

NSX ANNOUNCEMENT
30 April 2024

March 2024 – Quarterly Activity Report

Highlights

- **Achieved notable expansion in vendor network across China**
- **Meccle achieved over 10 million impressions through targeted campaigns across multiple social media platforms**
- **Meccle experienced remarkable sales growth**
- **Investment Discussions in Chengdu in Alignment with Strategic Partnership with SCPICI**

Haodex Limited (NSX:HAO) (“**Haodex**” or the “**Company**”) is pleased to update the market on its activities for the quarter ended 31 March 2024. Haodex has seen remarkable progress across key areas. Haodex expanded its vendor network in China through strategic marketing efforts, onboarded new vendors, and bolstered revenue streams. Meccle achieved substantial sales growth, driven by innovative marketing strategies, while ongoing investment discussions in Chengdu, aligned with our partnership with SCPICI, signal our commitment to market expansion.

Increase in Vendor Network Across China

During this quarter, Haodex achieved notable expansion in our vendor network across China, driven by strategic marketing initiatives and leveraging our extensive networks. We effectively onboarded a significant number of new vendors onto our marketplace, each one enriching our offerings and bolstering our revenue streams through a \$28,000 Yuan onboarding fee. Moving forward, we are dedicated to continuing this growth path, actively engaging in negotiations to bring onboard more vendors who share our dedication to delivering quality and customer satisfaction.

Sales and Marketing Success of Meccle

Meccle experienced remarkable sales growth this quarter, primarily due to innovative marketing strategies. By executing targeted campaigns across multiple social media platforms, Meccle achieved over 10 million impressions, substantially enhancing our brand visibility and engagement levels. This success in digital marketing led to a continual expansion of our customer base, reinforcing Meccle’s market position. Our marketing strategy, driven by data and focused on customer needs, enables us to effectively engage with our audience and maintain sales growth.

Investment Discussions in Chengdu in Alignment with Strategic Partnership with SCPICI

Referring to the previous NSX market announcement on January 30, 2024, SCPICI will facilitate the capital-raising process, presenting Haodex with investment opportunities. Recent discussions

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have focused on securing investments and acquiring essential resources to facilitate market expansion. These discussions target select investor groups who are confident in our business model and the value proposition we offer to the market. Haodex anticipates that such partnerships will expedite expansion efforts, not only in the Chengdu area but also in other strategic locations, aligning with the company's long-term growth objectives.

Quarterly Cashflow

The Company ended the quarter with a cash balance of \$211k. Quarterly operating cash outflows for the period were \$372k. During the March 2024 quarter, the aggregated amount of payments made to related parties and their associates totalled \$54k for the director's fees.

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For more information, please contact:
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About Haodex Limited

Haodex Limited (NSX:HAO) operates an outstanding portfolio of e-commerce platforms providing trade between Australia and the Asia-Pacific region, and is listed on the National Stock Exchange of Australia. Haodex plays a crucial role in facilitating China's increasing demand for seamless international trade by providing multiple online marketplace for retail goods (Monkey King Australia) a wholesale platform connecting Asian manufacturers direct to customers (Meccle) and accommodation (Frankshaus). The Haodex suite of online marketplaces are all easily accessible by both website and online app. Haodex is determined to connect its expansive network of Chinese vendors to the global demand for cost-effective and high-quality goods and services.

Haodex

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