Investor Presentation

November 2021

aumake

The opportunity

Asia and especially China continues to be a significant market, but there have been changes to how to access this from Australia and New Zealand.

Many brands want to sell their products in Asia and access this extensive **marketplace** but how and where to begin continues to mystify them.

aumake is making it easy for businesses to promote their products into Asia.

Tap into the massive market opportunity via aumake's unique platform

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aumake's unique platform combines Asian tourism traffic, physical store network, online platform with advice & support makes the process easy

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Leverage aumake's rich understanding of Asian markets

The aumake Platform

aumake's Social eCommerce Platform allows tourists and students to repeat purchase when returning home and lets them promote Australian & New Zealand brands via using social online tools including WeChat

Professional understanding of Asian markets, advice and end-to-end support including warehousing and logistics

aumake's established relationships with travel agents allows aumake to provide brands direct exposure to Asian tourists and student traffic, who are the best and most cost-effective influencers for brands

aumake operates a specifically tailored physical store network in Australia and New Zealand (self operated and third party) where brands can display their products directly to this affluent and impressionable Asian customer demographic

Investment Opportunity

Asian students returning from December 2021 with university enrolments at pre-COVID levels, seeing a highly valuable revenue and brand generating channel return

aumake ideally positioned to capitalise on post COVID structural changes, opportunities to significantly grow market share and dominate Asian tourism market over the next decade to meet their shopping needs

aumake will leverage its tourism relationships, physical store network (self and third party operated) and social ecommerce online platform to generate significant revenue and help brands through this unique channel

Significant future growth opportunity, building on aumake's current revenue run rate of ~$10 million per annum and efficient operating cost base

Our vision

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To provide **every Australian & New Zealand brand with an opportunity** to grow in Asia.

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China remains a large and vibrant market for AU/NZ brands

"'Too big to ignore': A2 Milk commits to China" "It is both our biggest risk and biggest opportunity," said. A2 Mild CEO, David Bortolussi. "Other markets are relatively small compared to the opportunity we have in China, and many businesses and brands would love to have the position we have in China."

Sales of its baby formula effectively doubled to $NZ337.7 million ($A316million) during the last financial year, and a2 has a $A250million aggressive expansion plan to increase its customer base in China.

Source: ABC News

"Australia Shrugs Off China Snub With Record Exports"

Source: Bloomberg

"In June 2021, China received 32 percent of New Zealand's total exports, including 44 percent of New Zealand's dairy, 90 percent of logs, and 41 percent of meat, pushing the value of all New Zealand goods exports in the month up 17 percent year-on-year, Stats NZ said."

Source: Global Times

"Australia eases international border restrictions for first time in pandemic."

Source: Reuters

aumake has generated **over A$135 million in sales** for AU/NZ brands in the last four years

Making Asia a Viable Proposition for all Brands

- aumake's unique platform provides AU/NZ brands with an opportunity **to engage with Asia markets that is both understandable and affordable**

- aumake has developed its unique offering to deliver marketing support to Australian and New Zealand brands, provided by the coupling of the relationship between the physical stores and the eCommerce platform for **continued repeat sales and influencer promotion**

- **Allows all brands**, even with a limited budget to access the Asian marketplace

- **New brand facing website** will launch November 2021 kicking off the next growth driver

aumake's Unique Tourism Channel

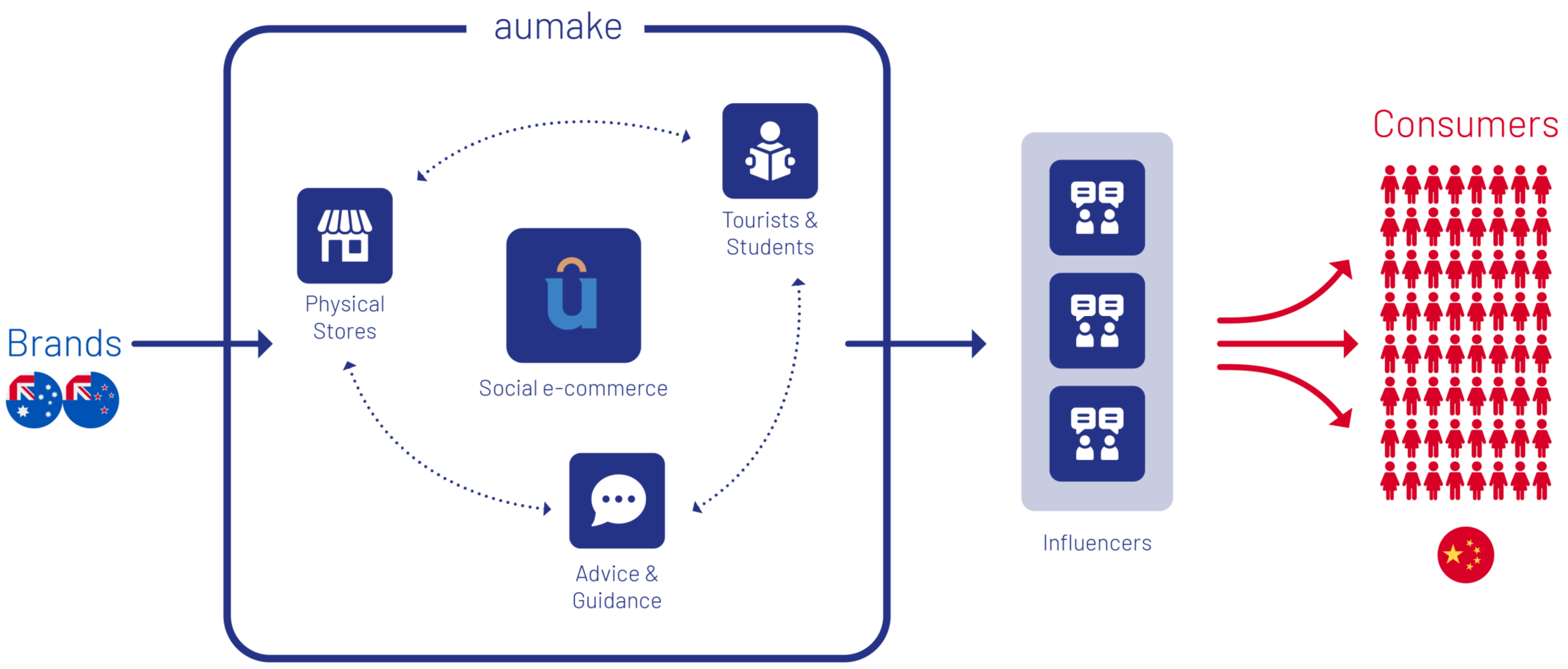
- Long standing **trusted relationships with over 100 Asian travel agents** in China, Korea and Japan built over 20 years

- Through these relationships **aumake has the unique ability to direct where tourists go** to meet their shopping needs

- **Brands have for the first time, the opportunity** to have a channel to directly expose their products through these customers both offline and online

- **Future tourism** projected to be younger, more affluent people from cities who are sophisticated and more willing to spend money on genuine legitimate AU/NZ products

How it works


aumake
Brands
Physical Stores
Social e-commerce
Tourists & Students
Advice & Guidance
Influencers
Consumers

Deep competency and End to End support

PRODUCT

- Documentation
- Labelling
- Certification

MARKETING ASSETS

- Videos
- Photographs
- Content "narrative"
- Brand personas
- Uploading content
- FAQ guide on product created

ADVICE & SUPPORT

- Grant facilitation
- Product selection
- Product quantity

PROCESS

- Logistics
- Freight
- Warehousing

SALES FORCE

- Educated on the product
- Best matched to receive samples
- "How to Market" guide provided
- Sales reports

MARKETING

- Live streaming
- Promotion
- Analysis of buyers
- Feedback on results

CUSTOMER SERVICE

- 24/7 customer service platform
- Survey to clients
- Payments

E-COMMERCE

- Product positioning
- Personalisation to the consumer
- Greater data and reporting of customer likes/dislikes

Social e-Commerce Online Platform

- aumake's innovative e-commerce marketplace allows users to directly promote and purchase premium Australian and New Zealand brands and goods from one integrated platform
- Operating on a mini-WeChat application, the platform is fully-customized and specifically designed to support the integration of new brands and products marketed at an influencer-based salesforce
- Enables the development of a unique B2B2C-model influencer database
- Facilitates growth without directly competing with large B2C e-commerce platforms in China

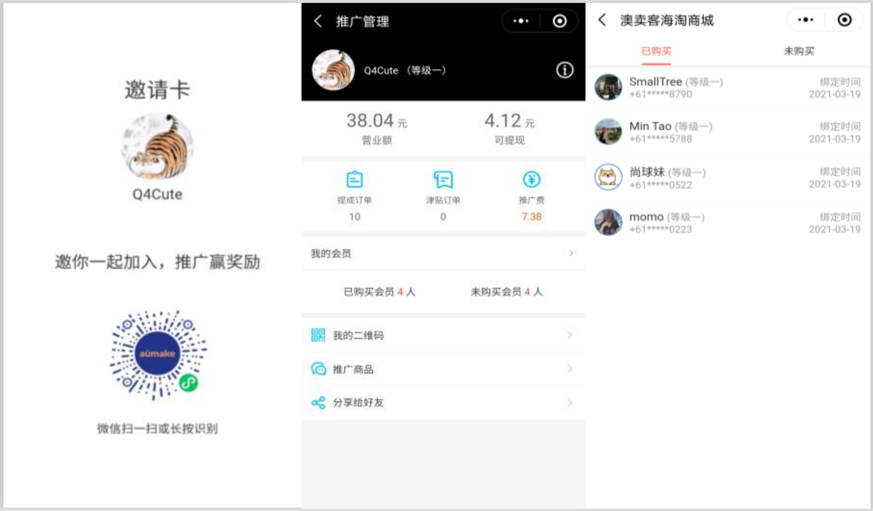
Data Insights for Influencers and Brands

aumake's **unique platform** provides valuable insights and data back to the brands by offering a level of business intelligence to our partners.

Using **aumake's social e-commerce marketplace**, influencers are able to review the activities of their followers, including:

- number of people registered
- sales performance
- types of products purchased
- revenue generated
- and more

Influencers can also share their QR code at offline events to grow their social network.



Scaling Capability via Partnerships

- Exclusive freight services agreement with Wiseway Group securing logistics pathway to Asia
- Exclusive brand development agreement with Prizm providing access to over 100 New Zealand brands
- Strategic relationship with Bluestone who have deep relationships with over 700,000 SMEs in China
- Assessing a number of organic and inorganic (including acquisition) opportunities to increase rate of growth to capture market share opportunity

Generating Revenue and Equity Ownership of AU/NZ Brands

New revenue model earning fees from assisting brands with their marketing to Asia including China

aumake is now **monetizing and unlocking value** from existing services and expanding to offer a more complete end to end solution for brands who want to reach the Chinese market

Future opportunity for **growth into new markets** by replicating the existing, tested system

Opportunity to **own equity in the brands** as aumake's platform size increases

Existing equity ownership of AU/NZ Brands

Herbsmart

MEDIGUM

JEUNE

healthessence AUSTRALIA

AU8 AU EIGHT

A Track Record of Success in China

- Previous 4 years has seen **over $135 million** in sales of Australian products to Chinese consumers and influencers
- Since the launch of our social e-commerce marketplace in March, more than **35,000 active users with 3,400 influencers identified** who have registered through the platform with around 85 percent of these users being China-based consumers
- Of our active users, **30% have made a purchase** and with **60% of these being repeat purchasers** and displaying influencer characteristics

Future Growth

aumake's business model is agile, ready to capture new growth opportunities

Expansion into perishable products including fresh food-WiseWay Agreement

Expansion of New Zealand brands in product portfolio including exclusive brand development with Prizm a digital marketing agency based in New Zealand

Promote and distribute AU/NZ products into markets outside of China into South East Asia at a low cost, and low risk to the brands

High quality products made in China imported into Australia by using aumake's social e-commerce platform

Strong Leadership

MR KEONG CHAN

Executive Chairman MAICD

Bachelor of Commerce,
Master of International Customs Law & Administration

Mr Chan joined the Board on 29 September 2017. Mr Chan spent his early career working with PWC Australia and Deloitte in Canberra, Sydney and Perth and has significant corporate experience in capital raisings, initial public offerings, mergers and acquisitions, and takeovers and divestments. Mr Chan has also been a director on the Boards of a number of ASX listed companies and has accumulated a vast network of relationships across a number of industries, bringing these connections and his expertise to his role as Executive Chairman of aumake.

MR JACKY YANG

Executive Director

Mr Yang joined the Board on 18 November 2019. 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 he 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.

MR JIAHUA (JOSHUA) ZHOU

Managing Director

Bachelor of Management, Master of International Business

Mr Zhou is the co-founder of aumake Australia and joined the Board on 29 September 2017. Prior to setting up the business, Mr Zhou worked in the Australian tourism industry for 10 years in roles which included the coordination of business and government delegations from China. His retail business acumen was honed working in duty free retail and sales management. This direct experience with both Chinese and Australian culture has provided Mr Zhou with a sound understanding of how to maximise the opportunities for Australian/Chinese retailing which he now brings to aumake.

MR IAN THUBRON

Non-Executive Director

MA (Cantab.), GAICD

Ian worked in the Marketing Communications industry with some of the world's most admired brands, for over thirty years. From 1991 until 2014 he lived and working in Hong Kong, Shanghai and Singapore, before moving to Western Australia in 2015. Ian is a Graduate of the Australian Institute of Company Directors and currently sits on the boards of Good Samaritan Enterprises, Amana Living, Integrated Marketing Technology and chairs the Blue Tree Project.

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