



aûmake

Investor Presentation

Market Eye ConsumerOpps Conference – 31 March 2021



aumake

A social e-commerce marketplace that connects Asian influencers with Australian brands

Aumake – Servicing Asian influencer social networks over the past decade

Physical stores
+ influencer networks
(2010 – 2014)



Physical & online stores
+ influencer networks
(2014 – 2020)

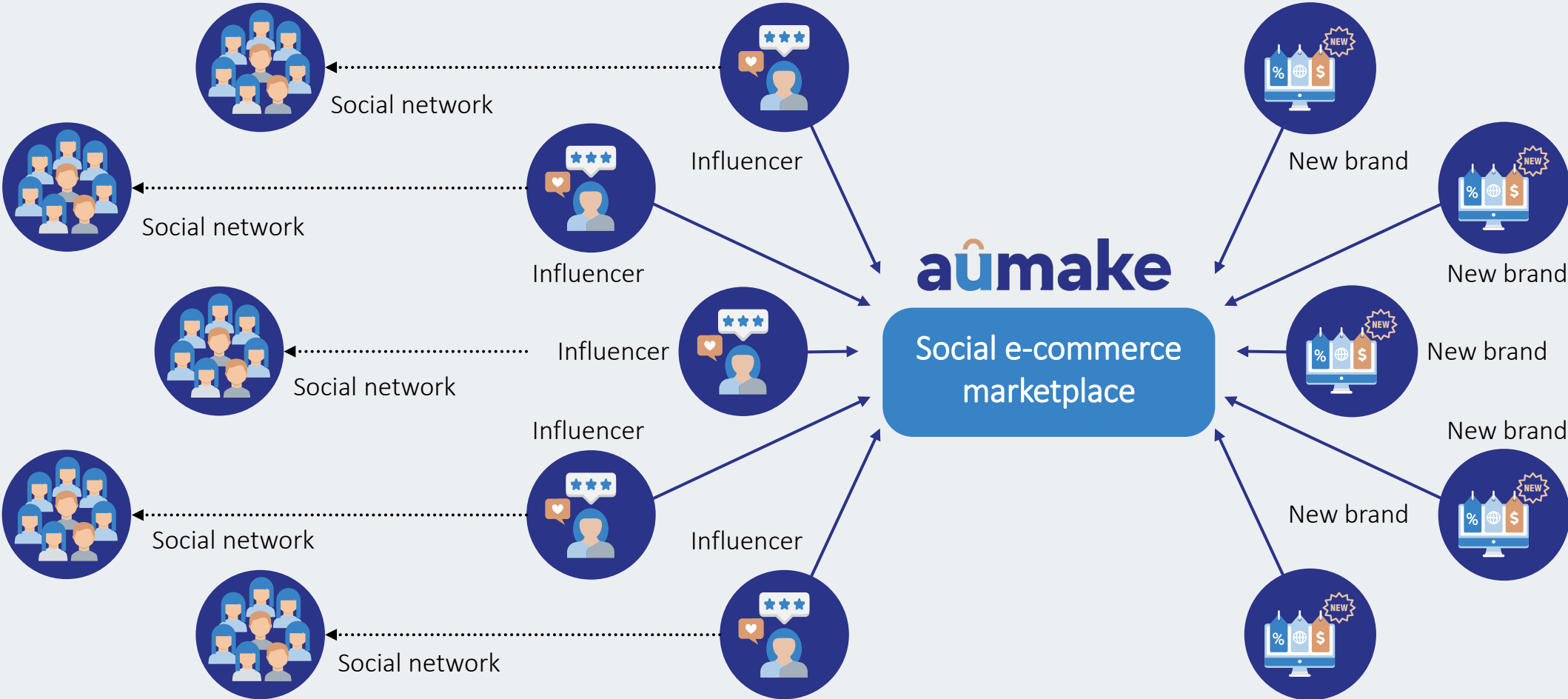


Social e-commerce
marketplace
(2021 – future)



- More than 10 years' experience servicing influencer social networks across physical stores, messaging applications, online platforms and now social e-commerce tools.
- Evolution of the influencer providing exponential growth for new brands.

The Aumake social e-commerce marketplace



Key aspects of the Aumake social e-commerce marketplace

- **Influencers**
 - Definition of an influencer is different in China. One-click sharing functionality means anyone with a social network and mobile phone can be an influencer. Full time influencers are Key Opinion Leaders (KOL).
- **New brands**
 - Helping new brands enter the Chinese market in a low risk, cost-effective way via influencers' social networks.
- **Data**
 - Building a database of user behaviour to allow influencers and brands to quickly adapt to Asian consumer product trends.



How are Chinese influencers different to Western influencers?

- Western influencers are:
 - Individuals with a large number of online followers
 - Considered a “celebrity”
- Chinese influencers are:
 - Anyone
 - WeChat’s one-click sharing function
 - The whole purchasing process from product discovery, sharing and payment can take less than a minute
- An average person in China currently:
 - Wants to increase their productivity and income but have limited time
 - Uses their remaining social time not to just simply socialise but as a fun and natural way to earn extra income with friends – this is the new social e-commerce trend in China.



Aumake's social e-commerce marketplace - connecting everyday people and new brands

- Enables normal, everyday people to create their own business by providing all the online tools to identify, promote, purchase, share and deliver new brands to their social network in WeChat (3,000 – 5,000 people on average)
- These influencers interact with other influencers, to collectively act as advertising and promotion channels for new brands
- Western social platforms such as Facebook and Instagram are primarily social platforms where the “business” of monetisation is left to the influencer to resolve
- Using influencers via the Aumake social e-commerce marketplace is a vastly more efficient, fast tracked and direct way for new Australian brands to engage with Asian consumers



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Social e-commerce marketplace

- Progress to date



Aumake has completed a significant upgrade of its online platform to a WeChat Mini Program

用过的小程序



澳卖客...



滴滴出行



知乎



腾讯文...



Petso



小红书App



悦诗风吟...



我的小程序



广东7Ele...



收款小账本



肯德基...



悦诗风...



i麦当劳



烘焙



得到



WeChat mini program

WeChat is also called a “super app” because everything is integrated within one service. Instead of having one app for banking and another for ride-hailing, a lot of these are built directly into WeChat so that the app becomes a one-stop-shop for its users. (Kharpa,2019)

Mini-programs — or apps within WeChat — enables businesses to send promotional messages directly to the user via WeChat and tap into WeChat’s user base of more than one billion.



New social e-commerce features

- **Live-streaming videos**
 - Brands can directly interact with influencers using live video to create a higher level of engagement
- **Group buying functionality**
 - Influencers can share group-buy messages with friends and families, to aggregate sales for new brands

Refer friends, share experiences and earn points



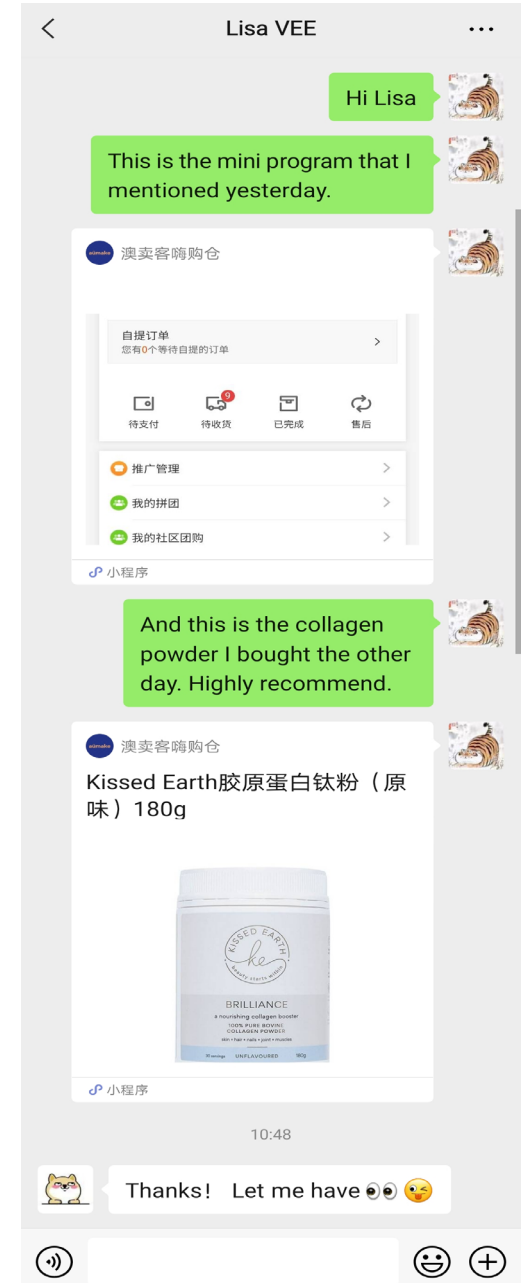
Loyalty points system

Influencers can earn points by buying products and redeem points at checkout.



Referral program

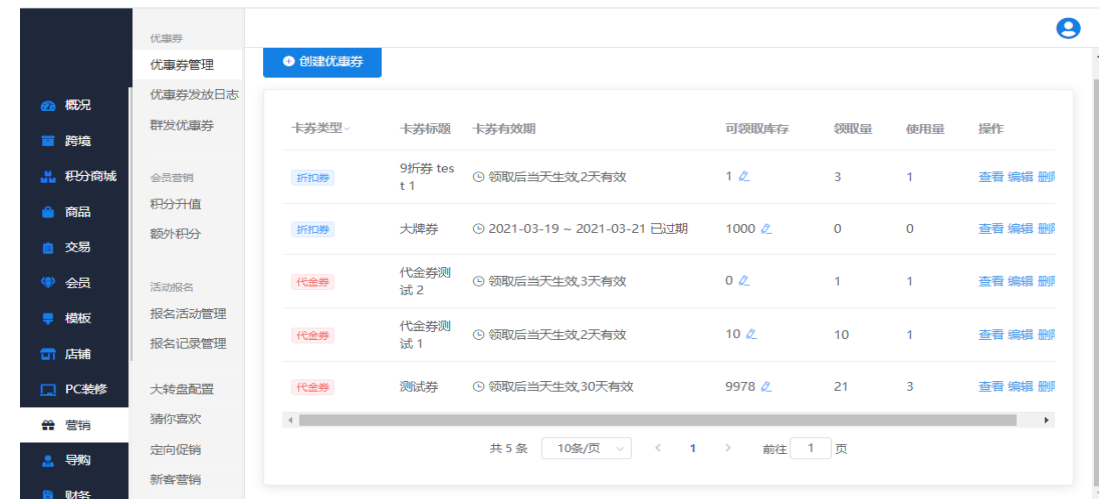
Influencers can refer products, or their own stores, to their social connections.



Follower insights for influencers

Using Aumake's social e-commerce marketplace, influencers are able to:

- Review the activities of their followers, including number of people registered on the Aumake platform, sales performance, types of products purchased, revenue generated etc.
- Influencers can also share their QR code at offline events to grow their social network.



Providing a “One-Stop-Shop” to empower small influencers

Features List	Traditional Platforms	Aumake’s social e-commerce marketplace
Product sharing with social network	Manual on a case-by-case basis	Selected products are shared automatically
Inventory purchase & management	Depending on size of influencer and commercial arrangement with brand	Aumake will liaise with brands directly, regardless of size of influencer
Design online store	Influencers need to spend time customising online store performance	Online stores are already built on templates, ready to be used immediately and maintained by Aumake
Preparation of media (e.g. photo and video clips)	Influencers are responsible for genuine, high quality images and videos	Aumake provides all product images and videos, which are genuine and high quality
Customer service (including after sales)	Influencer is responsible to end customer for any issues with delivery, quality of product etc.	Aumake is responsible for all end customer queries, not the influencer
Total experience for small influencer	Need to focus on promotion, sales, payment, dealing with brands, maintenance of online store, any problems with product quality, delivery delays etc. Daunting experience for the time-poor everyday person	Focus on promotion and sales, which is ideal for the time-poor everyday person

- Aumake’s social e-commerce marketplace provides a comprehensive set of online tools to support the growth of a small influencer’s online business.
- Enables small influencers to focus on sharing information and influencing their social network.
- Increases influencer productivity and earning potential.

Using data to build a “C2M business model”

- Aumake’s social e-commerce marketplace captures all influencer-related data, including:
 - Socio-demographic data such as age, location and occupation
 - Purchasing behaviour data including product category preference and price points
- Influencer data enables Aumake to build a C2M (Customer to Manufacturer) business model in the future
- Aumake can provide influencer data directly to manufacturers, enabling them to produce in-demand products
- Large social e-commerce platforms in China are successfully implementing the C2M business model and applying artificial intelligence to accelerate the process



Hangzhou partnership – award-winning China-based e-commerce team

- Partnership to cost-effectively grow influencer/active users in China
- Leveraging the Hangzhou team's extensive contacts throughout the Chinese influencer community
 - Highly qualified individuals with collectively more than 25 years' social e-commerce experience, including the 2018 top influencer on social e-commerce platform Meituan (3690.HK);
 - Actively engaged across all major social networking platforms
 - Local ability to more effectively identify emerging product trends in China and to source new brands and products which align with those trends.
- Enables the development of a unique B2B2C-model influencer database
 - Facilitates growth without directly competing with large B2C e-commerce platforms in China



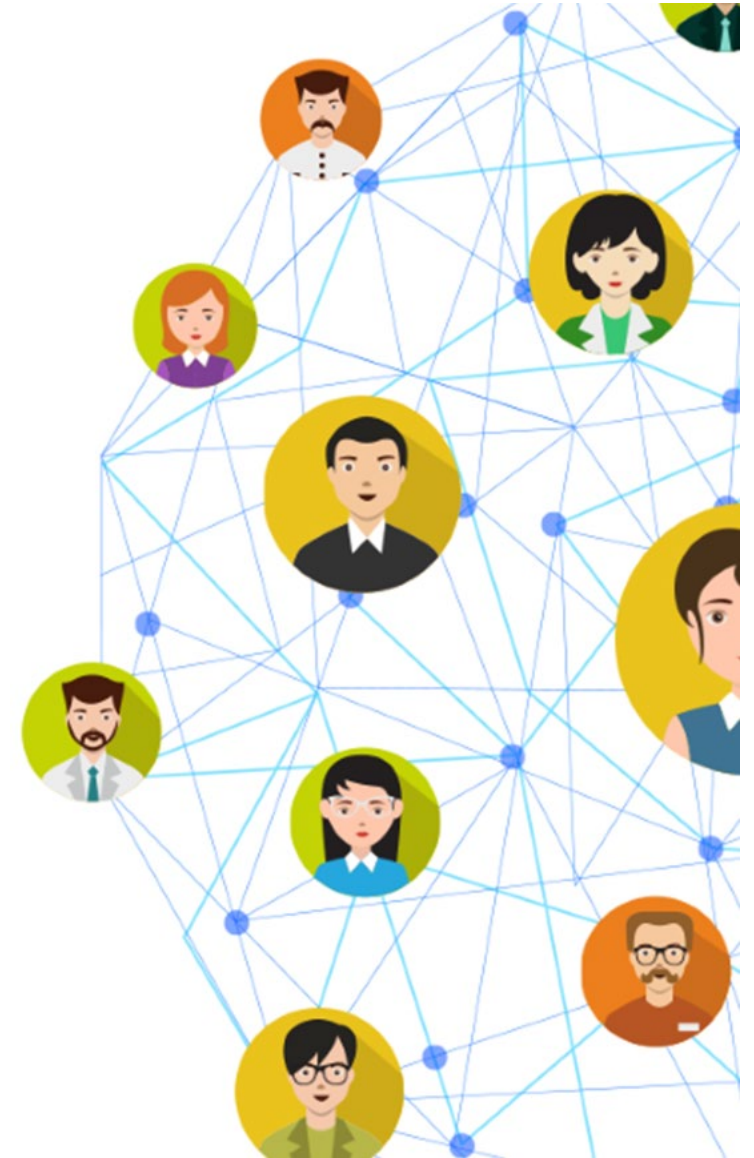


Focusing on growing new brands

- Hangzhou team identifies new product trends in China and informs Aumake's Australian team
- Aumake's Australian team is profiling several new brands and products, including anti-aging and weight loss products
- 140+ brands currently on Aumake online platform

Outlook and next steps

- Increase active user database from existing 20,000 users, leveraging Hangzhou partnership and organic growth initiatives.
- Continue to enhance platform functionality to include new social marketing features.
- Ongoing engagement with new Australian brands to improve brand awareness using Asian influencer network.
- Examine ways to further monetise brand engagement.
- Refinement and evolution of physical store strategy to ensure Aumake is positioned for the re-emergence of Asian tourists.
- Drive GMV via online sales, physical store sales and evolution of new ways to monetise Aumake's network with Australian brands.



The Board



Mr Keong Chan GAICD
Executive Chairman

Key Focus: Strategy, leading executive team and investor engagement

Bachelor of Commerce and Master of International Customs Law and Administration

Mr Chan spent his early career working with Big 4 accounting firms in Canberra, Sydney and Perth and has significant corporate experience in capital raisings, initial public offerings, mergers and acquisitions, and takeovers and divestments.

Mr Chan is a member of the Australian Institute of Company Directors



Mr Quentin Flannery MAICD
Non-Executive Director

Key Focus: Strategy & investor engagement

Currently the Director of several family companies, Mr Flannery brings a wealth of experience across corporate and commercial matters.

Mr Flannery was appointed marketing manager for Yancoal Australia, one of Australia's largest coal mining companies. Mr Flannery is also a Director for emerging hedge fund manager Elysian Capital, energy supplier Sunset Power International, coal mining company Delta Coal, and is the Chairman of the medical device start-up Field Orthopaedics.



Mr Joshua Zhou
Managing Director

Key Focus: Strategy & major business development initiatives

Bachelor of Management and Master of International Business

Mr Zhou is the founder of AuMake. Mr Zhou worked in the Australian tourism industry for 10 years in roles which included the coordination of business and government delegations from China.



Mr Jacky Yang
Executive Director

Key Focus: Strategy & leading senior management team

Mr Yang is a highly experienced Asian focussed tourism professional with over 20 years of experience in the Asian tourist retail industry. During this time he cofounded and built the Broadway business to a turnover of over \$30 million per annum.



More brands
More influencers

aumake



This presentation has been approved by the Board of Directors of Aumake Limited

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