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09 November 2023

## **RLG EXPANDS CO-OPERATION WITH SHANGHAI NO 1 PHARMACY AT CIIE**

- **RLG expands supply agreements with Shanghai No.1 Pharmaceuticals Company at China International Import Expo (CIIE)**
- **Shanghai stock exchange listed Shanghai No.1 Pharmaceuticals Company (600833.SS) and RLG agree terms to service existing and new brand portfolio**
- **RLG and Shanghai No.1 Pharmaceuticals Company MOU witnessed in ceremony with Australian Investment and Trade Commission, the Australian Consul General and Queensland Premier, Anastacia Palaszczuk**
- **RLG to source international OTC pharmaceuticals, health, wellness and food products to meet identified demand from Shanghai No.1 Pharmacy**
- **First order received for RLG's exclusive-in-China brand, Remedy Drinks Kombucha**
- **RLG receives media coverage in China covering sales and key products**
- **Additional product orders expected over the coming Quarter**

Coming out of participation at the **China International Import Expo (CIIE)**, e-Commerce company RooLife Group Ltd (**ASX:RLG**) ("**RLG**" or "**Company**") is delighted to advise of the expansion of its co-operation with China's Shanghai No.1 Pharmaceuticals Co., Ltd with the execution of a Memorandum of Understanding ("**MOU**") for its subsidiary RLG Marketplace Pty Ltd ("**RLG**") to source and deliver an expanded range of international OTC pharmaceuticals, health, wellness and food products to meet identified demand from Shanghai No.1 Pharmaceuticals Co ("**Shanghai No. 1 Pharmacy**").

Under the terms of the MOU witnessed by Australian Investment and Trade Commission, the Australian Consul General and Queensland Premier, Anastacia Palaszczuk, RLG is to provide Shanghai No. 1 Pharmacy a range of products and brands that it has the rights to market and distribute in China including:

- Remedy Drinks;
- Fiji Kava;
- Hydralyte; and
- RLG's VORA health range.

The MOU sets out that the term of co-operation is for 5 years and sets sales order targets for the first year and aggregate five-year period with the products to be sold in China online and in physical stores of Shanghai No. 1 Pharmacy. Transactions are to be managed by individual purchase orders for products required, with the first new order for products to be supplied, being for RLG's exclusive-in-China brand, Remedy Drinks Kombucha. The first order is not yet material in revenue value but significant in providing a new channel and customer access for Remedy Drinks in China.



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Shanghai No.1 Pharmaceuticals Company (600833.SS) is a Shanghai stock exchange listed company engaged in pharmaceutical wholesaling and retailing and operates an extensive network of regular chain drug stores in China and online market place. It is part of the large state-owned Bailian Group ([www.bailiangroup.cn/html/english](http://www.bailiangroup.cn/html/english)) and so presents a strong sales channel for marketing and distributing RLG's international health, wellness, food and beverage products in China.



Shanghai No. 1 Pharmaceuticals, RLG Marketplace and RLG exclusive in China Brand The Calmer Co events at CIE with Australian Investment and Trade Commission, the Australian Consul General and Queensland Premier, Annastacia Palaszczuk.



RLG marketing and supporting key brand portfolio including Remedy Drinks, Fiji Kava and RLG's own VORA Health brand at China International Import Expo.

Media coverage in China has highlighted RLG's sales achievements and range of products in market, including the Company's own VORA Health range of products and the successful launch and positioning of Remedy Drinks Kombucha, including coverage in the People's Daily. (<http://world.people.com.cn/n1/2023/1108/c1002-40114059.html>)



**RooLife Group CEO, Bryan Carr said:** “Meeting directly at an event as significant as CIIE with important China sales partner and channel, Shanghai No. 1 Pharmacy, opens up and confirms the opportunity for international brands selling into China. It is fantastic to have the support of the Australian and Queensland Government recognising this business opportunity in China as we broaden the reach for our brand portfolio in China.

Australia’s strong representation at CIIE acknowledges that China is one of Australia’s largest trading partners and the attendance of Australian Prime Minister Anthony Albanese’s emphasised the existing and still growing opportunities for trade between the two countries.

Expanding and delivering these new distribution channels provides additional opportunities for growth for our partner health, food and beverage clients in China and is confirmed and supported by receiving a first order for Remedy Drinks Kombucha and we look forward to continuing to expand on this first sales order.

We look forward to providing further updates as we secure additional sales channels and supply contracts for our health, wellbeing and food and beverage product range.”

#### **About China International Import Expo (CIIE Shanghai 2023)**

“The China International Import Expo (CIIE Shanghai 2023) is a major initiative of the Chinese government to open the China market to the world. It will help countries around the world to strengthen economic and trade exchanges and cooperation, promote global trade and world economic growth, in order to make the world economy more open. Enterprises from over 100 countries are in attendance supporting activities such as supply-demand matchmaking meetings, seminars, and product releases. The CIIE will facilitate participation in terms of customs clearance, inspection, and quarantine, provide long-term one-stop transaction services online and offline, and strengthen the protection of intellectual property rights to safeguard the rights and interests of merchants.

As the world’s first national-level import exposition, CIIE provides a platform for companies to display their products, popularize their brands, and find more business partners in the world’s second-largest economy. With one of the world’s largest populations, China is the second-largest economy and the second-largest importer and consumer in the world. Now China has entered a new development stage at which consumption keeps increasing, indicating enormous potential for the growth of consumption and import. In the next five years, China expects to import products and services valuing more than 10 trillion U.S. dollars, which provides a historic opportunity for enterprises across the world to enter the huge Chinese market.” (Source: <https://www.2exhibitions.com/business-services/ciie>)



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RLG China Channel Network



Social/E-commerce



E-commerce Platforms



High End Retail Trade



Specialty Retail (Gyms/Clubs/Hotels)



Online & Offline B2B



High End Retail Grocery



Government Organizations/Events/Seminars/Training



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