



28 May 2020

U.K.'s SLG Brands appoints RooLife to market & sell COLAB Dry Shampoo in China

- **RooLife appointed as the exclusive digital marketing and e-Commerce distributor for the COLAB Dry Shampoo range in China**
- **COLAB Dry Shampoo is sold in 37 countries and is expected to have strong market appeal in China**
- **Three-year contract expected to deliver sales revenue of \$2.5m based on minimum performance milestones**
- **RooLife first revenues associated with the contract are expected in June 2020**
- **COLAB is the third high-quality International brand signing with RooLife in the last three months, despite the global economic challenges of COVID-19**
- **RooLife is now marketing and selling products in China from Australia, New Zealand, U.S.A. and United Kingdom**

e-Commerce marketing and Artificial Intelligence (AI) company RooLife Group Ltd (**ASX: RLG**) ("**RooLife Group**" or the "**Company**") is delighted to announce its appointment as the exclusive marketing, sales and distribution partner in China for SLG Brands (www.slgbrands.com), a U.K. based beauty and wellness company, for its COLAB Dry Shampoo brand.

RooLife will operate China-facing e-commerce for the COLAB Dry Shampoo range which is already sold in 37 countries around the world. It is expected to have strong market appeal in China due to the brand's international reputation, the growing market for personal grooming products and the environmental conditions in China.

RooLife is engaged to develop and operate advertising and marketing campaigns for the COLAB products and manage sales through e-Commerce channels including TMall, Taobao, Kaola, VIP, JD, Little Red Book and Pin Duo Duo flagship stores.

The three-year contract, which is subject to annual performance milestone reviews, will provide RooLife a mixture of monthly service fees and a margin on sales to be derived from sales of COLAB products and is expected to deliver total revenue for the RooLife Group of approximately \$2.5m over a three year period if minimum sales performance milestones, which are scaled up each year, are met.



British born and bred COLAB Dry Shampoo sold in over 37 countries worldwide now in China

The appointment of RooLife as the exclusive digital marketing provider and sales distribution partner in China for SLG Brand's COLAB is a further endorsement of RooLife's China eCommerce capability and is the third high-quality brand signed by the Company in the last three months.

SLG Brands, based in the United Kingdom, is an international beauty brand company which is the creator, maker and distributor of some of the most fashionable beauty and male grooming brands.

Under the terms of the agreement RooLife Group will support COLAB by providing social media, key opinion leader (KOL) and content channel management on platforms including WeChat, Weibo, Douyin, YouKu and Baidu.

The RooLife platform provides an international gateway for products and services for companies wishing to enter the China market, with the Company representing and driving sales of products in China for companies from Australia, New Zealand, U.S.A and now the United Kingdom.



COLAB Dry Shampoo is expected to have strong appeal to Chinese consumers

RooLife Managing Director, Bryan Carr commented, "RooLife is delighted to be working with SLG Brands to grow sales in China for its COLAB Dry Shampoo. This is a proven product, successfully being sold all around the world and to be appointed as the exclusive marketing and sales distributor for a market the size of China presents an exciting opportunity.

The COLAB product is a great fit with the market conditions and the brand and producer have a proven high-quality international pedigree, positioning it perfectly for the Chinese market."

SLG Brands' range also includes Laura Ashley, Superdry Sport Grooming, Johnny's Chop Shop, Zoella Beauty, Velvotan, Skinny Dip Beauty, Millie Mackintosh Beauty, Beauty Laundrette, LMX, Fearn Cotton, hype and Amie.

ENDS

Issued by: RooLife Group Ltd_

Authorised by: The Board of RooLife Group Ltd

For further information, please visit the RooLife website at www.roolifegroup.com.au or contact:

Bryan Carr
Managing Director
Ph: +61 8 6444 1702
Email: ir@roolifegroup.com.au

Peter Nesveda
Corporate Affairs & International Investor Relations
Ph: +61 3 9504 8420 or +61 412 357 375
Email: peter@intuitiveaustralia.com.au

About RooLife Group Ltd (ASX:RLG)

www.roolifegroup.com.au

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.

About SLG Brands Ltd and COLAB Dry Shampoo

www.slgbrands.com & www.slgbrands.com/brands

SLG Brands is an international beauty brand company which is the creator, maker and distributor of some of the most fashionable beauty and male grooming brands, based in the United Kingdom.

COLAB Dry Shampoo

Created by a trend-savvy team of beauty experts, including international beauty blogger Ruth Crilly, the multi award-winning and scientifically proven formula absorbs oil and instantly refreshes roots with an invisible, lightweight finish. Its totally vegan-friendly and paraben-free formula has none of the nasties, all the feels. It may be British born and bred but COLAB Dry Shampoo is now sold in over 37 countries worldwide.