



Connecting Australian & New Zealand Brands to China



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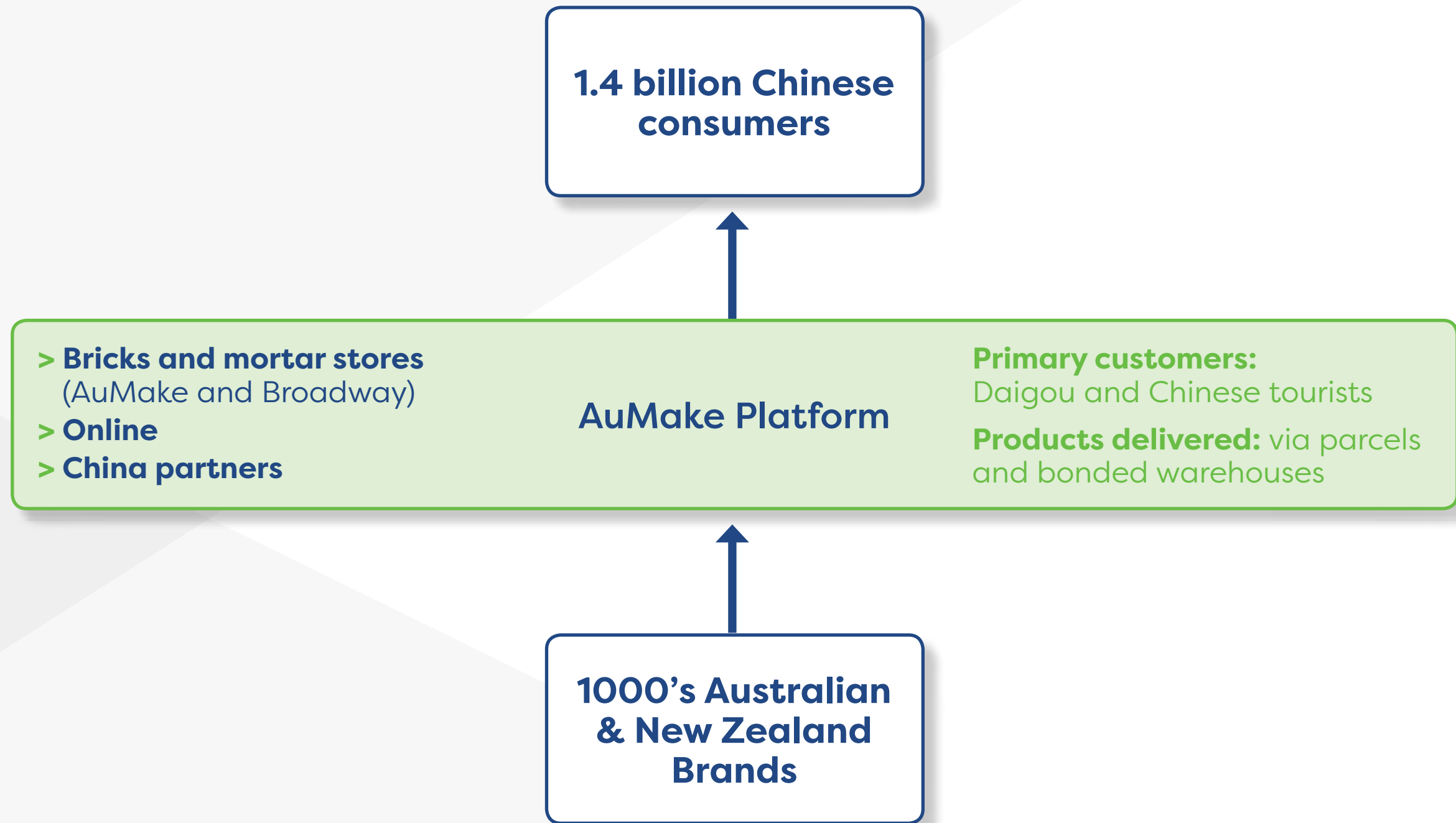
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“The daigou channel continues to be an important part of the way we promote the Swisse brand to our customers in China.”

Nick Mann, Sales Director, Swisse Australia & New Zealand



AuMake Business Model





AuMake Platform

Bricks and Mortar Stores

AuMake

16 Australia, 1 New Zealand

Broadway

6 Australia, 2 New Zealand
(100% Chinese Tourists)

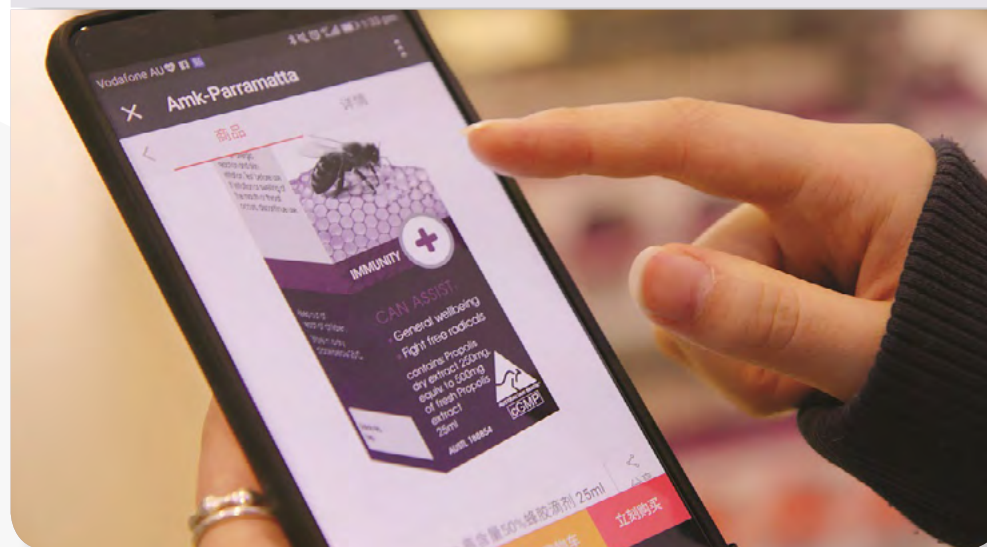


Online

30% of total sales and growing

EBITDA % of online sales 3x
bricks and mortar stores

Sales continues to increase,
leveraging off existing
infrastructure



China Partners

Exclusive strategic partnership
with JD.com

300 million active user
database





“
The exposure to Chinese tourists and
Australian daigou makes AuMake an
exciting channel in which to promote
our brand.”

Lavinia Liao, Director of Asia Channel, KOSMEA



Broadway Acquisition

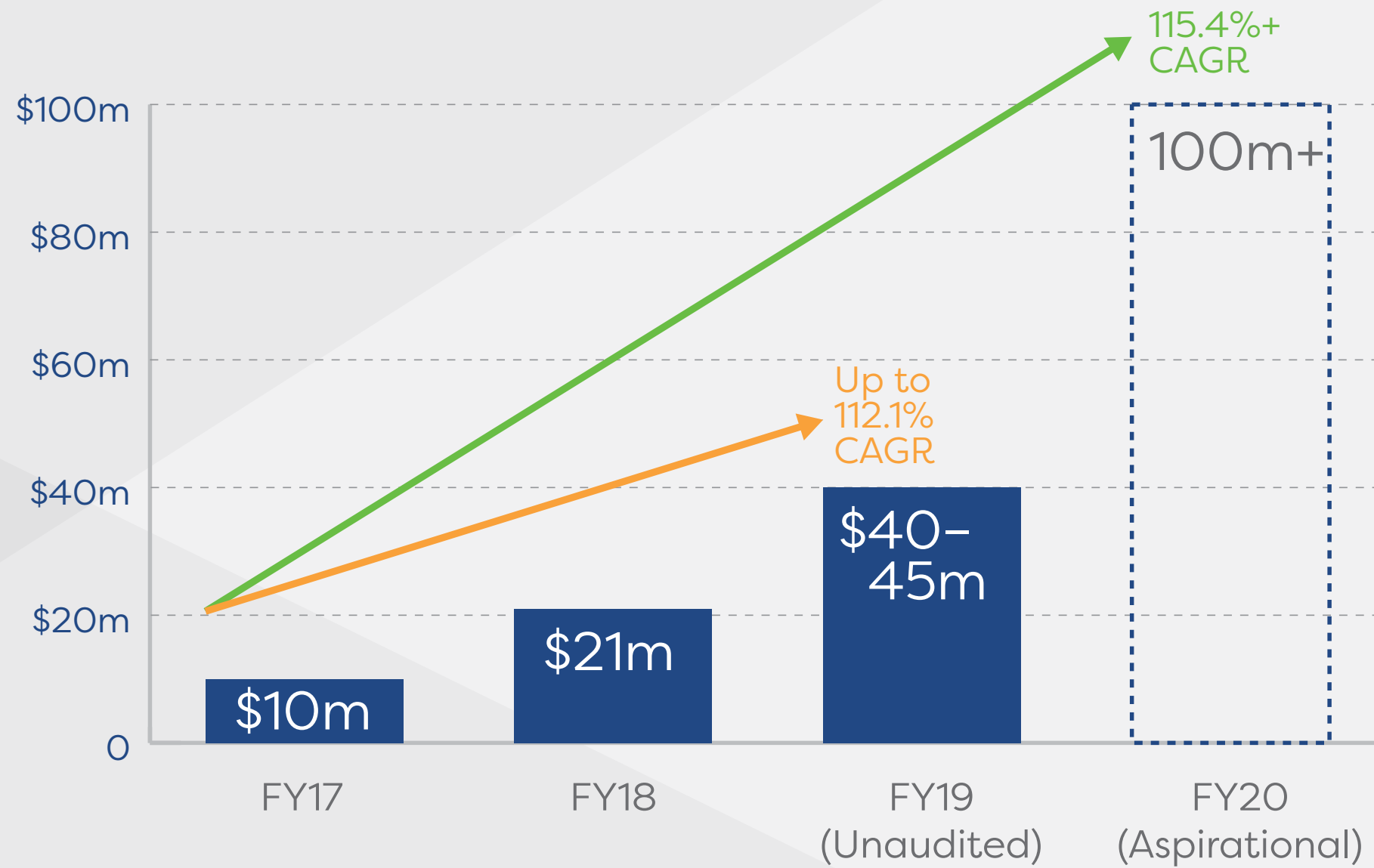
- ✓ **Leading retailer**
To the Australian and New Zealand Chinese tour group industry for the last 20 years.
- ✓ **Brand exposure**
Introduce Australia and New Zealand's best and newest brands to Chinese tour groups for the first time at industry leading prices.

Impact of Broadway acquisition	FY19	FY20
Number of tourists in Broadway	30,000	70,000+
Online sales in Broadway	0%	25%
Total AuMake owned brand sales	\$4m	\$15-20m*

*FY20 aspirational

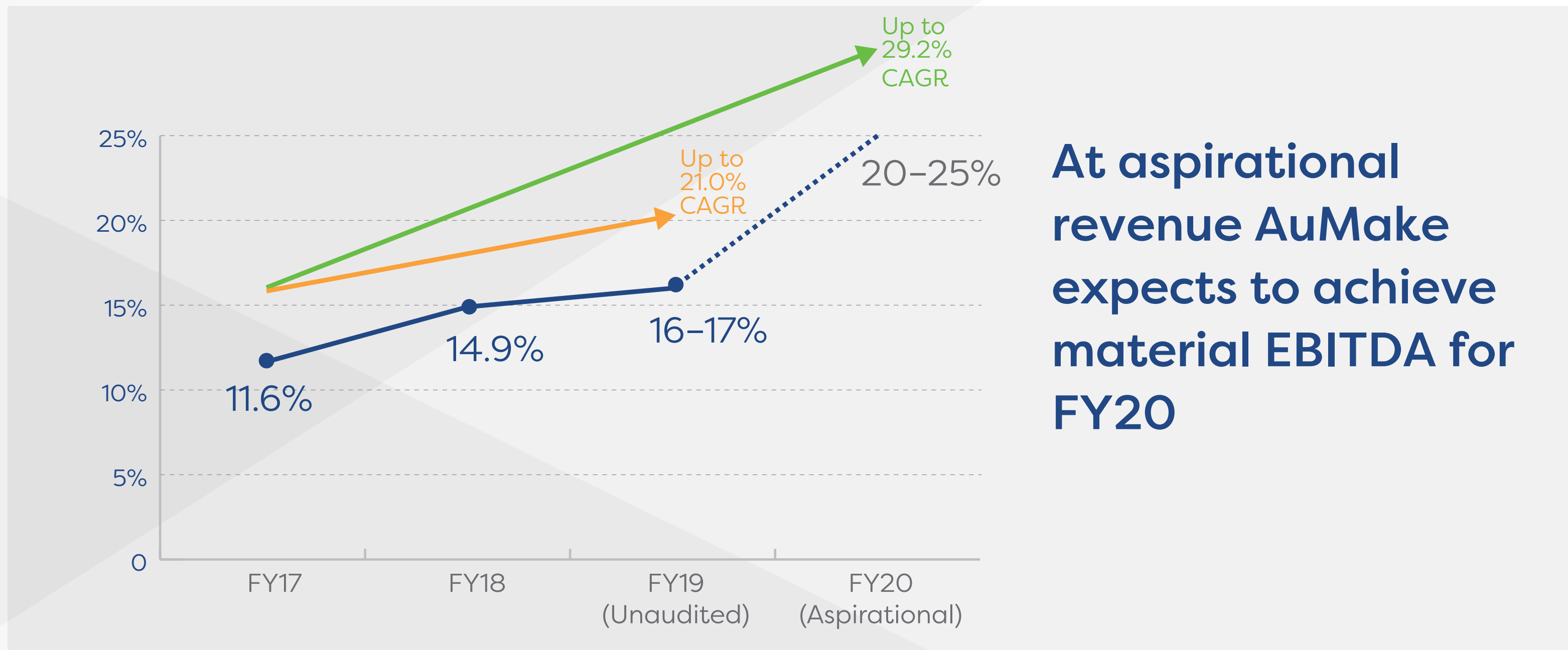


Significant Revenue Growth





Growth margin and profitability



At aspirational revenue AuMake expects to achieve material EBITDA for FY20



Outlook

- **Strong trading conditions** experienced in traditional low season June
- AuMake **increasing market share** as rationalisation and consolidation of daigou market continues
- Significant growth anticipated from **acquisition of Broadway** effective from start – mid July 2019.
- Continue to strengthen the relationship with **JD.com**
- Moving into **high season towards end of CY19** coinciding with aspirational profitability



A photograph of three young children sitting in a brightly lit room with colorful walls. On the left, a boy in a blue and white striped shirt is laughing. In the middle, a boy in a blue and yellow striped shirt is smiling. On the right, a girl in a light blue turtleneck sweater is smiling. The image has a semi-transparent green overlay on the right side.

“ We have tried everything to promote our brand to the Chinese market, but the Aumake platform is the only thing that has worked for us ,”

Bonnie Xi, Head of Marketing and Sales – Asia Pacific Region, Nuzent

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