



Annual General Meeting

Investor Update

May 17, 2024

Hong Kong | Shanghai | Shenzhen | Sydney | Melbourne | London



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About eCargo

- An ASX-listed, trusted supply chain solutions provider helping brands expand to China
- Integrated supply chain services: logistics, eCommerce, distribution, marketing
- Work with brands in Health & Wellness, Personal Care, Maternal & Baby, Food and Beverage categories
- Support brands by building an agile, digitalised, integrated supply chain infrastructure
- Enabling omnichannel growth and sales for brands



FY23 Financial Performance

Revenue

HK\$188.2 million

↑ 50% from FY2022

Online and Offline Distribution

HK\$159.3 million

↑ 60% from FY2022

Digital Commerce Services

HK\$28.9 million

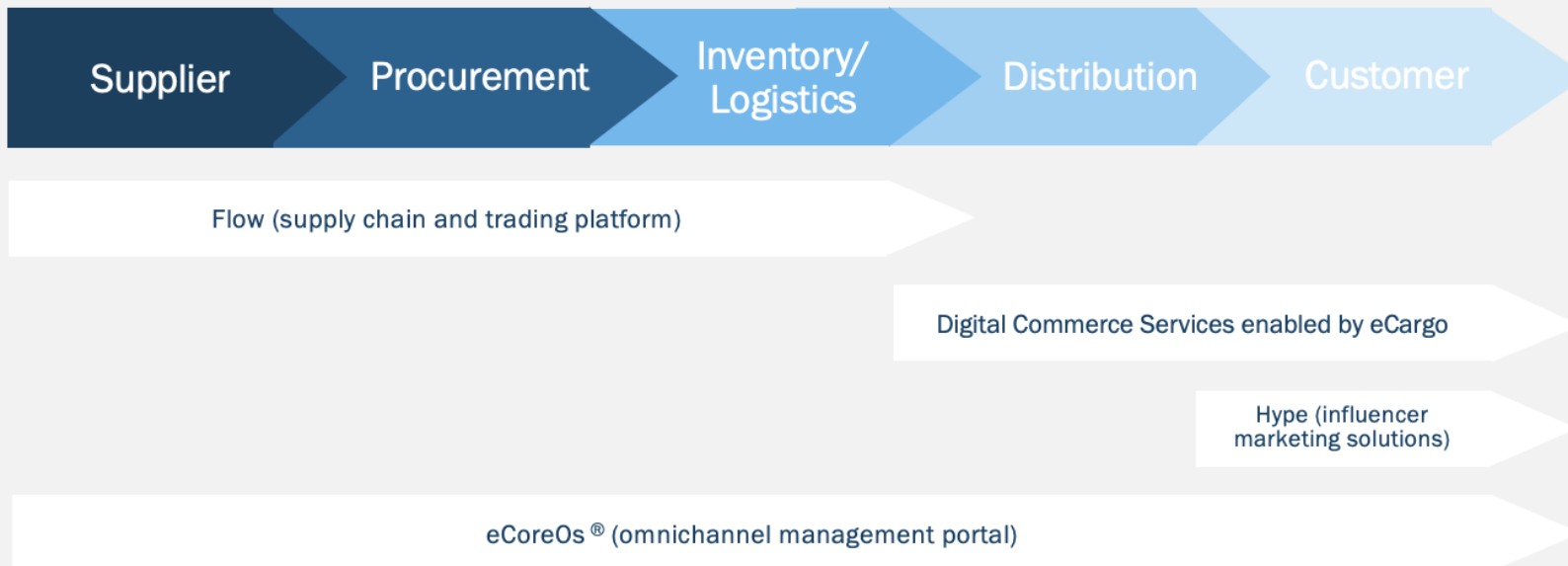
↑ 13% from FY2022

Key Financial Growth Drivers:

- Strengthened relationships with Chinese eCommerce platforms like Alibaba, Jingdong (JD.com), VIPShop
- Flow, proprietary supply chain platform providing logistics, credit, buyer and supplier management services supported 120 trade transactions; funded over US\$12M in GMV
- Entered the electronic components industry
- Secured US\$5 million funding to further advance Flow

eCargo's Supply Chain Ecosystem

End-to-end Supply Chain:



Value Creation:



3 Core Business Segments

Business Segments	Services	Revenue Drivers
Offline Distribution	<p>Grocery and convenient stores</p> 	<ul style="list-style-type: none"> • Trade margins • Management fees (logistics, channel distribution) • Technology-enabled
Online Distribution	<p>CBEC and social commerce partners</p> 	
Digital Commerce Services	<ul style="list-style-type: none"> • Fulfilment and warehousing • eCommerce • Marketing • Channel management 	<ul style="list-style-type: none"> • Retainer fees • Sales commissions

Empowering international trade with Flow

- A supply chain and trading platform digitalising trade, credit and logistics management
- Providing secure and transparent environment and robust infrastructure for buyers and sellers to trade
- Tackling challenges currency fluctuations, complex import regulations and supply chain disruptions

80+

Offices in 30+
countries*

100+

Employees

120

Warehouses
globally*

30+

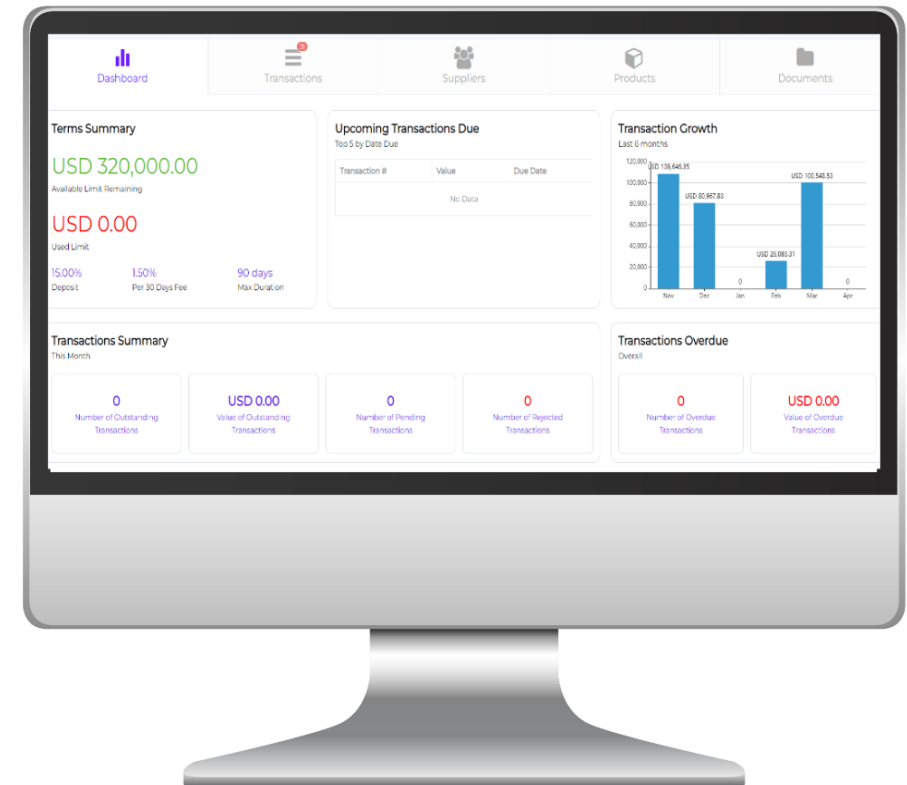
Clients across
varied industries

120+

Transactions
in 2023

>US\$12M

Purchases funded in
2023



*Including affiliate companies' infrastructure network

Activate your brand with Hype



Hype is eCargo's microinfluencer platform with over 2,000 content creators helping brands increase brand awareness and drive affiliate sales.

10+

Categories of
content creators

300k+

Views on Instagram

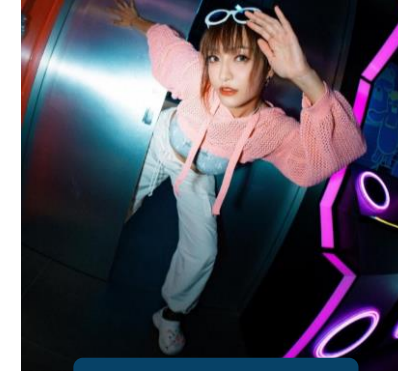
23

Microinfluencer
campaigns



Content Creation

- Local content creators
- KOC, KOL, microinfluencers
- Instagram, YouTube
- Foodies, Lifestyle, Beauty, Moms



Brand Activation

- Product launch
- Community-building events
- Press release
- Forum seeding



Affiliate Programme

- Affiliate sales
- Word-of-mouth marketing
- Moms, Daigous, live-streamers
- Private WhatsApp groups, forum seeding
- Word-of-mouth marketing

Thank you!

