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## Partnership with WMall, new China Daigou e-Commerce Platform

- **RooLife Group Ltd (formerly OpenDNA Limited) secures new China sales channel with immediate sales revenue – expected to be ~\$70k this month**
- **RooLife Group’s QBID appointed as official partner and supplier for new China e-Commerce platform, WMall, to provide brand management, product sourcing and procurement**
- **RooLife Group’s QBID to connect western brands to China’s WMall Daigou shopping network backed by JD.com’s logistics business and Feng Xiang**
- **QBID’s role is to select and engage with Australian and international brands, targeting products expected to have strong appeal to Chinese consumers**
- **QBID to work with Australian and international brands to prepare marketing materials and training for the individual sellers on the platform**

Artificial Intelligence (AI) and e-Commerce marketing company RooLife Group Ltd (**ASX: OPN**) (“**RooLife Group**” or the “**Company**”) is delighted to announce its newly acquired China market entry and digital marketing company, Quality Brands International Direct (“**QBID**”), has been appointed an official partner and supplier for new China e-Commerce platform WMall, with first sales revenue forecast this month of circa \$70,000.

WMall is an e-Commerce platform which connects western brands to China’s powerful Daigou shopping network. It is backed by several foundation strategic partners such as China’s powerful JD Logistics group Jing Xi Da, with the role of Chinese social e-commerce platform, Feng Xiang to drive engagement between brands and the Daigou (shoppers outside China who purchase products for customers in China) social networks in China.

QBID’s role is to engage with Australian and international brands, selecting a targeted range of products expected to have strong appeal to Chinese consumers.

As official supplier of brands to WMall, **RooLife Group’s** QBID is responsible for product selection in consultation with WMall, providing pricing and market entry services making products available in China and supplying to WMall to sell to its customers. QBID derives a margin on all products sold.

QBID will also work with Australian and international brands to prepare training materials and training sessions for the individual sellers on the platform to ensure the brands and customers are supported through the network.

**WMall appoints RooLife's QBID as Strategic Partner for Brand Selection and Sales**



**WMall's CEO Harry Wu and RooLife Group's Head of International Business, George Panagios, China COO, Jonathan Cox promoting new product range launched in December**

With the backing of these strategic partners WMall is expected to be in high demand with Australian and New Zealand brands seeking to tap into the Daigou network both in Australia and in China with WMall advising its plan and expectation is to recruit many thousands of new members and build sales over the coming months and years.

This arrangement is a natural extension of the services already provided by QBID as it works with a number of famous Australian and international brands, including Australia's leading weight loss brand **Celebrity Slim**, US haircare brand **Veta**, premium dog grooming range **Melanie Newman Salon Essentials**, leading New Zealand skincare range **Essano** and other brands expected to be in demand on this platform.

QBID provides China e-commerce services on major platforms such as Alibaba's Tmall, VIP.com and JD.com, as well as marketing support for brands in China on China's famous social media platforms including WeChat, Weibo, Little Red Book and many more.

QBID will support current client brands and many others on WMall through QBID's China-commercialization services and the training and support of sellers on the WMall network.

Harry Wu, CEO of WMall said, "This is an extremely exciting opportunity for both WMall and QBID. It leverages our China-side strength and experience with delivery of e-Commerce, social networking and strong logistics capability with the proven brand selection, promotion and online sales capability and record of QBID."

George Panagios, **RooLife Group's** Head of International Business with QBID added, "Being appointed as a strategic partner of WMall is a strong endorsement of our skills and track record of having helped brands successfully enter the China market and drive online sales. This new partnership extends our reach and revenue lines in China."

**RooLife Group** Managing Director, Bryan Carr added, "This achievement by QBID is additional validation of the value of the recent acquisition of QBID and positions **RooLife Group** for further growth in 2020 and beyond."

The sales to be generated through the partnership with WMall is expected to contribute revenue of approximately \$70,000 in December, the first month of operation.

**ENDS**

For further information, please visit the RooLife website at [www.roolifegroup.com.au](http://www.roolifegroup.com.au) or contact:

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**About RooLife Group Ltd (ASX:OPN)**

*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.*