

**NSX ANNOUNCEMENT**  
**30 January 2024**

**December 2024 – Quarterly Activity Report**

**Highlights**

- Targeted promotions and limited-time offers drove a 300% sales increase, attracting new and returning customers.
- Enhanced loyalty programs and optimised platform performance boosted user retention and satisfaction.
- Explored strategic partnerships and identified high-demand product categories for new markets in the Asia-Pacific region.

**Haodex Limited (NSX:HAO)** (“**Haodex**” or the “**Company**”) is pleased to present an overview of the Company’s progress and strategic initiatives undertaken during the past quarter. Our focus continues to expand our Meccle E-commerce Shopping Platform operations, enhance our service offerings, and secure funding to strengthen our financial position.

**1. Seasonal Sales Surge**

The holiday season proved transformative, with sales skyrocketing by over 300% compared to the previous quarter. This remarkable growth can be attributed to several key factors:

- Strategically targeted promotional campaigns designed to capitalise on seasonal demand.
- The introduction of exclusive, limited-time offers and discounts successfully attracted new and returning customers.
- The surge in sales also contributed to a significant increase in platform users, further cementing the Company’s market presence and visibility.

**2. User Growth and Engagement**

The Company saw exceptional growth in its user base, driven by:

- Enhanced loyalty programs, including special Christmas rewards and repeat purchase incentives, fostered excellent customer retention.
- Optimised platform performance across mobile, H5, and PC, ensuring smooth user experiences despite increased holiday traffic.
- A continued focus on customer satisfaction, reflected in over 95% positive feedback on the mobile app and website throughout the quarter.

### **3. Market Expansion Opportunities**

In Q4, Meccle made significant strides in exploring new market opportunities within the Asia-Pacific region. Key efforts included:

- Evaluating strategic partnerships to strengthen the Company's presence in emerging markets.
- Identifying high-demand product categories to tailor offerings to the unique needs of new regional markets.

### **4. Looking Ahead**

As we move into the next quarter, the Company's key priorities include capitalising on the momentum generated by Q4's sales surge to sustain user engagement and long-term retention. Additionally, the Company plans to expand its promotional efforts to capture additional market share, focusing on high-potential regions. Finally, continuing the development of innovative platform features will remain a priority to enhance the overall user experience.

### **Quarterly Cashflow**

The Company ended the quarter with a cash balance of \$85k. Quarterly operating cash outflows for the period were \$335k. During the December 2024 quarter, the aggregated payments made to related parties and their associates totalled \$24k for the director's fees.

### **ENDS**

For more information, please contact:  
[admin@haodex.com](mailto:admin@haodex.com)

### **About Haodex Limited**

Haodex Limited (NSX:HAO) operates an outstanding portfolio of e-commerce platforms providing trade between Australia and the Asia-Pacific region, and is listed on the National Stock Exchange of Australia. Haodex plays a crucial role in facilitating China's increasing demand for seamless international trade by providing multiple online marketplace for retail goods (Monkey King Australia) a wholesale platform connecting Asian manufacturers direct to customers (Meccle) and accommodation (Frankshaus). The Haodex suite of online marketplaces are all easily accessible by both website and online app. Haodex is determined to connect its expansive network of Chinese vendors to the global demand for cost-effective and high-quality goods and services.