



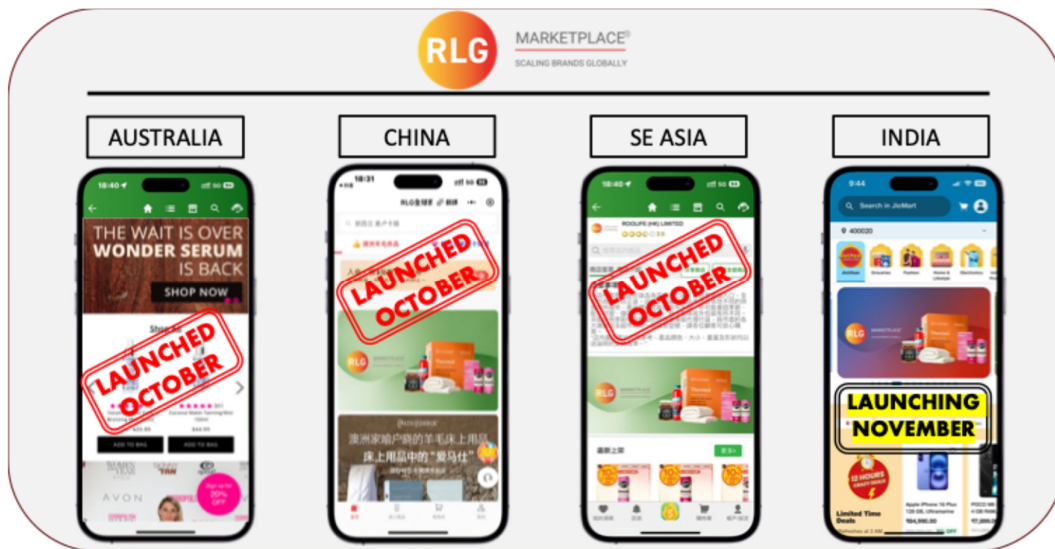
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28 October 2024

## NEW MARKETPLACES DELIVER \$270K OF ADDED SALES IN FIRST MONTH

- The global expansion of RLG Marketplace continues with the launch of new online stores in 3 key markets – China, Hong Kong and Australia.
- RLG Marketplace expansion drives \$270k in new sales achieved in October to date.
- The new sales channels contribute to RLG’s objective of delivering margin improvement from Company-owned online Marketplaces.
- RLG Marketplace with JioMart in India is on track for November launch, selling Australian food, health, and wellness products.
- RLG is exceptionally well placed to deliver significant top line growth in FY2025 as it builds out higher margin sales channels in two of the world’s largest consumer markets – China and India.

e-Commerce company RooLife Group Ltd (ASX:RLG) (“RLG” or “Company”) is delighted to provide an update on the Company’s continued global expansion of its **RLG Marketplace** e-commerce platforms with three new online store launched this month in Australia, China and Hong Kong with the new Indian RLG Marketplace on schedule for launch in November.



Following the launch of new RLG Marketplace stores and campaigns this month, \$270,000 of product sales have been achieved so far in October from these stores alone. It is confirmation of the scalable and transferrable nature of RLG’s e-commerce business and its ability to reach consumers across multiple growth markets via the RLG Marketplace platform. As previously communicated, selling products through Company-owned platforms will also deliver improved margins as well as top line growth.

RLG’s expansion strategy is focused on new, rapidly developing markets with forecast strong growth over the next 5 years. The recently announced launch into India is key to this strategy to market and sell the Company’s product portfolio into the high-growth Asian region with 50% of the world’s population.



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The key markets of India and China, in which RLG operates, are forecast to be the two largest consumer markets in the world by 2030<sup>1</sup>.

#### **Comment**

**RLG Chief Executive Officer Bryan Carr said:** *“These new RLG Marketplaces in high growth consumer markets will be key to RLG continuing to grow our margins and developing sales by connecting our strategically curated portfolio of products and services to a wider consumer base. The \$270,000 of sales so far this month from these platforms alone is a good start and we see considerable growth beyond this.*

*The launch in Hong Kong with HKTVMall delivers RLG access to millions of active users who regularly shop on the platform, offering significant exposure for our portfolio of brands and solidifying RLG's commitment to expanding its footprint in South East Asia.*

*We are on track to launch in India next month with JioMart, part of Reliance Retail, and we are confident India will be a big part of our business. I look forward to reporting on progress as we approach going live.”*

#### **RLG Marketplace to add sales through new online presence in China and Hong Kong**

The new RLG Marketplace store in China drove strong sales in October, leveraging the Group's digital marketing capabilities and demonstrating the cross-market expertise within RLG.

As an extension of the sales channels RLG provides in China, the Company continues its partnership with Fujian Jushi Supply Chain Management Co., Ltd to expand this sales channel. The partnership model proposed the incorporation of a wholly-owned subsidiary to on-sell RLG's products through its channels, with profits delivered to RLG proposed to be recognised by the provision of Performance Rights, convertible into ordinary fully paid RLG shares based on a proportion of the profit delivered. Whilst sales and profits are being derived through the partnership, the conditions precedent have not been completed and so the Company has not proceeded with the issue of the Performance Rights as previously announced.

Continuing its expansion in China, RLG is pleased to announce the launch of its new e-commerce store on HKTVMall, further leveraging RLG's established portfolio of products in new, developing markets.

HKTVMall is Hong Kong's largest online shopping platform and provides another opportunity for RLG's established portfolio of products and services to be made readily available to this fast-growing digital retail market in Hong Kong and more widely throughout South East Asia.

The new RLG Marketplace HKTVMall store will offer a wide range of premium products sourced from international brands, with a focus on health, wellness, beauty and lifestyle categories. RLG's data-driven approach will match its curated product selection to meet the demands and preferences of Hong Kong's diverse customer base.

#### **India Marketplace in partnership with Reliance Group's JioMart on track for launch next month**

RLG is now well advanced with the planned launch in November of the RLG Marketplace platform in India in partnership with India's Number 1 retailer, Reliance Retail's e-commerce platform operator JioMart<sup>2</sup> (ASX Announcement 25 September 2024). The online store and platform will market and sell premium Australian products to Indian consumers on the dedicated “A Taste of Australia” store.



*RLG's growing portfolio of Australian health and wellness products includes RLG's VORA range*

The RLG Marketplace's proven digital marketing and product sales platform expansion into the Indian market will deliver Australian and international brands access to this rapidly developing market of over 1.4 billion consumers, with Australian products to be advantaged as tariffs are removed and become duty free into India. (More information available at [www.roolifegroup.com.au/services/india](http://www.roolifegroup.com.au/services/india).)

Additionally, RLG has selected a range of Australian cosmetic brands which it has been contracted to launch into India in December, with the new products to be showcased at major international event, Cosmoprof and progressively rolled out on the RLG Marketplace platforms.

**New platforms in other markets including Australia and Malaysia**

The Company continues to seek out additional growth opportunities for its RLG Marketplace platform in new markets and has entered into a Memorandum of Cooperation with Skyvast Sdn Bhd, a Malaysian agricultural and food products company with the parties to collaborate on sourcing and distribution of products across key markets such as Australia, Malaysia, China and India, leveraging both parties existing product portfolios and sales channels across these markets.

Expansion has continued in Australia with another new online store launched in October as part of the RLG Marketplace roll out, connecting RLG to new consumers in Australia with its product portfolio increasingly to be made available to consumers across RLG's multiple markets.

Through October, RLG's digital marketing campaigns drove over 20 million impressions and over 200,000 unique visitors across key platforms and stores, including Amazon, Google and Meta, driving sales growth and brand awareness as expansion continued across multiple regions.

RLG continues to deliver on its global expansion strategy and looks forward to updating shareholders on its further progress as the launch of new products and stores across new markets develops.

**ENDS**

*(Sources: 1 - [www.visualcapitalist.com/the-worlds-largest-consumer-markets-in-2030/](http://www.visualcapitalist.com/the-worlds-largest-consumer-markets-in-2030/) 2- <https://relianceretail.com/key-facts.html>)*

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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

