

ECARGO LAUNCHES CBEC GROWTH PROGRAM IN AUSTRALIA

August 30, 2019 (SYDNEY): eCargo Holdings Limited (ASX: ECG) ("ECG") celebrates the launch of its new Cross-Border eCommerce (CBEC) Growth Program, coinciding with the start of the Alibaba E-Commerce Expo and Exhibition in Sydney today.

The new program aims to assist food and beverage brands looking to grow their brand equity in China; helping them navigate the unique and characteristics of the market.

The move further strengthens ECG's value proposition following its acquisition of Metcash's China business and Jessica's Suitcase, providing its partners with a one-stop offering which includes online and offline solutions, marketing and activations.

The launch reinforces a number of ECG's strategic priorities; strengthening its online CBEC offering through its two multi-brand and multi-category flagship stores on Alibaba Group's Tmall Global e-commerce marketplace under the names of Metcash and Jessica's Suitcase, and a renewed focus on brand market segments.

Chief Executive Officer of ECG, Mr. Will Zhao, said: "ECG is thrilled to be launching this exciting new program, which allows us to take advantage of China's booming e-commerce market."

"Our new fee-based program will provide a full-service, cost-conscious entry option for brands entering the China market," he added.

"Having their products listed on our well-established online flagship stores will also help to bring high quality traffic from day one," he concluded.

Beyond access to ECG's online platforms, the program will strengthen brand presence through the business's unique offering which includes access to data and insights, marketing, traffic generation and reporting.

Following the initial incubation period, ECG will work with the brands involved to assess their distribution sustainability, including online and offline distribution possibilities in-market.

Alibaba Group's Lifestyle Ambassador to Australia and New Zealand and Non-executive Director of ECG, Ms. Jessica Rudd, commented: "Brand building and identifying the right partners continue to be some of the toughest challenges facing businesses entering the China market," she said.

"By leveraging Alibaba's ecosystem, technology and execution capabilities, ECG's new CBEC Growth Program will cultivate and grow brand presence by providing a one-stop shop, from marketing strategy, traffic generation and stock planning to supply chain management in a cost-efficient manner that is unique to the market," she concluded.

Senior Director of E-Commerce for Alibaba Group in Australia and New Zealand, Mr. Scott Ni, said: "We're delighted to see an experienced brand enabler like eCargo continue to form strong partnerships with ANZ brands that bring more products to Chinese consumers."

About eCargo Holdings Limited

eCargo Holdings Limited is an ASX-listed company specialising in sales and marketing strategy, execution and distribution in China. With a broad range of capabilities across; logistics and fulfilment, eCommerce management and operations, Online to Offline (O2O) distribution and wholesale, as well as strategic advice.

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