



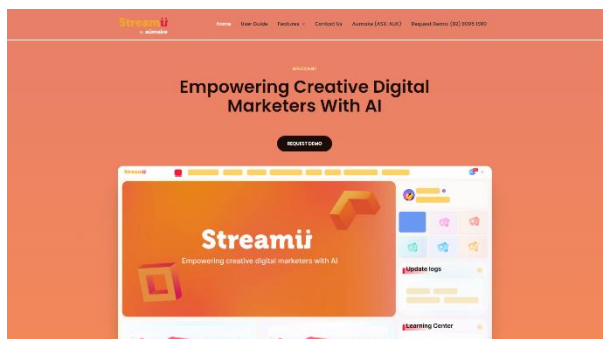
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Aumake Limited Unveils Streamii – AI Powered Digital Marketing Platform to refine SME and Individual Sales Capabilities and Strategies

KEY HIGHLIGHTS:

- Aumake introduces Streamii, an AI-powered digital marketing platform designed to revolutionise marketing for SMEs and individual merchants. Streamii offers seamless social media integration across mainstream platforms like Douyin, WeChat, and Xiaohongshu, with plans to expand to Facebook, Instagram, and YouTube by Q4 CY24.
- The platform offers AI-driven content creation, smart social media management, and a collaborative community for digital marketers, influencers, and businesses.
- Streamii facilitates cross-border marketing, enabling SMEs and individuals to expand their reach into new international markets, fostering scalable growth opportunities at minimal costs.
- Streamii will refine Aumake's existing business model and create new unique omni-sales channels helping deliver greater margins and profitability for the company.
- In Q4 CY24, Streamii will be progressively rolled out as a SaaS where users will be charged an ongoing subscription fee diversifying AUKs revenue profile.

Aumake Limited (ASX: AUK) (**'Aumake' or 'the Company'**) proudly announces the launch of Streamii, an AI-powered digital marketing platform. Streamii is designed to revolutionise the way small and medium-sized enterprises (SMEs), and individual merchants approach marketing by providing a comprehensive suite of AI-driven tools. These tools simplify the creation of high-quality digital marketing content, optimise social media management, and facilitate global market connections.



Streamii website: www.streamii.com.au/



Streamii Community Illustration

Streamii was originally developed for internal use by Aumake to enhance and refine the company's business model and assist in expanding reach into the Asian market at lower costs. However, recognising the opportunity to create further diversified income streams the company has decided to also offer Streamii as a SaaS solution to individual and SME merchants, allowing Aumake to tap into broader market segments.

Key Benefits for Individuals

Streamii transforms digital marketing for individual merchants. By leveraging AI, it automates content creation and streamlines social media management on platforms like Facebook, Instagram, and TikTok. This allows merchants to expand their customer base locally and globally while reducing costs.

For individual merchants, Streamii saves time and enables focus on core business activities. Automating repetitive tasks and providing actionable data insights, it reduces operational burdens and enhances resource allocation. This efficiency boosts productivity and supports sustainable growth, equipping merchants with a powerful digital marketing toolkit.

Key Benefits for SMEs

Streamii revolutionises marketing for SMEs, enhancing market reach and efficiency. With AI-powered tools, it simplifies content creation and social media management, boosting brand visibility and reducing operational costs.

For SMEs, Streamii improves operational efficiency and strategic resource management. Automating complex marketing tasks and offering valuable insights allows SMEs to concentrate on main business activities, increasing productivity and enabling growth. Streamii's cost-effective approach helps SMEs overcome financial barriers, opening opportunities for higher profits and sustained competitive advantage.

Benefit for Aumake Revenue and Customer Expansion

The launch of Streamii represents a strategic initiative for Aumake to bolster revenue streams and expand its customer base significantly. Positioned as an AI-powered digital marketing platform tailored for SMEs, Streamii enhances Aumake's value proposition by providing sophisticated tools to optimise marketing strategies. This initiative is expected to attract a diverse array of businesses to Aumake's ecosystem, driving increased platform adoption and fostering a dynamic community of engaged users. As Streamii gains traction among SMEs, Aumake anticipates substantial growth in recurring subscription revenues, ensuring financial resilience and reinforcing its market leadership in the competitive digital marketing landscape.

Streamii introduces a versatile monetisation strategy with flexible subscription models, including Streamii Freemium for essential features, Streamii Advanced for enhanced capabilities, and Streamii Team for collaborative tools suited to larger enterprises. This tiered approach not only accommodates varying business needs but also enhances customer retention and lifetime value. Moreover, Streamii's expansion into Asian markets, particularly China, through tailored digital marketing services underscores Aumake's commitment to seizing growth opportunities in high-demand regions, further diversifying its revenue sources.

In addition to its core functionalities, Streamii pioneers educational initiatives such as the Digital Marketing School, offering specialised courses in video production, branding, and social media strategies. These initiatives not only deepen user engagement but also position Aumake as a leading provider of digital marketing education. Furthermore, the introduction of the Professional Digital Making Centre, which provides premium video editing services for a one-

time fee, enhances Streamii's value proposition and underscores Aumake's dedication to delivering exceptional customer experiences.

Streamii Delivers New Revenue Streams for Aumake

Streamii introduces several new revenue streams designed to diversify Aumake's income sources and enhance its market appeal:

- **Subscription Models**
 - Streamii Freemium: Offers free access to essential tools.
 - Streamii Advanced: Provides enhanced features for advanced users.
 - Streamii Team: Includes collaboration tools tailored for team use.
- **Comprehensive Digital Marketing Services:** Tailored services catered to Asian markets, with a particular focus on China.
- **Digital Marketing School:** Provides online and in-person classes covering video production, branding, and social media strategies.
- **Professional Digital Making Centre:** Offers premium video editing services for a one-time fee.

These initiatives not only broaden Streamii's user base but also contribute to Aumake's sustainable growth and long-term financial stability. Aumake is unable to quantify the potential financial impact of the launch of Streamii on its revenues.

Aumake's Managing Director, Joshua Zhou, commented:

"We are thrilled to announce the launch of Streamii, our groundbreaking AI digital marketing platform. Capitalising on our years of experience, Streamii will revolutionise how brands and merchants engage with the Asian market.

With Streamii, we are harnessing cutting-edge technology to create unparalleled opportunities for cross-border marketing, fostering a vibrant community that will drive tangible sales growth. This marks a significant milestone for Aumake, as we expand our digital capabilities and strengthen our position as a leader in the industry."

This announcement has been authorised for release by the Board of Aumake Limited.

Joshua Zhou
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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; 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.