

20 March 2025

Aumake Limited (ASX: AUK)

Aumake Expands Reach via Henan Wanbang Distribution Agreement

Investor Highlights

- Aumake has entered a distribution partnership with Henan Wanbang, Huinong Supply Chain Management Co, one of China's largest private distributors, with more than 7,000 fixed business owners in their customer network selling more than \$10bn USD in products annually.
- This long-term partnership ensures consistent and scalable distribution of premium Australian products to Chinese consumers via Henan Wanbang's extensive retail and wholesale network that specialises in serving sales and distribution of agricultural products including fruit, seafood, beef and lamb.
- The agreement significantly expands Aumake's market reach in China and improves revenue stability, providing a structured pathway for long-term growth while reducing barriers to entry in China's expanding imported goods sector.
- The deal complements the existing distribution agreement with Yangtze River New Silk Road International Logistics Hubei, a leading State-Owned Enterprise distribution partner, meaning Aumake now has both private and SOE distribution pathways into the Chinese market, alongside their eCommerce channels.
- China's retail sales increased 4% year-on-year in January-February¹, reflecting stronger consumer demand for high-quality imported goods, including agricultural products. Aumake's expanded distribution network is well-positioned to leverage this growth and strengthen its presence in the market.

Aumake Limited (ASX: AUK) ("Aumake" or "the Company") is pleased to announce that it has entered into a strategic supply and distribution agreement with Henan Wanbang Huinong Supply Chain Management Co., Ltd. ("Henan Wanbang"), one of China's leading private supply chain distributors with an extensive national sales network. This agreement represents a significant milestone in Aumake's expansion strategy, strengthening its market position and enhancing its distribution capabilities in China's growing premium consumer goods sector.

¹ Source: National Bureau of Statistics of China, "[China's Retail Sales Report]," 17 March 2025, https://www.stats.gov.cn/english/PressRelease/202503/t20250317_1959011.html.

The partnership provides Aumake with a direct, structured, and scalable entry into mainland China's retail and wholesale markets. Under the agreement, Aumake will supply a curated selection of premium Australian products tailored to local consumer preferences and evolving demand trends. Henan Wanbang, leveraging its established retail infrastructure will manage product distribution, marketing, and retail execution. Their expertise and track record will enable broad market reach and brand visibility for Aumake.

This agreement enhances Aumake's revenue stability and operational predictability via a structured sales framework which allows for flexible pricing strategies aligned with market dynamics. The agreement also allows Aumake to maintain control over pricing which ensures adequate margin contributions from sales via this partnership, providing enhanced revenue certainty and cash flow consistency. Payment terms include a maximum 30-day settlement cycle, reinforcing financial transparency and operational efficiency and ensuring Aumake's cash-to-cash cycle is optimised in the channel.

To support continuous market adaptation, the agreement also includes a structured feedback mechanism, with Henan Wanbang providing regular sales data and market insights. This intelligence will enable Aumake to refine its marketing strategies and product offerings in response to evolving consumer trends.

In addition to distribution, both companies will collaborate on targeted promotional initiatives designed to strengthen brand awareness and consumer engagement. By capitalising on Henan Wanbang's extensive retail partnerships and market expertise, Aumake is well-positioned to accelerate its penetration into China's premium imported goods segment, driving sustained revenue growth and competitive differentiation.

Managing Director Joshua Zhou commented *"This strategic agreement with Henan Wanbang marks a transformational step in Aumake's expansion into China's premium imports market. By leveraging Henan Wanbang's extensive distribution network and local market expertise, we are establishing a scalable and predictable growth trajectory while introducing high-quality Australian products to a broader Chinese consumer base."*

Authorised by the Board of Aumake Limited.

For further information contact:

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Aumake Limited

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.

About Henan Wanbang Huinong Supply Chain Management Co., Ltd.

Henan Wanbang Huinong Supply Chain Management Co., Ltd. is one of China's leading private supply chain distributors, specializing in wholesale and retail distribution. With an extensive national network, they provide scalable market access, logistical expertise, and deep consumer insights.

Forward Looking Statements

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.