



24 August 2022

### **Aumake entering a new era of transformation and technology**

The Board of Aumake Limited (**ASX:AUK**) (**Aumake** or the **Company**) acknowledge that in the dynamic and evolving world of ecommerce, adapting to change and introducing new and bespoke technologies is a vital component for success.

Accordingly, the Company is embarking on a transformational process with the goal of introducing state of the art ecommerce technologies for the delivery of a diverse range of premium and sought after Australian and New Zealand products and services to an increasingly sophisticated and savvy user base.

Aumake's transformation involves the development of an app for the delivery of live streaming via a multi-channel network for the provision of premium and trending products and services (including travel, online shopping and business services) to the Chinese/Australian market.

Throughout China, live streaming has become hugely popular as it provides an opportunity for shoppers to be entertained and shop at the same time. According to McKinsey, live streaming in China is the next big wave of ecommerce and is expected to be worth around \$423 billion this year.<sup>1</sup>

Aumake's goal is to be the Australian market leader, in delivering live streaming services to domestic and international Chinese shoppers.

To facilitate the success of our live streaming platform, Aumake has developed a full service live streaming management business, or multi-channel network. This business delivers live streaming across multiple channels, influencers and provides a diverse range of cross promotional services. Influencers, which are an important part of the multi-channel network success, will be recruited from our existing network of Daigous and they will be trained in-house.

The brands Aumake represents, will also benefit from our in-house services and can purchase additional live streaming and marketing services should they wish to do so.

Aumake will initially target the local Chinese/Australian market. This demographic represents a significant buyer segment and is also an important segment for our brands and merchants. As such, by building our capabilities in this market, we will add value to our service offerings.

In addition, Aumake will actively introduce new, sort after and trending products for our social ecommerce platform. In so doing, Aumake will engage with a larger audience and new revenue streams, such as pet and health products.

**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.

### Source

1. [www.mckinsey.com/business-functions/mckinsey-digital/our-insights/its-showtime-how-live-commerce-is-transforming-the-shopping-experience](https://www.mckinsey.com/business-functions/mckinsey-digital/our-insights/its-showtime-how-live-commerce-is-transforming-the-shopping-experience)