



# New Aim Pty Ltd – Modern Slavery Statement

## 1 July 2024-30 June 2025 (FY25 Statement)

### Introduction

This statement is made on behalf of New Aim Pty Ltd (ACN 115 804 432) (**New Aim**) and its related bodies corporate and is made pursuant to section 13 of the *Modern Slavery Act 2018* (Cth) (Act).

This is New Aim's sixth Modern Slavery Statement. Modern slavery is an umbrella term that refers to situations of exploitation that an individual cannot refuse or leave because of threats, violence, coercion, deception, or abuse of power. Modern slavery can take many forms as defined in the Act.

New Aim is opposed to all activities which lead or contribute to human rights abuses, including modern slavery. New Aim is fully committed to operating ethically and responsibly. This statement outlines how New Aim identifies, mitigates and addresses modern slavery risks within its operations and supply chains.

New Aim operates a business-to-many (B2M) model with a broad and complex supply chain. While this presents challenges in obtaining full visibility over lower-tier suppliers, New Aim adopts a risk-based approach and is committed to continually improving its modern slavery risk management processes.

### Our purpose

New Aim is an ecommerce enabler, offering solutions to retailers, suppliers and consumers. Our B2M model is reliant on procurement and technology to reach business-to-business (B2B) and business-to-consumer (B2C) market segments.

### Our structure

New Aim is an Australian proprietary company. It employs staff in Australia primarily across brand, channel, finance, HR, data and analytics, digital product delivery, logistics and quality management functions.





New Aim also operates a holding company in Hong Kong, New Aim Hong Kong Co., Limited (HKNA), which holds a wholly-owned subsidiary in China, Guangzhou New Aim E-commerce Co., Ltd (GZNA). GZNA employs staff in China and supports IT and procurement functions.

## Governance and oversight of modern slavery risks

Modern slavery risk management forms part of New Aim's broader governance, compliance and enterprise risk management framework.

During FY25, New Aim established a management-level Risk Committee to strengthen enterprise-wide risk oversight, escalation and accountability. The Risk Committee provides structured oversight of material operational, regulatory and ESG-related risks, including modern slavery risks within New Aim's operations and supply chains.

The Risk Committee supports:

- identification and assessment of modern slavery and ethical sourcing risks;
- monitoring of mitigation actions and control effectiveness;
- escalation of material risks and issues to senior management and, where appropriate, the Board; and
- improved cross-functional coordination across procurement, compliance, operations and supply chain teams.

New Aim also maintains policies, procedures and onboarding controls intended to support ethical sourcing and reduce modern slavery risk, including its Ethical Sourcing Policy and supplier engagement requirements.

## Our operations

New Aim's core business activities include procurement, dropshipping and reselling a range of products, including home décor, indoor and outdoor furniture, fixtures and fittings, bedding and manchester, fitness equipment, children's toys, home and portable electrical goods, tools, pet products and other consumer goods.

Operations are conducted through four business models:

1. **Dropshipzone** – New Aim's B2B retail platform
2. **Online marketplaces** – including Amazon, eBay, Big W, Kogan, Bunnings, Myer, Barbeques Galore and Kmart.



3. **Direct-to-consumer websites** for New Aim Brands (including Artiss, Devanti, Giselle Bedding, Gardeon, Everfit and others)
4. **Dropshipping partnerships** with selected retail partners.

## Our supply chain

New Aim engages a large and diverse supplier base, including:

- approximately 24% DSZ Suppliers selling through Dropshipzone;
- approximately 25% vendors providing local operational support in Australia (including logistics, delivery and facilities services). New Aim did not use labour hire providers in Australia during FY25;
- approximately 7% vendors supporting China operations; and
- approximately 42% suppliers manufacturing products sold under New Aim's in-house brands.

## Assessing our modern slavery risks

New Aim undertakes a high-level modern slavery risk assessment across its operations and supply chains, including GZNA. Risk assessment considers:

- **Commodity risks**, including electronics, cotton and timber;
- **Industry risks**, including logistics, shipping and facilities maintenance;
- **Geographic risks**, particularly suppliers operating in higher-risk jurisdictions such as China; and
- **Workforce risks**, including vulnerability of base-skilled and temporary workers.

New Aim acknowledges that supply chains for consumer goods are deep and complex, limiting visibility beyond first-tier suppliers. This has informed New Aim's focus on improving supplier data collection and risk prioritisation.

## Operational risks

### Logistics and facilities services

Logistics and facilities services present elevated modern slavery risks due to subcontracting, labour intensity and reliance on base-skilled workforces. Many service providers engaged by New Aim are themselves reporting entities under the Act.

### Labour hire providers

New Aim recognises that labour hire arrangements can present heightened modern slavery risks. During FY25, New Aim did not use labour hire providers in Australia.

In China, GZNA may engage employee agencies for certain roles. During FY25, no agency workers were engaged. Approximately 4% of the China workforce comprised temporary staff. Temporary workers are Chinese nationals, work alongside permanent employees, are not subject to visa conditions, and wages are monitored against local minimum requirements.

### Supply chain risks

Most New Aim Brand products are manufactured in China, a jurisdiction identified as higher risk by the Global Slavery Index.

New Aim understands that none of its first-tier brand suppliers are listed on the UFLPA Entity List or in the ASPI *Uyghurs for Sale* report. However, New Aim has limited visibility over second- and third-tier suppliers and raw material sourcing.

Higher-risk inputs relevant to New Aim include cotton, electronics (including cobalt), timber, plastics and certain building materials.

## Actions taken in FY25 to address those risks

### 1. Governance uplift

During FY25, New Aim established a management-level Risk Committee to strengthen enterprise oversight of modern slavery and ESG-related risks.

### 2. ESG and supplier compliance platform – design and planning

During FY25, New Aim completed design and planning for a unified ESG and supplier compliance platform. The platform is intended to centralise supplier data collection across a variety of compliance and regulatory fields relevant to New Aim operations, including Modern Slavery vendor risk assessments. Rollout of the platform is planned for FY26.

### 3. Supplier questionnaires and engagement

During FY25:

- Modern Slavery Supplier Questionnaires were issued to approximately 96% of New Aim's first-tier suppliers; and
- responses were received from approximately 46% of suppliers.

This represents a nine-fold increase in supplier coverage and response rates compared to previous FY24 reporting period, reflecting improved supplier identification, tracking and follow-up processes.

Responses are used as one input into New Aim's risk-based assessment and prioritisation approach.

#### **4. Timber due diligence**

Approximately one third of New Aim product suppliers provide timber products. All such suppliers were assessed under New Aim's Timber Due Diligence policy, with 100% assessed as adhering to the process based on documentation reviewed.

#### **5. Dropshipzone supplier requirements**

Dropshipzone suppliers are required to acknowledge and comply with New Aim's Ethical Sourcing Policy as part of onboarding.

#### **6. Training and awareness**

Modern slavery training continued to be provided to employees in Australia and China via New Aim's employee management platform.

### **Effectiveness of actions**

Indicators of progress during FY25 include:

- establishment of a management-level Risk Committee;
- significant uplift in supplier questionnaire coverage and responses (96% issued / 46% received);
- continued timber due diligence coverage;
- completion of design and planning for a unified ESG and supplier compliance platform; and
- elimination of labour hire usage in Australia.

New Aim recognises that further work is required to improve verification, response rates and lower-tier visibility.

### Future actions (FY26 and beyond)

In FY26, New Aim intends to:

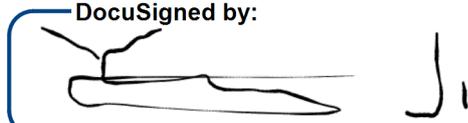
1. roll out the ESG and supplier compliance platform;
2. increase supplier questionnaire completion rates and follow-up rigor;
3. enhance risk-based supplier prioritisation;
4. expand targeted supplier assurance activities;
5. strengthen engagement with higher-risk service providers; and
6. continue modern slavery training and awareness initiatives.

### Other relevant information

During this reporting period, New Aim operated as a single reporting entity with a wholly-owned subsidiary. New Aim has sought supply chain information from and consulted with the leadership team of the supply chain department at our wholly-owned subsidiary, GZNA, in relation to its supply chain management processes and policies in preparing this statement.

This statement is made in accordance with section 13 of the *Modern Slavery Act 2018* (Cth) and was approved by the board of New Aim Pty Ltd, on the date below.

Signed by

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Alex Ji

**Chief Executive Officer**

**New Aim Pty Ltd**

Date: 19-Dec-2025