



UNLOCK A WORLD
OF POTENTIAL



—
QUARTERLY ACTIVITIES REPORT AND APPENDIX 4C
FOR THE PERIOD ENDED 30 SEPTEMBER 2024

ASX:RLG

31 OCTOBER 2024

Q1 FY2025 APPENDIX 4C & KEY FINANCIAL DATA

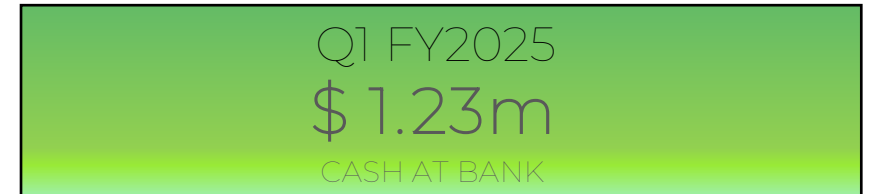
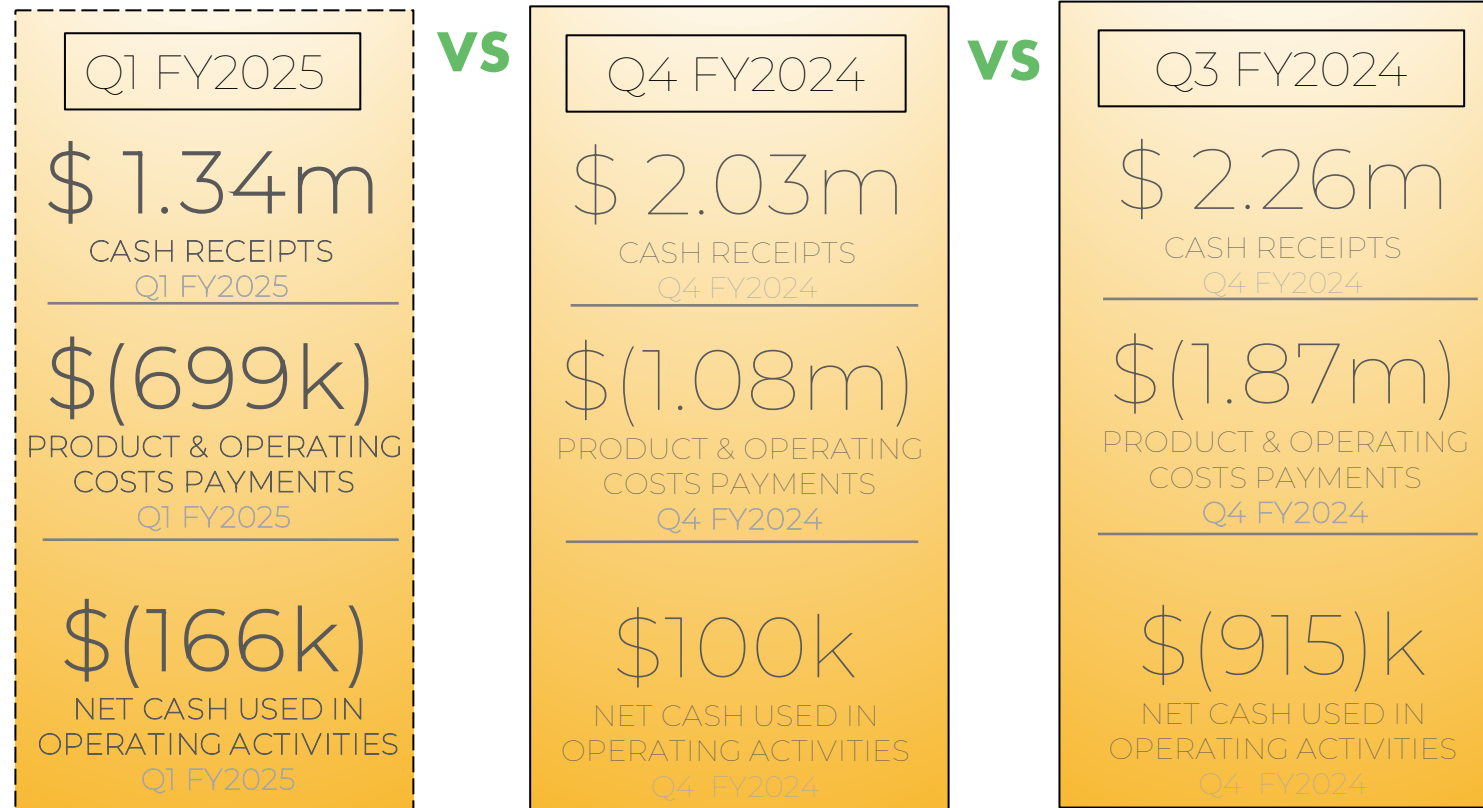


UNLOCK A WORLD
OF POTENTIAL

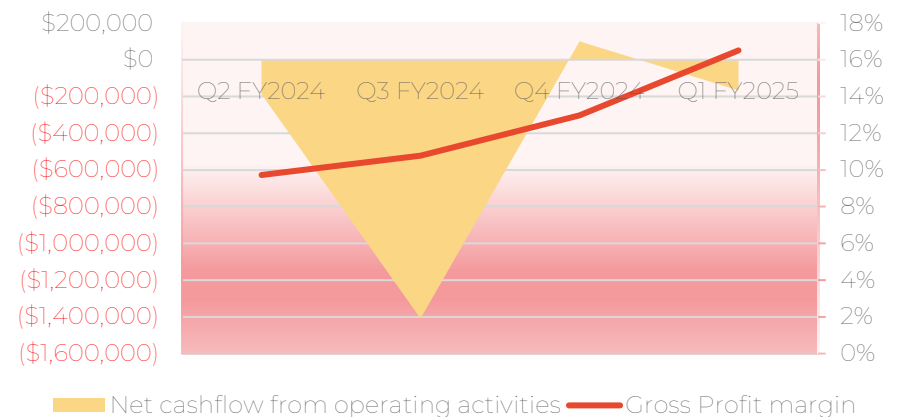
Through Q1 FY2025, the Company continued its focus on driving higher profit margin product sales, which combined with the cost savings implemented has meant Net Cash Used in Operating Activities over the last 2 Quarters has reduced to (\$66k) in total for the 6-month period, April – September 2024.

Sales Revenue was \$761k (unaudited) for the Quarter as the Company refocussed its efforts on building and launching its new RLG Marketplace Platforms scheduled for October and November 2024. The subsequent expansion of the RLG Marketplace has driven significant new sales in October to date, with forecast sales revenue for the month expected to be approximately \$1M.

Gross profit margin on sales has increased each Quarter as the Company focusses on driving improved profitability.



Cashflow from Operative Activities & Gross Profit Margin Performance over last 4 Quarters



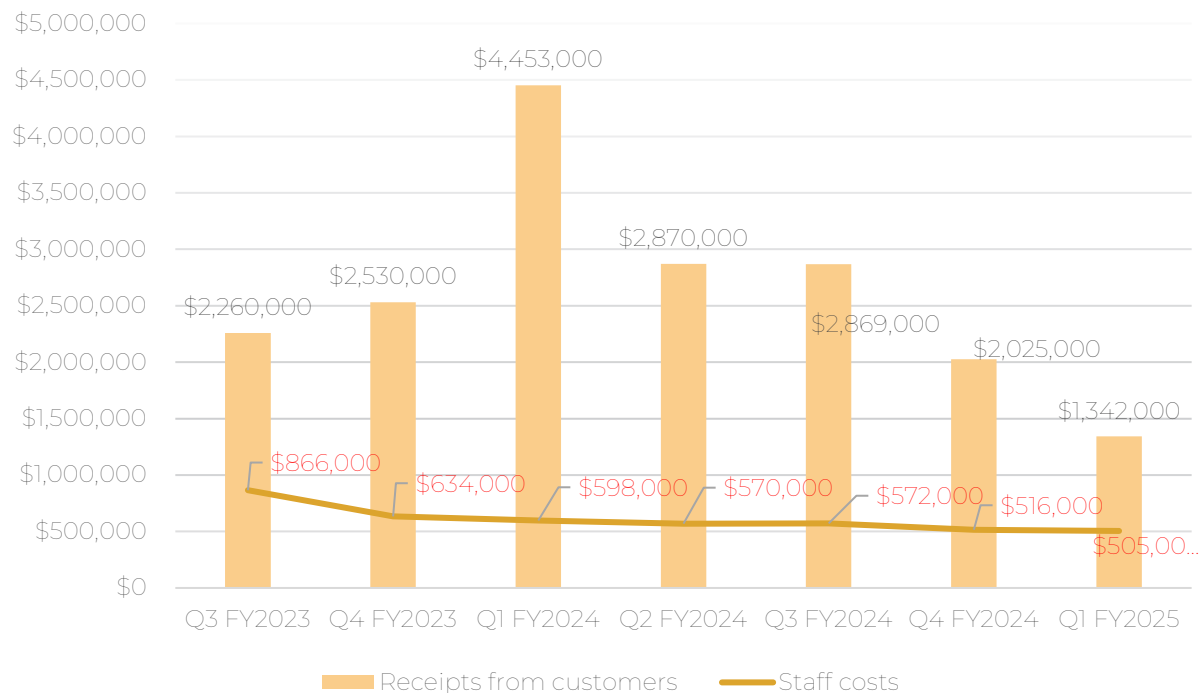
Q1 FY2025 APPENDIX 4C & KEY FINANCIAL DATA



UNLOCK A WORLD
OF POTENTIAL

Higher margin transactions from new sales channels combined with the cost savings from cost minimisation exercises implemented throughout FY2024 are expected to contribute to the overall profitability of the Company. The Company continues to tightly manage key expenses of operation including staff costs, advertising and marketing, administration, corporate, investor relations and advisory costs.

Cash Receipts from Customers and Staff Costs



Payments for Operating Costs



*\$0.35m of placement is subject to shareholder approval

RLG MARKETPLACE - PROVIDING DIVERSIFIED ACCESS TO ASIA



UNLOCK A WORLD
OF POTENTIAL

- 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.
- 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*.



* Source: www.visualcapitalist.com/the-worlds-largest-consumer-markets-in-2030

RLG'S MULTI-CHANNEL REVENUE MODEL

REVENUE FROM RECURRING SERVICES FEES + PRODUCT SALES ACROSS MULTIPLE MARKETS



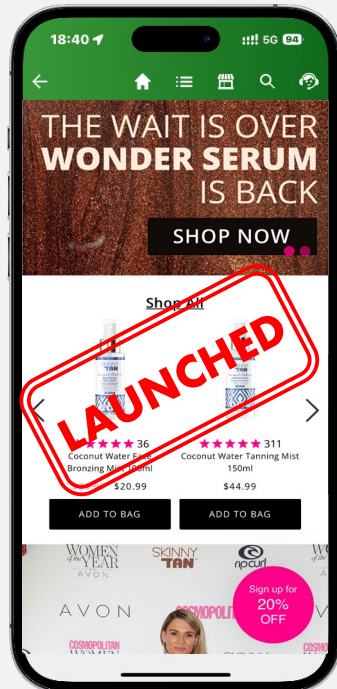
UNLOCK A WORLD OF POTENTIAL



MARKETPLACE[®]

SCALING BRANDS GLOBALLY

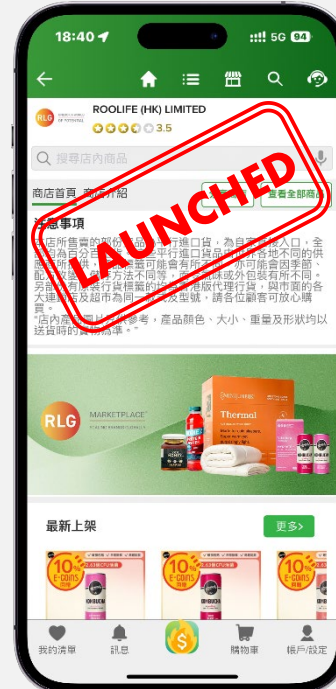
AUSTRALIA



CHINA



SE ASIA



INDIA



Q1 FY2025 “RLG KANGAROO BEER” AGREEMENT PRODUCED & SOLD IN CHINA FROM AUSTRALIAN INGREDIENTS



UNLOCK A WORLD
OF POTENTIAL

- During the Quarter RLG 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 RLG Kangaroo Beer label.
- New agreement for RLG Kangaroo Beer for minimum sales of \$1,250,000 in Year 1 signed September 2024.
- The RLG Kangaroo Beer, produced from Australian ingredients and manufactured and sold in China.
- Provides RLG exposure and access to the largest and fastest growing beer market in the world, with forecast sales of \$180 billion in 2024* and leverages the high regard for quality Australian ingredients, combined with RLG’s growing network of distributors in China .



*Source: <https://www.statista.com/topics/7216/beer-industry-in-china/#topicOverview>, <https://www.visualcapitalist.com/which-countries-drink-the-most-beer-3/>

Q1 FY2025 - NEW PHARMACEUTICALS & SKINCARE AGREEMENT AND SALES



UNLOCK A WORLD
OF POTENTIAL

This collaboration focuses on selling health and skincare products, allowing RooLife to tap into its market insights and sales channels, particularly in high-demand markets like China.

- Careline Group appointed to manufacture RLG's VORA health and wellness products made from Australian ingredients and to be sold globally
- New agreement positions RLG for continued margin expansion
- RLG to sell Careline range, including Chantelle Skincare products in China
- First sales orders of new high-margin product range under this agreement of ~\$70,000 in September
- Products to be launched into India in December 2024 at Cosmoprof



Cosmoprof India is the key B2B event for the beauty market in India, bringing together the leading players in the industry and offering unmissable opportunities for business and networking. It also serves as the perfect stage for the most creative trendsetters, eager to present new product launches and innovative solutions.

The event is fully dedicated to all the product categories of the beauty sector, **from branded finished products to supply chain.**

Designed for professionals, retailers, distributors, and supply chain sectors, the 5th edition, running **from December 5-7, 2024** will feature international and local companies showcasing their excellence and groundbreaking innovations to the entire beauty community.



Q1 FY2025 - RLG TO LAUNCH IN INDIA WITH NO. 1 RETAILER, RELIANCE RETAIL'S JIOMART



UNLOCK A WORLD OF POTENTIAL

- RLG is launching its Australian Pavilion with India's Number 1 retailer Reliance Retail's, JioMart
- JioMart & RLG to work together to introduce Australian food, health, and wellness products to the Indian market, leveraging its customer base and distribution footprint
- New partnership with Indian company, Globali, to provide importation, warehousing and logistics and in-market services
- Launch Event in Bangalore, India with Reliance Retail, JioMart, Globali & Austrade
- Attended and supported by the state Investment & Trade organisations from WA, QLD, NSW and VIC
- Leverages the opportunity under the Australia India Trade Agreement, with more than 85% of Australian goods set to become duty-free in India

Reliance Retail & JioMart Key Facts (www.relianceretail.com/key-facts.html, www.relianceretail.com/reliance-jiomart.html)

 **1.26 billion**
Number of transaction FY2024

> 304 Million
Registered customer base
As on March 31, 2024 

18,918
Retail Stores 
As on June 30, 2024



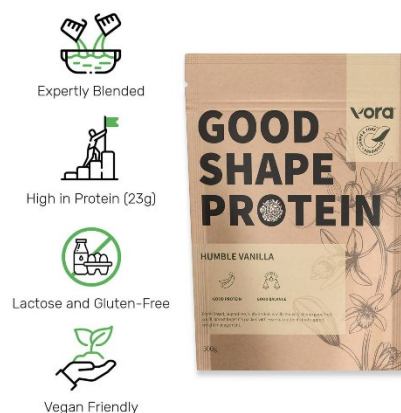
RLG OWN BRAND VORA – EXPANSION IN RANGE & SALES CHANNELS



UNLOCK A WORLD
OF POTENTIAL

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



RLG Marketplace – Key Developments in October 2024



UNLOCK A WORLD
OF POTENTIAL



- In October 2024, 3 new RLG Marketplace online stores launched in 3 key markets:
 - ✓ China
 - ✓ Hong Kong
 - ✓ Australia
- \$270,000 in new sales achieved in first two weeks
- Objective of company-owned stores is to deliver margin growth
- 20 million impressions and over 200,000 unique visitors across key platforms and stores in October
- RLG Marketplace with JioMart in India is on track for November 2024 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.

Q1 FY2025 - SUCCESSFUL COMPLETION OF ENTITLEMENT OFFER



UNLOCK A WORLD
OF POTENTIAL

Renounceable rights issue announced on 28 August 2024 closed, raising \$1,531,400 (before the costs).

- The Company issued 382,850,000 new fully paid ordinary shares and 187,500,000 new options exercisable at \$0.01, with expiry date of 26 September 2026.
- The Options have been quoted under the ASX code RLGO.
- Funding being applied to fast-track opportunities in hand, to:
 - Continue expansion and reach of RLG's sales platform in both existing and new markets;
 - Drive increased profit margin with the marketing and sales of higher-margin, high-demand products, including the Company's own food and health brand VORA;
 - Repayment of the outstanding convertible note meaning transactions deliver higher margins directly to the Company.

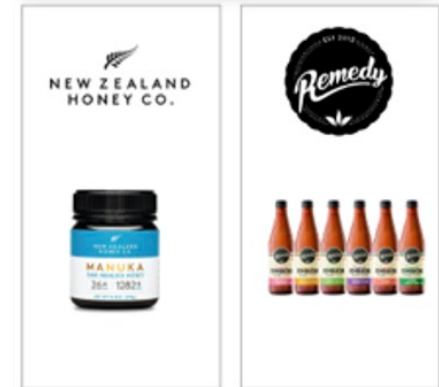
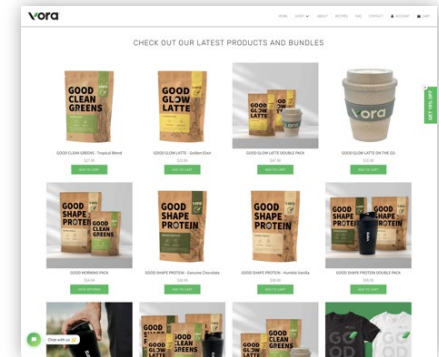


- Product Manufacturing and Operating Costs in the quarter were \$699k, **down** from \$1.08m in the prior quarter.
- Payments for staff costs, including directors, in the quarter totalled \$505k, **down** from \$516k in the prior quarter.
- Administration and corporate costs in the quarter were \$170k, **down** from \$184k in the prior quarter.
- Fees paid to Directors were \$97k during the Quarter, **down** from \$110k in the prior quarter.



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

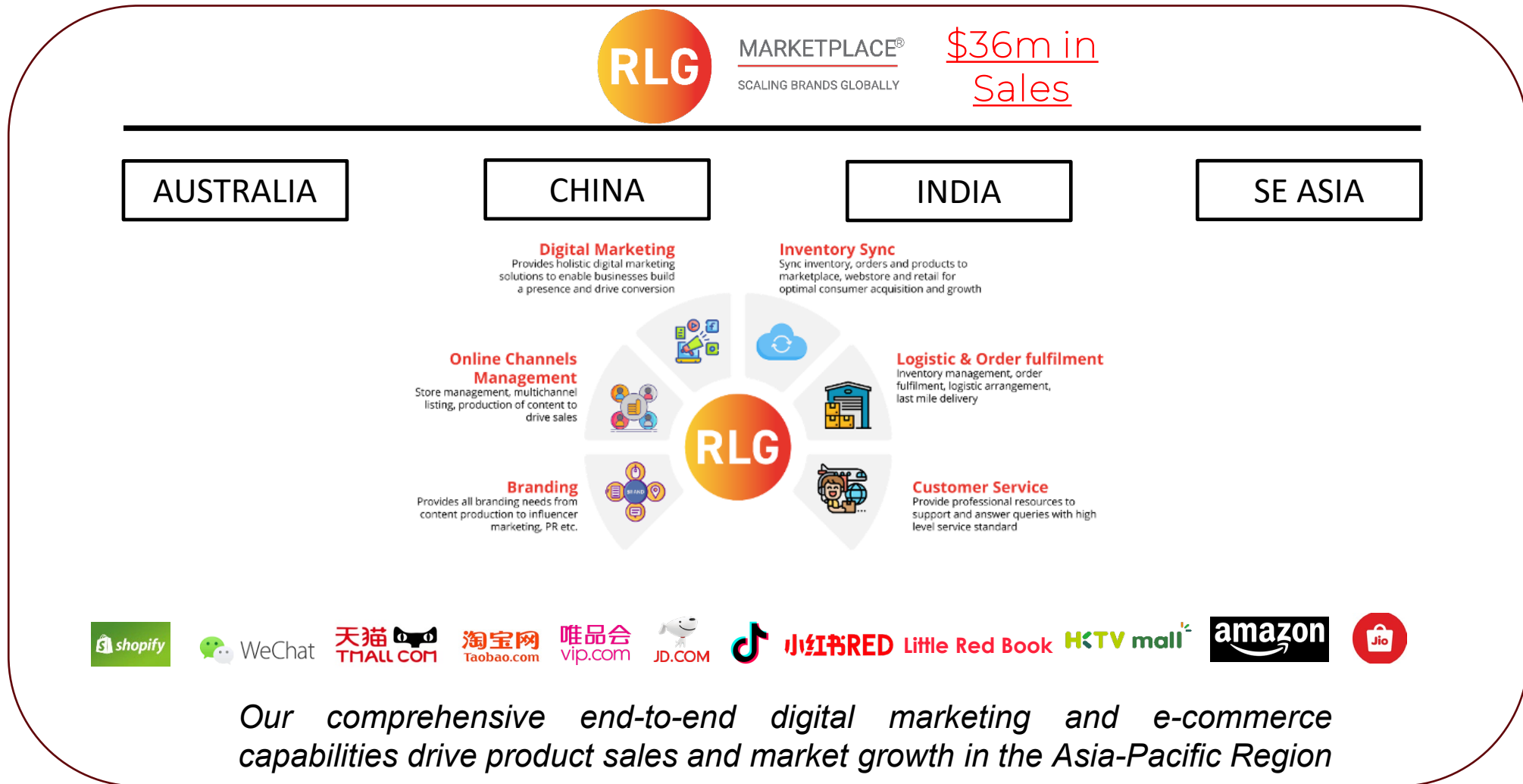
- RLG matches consumer demand with brands via multiple channels
- RLG drives online and in-market sales of international brands
- RLG's focus on Health, Wellbeing and Food products including own VORA brand and product range
- The size of the addressable market and RLG's established and expanding platforms for accessing this market provides a solid foundation to drive toward future growth and profitability



RLG Marketplace Multi-Channel Revenue Model



UNLOCK A WORLD
OF POTENTIAL



RLG CONNECTS GLOBAL BRANDS WITH CUSTOMERS

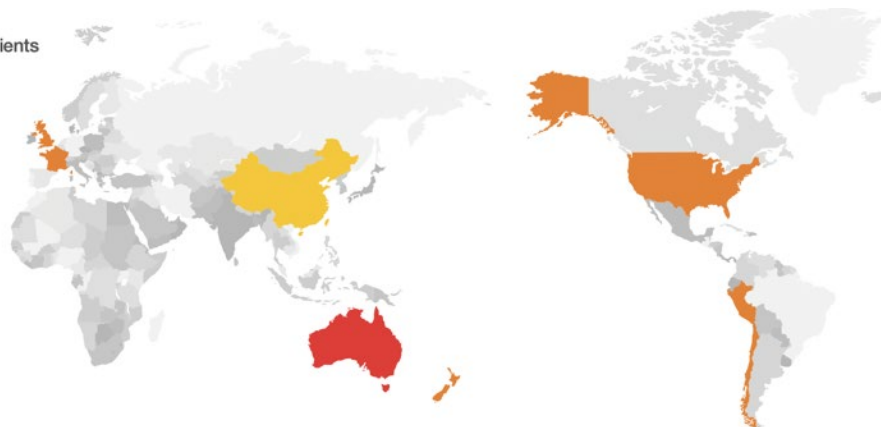


UNLOCK A WORLD OF POTENTIAL

- An established, leading e-commerce platform provider
- Selling food, health and well being products
- Global Client Base – 7 Countries
- Own Brand – VORA “Good for you” Food Products launched
- Market Focus – Australia, South East Asia & Emerging Markets
- Targeting growing margin on Product Sales

Global Footprint of Clients

- Australia
- New Zealand
- USA
- UK
- France
- Peru
- Chile



RLG China Channel Network



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





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:

Expert team providing logistics, warehousing, translation, marketing, distribution and e-commerce support for rapid market entry and global growth.

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.

Growing Margins & Declining Resource Costs Base::

Mix of recurring revenues and product sales with growing range of own-brand products and sales channels. **Increasing margins, declining resource cost base.**



UNLOCK A WORLD
OF POTENTIAL

ASX:RLG

Twitter [\\$RLG_Investors](#)

LinkedIn [RooLife Group](#)

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 September 2024

Consolidated statement of cash flows	Current quarter \$A'000	Year to date (3 months) \$A'000
1. Cash flows from operating activities		
1.1 Receipts from customers	1,342	1,342
1.2 Payments for		
(a) research and development	-	-
(b) product manufacturing and operating costs	(699)	(699)
(c) advertising and marketing	(97)	(97)
(d) leased assets	-	-
(e) staff costs	(505)	(505)
(f) administration and corporate costs	(170)	(170)
1.3 Dividends received (see note 3)	-	-
1.4 Interest received	8	8
1.5 Interest and other costs of finance paid	(36)	(36)
1.6 Income taxes paid	-	-
1.7 Government grants and tax incentives	4	4
1.8 Other (provide details if material)	(13)	(13)
1.9 Net cash from / (used in) operating activities	(166)	(166)
2. Cash flows from investing activities		
2.1 Payments to acquire or for:		
(a) entities	-	-
(b) businesses	-	-
(c) property, plant and equipment	-	-
(d) investments	-	-
(e) intellectual property	-	-
(f) other non-current assets	-	-

Consolidated statement of cash flows		Current quarter \$A'000	Year to date (3 months) \$A'000
2.2	Proceeds from disposal of:		
	(a) entities	-	-
	(b) businesses	-	-
	(c) property, plant and equipment	-	-
	(d) investments	80	80
	(e) intellectual property	-	-
	(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)	(12)	(12)
2.6	Net cash from / (used in) investing activities	68	68
3.	Cash flows from financing activities		
3.1	Proceeds from issues of equity securities (excluding convertible debt securities)	1,531	1,531
3.2	Proceeds from issue of convertible debt securities	-	-
3.3	Proceeds from exercise of options	-	-
3.4	Transaction costs related to issues of equity securities or convertible debt securities	(111)	(111)
3.5	Proceeds from borrowings	-	-
3.6	Repayment of borrowings	(1,106)	(1,106)
3.7	Transaction costs related to loans and borrowings	-	-
3.8	Dividends paid	-	-
3.9	Other (provide details if material)	-	-
3.10	Net cash from / (used in) financing activities	314	314
4.	Net increase / (decrease) in cash and cash equivalents for the period		
4.1	Cash and cash equivalents at beginning of period	1,037	1,037
4.2	Net cash from / (used in) operating activities (item 1.9 above)	(166)	(166)
4.3	Net cash from / (used in) investing activities (item 2.6 above)	68	68

Consolidated statement of cash flows		Current quarter \$A'000	Year to date (3 months) \$A'000
4.4	Net cash from / (used in) financing activities (item 3.10 above)	314	314
4.5	Effect of movement in exchange rates on cash held	(24)	(24)
4.6	Cash and cash equivalents at end of period	1,229	1,229

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	1,229	1,037
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)	1,229	1,037

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	131 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 \$97,000 were made to directors for fees and superannuation on fees.

Payments totalling \$34,000 were made to Murcia Pestell Hillard Pty Ltd, a company related to Mr. Grant Pestell, for the provision of legal services.

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	295	295
7.2 Credit standby arrangements	50	-
7.3 Other (please specify)	-	-
7.4 Total financing facilities	345	295
7.5 Unused financing facilities available at quarter end		50
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 \$200,000, with Director Bryan Carr 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 \$95,000 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 31 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)	(166)
8.2 Cash and cash equivalents at quarter end (item 4.6)	1,229
8.3 Unused finance facilities available at quarter end (item 7.5)	50
8.4 Total available funding (item 8.2 + item 8.3)	1,279
8.5 Estimated quarters of funding available (item 8.4 divided by item 8.1)	7.70
<i>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.</i>	
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: 31 October 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.