

2 December 2021

Aumake enters into distribution agreement with MINISO Australia

HIGHLIGHTS

- Aumake signs a distribution agreement with Miniso Master Franchisee Pty Ltd (“MINISO”) to distribute and sell high-quality products including household goods and cosmetics/skincare from three of Aumake’s premium, high-traffic physical stores
- MINISO is a highly experienced retail store operator in Australia and globally and extremely popular with the Australia Asian community, a key demographic for Aumake
- MINISO will provide operational support and products during the agreement, including managing inventory and store staff
- Aumake is strongly positioned to focus on building out its brand portfolio across new and exciting product categories that appeal to the Australia Asian community and Asian tourists and students, upon reopening of international borders

Sydney, Australia - Aumake Limited (ASX:AUK, Aumake, or the Company), is pleased to announce it has entered into a distribution agreement with MINISO Master Franchisee Pty Ltd (“**MINISO**”).

MINISO is a Japanese-inspired lifestyle product retailer, serving consumers primarily through its large network of MINISO stores, and promotes a relaxing, treasure-hunting and engaging shopping experience full of delightful surprises that appeals to all demographics.

Miniso Master Franchisee Pty Ltd is the independent franchisee of MINISO brand that has 37 stores in Australia and New Zealand. The owner of the MINISO brand, Miniso Group Holdings Ltd (NYSE: MNSO) which holds a market capitalisation of over USD 5 billion with over 4,800 retail stores globally.

MINISO will provide operational support and products to initially three of Aumake’s physical stores, which have been strategically selected for their high foot traffic locations and traction with Asian consumers.

Key terms

- The initial physical stores are located in Chinatown, World Square CBD and Burwood in Sydney, NSW
- The physical stores will be dual-branded as Aumake and MINISO
- MINISO will pay Aumake a percentage of sales (GST incl.) in exchange for using Aumake’s premises to sell the products

Aumake’s cooperation with MINISO creates a significant revenue opportunity, and consequent reduction in overhead costs, as a result of increased physical foot traffic especially in anticipation of the reopening of international borders to Asian tourists and international students in the coming weeks. The cooperation will also provide an opportunity for Aumake to introduce and expand new skincare and cosmetic brands.

Aumake Managing Director, Joshua Zhou, commented:

“We look forward to working alongside MINISO who have a track record of delivering trend leading products to value and quality-conscious consumers worldwide. Their extensive global retail store network and proven experience in catering to the Asian market makes them a natural choice for Aumake to provide more choice for our Australian customers and the reopening of international borders.”

CEO of Miniso Australia, Ben Yip, commented:

“Miniso Australia is pleased to work with Aumake to introduce and promote trendy and high-quality lifestyle and household products to the Australia market. Miniso’s experienced retail operational team has a deep understanding of retail trends globally and we are committed to bringing the most exciting retail experience to the consumers in Australia.”

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 scalable business model that utilises physical stores (through a combination of key Aumake operates stores and a network of third-party stores) and a social e-commerce online platform that facilitates the promotion of new brands and products to Asian markets.

About MINISO

MINISO is a fast-growing global value retailer offering a variety of design-led lifestyle products. The Company serves consumers primarily through its large network of MINISO stores, and promotes a relaxing, treasure-hunting and engaging shopping experience full of delightful surprises that appeals to all demographics. Aesthetically pleasing design, quality and affordability are at the core of every product in MINISO’s wide product portfolio, and the Company continually and frequently rolls out products with these qualities. Since the opening of its first store in China in 2013, the Company has built its flagship brand “MINISO” as a globally recognised retail brand and established a massive store network worldwide. For more information, please visit <http://ir.miniso.com/>.