

23 September 2021

## Aumake signs exclusive freight services agreement with Wiseway Group

**Sydney, Australia** – Aumake Limited (**ASX: AUK, Aumake, or the Company**), operator of an Australian-based social e-commerce platform that connects Asian influencers and consumers with high-quality and authentic Australian and New Zealand brands, is pleased to announce the signing of an initial two year exclusive freight services agreement with Wiseway Group Limited (**ASX: WWG, Wiseway**), a leading provider of integrated logistics solutions and freight services.

### Highlights

- This exclusive freight services agreement will support AUK to meet the growing demand for quality Australian & New Zealand products, which can be delivered seamlessly and safely through Wiseway's extensive global logistics network.
- Wiseway's logistics capability provides several strategic growth opportunities, including diversification into new markets in Southeast Asia and America, along with the expansion of new product categories and capabilities, such as the export of perishable products to overseas markets and import of overseas products (particularly from China) into the Australian market.

### Strategic Rationale

The Aumake and Wiseway collaboration enhances Aumake's e-commerce platform by creating a seamless product delivery experience for its influencer and customer base. The potential partnership also provides a number of strategic growth avenues for Aumake:

1. Ability to quickly and safely export perishable products overseas by utilising Wiseway's integrated cold chain logistics network. Customers can receive quality Australian and New Zealand fresh food products promptly and in premium condition via Aumake's online platform.
2. New markets for high quality Australian and New Zealand product sales in Southeast Asia, fast-tracking international expansion. Wiseway has grown its geographical presence with new offices in Los Angeles, The United States and in Singapore through the recent strategic acquisition of Singaporean Air Freight company, TAF E-Logistics (Asia) Pte Ltd. This expanded global footprint, particularly in Southeast Asia, presents further opportunity for Aumake to benefit from this collaboration.
3. Secure a safe and reliable channel for the importation of overseas products, particularly from China, into all capital cities in the Australian market, creating a new potential revenue source for Aumake. With an accelerated shift to e-commerce purchasing due to the COVID-19 pandemic, the importation of foreign products into Australia is expected to remain strong.
4. Wiseway operates a logistics hub in Auckland which provides a key channel for Aumake to grow New Zealand brands and capitalise on the 17% YoY increase of New Zealand exports to China resulting from the recently upgraded China-New Zealand Free Trade Agreement.

Keong Chan, Executive Chairman of Aumake, stated:

"Aumake continues to identify innovative approaches to partnerships that enable us to stay at the forefront of consumer product demands. Our exclusive freight services agreement with Wiseway crystallises the strong strategic relationship we have developed over many years, and locks in our operational pathway to new

markets. This collaboration will also see us add new product categories of Australian & New Zealand brands and afford us the opportunity to explore importing quality overseas products into Australia. We are incredibly excited to work with Wiseway and build on our e-commerce marketplace success that we achieved over the past year.”

Florence Tong, Managing Director of Wiseway, commented:

“Wiseway is pleased to sign this exclusive agreement with Aumake after building a strong relationship with the company and its leadership over the last few years.

“As our global footprint grows through the expansion of our US presence via the Los Angeles branch and the acquisition of Singapore-based TAF to cover the Southeast Asian markets, we continue to build strong long-term relationships with both our customers and our strategic business partners around the world.

“Our highly experienced team has a deep understanding of the cross-border e-commerce market and import-export regulations. As one of the leading freight forwarders in Australia and New Zealand, we have established industry-wide licenses, accreditations, and security clearances to operate at various ports of entry across six continents, which offers our customers including AUK the support they need to be able to deliver their services smoothly and in a timely fashion.”

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## **ENDS**

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 a social e-commerce marketplace that directly connects Asian influencers with high-quality and authentic Australian and New Zealand 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 physical stores delivering a fully integrated online and in-store shopping experience for Asian consumers.

For more information, please visit [www.aumake.com.au](http://www.aumake.com.au).

### **About Wiseway Group**

Wiseway (ASX: WWG) is a leading provider of integrated logistics solutions, with a global network of strategically located warehouses and facilities and a large modern fleet of trucks and delivery vehicles.

Established in 2005 to serve the growing Australia-Asia Pacific trade industry, Wiseway has grown to become one of the top three outbound and inbound air freight logistics providers in Australia. With multiple strategically located operation hubs in Australia, the US, and the Asia Pacific, the company provides its large domestic and international customer with specialist cross-border logistics services including air freight, sea freight, import, domestic transportation, warehousing and customers clearance.

For more information, please visit [www.wiseway.com.au](http://www.wiseway.com.au).

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