



Thursday, 20 June 2019

Australian Stock Exchange Limited,  
Level 4, North Tower, Rialto  
525 Collins Street  
Melbourne 3000

## **AENEA expands global distribution**

Authorised investment Limited ( AIY ) received the AENEA release late last night from overseas. AENEA (AUST) PTY LTD (AENEA) is an investee companies of AIY. We believe our shareholders will be interested in AENEA's operation development.

By order of the Board

A handwritten signature in black ink, appearing to read 'Cathy Lin'.

Cathy Lin  
Company Secretary  
- Ends -

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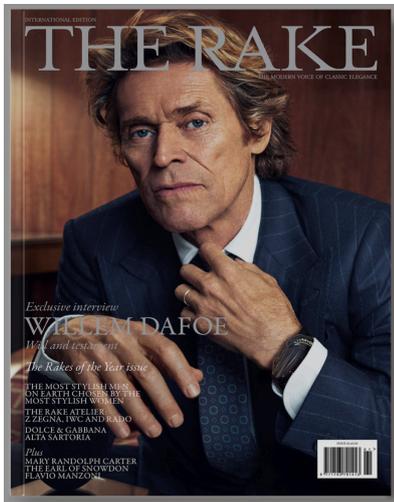
19 June 2019



## Aenea expands global distribution

Dear Shareholder of AENEAS (AUST) PTY LTD,

The board of Aenea is pleased to announce the addition of two new retail partners to the expanding global distribution network for Aenea Cosmetics. Importantly, the new retail partnerships represent the best of both on-line e-commerce retail and traditional high street retail/high end department store.



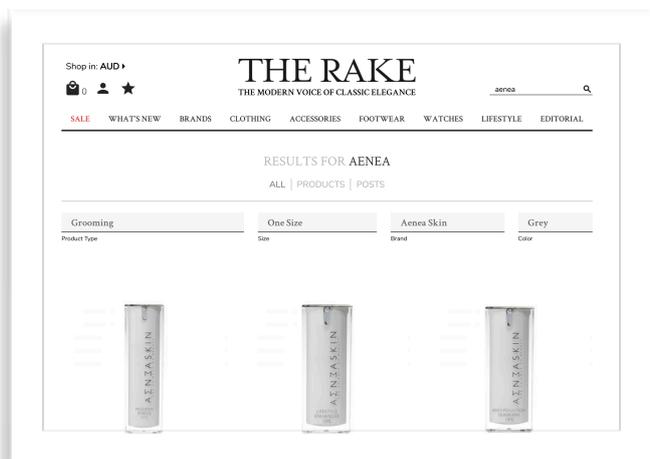
In the on-line retail space, Aenea will now be sold through The Rake, a leading international bi-monthly luxury lifestyle magazine for those who share an appreciation for artisanal craftsmanship, style, leather goods, luxury watches, cars, yachts, travel, homeware and much more.

The Rake reader is typically ultra high net worth individuals including CEOs & MDs with an average personal income of US\$350,000.

The magazine is sold in 65 countries and is distributed through leading high end partners including Savile Row Tailors, Private Members Clubs, Exclusive 5\* Hotels, Investment Banks, Harrods Menswear Department, Selfridges, Barnes & Noble, Bergdorf Goodman/Saks/Barney's, Independent Newsagents and Riva Yachts.

TheRake.com is an editorial and e-commerce platform that publishes two pieces of editorial content each day to educate its readers with new brands, product launches, collaborations, through targeted content creation and curated story telling and to support its e-commerce brands. The site has monthly unique users of 300,000+, monthly sessions of 500,000 and monthly page views of 1,900,000. The average time spent on site is an impressive 9minutes 11 minutes.

The Rake print editions and on-line shop are heavily supported with social media with up to 80 posts a week across all its social media platforms with a total following of 340,000 +.



Sales through The Rake in 2018 closed 300% up on 2017's sales.

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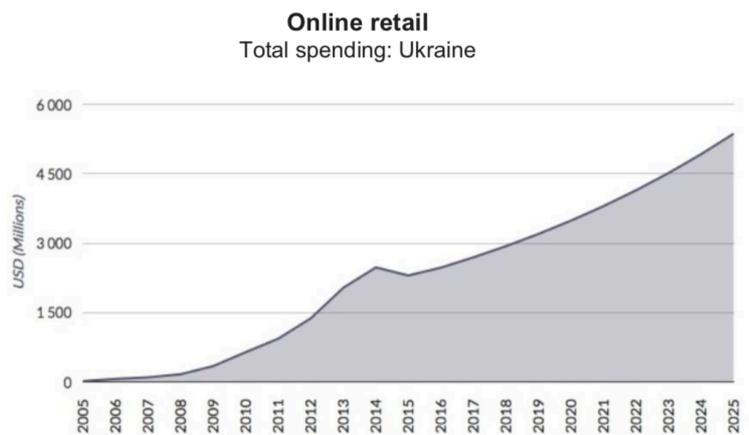
To further bolster Aenea’s presence in high end department store retail, importantly in the lucrative and booming Eastern European luxury market, Aenea has signed an agreement to be sold through the Sanahunt Luxury Department Store, Ukraine’s leading department store.

Sanahunt is the Ukraine’s largest store in the luxury segment, spread across 7,000 square meters, in a four story heritage building in the centre of Kiev. It has firmly established itself as ‘destination retail’ for celebrities and fashionistas from around the world.

Sanahunt presents collections of women's and men's clothing, shoes, jewellery, accessories, rare editions of books, exclusive gifts for the home, as well as conceptual cosmetic brands and collections of haute parfumerie for more than 250 world-famous brands.

**Quote: Lidia Vynogradna, Communication Manager, Sanahunt Group**

“Sanahunt Luxury Department Store is proud to launch the cooperation with House Of Aenea. Aenea presents the unique combination of Greek heritage which is engraved into the brand’s name and scientific technology of battling through the epigenetic factors due to which our skin can age differently. This is exactly the mixture of what you can also find in Sanahunt – the ultra modern, chic and high-fashion brands of ready-to-wear, haute parfumerie, skin care and art gathered under the roof of a 19th century, 4 story Maison in the centre of Kiev.”



Source: Nakono

Beyond bricks and mortar sales within Sanahunt's luxury department store, on-line sales in the Ukraine are also increasing at a rapid rate with USD 5 Billion in on-line retail sales estimated by 2025. Currently 40,000 customers visit the Sanahunt website every month.

**Quote: Damien Zannetou, Founder, Aenea Cosmetics**

“Our distribution expansion both through bricks and mortar retail and on-line ecommerce is critical to the growth and success of Aenea's ambition to create a leading, premium cosmetics ecosystem. One where customers of Aenea can experience the benefits of our epigenetic range in the privacy of their own home, and in the luxurious and relaxing surroundings of some of the world's best spa facilities through our recently appointed Waldorf Astoria Spa distribution contract. Both The Rake and Sanahunt are best in class retail with a lucrative customer base. I am particularly excited by our push into Eastern Europe and premium on-line retail.”

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This announcement has been prepared for and on behalf of the Board of AENEA (AUST) PTY LTD.

Damien Zannetou  
Founder, Aenea Cosmetics

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