**eCargo to focus on Technology to better connect Australian Brands with Chinese Buyers**

**May 19, 2021 (SYDNEY):** eCargo Holdings Limited (ASX:ECG) (eCargo), has announced its’ new technology-centric growth strategy, focused on growing and scaling its existing China distribution business while building new platforms to drive future growth.

* eCargo will leverage its nationwide distribution network to grow brands and execute its exclusive distribution model, focusing on strategic categories of health, beauty and personal care.
* eCargo has developed its own Digital Wholesale Marketplace – JJX ([www.gojjx.com](http://www.gojjx.com)) – featuring a full-set of integrated services focused on connecting Australian brands with Chinese Retailers on one platform.
* eCargo will grow its Hyperlocal network in third, fourth and fifth tier cities to drive brand growth from a grassroots level and develop a nationwide, targeted customer database.

**JuJiaXuan Wholesale Marketplace**

JuJiaXuan (JJX) ([www.gojjx.com](http://www.gojjx.com)) connects Australian brands with Chinese retailers seamlessly, managing the full end-to-end sales process, including onshore/offshore payments; order management; customs clearance and logistics, giving brands a streamlined channel for sales in China.

eCargo anticipates strong demand for JJX, as sellers gain access to 4,000 point-of-sales, enhanced visibility over sales activities, and reliable shipment and delivery to local customers. Local buyers can browse and buy thousands of overseas products directly, without requiring an intermediary.

**Hyperlocal and Private Sales Channel Networks**

eCargo will continue to develop its’ Private Channel Sales Network in China, currently featuring over 3,000 online stores, and grow the number of ‘Hyperlocal’ point-of-sales.

Leveraging JJX, eCargo will build a Hyperlocal sales platform giving better support to end-sellers than existing models, while providing overseas suppliers swifter market entry and grassroots brand support. eCargo can also leverage the data generated to build its’ own customer database and develop new marketing tools.

Commenting on eCargo’s technology-focused growth strategy, CEO Lawrence Lun stated: “To further accelerate growth and scale our business, we need to couple our existing capabilities with our proprietary technology solutions. This will enable us to support more brands and retailers’ rapid entry into China by shortening onboarding times, providing access to our nationwide network, and leveraging data for better targeting.”

“We have repositioned the business to focus on technology and are developing innovative sales networks across China. However, we remain committed to growing our existing distribution business and are well placed to drive strong growth from each of our product lines, while leveraging the data generated to add more value for clients. We are now finally harnessing our proprietary technologies to reinforce established distribution and partnership networks developed over the years to underpin our next phase of growth.”

**END**

**Meet the CEO and strategy update webinar**

Lawrence Lun will be hosting an investor webinar regarding ECG’s new technology-focused growth strategy on Thursday 3rd June 2021 at 11.00 AEST.

The presentation will be followed by a Q&A session.

For those wishing to join the webinar, pre-registration is required by following the link below:

<https://us02web.zoom.us/webinar/register/WN_ZV3HrusdQhmPpj0CPNOidw>

**About eCargo Holdings Limited**

eCargo Holdings Limited is an ASX-listed company offering solutions that connect global brands with Chinese buyers and provide the tools businesses need to grow their China sales. Long a key partner for brands in the China eCommerce and Distribution business with over 30 years of supply chain expertise and a distribution network covering more than 4,000 point-of-sales both online and offline, their core focuses are in utilising technology and data to grow brands in China.

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