

4 July 2025

Aumake Limited (ASX: AUK)

# FY26 Business Streamlining

**Aumake Limited (ASX: AUK) ("Aumake" or the "Company")** provides shareholders with a progress update on a new streamlined business and board structure for FY26.

## Update on core strategic objectives

The board has agreed to focus on several core strategic objectives that will support revenue growth in sales channels with higher margins, and evolve the Aumake business model in line with market trends and Company's core competencies in brand management, distribution and sales and marketing in Asia.

The board has set management 5 key strategic objectives for FY26,

1. Seek an EBITA accretive brand acquisition in Health Supplement/Functional Food market suitable to be sold in all AuMake's sales channels and markets
2. Transition our cross border and China retail B2B and B2C business units to lower cost models and rationalise portfolio towards higher margin products
3. Simplify Subsidiary Structures and cut costs in all business units aggressively
4. Explore Pilot Zone distribution into hospital channel into China with exclusively in licenced partner and products sold under owned brands
5. Explore activation of sales in China and the USA utilising the NewEra ZoomCoo partnership
6. Explore Distribution of China sourced products into Australia (and other international markets)

## New streamlined business structure to support execution on key strategic objectives

In line with executing Strategic Objective 3, the Company has been implementing strong cost reduction measures in terms of both contractual arrangements and staff overheads, as a first step towards improving cashflow and profitability. As a next step in FY26 the Company will form two distinct business units by restructuring under two holding companies;

AUMAKE GLOBAL; encompassing The Newera Australia Pty Ltd Joint Venture with ZoomCoo Holding Pty Ltd as well as the 168 Express Joint Venture with Mr Changying Wang. Joshua Zhou will transition from Managing Director to Executive Director and will have full P&L responsibility for the business unit embodied within this business unit.

AUMAKE CHINA; encompassing AuMake Hong Kong (Holding) Limited, AuMake Shanghai, AuMak Hangzhou and M Best Pty Ltd. Hai Yun Chen will transition from Chief Executive Officer to Executive Director and will have full P&L responsibility for the business unit embodied within this business unit.

A summary of the business activities and key contracts in each business unit is below:

AUMAKE GLOBAL	AUMAKE CHINA
<p><b>Strategic Objectives</b></p> <ol style="list-style-type: none"> <li>1. Seek an EBITA accretive brand acquisition in Health Supplement/Functional Food market suitable to be sold in all Aumake's sales channels and markets.</li> <li>5. Explore activation of sales in China and the USA utilising the NewEra / Zoomcoo partnership</li> <li>6. Explore Distribution of China sourced products into Australia (and other international markets)</li> </ol> <p><b>Companies</b></p> <ul style="list-style-type: none"> <li>• Newera Australia Pty Ltd</li> <li>• 168 Express Pty Ltd</li> <li>• BioBasic Nutrition Pty Ltd</li> </ul> <p><b>Key Staff / Directors</b></p> <ul style="list-style-type: none"> <li>• Joshua Zhou, Executive Director (P&amp;L responsible for the business unit)</li> <li>• Martin Chen, GM Newere Pty Ltd</li> </ul> <p><b>Contracts</b></p> <ul style="list-style-type: none"> <li>• Yangtzee River New Silk Road</li> <li>• ZoomCoo Marketing Partnership</li> <li>• Mijing Branding Partnership</li> </ul>	<p><b>Strategic Objectives</b></p> <ol style="list-style-type: none"> <li>1. Seek an EBITA accretive brand acquisition in Health Supplement/Functional Food market suitable to be sold in all AuMake's sales channels and markets.</li> <li>2. Transition our cross border and China retail B2B and B2C business units to lower cost models and rationalise portfolio towards higher margin products</li> <li>4. Explore Pilot Zone distribution into hospital channel into China with exclusively in licenced partner and products sold under owned brands</li> </ol> <p><b>Companies</b></p> <ul style="list-style-type: none"> <li>• Aumake Hong Kong Limited (P&amp;L responsible for the business unit)</li> <li>• Aumake Hanzhou</li> <li>• Aumake Shanghai</li> <li>• M Best Pty Ltd</li> </ul> <p><b>Key Staff / Directors</b></p> <ul style="list-style-type: none"> <li>• Haiyun Chen, Executive Director (P&amp;L responsible for the business unit)</li> <li>• Tracy Zhang, Executive Director</li> </ul> <p><b>Contracts</b></p> <ul style="list-style-type: none"> <li>• Rokcheck (Danone)</li> <li>• Kabrita</li> </ul>

The finance, audit, ASX reporting, legal, compliance and Investor Relations functions will continue to be managed via the Aumake Limited head office, through a shared services model. The Financial Controller role and Non-Executive Director costs will be borne by the Aumake Limited Head Company.

This release has been approved by the board of directors

## 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 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.