

MEDIA RELEASE

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Axelum rapidly gaining traction in e-commerce space

Online sales in the United States up 91% for 2020

Axelum Resources Corp. (PSE: AXLM), the country's leading fully-integrated manufacturer and exporter of world-class premium coconut products, is vying for a bigger chunk of the American e-commerce segment.



In 2018, Axelum debuted an introductory line-up under homegrown brand *Fiesta Tropicale* with Amazon, one of the largest global e-commerce platforms, to capitalize on the evolution of non-traditional means to advertise and connect with customers in a fast, reliable and cost-efficient manner. To date, some of its products notably organic coconut flakes, have consistently landed among the Top 20 Bestsellers in the coconut flakes category, garnering over a thousand positive and highly-rated customer reviews.

“This undertaking involved years of product incubation including extensive market research to develop the most suitable offerings that meet the taste profile and nutritional values of a thriving health-conscious retail population in the United States,” stated Mr. Henry J. Raperoga, President and Chief Operating Officer of Axelum Resources Corp.

Looking ahead, Axelum intends to form a professional marketing team to spearhead its planned digital initiatives which includes boosting accessibility and online traffic thru social media. In addition, Axelum is seriously exploring another key geography with a mature e-commerce industry and proven export market for coconut products for future roll-out.

“We are encouraged by the robust growth of our e-commerce business despite the limited resources initially deployed behind this venture. As we continue to realize its transformative impact, we are determined and committed to further harness the potential of this revenue stream,” added Mr. Raperoga.

Meanwhile, Axelum is preparing to unveil a new set of organic variants featuring redesigned packaging styles to complement its existing array of products, combined with innovative digital marketing campaigns to maximize untapped opportunities.

For more information, please visit our website at www.fiestatropicale.com.

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