



Annual General Meeting 2021

May 17, 2021

www.ecargo.com – Hong Kong | Shanghai | Shenzhen | Sydney | London

Board of Directors

John Lau Chairman and Executive Director	<ul style="list-style-type: none">• Over 40 years experience in servicing trading, supply chain and logistics in China;• Founder and Group Managing Director of Cargo Services Far East and CS Logistics Holdings Limited (the largest privately owned integrated logistics service provider in China and Hong Kong)
Rupert Myer AO Independent Non-Executive Director	<ul style="list-style-type: none">• Director of Healthscope Limited, Amcil Limited and EVCH UK Limited (EV Cargo)• Chairman of Nuco Pty Limited, a private Myer family investment company• Board member of further family-owned investment companies• Chair of the Commonwealth Government's Australia Council for the Art
Yuming Zou Independent Non-Executive Director	<ul style="list-style-type: none">• Currently Senior Vice-President of Corporate Development at Jianke, managing finance, M&A, governance and controls• Over 15 years in Investment Banking, previous role as Executive Director at JP Morgan in Corporate Derivatives Trading
Heath Zarin Independent Non-Executive Director	<ul style="list-style-type: none">• CEO and Managing Director of EmergeVest, a Hong Kong-based private equity firm• Chairman and CEO of EV Cargo, a leading logistics and technology business• Previously was Managing Director and Head of Principal Investments, Asia-Pacific for HSBC, founder of Emergent Investment (EIG) a Hong Kong-based private investment firm, and held senior executive roles at Credit Suisse

Management Team

Lawrence Lun Group Chief Executive Officer	<ul style="list-style-type: none">• Over 10 years experience in digital activation, eCommerce, brand marketing and logistics supply chain• Part of the founding team of eCargo and set up of its cross-border eCommerce business• Previously held roles in Investment Banking, Digital Banking and Asset Management
Oscar Tsang Group Financial Controller	<ul style="list-style-type: none">• Over 10 years experience in finance and accounting, corporate finance and M&A investments• Certified Public Accountant and Chartered Accountants in England and Wales• Previously worked for China Financial Services Holdings Ltd, Hong Kong-listed company, as FC, PricewaterhouseCoopers and Ernst & Young in Hong Kong
Haiyun Chen Chief Product Officer	<ul style="list-style-type: none">• Over 13 years experience in buying and sourcing with Australia's leading retailers, including Woolworths, Big W and Metcash• Over 10 years experience in China on private label, product development and quality control• Supported the strategic development and execution of Metcash Asia's business in China
Stephanie Byrne Chief Executive Officer - Amblique	<ul style="list-style-type: none">• Client-focused leader with over 10 years' experience in the eCommerce industry• Implemented solutions for APAC retail leaders including Super Retail Group, Cotton On Group and The Warehouse Group
Flecht Yeh China Distribution Director	<ul style="list-style-type: none">• Over 10 years of operation and trade marketing experience in FMCG industry• Wealth of experience in working with brands and distributors in China, including Herbacin, Kanebo, FamilyMart and RT Mart
Philip Pau Brand Management Director	<ul style="list-style-type: none">• Over 16 years of experience in sales, marketing, digital commerce, and account management• Joined eCargo in 2019 as Business Development Manager, now leads the brand management function to support brands entry into China and accelerating their success

eCargo Group Highlights

Our Investment Thesis

4,000+ Points-of-Sale
across Online and Offline

Complete integrated
services across the
full supply chain

Worked with over
80 brands, including
50 from Australia

Achieved general
merchandise value (GMV)
of over **USD100 Million**

Global Reach with
20+ Strategic Partners

FY20 Group-first
EBITDA profit
of AU\$1.31m

eCargo's Journey

From eCommerce Specialist to Full-Service China Sales Partner

Past

One-stop eCommerce enabler for brands to sell on Chinese B2C marketplaces

Present

Expanded into Offline Distribution, to become a Full-Service distribution partner for China, with capabilities across marketing, logistics and market activation.

In 2021 and onwards

Launching our B2B marketplace to grow the number of brands and retailers in our network, supplemented by service and data offerings.

Building a full, end-to-end service offering

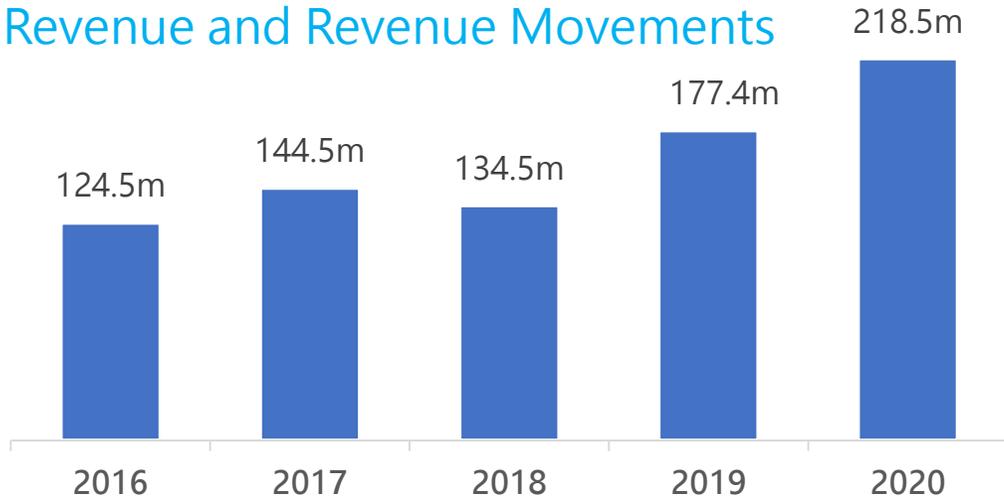
eCargo FY20 Results Highlights

eCargo Highlights

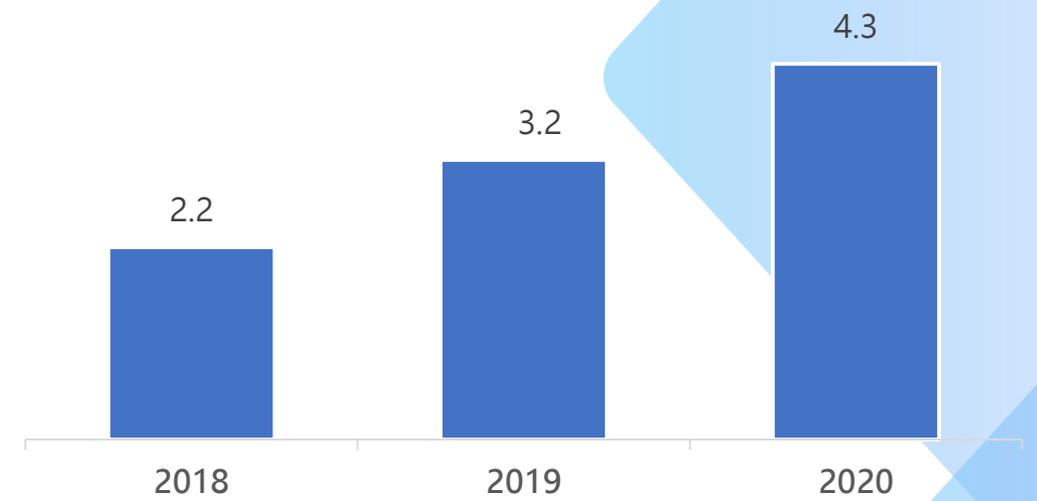
- 1 Revenue of **HK\$218.5m (AU\$36.4m)**, up 23% from FY19
- 2 Group-first EBITDA profit of **HK\$7.6m (AU\$1.31m)**
- 3 Gross Profit **up 10%**; Operating Expenses decreased 22%
- 4 Online revenue **up 103.5%**; Offline revenue **up 31.0%**
- 5 Generated over **HK\$940m (AU\$128m+)** in sales since 2014

FY20 Business Review

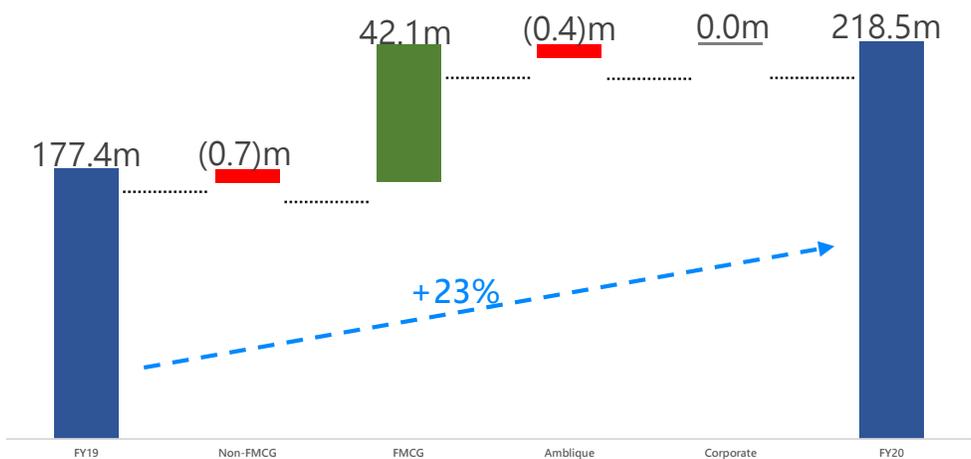
Revenue and Revenue Movements



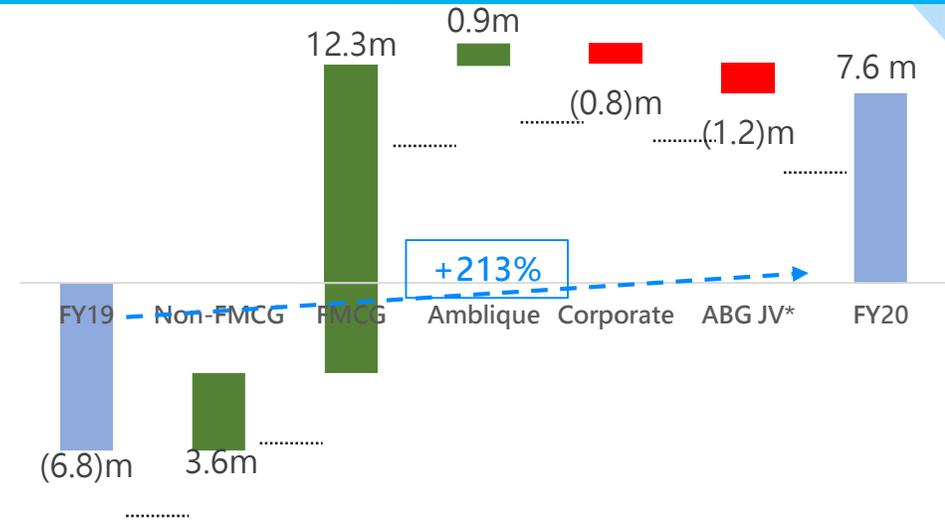
Annual Revenue Performance (HK\$)



Revenue per Staff Cost (HK\$)



Revenue Movements (HK\$)



EBITDA Movements (HK\$)

FY20 Business Performance Summary

HK\$ million	1H 2020	2H 2020	2020	1H 2019	2H 2019	2019
Revenue	91.0	127.5	218.5	75.0	102.4	177.4
- Distribution & Trading	44.8	70.5	115.3	22.3	48.7	71.0
- Services	46.2	57.0	103.2	52.7	53.7	106.4
Gross Profit	27.6	41.7	69.3	28.9	34.1	63.0
- Distribution & Trading	6.4	8.7	15.1	1.2	2.3	3.5
- Services	21.2	33.0	54.2	27.7	31.8	59.5
Operating Expense	55.5	52.0	107.5	63.4	74.1	137.5
- Distribution & Trading	7.9	7.5	15.4	7.7	11.8	19.5
- Services*	47.6	44.5	92.1	55.7	62.3	118.0
EBITDA	(0.9)	8.5	7.6	(7.7)	1.0	(6.7)
- Distribution & Trading	(1.0)	1.0	0	(6.1)	(5.0)	(11.1)
- Services	0.1	7.5	7.6	(1.6)	6.0	4.4
Net Loss	(26.9)	(12.6)	(39.5)	(34.7)	(39.9)	(74.6)
- Distribution & Trading	(2.3)	2.0	(0.3)	(6.5)	(4.8)	(11.3)
- Services	(24.6)	(14.6)	(39.2)	(28.2)	(35.1)	(63.3)

*Corporate overhead are included in 'Service' for illustration purpose

Our Partners, Brands and Platforms

Brand Partners



Platforms and Retailers

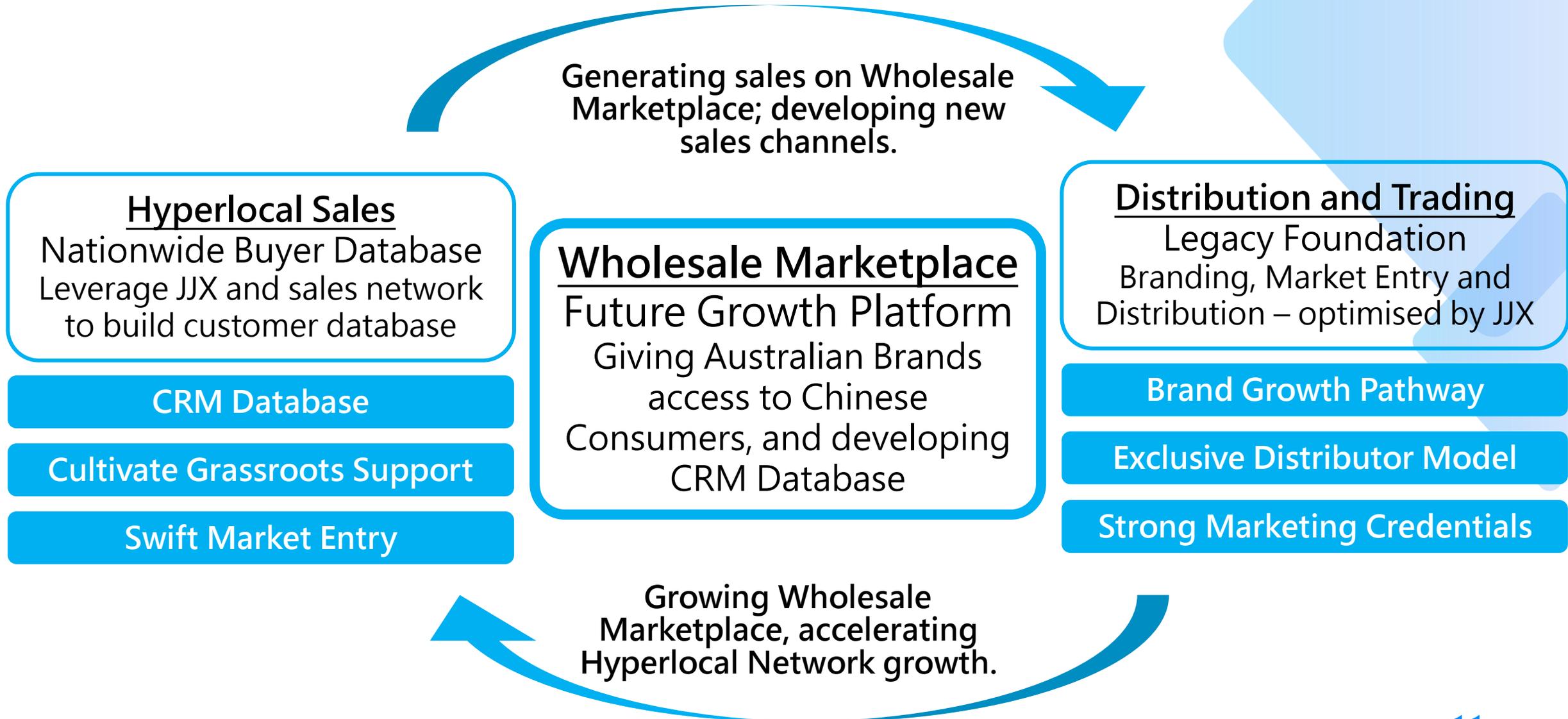


eCargo's strategy in 2021

To accelerate sales and scale our business

Leveraging our B2B marketplace to grow the number of brands and retailers in our network, supplemented by service and data offerings

Strategic Focus 2021



Thank You!

For Investor Enquiries:

Lewis Bacon; eCargo
lewisbacon@ecargo.com; +86 184 02195 184

Stephanie Ottens; Market Eye
Stephanie.ottens@marketeye.com.au; +61 434 405 400



The eCargo Group – ASX Listed ASX:ECG