

Corporate Presentation



A venture of Ambrosia Holdings Limited

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Statement

AsiaLink is the trusted bridge between Greater China and South-eastern Europe, providing client-centric sourcing and market-entry solutions that combine

- › transparency,
- › compliance, and
- › on-the-ground expertise.

We connect the manufacturing strength of Greater China with the opportunities of Europe. We simplify complex cross-border trade by managing compliance, quality, logistics, and buyer access with precision and integrity. Acting as an extension of our clients' operations, we safeguard their interests, reduce risks, and create sustainable value.

Guided by innovation and local expertise, we redefine sourcing and market entry, enabling businesses to grow with confidence in an increasingly interconnected world.

We connect Asia & Europe

Purpose

AsiaLink exists to simplify and de-risk cross-border commerce between Greater China and South-eastern Europe.

We act as an extension of our clients' teams combining on-the-ground sourcing, rigorous compliance and logistics execution with direct buyer access and market intelligence.

We protect our clients' interests, reduce operational friction and convert supply-chain complexity into reliable commercial outcomes.

Identity

We position ourselves as a conservative, institutional partner for serious businesses: not a marketplace, not an arbitrage play, but a dependable bridge between production and demand.

Our identity is built on a dual promise:

- › Operational rigor (compliance, contract discipline, logistics excellence) and
- › Commercial enablement (buyer access, go-to-market execution).

We behave as a trusted part of our clients' organisation: diligent, accountable and strategically aligned with their commercial goals



The challenge



THE PROBLEM

- › **Selective buyer economics:** importers favour established, exclusive suppliers or lowest landed cost, squeezing margin for new entrants.
- › **Credibility gap for suppliers:** high-quality factories lack trusted commercial partners that can open premium channels.
- › **Channel conflict & exclusivity:** distributor or exclusives dealers in-market prevent straightforward roll-outs.
- › **Margin capture leakage:** multiple intermediaries and distributor terms strip the manufacturer's and client's margin.
- › **Commercial commitment asymmetry:** mismatch on volumes, penalties and replenishment guarantees prevents confident scaling.
- › **Brand & IP protection risk:** fears of brand dilution or IP loss reduce retailers' willingness to onboard new suppliers.
- › **Market positioning mismatch:** product that sells on factory merits fails when local merchandising, pricing or pack formats differ.
- › **Financial/credit gating:** distributors require trade credit or purchase guarantees that many manufacturers can't provide at scale.



Our solution



Uniqueness of our approach

Selective Partnerships Not Mass Brokerage

We don't trade in volume; we represent curated manufacturers and align them with serious buyers.

Dual Perspective Advantage

Simultaneously embedded in Greater China and South-eastern Europe, we balance the needs of both sides without bias.

Commercial Discipline Not Opportunistic Deals

Every project is structured for margin protection, clear commitments, and repeatable scaling — not one-off wins.

Strategic Market Readiness

Beyond compliance, we position products and suppliers for premium acceptance in South-eastern European markets.



Dual Hub Advantage

Hong Kong: Gateway to Greater China

- › Proximity to leading manufacturers across Mainland China, Taiwan, and wider Asia Pacific
- › On-the-ground vetting, negotiation, and relationship management
- › Embedded in regional trade, compliance, and financial flows

Athens: Gateway to Europe

- › Direct access to EU buyers, distributors, and retail decision-makers.
- › Strategic location bridging Balkans, Anatolia, and Caucasus
- › Alignment with EU regulatory, logistics, and market-entry standards

Seamless bridge between two worlds

- Real-time coordination across supply and demand sides •
- Balanced representation that protects both manufacturer and client interests •
 - Faster, lower-risk, and more commercially aligned cross-border scaling •

What we deliver

Our solutions

Tailored Sourcing for European Clients

- Direct access to curated, pre-vetted manufacturers across Greater China
- Bespoke supplier selection based on client's cost, quality, and scale requirements
- Structured contracts and margin protection to safeguard long-term economics
- On-the-ground oversight in Asia to ensure reliability, continuity, and compliance

EU Market Entry for Asian Manufacturers

- Commercial representation that builds credibility with premium European buyers
- Navigation of retail and distributor exclusivity, opening channels otherwise closed
- Market-fit adjustments in packaging, pricing, and merchandising for local acceptance
- Strategic guidance on scaling volumes, replenishment, and long-term partnerships

Risk Mitigation & Compliance Assurance

- Regulatory, contractual, and financial oversight to protect both sides' interests
- IP and brand protection woven into agreements and operational execution
- Disciplined governance of commitments, penalties, and delivery terms
- Independent assurance of transparency, reducing disputes and margin leakage



Our impact



Future oriented industries

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1

Precision Farming Systems

- Smart irrigation & water optimization
- Drone & sensor-based crop monitoring
- Automated harvesting equipment
- Controlled environment agriculture (greenhouses, hydroponics)
- Livestock monitoring technologies

2

Specialised Industrial Machinery

- CNC & high-precision machining tools
- Robotics & automation lines
- Textile & apparel production equipment
- Food processing machinery
- Advanced material handling systems

3

Innovative Construction Solutions

- Modular housing systems
- Prefabricated structural components
- Advanced insulation & façade technologies
- Green concrete & sustainable building materials
- Smart construction site equipment

4

Alternative Energy & Clean Tech

- Solar PV & storage systems
- Wind turbine components
- Waste-to-energy solutions
- Electric charging infrastructure

5

Offshore Maritime Equipment

- Tugboats & harbour support vessels
- Pilot boats & crew transfer vessels
- Offshore service & supply ships
- Barge systems & modular pontoons
- Specialised retrofits for environmental compliance (e.g. ballast water, emissions)

6

Commercial & Special Vehicles

- EV buses & urban transport vehicles
- Specialty logistics vehicles (cold chain, waste collection)
- EV Construction and mining trucks
- Innovative agricultural and forestry machinery

Why AsiaLink

Our edge VS alternatives

Alternatives

1. **Agents:** Opportunistic, limited scope, no scale; often tied to a few factories.
2. **Traders:** Margin eaters; opaque pricing; focus on volume, not client fit.
3. **Direct sourcing / market entry:** High risk: limited credibility, cultural barriers, contractual exposure.
4. **Consultancies:** Provide advice, not execution; detached from factories and markets.

AsiaLink's Edge

Institutional bridge with broad, vetted supplier base and structured governance.

Transparency, direct manufacturer engagement, margin protection.

Dual-hub ensures proximity, trust, and risk mitigation.

Embedded in both ecosystems - we execute sourcing, entry, and compliance hands-on.



THE BRIDGE

- › **Seamless Market Access** – connecting Asian manufacturing strength with European demand.
- › **Dual-Hub Advantage** – Hong Kong for proximity to factories; Greece for proximity to markets.
- › **Cultural & Commercial Fluency** – translating not only language but business logic and trust.
- › **Balanced Value Capture** – ensuring both manufacturers and buyers retain fair margins.
- › **Sustainable Partnerships** – long-term cooperation built on transparency and reliability.

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