

## STRATEGIC PARTNERSHIP ITRIP.COM

12 February 2018

### Highlights

- Establishment of a strategic partnership with leading Chinese, Australian travel focused, online booking platform Itrip.com
- Direct marketing exposure to over 600,000 Itrip.com members and indirect exposure to users of China's largest online travel agencies
- Significant enhancement of AuMake's brand presence in the lucrative Chinese Free Independent Traveller (FIT) segment
- Bookings made via Itrip.com and large online travel agencies will receive AuMake marketing material and vouchers for use in AuMake retail stores during their stay in Australia, and online on their return to China to encourage repeat purchases
- Anticipated increase in AuMake WeChat member registrations from increased FIT visitation
- Exploration of commercial and corporate synergies between AuMake and Itrip.com

(**Sydney, Australia**) – AuMake International Limited (**AuMake** or the **Company**) is pleased to announce the establishment of a strategic partnership with Itrip.com ([www.itrip.com](http://www.itrip.com)).

Itrip.com is the leading online travel agency booking platform for Chinese tourists travelling to Australia, specialising in the Free Independent Tourist (FIT) segment. A significant number of Chinese tourists use or conduct research through the Itrip.com platform to purchase flights, accommodation, tour activities and other ancillary services for their Australian travel plans.

A summary of statistical information of Itrip.com:

- Established in 2010 with 600,000 current members and growing
- More than 170,000 individual bookings in the last 12 months
- Over 300 independent Chinese travel agents in Australia currently use the Itrip.com booking system
- Expected growth to over 800 independent China based travel agents by end of calendar year 2018 via use of their B2B booking system

Itrip.com also provides Australian tourist packaged products to the largest online travel platforms in China including Ctrip, Mafengwo, Tuniu, Tongcheng and Qunar. Specifically, and as an example of size, Ctrip ([www.ctrip.com](http://www.ctrip.com)) is listed on NASDAQ with over 300 million registered users as of November 2017 with revenues of USD \$2.9b for 2016.

AuMake will have indirect exposure to users of these China based online travel agencies via their use of the Itrip.com packaged products.

The establishment of a strategic partnership with Itrip.com provides AuMake with significant brand exposure to the Chinese FIT market. Each user that books travel to Australia via Itrip.com will receive marketing material and discount vouchers for use in AuMake retail stores while in Australia, and online when they return to China.

An initial coordinated marketing campaign will begin on in anticipation of this year's Chinese New Year festival period when Chinese tourist visitations increase to Australia.



The Company anticipates that this strategic partnership with Itrip.com will have a significant positive impact on FIT visitations to AuMake's retail and online stores and is consistent with AuMake's aim of increasing its brand presence in the lucrative FIT Chinese tourist market. AuMake will also assist Itrip.com with the development of additional revenue streams via AuMake's distribution networks in the daigou and Chinese tour guide markets.

AuMake and Itrip.com have also committed to exploring mutually beneficial commercial and corporate synergies.

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**INVESTORS:** Keong Chan, Executive Chairman, [keong.chan@aumake.com.au](mailto:keong.chan@aumake.com.au)

**MEDIA:** Lynn Semjaniv, Sauce Communications, [lynn@saucecommunications.com.au](mailto:lynn@saucecommunications.com.au) or 0481 004 797.

### **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); and 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.