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27 July 2021

RLG Board Changes – Director Resignation & Appointment

China focussed e-Commerce and digital marketing company RooLife Group Ltd (ASX: RLG) (“**RLG**” or the “**Company**”) announces strategic changes to its Board composition, with Ms Ye (Shenny) Ruan joining the Board as an independent Non-Executive Director and Mr Tim Allison stepping down from his role as Non-Executive Director, with the changes effective 27th July 2021.

In announcing his resignation, Mr Allison commented; “I am delighted to have been involved and been able to contribute during such an exciting and transformative period for RLG. The Company has developed an extensive international client list during my time with RLG and this is being reflected in the growing revenue profile being achieved.

With increasing demands from my other professional commitments and having regard to the experience and background of Ms Ruan I feel that now is the appropriate time to hand over to others as the Company continues its development.”

RLG Chairman, Mr Grant Pestell noted the significant contribution made by Mr Allison, “The Company recognises and acknowledges the time, focus and significant contribution made by Tim during his time on the RLG Board. His input has been key to our development and has been greatly appreciated. I would like to personally thank Tim for all his efforts and at the same time note that we are delighted to have someone of Ms Ruan’s calibre joining the board with her extensive corporate China and south-east Asia focussed operational and finance experience.”

Ms Ruan carries 26 years of experience in various financial management roles in global companies and has worked in various APAC counties including China, Singapore, Indonesia and Australia. Her previous roles include CFO of Noble Group China (Currently COFCO), Managing Director / Coverage Head of Rabobank China and Finance Head for Cargill’s Starch and Metals business units.

In her most recent role as Group CFO and Director of FKS Food and Agri, an Indonesian Conglomerate, Ms Ruan covered all aspects of financial and treasury operations and led key strategic initiatives, including investor sourcing, debt financing, M&As and Risk Management of commodity merchandising business in the group.

Ms Ruan holds a Bachelor Degree in Economics from Fudan University in China, and a Master of Business Administration from Australian Graduate School of Management. She is currently a FINSIA member.

ENDS

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RLG OVERVIEW

RLG is a cross-border platform that matches Chinese consumer demand with international brands and products.

RLG identifies trends in Chinese consumer demand, secures distribution rights for international products that fit consumers' needs and provides the technology and sales infrastructure necessary for brands to sell at scale in China.

RLG's fully integrated offering includes:

- Market research and data analysis;
- Online and offline b2c and b2b sales channel establishment and management;
- Product localisation, brand and marketing development;
- International and local logistics, warehousing, and shipping; and
- Payment acceptance and remittance.

Contracts with clients are typically structured on a term of 2-3 years, with revenue earned from a combination of monthly marketing and service fees and increasingly product sales, with exclusive rights to sell each brand into China both online and through traditional channels.

RLG has secured a broad range of international clients from **Australia, New Zealand, U.S.A., Europe, United Kingdom and South America**. A selection of these clients include:

- Remedy Drinks (#1 kombucha brand in Australia)
- Nuria (skincare)
- Colab (dry shampoo)
- AFT Pharmaceuticals (pharmacy)
- Blis Probiotics (probiotics)
- Murray River Organics (health food)



The online shopping market in China is \$2.2 trillion, comprising 925m online shoppers and is growing at 12% per annum.

(Source: www.statista.com/outlook/dmo/ecommerce/china#revenue)