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# QUARTERLY ACTIVITIES REPORT AND APPENDIX 4C FOR THE PERIOD ENDED 31 DECEMBER 2024

ASX:RLG

31 JANUARY 2025

# Q2 FY2025 APPENDIX 4C & KEY FINANCIAL DATA



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Sales Revenue was up +144% from the prior Quarter to \$1.85M (unaudited) as the Company delivered on its strategy of building and launching new RLG Marketplace online stores globally through Q2 FY2025 to sell RLG's products.

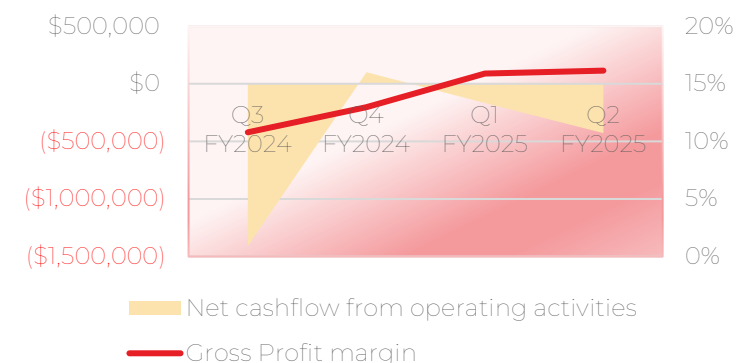
The **gross profit margin** on sales **increased** in the Quarter for the 4<sup>th</sup> consecutive Quarter (improving +65% over that time period) in line with the Company's objective of increasingly selling higher-margin products.

Additional expenditure was incurred in Product & Operating Costs during the Quarter with the global expansion of RLG Marketplace and the build and launch of new online stores across 3 key markets – **China, Hong Kong and Australia** and investment in building out its platform in **India**. This investment is expected to realise future benefits for the Company. Additionally the Company invested in the development and production of products for which cash receipts are to be received in the following Quarter.

Q2 FY2025	vs	Q1 FY2025	vs	Q4 FY2024
\$ 1.63m		\$ 1.34m		\$ 2.03m
CASH RECEIPTS Q2 FY2025		CASH RECEIPTS Q1 FY2025		CASH RECEIPTS Q4 FY2024
\$(1.05m)		\$(699k)		\$(1.08m)
PRODUCT & OPERATING COSTS PAYMENTS Q2 FY2025		PRODUCT & OPERATING COSTS PAYMENTS Q1 FY2025		PRODUCT & OPERATING COSTS PAYMENTS Q4 FY2024
\$(427k)		\$(166k)		\$100k
NET CASH USED IN OPERATING ACTIVITIES Q2 FY2025		NET CASH USED IN OPERATING ACTIVITIES Q1 FY2025		NET CASH USED IN OPERATING ACTIVITIES Q4 FY2024

Q2 FY2025  
\$ 636k  
CASH AT BANK  
+\$ 900k  
Placement 30-JAN-25

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



# Q2 FY2025 APPENDIX 4C & KEY FINANCIAL DATA

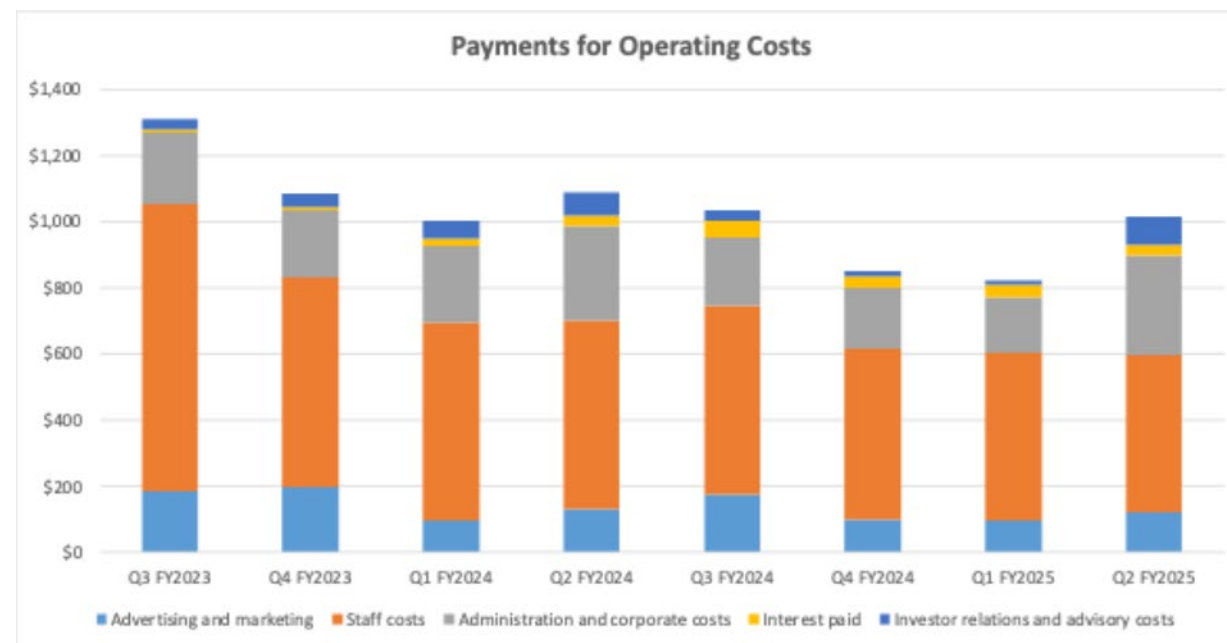
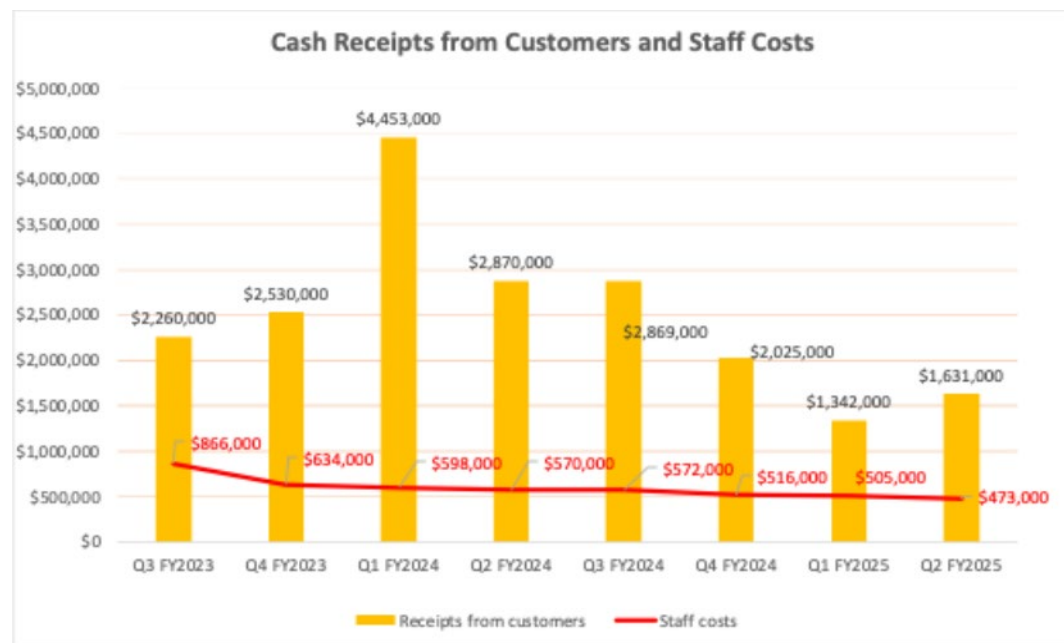


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Payments for Staff Costs were \$473k for the Quarter, continuing the trend in reductions over the last 8 Quarters with these costs down -45% over this period as the Company continues to tightly manage key expenses of operation including staff costs.

Payments for other Operating Costs increased in the Quarter as the Company incurred expenses associated with:

- Development and launch of new online stores in Australia, China, Hong Kong and India, which were fully expensed in the period and which are expected to deliver future revenues and benefits to the Company.
- Advertising and Marketing Expenses increased during the Quarter in support of the launch of new stores and to drive additional sales across these platforms.
- Payments for Administration & Corporate Costs along with Investor Relations & Advisory Costs were higher during the period to meet non-direct expenses associated with the Rights Issue completed at the end of Q1 FY2025.





## Q2 FY25 RLG OWN BRAND – EXPANSION IN RANGE & SALES CHANNELS



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During the Quarter, the Company invested in product and channel development to identify, select and trial new products under VORA and its own brands, that the Company can sell across the multiple markets it operates in internationally.

With China and India emerging as two of the world's largest health and wellness markets, RLG is leveraging the significant growth opportunity in the vertical integration and sale of its own branded health supplements and wellness products through established channels complementing its exclusive third-party product range.



By leveraging its deep consumer insights, e-commerce expertise and digital marketing capabilities, selling its own health supplements and wellness products allows RLG to capture higher margins, expand its revenue base and solidify its market position in the rapidly growing health and wellness sector.

## Q2 FY2025 MAIDEN MADE-TO-ORDER MILK POWDER SALES TO JD.COM

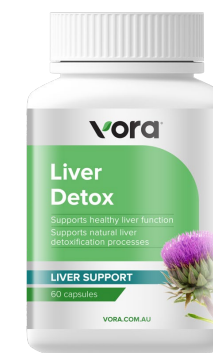


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During the Quarter, RLG Marketplace and sales channel partner AULife secured and delivered first orders for supply of own-brand milk powder to China e-commerce giant JD.com.

The Initial order valued at \$200,000 for own-brand premium Australian milk powder supplement provides strong profit contribution to RLG through increased margins and delivers on the Company's sales margin improvement strategy, with the net cashflows to be realised in Q3 FY2025.

The Company commenced work to select and produce additional products under its own brands to sell through its expanding sales channels.



## Q2 FY2025 – PRODUCT LAUNCHES IN INDIA AT COSMOPROF



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- During the Quarter, RLG attended and promoted its product portfolio at Cosmoprof in Mumbai, in December 2024, with the support of Australian Trade & Investment Commission, in collaboration with Global Victoria, and our new partners Reliance Retail and Globali.
- RLG continued to expand the range of online shopping platforms through which it markets and sells its portfolio of products, including at Cosmoprof with the launch of its portfolio products on the Australian Pavilion with India's Number 1 retailer Reliance Retail's, JioMart.





# RLG – PROVIDING FOOD, HEALTH & WELLNESS PRODUCTS TO SERVICE DEMAND IN CHINA, INDIA AND SOUTHEAST ASIA.



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- RLG's business expansion is focused on new, rapidly developing markets with forecast strong growth over the next 5 years.
- RLG markets and sells the Company's product portfolio into the high-growth *Asian region* which has *49% of the world's population*.
- The key markets of *China* and *India*, in which RLG operates, are forecast to be the *two largest consumer markets in the world by 1929*



MARKETPLACE®  
SCALING BRANDS GLOBALLY

RLG - Strong Global Market Opportunity  
with exposure to high-growth markets in  
China, India and Southeast Asia



- *China's e-commerce market is the largest in the world, with projected online retail sales exceeding \$2.4 trillion by 1914.*
- Southeast Asia's digital economy is experiencing rapid expansion, expected to reach *\$1 trillion GMV by 1929.*
- Rising middle-class consumption and demand for high-quality imported products create a *significant growth opportunity* for RLG.



# RLG Marketplace

## A Platform Driving Global Food, Health & Wellness Product Sales



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- Product Manufacturing and Operating Costs in the quarter were \$1.05m, up from \$699k in the prior quarter. The increase is attributable to direct product costs incurred in the period, with cash receipts from sales to be delivered in January 2025 and expenditure on online store builds and launches during the period, which are expected to deliver future sales and benefits.
- Payments for staff costs, including directors, in the quarter totalled \$473k, **down** from \$505k in the prior quarter. Fees paid to Directors, included in this figure, was \$122k during the Quarter, which is up from \$97k in the prior quarter
- Administration and corporate costs in the quarter were \$302k, up from \$170k in the prior quarter. The increase is attributable to non-direct expenses incurred in connection with the Rights Issue and paid in the Quarter and advance payments for services to be provided in subsequent Quarters.



Following the end of Q2 FY2025, on 30 January 2025, RLG completed a capital raising with a placement of securities to a small group of sophisticated and professional investors (“Placement”) to raise \$900,000 before costs.

Under the Placement, the Company will issue a total of 225,000,000 new fully paid ordinary shares (“Shares”) at \$0.004 per Share, together with one free attaching listed option for every two Shares (“Options”), with each Option having an exercise price of \$0.01 per share and an expiry date of 26 September 2025.

The Company received strong support and determined to accept all applications, requiring the company to undertake the placement in two tranches, with the second tranche consisting of the issue of Options subject to the approval of shareholders.

The funds raised from the Placement will be used for the development and production of RLG’s own food, health and wellness products to service identified demand for its products, along with the launch and marketing of new stores and sales channels globally, focussed on sales of high-margin, high demand products such as RLG’s own food and health brand VORA and key brands from RLG’s portfolio.

# RLG CONNECTS GLOBAL BRANDS WITH CUSTOMERS

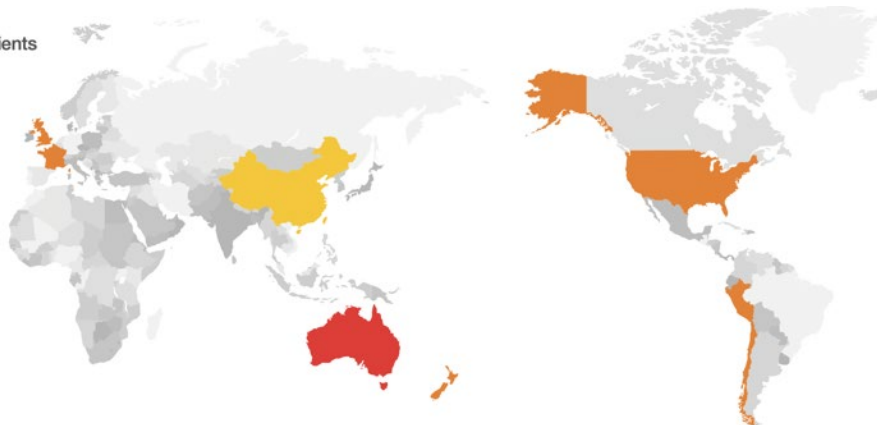


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- An established, leading e-commerce platform provider
- Selling food, health and well being products
- Global Client Base – 7 Countries
- Own Brand – VORA “Good for you” Food Products launched
- Market Focus – Australia, South East Asia & Emerging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





# RLG INVESTMENT 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 \$37m 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.

**Issued by:** RooLife Group Ltd

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



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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")**

31 December 2024

Consolidated statement of cash flows		Current quarter \$A'000	Year to date (6 months) \$A'000
<b>1.</b>	<b>Cash flows from operating activities</b>		
1.1	Receipts from customers	1,631	2,973
1.2	Payments for		
	(a) research and development	-	-
	(b) product manufacturing and operating costs	(1,051)	(1,750)
	(c) advertising and marketing	(123)	(220)
	(d) leased assets	-	-
	(e) staff costs	(473)	(978)
	(f) administration and corporate costs	(302)	(472)
1.3	Dividends received (see note 3)	-	-
1.4	Interest received	8	16
1.5	Interest and other costs of finance paid	(31)	(67)
1.6	Income taxes paid	-	-
1.7	Government grants and tax incentives	-	4
1.8	Other (provide details if material)	(86)	(99)
<b>1.9</b>	<b>Net cash from / (used in) operating activities</b>	<b>(427)</b>	<b>(593)</b>
<b>2.</b>	<b>Cash flows from investing activities</b>		
2.1	Payments to acquire or for:		
	(a) entities	-	-
	(b) businesses	-	-
	(c) property, plant and equipment	(9)	(9)
	(d) investments	-	-
	(e) intellectual property	-	-
	(f) other non-current assets	-	-



Consolidated statement of cash flows		Current quarter \$A'000	Year to date (6 months) \$A'000
2.2	Proceeds from disposal of:		
	(a) entities	-	-
	(b) businesses	-	-
	(c) property, plant and equipment	-	-
	(d) investments	50	130
	(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)	(1)	(13)
<b>2.6</b>	<b>Net cash from / (used in) investing activities</b>	<b>40</b>	<b>108</b>

<b>3.</b>	<b>Cash flows from financing activities</b>		
3.1	Proceeds from issues of equity securities (excluding convertible debt securities)	76	1,607
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	(145)	(256)
3.5	Proceeds from borrowings	70	70
3.6	Repayment of borrowings	(254)	(1,360)
3.7	Transaction costs related to loans and borrowings	-	-
3.8	Dividends paid	-	-
3.9	Other (provide details if material)	-	-
<b>3.10</b>	<b>Net cash from / (used in) financing activities</b>	<b>(253)</b>	<b>61</b>

<b>4.</b>	<b>Net increase / (decrease) in cash and cash equivalents for the period</b>		
4.1	Cash and cash equivalents at beginning of period	1,229	1,037
4.2	Net cash from / (used in) operating activities (item 1.9 above)	(427)	(593)
4.3	Net cash from / (used in) investing activities (item 2.6 above)	40	108

Consolidated statement of cash flows		Current quarter \$A'000	Year to date (6 months) \$A'000
4.4	Net cash from / (used in) financing activities (item 3.10 above)	(253)	61
4.5	Effect of movement in exchange rates on cash held	47	23
4.6	<b>Cash and cash equivalents at end of period</b>	<b>636</b>	<b>636</b>

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	636	1,229
5.2	Call deposits	-	-
5.3	Bank overdrafts	-	-
5.4	Other (provide details)	-	-
5.5	<b>Cash and cash equivalents at end of quarter (should equal item 4.6 above)</b>	<b>636</b>	<b>1,229</b>

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	153 <sup>1</sup>
6.2	Aggregate amount of payments to related parties and their associates included in item 2	-
<i>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.</i>		

<sup>1</sup> Payments totalling \$122,000 were made to directors for fees and superannuation on fees.

Payments totalling \$31,000 were made to Murcia Pestell Hillard Pty Ltd, a company related to Mr. Grant Pestell, for the provision of legal services.

<b>7.</b>	<b>Financing facilities</b> <i>Note: the term "facility" includes all forms of financing arrangements available to the entity.</i> <i>Add notes as necessary for an understanding of the sources of finance available to the entity.</i>	<b>Total facility amount at quarter end \$A'000</b>	<b>Amount drawn at quarter end \$A'000</b>
7.1	Loan facilities	200	125
7.2	Credit standby arrangements	50	-
7.3	Other (please specify)	-	-
7.4	<b>Total financing facilities</b>	250	125
7.5	<b>Unused financing facilities available at quarter end</b>		125
7.6	<p>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> <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>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>		

<b>8.</b>	<b>Estimated cash available for future operating activities</b>	<b>\$A'000</b>
8.1	Net cash from / (used in) operating activities (item 1.9)	(427)
8.2	Cash and cash equivalents at quarter end (item 4.6)	636
8.3	Unused finance facilities available at quarter end (item 7.5)	125
8.4	Total available funding (item 8.2 + item 8.3)	761
8.5	<b>Estimated quarters of funding available (item 8.4 divided by item 8.1)</b>	1.78
	<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: No. The net operating cashflow for the quarter had a higher outflow for:

- product, manufacturing and operations costs which are attributable to the global expansion of RLG Marketplace and the build and launch of new online stores across 3 key markets – China, Hong Kong and Australia and investment in building out its platform in India. This investment is expected to realise future benefits for the Company. Additionally the Company invested in the development and production of products for which cash receipts are to be received in the following Quarter
- advertising and marketing costs in support of the launch of new stores and to drive additional sales across these platforms; and
- administrative and corporate costs which were attributable to non-direct expenses incurred in connection with the Rights Issue and paid in the Quarter and advance payments for services to be provided in subsequent Quarters.

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: Yes. As announced to the market on 30 January 2025, RLG has completed a placement to raise \$900k before costs with Tranche 1 allotment of the Placement to be completed in the first week of February 2025.

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: Yes, on the basis explained above in sections 8.6.1 and 8.6.2.

*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 January 2025

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.