



2 March 2020

RLG Australia & China Digital Marketing & e-Commerce Update

e-Commerce and digital marketing company RooLife Group Ltd (ASX: RLG) (“**RooLife Group**” or the “**Company**”) provides the attached Australia and China Digital Marketing and e-Commerce update.

ENDS

Issued by: RooLife Group Ltd.

Authorised by: The Board of RooLife Group Ltd

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About RooLife Group Ltd (ASX:RLG)

The RooLife Group of companies provides fully integrated digital marketing and customer acquisition services focusing on driving online sales of products and services for its clients. Powered by the Group’s hyper personalisation and profiling Artificial Intelligence System, RooLife provides personalised real-time, targeted marketing. With a key focus on driving sales in Australia and China the Company’s online e-Commerce marketplace assists businesses to sell directly to Chinese consumers and accept payment via the WeChat and Alipay mobile payments platforms. RooLife’s key positioning is about knowing and remaining connected with Chinese consumers, allowing brands to continually sell products to Chinese consumers based on their profiles and purchasing behaviours.



RooLifeGroup

ASX:RLG

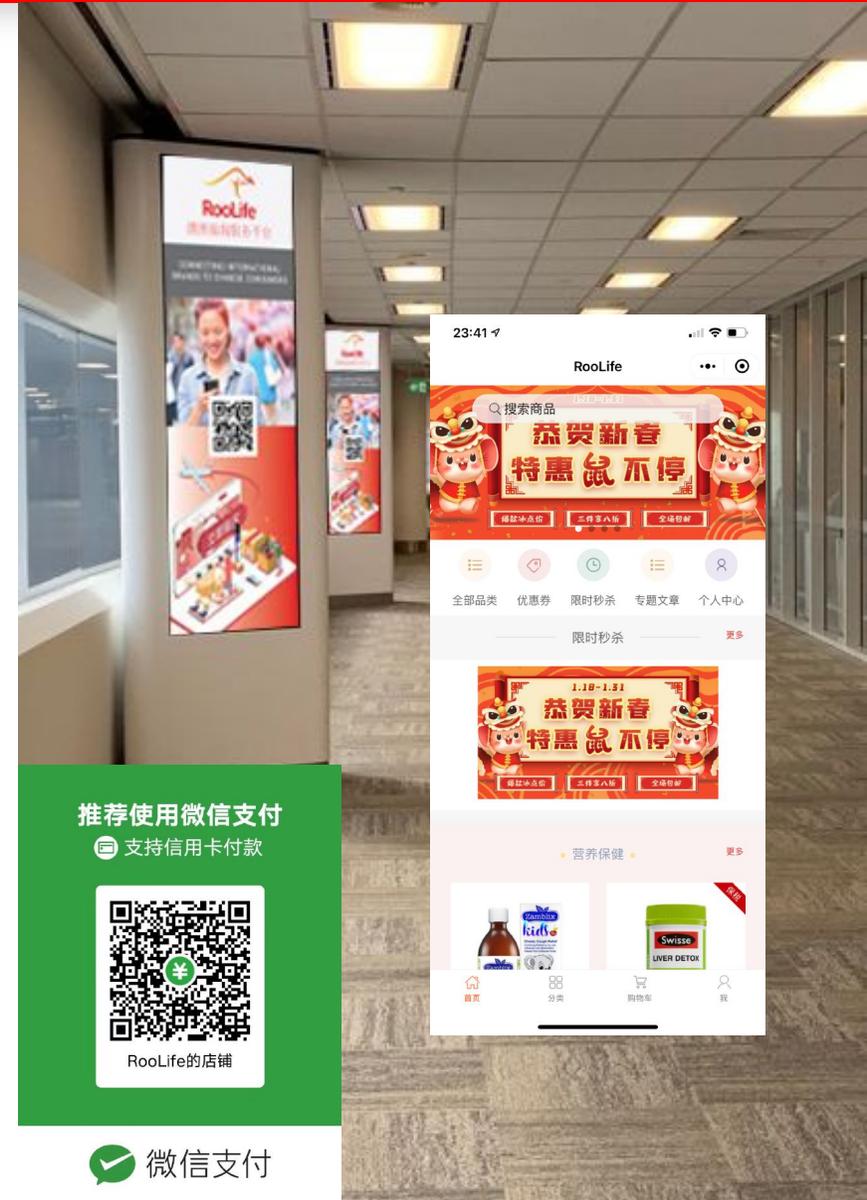
2 March 2020

Australia and China
Digital Marketing & e-Commerce
Update

RooLife Group (ASX:RLG) – Summary of Activities

- **RooLife Group** is a **digital marketing company** driving online sales for its customers
- Focused on the **Australian and Chinese markets**, RooLife’s systems optimize online engagement, customer acquisition and drive direct sales for its customers
- Growing International application & Interest in utilising the RooLife platform to sell goods and services direct to consumers
- RooLife’s hyper-personalisation and profiling Artificial Intelligence (AI) engine, provides personalised, real-time, targeted marketing
- The RooLife online e-Commerce marketplaces allow businesses to sell directly to Chinese consumers and accept payment via the WeChat and Alipay mobile payments platforms
- Strongly growing customer and revenue base

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The Coronavirus & RooLife Group Revenue

- At this stage, RooLife expects revenue for the March Quarter to be broadly in line with its last reported Quarterly Revenue of ~ \$1 million
- The company is experiencing high demand from brands & clients seeking to strengthen their Chinese market positioning
- Online activity and searching of RooLife brands is seeing significant uplift in line with general online market activity associated with health products
- Some RooLife managed e-commerce platforms are seeing a slight decline in product sales attributable to supply chain/logistics delays, while other sales platforms and products are seeing sales increases over the prior month
- The company expects to recoup any delayed sales when logistics/supply chains return to normal operations
- RooLife is taking a thought leadership and authority role with our clients and prospective clients and is providing weekly updates via its website- www.roolifegroup.com.au/insights.

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The China e-Commerce Market & the Coronavirus Effect

Impact on the Chinese e-Commerce market

- Prior to the outbreak of COVID19, e-Commerce accounted for an estimated 35.3% of total retail in China (*eMarketer, 2019*)
- With a significant number of people quarantined at home (760 million in February (NY Times, 2020) - ***In 10 days from January 23rd China's online activity has gone from 5 billion screen hours to 6.11 billion hours on February 3rd*** (*QuestMobile, 2020*).
- e-Commerce is experiencing a boom of sorts, particularly in the case for social e-Commerce platforms (i.e. Xiaohongshu, Douyin etc.), as bored house-bound consumers continually seek entertainment and social engagement to enhance their shopping experience.
- Supply chains are likely to be the challenge over the coming months – deliveries are getting through, but delays are being experienced.

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The China e-Commerce Market Opportunity for RooLife

The Coronavirus epidemic will pass and the companies preparing now will be best positioned to benefit the most.

The opportunity for China Cross Border e-Commerce:

- More people spending more time at home;
- Shopping more online;
- Seeking more products from outside China.

Chinese Tourism will return to Australia

Australian & International businesses are still seeking to sell into China

RooLife Group is positioned to take strong advantage of:

- China Cross Border e-Commerce
- Chinese Tourism to Australia
- Australian companies seeking to re-engage with Chinese buyers

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Snapshot

RooLife Group Limited

ASX: RLG

Market Capitalisation:	\$7.5m
52-Week High:	\$0.047
52 Week Low:	\$0.021
Ordinary Full Paid Shares:	340m
Options Exp 10/21 @ \$0.05	89m
Cash Holdings (31 Dec '19)	\$2.7m

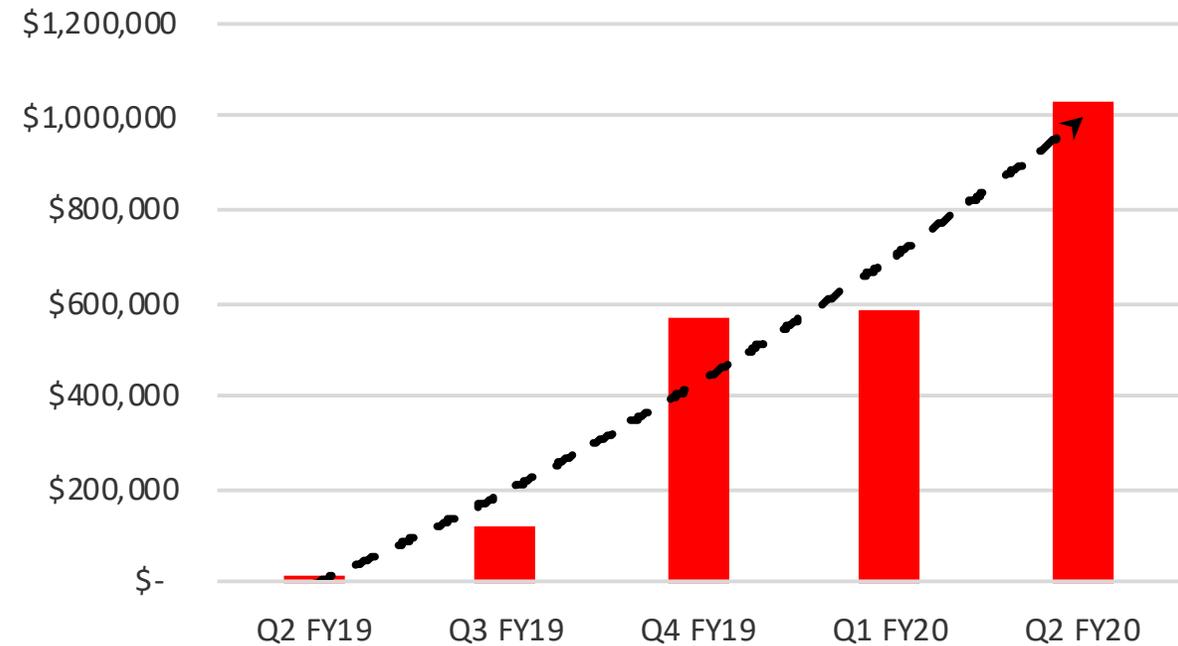
As at February 2020

Q1 FY20 (JUL – OCT 2019) REVENUE \$550k

Q2 FY20 (SEPT – DEC 2019) REVENUE \$1m

Market Capitalisation of less than 2 x Annualised Revenue Run Rate

RooLife Group Revenue Q2 FY19 - Q2 FY20



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RooLife Group Half Year Report – Year Ended 31 DEC 2019

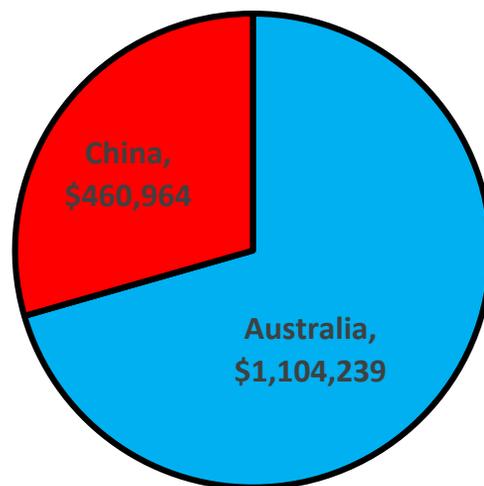
FINANCIAL PERIOD	CHINA	AUSTRALIA	TOTAL
HY 2019	\$ -	\$ 20,710	\$ 20,710
HY 2020	\$ 460,964	\$1,104,239	\$ 1,565,203

HALF-YEAR TAKE AWAYS

- Australian Revenue Growth
- China Revenue Growth

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DEC 2019 HALF YEAR REVENUE DISTRIBUTION



RooLife Group is maintaining a solid revenue profile built on a mixture of both digital marketing and product sales in Australia and China.

FULL YEAR EXPECTATIONS

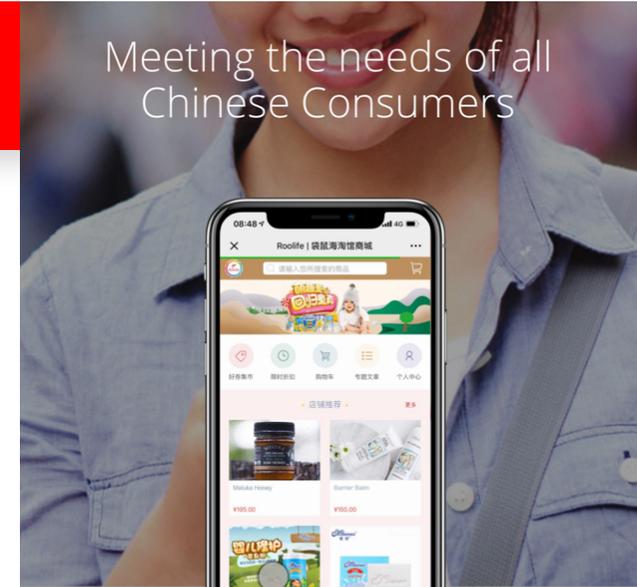
- Continued Strong Australian Revenue
- Increasing China Revenue Contribution
- Supported by pipeline of mature prospects

2019 Review - Clients & Deals delivering 2020 Revenue

Key Deals

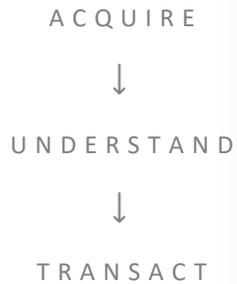
- ✓ **Perth Airport** for Duty Free Shopping in Australia and direct sales to China
- ✓ **Frasers Property** – Digital Marketing & Online Customer Acquisition
- ✓ **QBID** (Quality Brands International Direct) Client Base added
- ✓ **QBID Digital Marketing** capability in **China** added
- ✓ Strong portfolio of brands being sold into China
- ✓ **WeChat** and **Alipay** Payments Deal with WA tourist destination **Lobster Shack**
- ✓ **China Distributor** appointed for RooLife's Artificial Intelligence (AI) and Machine Learning technology for eCommerce recommendations

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RooLife Rapidly Building Multiple Revenue Streams & Verticals

- Digital Marketing & Services in Australia & Internationally
- Digital Marketing & Services in China
- Annuity Licencing & Retainer Fees
- Royalties/Commissions on product sales in China & Australia
- Transactional Revenue through various payment Gateways



Beauty & Personal Care					
Food					
Health & Nutritional					
Tourism					
Corporate					

- ✓ RooLife Pharmacy - Focused on Health, Cosmetics, Skincare
- ✓ RooLife Airports e-Commerce Platform
- ✓ RooLife Tourism
- ✓ RooLife AI e-Commerce Recommendation Engine

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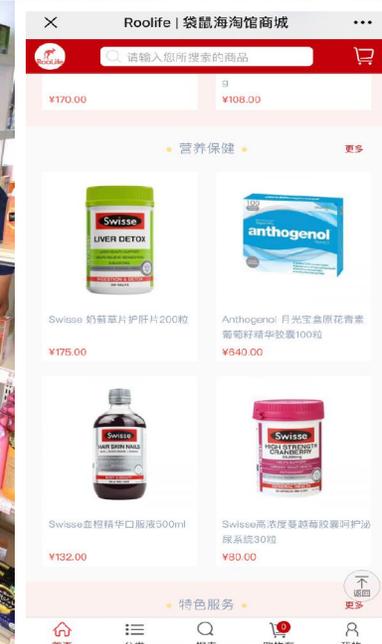
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特色服务

				
与野生海豚一起游泳 (不包括... ¥1,260.00 ¥980.00		企鹅与海狮航游 (每年9月至... ¥240.00 ¥200.00	粉红湖观光飞行 ¥1,500.00 ¥1,100.00	天鹅谷美食葡萄酒航游 ¥1,000.00 ¥800.00
当地门票 特色旅游 租车服务				
	珀斯铸币厂 ¥120.00 ¥90.00	兰斯林沙丘四驱车和滑沙冒险... ¥180.00 ¥145.00	曼哲拉野生海鲜冒险航游 ¥1,160.00 ¥1,070.00	探访企鹅岛和卡弗沙姆野生动... ¥1,000.00 ¥900.00



RooLife Group (ASX:RLG) China e-Commerce Platforms

RooLife delivers wide and diverse reach online with multiple e-Commerce platforms and products

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International Airports – Online Shopping Platform

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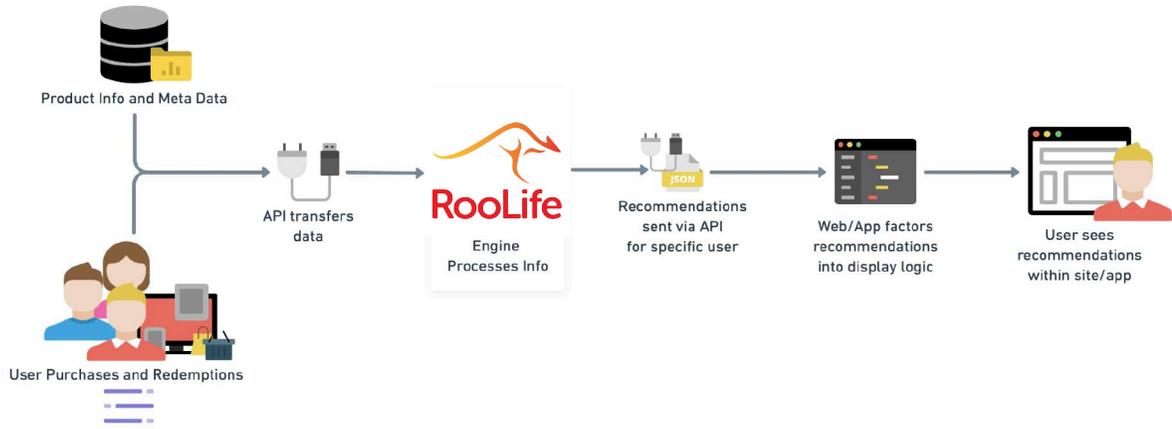
- Providing Duty Free Shopping to Chinese Travellers
- Tourism/Tour Providers
- Purchase at Airport
- Purchase from China
 - Delivered to home



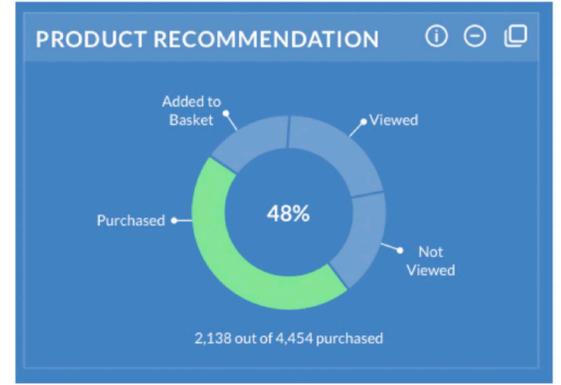
RooLife e-Commerce Recommendation Engine

- RooLife’s collaborative filtering-based Recommendation Engine with strong e-Commerce applications is designed to drive sales.
- It works by suggesting to the user products and offers that others, similar to that user, have previously purchased or redeemed and therefore carries the highest propensity for the user to engage with.
- As the user continues to use the service, the recommendations get more and more refined as they are associated with a tighter, defined user group.

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Collaborative filtering meets deep user psychographics.
Sales analytics meets broad knowledge graphs.



RooLife Group (ASX:RLG) – Investment Overview

- A business with strong and diverse revenue streams - \$1m+ in the most recent Quarter
- Scalable business model – just over 12 months into the journey
- Operating in strong growth sectors – digital marketing and e-Commerce
- Growing database of customers
- Good mix of stable recurring revenue streams and commission-based product sales

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www.roolifegroup.com.au

China e-Commerce Updates

www.roolifegroup.com.au/insights

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