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**QUARTERLY ACTIVITIES REPORT AND APPENDIX 4C
FOR THE PERIOD ENDED 30 JUNE 2024**

ASX:RLG
30 JULY 2024

Q4 FY2024 APPENDIX 4C & KEY FINANCIAL DATA YTD

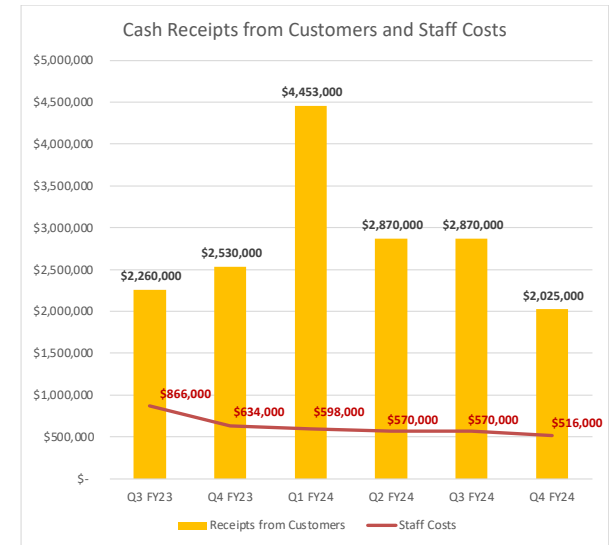


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RLG Revenue (unaudited) for Q1-Q4 FY24 was **\$9.59m**.

As announced, the Company is optimising all sales channels transactions with the Company focussing on driving higher profit margin revenue by product and sales channel alignment. High margin product sales orders are being achieved with new sales channel partner, Fujian Jushi Supply Chain Management Co., which has contributed **\$245,000 in revenue** and **\$60,000 in profit** in first sale transactions in FY2024. Further transactions are expected for FY2025 and to contribute meaningful net profit contributions, which in combination with reduced operating costs, is expected to contribute positively to operating cashflow and profitability.

Q4 FY2024	Q3 FY2024	FULL FY2024
\$ 2.02m CASH RECEIPTS Q4 FY2024	\$ 2.87m CASH RECEIPTS Q3 FY2024	\$ 12.21m CASH RECEIPTS Q1 - Q4 FY2024
↓ 29%		
\$(1.08m) PRODUCT & OPERATING COSTS PAYMENTS Q4 FY2024	\$(3.25m) PRODUCT & OPERATING COSTS PAYMENTS Q3 FY2024	\$(10.30m) PRODUCT & OPERATING COSTS PAYMENTS Q1 - Q4 FY2024
↓ 67%		
\$100k NET CASH FROM OPERATING ACTIVITIES Q4 FY2024	\$(1.41m) NET CASH USED IN OPERATING ACTIVITIES Q3 FY2024	\$(1.97m) NET CASH USED IN OPERATING ACTIVITIES Q1 - Q4 FY2024
↑ 107%		



Q4 FY2024
\$ 1.04m
CASH AT BANK

RLG KEY BUSINESS METRICS & CASHFLOWS – JUNE 2024



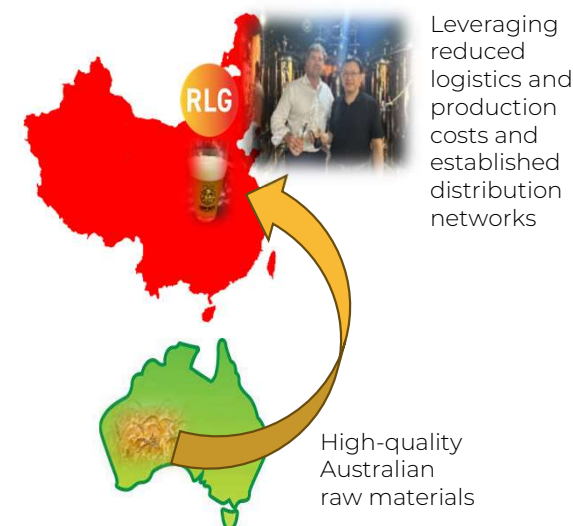
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Following a period of investment in growth and sales channel expansion, RLG continues to optimise its sales conversion methods, delivering lower costs across the company and higher profit margin contribution from product sales, with the following financial outcomes in FY2024.

Operating Cash Flow Item	FY2024	CHANGE FROM FY2023
Advertising & Marketing Costs	(\$500k)	↓ 44%
Staff Costs	(\$2,256k)	↓ 25%
Administration & Corporate Costs	(\$909k)	↓ 9%

Net cash from operating activities Q4 FY24 **+\$100,000**

- Lower margin product sales and channels on hold as the Company focuses on product and sales channel optimisation to contribute positively to operating cashflow and profitability:
- Continued development of own brand VORA health & wellness products targeting expanded range and sales platforms growth.
- Additional products are being marketed in FY2025 and are expected to generate sales that will contribute to achieving higher net profit margins in line with the Company's strategy.



Q4 FY2024 RLG STRATEGIC PLACEMENT & SALES CHANNEL APPOINTMENT



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During Q4 FY2024, RLG appointed e-Commerce, digital marketing and supply chain company, Fujian Jushi Supply Chain Management, for it to sell RLG's products in China.

- During the Quarter, first high-margin sales with Fujian Jushi Supply Chain Management Co., Ltd for RLG's health and wellness products were achieved with **sales of \$245,000** and **cash profit of \$60,000** received in June 2024.
- This new sales channel is expected to drive product profit margin growth of sales of RLG's products, with marketing the responsibility of the sales channel which is to be incentivised for provision of profit to RLG with Performance Rights (5.88m shares vest for every \$100,000 in net profit provided to RLG). *(Subject to shareholder approval.)*
- In further alignment of objectives, Fujian Jushi Supply Chain Management agreed to acquire \$100,000 of RLG shares at \$0.0085, via a placement completed 15 July 2024 (representing +113% premium to the share price prior to issue).
- As announced on 10 July 2024, the placement to Guizhou Yuanzhuang Jiangjiu Supply Chain., Ltd Co was capped at \$500,000 following agreement between the parties and following ongoing delayed incorporation of new investment entity by the investor.
- Ongoing sales of RLG's health products and new Kangaroo Beer continue with Fujian Jushi Supply Chain Management Co., Ltd in July 2024.



Q4 FY2024 PRODUCING AND SELLING BEER IN CHINA FROM AUSTRALIAN INGREDIENTS “KANGAROO BEER”



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In June 2024, RLG entered into an agreement with Henan Rock Kangaroo Brand Management Co., Ltd for it to manufacture and supply beer produced from Australian ingredients which RLG sells through its online and offline channels in China.

- The agreement with Henan Rock will service orders from RLG’s distribution network for a range of beers which are to be marketed and sold under the Kangaroo Beer label.
- First sales in June 2024 achieved **50% profit margin contribution** to RLG.
- Ongoing sales with cash receipts in July 2024 and further monthly orders are under negotiation.



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 reviewed and assessed for further expansion
- Focus on expansion of gross margins through the sale of RLG-owned products to sales channel partners



Q4 FY2024

Corporate, Financial Performance & Other Cash Items



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- **Product Manufacturing and Operating Costs** in the quarter were \$1.08m, **down** from \$3.25m in the prior quarter.
- Payments for **staff costs**, including directors, in the quarter totalled \$516k, **down** from \$572k in the prior quarter.
- **Administration and corporate costs** in the quarter were \$184k, **down** from \$207k in the prior quarter.
- Fees paid to Directors were \$110k during the Quarter, down from \$119k in Q3 FY2024.

RLG SALES CHANNELS & INVESTOR EVENTS IN CHINA

Q1 FY2025



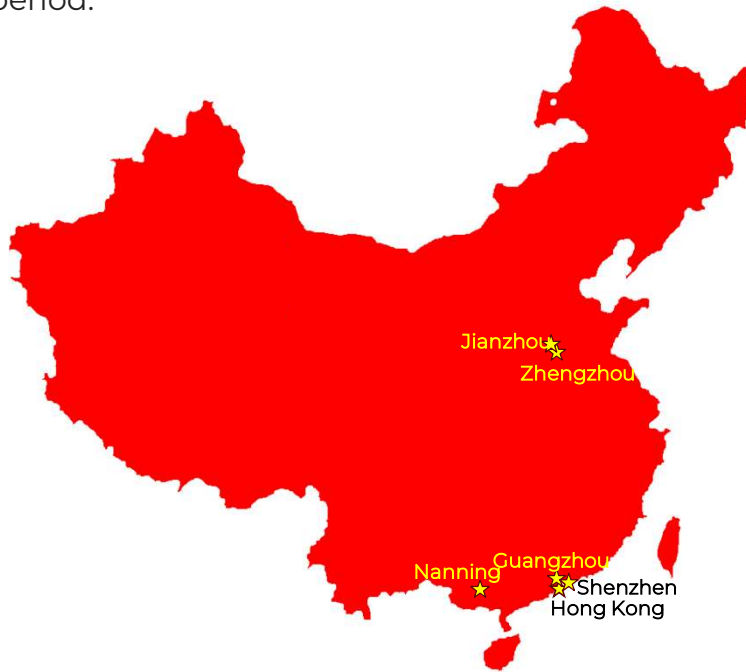
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RLG is delivering a series of events marketing its products and services in China through Q1 FY2025 as part of a programme to select and appoint sales distribution channels for its product portfolio.

The Company will also deliver an Investor Presentation Series to sophisticated investment groups through China during this period.

Key benefits and positioning:

- 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

Source: <https://english.www.gov.cn>, <https://country.eiu.com>

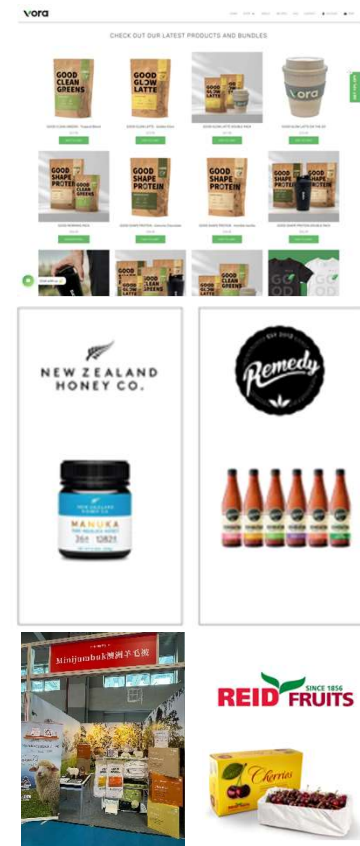
ABOUT ASX:RLG



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

- RLG matches consumer demand with brands via multiple channels
- RLG drives online and in-market sales of international brands
- RLG's focus on Health, Wellbeing and Food products including own VORA brand and product range
- Strong China focus - the largest e-commerce market globally, generating almost 50% of the world's transactions, valued at \$USD2.3 trillion and providing access to 940 million online shoppers*
- The size of the addressable market and RLG's established and expanding platforms for accessing this market provides a solid foundation to drive toward future growth and profitability



* www.trade.gov/country-commercial-guides/china-ecommerce, www.statista.com/statistics/663464/alibaba-cumulative-active-mobile-users-taobao-tmall/

ABOUT ASX:RLG - MULTI-CHANNEL REVENUE MODEL



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REVENUE FROM RECURRING SERVICES FEES + PRODUCT SALES



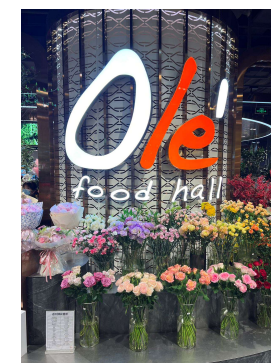
Ecommerce:
Prominent ecommerce and cross border channels



Social Commerce:
Influencers livestreaming and selling direct to consumers



B2B Distributors:
Network connecting with retailers and sales distribution channels



ABOUT ASX:RLG - CONNECTING GLOBAL BRANDS WITH CUSTOMERS



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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 South-east Asia.
- 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

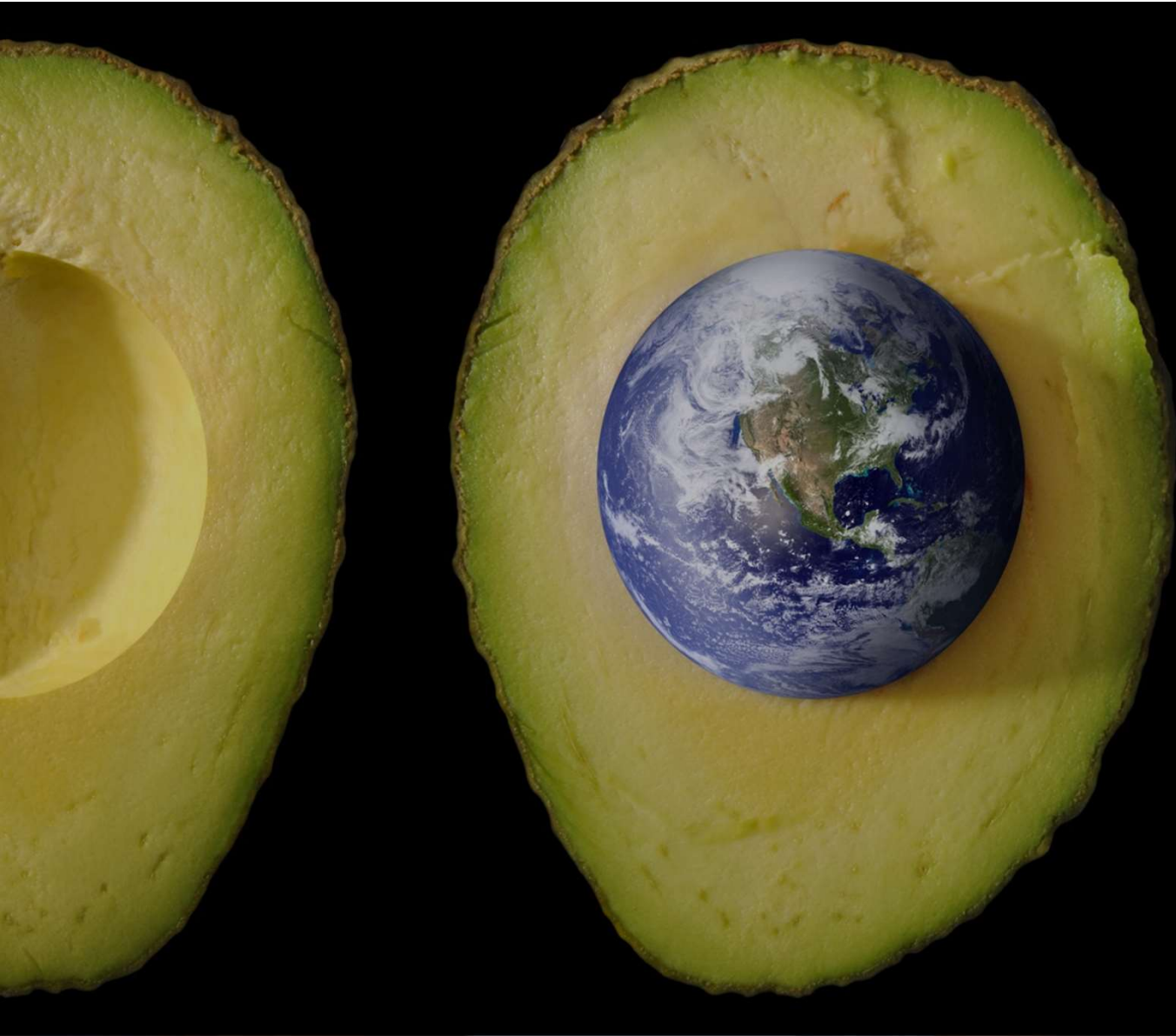
Platform Product Sales of \$36m

ASX:RLG BUSINESS SUMMARY



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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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ASX:RLG

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Website www.roolifegroup.com.au

Issued by: RooLife Group Ltd
Authorised by: The Board of RooLife Group Ltd

Appendix 4C

Quarterly cash flow report for entities subject to Listing Rule 4.7B

Name of entity

RooLife Group Limited

ABN

14 613 410 398

Quarter ended ("current quarter")

30 June 2024

Consolidated statement of cash flows	Current quarter \$A'000	Year to date (12 months) \$A'000
1. Cash flows from operating activities		
1.1 Receipts from customers	2,025	12,217
1.2 Payments for		
(a) research and development	-	-
(b) product manufacturing and operating costs	(1,079)	(10,295)
(c) advertising and marketing	(100)	(503)
(d) leased assets	-	-
(e) staff costs	(516)	(2,256)
(f) administration and corporate costs	(184)	(909)
1.3 Dividends received (see note 3)	-	-
1.4 Interest received	5	31
1.5 Interest and other costs of finance paid	(36)	(137)
1.6 Income taxes paid	-	-
1.7 Government grants and tax incentives	-	52
1.8 Other (provide details if material)	(15)	(171)
1.9 Net cash from / (used in) operating activities	100	(1,971)
2. Cash flows from investing activities		
2.1 Payments to acquire or for:		
(a) entities	-	-
(b) businesses	-	-
(c) property, plant and equipment	(1)	(2)
(d) investments	-	-
(e) intellectual property	-	(6)
(f) other non-current assets	-	-

Consolidated statement of cash flows		Current quarter \$A'000	Year to date (12 months) \$A'000
2.2	Proceeds from disposal of:		
	(a) entities	-	-
	(b) businesses	-	-
	(c) property, plant and equipment	-	2
	(d) investments	75	136
	(e) intellectual property	-	30
	(f) other non-current assets	-	-
2.3	Cash flows from loans to other entities	-	-
2.4	Dividends received (see note 3)	-	-
2.5	Other (provide details if material)	-	63
2.6	Net cash from / (used in) investing activities	74	223

3.	Cash flows from financing activities		
3.1	Proceeds from issues of equity securities (excluding convertible debt securities)	-	500
3.2	Proceeds from issue of convertible debt securities	-	1,200
3.3	Proceeds from exercise of options	-	-
3.4	Transaction costs related to issues of equity securities or convertible debt securities	-	-
3.5	Proceeds from borrowings	-	400
3.6	Repayment of borrowings	(400)	(800)
3.7	Transaction costs related to loans and borrowings	(46)	(54)
3.8	Dividends paid	-	-
3.9	Other (provide details if material)	69	100
3.10	Net cash from / (used in) financing activities	(377)	1,346

4.	Net increase / (decrease) in cash and cash equivalents for the period		
4.1	Cash and cash equivalents at beginning of period	1,248	1,420
4.2	Net cash from / (used in) operating activities (item 1.9 above)	100	(1,971)
4.3	Net cash from / (used in) investing activities (item 2.6 above)	74	223

Consolidated statement of cash flows		Current quarter \$A'000	Year to date (12 months) \$A'000
4.4	Net cash from / (used in) financing activities (item 3.10 above)	(377)	1,346
4.5	Effect of movement in exchange rates on cash held	(8)	19
4.6	Cash and cash equivalents at end of period	1,037	1,037

5.	Reconciliation of cash and cash equivalents at the end of the quarter (as shown in the consolidated statement of cash flows) to the related items in the accounts	Current quarter \$A'000	Previous quarter \$A'000
5.1	Bank balances	1,037	1,248
5.2	Call deposits	-	-
5.3	Bank overdrafts	-	-
5.4	Other (provide details)	-	-
5.5	Cash and cash equivalents at end of quarter (should equal item 4.6 above)	1,037	1,248

6.	Payments to related parties of the entity and their associates	Current quarter \$A'000
6.1	Aggregate amount of payments to related parties and their associates included in item 1	138 ¹
6.2	Aggregate amount of payments to related parties and their associates included in item 2	-

Note: if any amounts are shown in items 6.1 or 6.2, your quarterly activity report must include a description of, and an explanation for, such payments.

¹ Payments totalling \$109,000 were made to directors for fees and superannuation on fees.

Payments totalling \$29,000 were made to Murcia Pestell Hillard Pty Ltd, a company related to Mr. Grant Pestell, for the provision of legal services.

Quarterly cash flow report for entities subject to Listing Rule 4.7B

7.	Financing facilities	Total facility amount at quarter end \$A'000	Amount drawn at quarter end \$A'000
	<i>Note: the term "facility" includes all forms of financing arrangements available to the entity. Add notes as necessary for an understanding of the sources of finance available to the entity.</i>		
7.1	Loan facilities	1,600	1,400
7.2	Credit standby arrangements	50	-
7.3	Other (please specify)	-	-
7.4	Total financing facilities	1,650	1,400
7.5	Unused financing facilities available at quarter end		250
7.6	Include in the box below a description of each facility above, including the lender, interest rate, maturity date and whether it is secured or unsecured. If any additional financing facilities have been entered into or are proposed to be entered into after quarter end, include a note providing details of those facilities as well.		
	<p>Unsecured Loan Agreement for a line of credit of \$400,000, with Director Bryan Carr and Warren Barry, to be drawn down for sale of productions into China. Interest is calculated at 10% per annum on loan amount drawn down, payable in arrears. Repayment per transaction, typically 90 days terms for repayment to be agreed between lender and Borrower on a case by case basis.</p> <p>Convertible Note Agreement for \$200,000 with existing shareholder Xiaodan Wu (A Hong Kong Based substantial shareholder in RLG). Interest is calculated at 8% per annum on loan amount drawn down, payable quarterly in arrears. Repayment of the loan amount is due on 14 August 2024. The lender may elect to convert part or all of the Loan into RLG Shares at any time prior to the end of the Term. Any conversion of the Loan into RLG Shares will be at a conversion price of \$0.025 per RLG Share The loan is secured by a charge over receivables and inventory to the equivalent value of amount outstanding of the Loan.</p> <p>Convertible Note Agreement for \$1,000,000 with Westcap Pty Ltd. Interest is calculated at 8% per annum on loan amount drawn down, payable quarterly in arrears. Repayment of the loan amount is due on 28 October 2024. The lender may elect to convert part or all of the Loan into RLG Shares at any time prior to the end of the Term. Any conversion of the Loan into RLG Shares will be at a conversion price of \$0.025 per RLG Share The loan is secured by a charge over inventory directly purchased with funds lent to the equivalent value of amount outstanding of the Loan.</p> <p>Business Overdraft Facility of \$49,999 with Australia and New Zealand Banking Group Limited (ANZ) at an interest rate of 10.45%. The facility is unsecured and has no fixed maturity date.</p>		

8.	Estimated cash available for future operating activities	\$A'000
8.1	Net cash from / (used in) operating activities (item 1.9)	100
8.2	Cash and cash equivalents at quarter end (item 4.6)	1,037
8.3	Unused finance facilities available at quarter end (item 7.5)	250
8.4	Total available funding (item 8.2 + item 8.3)	1,287

8.5 **Estimated quarters of funding available (item 8.4 divided by item 8.1)**

N/A

Note: if the entity has reported positive net operating cash flows in item 1.9, answer item 8.5 as "N/A". Otherwise, a figure for the estimated quarters of funding available must be included in item 8.5.

8.6 If item 8.5 is less than 2 quarters, please provide answers to the following questions:

8.6.1 Does the entity expect that it will continue to have the current level of net operating cash flows for the time being and, if not, why not?

Answer: N/A

8.6.2 Has the entity taken any steps, or does it propose to take any steps, to raise further cash to fund its operations and, if so, what are those steps and how likely does it believe that they will be successful?

Answer: N/A

8.6.3 Does the entity expect to be able to continue its operations and to meet its business objectives and, if so, on what basis?

Answer: N/A

Note: where item 8.5 is less than 2 quarters, all of questions 8.6.1, 8.6.2 and 8.6.3 above must be answered.

Compliance statement

- 1 This statement has been prepared in accordance with accounting standards and policies which comply with Listing Rule 19.11A.
- 2 This statement gives a true and fair view of the matters disclosed.

Date: 30 July 2024

Authorised by: The Board of RooLife Group Ltd

Notes

1. This quarterly cash flow report and the accompanying activity report provide a basis for informing the market about the entity's activities for the past quarter, how they have been financed and the effect this has had on its cash position. An entity that wishes to disclose additional information over and above the minimum required under the Listing Rules is encouraged to do so.
2. If this quarterly cash flow report has been prepared in accordance with Australian Accounting Standards, the definitions in, and provisions of, *AASB 107: Statement of Cash Flows* apply to this report. If this quarterly cash flow report has been prepared in accordance with other accounting standards agreed by ASX pursuant to Listing Rule 19.11A, the corresponding equivalent standard applies to this report.
3. Dividends received may be classified either as cash flows from operating activities or cash flows from investing activities, depending on the accounting policy of the entity.
4. If this report has been authorised for release to the market by your board of directors, you can insert here: "By the board". If it has been authorised for release to the market by a committee of your board of directors, you can insert here: "By the [name of board committee – eg Audit and Risk Committee]". If it has been authorised for release to the market by a disclosure committee, you can insert here: "By the Disclosure Committee".
5. If this report has been authorised for release to the market by your board of directors and you wish to hold yourself out as complying with recommendation 4.2 of the ASX Corporate Governance Council's *Corporate Governance Principles and Recommendations*, the board should have received a declaration from its CEO and CFO that, in their opinion, the financial records of the entity have been properly maintained, that this report complies with the appropriate accounting standards and gives a true and fair view of the cash flows of the entity, and that their opinion has been formed on the basis of a sound system of risk management and internal control which is operating effectively.