

Inaugural AuMake Chinese tourism trade show

(Sydney, Australia) AuMake International Limited (**AuMake** or the **Company**) is pleased to advise that it will be hosting its inaugural Chinese tourism industry trade show on Saturday 8 December 2018 at Sydney's Shangri-La Grand Ball Room from 10am to 5pm.

Shareholders and investors are welcome to attend the event by registering [here](#).

The tradeshow aims to directly connect **100 leading Australian and New Zealand brands** with over **2,000 influential Chinese tourist market and daigou attendees** expected at the event. Chinese media will be covering the trade show, with **20 high profile daigou KOLs* livestreaming** the event back to their customers in China.

Chinese tourist industry attendees include tour groups, tour guides, travel agencies and Free Independent Travellers, with the trade show offering a **unique opportunity for Australian and New Zealand suppliers to engage directly with influencers in the Chinese tourism industry**.

According to a Nielsen 2017 outbound tourism report, **Australia is a Top 10 destination for Chinese travellers**, spending on average over \$3,500 during their stay, with 25% of this on shopping predominantly for skin care, local products and gifts.

In addition to delivering AuMake revenue and branding benefits, the inaugural trade show consolidates the retailer's position within the Chinese tourist market and forms a key part of its overall strategic plan to capitalise on this important and growing customer segment. Further details on AuMake's Chinese tourist strategy will be shared with the market at the appropriate time.

Please refer to the Appendix for further information relating to the tradeshow event including a representation of the brands and Chinese media participating.

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**KOLs (key opinion leaders) are Chinese daigou with a minimum 20,000 followers and the ability to influence product sales, brand and reputation.*



Appendix

Selection of participating brands



Chinese media attending



About AuMake

AuMake International Limited is an ASX listed 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)
- 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.

aumake.com.au

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