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INVESTOR PRESENTATION

Cultivate the Extraordinary – Where Brands Blossom and Sales Soar

Feb 2024

www.aumake.com.au

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Overview

Aumake is a pioneer in delivering high-quality brands and products from Australia and New Zealand to the Chinese market.

We focus on brand development by utilising an omnichannel approach that encompasses three critical pillars:

- Products
- Market channels
- Resource integration

"A company with strong brand incubation and sales capabilities"

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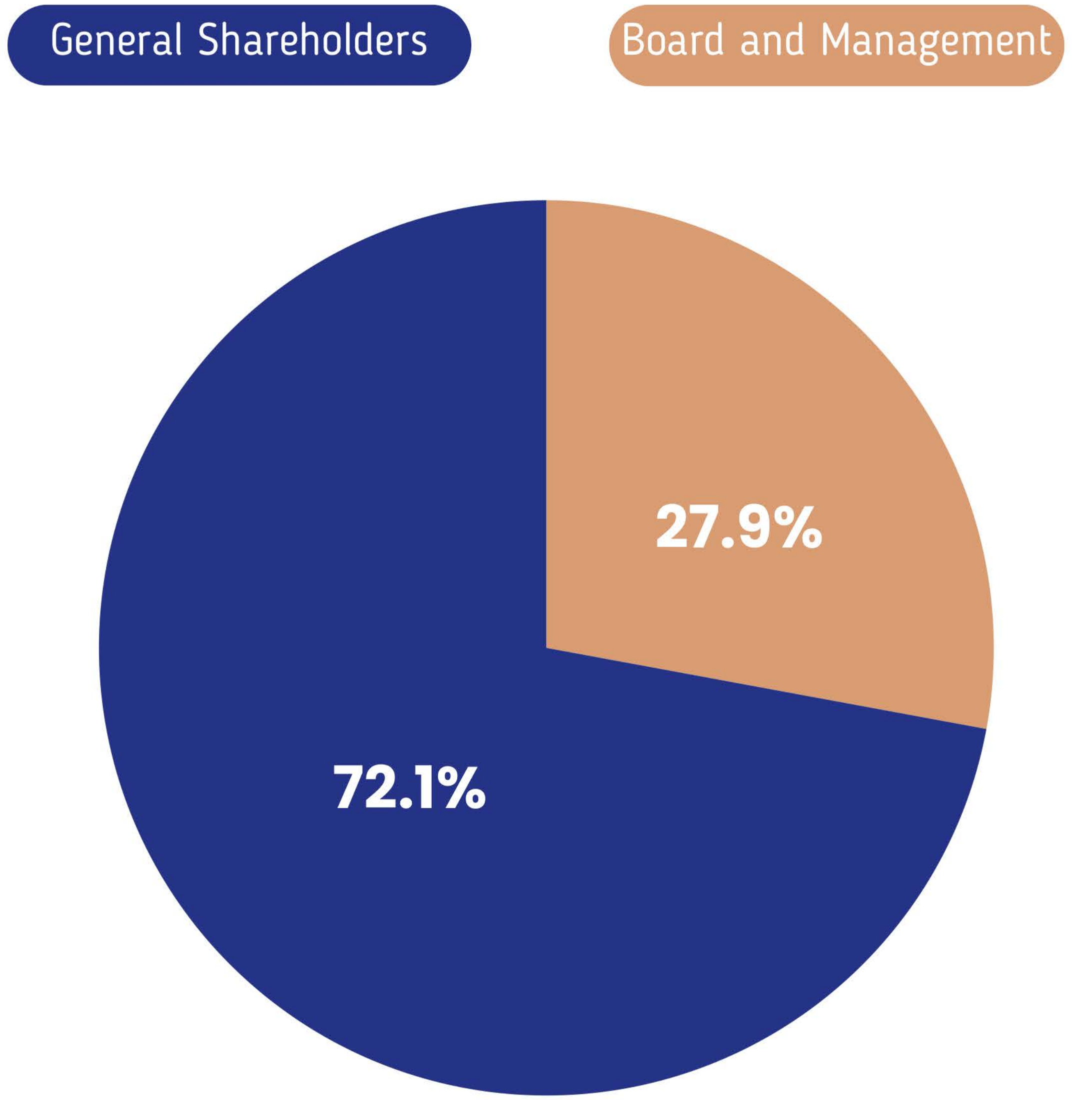
Corporate Snapshot

Capital Structure (AUK: ASX)	$M
Shares On Issue	1,914.41
Unlisted Option	178.25
Market Capitalisation	7.66
Cash and Equivalents (31 Dec 2023)	1.69
Debt	-
Enterprise Value	5.97

Board of Director and Management	Role
Mr Stephen James Harrison	Non-Executive Chair
Mr Jiahua (Joshua) Zhou	Managing Director
Ms Zhao (Tracy) Zhang	Executive Director
Mr Li (Alex) Li	Non-Executive Director
Mr Tony Guarna	Chief Financial Officer



Shareholders

Board and Management	**27.9%**
Top 20	**66%**

Top 3 in the Board and Management

HK Huibeijia Brand Manage Co., Ltd

GRAND AUST INTERNATIONAL PTY LTD

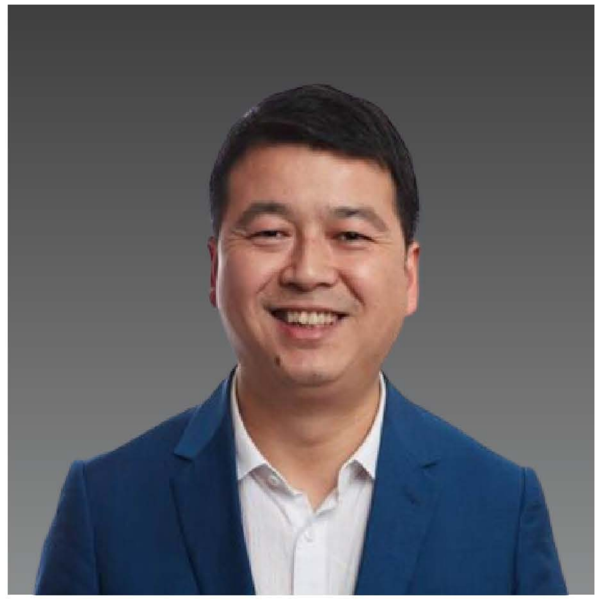
ZHOUS AUSTRALIA HOLDING PTY LTD

The Aumake Team

The Board

Mr Stephen Harrison
Non-Executive Chairman
Bachelor of Economics

Mr Harrison has over 30 years of experience in the financial services, funds management, M&A, private equity and accounting fields – primarily focused on theenergy, technology, IT services, infrastructure, financial services, health, entertainment and natural resource sectors. He is an experienced chairman and director with extensive ASX and corporate experience. He currently serves as the chairman of the ASX listed lifeinsurance company NobleOak Life Limited (ASX:NOL) and oil and gas company Omega Oil and Gas Limited (ASX: OMA). Mr Harrison is a Certified Practicing Accountant.



Mr Jiahua (Joshua) Zhou
Managing Director
Master of International Business

Mr Zhou is one of Australia's leading business professionals specialising in cross-border trade between Australia and China with a focus on social eCommerce. He is the co-founder and a Board Member of Aumake, Australia's first social eCommerce platform designed to be a marketplace for social influencers selling Australian and New Zealand products directly to Chinese consumers. This platform, revolutionised duty-free retail, together with daigou cross border trade and international logistics solutions and was quickly recognised as the leading platform in Australia.

Zhao (Tracy) Zhang
Executive Director
Bachelor of Information Technology and Master of Accounting

Miss Zhang is an accomplished professional in the Fast-Moving Consumer Goods (FMCG) sector, she has demonstrated exceptional expertise in brand management and operations since 2012. She is the architect behind the Huibeijia brand in China, successfully establishing a thriving network of over 400 stores nationwide.

Mr Li (Alex) Li
Non-Executive Director
Bachelor of Tourism Management

Mr Li is a significant figure in international tourism, he has facilitated extensive travel between Australia, New Zealand, and China. Founder of VTOUR Travel which is the biggest outbound travel wholesaler to Australia, Mr. Li's influence on China's tourism sector is substantial.

His "Sunny Australia Vision" platform annually sends 25,000 tourists to Australia, while Grand Aust. International welcomes nearly 60,000 visitors as an inbound tour operator each year. He Currently serves as the Chairman & Co-Founder of Queensland Tourism Group & Grand Aust. International P/L AU&NZ and Founder & President of VTOUR Travel Zhejiang Co. Ltd

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Target Market

A company with strong brand incubation and sales capabilities.

Aumake will focus on capturing a significant market share in the Australia-Asia sector, especially the Australia-China Market.

Tourism Market

Agricultural Products

Wine Market

Health and Wellness Products

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Overview of Chinese Tourist Market

Inbound Chinese visitors arrive Australia

1.4 m visitors(Pre-covid) Est. to be **1.45 m** visitors in 2025 and **1.89 m** visitors in 2028

Source:
Tourism Research Australia.
Ministry of Culture and Tourism (China); China Tourism Academy.

Australia-China Imported Health Products

Australia Market Share

1.25 Bn AUD

Source:
Trend tracker: China's health foodsimports, bone broth in Australia, men'shealth in focus; full article: NutraIngredients-Asia.

Australia-China Agriculture Sector (Exculding Wine)

Australia Market Share

16.22 Bn AUD

Source:
Australia Government, Department of Agriculture
Trade dashboard (beta)

Australia-China Wine Sector

Australia Market Share

1.08 Bn AUD (Pre-covid)

Source:
China Customs; Various sources (CCCFNA); Website (winechina.com)

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Australia as a brand differentiator for the Chinese Outbound Tourism Market

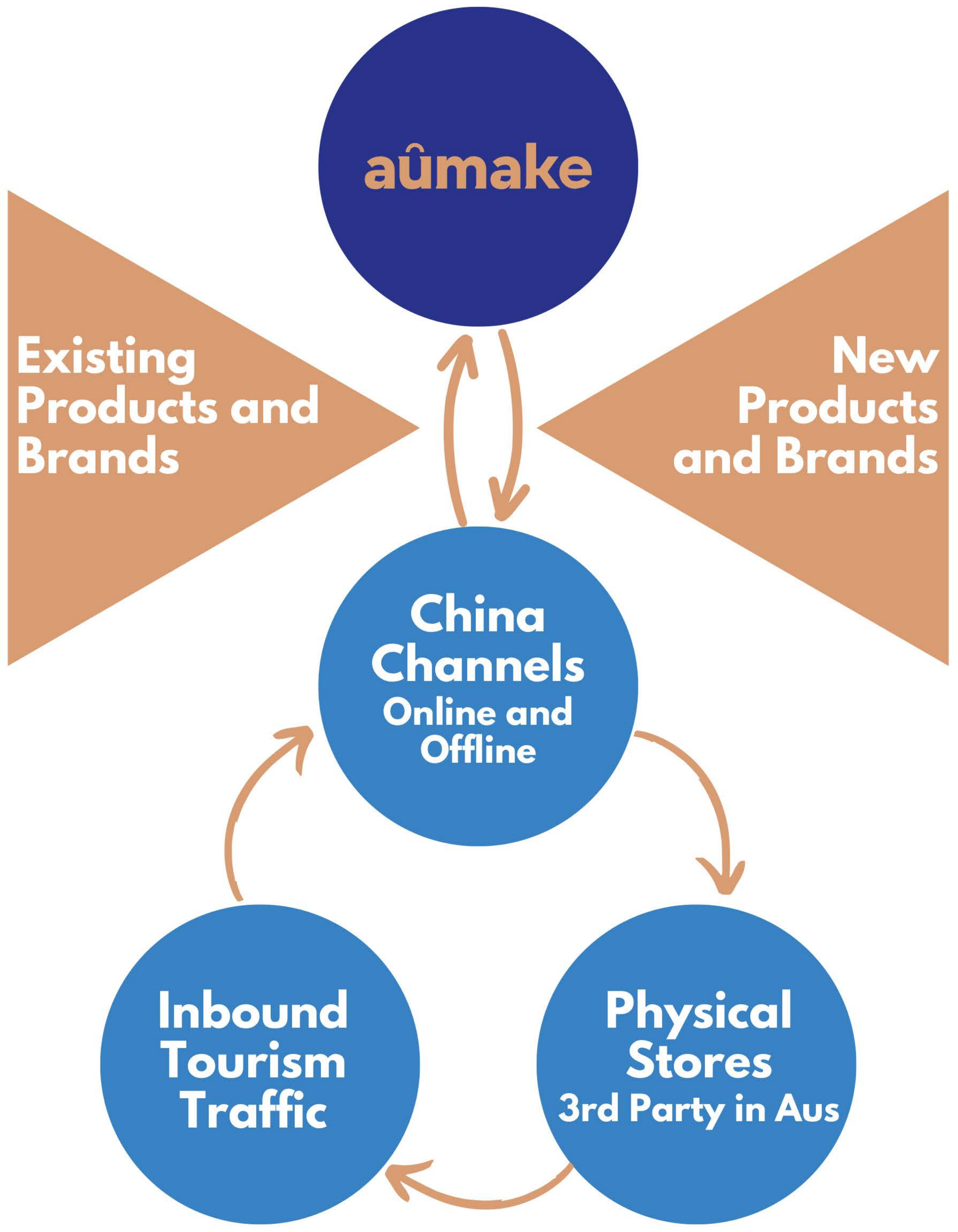
- A secure and safe environment, where tourists can explore with peace of mind
- Pristine Environment and relaxing beaches
- Wellness and lifestyle
- Preferred destination for brand-conscious wealthy Chinese tourists
- Immersive and unique experiences that they can share with friends and families back in China.

Strategic Approach

Sales Channel Expansion and Brand Development

Maximize existing online & and offline channels and tourist channels; explore new avenues, especially via Chinese State own Enterprise (SOE) partnerships, to reach a broader customer base.

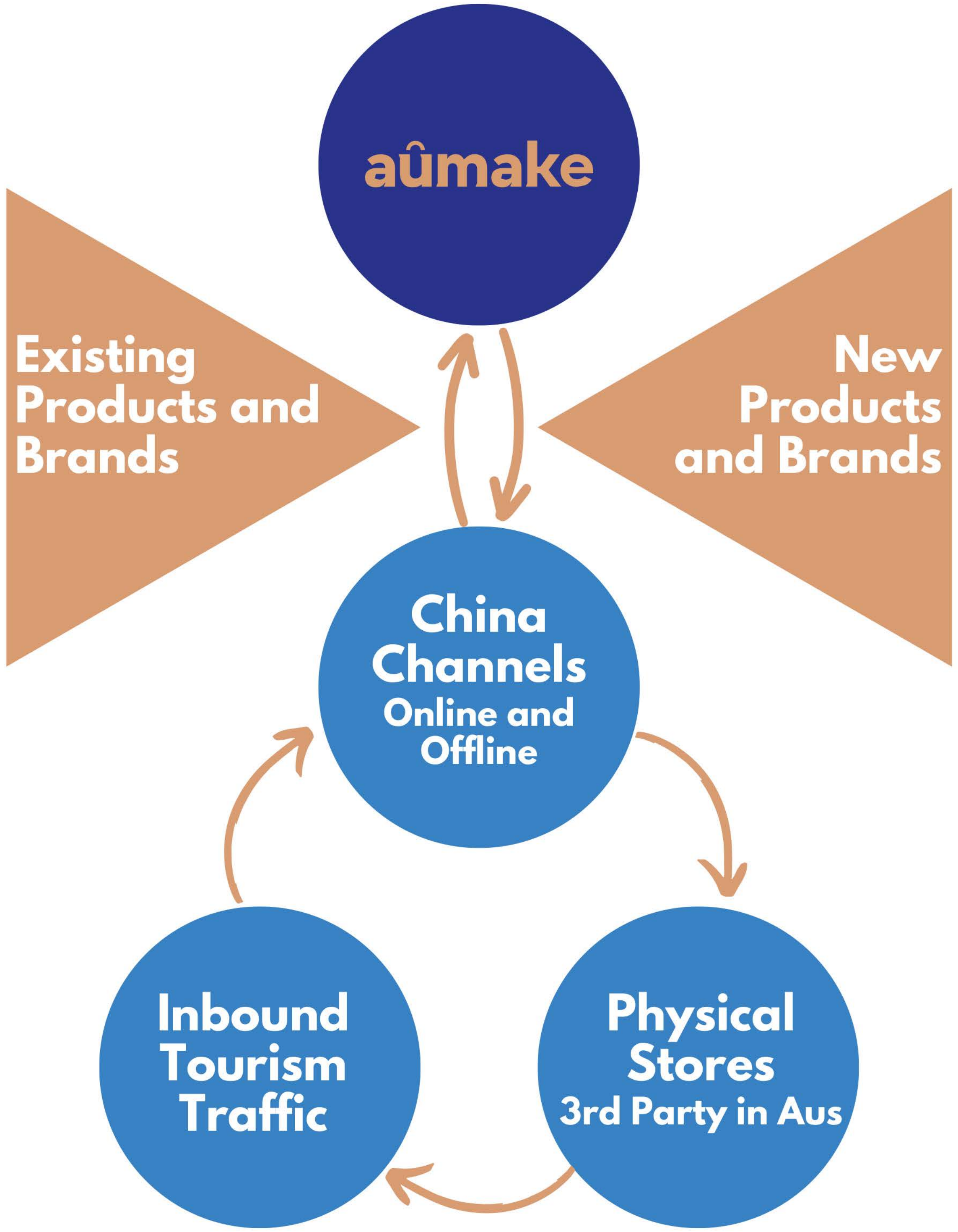
Elevate Aumake and exclusive brands by creating a unique identity and offering distinctive products.



Strategic Approach

Resource Integration

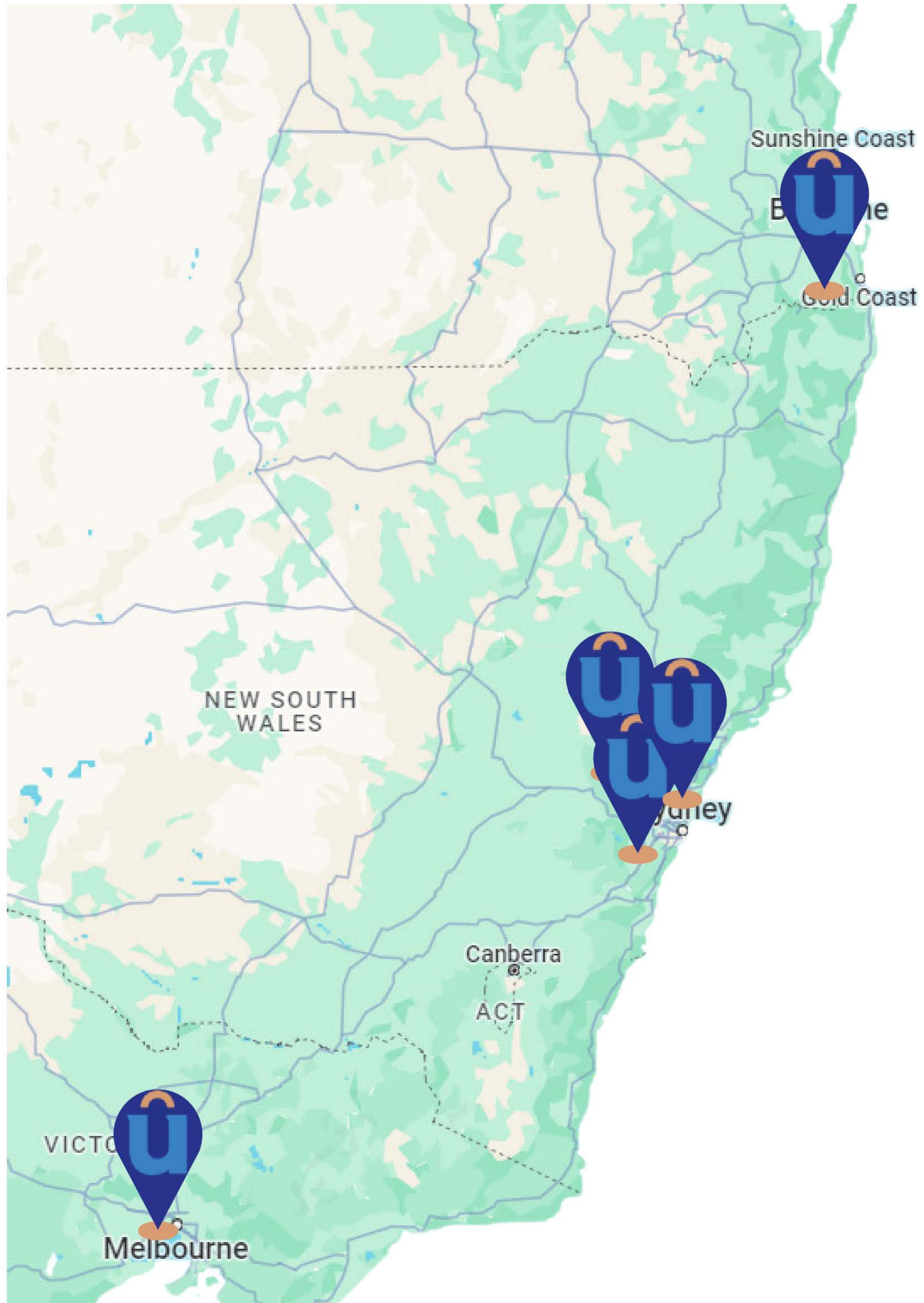
Merge digital and physical retail strategies, optimize supply chains, and integrate marketing across platforms for increased efficiency and effectiveness.

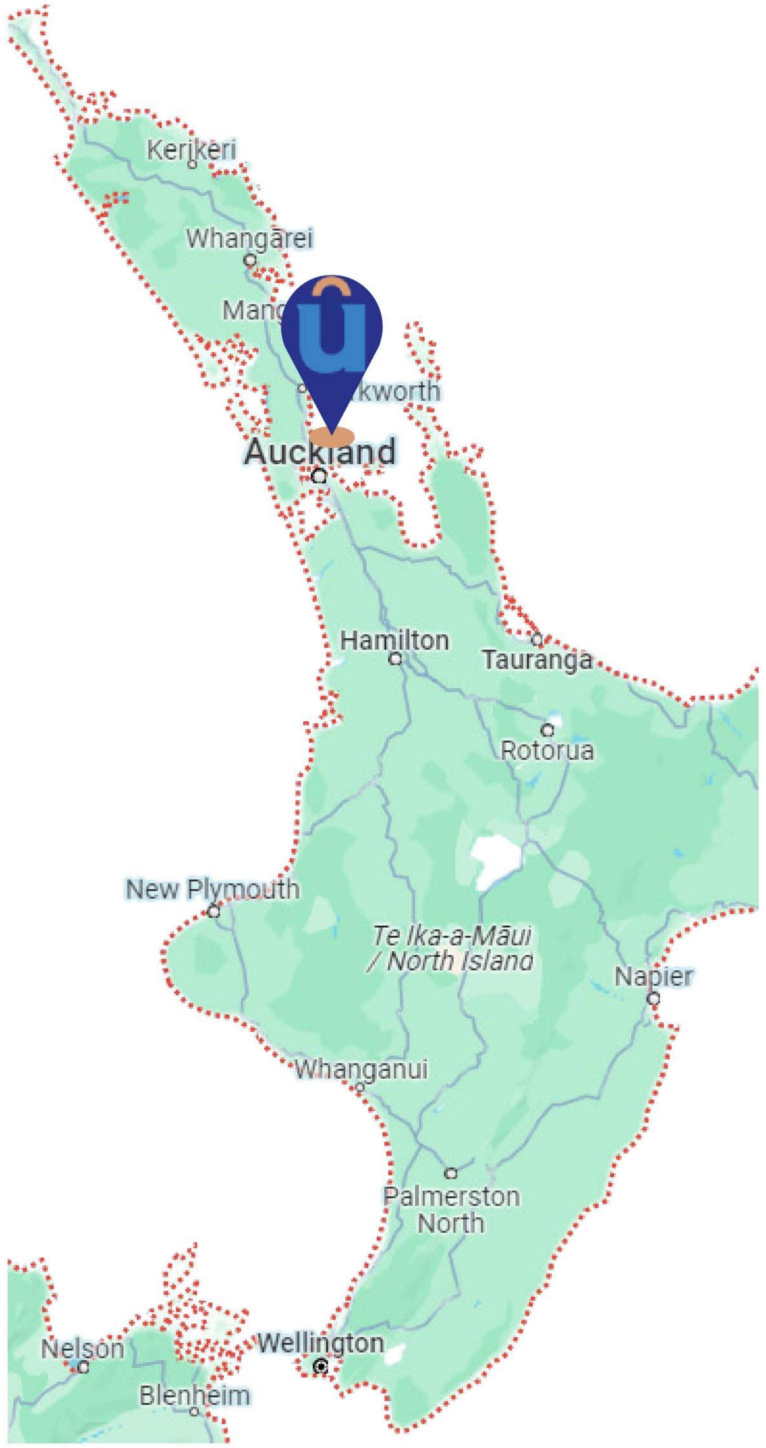


Strategy Implementation
- Sales Channel Expansion

Expanded Channels:

Plan to open 6 Aumake branded stores in Australia and New Zealand in FY2024.

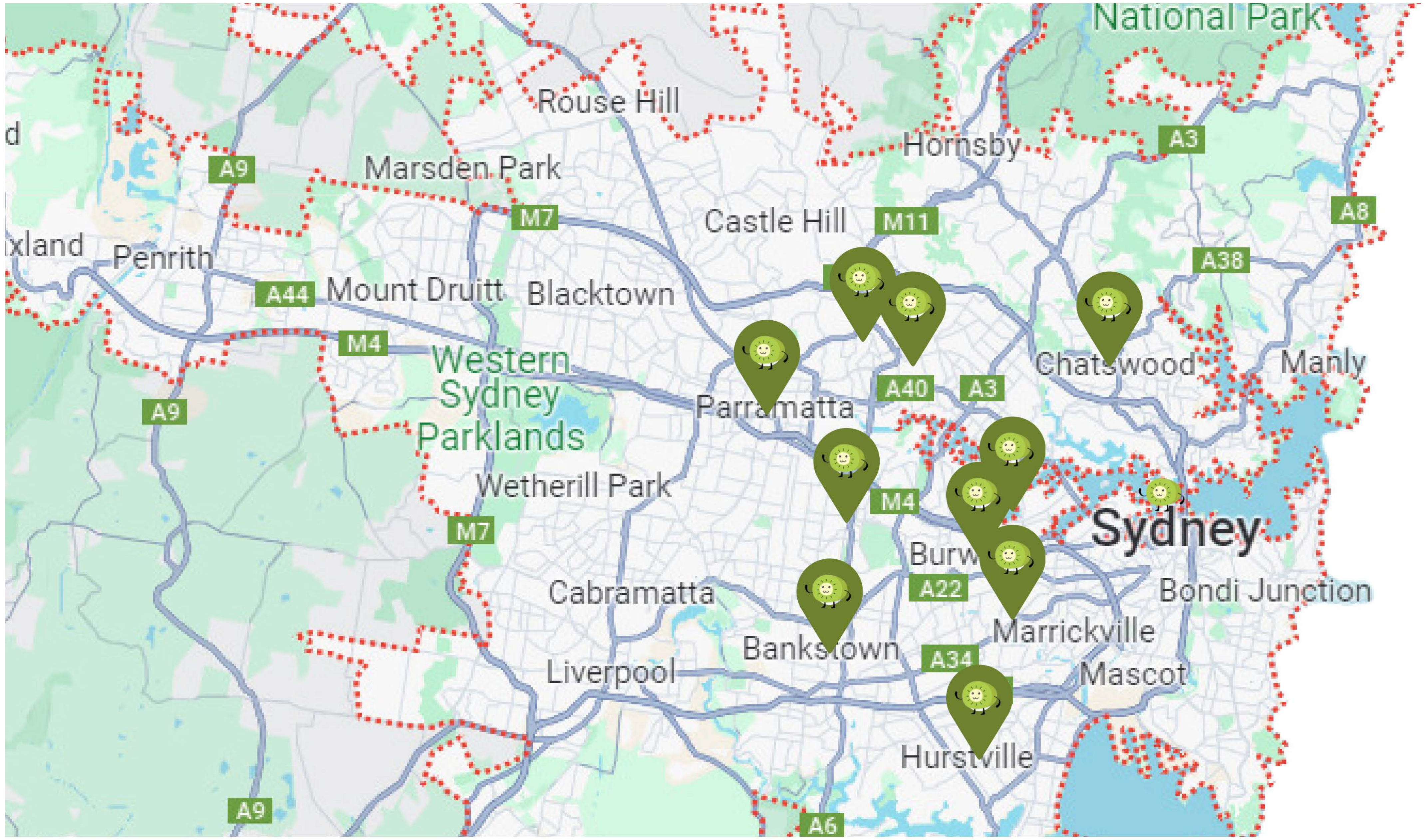




Strategy Implementation
- Sales Channel Expansion

Expanded Channels:

Plan to open 10 Kiwibuy stores in Sydney by the end of FY2024.



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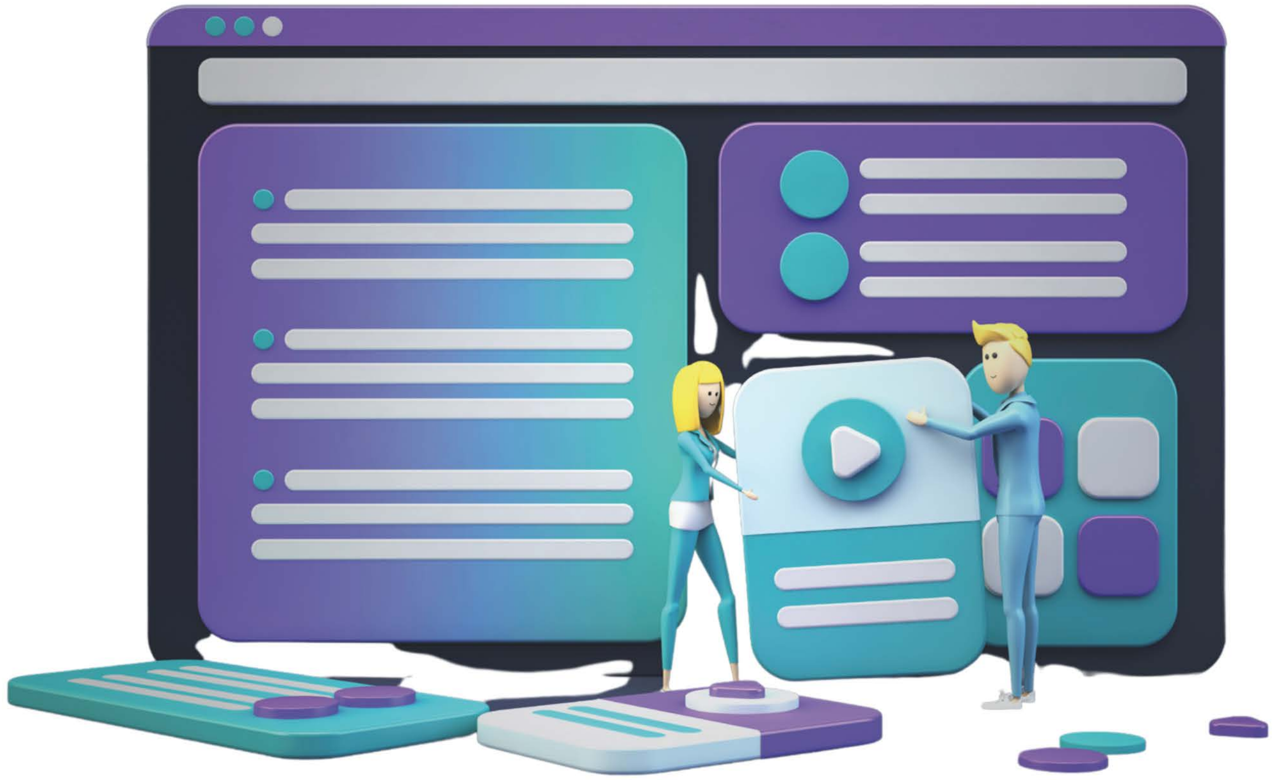
Strategy Implementation

- Sales Channel Expansion

Expanded Channels:

Plan to open Hunter Valley Gallery specialising in Wine and wine-related products

Strategy Implementation
- Sales Channel Expansion



Expanded Channels:
Build a **B2B2C** online platform- **CHATravel**, integrate all supply chain resources and connect all current online stores, and focuses on:

An online Shopping Platform for purchasing and repurchasing:

- Wine
- Wine Related products
- Tour Package
- Vehicle and tour guide services
- Other related services

Establish a MCN service platform, making short videos and sharing them on all mainstream website to promote:

- Australian Wine Culture
- Hunter Valley local tourism
- Everything Selling on the shopping platform

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Strategy Implementation
- Sales Channels enhancement

Enhanced Channels:
Opened and connected online stores in **all** major Chinese Online Platforms and **two** existing WeChat mini-programs.

All major online shopping platforms in China

Wechat Mini-programs

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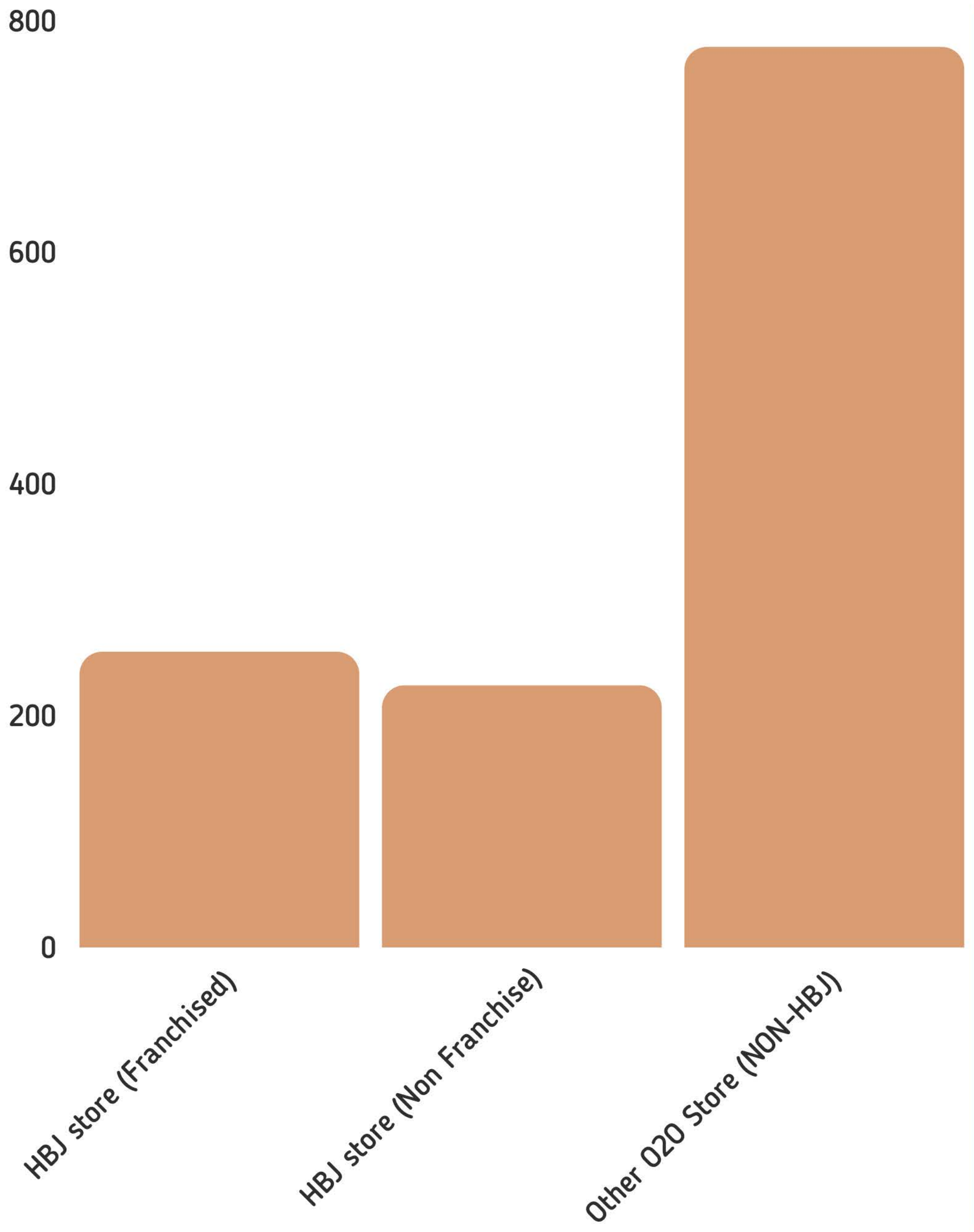
Strategy Implementation

- Sales Channels enhancement

Enhanced Channels:

Potentially connected **1000+**physical stores in China



O2O Stores	Type-1	Qty of Shops
100% Managed	HKH store (Franchised)	255
80% Managed	HKH store (Non Franchise)	226
50% Managed	Other O2O Store (Jointly managed by HKH)	191
0% Managed	Other O2O Store (NON-HKH	586
Total O2O Stores		1258

HKH: HK Huibeijia Brand Manage Co., Ltd, a substantial shareholder and strategic business partner of Aumake

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Strategy Implementation
- Brand Development

Evolving Our Brand with Diverse and Innovative Products:

- **Wine**
  Formed strategic alliance with Petersons Wines

- **New Travel Experience Packages**
  In collaboration with Petersons Wines and supported by the Hunter Valley Wine and Tourism Association and U-Tour Group Co. Ltd, we're aiming to transform Hunter Valley into a top-tier travel destination

Strategy Implementation
- Brand Development

Evolving Our Brand with Diverse and Innovative Products:

- **Cold chain products**
  Aumake will deliver high-quality perishables like premium seafood, vegetables, and meat from Australia and New Zealand, catering to the discerning tastes of Chinese consumers.

- **New OEM products are coming soon**
  - New Health Supplements Products
  - Milk Powders

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Brands Incubation System

1 

Before Departure

Product Learning through MCN short videos, online platform, and physical stores in China

2 

Travelling

Experience Stage in Aumake physical stores and Wine Gallery in Hunter Valley

3 

Shopping

Buy it in store or click online through Chatravel and send to China

4 

Post-trip Repurchase and Share

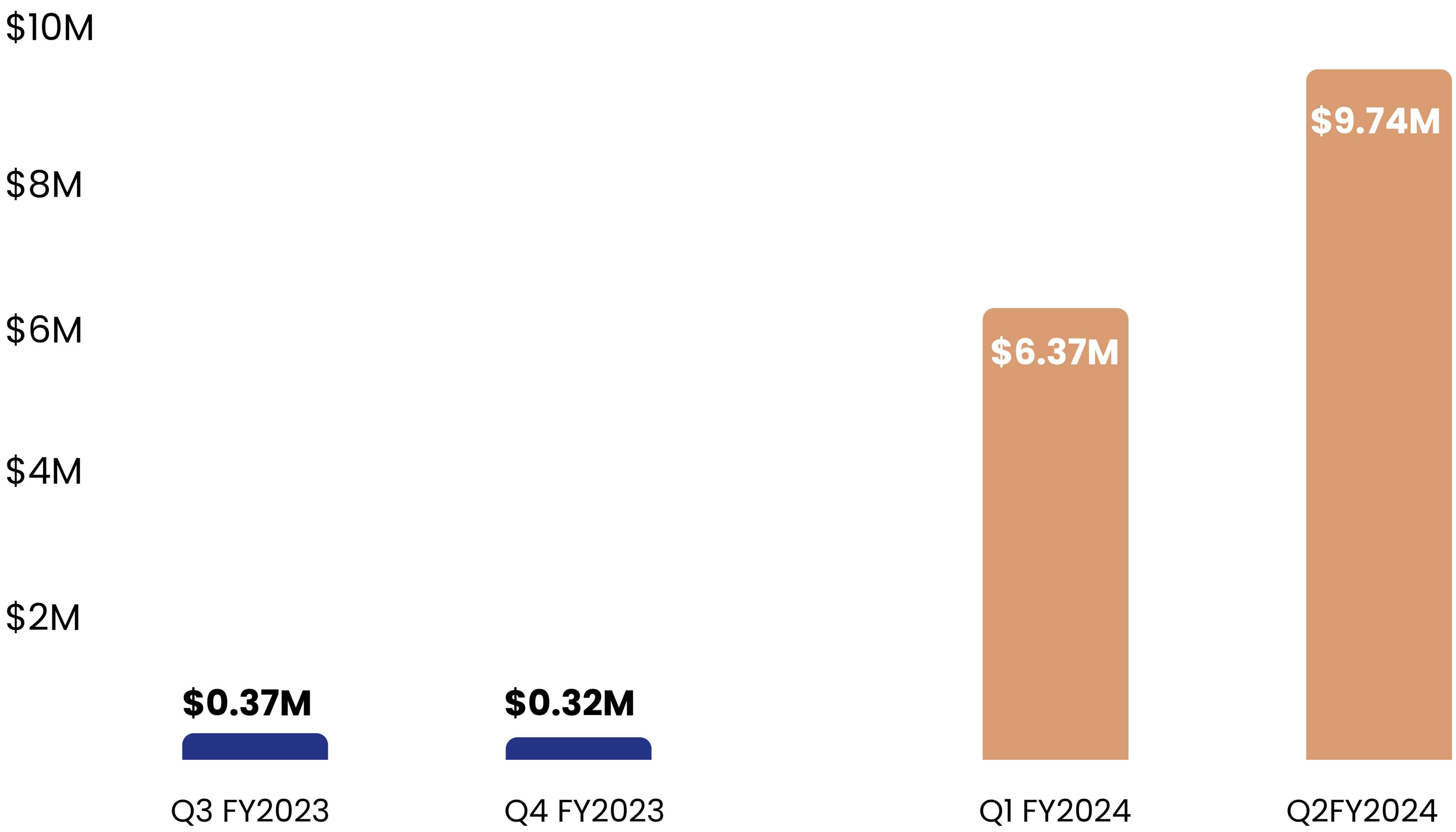
Visitors can repurchase through our online & offline channels and Share to Friends

5 

B2B & Customisation

Business visitors can do B2B order on Chatravel and customise/white label own brands

Financial Metrics



Overall Conclusion and Outlook

Aumake is working towards converting strategic competitors into Strategic partners and investors that will enable Aumake to take a significant market share.

- GAT
- HKH
- Third party tourist shopping stores and physical daigou stores

Brand Incubation and development will lead to higher margins and recurring revenue.

- Wine and tourism products
- OEM products
- Cold Chain Products

Expected Growth

Aumake is striving to achieve the Rule of 40, sales growth rate plus margin should be 40%+ year on year.

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Thank You

If you have any questions, feel free to ask and we can start a discussion together

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