



13 November 2023

Market Update

Highlights

- **AuMake executes a non-binding term sheet with Petersons Wines Pty Ltd to offer Asian markets premium products and tourism experiences in NSW's Hunter Valley;**
- **a strategic framework, with a Chinese State-Owned Enterprise, established to incubate and develop premium health food and agriculture brands; and**
- **successful attendance at the 6th Annual Chinese International Import Expo (CIIE).**

Sydney, Australia - AuMake Limited is pleased to present a business progress update.

Petersons Wines Term Sheet

AuMake Limited (ASX: AUK) (**AuMake**) is pleased to announce that its wholly owned subsidiary, AuMake Australia Pty Ltd (**AAPL**) has entered into a non-binding term sheet with Petersons Wines Pty Ltd.

The intended collaboration between the parties encompasses several strategic initiatives, aimed at enhancing the Hunter Valley tourism experience for Asian tourists. These initiatives include the establishment of local shops, co-branding of Petersons wines and the introduction of dining, travel and accommodation options that are tailored for the Asian tourist.

The plans involve the development of diverse tour itineraries and travel products, partnerships with various accommodation providers and the provision of professional tour guide and vehicle services. A pivotal component of the intended collaboration is the establishment of the 'Hunter Valley Marketplace' (**Marketplace**). The Marketplace will be a comprehensive platform catering to both B2B and B2C clients, showcasing premium wines, booking services and providing a dedicated portal for wholesale purchases and custom tourism packages.

Marketing and distribution efforts will target the Asian market, particularly China and its surrounding regions, along with the Australian Chinese community.

The key goals of the parties being to:

- advance the development of tourism in the Hunter Valley;
- promote local tourism among the Australian Chinese community;
- encourage group tours and individual travel from China to Australia;
- establish and develop Hunter Valley tourism, including market research and targeted promotional materials;

- enhancement of local tourism businesses so they better attract the Australian Chinese community, through the exploration of cultural, historical, culinary and scenic attractions;
- the development and marketing of group travel packages for the Chinese market, in collaboration with travel agencies and tour operators based in China; and
- support and facilitation of the market for individual Chinese travellers to Australia, including the provision of an online travel information portal and Mandarin language services.

Petersons Wines Pty Ltd is intending to strategically partner with AuMake Australia Pty Ltd to strengthen the global appeal of the Hunter Valley region of New South Wales.

The collaboration aims to leverage the Australian Chinese community's influence, particularly targeting their tourism and wine experiences. By capitalising on positive experiences, a ripple effect is anticipated to influence friends and relatives in China. The parties intend to utilise Petersons Wines Pty Ltd's expertise in regional viticulture and tourism, alongside AuMake's global brand services, market penetration skills and extensive omnichannel strategies to deliver a unique visitor experience.

The parties aspire to ensuring sustainable growth and to heightening the Hunter Valley's competitiveness within the global tourism landscape.

China Animal Husbandry Group Co., Ltd – Framework agreement

The Company is also pleased to announce that AAPL has entered into a strategic framework agreement with State Owned Enterprise, China Animal Husbandry Group Co., Ltd. (**CAHG**), a prominent leader in the Chinese agribusiness.

CAHG has pioneered the seamless delivery of top-quality brands with a specialised focus on maternity, pets and health products.

AAPL will benefit from CAHG's extensive experience as a state-owned enterprise that has an upstream New Zealand layout that provides high-quality raw materials and product supply to create high-end health food products.

The key goals of the intended collaboration of the parties are centred on four key areas:

- AAPL to bolster brand presence, notably highlighting CAHG's AMOURLAIT brand, a premium dairy brand produced in New Zealand,
- focus on constructing effective sales channels, leveraging AuMake's strengths to promote products both domestically and internationally;
- to drive innovation and introduce new products to enhance market competitiveness; and
- reinforcing business connections with BODCO Company, a subsidiary of CAHG. BODCO supplies nutritional and lifestyle milk powder based products to global markets.



Image: AuMake and CAHG - Brand strategic cooperation signing ceremony

Successful Attendance at the 6th CIIE

AuMake's participation in the 6th CIIE marked a pivotal opportunity to showcase its range of Australian made health and wellness consumer products to the growing Chinese market. The event provided a conducive platform for AuMake to engage with potential stakeholders. With a focus on collaborative partnerships, AuMake communicated its commitment to delivering high-quality products, tailored to the specific needs and preferences of the Chinese consumer base.

AuMake's presence at the CIIE not only facilitated the exploration of new business opportunities, but also underscored the Company's dedication to fostering growth and execution of its updated business strategy.



Image: Aumake Stand at the 6th Annual Chinese International Import Expo

AuMake's Managing Director, Joshua Zhou commented:

"Our participation at the 6th CIIE has yielded significant success, evident through the signing of our collaboration with Chinese State-Owned Enterprise China Animal Husbandry Group. The remarkable turnout and enthusiasm witnessed at the AuMake booth during the expo underscores the robust demand for Australian made health and wellness consumer products within the Chinese market."

"The demand for high-quality Australian wine within the Chinese market also highlights the immense potential for AuMake to capitalise on its term sheet with Peterson Wines."

Authorised for release by the Board of AuMake Limited.

Joshua Zhou
Managing Director
T: +61 2 8330 8844

About AuMake Limited

AuMake maintains a leading position in product development, market strategy and resource integration, particularly in its cross-border operations. By emphasising the enhancement of brand influence and diversification of product offerings, AuMake has established itself as a frontrunner in fostering and selling brands to the Asian markets.