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04 July 2023

RLG & AULIFE NEW CHINA SALES PARTNERSHIP- FIRST SALES

- **RLG has achieved first sales of Australian products with new cross border e-Commerce partner AULife and a leading Chinese e-Commerce platform**
- **First sales of approximately \$190,000 of Australian milk powder products were recorded in the last week of June. Additional sales and sales orders are expected to continue in July, reflecting robust ongoing demand from Chinese consumers for quality Australian products**
- **These product sales represent the first stage of the cooperation between RLG and AULife, with the proposed launch of a new, dedicated e-commerce store for the sale and distribution of leading Australian brands into China**
- **Additional products are being marketed in July, expected to generate sales and sales orders through Q1 2024**

e-Commerce company RooLife Group Ltd (**ASX:RLG**) ("**RLG**" or "**Company**") is delighted to announce that it has achieved first product sales under its new partnership with China-focused e-Commerce company AULife International Pty Ltd ("**AULife**") as announced to the market on 29 June 2023.

Initial sales of approximately \$190,000 of Australian milk powder products were achieved in the last week of June. Additional products are being marketed in July, expected to generate sales and sales orders through Q1 2024, as the product range to be marketed and sold with AULife is expanded to include other Australian brands and products.

The RLG and AULife partnership is focused on selling and distributing leading Australian brands to the Chinese market and the intention is to launch a dedicated e-commerce store for Australian brands on a major Chinese e-commerce platform.

RooLife Group CEO, Bryan Carr said: *"These first sales achieved in June through the new channels opened with AULife is confirmation of the value of this new partnership and we look forward to continuing to build on these revenue lines through July and the balance of this year as we service the strong demand for quality Australian products in China."*

ENDS

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RLG China Channel Network



Social/E-commerce



E-commerce Platforms



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High End Retail Grocery



Government Organizations/Events/Seminars/Training

