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13 November 2023

RLG DRIVES STRONG SALES OF MINIJUMBUK WOOL BEDDING IN CHINA

- RLG responsible for social media, brand marketing and online sales for Australian premium wool bedding company Minijumbuk with strong sales achieved
- Sales launched on Little Red Book, VIP.com and WeChat in China
- RLG appointed as an official supplier to e-commerce operator VIP.com
- The demand for quality Australian brand, Minijumbuk, highlights the opportunity for Australian products in China following the success of China International Import Expo (CIIE)

e-Commerce company Roolife Group Ltd (ASX:RLG) (“RLG” or “Company”) is delighted to advise of the continued expansion of its product sales and e-commerce platforms in China with RLG appointed as an official supplier to VIP.com and the achievement of strong sales on this platform and the Little Red Book and WeChat platforms for Australian premium wool bedding company Minijumbuk.

RLG has been appointed by Minijumbuk (www.minijumbuk.com.au) to market and sell its well-known Australian premium wool bedding products including quilts, mattress toppers and pillows in China, achieving sales and sales orders of approximately \$700,000 to be recognised in this quarter, Q2 FY2024.

RLG is responsible for social media, brand marketing and online sales for Minijumbuk with successful 11.11 shopping campaigns completed and preparations for 12.12 sales promotions underway.



RLG meeting with VIP.com in Guangzhou, China showcasing Minijumbuk's Australian premium wool bedding product range



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Minijumbuk Online Stores launched across multiple platforms in China

RLG has continued to expand the range of online shopping platforms through which it markets and sells its portfolio of products in China with additional distribution channel partnerships established as marked at China International Import Expo (CIIE), a major initiative of the Chinese government.



RLG participation at Signing Ceremony of Procurement of Large Retail Purchase Alliance of Shanghai Trading Group in Shanghai at CIIE

RooLife Group CEO, Bryan Carr said, "We are delighted to be assisting another great Australian company to sell their products into China and proud to be representing such a high quality and well-known brand as Minijumbuk. The sales

orders received and feedback from the platforms for the Minijumbuk range is really encouraging and we look forward to introducing this fantastic Australian product to more Chinese consumers and families.

Meeting with sales channels and platforms such as VIP.com and others at CIIE, including participating in a range of signing events re-affirms the opportunity for brands to service consumer demand in China and particularly for Australian brands on the back of the renewed and open trade engagement between Australia and China.”


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.” (<https://www.2exhibitions.com/business-services/ciie>).

About VIPShop/VIP.com

“Vip.com (NYSE: VIPS) is an e-commerce platform pioneering the flash sales model of selective brands. Vip.com covers wide product categories ranging from apparels, shoes & bags, cosmetics, maternal and child products, home goods to foods. In Q2 2023, Vip.com reached net revenue of 27.9 billion RMB, with 213.8 million total orders and 2.35 million average daily orders, and had 45.7 million active users.” (<https://www.vip.com/en/about-us>)

RLG China Channel Network



Social/E-commerce: WeChat, 小红书RED, 新浪微博 weibo.com, bilibili, 快手, 知

Online & Offline B2B: crazy sales, JERSEN, 酒, AllHealth 阿里健康, 天猫国际 TMALL GLOBAL

E-commerce Platforms: 天猫 Tmall.com, 淘宝网 Taobao.com, 唯品会 vip.com, JD.COM, 洋葱ONION

High End Retail Trade: CORNER'S DELI, HAPPY MONK, FRESH, Delife, Smart, Chopia, TTI FOOD MARKET 生鲜超市

High End Retail Grocery: Ole supermarket, bit, AEON, citysuper, ALDI 奥乐迪, 盒马

Specialty Retail (Gyms/Clubs/Hotels): WILLS 威尔仕健身, LEFIT 乐刻运动, HAPPY MONK, W HOTELS WORLDWIDE, LAKE SONGHUA RESORT 松花湖度假区

Government Organizations/Events/Seminars/Training: GLOBAL VICTORIA, Investme NSW, SOUTH AUSTRALIA, Asialink Business, THE UNIVERSITY OF MELBOURNE, Australian Government Australian Trade Commission, TRADE + INVESTMENT QUEENSLAND, GOVERNMENT OF WESTERN AUSTRALIA

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