



5 November 2020

## RLG Corporate Presentation

e-Commerce and digital marketing company RooLife Group Ltd (ASX: RLG) (“**RooLife Group**” or the “**Company**”) provides the attached Corporate Presentation.

**ENDS**

**Issued by:** RooLife Group Ltd.

**Authorised by:** The Managing Director and CEO of RooLife Group Ltd

For further information, please visit the RooLife website at [www.roolifegroup.com.au](http://www.roolifegroup.com.au) or contact:

Bryan Carr  
Managing Director  
Ph: +61 8 6444 1702  
Email: [hello@roolifegroup.com.au](mailto:hello@roolifegroup.com.au)

Peter Nesveda  
Corporate Affairs & International Investor Relations  
Ph: +61 3 9504 8420 or +61 412 357 375  
Email: [peter@intuitiveaustralia.com.au](mailto:peter@intuitiveaustralia.com.au)

### **About RooLife Group Ltd (ASX:RLG)**

*The RooLife Group of companies provides fully integrated digital marketing and customer acquisition services focusing on driving online sales of products and services for its clients. Powered by the Group’s hyper personalisation and profiling Artificial Intelligence System, RooLife provides personalised real-time, targeted marketing. With a key focus on driving sales in Australia and China the Company’s online e-Commerce marketplace assists businesses to sell directly to Chinese consumers and accept payment via the WeChat and Alipay mobile payments platforms. RooLife’s key positioning is about knowing and remaining connected with Chinese consumers, allowing brands to continually sell products to Chinese consumers based on their profiles and purchasing behaviours.*



**RooLifeGroup**

ASX:RLG

## **Marketing & Selling International Products To China's Mobile Shoppers**

Corporate Presentation  
05 November 2020





**RooLifeGroup**



**Bryan Carr  
Managing Director  
RooLife Group (ASX:RLG)**

**Experienced ASX public company CEO &  
Managing Director**

**10 years experience in China working with  
International companies providing market  
entry and delivery of:**

- e-Commerce solutions;
- delivery of mobile payment systems

# ROOLIFE GROUP OVERVIEW

MARKETING GLOBAL PRODUCTS AND SERVICES TO CHINA'S MOBILE CONSUMERS



Roolife Group  
Ltd (ASX:RLG)  
drives online  
sales of Western  
brands in China

Providing e-  
commerce sales  
and marketing in  
China for brands  
from Australia,  
NZ, UK and US

# ROOLIFE GROUP (ASX:RLG)

## CORPORATE SUMMARY



### RooLife Group Limited

<b>ASX CODE:</b>	<b>RLG</b>
<b>Market Capitalisation</b>	<b>\$17m</b>
<b>52 Week High</b>	<b>\$0.056</b>
<b>52 Week Low</b>	<b>\$0.010</b>
<b>Share Price (04-NOV-20)</b>	<b>\$0.029</b>
<b>CASH 30-SEP-20</b>	<b>\$1.4m</b>
<b>RIGHTS ISSUE OCT-20 (COMPLETED)</b>	<b>\$5.4m</b>



# ROOLIFE - MEETING CONSUMERS WHERE THEY SHOP

CREATING BRAND LAUNCHPADS ON POWERHOUSE CHINA CBEC PLATFORMS

RooLife creates multiple touchpoints at the most popular platforms



## Cross Border E-commerce (CBEC) platforms dominate

- 6 billion daily screen hours<sup>1</sup> from Chinese users
- Integrated social, marketing, shopping and payments

## Western brands in demand to Chinese consumers

- Highly desirable
- Trusted products
- Prestige
- Quality assurance

# ROOLIFE POSITIONING

POSITIONED TO CAPITALISE ON THE E-COMMERCE BOOM IN THE WORLD'S BIGGEST E-COMMERCE MARKET



Tmall is China's premiere B2C platform with **500 million users**

Taobao, Alibaba's C2C marketplace has **666 million monthly users**

Alipay has **1.2 billion active users** globally and 900 million in China

**415 million millennial consumers** target market

The Health and Wellbeing market, inclusive of Traditional Chinese Medicine is valued at **US\$60 billion in 2020**



Marketing Global Products and Services To China's Mobile Consumers



# CLIENT MIX ACROSS DISTINCT VERTICALS

TRACK RECORD OF DELIVERING PROJECTS FOR ESTABLISHED & EMERGING BRANDS



Long term potential to build the portfolio in these verticals with RooLife's turnkey solution

Strong ongoing ecommerce demand	Beauty & Personal Care					
Delivering Annuity Fees	Health & Nutritional					
Royalties & Commissions	Branding & Customer Acquisition					



# ALIPAY OFFICIAL PARTNERSHIP – MARKETING PARTNER

PLATFORM TO CAPTURE LARGE MARKET OPPORTUNITY



**RooLife positioned to create Alipay enabled online stores to drive sales to China's Mobile Commerce users**

Alipay has 1.2 billion active users globally and **900 million in China**

Chinese customers are **89% more likely to make a purchase** if Alipay is supported

**415 million millennial consumers** target market

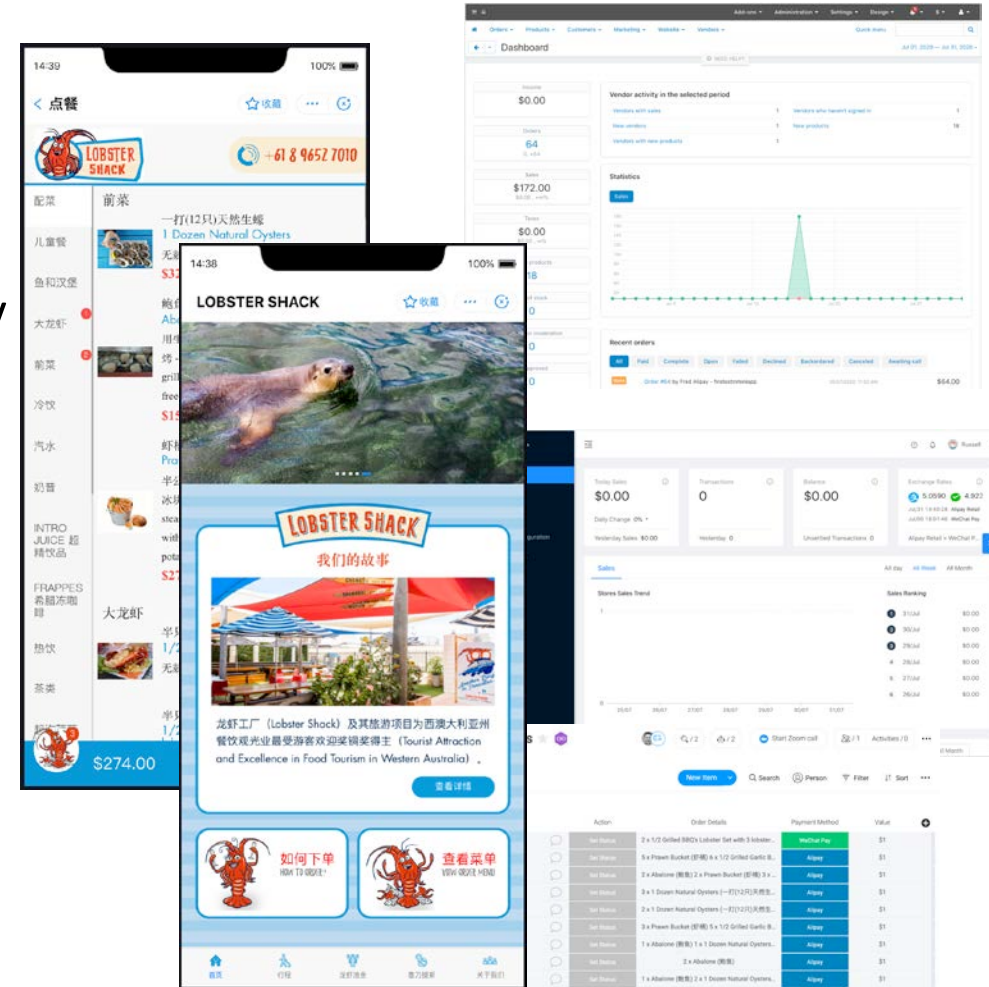
**52% of consumers** shop on mobile at least weekly

# ALIPAY AND WECHAT PAYMENT SOLUTIONS

EASY ENTRY POINT FOR BUSINESSES SEEKING TO SELL TO CHINESE CUSTOMERS

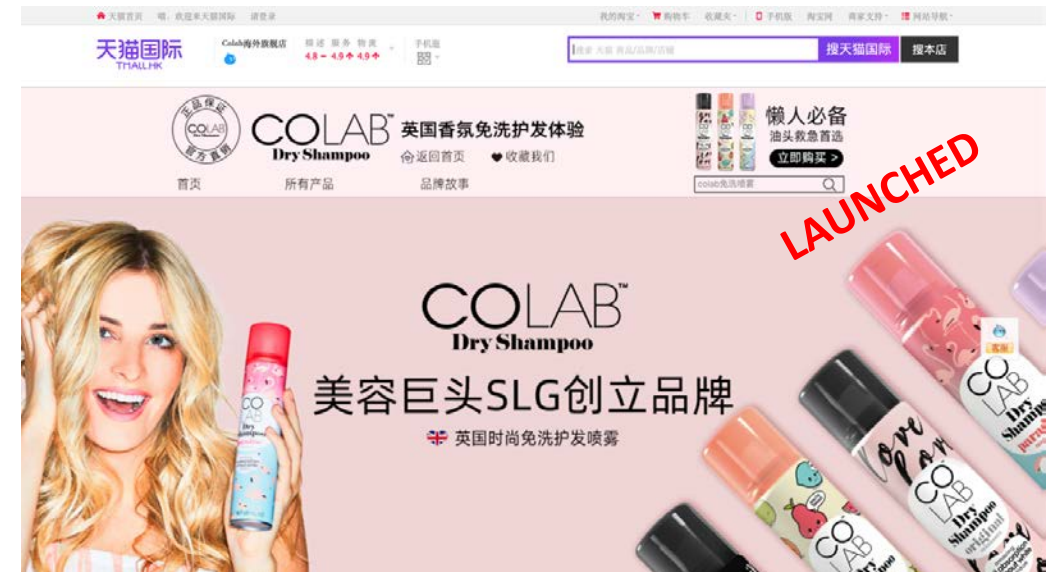
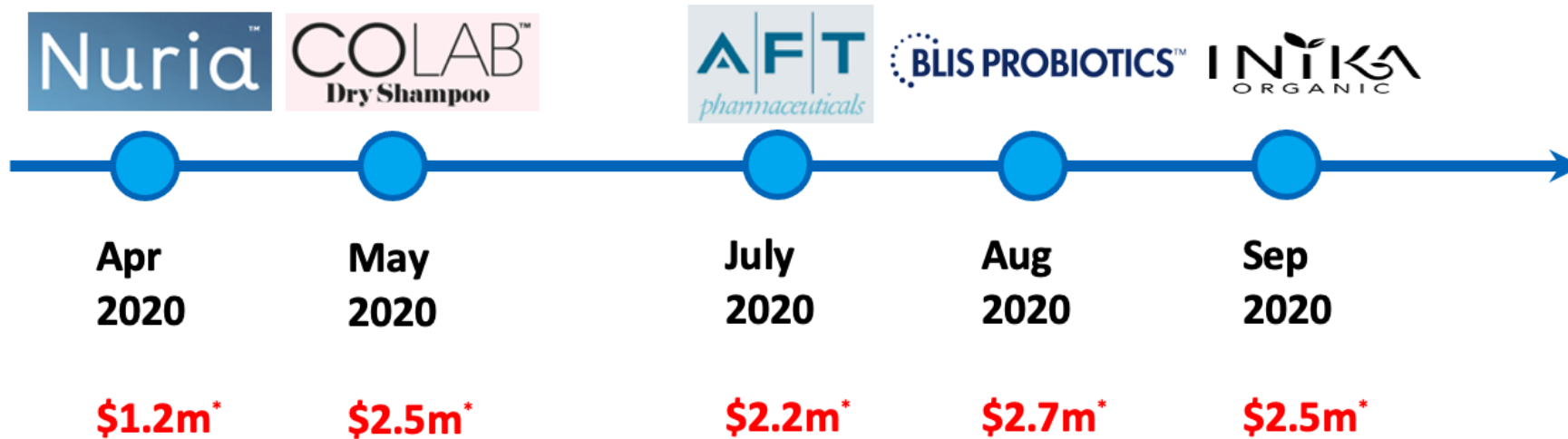


- RooLife is delivering a next generation eCommerce platform specifically designed and implemented for the Chinese consumer
- Shoppers simply open a mini-app on their phone within Alipay or Wechat and start shopping
- Shoppers pay from their mobile wallets and Merchants are paid in AUD
- Platform that makes the shopping experiences richer and simpler
  - **best-in-class mini-app** shopping experience for consumers
  - **informative dashboards** and reports for brands



# STRONG DEAL FLOW DELIVERING REVENUE FY21 – FY23

## 2020 - DEAL FLOW CONVERTING TO REVENUE



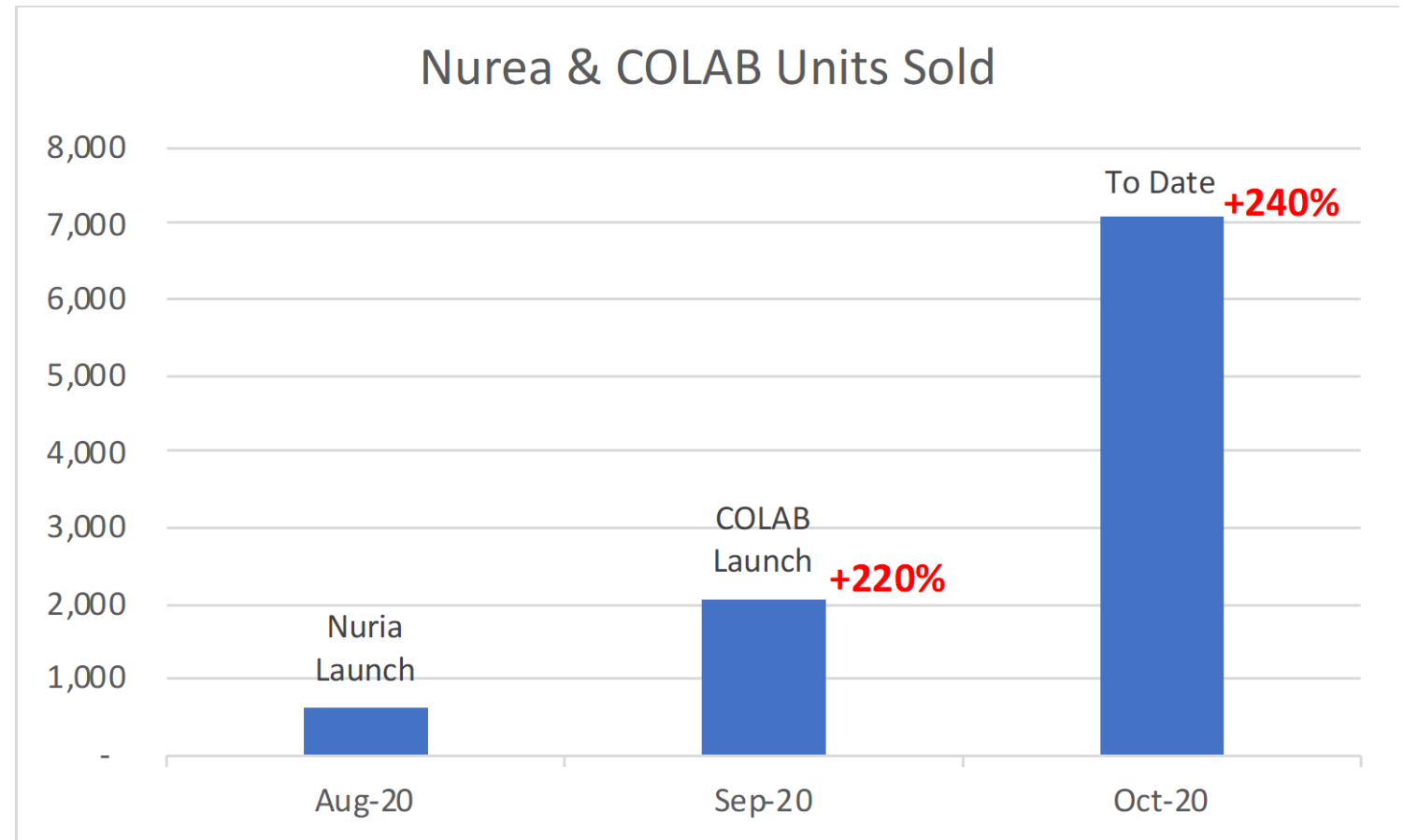
\* Subject to minimum annual sales targets being met

# ROOLIFE GROUP (ASX:RLG)

NEW ONLINE STORES SALES GROWING STRONGLY



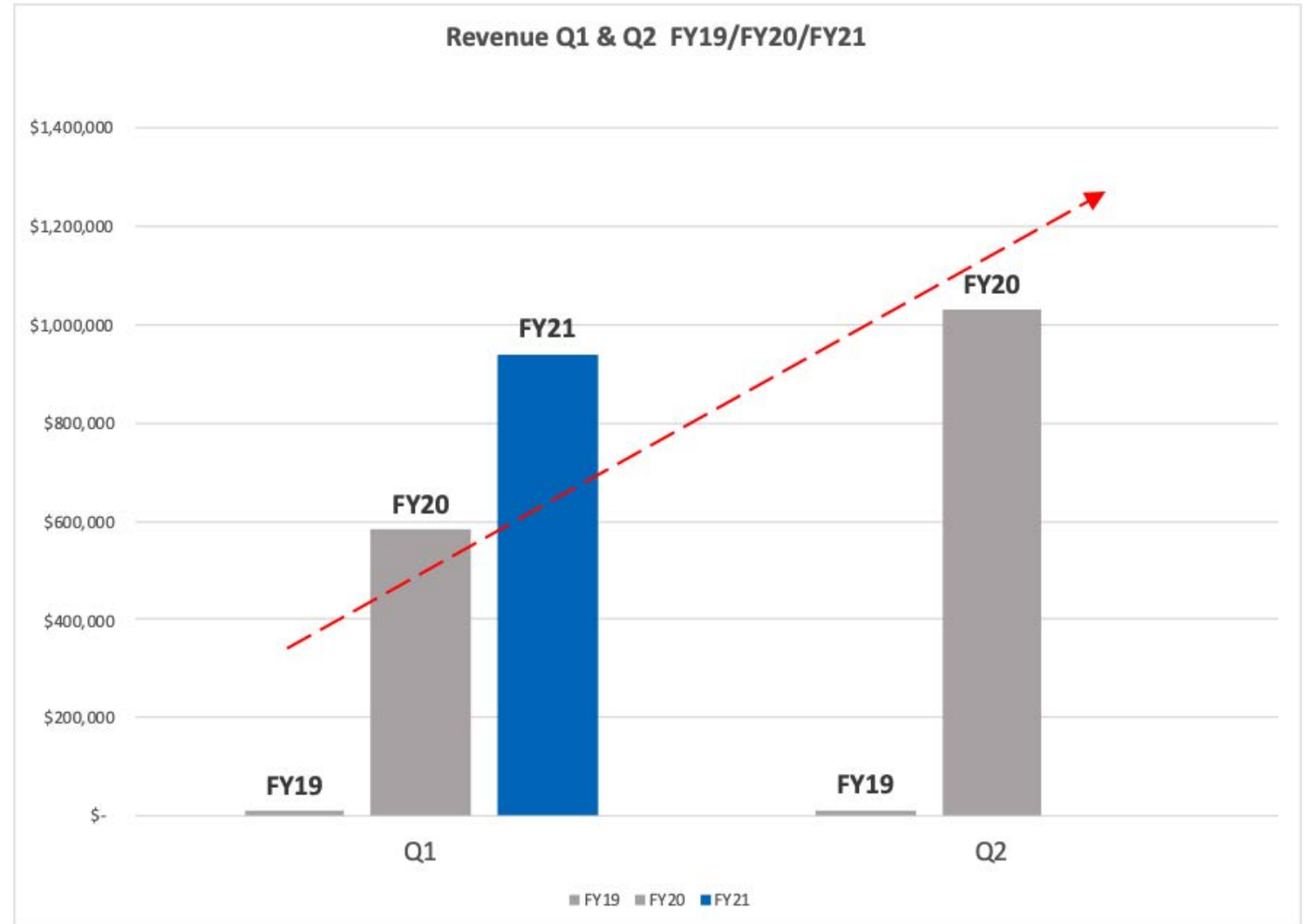
- The Nuria Beauty and COLAB Dry Shampoo stores have experienced strong traction with Chinese consumers
- Impressive month-on-month sales growth since launch.
- The Company expects growth to continue through the December Quarter built around Alibaba's Singles Day online shopping festival on 11 November (11.11)



# ROOLIFE - YEAR-ON-YEAR REVENUE GROWTH FROM FY2019 TO FY2021

RooLife has achieved strong year-on-year revenue growth from FY2019 to FY2021

Company expects a strong Quarter 2 FY2021 revenue performance from recent contract wins and store launches ahead of the world's largest online shopping event Alibaba's 11.11 Global Shopping Festival.



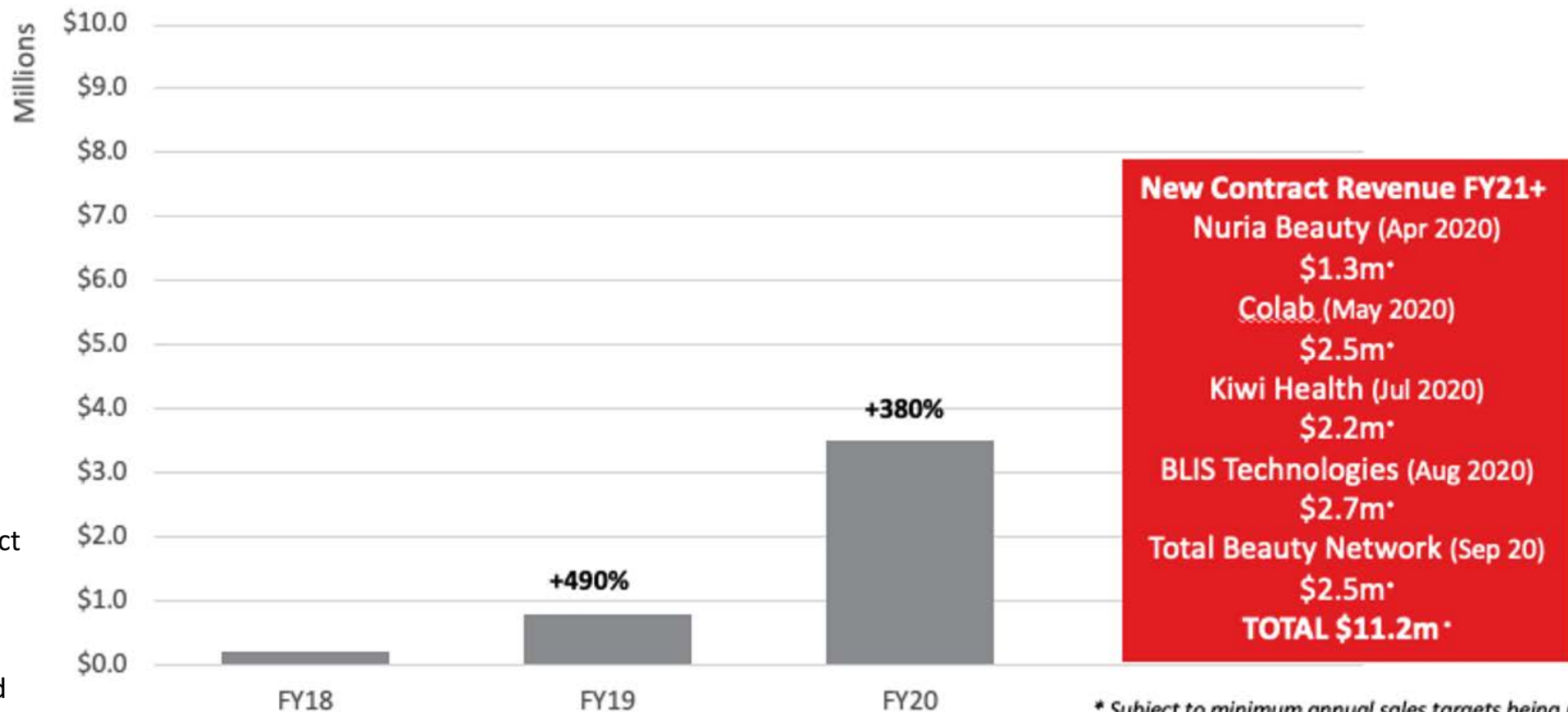
# GROWING REVENUE PROFILE



NEW CONTRACT SALES EXPECTED TO LEAD TO CONTINUED REVENUE GROWTH

1. Strong growth achieved through FY19 & FY20
2. Growing client base with good revenue potential
3. Pipeline of sales prospects in continual development
4. Contracted revenue consists of contracted monthly services revenue and expected product sales revenue.
5. Recent store launches are achieving expectation for product sales growth and revenue.
6. Contract revenues are expected to scale over the contract period and deliver revenue through FY21 and into FY22 and FY23

RLG Revenue Growth (FY18-FY20)



\* Subject to minimum annual sales targets being met

# INFRASTRUCTURE IN PLACE FOR SCALE

SIGNIFICANT INVESTMENT THAT TAKES TIME AND TRUST TO DEVELOP

- Experienced teams in Guangzhou and Qingdao
- Local logistics, warehousing, regulation, brand and marketing development
- Product registration, inventory planning, design, translation and customer service
- Build flagship stores on ecommerce platforms like TMall Global & JD Worldwide
- Marketing partnership with Alipay
- Payments with Alipay, WeChat and Novatti
- Social media and influencer marketing
- B2B distributor network to access significant retail chains
- Daigou shopper channels activated

RooLife provides a turnkey solution for global brands seeking successful China market entry

# HELPING GLOBAL BRANDS LAND IN CHINA

A PROVEN PLATFORM WITH \$11M OF NEW CONTRACT SALES\*



UK

Product: **COLAB**  
**dry shampoo**  
Minimum sales: **\$2.5m**  
over 3 years\*



NZ

Product: **AFT “Kiwi Health”**  
**pharmacy**  
Minimum sales: **\$2.2m**  
over 3 years\*



US

Product: **Nuria vegan**  
**skincare products**  
Minimum sales:  
**\$1.3m** over 2 years\*



**New opportunities captured organically through our digital marketing capability**

\* Subject to minimum annual sales targets being met



# ROOLIFE – WHAT OUR CUSTOMERS SAY

A PROVEN PLATFORM WITH \$11M OF NEW CONTRACT SALES



**U.S.A.**

Product: **Small World Brand Nuria** vegan skincare products

**Small World Brands President, Josh Ghaim**

*“RooLife’s track record in China and the strong partnership they have already established with our US based team, makes RooLife an ideal partner.”*



**New Zealand**

Product: **AFT Pharmaceuticals**  
“Kiwi Health” pharmacy

**AFT Pharmaceuticals (ASX:AFP) Founder & CEO, Dr Hartley Atkinson**

*“With a population of over 1.4 billion, and with our products already having a strong following by the local Chinese consumer living in New Zealand, we believe that a Tmall flagship store with RooLife along with amplifying our online presence in China, represents great potential for our health and well-being portfolio’s future growth.”*



**Australia**

Product: **Perth Airport Duty Free Shopping App**

**Perth Airport’s Chief Commercial Officer Kate Holsgrove**

*“This partnership will not only be great for our Chinese customers but will also deliver benefits for our retail partners who can look to diversify their business for the China market by promoting and selling local Australian goods.”*

# MULTI-CHANNEL APPROACH



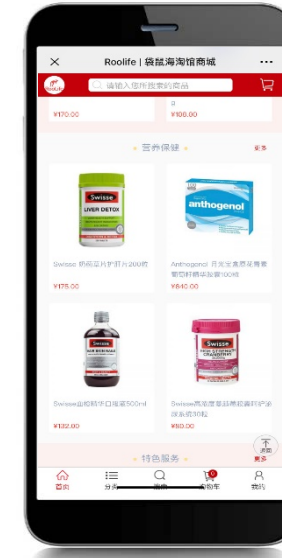
**Ecommerce:** Prominent ecommerce and cross border channels



**Social Commerce:** Influencers livestreaming on Taobao Live with videos on TikTok, Youku & Bilibili



**Daigou:** Seed product to thousands of Daigou



**RooLife Pharmacy:** Dedicated platform for Health, Cosmetics and Skincare



**B2B Distributors:** Network connecting with retailers across China

# GROWTH STRATEGY

MULTIPLYING THE REVENUE STORY FOR ROOLIFE



## 1. Secure new brands on multi-year agreements

- Secure revenue growth by broadening the product and service suite
- Once brand is in place and succeeding promote new product lines for immediate traction
- Capitalise on market tailwinds for mobile and social commerce in China

## 2. Maximise commercial partnerships

- Activate projects through the Alipay Marketing Partnership
- Utilise pedigree of commercial partners to further secure new brands to onboard with RooLife
- Re-activate tourism and airport partnerships when travel restrictions ease

## 3. Build on each of the revenue streams

- Digital Marketing & services in China, Australia & internationally
- Annuity licencing and service fees
- Royalties/commissions on product sales in China & Australia
- Transactional revenue through various payment gateways

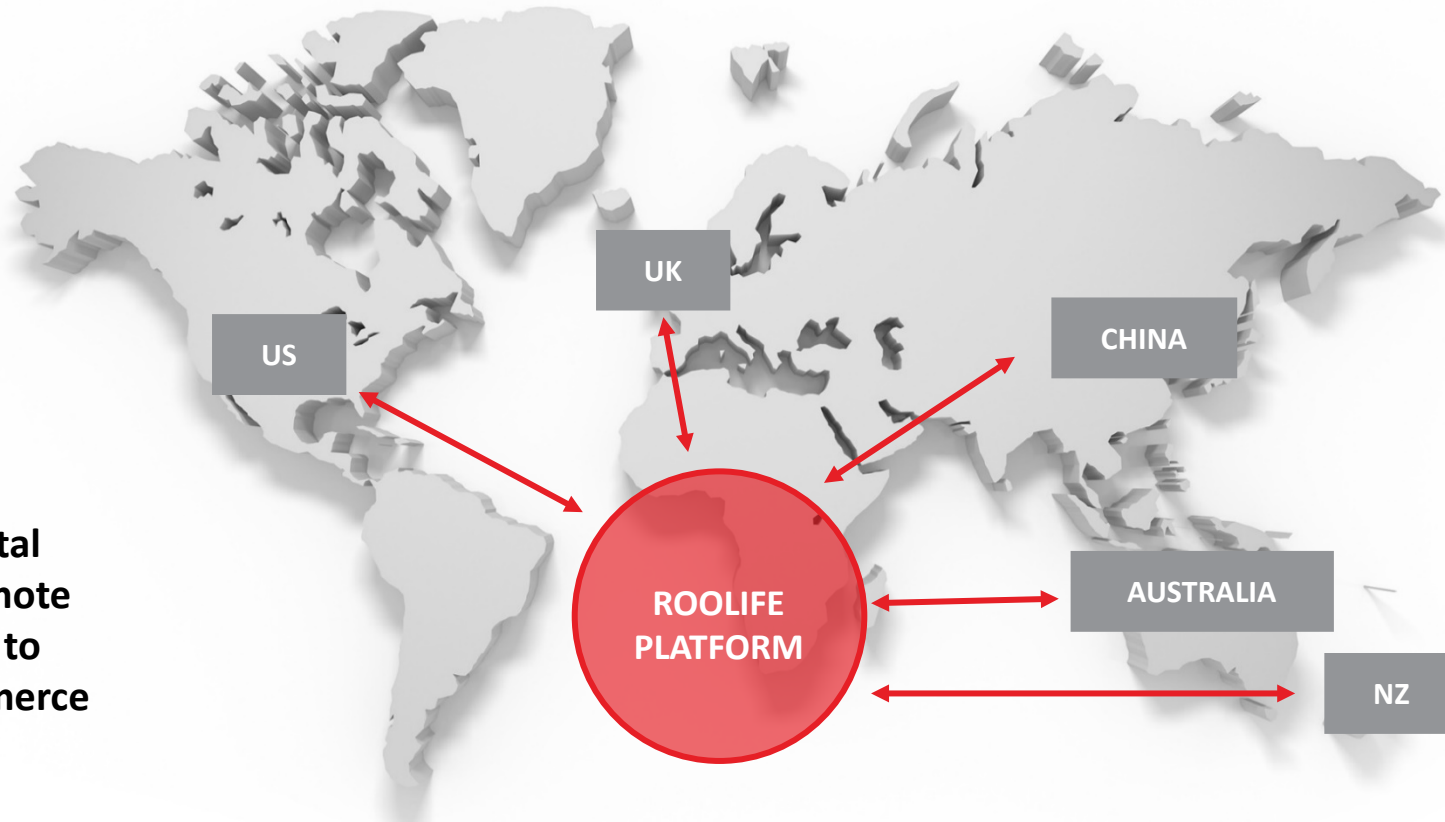
# FUTURE GROWTH POTENTIAL

UTILISING ITS BUILT ASSETS FOR GLOBAL ROLLOUT



RooLife positioned to capitalise on the global trend towards ecommerce

RooLife has built digital channels that can promote sales to any territory to provide ultimate ecommerce scalability



RooLife Multiplier

Brands  
X  
Contract sales (Average \$2m minimum)  
X  
New Territory Sales

# COMPANY HIGHLIGHTS

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**Compelling in-demand service:**

Optimises market entry for western brands and services into China - branding, marketing, and distribution

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**Proven platform ready for scale:**

Over 50 brand projects from Australia, NZ, UK and US rolled out with significant additional capacity

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**Infrastructure investment creates turnkey solution:**

Brands can leverage embedded China team, logistics, warehousing, translation, marketing, distribution and ecommerce support for rapid market entry

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**Market tailwinds:**

Ecommerce resilient during COVID-19 with strong demand for western brands among China consumers

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**Considerable financial potential:**

Mix of stable recurring revenues and product sales commissions with forward anticipated revenue of \$11m from new brand agreements\*

\$5.4m Rights Issue Completed October 2020 – Well capitalised for growth

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\* Subject to minimum annual sales targets being met



Bryan Carr, Managing Director  
bryan.carr@roolifegroup.com.au

Peter Nesveda, Investor Relations  
peter@intuitiveaustralia.com.au

[www.roolifegroup.com.au](http://www.roolifegroup.com.au)

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