



**AuMake**  
International Limited

# Wilson's Rapid Insights Conference

21 November 2019





# Disclaimer

This presentation has been prepared by “AuMake International Limited” (“**AuMake**”). This document contains background information about AuMake current at the date of this presentation. The presentation is in summary form and does not purport to be all inclusive or complete. Recipients should conduct their own investigations and perform their own analysis in order to satisfy themselves as to the accuracy and completeness of the information, statements and opinions contained in this presentation.

This presentation is for information purposes only. Neither this presentation nor the information contained in it constitutes an offer, invitation, solicitation or recommendation in relation to the purchase or sales of shares in any jurisdiction.

This presentation does not constitute investment advice and has been prepared without taking into account the recipient’s investment objectives, financial circumstances or particular needs and the opinions and recommendations in this presentation are not intended to represent recommendations of particular investments to particular persons. Recipients should seek professional advice when deciding if an investment is appropriate. All securities involve risks which include (among others) the risk of adverse or unanticipated market, financial or political developments.

To the fullest extent permitted by law, AuMake, its officers, employees, agents and advisors do not make any representation or warranty, express or implied, as to the currency, accuracy, reliability or completeness of any information, statements, opinions, estimates, forecasts or other representations contained in this presentation. No responsibility for any errors or omissions from this presentation arising out of negligence or otherwise are accepted.

This presentation may include forward-looking statements. Forward-looking statements are only predictions and are subject to risks, uncertainties and assumptions which are outside the control of AuMake. Actual values, results or events may be materially different to those expressed or implied in this presentation. Given these uncertainties, recipients are cautioned not to place reliance on forward looking statements. Any forward looking statements in this presentation speak only at the date of issue of this presentation. Subject to any continuing obligations under applicable law, AuMake does not undertaken any obligation to update or revise any information or any of the forward looking statements in this presentation or any changes in events, conditions, or circumstances on which any such forward looking statement is based.



## AuMake at a glance

- **Established organiser of Asian tourists to Australia & New Zealand (ANZ)** leveraging long lasting relationships in Asian tourism industry
- **Specialists in the promotion of ANZ products and services** to Asian tourists and daigou
- **23 strategically located bricks & mortar stores in ANZ**, in addition to owned/third party online platforms
- **Portfolio of owned brand products** across four product categories (skincare, health supplements, wool and honey)
- **Significant financial and operational improvement** following the integration of Broadway (a leading Asian tourism business)



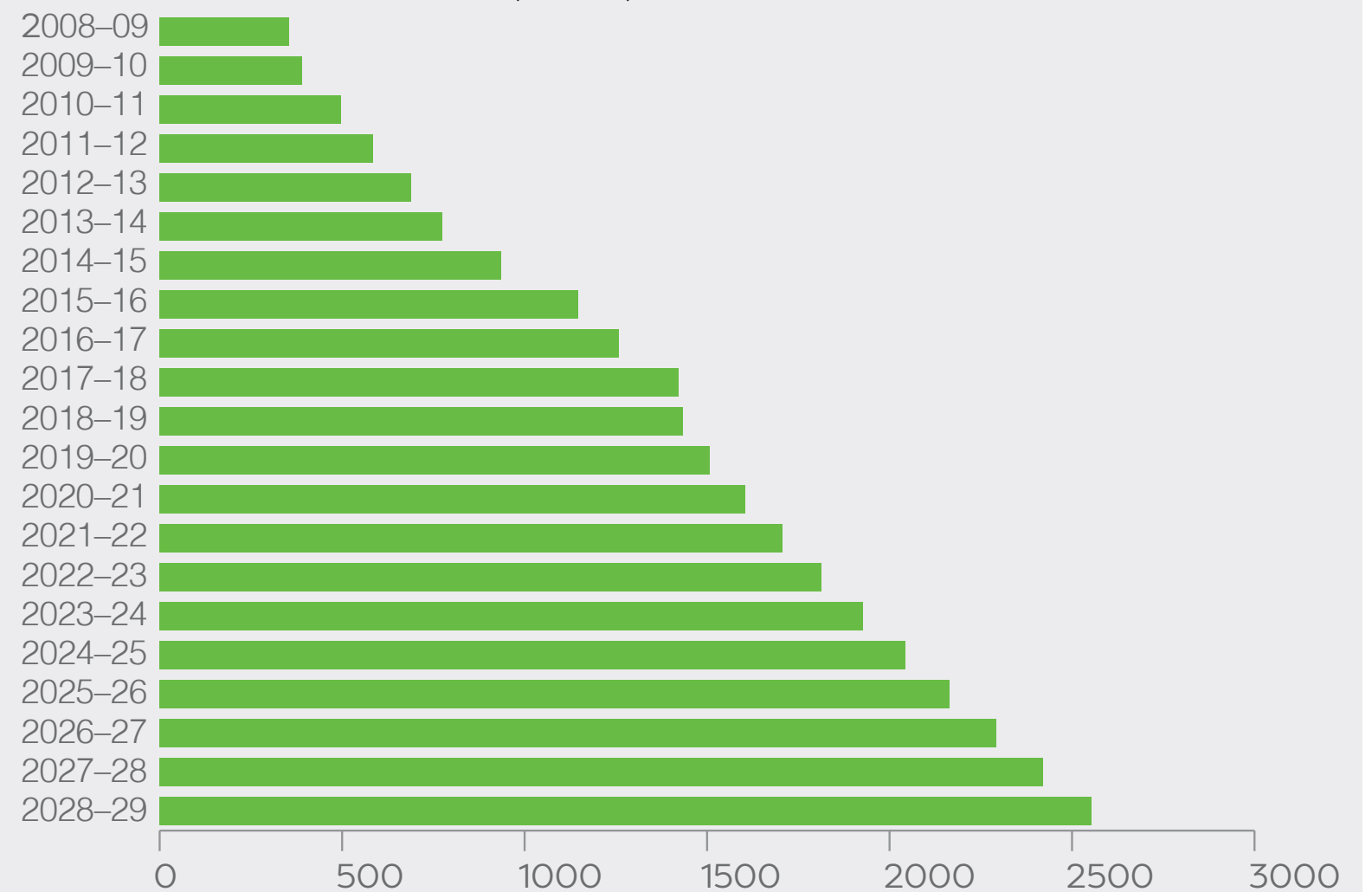


**There are now around 1.5 billion middle-class in Asia, all demanding higher standards in their lives for food, energy, tourism, hospitality, education, healthcare, luxury goods and property<sup>1</sup>.**

Almost 21.2% (1.1 million)<sup>2</sup> of the expected 5.3 million additional arrivals in 2028–29 will be from China.

This will see an increase in the importance of Chinese tourism, as their share of arrivals grows from 15.3% in 2018–19 to 17.4% in 2028–29.

**China visitor arrivals<sup>2</sup> ('000)**

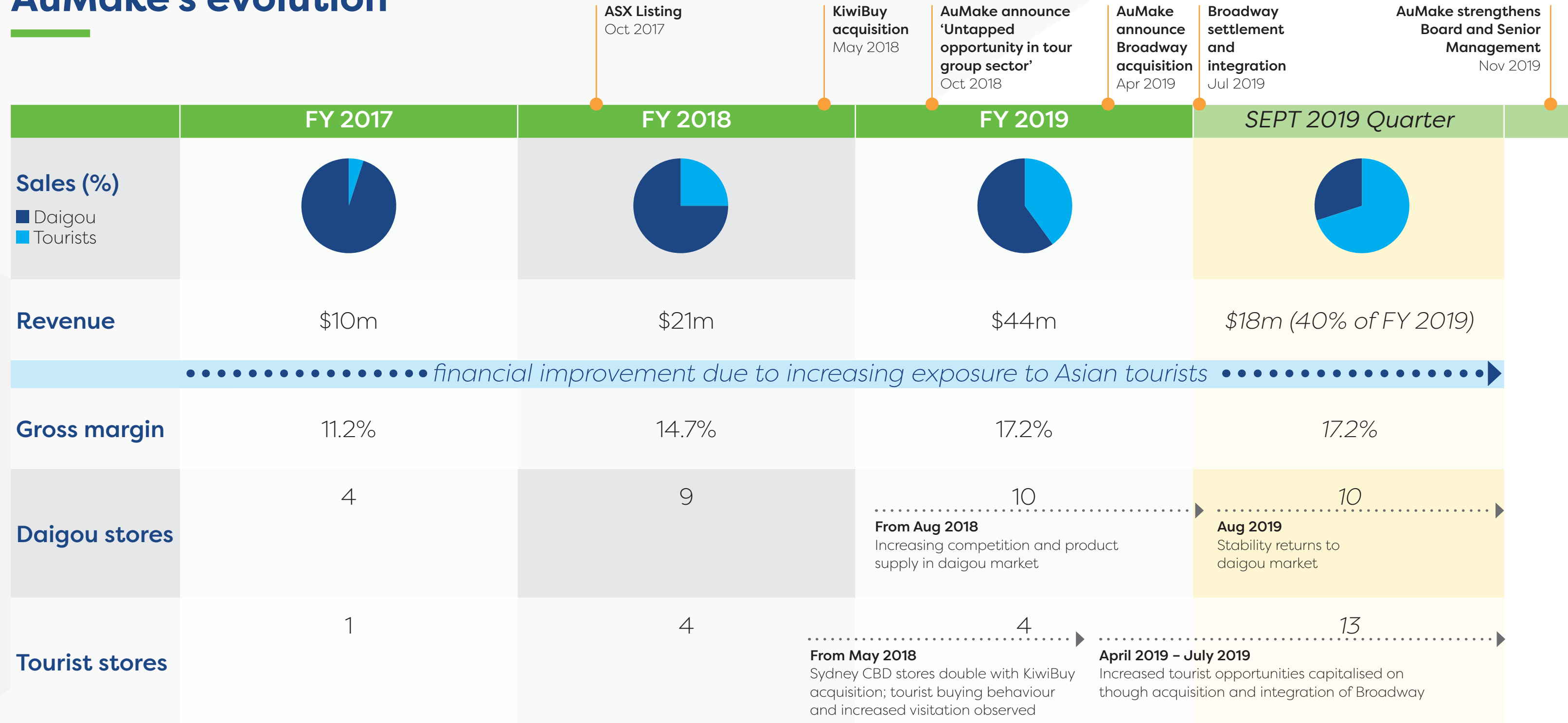


1. [https://glintpay.com/economics-en\\_us/rise-rise-asias-middle-class/](https://glintpay.com/economics-en_us/rise-rise-asias-middle-class/)

2. *Tourism Forecasts 2019, Tourism Research Australia*

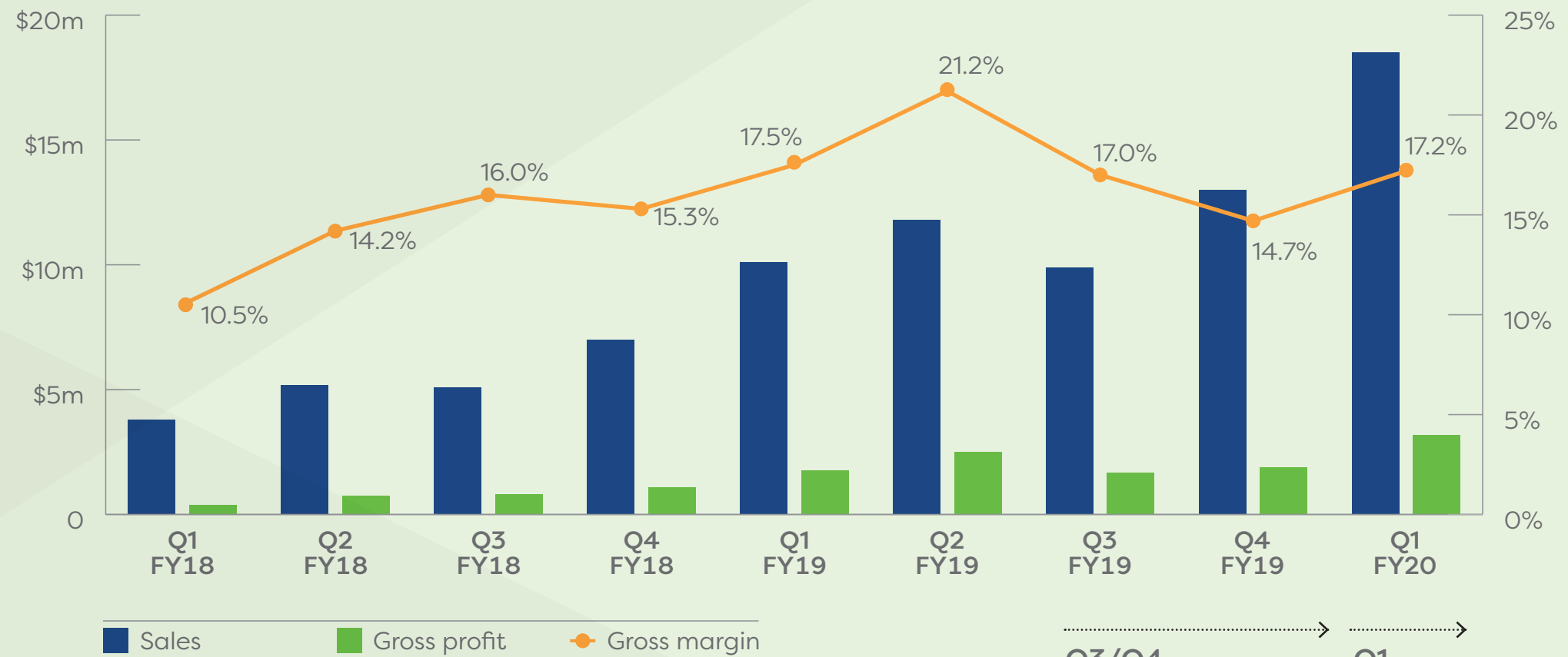


# AuMake's evolution





# Sustained improvement in revenue, gross margin and gross profit as the business evolves

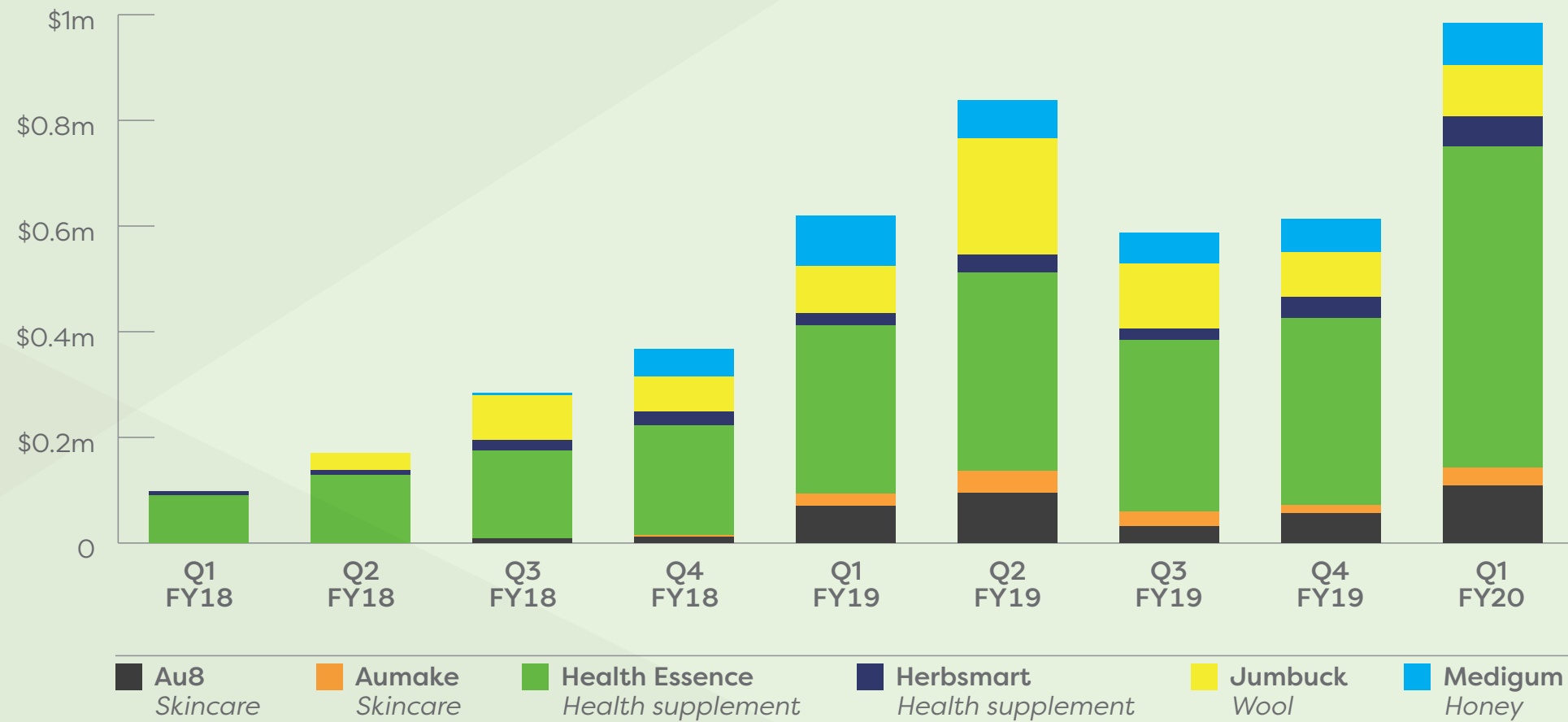


**Q3/Q4**  
Seasonality and increasing popular brand product supply

**Q1**  
Two months trading with Broadway



# Owned brand revenue supporting overall growth in margin and profit







## AuMake's unique business model is well positioned to maximise sustainable growth drivers

- **Significant increase in number of tourists visiting AuMake stores**
  - > High growth potential in the number of tourists AuMake can attract
- **Increasing sales of high margin owned brand products**
  - > Supported by growing Asian tourist store traffic
- **Improving retail store experience and finding other ways to monetise tourist traffic**
  - > Improving product mix and store layout to increase sales conversion
  - > Addition of new complementary revenue streams







# FY20 Outlook

- **Significant improvement in financial performance** following integration of Broadway
- **Priority growth driver is centred on increasing the number of Asian tourists**
  - > Uncapped growth potential due to strength of Broadway relationships with Asian travel agents
  - > Daigou remain an inherent AuMake customer regardless of Asian tourist focus
- **Organisational restructure, post Broadway integration, to be completed by 31 December**
- **Clear areas of “low hanging fruit”**
  - > Diversification of product mix and owned brand product portfolio to further increase return on equity (ROE)
  - > Improvement in retail store operations anticipated to improve sales conversion, with positive flow on to profit and margin
- Assessing a number of new initiatives to **monetise Asian tourist traffic**



# Contact details

CORPORATE WEBSITE  
[www.aumake.com.au](http://www.aumake.com.au)

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

INVESTOR RELATIONS  
Keong Chan  
Executive Chairman  
Email: [keong.chan@aumake.com.au](mailto:keong.chan@aumake.com.au)



Twitter: [@AuMakeAus](https://twitter.com/AuMakeAus)  
Instagram: [@aumake](https://www.instagram.com/aumake)  
LinkedIn: [www.linkedin.com/company/aumake](http://www.linkedin.com/company/aumake)