

28 February 2025

Aumake Limited (ASX: AUK)

## **Aumake Appoints Dr. Anthony Noble as Non-Executive Chairman to Drive Growth Initiatives**

### **Investor Highlights**

- **Aumake appoints Dr. Anthony Noble as Non-Executive Chairman, leveraging his expertise in high-margin consumer goods, product development, and international market expansion.**
- **Dr. Noble's appointment aligns with Aumake's strategic focus on introducing premium OEM life sciences and functional food products, diversifying revenue streams, and driving long-term shareholder value.**

**Aumake Limited (ASX: AUK) ("Aumake" or "the Company")** is pleased to announce the appointment of Dr. Anthony Noble as Non-Executive Chairman, as of 1 March 2025, as the company embarks on its next phase of strategic growth.

In conjunction with this appointment, Stephen Harrison has stepped down as Non-Executive Chairman, effective immediately. The Board extends its gratitude to Mr Harrison for his leadership and contributions to Aumake's development, wishing him the best in his future endeavours.

### **Strategic Appointment to Drive Aumake's High-Margin Expansion in China**

Dr. Noble is a highly experienced CEO and Company Director with a track record of driving transformational growth in eCommerce and retail consumer goods companies. Dr Noble has deep expertise in international market expansion, global licencing deals, product development, and capital markets and is uniquely positioned to guide Aumake's strategic focus on building a suite of premium, high-margin products tailored for the needs of the Chinese market.

Most recently, Dr Noble was Managing Director and CEO of The Calmer Co. (ASX: CCO), where he led a remarkable turnaround, achieving a 500% increase in eCommerce sales and successfully achieving international market penetration. His leadership in negotiating high-value commercial agreements, securing distribution channels, and executing digital commerce strategies will be instrumental in positioning Aumake as a key player in the premium consumer goods segment targeting health, wellness and beauty segments which lead the growth in Chinese demand for internationally sourced premium products.

Prior to The Calmer Co., Dr. Noble held several senior leadership roles in life sciences, functional foods, and pharmaceutical companies, focusing on scaling businesses internationally and in Asian markets, including as Head of North Asia for SFI Health with responsibility for China, Japan and Korea; and as CEO of Australian Biotherapeutics,

where he secured significant international supply agreements and leveraged multimillion dollar government funding initiatives to build a vertically integrated best in class biotherapeutics manufacturing facility in Queensland. Dr Noble holds a PhD in Biological Sciences in addition to postgraduate business qualifications and has a deep knowledge and experience in quality assurance and international regulatory affairs, which also aligns with Aumake's strategy to build out a range of high margin products exclusively sold to the Chinese market through our established robust distribution network.

**Commenting on the appointment, Managing Director Joshua Zhou said:**

*"We are delighted to welcome Anthony as our new Chairman. His deep expertise in high-growth consumer sectors, OEM product development, and digital commerce aligns seamlessly with Aumake's strategy of expanding into high-margin product sales in China. We are confident his leadership will help unlock significant shareholder value as we accelerate our next phase of growth."*

**Dr. Noble commented on his appointment to Aumake, stating:**

*"Aumake is at a pivotal moment, strategically positioning itself as a global leader in distribution of best-in-class consumer products for the Chinese market. With strong demand for premium Australian and New Zealand products, I look forward to leveraging my experience to drive revenue growth, strengthen partnerships, and enhance shareholder value."*

Authorised by the Board of Aumake Limited.

For further information contact:

**Joshua Zhou**  
**Managing Director**  
Aumake Limited

P: 1800 800 285  
E: [admin@aumake.com.au](mailto:admin@aumake.com.au)

### **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.