



03 February 2020

RLG Board Changes – Director Resignation & Appointment

e-Commerce and digital marketing company RooLife Group Ltd (ASX: RLG) (“**RooLife Group**” or the “**Company**”) announces strategic changes to its Board composition, with Mr Tim Allison joining the Board as Non-Executive Director and Mr Evan Cross stepping down from his role as Non-Executive Director, with the changes effective 3rd February 2020.

In announcing his resignation, Mr Cross commented, “RooLife has evolved rapidly over the last 12 months and I believe the company is in a very exciting phase in its lifecycle. With increasing demands from my other professional commitments, I feel that now is the appropriate time to pass the baton to another experienced digital professional. I continue to be a shareholder of RooLife and look forward to the Board and Executive management driving continued strong revenue growth, assisted by the commercialisation of the Company’s hyper-personalisation AI capability and teamed with the Group’s digital marketing services and e-Commerce solutions.”

RooLife Group chairman, Mr Grant Pestell, acknowledged Mr Cross for his contribution to the Company, “Evan has been a highly valued member of the Board and has been a great support since the Company’s inception . We thank him for his assistance in helping manage the evolution of the business and technology to commercialisation. His contribution has been greatly appreciated and we wish him success in his future ventures,” he said.

“We are delighted to have Mr Allison joining the board as he brings extensive digital and e-Commerce experience and a history of successfully delivering online sales in China and other markets through south-east Asia.”

Mr Allison has a successful track record in commercialisation and scaling across a range of technology businesses, from traditional retail and distribution to cutting-edge consumer technology in the online and mobile sectors.

RooLife Group selected and appointed Mr Allison based on his proven experience in growing export value and delivering strong operating results in international markets for technology businesses, including structuring, negotiating and managing joint ventures in China.

Mr Allison is currently Chairman for CIC and executive Director for Tec.Fit, a global SaaS focused cloud business and was the founding Chairman for a global consumer online company that currently has global revenues over \$350m. Mr Allison has an MBA from MGSM, B.Com from Auckland University and is a graduate of the Australian Institute of Company Directors.

Mr Allison commented, “I am excited by the opportunities in front of us as a business and delighted to be joining the Board at such an important time for the company. The opportunities to scale and drive growth are apparent and I look forward to being an active part of that growth”.

ENDS

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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.