

## **DENNIS LIN APPOINTED TO THE ECARGO BOARD**

April 9, 2018 SYDNEY: eCargo Holdings Limited (ASX:ECG) (the "Company" or "ECG") today announced the appointment of Mr. Dennis Lin as Independent Non-Executive Director with immediate effect. Mr Lin will fill a casual vacancy on the Board.

Mr. Lin is a Partner of BDO and leads the firm's China Advisory Services in Australia and is the Chairman of ASX listed consumer goods company Bubs Australia Limited (ASX:BUB), as well as a Director of Buderim Group Limited (ASX:BUG). The Board states that its decision to appoint Mr. Lin was driven by his impressive Australian FMCG experience focusing on the cross-border trade and investment with China.

As a Chartered Accountant and Solicitor Mr. Lin has been involved in a wide range of commercial transactions, merger and acquisitions, and capital market transactions between Australian and Chinese businesses and has a specialist focus on the agricultural and consumer goods sector.

Mr. John Lau, Executive Chairman of ECG, said: "With the profession and experience of Dennis, the appointment will definitely contribute to the Company's strategy and significantly enhance ECG's growth prospects and enable ECG to benefit from the cross-border trade between Australia and China."

Ms. Eva Zhang, CEO of ECG, said: "Having worked closely with Dennis before joining ECG, especially through Bubs Australia from prior to its successful listing, I believe he is one of the best at translating the complexity of Chinese consumer market both daigou channels and general eCommerce to the Australian corporate and investment communities - his contribution to the company will be highly important for growing our Australian business."

The Board welcomes Mr. Lin to the Board and looks forward to his contribution to ECG.

### **About ECG**

ECG is a China-based eCommerce technology and specialist execution group of companies, with operating companies in China and Australia trading under the eCargo and Amblique brands, providing on-demand digital commerce technology development and related execution capabilities for retailers and fashion brands.

eCargo acts as a "one-stop" enabling partner for designer fashion, branded apparel and retail companies seeking to sell their products online in China, Australia and South-east Asia by providing integrated online and offline technology and supply chain solutions. Amblique is a leading digital commerce consultancy, providing retail strategy, eCommerce platform implementation and optimisation services in Australia and New Zealand.

ECG connects consumers with brands online and offline through the development and marketing of eCommerce platforms, brand site transactional platforms and major marketplace platforms in China and South-east Asia.

**Media Contacts****GRACosway**

Ben Wilson  
T: +61 407 966 083  
E: [bwilson@gracosway.com.au](mailto:bwilson@gracosway.com.au)

Holly Pascoe  
T: +61 413 143 024  
E: [hpascoe@gracosway.com.au](mailto:hpascoe@gracosway.com.au)