

8 December 2020

Aumake to promote Kissed Earth by Rachael Finch in China

Highlights

- **Kissed Earth is the first direct brand signed to Aumake's new social e-commerce marketplace**
- **\$100,000 of Kissed Earth product purchases already received in first 48 hours from Asian influencers via social e-commerce marketplace**
- **Social e-commerce marketplace enables Asian influencers to diversify the range of Australian brands and products they promote to Asian consumers via their social networks**

Sydney, Australia – Aumake Limited (**ASX: AUK, Aumake, or the Company**), operator of an online platform that connects Asian influencers with high-quality and authentic Australian brands, has entered into a licensing agreement to promote Rachael Finch's Kissed Earth brand in China.

The agreement with Kissed Earth represents the first direct brand signed to Aumake's new social e-commerce marketplace, which connects Asian influencers with high-quality Australian brands. The marketplace has seen new active users grow by more than 900% to 14,000 since its launch on 8 October, driving strong Gross Merchandise Value (GMV) growth during the period. As the number of active users on the social marketplace continues to grow, the Company anticipates corresponding growth in the number of brands in its portfolio, leading to significant network effect tailwinds.

Founded by well-known Australian personality Rachael Finch and Michael Miziner, the Kissed Earth product range spans several in-demand product categories including collagen, skincare, health food, supplement powders and bars, and the brand is in the process of developing additional verticals.

Kissed Earth is currently sold in Australia including in Myer, Coles and The Iconic and is expanding to Japan and South East Asia. An ambassador for Myer, Ms Finch is an established identity in Australian beauty and retail circles.

The licensing agreement authorises Aumake to promote and market Kissed Earth products in China for an initial six-month period with a right to extend for a further three years on an exclusive basis, subject to achieving \$1.5 million in sales during the initial term.

Aumake has already received initial orders of \$100,000 for Kissed Earth product over the last 48 hours, providing an early indication of strong Asian influencer interest in the Kissed Earth brand. This high level of interest highlights the opportunity for Aumake's social e-commerce marketplace to help Asian influencers diversify the range of new Australian brands and products that they promote to Asian consumers.

The licensing agreement also contains standard terms relating to pricing, marketing, warranties and termination usually found in contracts of this nature. There are no other material conditions to be satisfied for entry into the agreement.

Rachael Finch, founder of Kissed Earth, said:

"We developed the Kissed Earth brand with the intent to provide people everywhere with the opportunity to tap into the cleanest and most powerful foods from nature, to help consumers live to their full potential and

experience the feeling of their bodies truly thriving. I am very passionate about opening the pathway to a more enriching life naturally, through nourishment.

“We are excited to be the first brand to work with Aumake to try this new approach, which allows us to promote Kissed Earth directly to Asian influencers and consumers through social e-commerce channels. This strategy has proven successful for us in the Australian market, where we have utilised Facebook and Instagram to promote the Kissed Earth brand, and we are really pleased to have found an equivalent platform which will allow us to expand across borders, and introduce our high quality products to the Asian market.

“China has always represented a significant opportunity for Kissed Earth, and we are really excited to be working with Aumake to introduce our range to health-conscious Chinese consumers.”

Commenting on the agreement, Aumake Executive Chairman Keong Chan, said:

“We are delighted to be working with Kissed Earth as the first keynote brand to use our pioneering social e-commerce marketplace to enter the Chinese market. Kissed Earth is an authentic and genuine Australian brand that aligns with Chinese consumer trends and our core values at Aumake. We are confident the Kissed Earth product range will resonate extremely well with our customers in China.

“For the first time, our customers will not only have access to Kissed Earth products at direct prices and be able to share that experience with friends on social media using our online platform, but they will also be able to generate income via our online profit sharing model based on sales of Kissed Earth products. We believe this new approach has the potential to revolutionise the way new Australian brands reach the Asian market, which will lead to significant increases in influencer traffic and allow us to grow our influencer database much faster.

“Our online platform removes friction from the sales process for both influencers and brands by providing an end-to-end service, including the co-ordination of marketing campaigns through Key Opinion Leaders, livestreaming, and Chinese social media platforms, as well as logistics and delivery. We have the opportunity to create a new customer service standard in our industry.”

“In addition to Kissed Earth, we look forward to collaborating and entering into new marketing agreements with other exciting new Australian brands. As an online marketplace, Aumake will continue to update the market on GMV and active user growth metrics over the coming months, particularly as we start to promote Aumake in China as an online platform that allows influencers to generate income via profit sharing models based on new brand sales. We believe this feature will be of significant interest to Chinese influencers and consumers.”

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This announcement has been authorised for release by the Board of Aumake Limited.

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About Aumake Limited

Aumake Limited (ASX:AUK) operates an online platform that directly connects Asian influencers with high-quality and authentic Australian brands. It offers the best possible prices, end-to-end customer service and a comprehensive product range – all on one integrated platform. Aumake also operates 14 physical stores, located in key precincts on Australia’s east coast and in New Zealand, delivering a fully integrated online and in-store shopping experience for Asian consumers.

We are one of **Australia's fastest-growing wellness brands** committed to using only the finest quality ingredients.



Founded by Rachael Finch and Michael Miziner



Developed with a team of food and science experts



Our products are helping people around the world stay healthy



“We created Kissed Earth because we want to open the pathway to a more enriching life.”



Product range

Kissed Earth is a range of superior quality, natural products you can rely on to heal, nourish and enrich your body, inside and out.

