



2015

OUR STORY

Value-driven,
success focused,
and planet-friendly

Auslambkin Australia can trace its roots back to 1796 when pioneers John and Elizabeth Macarthur brought the first Merino sheep from a flock of Spanish Merino sheep reared in South Africa.

Unlike many other kinds of sheep used primarily as a food source, the Merino sheep had a thick, fine fleece that made it highly coveted for spinning and weaving fine fabrics.

Because of the outstanding efforts of the Macarthurs and their descendants, the Merino sheep still thrives in Australia and their numbers now average well over 75 million, down from over 200 million.

For the last half century, our family-based company has worked extensively in the manufacturing, retail, marketing, packaging and e-Commerce of Australian Sheepskin (shearling) primarily in Australia and now in Fiji.

We have strategically evolved into a consultancy firm specializing in the promotion of high quality Australian sheepskin products within China through joint ventures in manufacturing and E-Commerce.

We are on a mission to make life more comfortable and enjoyable for people with worthy products from nature.



Auslambkin Australia is focused on the growth of our company based on the ultimate value of our product. Forged by the traditions of the past, we move into the future through leading by example. We are motivated for the success of our partners jointly with ourselves. We exemplify effective teamwork and pragmatic vision.

We are sound and stable, built on a foundation of more than 30 years of experience in the manufacture , retail and E-Commerce of the world's finest sheepskin products. We know the ins and outs of our business in a way that newcomers could only imagine.

We are innovative. We respect the traditions of our past and we are creative and trail-blazing in our use of the technology of the future. We understand the impact of technology on our manufacturing and E-Commerce world, and we have staked our place in it as a prime innovator in our industry.

OUR MISSION

Focused,
Sound and
Innovative



OUR GROWTH/ OUR PRODUCT

Expansion to China natural growth for eco-friendly product



Australia and China have historically shared a strong and now rapidly growing trade and economic relationship. China is Australia's largest two-way trading partner. China's 12th Five-Year Plan, currently in effect, aims to increase consumer spending from approximately 35% of GDP to 50% by 2015. Our company is well placed to provide desirable high quality products for this growing local market.

The diversity and quality of Australian sheepskin allows for penetration of many different market sectors, from hospitals to fashion boutiques, baby and pet shops. Working in collaboration with joint venture partners within each market sector, city and province will allow us to build high performing, successful teams supported with the latest technological innovations in our industry.

China is a huge country with a large population with customer preferences varying within each province. The need to connect with the right Joint Venture Partner is paramount within each province. Each Joint Venture Partner brings to the table a wealth of qualities needed in order to make for a successful joint venture such as:

- An understanding of the local customer needs and wants
- Experience in their particular field
- A good range of contacts within their province needed to expand into other fields

The quality of Australian Sheepskin is presently unknown in China and this represents an excellent opportunity to enter the Chinese market and develop high quality products under the one brand name.

The potential for development in the following categories is substantial:

- Medical and Health Care
- Baby Apparel
- Footwear for both Adults and Children
- Pet Accessories
- Bedding
- Home wear

E-COMMERCE



Auslambkin Australia is totally committed to the development of Australian Sheepskin through E-Commerce. WHY??

China will overtake the US as the world's largest E-Commerce market.

SHANGHAI

Shanghai is central to the development of our business plan in China. Shanghai is a 1-tier city and is ideally located as the first stepping stone in the promotion and development of the "Auslambkin" brand within China. By establishing a head office in Shanghai we have access to highly skilled and capable individuals for all aspect of the business now and in the future.

Shanghai is also ideally located:

- excellent 1-tier city to establish "Auslambkin" brand, test,market, promotion, packaging and logistics
- close to all our major skin suppliers and other service providers
- establish a national call centre
- establish all OnLine Channel Developments

CLEANING

Historically the greatest disadvantage in the development of Australian Sheepskin in the market has been the lack of cleaning facilities that specifically cater for the cleaning of Sheepskin. Auslambkin has clearly set its sights on the full development of this type of facility to run in conjunction with the marketing of Sheepskin within China.

The quality of Australian Sheepskin is so good that if cleaned correctly the life of the skins is 10-plus years. The ability to market a product with a 10-year guarantee adds great appeal to customer confidence and is also an excellent marketing tool.

Customer service is paramount and will need to be constantly monitored in order to achieve the desired results. Without the use of available technology this service would be difficult to implement and therefore difficult to capitalize on.

The introduction of a cleaning service will give Auslambkin Australia easier access to Customer Lifetime Value (CLV) as displayed below:



6 REASONS WE ARE A PREMIER CHOICE

Experienced marketers,
resourceful partners and
forward-thinkers

Outstanding capability– Our management has a quarter century of experience in the manufacture, marketing and retailing of sheepskin products. Our experience is essential in order to develop the market within China. Our whole concept approach from farmer, supplier, tanner, manufacturer, marketer, E-Commerce to customer surveillance is the difference.

Sound business approach– Our roadmap to a successful joint venture is based on finding the right partner for each city and province, securing a full understanding of what each partner brings to the venture, building the best team for each venture, and following a set business plan. We test the marketplace and adapt to its needs.

Commitment to quality– We believe in quality at all levels of our business process, from the production of the sheepskin products to providing world class customer service. We employ the best in marketing, design and accounting to adhere to proven methodology and become a true business partner in every sense of the word.

Tradition and experience– Our own family goes back more than 50 years in the manufacture and retailing of sheepskin products in Australia. We have manufactured and re-tailed a diverse range of sheepskin products. Presently we still manufacture and retail a range of sheepskin products in Australia and Fiji.

Excellent track record– For the last 25 years we have worked extensively in the manufacturing, retail, marketing, packaging and E-Commerce of sheepskin products, primarily in Australia and now in Fiji. While manufacturing is no longer viable in Australia, its sheepskin is regarded as the best in the world and its promotion in China is long overdue.

Cooperative liaisons– We bring excellent contacts having worked closely with leading Australian Government Departments, and industry associates and organizations over the many years within Australia such as:

(CSIRO) Commonwealth Scientific and Industrial Research Organization

Australian Federal Department of Agriculture

Australian Department of Foreign Affairs and Trade

Australian Department of Industry

Australian Department of Infrastructure and Regional Development

Austrade Shanghai

Austcham Shanghai

NSW Department of Trade and Investment, Regional Infrastructure and Services.

NSW Department of Primary Industries

COMMITTED TO PROVIDING VALUE FOR OUR BUSINESS PARTNERS

Brand Value
Superb Quality
Customer Service

Auslambkin Australia is sincere in its desire to add value and provide outstanding support to our relationships with our joint venture partners.

Brand Value – With our well-established family-based company with its historic roots, we bring strong brand recognition of Australian Sheepskin to our products. The value of our product and our expertise is what is required in the development of a brand within China. Australian Sheepskin is a recognizable product with powerful brand recognition and we bring with us all the tools to help our joint venture partners maximize that brand value.

Superb Quality – The creation of value and attention to quality in our operations is second to none. We will go the extra mile for our partners to help them develop customized applications and deliver a wide range of services and integrated modalities.

We strive for best practice status in every aspect of our operation, whether it is the manufacture of the product itself to supply chain management, superb information systems, sales management, inventory management and financial management.

Customer Service – We are specialists in customer relationship management and bring with us the tools to assist our partners in providing top level customer service. We will help to remove functional barriers in corporate software and ensure that data collected internally and externally flows into a single, coherent framework.



SERVICE

Our offerings
To our Joint
Venture Partners

Brand Awareness and Brand Recognition

We bring to our partners more than 30 years of known and respected brand awareness and recognition.

Web Development Services



Social Media – We know that success happens when a company has honest communication and direct involvement with its clients. We have developed the expertise to use social media effectively to translate our mission and vision into practical terms that elicit support from our clients.



Internet Advertising – We will bring customers to our E-Commerce site through our combination of impact designs and user-friendly advertisements on the web and social media. The aim of our campaigns is to gain and keep a growing list of satisfied clients.



Web Page Development – Our specialized team provides a wide range of web development services and intranet applications. We specialize in the design and development of web pages to meet our needs and maintain our business.



Multi Media Design – Our creative team engages in everything from video shoots to eye-catching motion graphics to engage our clients. We know this is an area where we can give us a competitive edge and we use all our talents to make that happen.

Manufacturing Experience

Fiji Manufacturing – Five years ago we established a manufacturing facility in Fiji and focused on high quality training and product development. We now have in place versatile and experienced team members ready to train staff from China as required.

We also have been able to test a limited range of products in Fiji on the Chinese tourist market to gauge customer reaction.

Retail Experience

Australian Retail Outlet – Through our long-term work in the retail of a diverse range of sheepskin products in Australia, we have learned the art of continuing to provide bestselling products while simultaneously introducing new innovative products to delight our customers. We have learned about the pacing and marketing of our products for maximum return, and we will share that knowledge

Fiji Retail Outlets – By testing a different market with our tried-and-true retail experience, we learned a great deal about the effective transference of knowledge and tactics. We have refined this into a comprehensive program to share with our new joint venture partners to save you from periods of trial and error.

E-Commerce Experience

During the period 2006-2008 we made a huge investment in the development in E-Commerce for the sale of UGG Boots within the USA and UK market. Initially successful, technology was not so advanced as to help develop the business further within such a short time.

Logo, Web, Print Media



Logo – You can expect that with our in-depth knowledge of our business, we can create a logo that best reflects our image and brand here in China. Our artists offer original designs and fast delivery of print-friendly logos that are uniquely ours.



Web Design – We know that the effectiveness of our website starts with innovative and modern design, and our crew has built an impressive portfolio to illustrate their expertise in this area.



Print Media – Our graphic artists have expertise in creatively transferring your vision and products in an attractive package for your clients. We will work with you to develop effective and innovative print advertisements as well as digital print designs.

Promotions

We bring experience to create skillful promotions for our joint venture that address our target customer base and enhance our financial bottom line. Our goal through promotions is always to enhance the quality of our business reputation and simultaneously increase customer satisfaction.



Custom Enterprise Solutions

We will develop custom enterprise solutions (CES) for all our midsize to large joint venture operations. In developing custom applications we will take into account specific joint venture needs and requests.

These custom-built CES will include a comprehensive range of services and integrated modules such as:

- Customer Relationship Management
- Supply Chain Management
- Management Information Systems
- Sales Management Accounting and Financial Management
- Material Planning
- Quality Management
- Inventory Management
- Production Management

Technology Integrated Services

With the evolution of business comes a simultaneous demand for effective, integrated technology. Specialized software is required to remove functional barriers and improve organizational efficiency. Auslambkin Australia will provide an integration service whereby data and information sources both within and outside can be collected into a single coherent framework.

System integration enables communication between many independent systems and their processes. We will install similar systems and applications throughout the entire network to get faster communication with higher security in our internal and external processes. This will produce "Flexible Joint Ventures" where cooperation and optimization become the focus.

Unlike traditional technology-centric approaches to information management and E-commerce, we at Auslambkin Australia will focus on business transformation. We will apply our extensive experience in manufacturing, retailing and information technology to help our joint venture partners.

We are focused on the areas of the highest "real value" to the joint ventures.

Our goal is to:

- Address targeted areas of improvement
- Enhance quality and support
- Increase customer satisfaction
- Strengthen financial results



Project Portfolio Management (PPM)

Auslambkin vision for our business in China will enable us to respond with flexibility and speed to any customer demand, market opportunity, or external threat.

We will look into the implementation of a Project Portfolio Management (PPM) strategy. It will allow us to align our Information Technology (IT) application development projects (Custom Enterprise Solutions), resources, and initiatives into our corporate business objectives. We do this by developing and monitoring measures that treat IT assets as financial assets and by running as a project-oriented business.

PPM will enable integrated management of pipeline, scope, time, resource, skills, cost, procurement, communication, reporting and forecasting, and risk management functions.

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