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Aumake Advances Restructure with Launch of Bio-Basic Under New Incubation Model

AUK progresses its transformation strategy with the introduction of Bio-Basic, the first brand developed under its capital-light incubation model.

- Launch of Bio-Basic Ergothioneine as the first demonstration of Aumake's capital-light incubation strategy.
- Strategy focuses on low-cost, high-margin brand development within the health and wellness sector.
- Agreement structure provides shareholder-funded marketing, equity participation, and priority acquisition rights for Aumake.
- Partnership with Mijing Media combines leading livestream e-commerce expertise with Aumake's exclusive offline and enterprise distribution channels.

Aumake Limited (ASX: AUK) ("Aumake" or "the Company") is pleased to announce a key milestone in its ongoing restructure, with the launch of Bio-Basic Ergothioneine – the first venture under the Company's new incubation strategy focused on low-cost, high-margin brand development.

This strategy is designed to establish a repeatable pathway for incubating and scaling consumer health and wellness brands with minimal capital outlay, while retaining priority rights to acquire successful brands once scale is achieved. By leveraging trusted Australian regulatory standards together with proven sales and marketing operators in Asia, Aumake is positioning itself as a model for building sustainable brand value with limited balance sheet risk.

Bio-Basic: First Demonstration of AUK's Incubation Model

The Bio-Basic launch provides a tangible **demonstration** of the model in action. Bio-Basic Nutrition Pty Ltd, the brand owner, is majority-owned by HK QiGuang HuanYu International Trading Limited. Aumake's subsidiary, NewEra Australia Pty Ltd, holds a 20% equity interest, while Auro Health Pty Ltd holds 10%.

Under the agreed structure:

- The majority shareholder funds all marketing and traffic generation, allowing the brand to scale without capital contribution from Aumake.
- Aumake benefits from equity participation and priority acquisition rights if the brand achieves scale.
- Operational leadership is provided by experienced China-based partners, supported by Aumake's cross-border distribution expertise.

Strategic Significance

The first Bio-Basic product, Ergothioneine, has secured TGA approval and ARTG listing, reinforcing the credibility of Australian-made products in China's premium health market. The launch is supported by a partnership with Mijing Media, a leading livestream e-commerce operator in China, whose online capabilities will be combined with Aumake's exclusive offline and enterprise channels.

This combination provides a scalable pathway for Bio-Basic and future incubation brands to penetrate large consumer markets while balancing volume growth with premium-margin channels.



Next Steps

The Bio-Basic launch demonstrates the viability of Aumake's incubation model and will serve as a foundation for additional brands currently in development. The Company will provide further updates as progress is made.

Aumake Founder and Executive Director Joshua Zhou commented:

"The launch of Bio-Basic Ergothioneine marks a significant step in Aumake's restructure and the execution of our capital-light incubator model. This model enables us to create high-margin, scalable brands with limited upfront investment, while retaining the flexibility to secure ownership of proven successes. Bio-Basic is the first of several ventures that will demonstrate the strength of this approach."

This announcement has been authorised for release by the Board of Directors.

About Mijing Media:

Founded in 2017, Chengdu Mijing Media Co., Ltd. is a leading one-stop content e-commerce model in China, specialising in integrated marketing, livestream operations, content production, advertising, and store management. Mijing has delivered over RMB 2 billion in annual gross merchandise value (GMV) for top-tier fast-moving consumer goods (FMCG) brands, including Three Squirrels, Wugu Mofang, JD Supermarket, and Yili Milk.

Mijing's operational capability is underpinned by a team of more than 50 livestream hosts, 30 marketers, and 30 e-commerce operations specialists, supported by an extensive network of influencers across major Chinese models such as Douyin and Kuaishou. This talent base enables the company to launch and scale new products rapidly, from initial market testing through to full commercial rollout.

About Aumake Limited:

Aumake Limited (ASX: AUK) ("Aumake" or "the Company") is a brand acceleration and sales model specialising in delivering high-quality products from Australia and New Zealand to high-value consumer markets in Asia. Leveraging deep cross-border e-commerce expertise, exclusive distribution partnerships, and proven market entry strategies, Aumake connects premium brands with rapidly growing demand in sectors such as health, wellness, and lifestyle. The Company's capital-light business model combines strong online execution with targeted offline distribution, enabling scalable growth and sustainable value creation for shareholders.

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 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.

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