



UNLOCK A WORLD

OF POTENTIAL



ASX:RLG ANNUAL GENERAL MEETING

SHAREHOLDER
UPDATE

29 NOVEMBER 2024

ASX:RLG E-COMMERCE BUSINESS FOCUS



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RLG's e-commerce stores operate in **Australia, China, Hong Kong and India.**

The RLG Marketplace platform markets and sells **food, beverage** and **health** and **wellness products**, including RLG's own health and food brand – **VORA** – in key growth markets.

- RLG's expansion strategy is focused on selling high-demand products into rapidly developing markets – those with strong forecast growth over the next 5 years – and through Company-owned stores.
- 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*.
- Through the last year, RLG has delivered **higher margin transactions** from new sales channels and new online stores.
- Company-owned **VORA** Brand delivering RLG higher margins.
- The company has successfully delivered cost minimisation across the business to contribute to the overall profitability of the Company.



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

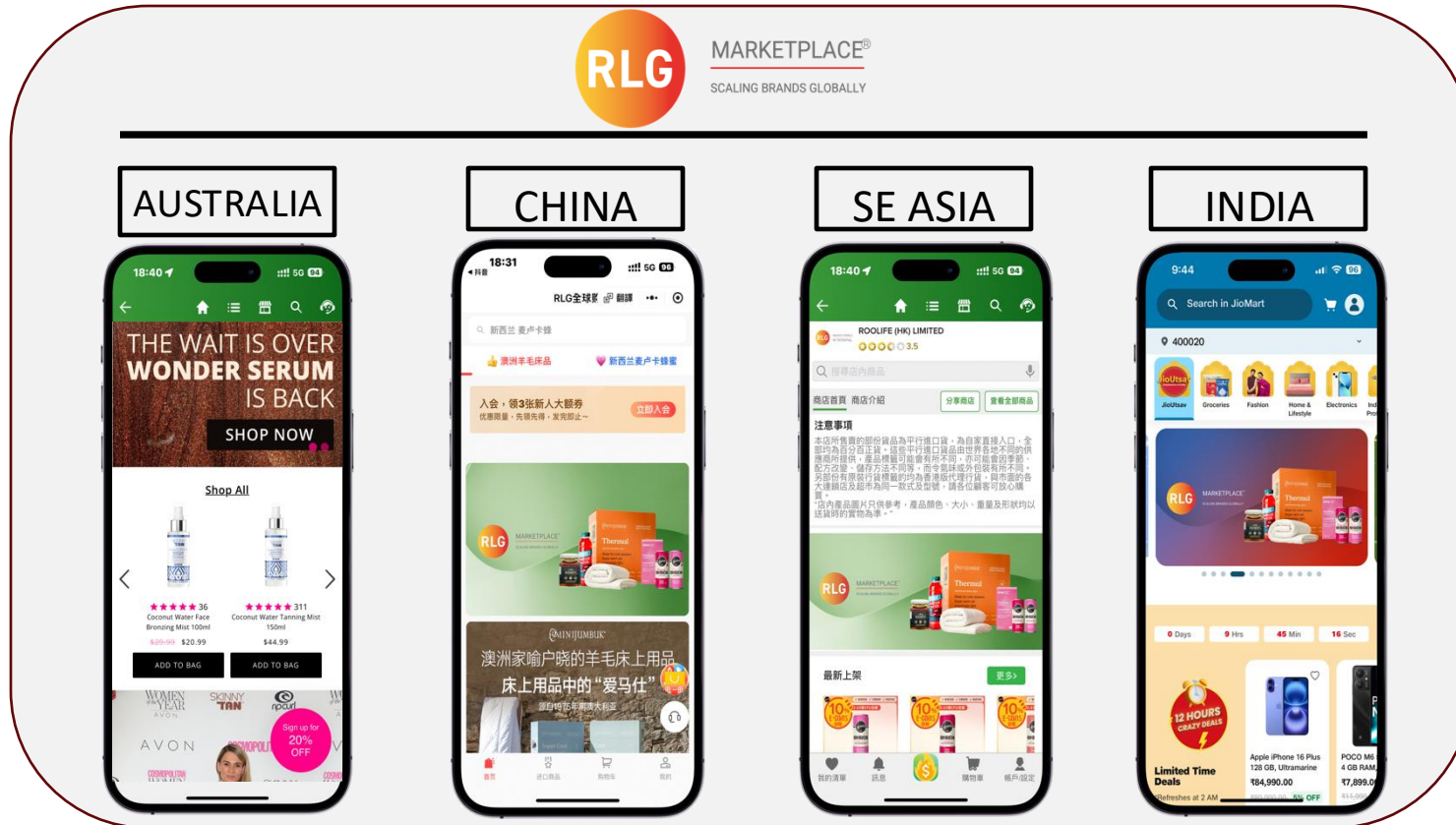
RLG Marketplace Global Shopping Platform

MULTI-CHANNEL REVENUE MODEL



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RLG sells its product range across multiple markets, including Australia, with a focus in the two largest consumer markets in the world – **China & India**.

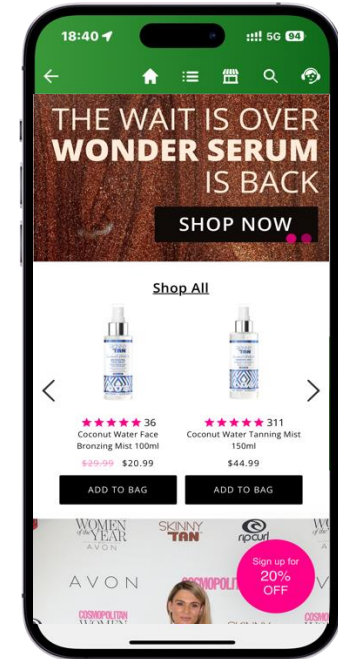


RLG MARKETPLACE IN AUSTRALIA



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- Food, health & wellness focus
- Dedicated Customer Database of 27,000 established shoppers
- 20 million impressions and over 200,000 unique visitors across key platforms and online stores in last month
- Strong Month-on-Month sales growth on company's online store
- Delivering high gross margins up to 70% on company's online store



6 Superfood Greens



Herbal Superfood Extracts



Delicious Tropical Flavour



Good Digestive Enzymes



RLG MARKETPLACE IN CHINA



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- Food, health & wellness focus
- Multi-platforms
- Social e-Commerce
- Influencer-driven campaigns using both Key Opinion Leaders (KOLs) and Key Opinion Customers (KOCs)
- RLG provides product, marketing, and sales support
- Connecting with the direct-sales departments of major e-Commerce platforms
- Seamless integration for both online and offline distribution
- Proven and successful sales outcomes



真这么有用? 麦卢卡蜂蜜
食用全攻略 我们家常年...



RLG MARKETPLACE IN INDIA



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- Food, health & wellness focus
- RLG's Australian Pavilion launched 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
- Leverages the opportunity under the Australia India Trade Agreement, with more than 85% of **Australian goods set to become duty-free in India**



India Launch Event



Attended by Austrade, Reliance Retail & RLG



16 participants from government & industry



RLG signs agreement with Reliance Retail Platforms

RLG DELIVERS RAPID ACCESS TO THE INDIAN ECOMMERCE MARKET



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As Indian consumers increasingly turn to online shopping and demand for international goods rises, now is the perfect time to enter the booming economy of India – with online shopping set to boom.



Retail Market Growing to US\$2 Trillion

India's retail market is expected to grow from US\$1.3 trillion in 2023 to US\$2 trillion by 2030, driven by increasing urbanisation and rising consumer spending (Shah & Modi, 2022).



eCommerce Growing to US\$350 Billion

India's online retail market is projected to reach US\$350 billion by 2030, fuelled by increasing demand for imported goods (Shah & Modi, 2022). This marks a significant leap from US\$74.8 billion in 2022 (Salunkhe, 2023).



40% of Online Shoppers Buy International

40% of Indian online shoppers are purchasing international products, particularly in electronics, fashion, and cosmetics (Kothari & Pathak, 2023). The share of foreign goods in eCommerce sales is also expected to rise by 30% within the next two years (Salunkhe, 2023).



64% of Population to be Urbanised by 2025

By 2025, 64% of India's population will live in urban areas, with cities generating 70% of the country's GDP (Mitra et al., 2020). This shift, along with a growing middle class and rising disposable incomes, will drive demand for imported goods in sectors like electronics, fashion, and FMCG (Goud, 2022).

Reliance Retail's Reach:



304+ million Registered Customers



18,000+ Stores



7,000+ Towns & Cities



RLG's strategic partnership with JioMart and Reliance Retail (India's largest retailer valued at \$100B), provides instant access to millions of consumers and unmatched credibility in one of the world's fastest-growing markets.

RLG LAUNCHING AUSTRALIAN SKINCARE PRODUCTS IN INDIA



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RLG's launch into India focuses on two channels – food & beverage – and health, wellness and skincare products with product selection driven by identified demand and partner platform data.

RLG is representing Australian skincare products to be launched into India in December 2024.

- Australia and its products are held in high regard
- High awareness based on common interests – cricket
- Education and tourism drive awareness and profile of Australia
- Trade Agreement to deliver tax-free pricing for Australian products

VITADROP

vora

sanctum

maxi
block

4JOINTZ
FREEDOM TO MOVE

Iska

Chantelle
SYDNEY



RLG OWN BRAND VORA – EXPANSION OF PRODUCTS TO BE SOLD ACROSS MULTIPLE 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, **VORA**, including:

- Health product range expansion with product range to be sold across multiple markets
- Data mining and in-market platform analysis being applied to determine product range and key ingredients
- Expansion of sales channels in Australia, China, India and more broadly across South East Asia
- Focus on expansion of gross margins through the sale of RLG-owned products (**VORA**) on company-owned stores and to sales channel partners
- Expanding product range being developed to service specific identified demand



RLG KANGAROO BEER PRODUCED & SOLD IN CHINA FROM AUSTRALIAN INGREDIENTS



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- RLG is selling its Australian branded beer produced from Australian ingredients to service RLG's distribution network with a range of beers marketed and sold under the RLG Kangaroo Beer label.
- The RLG Kangaroo Beer is 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.
- Delivers on core objective to drive increased margins to RLG, leveraging established sales and distribution networks.



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

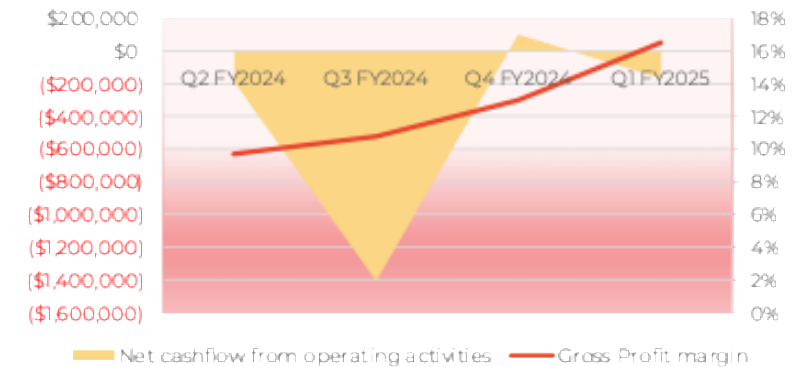
KEY FINANCIAL OUTCOMES



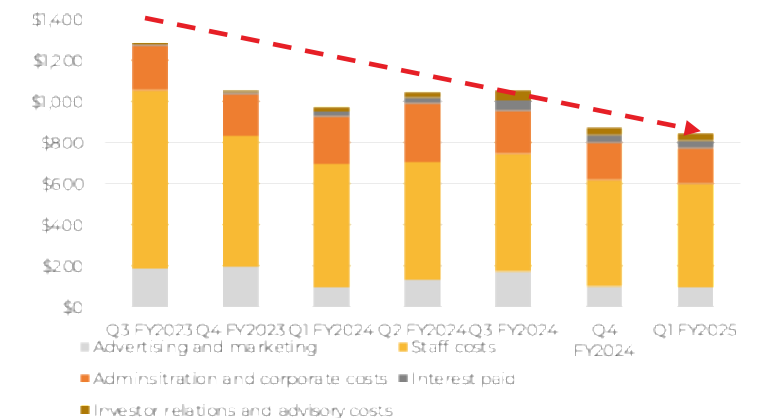
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- The Company is focussed on driving higher profit margin driven by sales of company-owned products and sale of its product portfolio on company-owned stores.
- Combined with the cost savings implemented, the Net Cash Used in Operating Activities over the last 2 Quarters (April – September 2024) has reduced to (\$66k) in total for the 6-month period.
- Gross profit margin on sales has increased each Quarter as the Company focusses on driving higher-margin sales and improved profitability.
- The Company continues to tightly manage key expenses of operation including staff costs, advertising and marketing, administration, corporate, investor relations and advisory costs.

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



Payments for Operating Costs



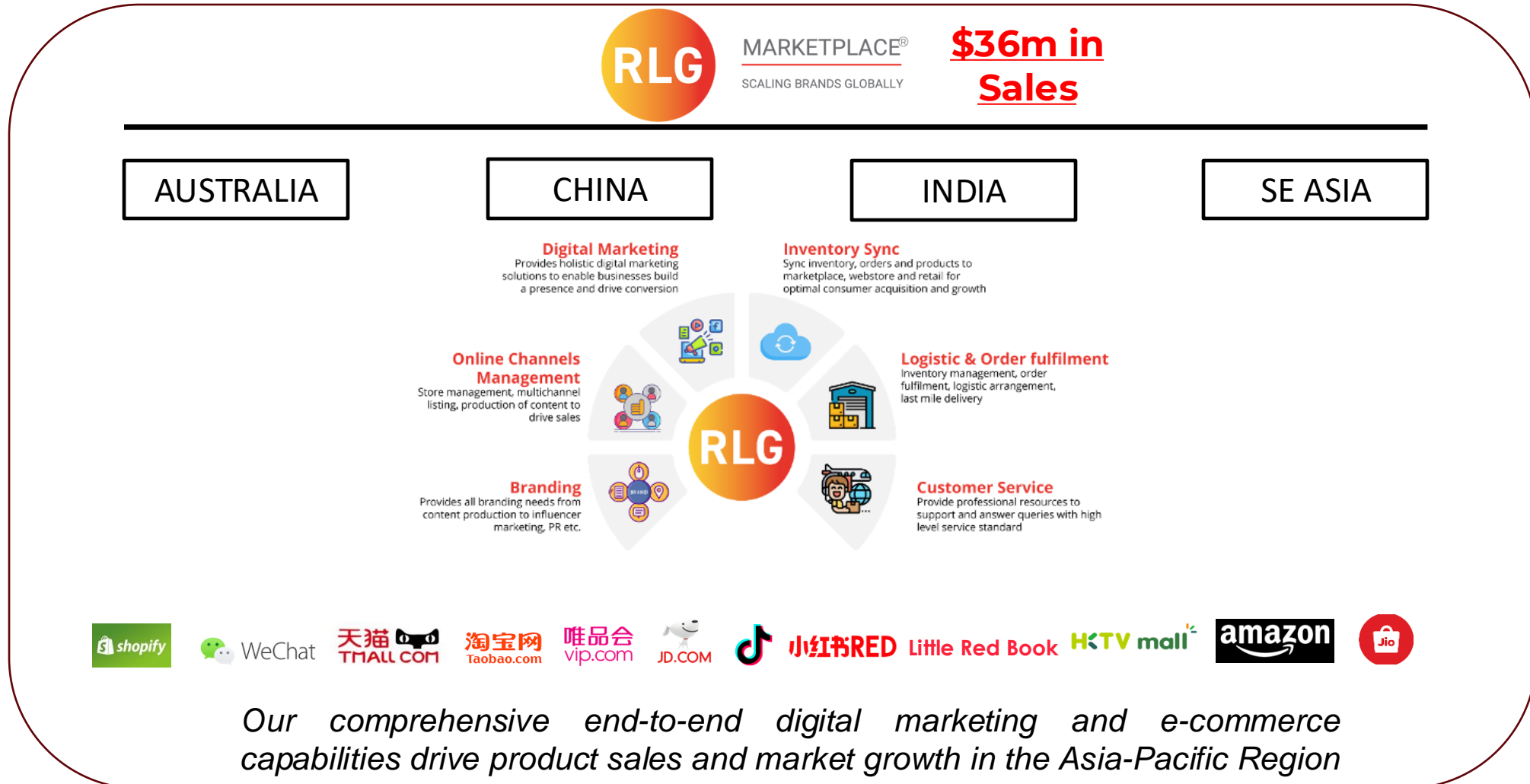


- RLG is exceptionally well placed to deliver high-margin sales in FY2025 as it builds out its company-owned and partner sales channels in two of the world's largest consumer markets – China and India.
- Objective of company-owned stores **is** delivering the planned margin growth.
- RLG is working with its distribution partners to select and prioritise products to be sold under its own Brand & Label, with the VORA Health product range expansion underway.
- Investment in product range is driven by identified sales demand and partner platform data.
- Expansion of sales channels is happening with new stores opening in new markets.
- Focus on expansion of gross margins through the sale of RLG-owned products, such as **VORA**, to sales channel partners.
- The focus on selling food, health and personal wellbeing products is delivering the planned outcomes.

RLG Marketplace Multi-Channel Revenue Model



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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:

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 service cost base.



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