



17 November 2020

RooLife appointed to sell French Cosmetics Brand Kadalys into China

- RooLife partners with Ignite Growth Brands to provide brand management, marketing and online sales for the Kadalys cosmetic range in China
- Kadalys is an award-winning French organic cosmetic brand
- RooLife to provide e-Commerce store operation in China for Kadalys' award-winning cosmetic products on Alibaba's Tmall and Alipay platforms
- Two-year contract expected to deliver revenue of \$1.1 million to RooLife based on services fees and annual sales targets being met - with an option for year three
- Latest agreement takes the value of RooLife's announced contract wins since March 2020 to \$12.3 million in total contract value, subject to minimum annual sales targets being met for each contract
- RooLife now representing brands from Australia, New Zealand, United States, United Kingdom & France as global partnerships expand

e-Commerce and digital marketing company RooLife Group Ltd (**ASX:RLG**) ("**RooLife**") is delighted to be appointed as the exclusive Cross Border e-Commerce provider for China by **Ignite Growth Brands** to market and sell the French cosmetics brand **Kadalys**.

Kadalys (www.kadalys.com) advises it is the first natural cosmetic brand comprised with banana tree anti-oxidants which combines the latest scientific innovations to create unique, anti-ageing cosmetic active ingredients which promotes the synthesis of collagen and elastin. It is made in France, ECOCERT Organic certified and produced Cruelty Free.

RooLife will launch the Kadalys brand in China, where RooLife will be responsible for all brand management, digital marketing and sales for the award-winning French cosmetic brand.



Figure 1: RooLife to take Kadalys, Awarding Winning Organic Cosmetic Brand from France to China

The agreement to establish and launch an Alibaba Tmall store further adds to RooLife’s revenue base and provides RooLife with a mixture of monthly service fees and product sales revenue from marketing and selling the Kadalys range of products.

The contract, which is subject to sales and performance milestones, is expected to deliver total revenue for the RooLife Group of approximately \$1.1m over a two-year period if minimum sales targets, which are scaled up each year, are met with the option for both parties to extend the contract into a third year.

The Alibaba Tmall store to be launched on behalf of Kadalys is the **sixth** online store which RooLife has been appointed to operate so far in 2020.

| | Nuria | COLAB™ Dry Shampoo | AFT pharmaceuticals | BLIS PROBIOTICS™ | INNIKA ORGANIC | KADALYS |
|------------------------|------------|-----------------------|------------------------|------------------|-------------------|----------|
| | April 2020 | May 2020 | July 2020 | Aug 2020 | Sep 2020 | Nov 2020 |
| Service Fees | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Store Launched | ✓ | ✓ | ✓ | □ | □ | □ |
| Product Sales | ✓ | ✓ | ✓ | □ | □ | □ |
| Term | 2 Years | 3 Years | 3 Years | 3 Years | 3 Years | 2 Years |
| Contract Value* | \$1.3m | \$2.5m | \$2.2m | \$2.7m | \$2.5m | \$1.1m |

* Based on achievement of minimum sales targets, which are scaled up each year.

RooLife Managing Director, Bryan Carr commented, "We are delighted to add Kadalys organic cosmetics to the RooLife portfolio of products we sell online in China and pleasingly, continue our global expansion.

The RooLife platform provides an international gateway for products and services for companies wishing to enter the China market. RooLife is now representing and driving sales for a growing number of quality products and brand names into China for companies from Australia, New Zealand, U.S.A, United Kingdom and now France."

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About RooLife Group Ltd (ASX:RLG)

www.roolifegroup.com.au

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.