



UNLOCK A WORLD
OF POTENTIAL



**ASX:RLG
ANNUAL GENERAL MEETING**

ASX:RLG
29 November 2023

ABOUT ASX:RLG



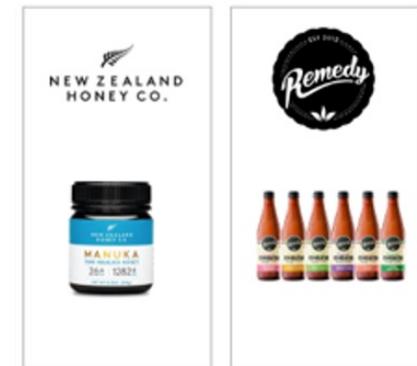
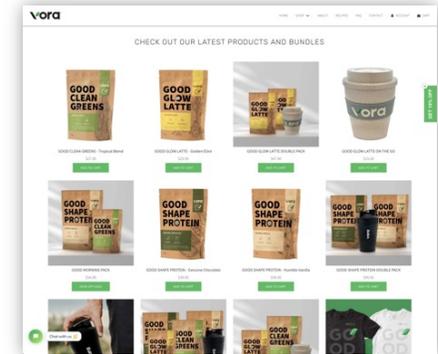
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SELLING FOOD, HEALTH AND WELLBEING PRODUCTS ONLINE AND VIA SALES CHANNELS

RLG is an e-Commerce and digital marketing company selling globally sourced food, health and wellness products with particular expertise in the China market.

RLG is an established, leading e-commerce platform provider:

- Selling food, health and wellness products
- With a global Client Base – 7 Countries
- Which owns its health and wellbeing Brand – VORA “Good for you”
- With a market reach across Australia, South East Asia & Emerging Markets
- Targeting to expand e-Commerce footprint and increase margins on growing product sales revenues



RLG'S MULTI-CHANNEL REVENUE MODEL



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REVENUE FROM RECURRING SERVICES FEES + PRODUCT SALES



Ecommerce:
Prominent ecommerce and cross border channels



Social Commerce:
Influencers livestreaming and selling direct to consumers



B2B Distributors:
Network connecting with retailers across China



ASX:RLG - HEALTH & WELLNESS FOCUS



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RLG has exclusive distribution rights for all online and physical store sales, including cross border e-commerce and general trade in China for a growing range of health and wellness products.

RLG continues to expand its positioning and portfolio in the health & functional food and beverage sector in China, including **Hydralyte**, **Remedy Drinks**, **New Zealand Honey Co**, **Fiji Kava** and RLG's own **VORA Health** range of products, servicing growing demand for healthy and functional products.

RLG generates revenue through multiple channels including service fees, digital marketing fees and margins on all product sales

Accessing more physical stores in China is a key expansion priority whilst RLG continues to build out its strong online presence.



ASX:RLG FOCUS IN FY2024



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EXPANSION OF CONSUMER HEALTH, WELLNESS & FOOD SALES - ONLINE & OFFLINE

- Continued expansion of consumer health, wellness and food products & additional sales channels with tactical product and brand selection.
- Grow revenue and product lines under agreement to source and supply products to be sold in China both online and through physical pharmacies and stores of Shanghai No.1 Pharmaceuticals Co., Ltd.
- The agreement is for RLG Marketplace to source and supply a range of goods including food, health and well-being, nutritional and beauty care products to be sold in China online and in the extensive physical store network of Shanghai No.1 Pharmaceuticals Co., Ltd, which is a diversified pharmaceutical distribution enterprise, operating wholesale and retail businesses.
- Expansion of sales channels and product sales with cross border e-Commerce company AULife International to market and sell a growing range of international products in China.
- Continue to grow the sales and orders received for lucrative product segments commenced in FY2024 for Milk Powder and Dairy Food Products.
- Maximise sales through partner distribution rights for brands and products and expand RLG's distribution footprint with Chinese consumers and product sales.
- Drive profitability objectives with AULife based on the provided Performance Rights in RLG which vest based on profit contribution from AULife-introduced transactions. For the provision of up to \$1,333,320 or more of net profit, 40,000,000 Performance Rights will vest to AULife. For lower profit achievement Performance Rights will vest proportionately such that for every \$33,333 in gross profit delivered, 800,000 Performance Rights will vest.



RLG HEALTH & WELLNESS PORTFOLIO

SALES CHANNELS & PARTNERS



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RLG has focussed on building a high-quality health and wellness portfolio of products matched with its strong e-commerce capabilities and high-end retail partnerships in China.

COMPANY	BRAND	CATEGORY	LOGO	ORIGIN	IMPORT	KEY (ONLINE) CHANNELS	PRODUCT
REMEDY DRINKS	REMEDY DRINKS	KOMBUCHA		AUSTRALIA	CBEC / GENERAL TRADE		
NEW ZEALAND HONEY CO.	NEW ZEALAND HONEY CO.	MANUKA HONEY		NEW ZEALAND	CBEC / GENERAL TRADE		
REID FRUITS	REID FRUITS	CHERRIES		AUSTRALIA	CBEC / GENERAL TRADE		
MINIJUMBUK	MINIJUMBUK	WOOL QUILTS		AUSTRALIA	CBEC / GENERAL TRADE		
IGNITE STUDIOS	NURIA	SKINCARE		USA	CBEC		
THE CALMER CO.	FIIKAVA	NUTRITIONALS / FUNCTIONAL FOOD		AUSTRALIA	CBEC		
VORA HEALTH GROUP	VORA	FUNCTIONAL FOOD		AUSTRALIA	CBEC / GENERAL TRADE (WIP)		
HYDRATION PHARMACEUTICALS	HYDRALYTE	FUNCTIONAL FOOD			CBEC / GENERAL TRADE (WIP)		

Social/E-commerce

E-commerce Platforms

Online & Offline B2B

High End Retail Grocery

High End Retail Trade

Specialty Retail (Gyms/Clubs/Hotels)

Government Organizations/Events/Seminars/Training

ASX:RLG – CHINA INTERNATIONAL IMPORT EXPO (CIIE) 2023



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MARKETING RLG'S PORTFOLIO & TARGETING NEW CHANNELS

RLG attended the China International Import Expo in Shanghai, 5-10 November 2023, with the support of *Austrade*, *Trade & Investment Queensland*, *Global Victoria* and *Western Australia's DPIRD*. Following a very successful event, RLG has secured new Brand representation contacts, additional product orders and additional sales distribution channels.



DEVELOPMENTS THIS MONTH



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- RLG expanded supply agreements with Shanghai No.1 Pharmaceuticals Company at China International Import Expo (CIIE).
- Additional orders received for Shanghai No.1 Pharmaceuticals for RLG's exclusive-in-China brands.
- Media coverage in China showcasing RLG's 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>) and online media.
- RLG drives strong sales of MiniJumbuk Wool Bedding in China launching on Little Red Book, VIP.com and WeChat with sales and sales orders of approximately \$700,000.
- Additional contracts signed with an Australian Beauty Products company, an Australian Pharmaceutical company and a European entertainment group.
- Strong business development programme is achieving success and further contract negotiations underway with prospective clients.
- Continued implementation of cost minimisation across business operations.
- Completed issue of performance rights as incentive to maximise sales and performance under AULife partnership agreement.





Compelling in-demand service:

E-commerce & sales platforms selling food, health and wellbeing products.

Proven platform ready for scale:

Strong international product range from NZ, UK, Europe, USA, South America, Australia.

Infrastructure investment creates turnkey solution:

China team, Australian team, logistics, warehousing, translation, marketing, distribution and e-commerce support for rapid market entry.

Company Owned Health Brand:

VORA – “Good for you” health food range, selling into high demand, high growth markets, delivering margin benefits & ability to rapidly respond to demand.

Multiple Revenue Lines & Channels:

Mix of stable recurring revenues and product sales with growing range of products and sales channels.



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