally a quiet time for online activity, however it reinforces the significant interest in AuMake and quality Australian products," said Mr Chan.

Daigou retail model aims to create cut-through for Australian brands and suppliers connecting with China

"AuMake's daigou retail model aims to address the fundamental issue of how to effectively introduce new Australian brands and products to the influential daigou market to satisfy the growing Chinese consumer demand for safe, reliable Australian goods. To date, new brands and products vying for the attention of Chinese consumers has largely been restricted to traditional retailers and e-commerce sites, where cut-through and face-to-face engagement is limited or non-existent."

"What we aim to achieve is absolute cut-through, and not just for our large suppliers, this new model will provide a simple, cost effective path for new and small-scale Australian suppliers to have a direct connection with daigou and Chinese tourists. That hasn't been an option for them before, not without significant investment or relationships," Mr Chan said.

About Daigou Hub

The 430 sqm purpose built 'Daigou Hub' is set in the heart of Sydney's Chinatown. Daigou Hub has been carefully designed to encourage daigou and other visitors, including suppliers, to stay and socialise or work. It includes a presentation space for supplier demonstrations, cafeteria, several product display locations and an area specifically designed for daigou to live stream their interaction with Australian suppliers to millions of their customers back in China.

AuMake retail blueprint to be replicated across Australia

"The launch of the Auburn showroom last Friday and Haymarket Daigou Hub today completes the Company's store strategy which addresses three influential segments and caters specifically to each segment's purchasing style and needs," said Mr Chan.

- **Free Independent Tourists** – Town Hall store, George Street Sydney
- **Chinese tour groups and large scale daigou** – Auburn Showroom
- **Daigou** – Haymarket and Burwood Daigou Hubs

The Company will continue to expand in strategic locations within Sydney in the coming months.

"AuMake's store blueprint will be replicated in other major capital cities and once complete in 12-18 months' time, we expect it to have a significant positive impact on the supplier/daigou/Chinese tourist landscape across Australia," he added.

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MEDIA ENQUIRIES

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