

aumake ASX: AUK

INVESTOR UPDATE

Unlocking the potential of the Asian market for International Brands

December 2025



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Before investing in the Company, you should consider whether this investment is suitable for you. Potential investors should consider publicly available information on the Company, carefully consider their personal circumstances and consult their professional advisers before making an investment decision.

This release has been approved by the Chairman of the Board of Directors (AuMake Limited).

Scope and Objective

Aumake is a pioneer in delivering high-quality brands and products from Australia and New Zealand to the Chinese market.

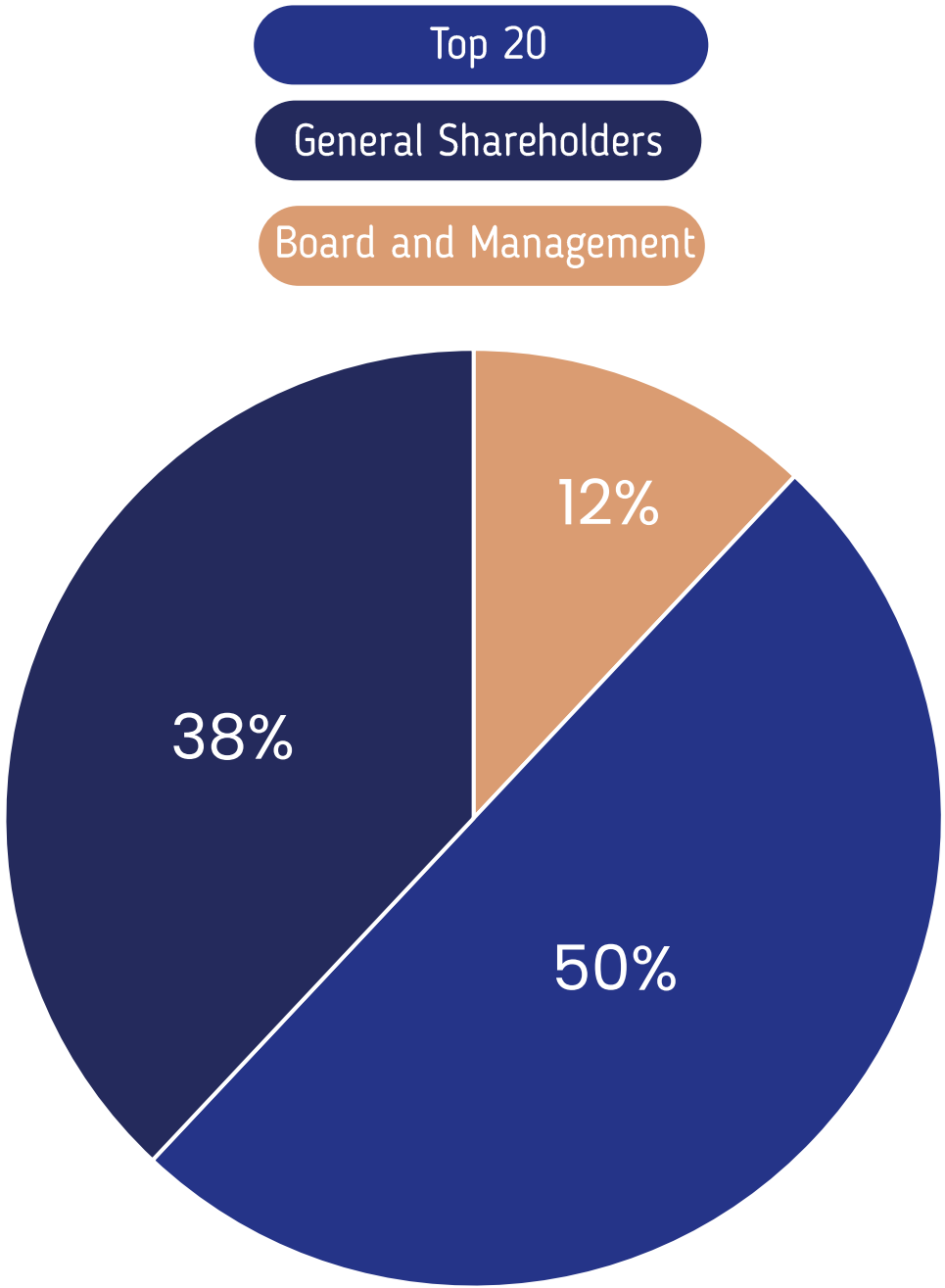
We focus on sales execution and brand development – utilising an omnichannel approach.

“AuMake is the leading Australian company launching brands into the China market and delivering strong sales”



Corporate Snapshot

Holding Balances	No. of Securities	No. of Holders
FULLY PAID ORDINARY SHARES	3,133,358,827	3,145
LISTED OPTIONS @ \$0.010 EXP 23/10/26	1,036,285,358	83
UNLISTED OPTIONS @ \$0.004 EXP 23/10/26	20,000,000	4
UNLISTED OPTIONS @ \$0.015 EXP 30/11/26	15,000,000	1
TOTAL	4,204,644,185	3,229



Shareholders	
Board and Management	12%
Top 20	62%

Top 3 in the Board and Management	
HK Huibeiijia Brand Manage Co., Ltd	
GRAND AUST INTERNATIONAL PTY LTD	
ZHOUS AUSTRALIA HOLDING PTY LTD	

The Aumake Team

The Board and Senior Management Team



Dr Anthony Noble
Non-Executive Chairman

Doctor of Philosophy (Cell Biology), Master of Business Administration (Executive), Bachelor of Science (Honours).

Anthony has extensive Board and management experience, including as CEO and Managing Director of The Calmer Co International Limited and Australian Biotherapeutics. Anthony worked for a decade at SFI- Health Group holding roles as Managing Director (SFI Research), Global Head of Innovation, Group Head of North Asia and Managing Director of the SFI-Shineway (China). Anthony was part of the M&A team which acquired and integrated multiple companies including Flordis (Australia) Ginsana (Switzerland), Klaire Labs (USA), Prothera (USA), Complementary Prescriptions, (USA) and Potters Herbals (UK).

Anthony is an Executive Director at Servatus Biopharmaceuticals Limited and Non-Executive Director at The Calmer Co International Limited (ASX:CCO).



Mr Li (Alex) Li
Non-Executive Director
Bachelor of Tourism Management

Mr Li is a significant figure in international tourism, he has facilitated extensive travel between Australia, New Zealand, and China. Founder of VTOUR Travel which is the biggest outbound travel wholesaler to Australia, Mr. Li's influence on China's tourism sector is substantial.

His "Sunny Australia Vision" platform annually sends 25,000 tourists to Australia, while Grand Aust. International welcomes nearly 60,000 visitors as an inbound tour operator each year. He Currently serves as the Chairman & Co-Founder of Queensland Tourism Group & Grand Aust. International P/L AU&NZ and Founder & President of VTOUR Travel Zhejiang Co. Ltd



Mr Carl Hagon
Non-Executive Director
Bachelor of Laws, Bachelor or Arts

Carl is an eminent solicitor in commercial disputes and insolvency in Australia. He has over 15 years' experience across multiple Australian jurisdictions in the commercial litigation, construction, restructuring and insolvency space. Carl has acted for Australia's leading corporations and directors across a wide spectrum of matters. Mr Hagon is currently a non-executive director Australian Biotherapeutics and a director of a privately held corporate trustee.



Ms Zhao (Tracy) Zhang
Manager of AuMake China Business Unit
Bachelor of Information Technology and Master of Accounting

Miss Zhang is an accomplished professional in the Fast-Moving Consumer Goods (FMCG) sector, she has demonstrated exceptional expertise in brand management and operations since 2012. She is the architect behind the Huibeijia brand in China, successfully establishing a thriving network of over 400 stores nationwide.



Mr Jiahua (Joshua) Zhou
Manager of AuMake Global Business Unit
Master of International Business

Mr Zhou is one of Australia's leading business professionals specializing in cross-border trade between Australia and China with a focus on social eCommerce. He is the co-founder Aumake and has experience in duty-free retail, together with daigou cross border trade and international logistics solutions and was quickly recognized as the leading platform in Australia.

Target Market

A company with strong sales capabilities in China.

Aumake focuses on launching international brands into China Market and has established a strong track record in multichannel sales execution, with a focus on nutritional products, health and wellness and an increasing focus on OTC/AUSTL medicines.



Cross Border
eCommerce
and B2B



Nutritional
Products



Over the
Counter
Medicines



Health and
Wellness
Products



Strategic Growth

Sales Channel Expansion and Brand Development

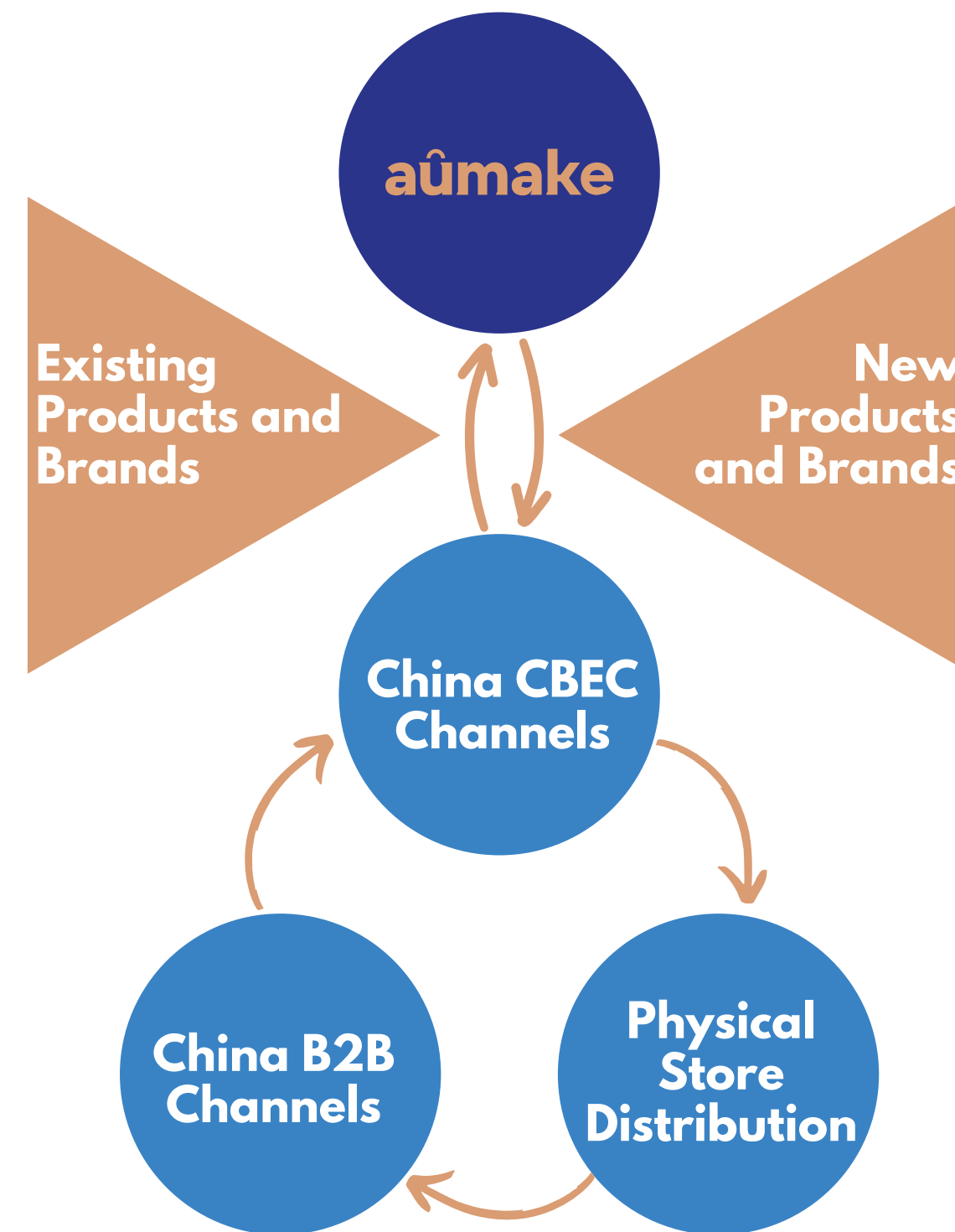
Maximize existing online & and offline channels via

- a lean model,
- >1000 online stores and,
- >350 retail store distribution network.

Aumake is building from our established strength with;

- new high margin brands
- exclusive brands
- distinctive products

Together driving increased profitability with new launches



Sales Channels

- Established online and CBEC Sales Excellence (>1,000 online stores)
- Retail Distribution Footprint into >350 doors offline
- B2B and B2B2C channels building deep customer engagement via partner stores in Taobao, JD, Tmall, O2O, TikTok etc.



All major online shopping platforms in China



Working with Top Brands

Corporate Restructuring FY26

Two distinct business units created

Commencing from FY26 AuMake has been structured into two business units

★ AuMake China

- Aumake China operates the company's eCommerce, B2B Sales and retail distribution businesses through wholly owned subsidiaries Aumake Hong Kong Limited, AuMake Hanzhou and Aumake Shanghai and operates in the Australian market via wholly owned subsidiary M Best Pty Ltd.
- Ms Tracy Zhang manages the AuMake China business unit, reporting to the board of directors.
- The revenue in FY25 within the entities, now in the business unit, was >38m AUD.

★ AuMake Global

- Aumake Global operates in the Australian and International Markets via three joint ventures; NewEra Australia (a joint venture 51% owned by AuMake and 49% owned by ZoomCoo Pty Ltd), 168 Express Pty Ltd (a joint venture 51% owned by AuMake and 49% owned by Mr. Changying Wang) and Biobasic Nutrition Pty Ltd (a joint venture 20% owned by NewEra Australia Pty Ltd, 70% owned by HK QiGuang HuanYu International Trading Limited and 10% owned by Auro Health Pty Ltd).
- Mr Joshua Zhou manages the AuMake Global business unit, reporting to the board of directors.
- The revenue in FY25 with the entities in the business unit was <1m AUD.

Improved Board and Management Separation

Improved governance, transparency and business processes will unlock trusted high value partnerships

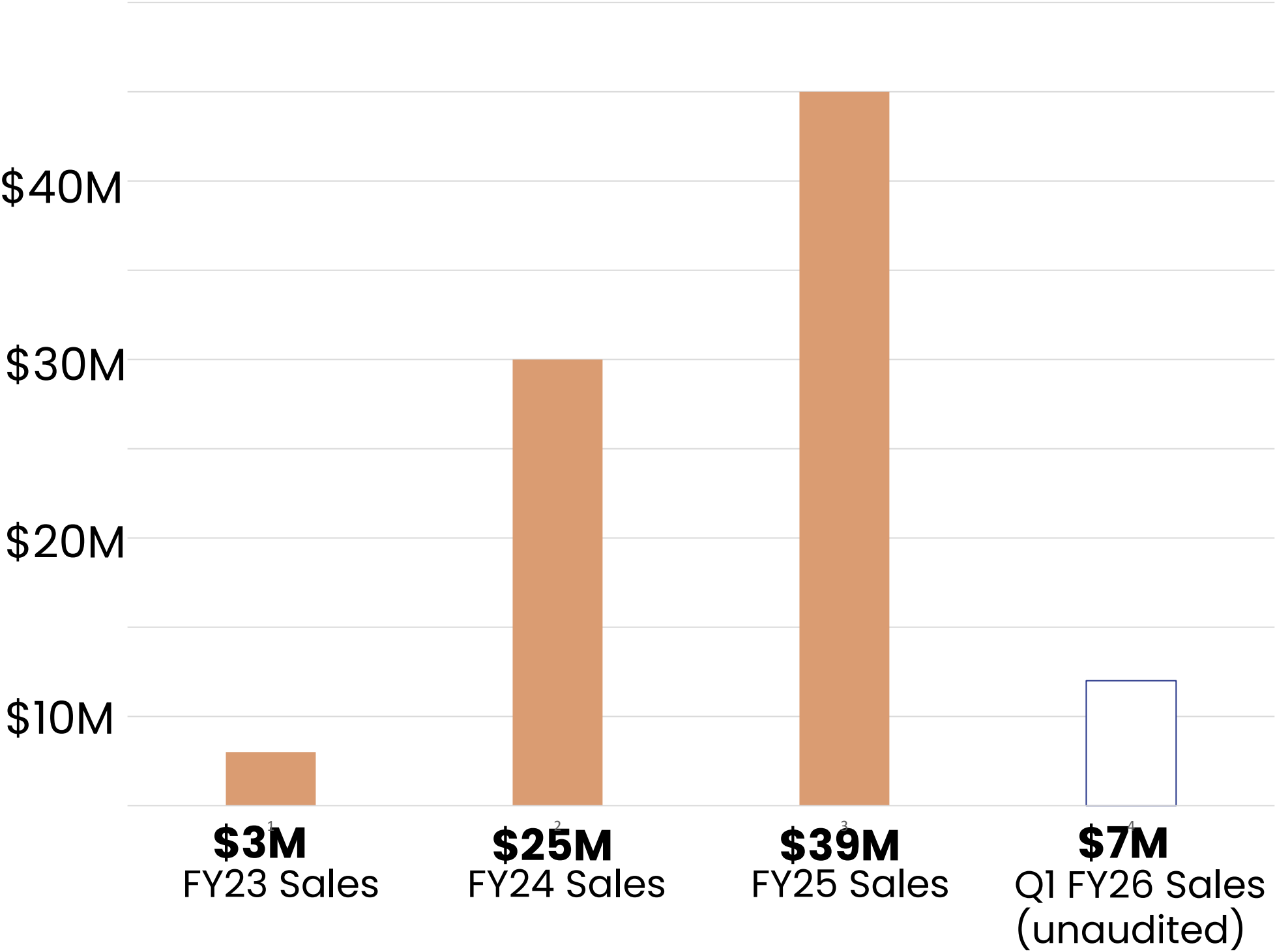
★ **Board Refreshed and Focused on Compliance and Transparency**

- China market expertise is retained in board and management
- Consumer Health and International Sales expertise is retained in board and management
- Legal and Compliance Expertise has improved with appointment of Mr. Carl Hagon
- Financial control and planning expertise will be a focus as board and management team evolves

★ **Management Team Fully Focused on 2026 Business Planning and Sales Execution**

- Business Units Managers are now focused on sales execution and business planning for Calendar 2026
- By January 2026 the company will have put in place and the board approved business plans for each business unit the key details of which will be communicated to shareholders improving transparency to the market on company activities and strategic focus.
- Sales and marketing activities in the Aumake China business continue during the planning and budgeting phase.
- The board of directors is currently undertaking a review of the feasibility and funding arrangements for the JV companies in the Aumake Global business unit and has temporarily paused operations during this review.

Sales Performance



Overall Conclusion and Outlook



Aumake has the strongest established channel to market of any Australian listed entity with \$39m in Sales in FY25

- >1000 online storefronts operating
- > 350 retail distribution network points
- Working with world leading brands
- Growing the portfolio of products and partners



Evolving our product mix to include OTC products and increasing compliance and transparency to unlock new high value partnerships

- OTC Medicines
- New AUST-L Medicine licenses
- Functional Food and Personal Care



Expected Growth and Margin Improvement

Aumake will maintain existing sales base and grow while focusing on the initiation of new higher margin products



Strong Corporate Governance and Focus on Cost Control

- Strong Independent Board with Management Separation in place
- Corporate Cost Control Focus in FY26 already implemented



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