

ASX ANNOUNCEMENT

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Chinese Approval of First Cosmetic Product New Markets Established for JAT Products

Jatcorp Limited (ASX: JAT) continues to execute on its strategy of developing its business in the new COVID environment where sales through daigou channels and international tourists are minimal or non-existent. As part of the strategy, JAT is successfully developing markets in China and other countries.

Cosmetics

As previously announced to the ASX, JAT's Hong Kong based JV, JWR International Limited (**JWR**), is developing the Poupin skincare brand.

The first product, Poupin Silky Brighten Revitalizing Serum, has been approved by the Chinese Government authority, CFDA, for sale in China through off-line channels such as local department stores and specialty cosmetics stores.

JAT's JV partner in JWR is arranging the promotion of the Poupin product range in China. As well as being sold through traditional department and cosmetics stores, the products will be sold through major online platforms including most popular social media web influencer sales channels.

Hainan Tax Free Zone

JAT has appointed Hainan Xinwang Investments Co., Ltd to distribute JAT's in-house brands in the Hainan Tax Free Zone (China) for a term of 12 months. There is no minimum purchase required and the distributorship can be extended by mutual agreement.

Hainan Xinwang is the operator of "Easy Joy International" stores at Hainan Island. Easy Joy International operates duty free stores both online and off the line at Hainan Island. The flagship store of Easy Joy International is located in the CBD of Haikou City.

Easy Joy International is owned by Sinopec which has China's largest convenience store chain with more than 27,000 stores nationwide.

Under the agreement, Hainan Xinwang will be the exclusive distributor of JAT in-house brands at Hainan Island Tax Free Zone and a non-exclusive distributor in other provinces.

Neurio expands into Singapore and other Asian countries

JAT's subsidiary Sunnya Ltd has succeeded in opening the Singapore market to the Neuroio range of milk powder products. Sales of the products are now taking place in Singapore local pharmacies as well as through online platforms in Indonesia, Malaysia and Philippines.

This announcement is authorised by JAT's Managing Director, Wilton Yao.

About Jatcorp Limited

Jatcorp Ltd (ASX: JAT) is a China-Australia trade specialist. The Company develops and markets a portfolio of in-house branded FMCGs, focusing on growth opportunities in dairy products.

JAT has positioned itself as a major player in the flourishing Australian consumer goods export industry, offering Chinese retail presence, online sales to Chinese consumers through offshore platforms, and high-volume wholesaling to daigou groups and other distribution channels.

JAT's extensive network of Chinese business affiliations is a substantial source of opportunities, both for the company and for its Australian business partners.