

MEDIA RELEASE

May 03, 2021

Axelum enters booming Philippine e-commerce sector *Launches official Fiesta online coconut store in Shopee and Lazada*

Following the massive success of its e-commerce rollout in the United States, Axelum Resources Corp. (PSE: AXLM), the country's leading manufacturer and exporter of premium coconut products, has made its way to the domestic e-commerce scene.

Recently, Axelum launched its official online coconut store in leading e-commerce platforms Shopee and Lazada, carrying homegrown *Fiesta* branded products.



“We are confident of replicating our success overseas here in the Philippines. Given the prevailing situation, we have identified existing opportunities to capitalize on increasing consumer preferences for home-based cooking and secured contactless retail transactions, stated Mr. Henry J. Raperoga, President and Chief Operating Officer of Axelum Resources Corp.

Axelum has initially unveiled a select roster of products that serve as primary ingredients for delicious and nutritious meals, namely *Fiesta Coconut Milk Powder*, *Fiesta Coconut Cream/Milk* and *Romantika Coconut Cooking Oil*. Both coconut milk powder and coconut milk/cream variants are certified non-GMO, dairy-free and gluten-free and are available in individual or bundled packaging.

Coconut milk powder is a universal culinary input used in a wide variety of recipes such as curries, baked goods and other savory concoctions. Coconut milk/cream is a versatile food component for confectionery items, sauces and an excellent milk alternative. Coconut cooking oil is a popular frying medium due to its plant-based origin and antioxidant properties.

“Customers can be assured of world-class export quality coconut products which we have been globally known for since 1986 at affordable prices,” added Mr. Raperoga.

For this year, Axelum is actively exploring digital advertising platforms and innovative customer touchpoints to broaden market awareness. Likewise, it plans to assemble a professional marketing team to spearhead various marketing campaigns. Axelum expects its e-commerce business to become a key growth engine in the long-term.



MEDIA RELEASE

“Overall, we are excited with the future growth prospects of our local e-commerce business, which will not only support Axelum’s growth but also encourage Filipinos to enjoy their favorite dishes and sweet cravings with a healthy coconut twist,” ended Mr. Raperoga.

For more information, please visit and follow our various social media accounts:

Facebook: <https://www.facebook.com/fiestacoconutproductsonlinestore>

Instagram: <https://www.instagram.com/fiestacoconutstore/>

Shopee: <https://shopee.ph/axelumresourcescorp>

Lazada: <https://www.lazada.com.ph/shop/fiesta-coconut-products1619659977>

#

For inquiries, please contact:

PAUL C. CHEAH

Axelum Resources Corp.

E-mail: investor.relations@axelum.com.ph

Tel: +63.2.88510739