



18 August 2022

PARTNERSHIP AGREEMENT WITH ENTERTAINMENT PUBLICATIONS OF AUSTRALIA PTY LTD

Aumake Limited (**ASX:AUK**) (**Aumake**) has entered into a four-year strategic partnership agreement (**Agreement**) with leading Australian frequent value rewards program provider, Entertainment Publications of Australia Pty Ltd (**EPA**) a wholly owned subsidiary of ASX listed IncentiaPay Limited (**ASX:INP**).

The integration of EPA's and Aumake's technologies enhances our capability and marketplace offerings by introducing a tourist rewards program. The partnership allows Aumake to use EPA's popular member rewards program, via a branded white label app, for Aumake's domestic Chinese customers in Australia and New Zealand.

The app forms part of Aumake's expansion program for the delivery of new customer products and services, through new technology platforms that will create increasing channels aimed at the domestic Chinese community, whilst also enhancing Aumake's capabilities and marketplace offerings.

The new membership app will deliver a range of new high-value discount coupons and vouchers to Aumake's customers via a corporate loyalty and rewards program, covering popular dining, retail, travel and entertainment products throughout Australia and New Zealand.

Members will be able to choose from a selection of two-for-one offers and discounts of up to 50% off a range of offers that include arts and attractions, hotel accommodation, dining, travel and shopping offers, with thousands of dollars of potential savings. The app will also allow Aumake to include its own discount offers and merchant base and hence create its own marketplace.

Aumake will offer a 12-month membership to its database of 48,000 WeChat followers and 100,000 Daigou/Influencer networks. These followers and Daigou/Influencers, who forged the prior success of Aumake's activities, will also be rewarded for sharing and recommending the Aumake entertainment program to their own network of followers.

Aumake expects to expand the app with a 30-day tourist discount program with dining and entertainment featuring as highlights. This tourist discount program is expected to capitalise on the anticipated 2023 return of the inbound Chinese tourist market.

The Aumake branded entertainment program and app is expected to support and enhance Aumake's efforts to appeal to and engage with the ever demanding and savvy online Asian consumer markets via its omnichannel ecosystem. This includes mainstream social media/commerce platforms (including WeChat) and incorporates live streaming services through our various live streaming channels.

With live streaming booming throughout Asia (where in 2021 it was estimated to represent 44% of the \$109 billion Asian ecommerce market¹) and within the Chinese Australian community, Aumake anticipates that its live streaming services will be a dominant driver of business growth in the future.

Aumake's Managing Director, Joshua Zhou commented:

"We are very pleased to be expanding our range of products and services with the introduction of dining, accommodation, entertainment and travel discounts to our customers, which will be promoted through

our social media and live streaming channels, as well as through our established network of Chinese travel agencies.”

“We anticipate that our membership rewards program and app will be well received by both our loyal customer following and the returning Chinese tourist market, especially during the inflationary environment that is currently impacting our economy.”

Agreement terms and conditions

In accordance with the four-year Agreement and in consideration for EPA facilitating the white label membership rewards program, the parties have agreed on a revenue share arrangement.

Either party may terminate the Agreement, without cause, by giving the other party 6 months’ notice.

Either party may immediately terminate the Agreement if:

1. a party determines that the other party is in material breach of the Agreement and such party has failed to cure such material breach within thirty (30) days of receipt of written notice of such material breach; or
2. a party reasonably determines, in its sole discretion, that the other party has used the rights granted in accordance with the Agreement in an illegal, fraudulent or gross negligent manner.

All other terms and conditions of the Agreement are considered standard for an agreement of this nature.

Authorised for release by the Board of Aumake Limited.

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About Aumake Limited

Aumake Limited (ASX:AUK) operates a social e-commerce marketplace that directly connects Asian influencers with high-quality and authentic Australian and New Zealand brands. It offers the best possible prices, end-to-end customer service and a comprehensive product range – all on one integrated platform. Aumake also operates physical stores delivering a fully integrated online and in-store shopping experience for Asian consumers.

Source

1. insideretail.asia/2021/10/03/social-commerce-booming-in-asia-with-live-stream-shopping-growth/