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# Investor Presentation

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8 October 2020

Aumake International Limited (ASX:AU8) | ABN 79 150 110 017 | Suite 1.01, 22-36 Mountain Street, Ultimo, NSW 2007, Australia



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Providing Asian  
consumers the very  
best that Australia  
has to offer

# Investment thesis

Social e-commerce has developed rapidly in China  
- Product discovery



We are creating a **social e-commerce marketplace** to provide best possible prices and streamlined logistics



The use of social e-commerce tools allows brands and influencers to leverage social networks to promote the quality and provenance of the 'Australia'



We know Asian consumers, their product choices and market dynamics



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operates in a well known market vertical

Aumake has sold over

**\$125m**

of products in the last 3 years



# Social e-commerce – changing the way we shop

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China leads the world in consumer technology and online shopping

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Increasing use of social media, brand discussions, collective purchasing and gamification to drive customer engagement

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High utilisation of short format video to create a fun and engaging brand experience with significantly higher sales conversion rates

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Social media and influencers have become the opinion leaders – not traditional advertisers, brands or retailers

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Peer-to-Peer content sharing and reviews drive trust in a product and brand

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01

Aumake is creating a social e-commerce marketplace connecting Asian influencers with Australian brands

## From daigou to Influencer

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- The desire of the Chinese consumers to seek quality Australian products led to the development of the 'daigou'
  - Traditional daigou trade accounts for at least \$2.5bn per annum in retail goods being exported to China
  - As technology drives the change in Chinese consumer shopping platforms, the traditional daigou "shop and post model" has evolved
  - Increasing use of technology and social media has seen daigou evolve to become Influencers, Key Opinion Leaders (KOLs) and Key Opinion Consumers ("KOC")
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## Influencers are:

Sophisticated, legitimate businesses

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Can be anyone with a social network including corporations such as online platforms

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Do not purchase or hold inventory but instead utilise the relevant platform to engage with and deliver products to their customers

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## The evolution of Aumake from physical to online

Physical stores



Physical stores  
+ Online stores



Social e-commerce  
marketplace supported by  
physical stores



Over the past 3 years, Aumake has sold over \$125 million of products in the cross border industry via physical stores and online channels

We know the industry intimately

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02

The social e-commerce  
marketplace

# What is social e-commerce



Social media is now an integral part of consumers' daily lives and has become a popular marketing and sales channel for the millennial generation – product discovery

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Social e-commerce harnesses the power of social media to drive shopper product discovery

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Social e-commerce is a way for consumers to identify products, review information, share experiences, discover and understand new products and ultimately purchase products

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The benefit of social e-commerce is the power of family, friends and KOL/KOC's to recommend and drive purchasing decisions



# Social e-commerce is a leading e-commerce trend in China

Aumake is creating a social e-commerce marketplace that is specifically tailored to the Australian market providing a low risk pathway for Australian brands to access the Asian market



Source: Various Internet sources, compiled by Fung Business Intelligence

Multiple social e-commerce platforms exist across Asia led by Pinduoduo (NASDAQ US\$100b capitalisation) and Bytedance/TikTok (US\$100b capitalisation)

Over \$250billion of transactions conducted on social e-commerce platforms

# Using social networks to promote brands



**Huge growth potential of China's social e-commerce sector.**  
China's social e-commerce market is estimated to grow to 2,419.4 billion yuan in 2022.



**Strong investor demand.**  
In 2019 over 2 billion yuan spent developing social e-commerce platforms.



**Social media is a key marketing and sales channel.**  
Increasing numbers of brands and retailers are using social media to market and sell their products.



**"Content is king".**  
In China, user-generated content is one of the most effective ways to increase engagement and customer reach.

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03

Aumake's social e-commerce marketplace

# The Aumake social e-commerce marketplace

Our social e-commerce marketplace allows influencers and brands to connect with each other directly rather than through a retailer



Communicating the power of authenticity, quality and provenance of the Australian brand



Receiving the best possible price and value that the brand has to offer



Utilising streamlined logistics and delivery networks between Australia and China



Enjoying excellent and professional customer service

Digitising and building a database for a powerful channel

# We know what products Asian shoppers want

Aumake has sold over \$125m of products in last 3 years

## Top Product Categories



Milk and formula



Health supplements



Consumables



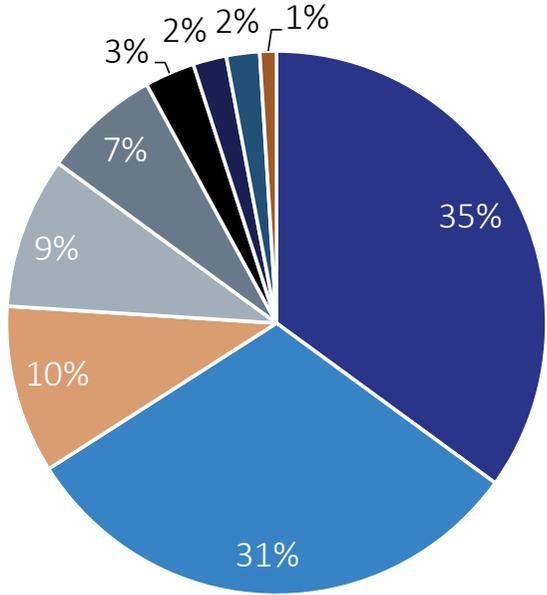
Makeup & Skincare



Wool products

Significant potential for additional future product categories via Aumake’s social e-commerce marketplace

## Product Categories



- Milk and formula
- Health supplement
- Consumables
- Makeup and skincare
- Wool products
- Food and beverage
- Personal care
- Mother & baby
- Household

# Implementing social e-commerce technology

- Aumake is working with strategic partner Jiezhou Technology Co, Ltd, (partly owned by Ant Financial Services Group) to provide the technology solution behind our new online platform
- The online platform consists of the latest e-commerce interface with WeChat store, Android/IOS Mobile Application and website to come
- The membership database embedded in the platform can track, tag and analyse users spending behaviours for data analytics
- Popular social e-commerce capabilities will soon be implemented such as Store-in-Store, group buying, secondary distribution, live streaming, short form videos and peer-to-peer content review.
- Aumake will securely retain all customer data on the platform.



Search bar  
Exchange Rates auto update everyday  
Rolling banner ad for various promotions



Navigation icon for promotion and shopping destinations



Platform promotions



Sliding products window

# Comprehensive launch marketing campaign

- Targeting over 15 million views in the month of October
- Marketing and PR campaigns in major Chinese electronic and social media in Australia, New Zealand and China
- The campaign will re-introduce Aumake as a new online platform offering the best possible prices, end-to-end customer service and a comprehensive product range.
- Targeting new demographics in China and wider reach to domestic Chinese communities.



## Growing customer database through loyalty program

- Existing 40,000+ users in the database
- Consolidating all users and customers from different channels (WeChat networks, website, physical stores, tourism networks etc,) onto the new platform
- Creating customer and users profile for future marketing and promotion
- Database will drive marketing and promoting through CRM system
- Aumake retains all customer/brand data and proprietary technology developed for the Aumake marketplace



## Working with the brands

- Leveraging our deep, long lasting and trusted relationships with brands (and their distributors)
- Joint marketing campaigns with brands to promote their latest products and SKUs
- Help brands to promote products by directly engaging with influencers and end users
- Allowing brands to operate selling outlets and reach as many influencers on the Aumake social e-commerce marketplace as possible
- Working with brands to leverage their powerful message of authenticity, quality and providence to build brand equity in Asia



## Making logistics easier and faster



## Improving the logistics:

Providing a streamlined process for brands to get their products to Asia

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Cross-border logistic solution with Digital Customs Clearance system

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Helping to set industry standards for delivery times to Asia

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Digital tracking service available door to door

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04

The metrics of a social e-commerce marketplace

## Key marketplace metrics

- **Gross Merchandise Value (GMV)** – Transaction value of products sold/purchased over the marketplace
- **Total member database** – Total number of members registered to use the marketplace
- **New member acquisition** – Number of new members joining marketplace
- **Active members** – Number of members browsing marketplace in a month
- **Repeat members** – Number of members visiting marketplace at least once over a predefined period of time



## Multiple ways to monetise marketplace

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- Service fee per transaction for influencer and brand
- Advertising
- Upfront annual membership
- Marketing revenue from development of customised data packages for brands to use to improve products
- Referral fees



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06

Why Aumake

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We know the Asian  
shopping channel

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## Our existing key assets

- Deep local industry knowledge and relationships with influencers and suppliers/distributors/brands in Australia/China
- In last 3 years, Aumake has sold over \$125 million of products in the cross border industry via physical stores and online
- Existing 40,000+ customer database
- Over 400 key SKUs with deep understanding on what our customers like to buy
- Experienced & professional management team with strong leadership from Board
- Strategic relationship with Jiezhou and Ant Financial as technology partner



# Journey begins now



Launch on 8 October 2020

Comprehensive marketing campaign



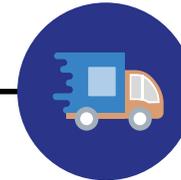
Growing customer database through loyalty program



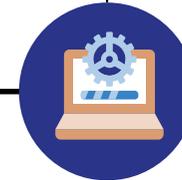
Working with Brands



Making logistics easier and faster



Marketplace and advanced social e-commerce technology



## Exciting future growth opportunities

- Expanding product categories to include such products such as fresh fruit and seafood
- Further accelerating database growth with resumption of Asian tourism to Australia via strong relationships with travel agents in China
- Changing physical store format – closing smaller stores and creating new concept stores in strategic locations to service both influencers and tourists
- Introducing new verticals such as real estate, education and other services to the member database
- Leveraging our experience into other countries where our social e-commerce marketplace can grow



More brands  
More influencers

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This presentation has been approved by the Board of Directors of AuMake

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