

25 March 2024

RE-ESTABLISHMENT OF PHYSICAL FOOTPRINT WITH LICENSING OF 'KIWI BUY' DAIGOU COMMUNITY FOCUSED STORES

Highlights:

- **Aumake Limited (ASX: AUK) has reactivated the 'Kiwi Buy' trademark by engaging with Daigou community stores to sell established Australian and Original Equipment Manufacturer (OEM) products directly to consumers.**
- **AUK has executed four (4) licensing agreements with established Daigou stores to rebrand themselves as Kiwi Buy. The stores located in Auburn, Bankstown, Chatswood, and Parramatta are well placed to welcome Chinese tourists and students.**
- **Funds from AUK's recently announced \$2 million funding package will be used to accelerate and support the reintegration of Kiwi Buy, significantly increasing the Company's revenue profile in the near term, with higher margin sales from OEM products.**

Aumake Limited (ASX: AUK) ('Aumake' or 'the Company') is pleased to announce that it has executed binding agreements to rebrand four (4) Daigou-focused licensed stores as 'Kiwi Buy', a trademark acquired by a wholly owned subsidiary of the Company in 2018. The stores have an emphasis on selling established Australian brands and Aumake OEM products directly to Daigou consumers. Initially, with these four stores operating under the Kiwi Buy brand, Aumake will be able to provide better services to its existing member database and service more Chinese consumers, students, and tourists.

Licence Agreement Key Terms:

- **Type of License:** Exclusive territory specific licence.
- **Licence Fee:** One-off licence fee of \$5,000 (under certain conditions, this licence fee may be waived).
- **Options:** Each licensee will receive five (5) million options in Aumake upon the Company obtaining shareholder approval, at an exercise price of \$0.004, valid for two years.

The Kiwi Buy trademark and member databases, were acquired in May 2018 by AUK, and together with these four (4) daigou stores, AUK is poised to leverage on the return of post-Covid Chinese students and tourism. This initiative allows the Company to take advantage and benefit from revenues generated through the daigou strategy under the Kiwi Buy brand.

Significantly, there will be minimal outlay for Aumake and no delay as these four (4) Daigou stores already exist and will continue to be operated independently by the store's licensee.

The Kiwi Buy stores will continue to focus on selling tier-1 baby formula and health products, along with Aumake OEM products, and will provide additional revenue and profit through a new range of product sales. Further, the reactivation of the Kiwi Buy brand and network is expected to have a flow-on effect to the Company's cross-border distribution capabilities with mainland China.

The additional revenues generated through the high margin sales of OEM products within these stores is expected to accelerate the Company's path to profitability. Aumake is focused on driving sustainable profitable growth and operational excellence.

Aumake Limited's Managing Director, Joshua Zhou said:

"We warmly embrace this new chapter in the Aumake turnaround post-Covid, which will allow us to deploy our proven strategy to target Daigou consumers and Chinese repeat purchase tourists with Australian products.

The Company has confidence that the initial four (4) Kiwi Buy stores will be a success, with an enhanced focus on Aumake OEM products and increased supply chain efficiencies, we aim to boost growth through these stores and the licensing of more Kiwi buy stores in the near future."

The four (4) signed Licensees details are:

Licensee	Address	Territory
Dy Groupon Pty Ltd (ABN: 62 642 417 972)	Shop 1B 128-136 South Parade, Auburn NSW 2144	Auburn
Nature sen (ABN: 93 438 931 861)	59 Bankstown City Plaza Bankstown NSW 2200	Bankstown
JHC Trading Pty Ltd (ABN: 78 621 220 684)	Shop 10 427-441 Victoria Avenue Chatswood NSW 2067	Chatswood
Aumall Australia Pty Ltd (ABN: 77 636 129 130)	Shop 7B 118 Church Street Parramatta NSW 2150	Parramatta

Authorised for release by the Board of Aumake Limited

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About Aumake:

Aumake Limited (**Aumake** or the **company**) (ASX: AUK) is a company with strong brand acceleration and sales capabilities, positioning it as a pioneer in delivering high-quality brands and products from Australia and New Zealand to the Asia market.

Forward Looking Statement:

This announcement may contain forward-looking statements, including statements regarding: plans, strategies and objectives of management; anticipated revenue, products, and stores; operating costs; Chinese tourism; Chinese students; Governmental policies and preferences (both Australian and Chinese).

Forward-looking statements can be identified by the use of terminology such as 'intend', 'aim', 'project', 'anticipate', 'estimate', 'plan', 'believe', 'expect', 'may', 'should', 'will', 'continue', 'annualised' or similar words. These statements discuss future expectations concerning the results of operations or financial condition, or provide other forward-looking statements.

These forward-looking statements are not guarantees or predictions of future performance, and involve known and unknown risks, uncertainties and other factors, many of which are beyond our control, and which may cause actual results to differ materially from those expressed in the statements contained in this presentation. Readers are cautioned not to put undue reliance on forward-looking statements.

Except as required by applicable regulations or by law, the Group does not undertake any obligation to publicly update or review any forward-looking statements, whether as a result of new information or future events.

Past performance cannot be relied on as a guide to future performance.