

A nighttime photograph of a city skyline, likely Shanghai, featuring a prominent cable-stayed bridge in the foreground and numerous illuminated skyscrapers in the background. The scene is reflected in water in the lower portion of the image.

# Annual General Meeting

22 November 2021

aumake

# Making Asia a Viable Proposition for all Brands

- aumake's unique platform provides AU/NZ brands with an opportunity **to engage with Asia markets that is both understandable and affordable**

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- aumake has developed its unique offering to deliver marketing support to Australian and New Zealand brands, provided by the coupling of the relationship between the physical stores and the eCommerce platform for **continued repeat sales and influencer promotion**

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- **Allows all brands**, even with a limited budget to access the Asian marketplace

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- **New brand facing website** will launch November 2021 kicking off the next growth driver

# aumake's Unique Tourism Channel

- Long standing **trusted relationships with over 100 Asian travel agents** in China, Korea and Japan built over 20 years

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- Through these relationships **aumake has the unique ability to direct where tourists go** to meet their shopping needs

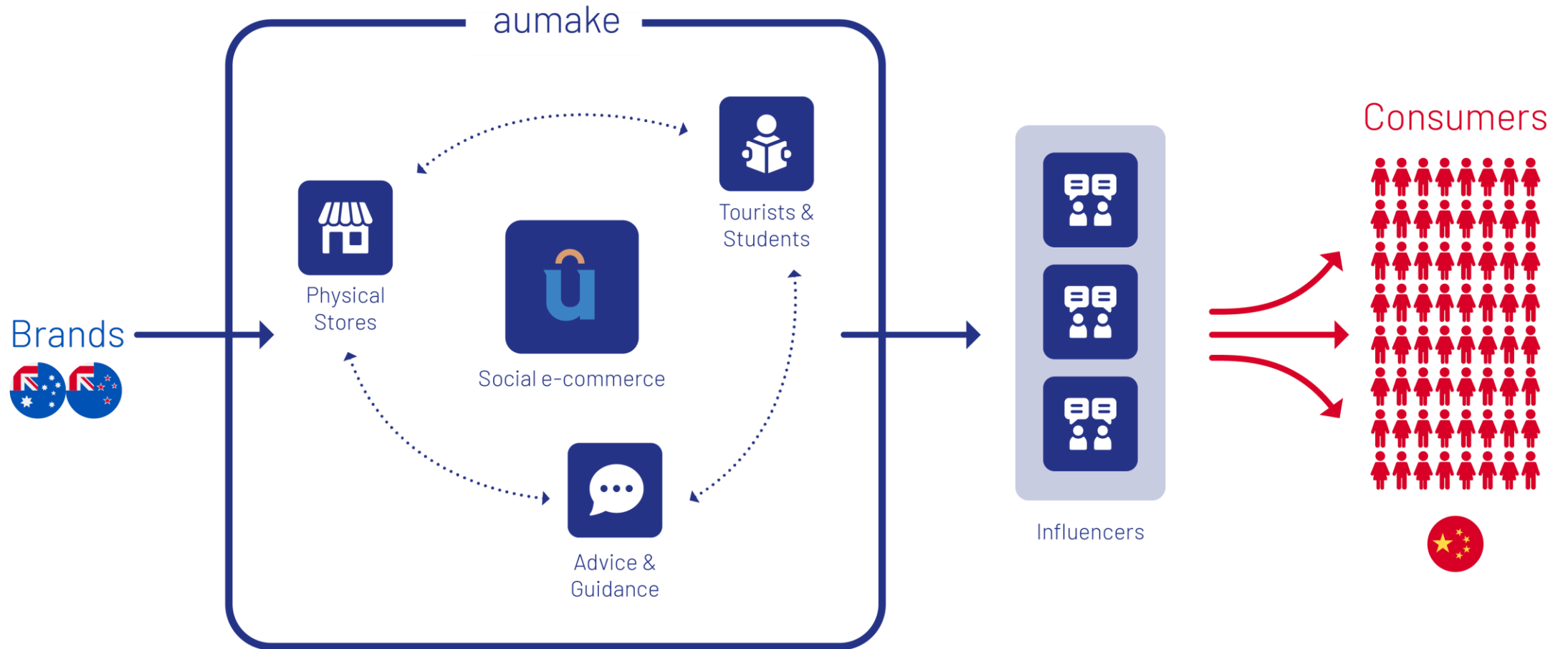
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- **Brands have for the first time, the opportunity** to have a channel to directly expose their products through these customers both offline and online

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- **Future tourism** projected to be younger, more affluent people from cities who are sophisticated and more willing to spend money on genuine legitimate AU/NZ products

# How it works



# Deep competency and End to End support





# Social e-Commerce Online Platform

- aumake's innovative e-commerce marketplace allows users to directly promote and purchase premium Australian and New Zealand brands and goods from one integrated platform
- Operating on a mini-WeChat application, the platform is fully-customized and specifically designed to support the integration of new brands and products marketed at an influencer-based salesforce
- Enables the development of a unique B2B2C-model influencer database
- Facilitates growth without directly competing with large B2C e-commerce platforms in China



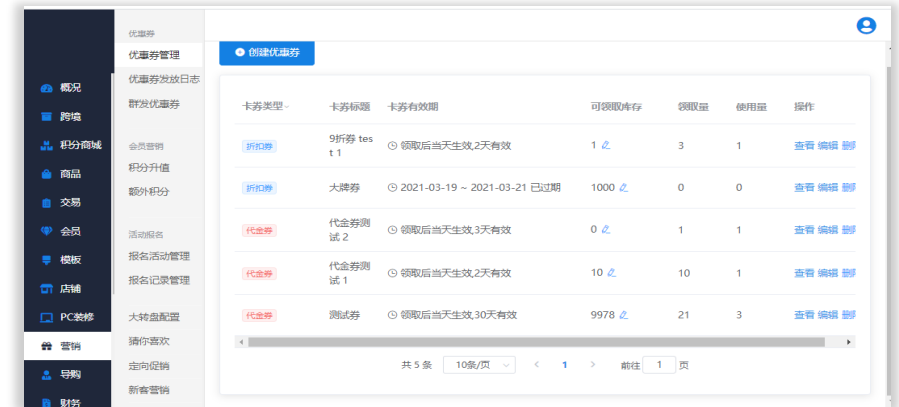
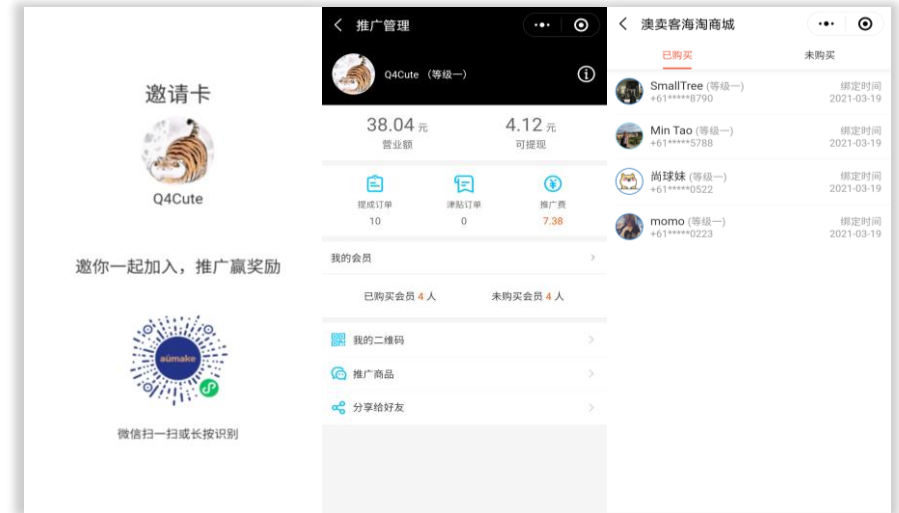
# Data Insights for Influencers and Brands

aumake's **unique platform** provides valuable insights and data back to the brands by offering a level of business intelligence to our partners.

Using **aumake's social e-commerce marketplace**, influencers are able to review the activities of their followers, including:

- number of people registered
- sales performance
- types of products purchased
- revenue generated
- and more

Influencers can also share their QR code at offline events to grow their social network.



# Scaling Capability via Partnerships

- Exclusive freight services agreement with Wiseway Group securing logistics pathway to Asia
- Exclusive brand development agreement with Prizm providing access to over 100 New Zealand brands
- Strategic relationship with Bluestone who have deep relationships with over 700,000 SMEs in China
- Assessing a number of organic and inorganic (including acquisition) opportunities to increase rate of growth to capture market share opportunity



# Generating Revenue and Equity Ownership of AU/NZ Brands



**New revenue model** earning fees from assisting brands with their marketing to Asia including China

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aumake is now **monetizing and unlocking value** from existing services and expanding to offer a more complete end to end solution for brands who want to reach the Chinese market

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Future opportunity for **growth into new markets** by replicating the existing, tested system

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Opportunity to **own equity in the brands** as aumake's platform size increases

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**Thank you**

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