



UNLOCK A WORLD
OF POTENTIAL

18 July 2024

SHAREWISE PRESENTATION

e-Commerce company RooLife Group Ltd (**ASX:RLG**) ("**RLG**" or "**Company**") is pleased to share a copy of the presentation being provided to participants of today's webinar hosted by Sharewise.

Managing Director, Bryan Carr, provides an update on recent business developments and background information on the upcoming Investor Seminars and Sales Channels Meetings to be conducted in China through July and August 2024.

Issued by: RooLife Group Ltd

Authorised by: The Board of RooLife Group Ltd

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RLG China Channel Network



Social/E-commerce



Online & Offline B2B



E-commerce Platforms



High End Retail Grocery



High End Retail Trade



Government Organizations/Events/Seminars/Training

Specialty Retail (Gyms/Clubs/Hotels)



ENDS



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ASX:RLG INVESTOR UPDATE

BRYAN CARR
MANAGING DIRECTOR



ASX:RLG
18-JUL-24

ASX:RLG INTRODUCTION & BUSINESS SUMMARY



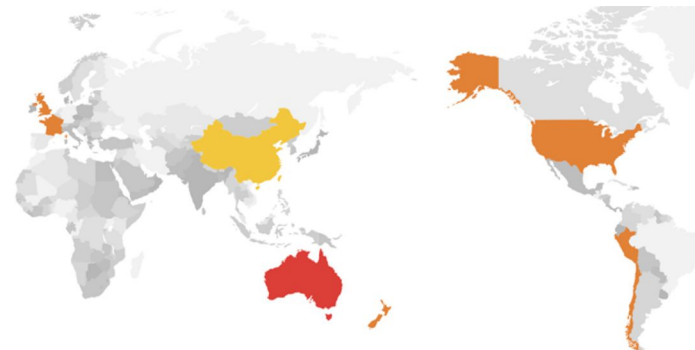
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RLG is an e-commerce and digital marketing provider delivering integrated marketing services and e-commerce operations leveraging RLG's cross-cultural expertise in Australia, China, Hong Kong and more broadly across South-east Asia.

RLG specialises in market entry and cross-border e-commerce, providing a comprehensive sales platform, RLG Marketplace, for brands to enter and sell into new markets.

The company markets and sells food, beverage and health and wellness products exclusively in the markets it operates in and also sells its own health and food brand – VORA through its online RLG Marketplace.

- Global Client Base – 7 Countries
- Platform Product Sales of \$36m



RLG Marketplace – A Platform Driving Global Product Sales



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MARKETPLACE®
SCALING BRANDS GLOBALLY

\$36 MILLION OF PRODUCT SALES DELIVERED

AUSTRALIA

CHINA

HONG KONG

SE ASIA

Digital Marketing
Provides holistic digital marketing solutions to enable businesses build a presence and drive conversion

Inventory Sync
Sync inventory, orders and products to marketplace, webstore and retail for optimal consumer acquisition and growth

Online Channels Management
Store management, multichannel listing, production of content to drive sales

Logistic & Order fulfilment
Inventory management, order fulfilment, logistic arrangement, last mile delivery

Branding
Provides all branding needs from content production to influencer marketing, PR etc.

Customer Service
Provide professional resources to support and answer queries with high level service standard



Our comprehensive end-to-end digital marketing and e-commerce capabilities drive product sales and market growth in the Asia-Pacific Region

RLG Marketplace Australian (China Exclusive) Brands Distributed



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Australia's #1 Kombucha Brand



Australia's #1 Wool Quilt Brand



Australia's #1 Hydration Brand



Protein Water Power Drink



Plant Protein Super Foods

RLG STRATEGIC SALES CHANNEL DEVELOPMENTS

JUNE 2024



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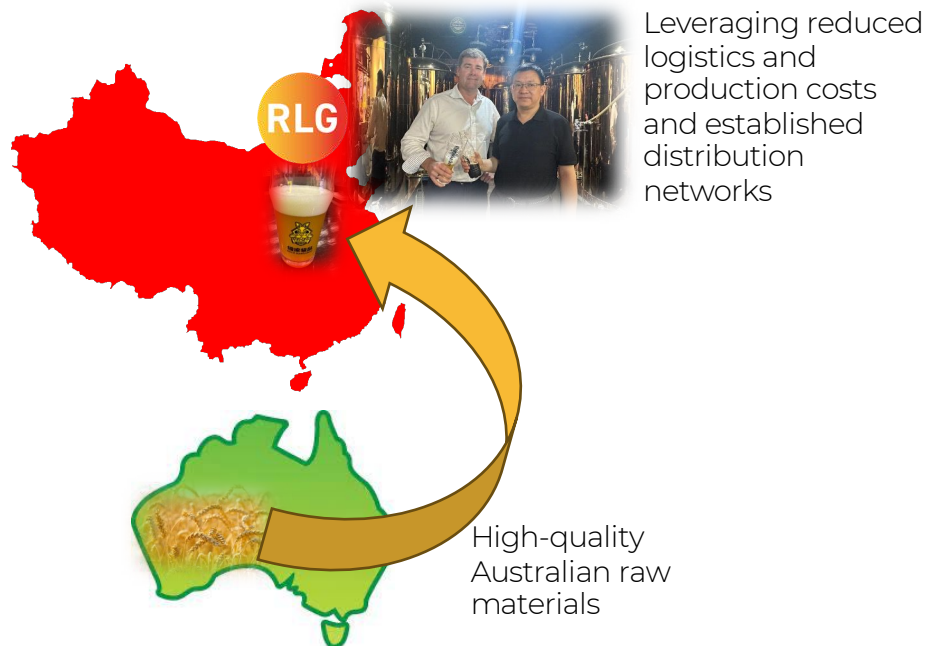
- High margin product sales channels implemented with appointment of Fujian Jushi Supply Chain Management Co., Ltd
- First high-margin sales order from Fujian Jushi Supply Chain Management Co., Ltd for RLG's health and wellness products with **first order revenue of \$245,000 and cash profit of \$60,000** received in June 2024.
- Fujian Jushi Supply Chain Management has acquired \$100,000 of RLG shares at \$0.0085 via a placement (+113% Premium), further aligning interests
- This new sales channel expected to drive sales profit margin growth, with RLG not required to contribute to marketing costs and to reward sales achievements with Performance Rights (5.88m shares vest for every \$100,000 in net profit provided to RLG). *(Subject to shareholder approval.)*
- Focus on development of own brand VORA health & wellness products with expanded range and sales platforms expansion
- **Lower margin product sales and sales channels on hold while we seek to increase margins by product selection**
- Cost minimisation programme successfully implemented and operational and overhead savings being realised – to be reflected in the Net Operating cashflow to be reported for Q4 FY2024





“KANGAROO BEER” JUNE 2024

- RLG has entered into an agreement with Henan Rock Kangaroo Brand Management Co., Ltd for it to produce and supply beer produced from Australian ingredients to service RLG’s distribution network orders for a range of beers to be marketed and sold under the Kangaroo Beer label.
- RLG has already secured first sales orders for its high-margin Kangaroo Beer with delivery and payment received in June 2024 and new orders for July.



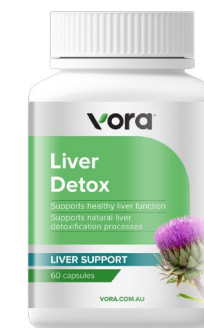
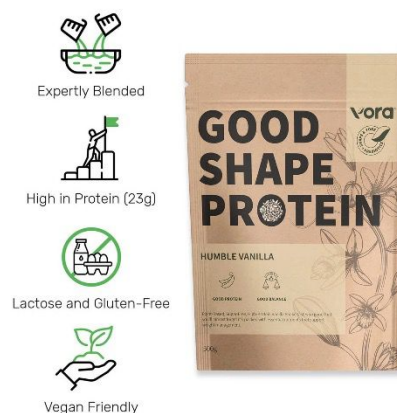
RLG OWN BRAND VORA – EXPANSION IN RANGE & SALES CHANNELS



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RLG is working with its distribution partners to select and prioritise products to be sold under its own Brand & Label, including

- VORA Health product range expansion
- Investment in product range driven by identified demand
- Expansion of sales channels in Australia and China and more broadly South East Asia
- International sales channels being reviewed and assessed for further expansion
- Expansion of gross margins through the sale of RLG-owned products to sales channel partners



RLG INVESTOR SEMINARS IN CHINA Q1 FY2025 JULY – AUGUST 2024



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RLG will deliver an Investor Presentation Series to sophisticated investment groups to be held 25 July to 01 August 2024 in the cities of Hong Kong, Shenzhen, Guangzhou, Nanning, Zhengzhou and Jianzhou.

Distributor and channel selection seminars to appoint distributors of RLG’s products in China will be run in parallel.



- Australia and its food and produce is held in high regard in China
- Awareness about health is increasing all the time
- A growing middle class with growing disposable income
- Food is always in demand!
- RLG provides diversified investment exposure to food, health & wellness products into the significant China market where these products are in high demand

City	Population (millions)	GDP (billion AUD)
Hong Kong	7.5	549
Shenzhen	13	716
Guangzhou	15.3	821
Nanning	7.1	179
Zhengzhou & Jianzhou	11.6	343
Total	54.5	2,609



Compelling in-demand service:

E-commerce & sales platforms selling food, beverages, health and wellbeing products in high growth markets.

Proven platform ready for scale:

Strong international product range sold across multiple markets with \$36m in sales.

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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