

18 September 2024

Aumake Limited (ASX: AUK)

Aumake Enhances Leadership Team with Strategic Board and Management Appointments

Investor Highlights

- Aumake enhances leadership team with the strategic appointments of Ms. Hai Yun Chen as Group Chief Executive Officer (CEO) and Executive Director, Mr. Zhenghai (Martin) Chen as Group General Manager, and the promotion of Mr. Zhiguo (Scott) Zhang to Group Chief Operating Officer (COO).
- Additions aim to complement current Aumake team and allow for the implementation of new business initiatives that will drive strategic efficiency as the company looks to formulate key practices to fulfill imminent orders from Yangtze River New Silk Road International Logistics (Hubei) Group Co., Ltd.
- Appointment will allow current management team to focus on long-term strategy and building relationships with Chinese SOEs as the company looks to expand its footprint in Asia. These new additions will add value in day-to-day operations and help streamline costs to drive improved margins.

Aumake Limited (the **Company** or **Aumake**) (ASX: AUK) is pleased to announce that it has strengthened its board and management with the strategic appointments of Hai Yun Chen to Group CEO and Executive Director, Zhenghai (Martin) Chen as Group General Manager, and the internal promotion of Zhiguo (Scott) Zhang to Group COO. These additions bring a wealth of experience in cross-border commerce and will help the company efficiently fulfil high-value procurement orders from Yangtze River.

Appointment of Ms. Hai Yun Chen - Group Chief Executive Officer (CEO) and Executive Director

Ms. Hai Yun Chen has been appointed as the Group Chief Executive Officer and Executive Director of Aumake, bringing over 15 years of experience in the retail and wholesale sectors across China, Southeast Asia, and Australia. Hai Yun holds a Master's in Finance and a Bachelor's in International Business & Marketing from UNSW. Previously, as Chief Product Officer at eCargo, she successfully drove 40% annual revenue growth and expanded the company into key Asian markets. Currently, she is the Owner and Director of MXG Pty Ltd, where she continues to leverage her extensive industry network and knowledge. Hai Yun's deep expertise in international business, coupled with her track record of strategic growth, positions her as a key leader in driving Aumake's continued expansion. The terms and conditions relating to Hai Yun's employment are yet to be finalised and will be announced in due course.

Appointment of Mr. Zhenghai (Martin) Chen - Group General Manager

Mr. Zhenghai (Martin) Chen has been appointed as the Group General Manager of Aumake, bringing a strong background in digital marketing, strategic leadership, and global market expansion. From August 2018 to December 2023, Martin served as the

Executive Director of a Singapore-based company, where he played a key role in developing and executing digital marketing strategies that led to a 40% increase in online visibility and a 30% rise in e-commerce revenue.

Martin successfully managed a team of over 10 outsourced professionals, ensuring alignment with corporate objectives while engaging with major stakeholders. His responsibilities included overseeing financial strategies with a focus on optimising ROI through technological advancements and digital marketing. Martin's expertise in driving digital transformation and his ability to expand into global markets will be invaluable as Aumake continues to grow and innovate in the e-commerce space.

Appointment of Mr. Zhiguo (Scott) Zhang - Group Chief Operating Officer

Mr. Zhiguo (Scott) Zhang has been promoted to the Group Chief Operating Officer role within Aumake. Scott has been with Aumake since January 2024 and has brought a wealth of experience from his previous roles as the Executive Director and COO of JATcorp (ASX: JAT), where he was responsible for overseeing the company's operations, including brand development and the management of dairy production facilities. Prior to this, he held the position of General Manager for a leading lactoferrin brand, driving it to become the top-ranked product in the industry.

With more than a decade of experience in cross-border e-commerce and trade between China and Australia, Scott has an in-depth understanding of the legal and regulatory frameworks in both markets. His extensive expertise spans product development, production management, supply chain assurance, marketing, sales, and online platform operations, making him a strong asset to the Aumake leadership team.

Aumake's Managing Director, Joshua Zhou, commented:

"We are excited to welcome Hai Yun Chen, Zhenghai (Martin) Chen, and to promote Zhiguo (Scott) Zhang to Aumake's leadership team at this pivotal time for the Company.

"Their extensive experience and proven track records in driving operational efficiency and strategic growth will be invaluable as we position Aumake for our next phase of growth.

"These appointments not only strengthen our leadership capabilities but also enable our existing management team to focus on long-term strategy and deepening our relationships with key Chinese SOEs. With the support of this enhanced team, we are well-positioned to implement new business initiatives and streamline operations, ultimately improving margins and fulfilling our imminent pipeline of orders from Yangtze River New Silk Road International Logistics (Hubei) Group Co., Ltd.

"We look forward to the impact their expertise will bring as we continue to build on our success in the Asian market."

Authorised by the Board of Aumake Limited.

Joshua Zhou
Managing Director

About Aumake

Aumake Limited (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.