

## ASX ANNOUNCEMENT

18 December 2025

## Aumake Enters High-Growth China OTC Medicine Market

**18 December 2025, Hong Kong, China.** Aumake Limited ("Aumake" or "the Company") is pleased to announce that it has **obtained authorisation for a Hong Kong pharmaceutical wholesale licence** to support the launch and growth of its **cross-border over-the-counter (OTC) pharmaceutical and health products business in China.**

**The new licence permits the Company to establish up to five compliant online OTC stores** servicing Chinese consumers via major e-commerce platforms. In addition, Aumake holds an **option to acquire a second pharmaceutical wholesale license**, which would enable the Company **to establish a further five online stores**, providing a clear pathway for scalable national expansion of this new product distribution channel.

This important regulatory foothold positions Aumake to enter one of China's most promising consumer healthcare growth sectors, including OTC medicines. OTC medicines are used for mild health problems such as headache, sore throat, runny nose and sneezing, fever, fungal infection, upset stomach, dry eyes and similar ailments.

**The China OTC medicine market is estimated to represent more than 230bn USD** per year<sup>1</sup> in sales and online sales have risen rapidly in recent years as a percentage of this market and are estimated to be as high as 30%<sup>2</sup> up from just ~8% in 2020, as consumer behaviour modernises.

**China's healthcare system is undergoing a structural transformation**, shifting from a hospital-centric model to one that promotes the triage of mild cases, self-medication, and growth of outpatient medication use. Key drivers include:

- Hospitals reducing provision of medications for minor conditions
- Prescription outflow from hospitals into retail settings
- Rising consumer demand for safe, high-quality and imported OTC products
- Favourable regulatory updates supporting online drug sales
- Expansion of cross-border e-commerce channels such as **Tmall Global, JD Global and Douyin**

<sup>1</sup> <https://mobilityforesights.com/product/china-otc-healthcare-market>

<sup>2</sup> [https://pdf.dfcfw.com/pdf/H3\\_AP202506251697437809\\_1.pdf](https://pdf.dfcfw.com/pdf/H3_AP202506251697437809_1.pdf)

<sup>3</sup> <https://www.htpsgroup.com/en/news/overall-layout-of-retail-channel>

**These changes are creating strong and lasting demand for cross-border OTC products,** particularly from international brands trusted for safety, quality and efficacy.

This combination of regulatory change, consumer behaviour, and platform consolidation has created a high-growth, high-barrier industry where early movers can secure significant long-term market share.

This strategic advancement complements Aumake's long-standing experience in cross-border commerce. By leveraging its established operational capabilities and brand-distribution expertise, **Aumake achieved over AUD 39 million in sales in the last financial year** demonstrating its proven ability to build and operate high-performance cross-border ecommerce and retail channels.

With China experiencing strong growth in online OTC demand and favourable regulatory support for cross-border OTC sales, **Aumake is in an ideal position to accelerate its entry into this high-growth sector,** supported by:

- direct sourcing agreements with leading international OTC brands;
- Hong Kong bonded-warehouse logistics capability; and
- its experience operating multiple stores across Tmall Global, JD Global and other major platforms.

**Aumake's cross-border OTC business will be supported by several strategic strengths:**

- **Regulatory qualifications:** Hong Kong drug wholesale licences for Chinese and Western medicines, with additional licences planned over the next three years.
- **Established brand supply chains:** Stable sourcing from internationally recognised OTC brands.
- **Proven e-commerce capability:** The operations team has received numerous honours and awards from Tmall and JD.com, provider with over 100 stores under management and annual GMV exceeding RMB 1 billion.
- **Comprehensive online + offline channel strategy:** Includes private domain traffic operations and hospital network integration.
- **Scalable business model:** Direct sourcing, bonded warehouse delivery, multi-platform e-commerce matrix, and hospital terminal sales.

Gaining the pharmaceutical wholesale licence marks a significant milestone in Aumake's strategic plan to become a leading provider of a broader range of high margin goods, such as cross-border OTC products into China. The Company will update shareholders as it achieves further operational milestones, including the opening of its initial online OTC stores.

**Non-Executive Chairman, Dr Anthony Noble said:** *"The company is now in a renewed and strengthened position and is focussing on leveraging our enviable selling capabilities in the China market, with this expansion into the OTC medicine space. This is a major strategic pillar, added to our existing high performing business unit; Aumake China. Indeed, more than adding a new product category the OTC segment is highly aligned with a focus on higher margin product sales in our mix. Without taking a step back from what is working, the Company will be able to layer on a new more profitable line of business which can be managed with our existing, low-cost base infrastructure in Hong Kong and China. This is the first step towards building a faster growing and more profitable Aumake over 2026. The option to add a second licence and a further 5 online stores, as this market grows, will also add more value in the medium term."*

Authorised by the board of Aumake Limited.

**Ends**

### **About Aumake**

Aumake Limited (Aumake or the company) (ASX: AUK) is a company with strong brand acceleration and sales capabilities, positioning it as a pioneer in delivering high quality brands and products from Australia and New Zealand to the Asia market.

### **Forward Looking Statements:**

This announcement may contain forward-looking statements, including statements regarding: plans, strategies and objectives of management; anticipated revenue, products, and stores; operating costs; Chinese tourism; Governmental policies and preferences (both Australian and Chinese). Forward-looking statements can be identified by the use of terminology such as 'intend', 'aim', 'project', 'anticipate', 'estimate', 'plan', 'believe', 'expect', 'may', 'should', 'will', 'continue', 'annualised' or similar words. These statements discuss future expectations concerning the results of operations or financial condition, or condition or provide other forward-looking statements. These forward-looking statements are not guarantees or predictions of future performance, and involve known and unknown risks, uncertainties and other factors, many of which are beyond our control, and which may cause actual results to differ materially from those expressed in the statements contained in this presentation. Readers are cautioned not to put undue reliance on forward-looking statements. Except as required by applicable regulations or by law, the Group does not undertake any obligation to publicly update or review any forward-looking statements, whether as a result of new information or future events. Past performance cannot be relied on as a guide to future performance.