

## **eCargo confirms launch of JJX with Fonterra partnership**

**JUNE 17<sup>th</sup>, 2021 (SYDNEY):** eCargo Holdings Limited (ASX:ECG) ('eCargo', 'ECG' of 'the Company') confirms it has launched its' JuJiaXuan Digital Wholesale Marketplace ('JJX') to connect Australian brands with Chinese retailers with launch partner, Fonterra.

Fonterra Australia have extended their relationship with eCargo to promote their suite of products under the Australian Dairies brand on JJX under their existing distribution agreement with eCargo.

This marks the first partnership agreement for JJX, connecting Fonterra's Australian Dairies brand to 4,000 points-of-sale across mainland China and enhances the products currently available on JJX from Metcash Australia sourced through eCargo's ownership of Metcash Export Services.

### **Key Highlights**

- > JJX launch confirmed with Fonterra as launch partner, starting with the Australian Dairies range available on the JJX platform ([www.gojjx.com](http://www.gojjx.com))
- > Reflects a key milestone achieved as outlined in eCargo's 2021 strategy
- > Provides additional revenue stream for ECG with 10% commission charged per successful order<sup>1</sup>
- > JJX is backed by eCargo's China team providing vetting processes for buyers and sellers and a comprehensive order tracking system

JJX is eCargo's new Digital Wholesale Marketplace, enabling international brands and retailers to sell directly to Chinese Retailers, and for eCargo to manage the end-to-end sales process. It provides brands and retailers with immediate access to over 4,000 points-of-sale covering offline and online channels, while the platform will manage payments, logistics, delivery, customs clearance and order tracking.

Commenting on the launch of JJX, CEO Lawrence Lun stated: "We launched the platform with the expectation of strong demand for JJX and are pleased to have Fonterra onboard as our first partner. We value the longevity of the relationship with Fonterra having worked with their brand and products over the past three years and look forward to providing additional value via our JJX platform.

"JJX enables sellers to easily gain access to 4,000 point-of-sales both online and offline, a notable opportunity for brand exposure given China's highly fragmented market. In addition, it will enhance visibility and control over sales activities in China for suppliers and provide reliable shipment and delivery to local customers. Local buyers can access, browse and buy thousands of overseas products directly, without requiring an intermediary. We expect that the platform will be well received and enable us to grow our brand portfolio more rapidly."

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<sup>1</sup> eCargo are not in a position to provide guidance or forecasts on revenue expectations from JJX at this time but will update the market in due course and once the Company has visibility on order volumes

By providing an all-in-one platform for brands to connect directly to Chinese consumers, JJX helps brands streamline their sales in China. This reduces the challenges often associated with selling in China such as high cost of entry, logistics and warehousing challenges, complicated intermediary business coordination, lack of visibility and trust.

JJX addresses these challenges by providing access to the platform for free giving brands access to ECG's 30+ years' experience in global logistics and importation with a clear commission-based structure of 10% payable to ECG on successful orders. In addition, JJX provides a simple end-to-end process for brands with clear visibility on order processing, backed by a robust product and brand vetting process with 'in country' support from eCargo's China team.

eCargo anticipates strong demand for JJX and are proud to partner with Fonterra as their launch partner, giving distributors access to its quality Australian Dairies range of products.

eCargo will provide further updates as part of their half year results commentary or as required.

**This ASX announcement was approved and authorised for release by John Lau, Executive Chairman.**

#### **About eCargo Holdings Limited**

eCargo Holdings Limited is an ASX-listed company offering solutions that connect global brands with Chinese buyers and provide the tools businesses need to grow their China sales. Their core focuses are in utilising technology and data to grow brands in China through their nationwide distribution and trading (online and offline) network.

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