



About
health
more

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Health More started in 2013 as a supplier of Australian vitamins to Melbourne based Chinese customers. Over the last four years they have established themselves as the leading provider of Health and Wellness products from Australia to customers in China, Hong Kong, Singapore and Malaysia.

The Australian headquarters offers locally based brands and products the opportunity to be exposed, sold and consumed to the growing Asian population, through the three pillars:



Sales

multi-tiered sales channels from offline to online



Distribution

full end to end delivery with customs clearance



Marketing

from daigou wechat engagement to trade shows

Working with over 90 of Australia and New Zealand's health and wellness brands, Health More is referred to internally as their 'export division' as we care as if it's our own brand.

Health More is either an exclusive or a master distributor or a distributor partner for over 90 brands, some of which are:

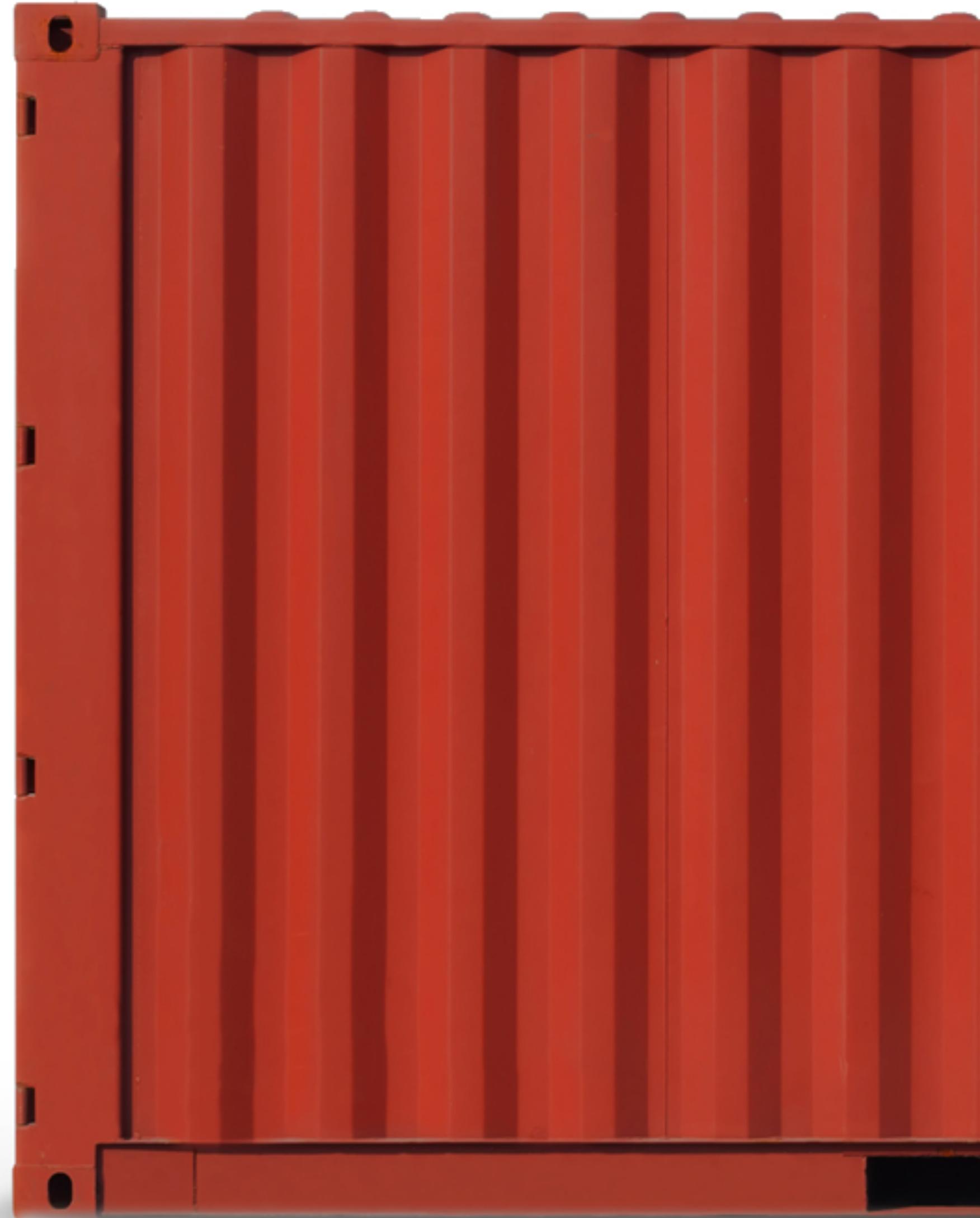


Distribution
health
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Distribution

A key element to Health More's ability to serve the massive demand in Asia, is their ability to freight orders from 1kg to 10 containers of stock from Melbourne to any destination throughout Asia. This is achieved with both with their own facilities in Melbourne, Sydney, New Zealand and Hong Kong along with their strategic alliance with Mainfreight



In Melbourne, Health More has a 7,500m² DC that exports up to 150 mixed pallets and 3,000 parcels daily. All container and cool storage is handled by Mainfreight.

In New Zealand, Health More operates out of Mt Wellington for mixed pallets and parcels, and out of Mainfreights Mangere facility.

In Sydney, Health More operated a 3,000m² warehouse that exports up to 30 mixed pallets and 1,500 parcels daily. Again all container work hanfled by Mainfreight.

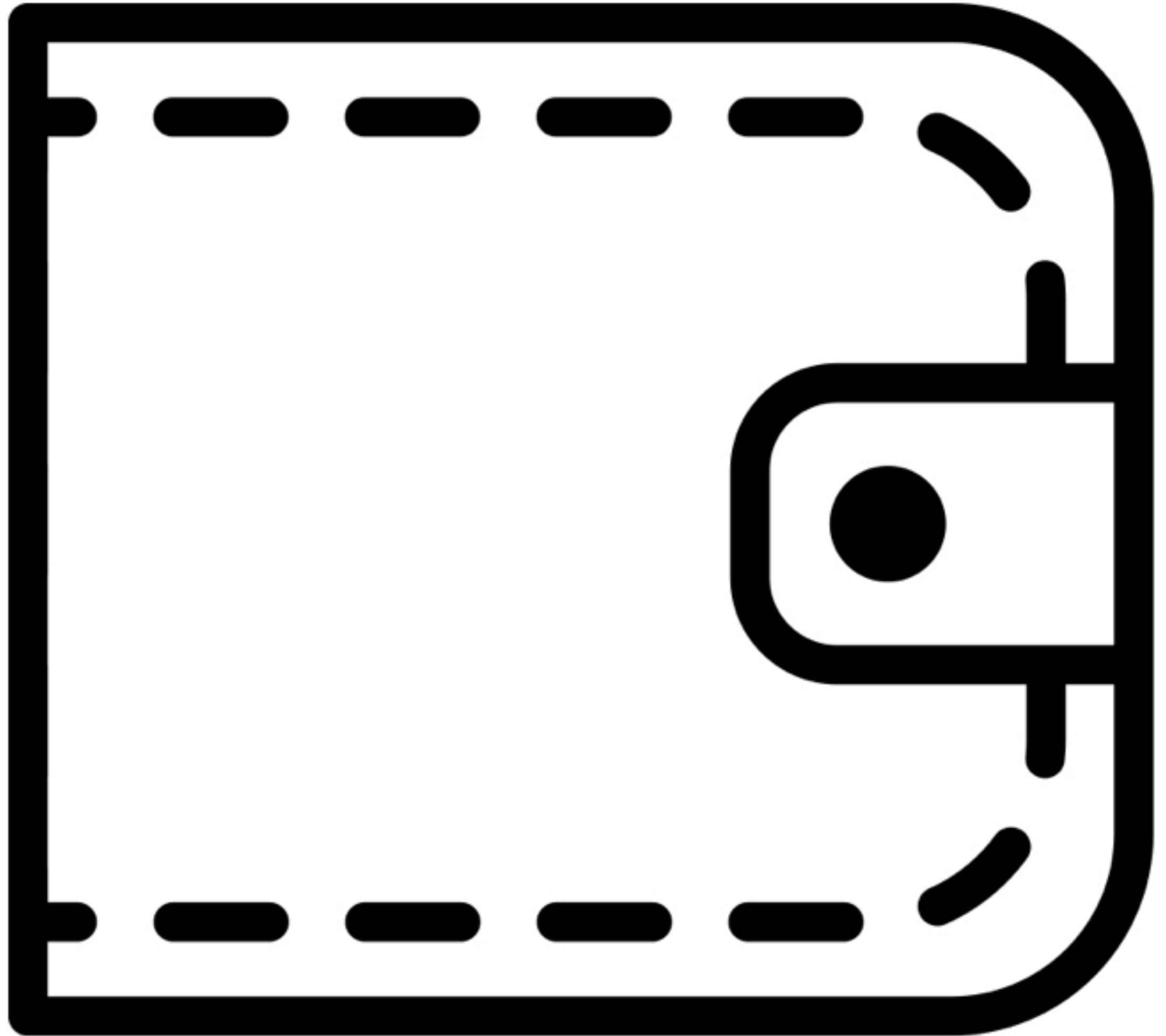
In Hong Kong, Mainfreight deliver Health More's full 3PL solutions for servicing customers such as Dairy Farm, Watsons and many others at our co-shared facility in New Territories.



In China, Health More works out of 3 free trade zones, operated by their China subsidiary AuMalls, in Henan, Guangzhou and Hangzhou



**health
more**
**sales
channels**



Sales channels

Health More has multiple sales channels, all delivering products and services to businesses who service the end-user.

Health More provides product and marketing collateral to **Wholesalers and Distributors:**

- who sell to platforms and some have their own flagships on these platforms
- who sell to retail stores with registered products
- who sell to O2O and concept stores

Health More provides a sales channel
into the **wechat traders**:

- This is a closed group of traders
that provide access to their network
a range of Australian
and New Zealand products
- Only those within the group can
see the products being offered



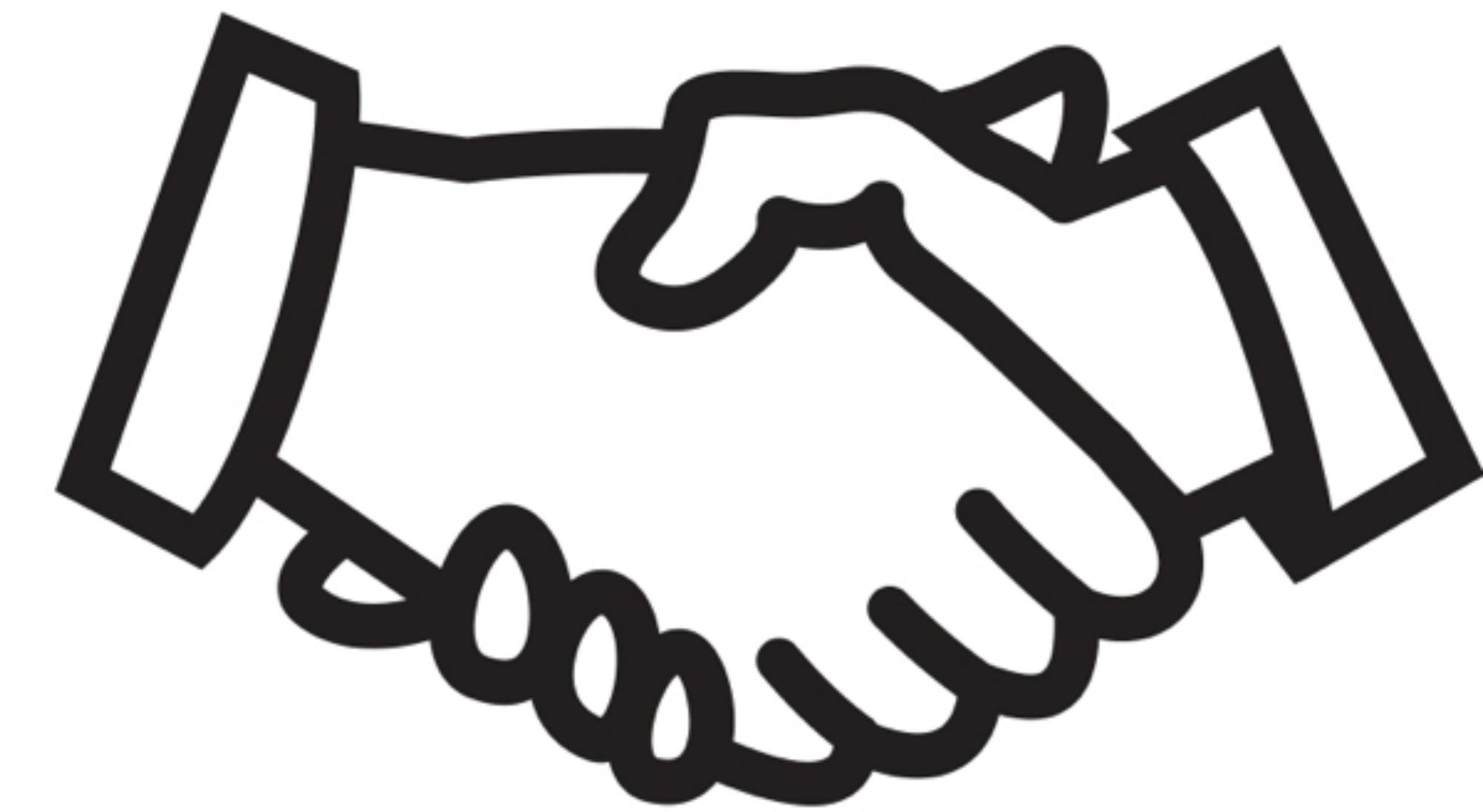
Health More provides a sales and distribution service into **Retail**:

- In Singapore, HK, Malaysia and China with approved and registered products
- This is low volume, with great brand exposure in traditional channels



Health More works within the **Daigou** community to influence product awareness, uptake and hype:

- Working with selected gift shops, sub distributors and large daigou traders to seed products into the daigou community
- NZ = 20,000 Daigou
- Australia = 110,000 Daigou
- The Daigou is an essential piece of the puzzle to build and maintain 'hype' for the brand/product.



Health More has partnered with **Australia Post** to run their back end fulfilment for Tmall and also provide TP and operations for:

- Red book
- JD
- This entails working with the CaiNiao network, along with managing all marketing, merchants, onboarding and sales promotions.



Hong Kong Sales Channel

In November 2016, Health More was appointed as a distributor for leading Australian brands into major Hong Kong retailers such as Mannings, Watsons and Sasa.

This led to many independent health food, pharmacy and general stores enquiring on brands these retailers were promoting and resulting further ranging for these brands in the independent channel

Health More's Hong Kong distribution of brands consists of:

- Store ranging
(banner groups and independent)
- Local area marketing
(above and below the line)
- Retailer marketing co-op
- In store sampling
- Retailer staff training



Health More has retailer relationships with retailers including Mannings, Watsons, Sasa, Bonjour, 7-eleven, Jasons, Marketplace, Park'n'Shop and hundreds of independents...

Health More also provides services to wholesalers and traders who provide their own pick and pack service to end-users.

萬寧 **mannings**

watsons

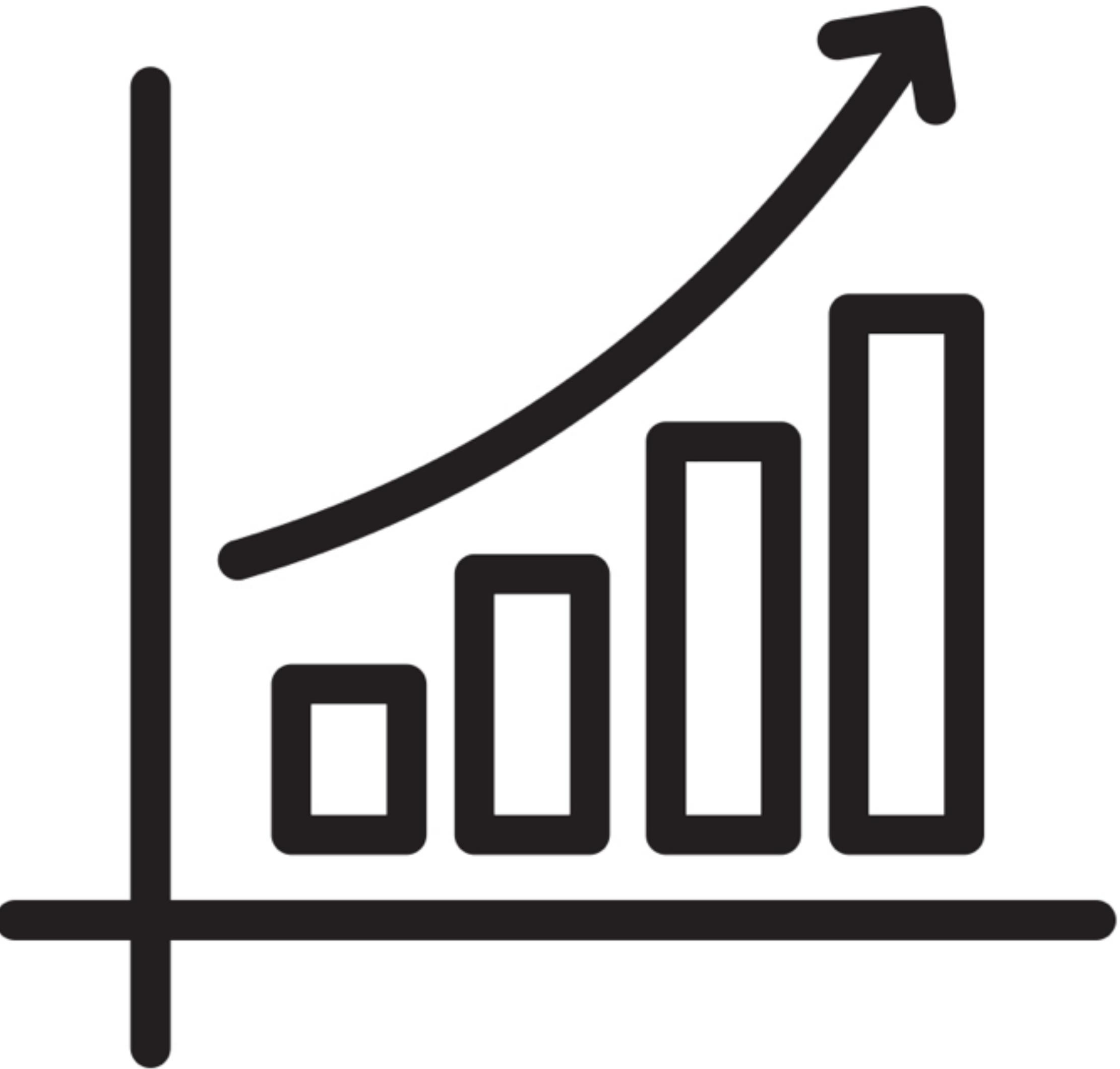
MARKET PLACE
by JASONS
-supermarket-



SASA
making life beautiful



Marketing
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Marketing Wechat engagement

Targeting

daigou, buying agents, taobao global merchants and wechat merchants.

Outcomes

drive product awareness and push demand through wechat subscription posts, KOL's, daigou groups and selective banner placements.

Frequency

weekly posts on HM platform



Marketing Daigou engagement

Targeting

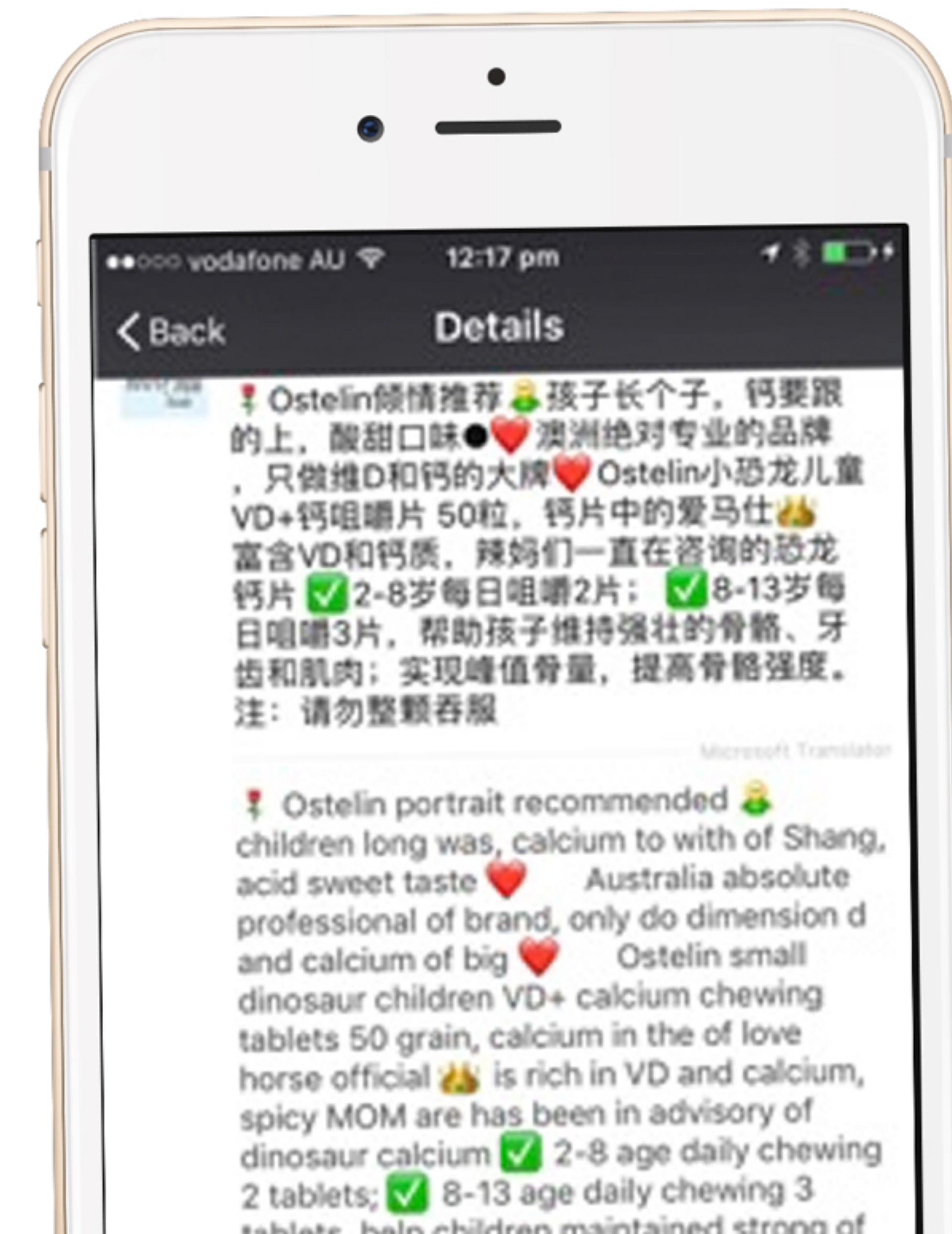
daigou in Australia and China

Outcomes

drive awareness and hype. Reinforce unique benefits in a referral/local sense. Allow sharing and reposting with key daigou. Drive local daigou into stores to purchase product for pick and pack model. Generate and maintain hype

Frequency

daily posts per week on personal/private users wechat



Marketing Platform engagement

Targeting

key platforms aligned with product alignment and brand positioning

Outcomes

work within platforms marketing program, linking the product selection with core customer transactions, leveraging with key events and activations

Frequency

varying from once to multiple monthly campaigns

日期 (date)	电商 (website)	节点名称 (festival)
2.23-3.8	一号店 (Yihodian)	宠爱女人节 (Women's Day)
3.1	聚美优品 (Jumei Youpin)	301店庆 (3.1 Anniversary)
3.1	蜜芽 (miababy)	疯抢节 (Berserk Festival)
3.11	国美在线 (gome)	黑色星期五 (Black Friday)
6.16	唯品会 (VIP)	年中大促 (Mid year promotion)
6.1--6.20	京东 (JD)	618狂欢节 (6.18 carnival)
8.14-8.16	唯品会 (VIP)	撒娇节 (Spoiled Festival)
8.18	苏宁易购 (SUNING)	店庆日 (8.18 Anniversary)
11.11	淘宝天猫 (Taobao、TMALL)	双11 (11.11)
11.20-11.30	洋码头 (Ymatou)	黑五狂欢节 (Black Friday)
11.27	小红书 (xiaohongshu)	红色星期五 (Red Friday)
12.12	淘宝天猫 (Taobao、TMALL)	双12 (12.12)

Trade show engagement

Targeting
key buyer groups and retailers

Locations
Hong Kong and China

Outcomes
educate, sample, prove authenticity

Frequency
5-6 per year





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