



UNLOCK A WORLD
OF POTENTIAL

29 November 2021

AGM Presentation

RooLife Group Limited provides the attached Annual General Meeting (AGM) Presentation to be delivered at the Company's AGM, to be held today at 3.00pm AWST.

ENDS

Issued by: RooLife Group Ltd

Authorised by: The CEO and Company Secretary

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UNLOCK A WORLD

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ASX:RLG

Annual General Meeting

29 November 2021





RLG

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STRATEGY

Connect Brands
and Producers
Globally with Online
Customers

PRODUCT

Source high quality,
in-demand and
healthy Products

TECHNOLOGY

Technology Stack to
manage Product to
Customer

CUSTOMER

Attract, understand
and sell direct to
Customers

ROOLIFE GROUP (ASX:RLG)



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BUSINESS SUMMARY

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.

RLG has a broad range of international clients from:

- *Australia*
- *New Zealand*
- *U.S.A.*
- *Europe*
- *United Kingdom*
- *South America*



RLG MULTI-CHANNEL REVENUE DRIVERS



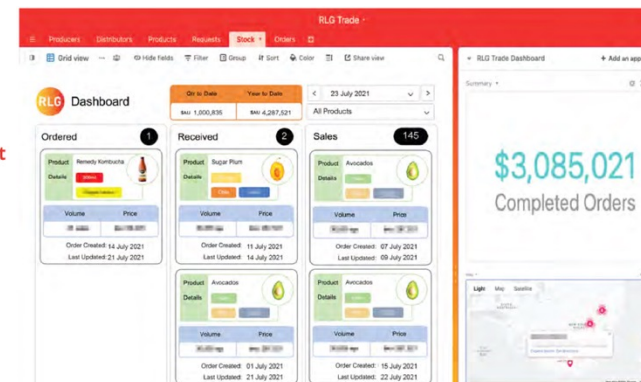
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THROUGH SOCIAL E-COMMERCE AND B2B SOLUTIONS

RLG's technology platform is focussed on selling food, beverages and health and wellbeing products matching consumer demand with businesses and producers seeking to enter and sell into growth markets.

Revenue Drivers

- Services
- Digital Marketing
- Product Sales

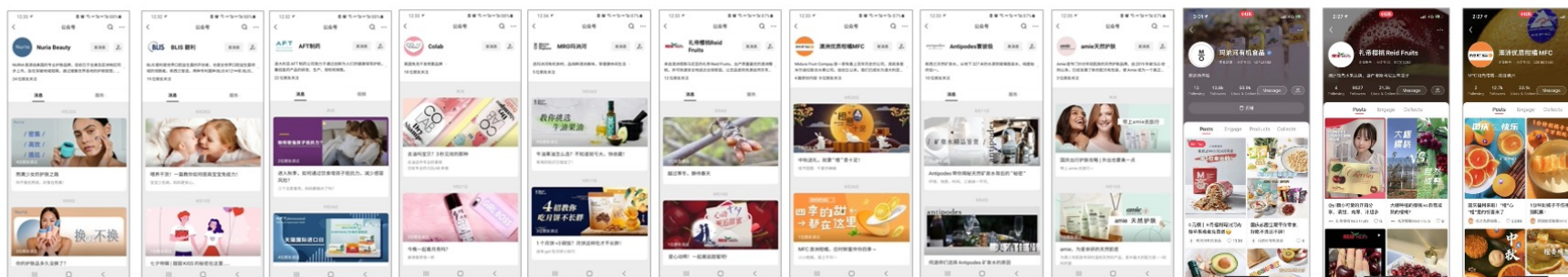


小红书RED

WeChat

In addition, & as required:

知乎
Bilibili



RLG PLATFORM – MANAGING PRODUCT, MARKETING & SALES



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COMBINING SALES CHANNELS WITH DIRECT TO CUSTOMER SALES PLATFORMS

The image displays a comprehensive view of the RLG platform's capabilities. On the left, several mobile app screens show product listings for avocados, including pricing and promotional banners. A central grid of numerous small video thumbnails represents live-streaming content. To the right, a 'Trade Dashboard' provides a detailed overview of sales performance, including 'Ordered' and 'Received' counts, product details for 'Hass Avocados', and volume/price data. Below the dashboard, a storefront for 'Remedy海外旗舰店' (Remedy Overseas Flagship Store) is shown, featuring product cards for 'Remedy悦蔓蒂轻盈气泡益' (Remedy悦蔓蒂轻盈气泡益) and 'Remedy悦蔓蒂全口味组合' (Remedy悦蔓蒂全口味组合) with their respective prices and promotional offers. At the bottom, a row of various product advertisements for brands like amie, New Zealand Honey Co., and Remedy is displayed.

天猫国际
TMALL GLOBAL
天猫
TMALL.COM
Tmall Global
Tmall Classic
Flagship Stores

RLG FY2021 – A YEAR OF GROWTH

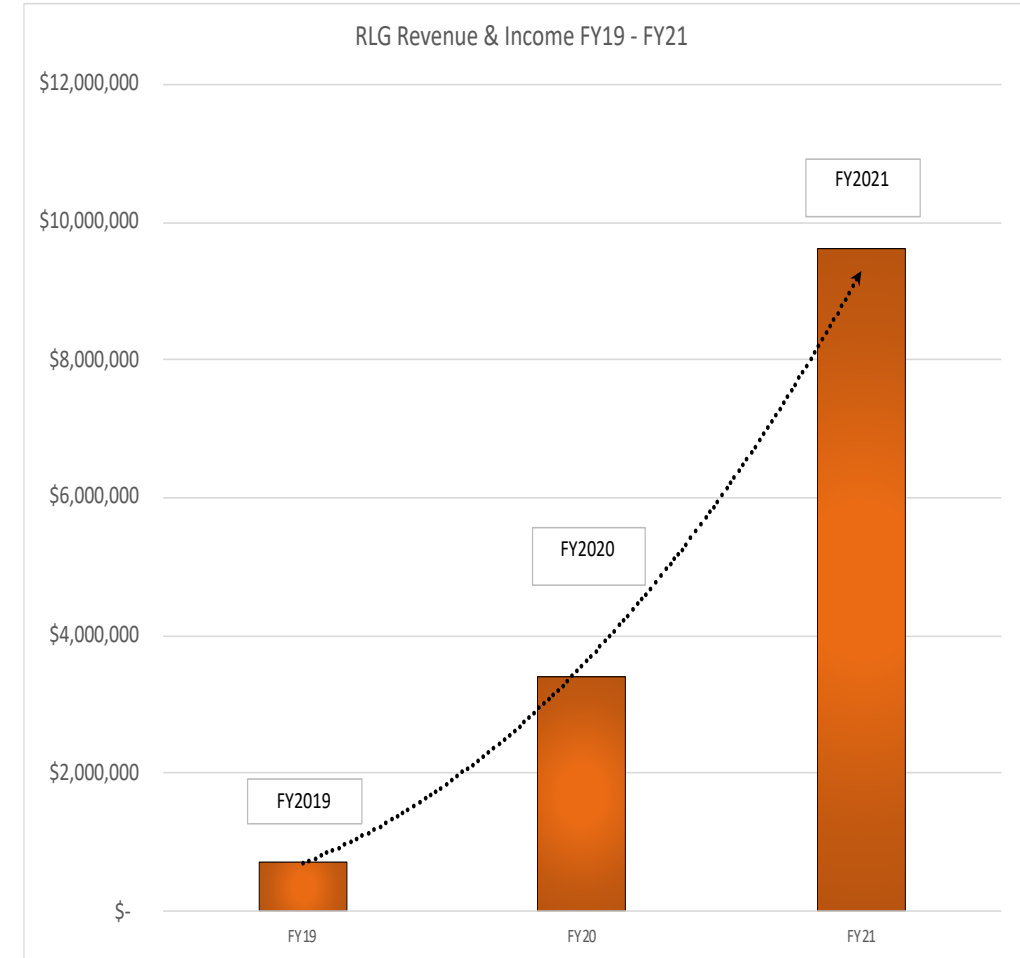
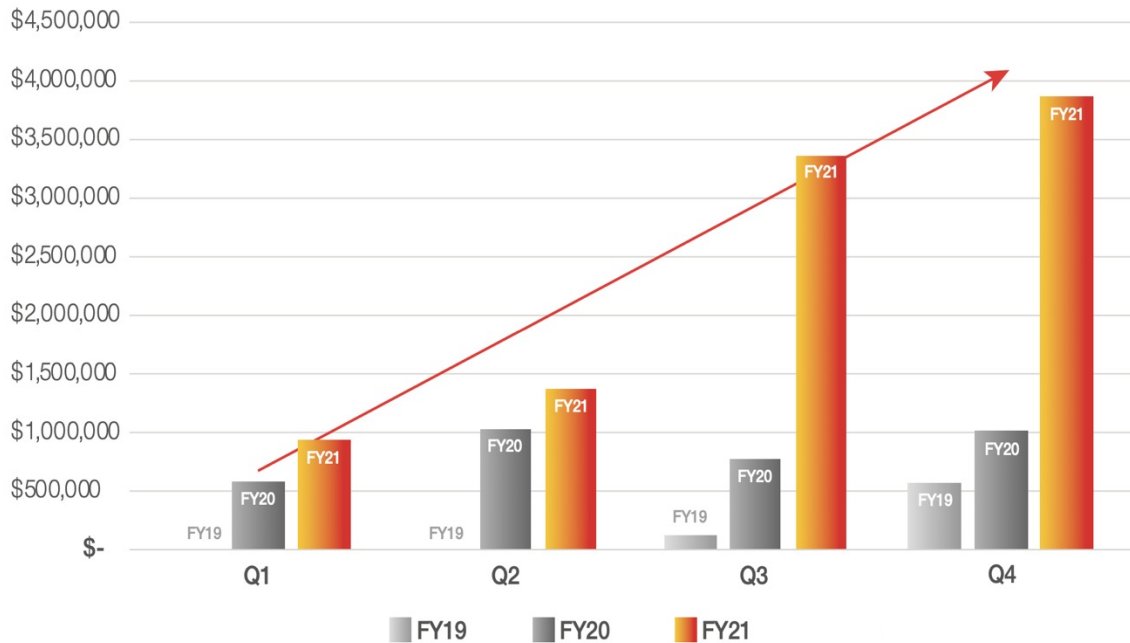


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Revenue & Income
\$9,611,225
+ 183%

Cash Receipts
\$9,383,763
+ 183%

FY19/FY20/FY21 Quarterly Revenue & Income

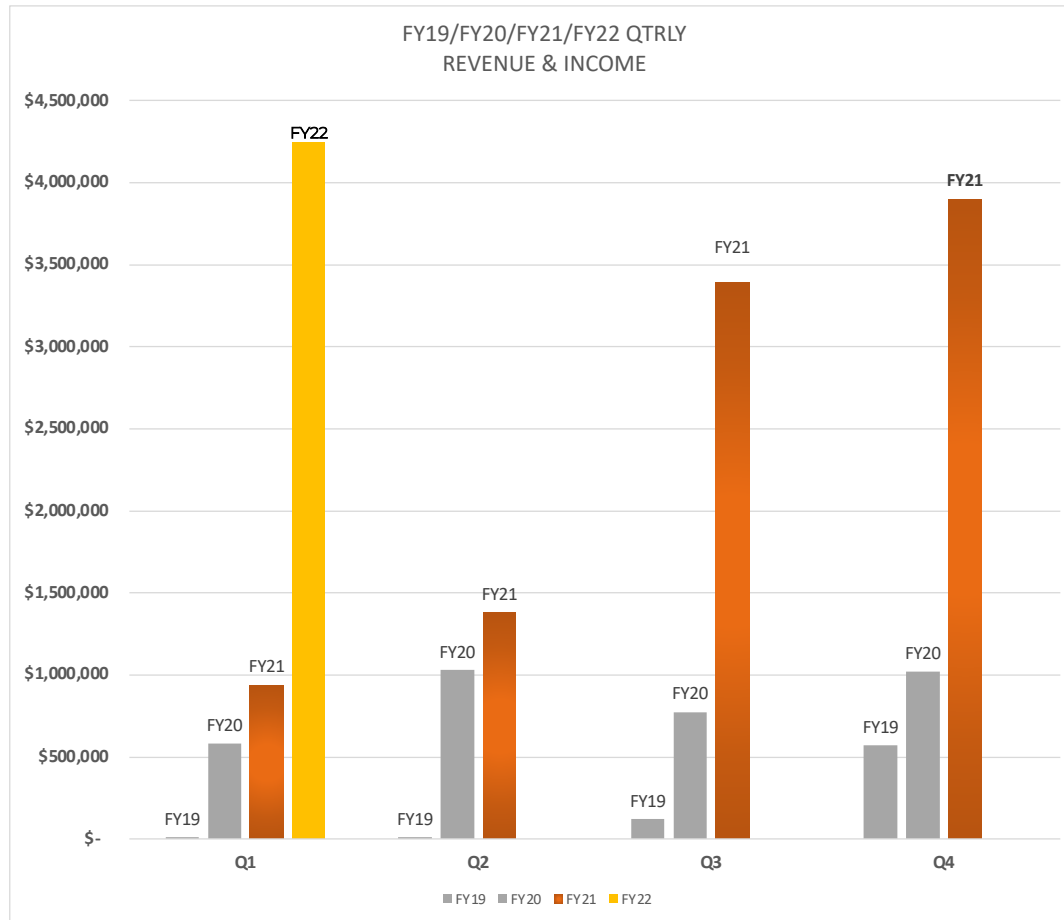


ASX:RLG CONSISTENT GROWTH FROM FY19 TO FY21 CONTINUED INTO Q1 FY22



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STRONG REVENUE GROWTH AND IMPROVING EBIT PERFORMANCE (Q1 FY22)



<p>Q4 FY21 Total Revenue \$3.9m <u>282%</u> on Q4 FY20</p>	<p>Q1 FY22 Total Revenue \$4.25m <u>353%</u> on Q1 FY21</p>
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<p>Q1 FY22 EBIT (\$355k) <u>33%</u> on Q1 FY21</p>	<p>Q1 FY22 Cash Holdings \$2.2m Working Capital \$4.6m</p>
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RLG EXPANDS INTO NEW MARKET SEGMENT



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INVESTMENT & DISTRIBUTION PARTNERSHIP TO EXPAND MARKET REACH

As announced 15 November 2021, RLG proposed placement to and distribution partnership with China Cross Border Trading Group consortium (CCTG), with role of identifying and driving general trade opportunities in the retail sector in China for RLG's portfolio of products.

- Proposed strategic placement and associated sales channel appointment in China extends reach into retail outlets and additional online channels expected to add to existing revenue streams;
- New sales distribution agreement incentivizes CCTG to achieve up to \$30,000,000 in sales and \$3,000,000 gross profit in first year
- Conditions precedent to proposed placement to raise \$1,000,000 at \$0.026, which represents an 18% premium to closing share price on 10 November 2021, completed. Shareholder approval remains outstanding
- Deal structure expected to deliver expanded access to general trade sales in China



RLG COMPANY ACHIEVEMENTS & POSITIONING



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Compelling in-demand service:

Optimises and manages market entry for western brands and services into China - branding, marketing and distribution. Diverse range of products from diverse global suppliers.

Proven platform for scale:

Strong international brands from NZ, UK, Europe, USA, South America in addition to Australia being rolled out with significant growth capacity in other countries/regions.

Infrastructure investment creates turnkey solution:

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

Market tailwinds:

E-commerce model for in-demand products growing due to COVID-19 environment, with strong demand for health and wellbeing and food products globally.

Considerable financial potential:

Mix of recurring revenues and product sales with track record of growth – from \$700k (FY19) to \$9.6m (FY21). Q1 FY22 \$4.25m on improving EBIT (+33% on Q1 FY21). Growth backed by strong working capital position.



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