



HEALTH MORE

Health More is Australia's Pre-eminent CBEC distribution, sales and marketing company taking health, wellness, beauty and other products to China and South-East Asia. Health More is a key player in Australia's Cross Border trade industry, with a specialised focus on China and South-East Asia.

Our team has guided, and is guiding, hundreds of Australian and New Zealand brands to successfully connect with Chinese consumers in a meaningful way, navigating them through the multiple layers of sales, marketing and distribution networks.

We are a diverse and passionate team that is the driving force behind our founders. Our team is located in Melbourne, Sydney, New Zealand, China, and Hong Kong.

We take pride in caring for, and working with brands in this sector as if they were our own and we do not shy away from a challenge.

Health More develops and seeks partnerships that are founded on trust, integrity, and openness.

# welcome

## **2018**

2018 has been a record-breaking year for Health More which is reflected in the deeper relationships, closer partnerships and expanding responsibilities with our brand partners.

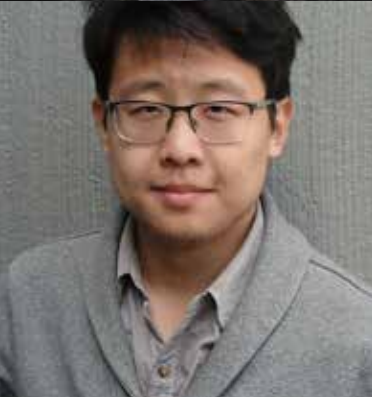
We will make a number of “first to market” announcements within our company and alongside our strategic partners, all of which enhance and supplement our core offerings to our brand partners and customers.

### **To our brand partners**

Thank you for your trust and for making us a core part of your growth strategy for China. Together we have established a strong foundation into a number of complex and challenging markets and through this journey we have forged not only business but friendship. We look forward to the plans ahead in 2018 and the years to come.

### **To our strategic partners**

2017 was a year of establishing the foundations which are bearing fruit in 2018. We value the trust you have placed in our company to drive our initiatives together and we take our responsibilities within these strategic partners seriously.



**our team is here  
to put you, our  
customers first**



### **To our customers**

We completely understand that the opportunities presented in China by CBEC channels are enticing and exciting, but also can be fraught with uncertainty and a myriad of information that often further confuses an already daunting situation.

We have enhanced our strategy, invested in people, and listened to our brand partners and customers to ensure that in 2018 we will focus on clarifying and simplifying your channel to market, ensuring that we continue to offer you a solution that meets your demands while recognising your position in the market.

The volumes that we move are a result of the relationships we forge and the trust and integrity we have established and maintained in this channel.

### **Partnerships**

We thank our Strategic Partner Australia Post and the many other Government and Corporate relationships that we hold.





**Health More  
provides clarity  
in your channels  
to market from  
Australia and  
New Zealand**





When it comes to  
distribution –  
Health More has  
you covered





# brands we work with

We are a proud partner to each and every brand that we work with.

We work with brands into this channel as if they were our own, carefully planning and implementing a joint strategic vision.

We work with too many brands to list in a co-operative and strategic manner, and we thank those that have been with us for a long time as well as those that are eagerly joining with us today.



...and many more

# platforms we work with

We are the bridge between our brand partners and the network of platforms in the China and South East Asia markets.

With respect to Alibaba we are a registered TP and SP.

In relation to all Tier 1 platforms we operate flagship stores / Pop stores, or trade directly with the platforms on behalf of our brands in alignment with our shared strategy.

天猫国际  
TMALL GLOBAL



唯品会  
vip.com

小红书

淘宝网  
Taobao.com



贝贝  
beibei.com

天猫 TMALL.COM

聚美优品  
JUMEI.COM



MS.ONION  
洋葱海外仓

当当网  
dangdang.com



屈臣氏 manning's

洋葱ONION

watsons

苏宁海外购  
g.suning.com

天猫国际官方直营  
原装进口全世界

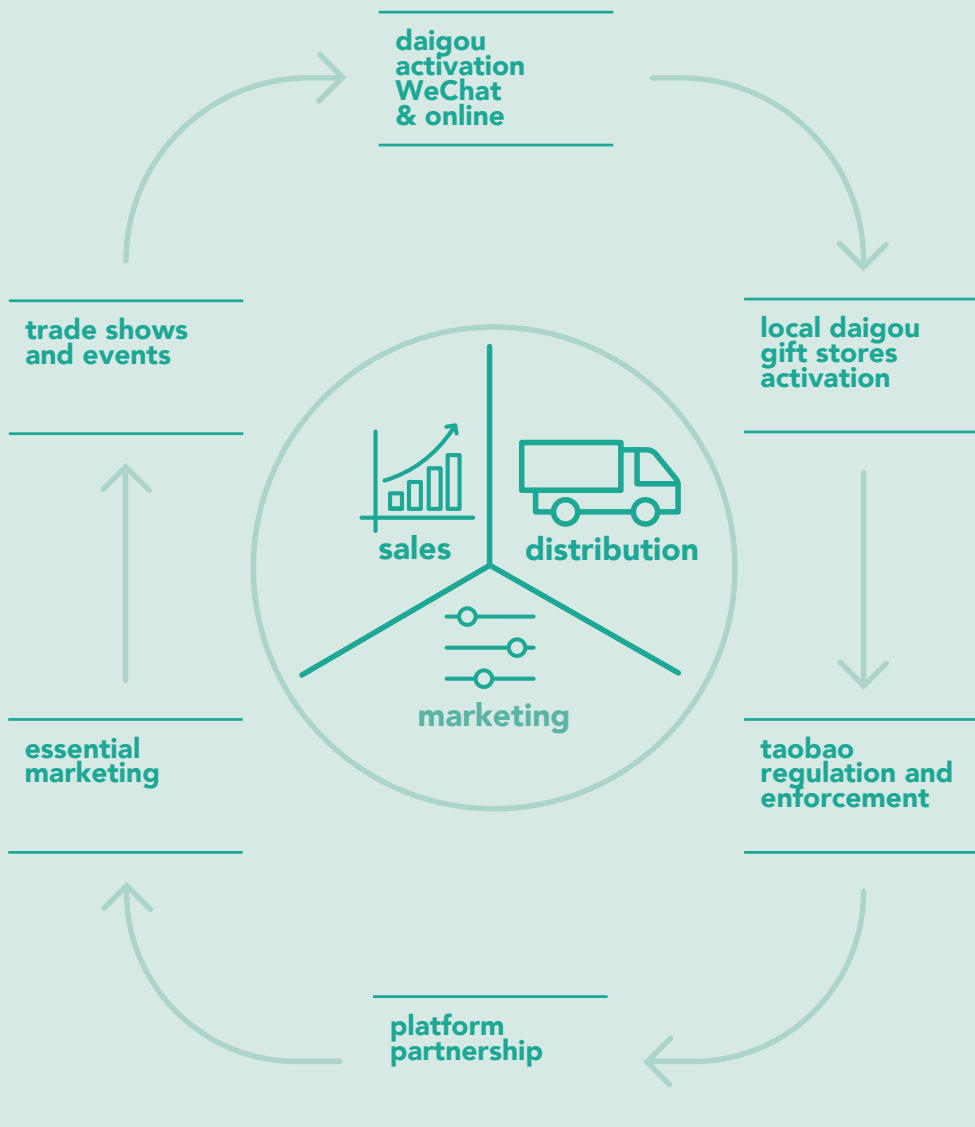


...and many more

# services

Health More is a Distribution, Marketing and Sales company.

We pride ourselves on offering a complete strategy for brands from Australia and New Zealand into China and even more so, on delivering and implementing that strategy alongside the brands we partner with.



# distribution

## **Melbourne**

Health More's 7,500m<sup>2</sup> DC exports up to 180 mixed pallets and 3,000 parcels daily. All container and cool storage is handled by Mainfreight.

## **Sydney**

Health More's 3,000m<sup>2</sup> warehouse exports up to 30 mixed pallets and 1,500 parcels daily. All container work is handled by Mainfreight.

## **New Zealand**

Health More operates out of our 4,500m<sup>2</sup> warehouse in Mt Wellington and Mainfreight's Mangere facility for mixed pallets and parcels servicing both the local and export CBEC market.

## **Hong Kong**

Mainfreight deliver Health More's full 3PL solutions for servicing customers such as Mannings, Watsons, Sasa, Bonjour and hundreds of independents at our co-shared facility in New Territories.



# marketing

Marketing is an essential component of growth into any market – including China. We believe in connecting distribution, marketing and sales, so that our brand partners investments into growth are streamlined and aligned.

## **Health More**

- hosts Daigou events in Melbourne, Sydney and Auckland.
- operates our brand partners Official Social accounts.
- develops content.
- promotes brands official accounts through our existing network of buyers and fans.
- align our brand partners with relevant KOL's and Influencers as well as preparing and educating the KOL's/Influencers before they promote the brand.

Health More's tailored strategies for you to China are based on where you are in your journey, from newly entering to well established, there are opportunities to explore together.

# marketing

## **LiveStreaming**

Health More has launched our on-site one of a kind, designed by the Hermès Visual Merchandising team Livestream studios in 2018 to bring our brand partners easy access to effective livestreaming.

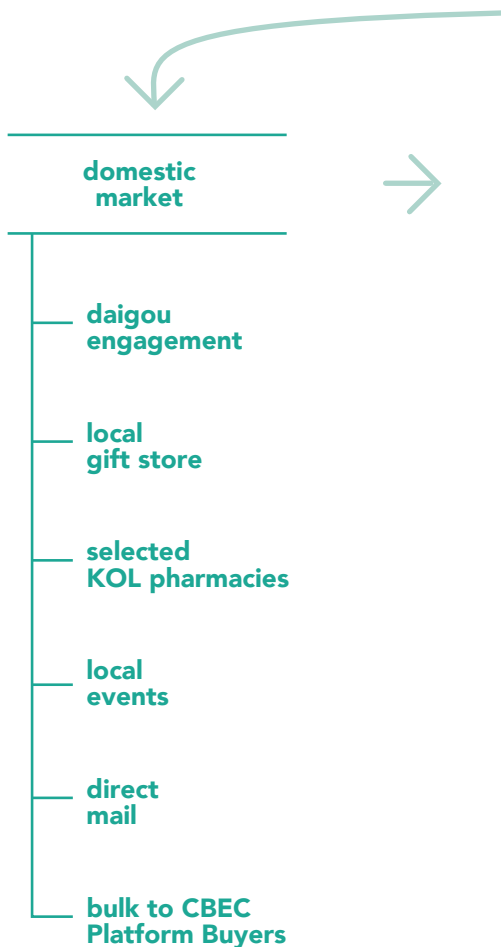
Live Streaming allows brands to interact with Daigou and Consumers to promote authenticity, genuine supply and drive product education.



**our livestream  
studios are  
available for  
you**

# pathway to China

Health More tailors a strategy for you to China based on where you are in your journey, from newly entering to well established, there are opportunities to explore together.





## HEALTH MORE

distribute Australia  
& New Zealand brands

export  
Hong Kong

retail  
warehouse

SaSa, Mannings,  
Watsons, etc.  
end users in China

transit to  
FTZ Guangzhou  
& Shenzhen

wholesale –  
DC in NT  
retail groups,  
independent  
pharmacies



export  
China

FTZ –  
drop delivery

sending to  
wholesale buyers  
and TP's

Trade Shows  
in China

CBEC fulfilment  
from FTZ

general  
trade

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