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## Small World Brands appoints RooLife to market & sell Nuria Beauty in China

- **RooLife has been appointed the digital marketing and e-Commerce distributor for the Nuria Beauty skincare range in China**
- **RooLife extends Nuria’s global footprint into China providing it with direct access to China’s \$33 billion skincare market<sup>1</sup>**
- **This is the first of a number of brands which Small World Brands is seeking to launch in the China market**
- **RooLife first revenues associated with the contract are expected in March**
- **RooLife continues to see strong demand online for its products in China**
- **Weekly China & Coronavirus updates at [www.roolifegroup.com.au/insights](http://www.roolifegroup.com.au/insights)**

e-Commerce marketing and Artificial Intelligence (AI) company RooLife Group Ltd (**ASX: OPN**) (“**RooLife Group**” or the “**Company**”) is delighted to announce its latest partnership to provide marketing, sales and distribution in China for Small World Brands ([www.smallworldbrands.com](http://www.smallworldbrands.com)), a U.S. and Singapore based beauty and wellness company, for its Nuria Beauty ([www.nuriabeauty.com](http://www.nuriabeauty.com)) brand.

The Company’s wholly owned subsidiary RooLife Pty Ltd (“**RooLife**”) will operate cross border e-commerce sales channels for Nuria Beauty including TMall, Taobao, Kaola, VIP, JD, Little Red Book and Pin Duo Duo flagship stores. The **two-year contract**, which will provide RooLife a mixture of monthly service fees and commissions to be derived from sales of products, is expected to deliver revenue for the Group of **\$1.3m in the first two years** if minimum performance milestones are met. The agreement is subject to annual sales performance conditions with the option for the contract to be extended for a further two years at the conclusion of the first term.

The appointment of RooLife as the exclusive digital marketing provider and sales distribution partner in China for Nuria Beauty extends Nuria’s global footprint into China providing it with direct access to China’s \$33 billion and steadily growing skincare market<sup>1</sup>.

Small World Brands is a global company with presence in US, Singapore and Hong Kong focused on developing Health and Beauty Brands that are authentic while supporting communities around the world in girl’s education and women owned businesses globally.

Nuria Beauty is a brand developed and managed by an experienced team of CPG (Consumer Packaged Goods) veterans from Johnson and Johnson, including Naomi Furgiuele (previously Vice President R&D, Global Beauty Face & Sun Care) Josh Ghaim (former Global CTO Consumer Products) and Dawn Kidd (former Vice President Marketing, Global Beauty Face & Sun).

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

The RooLife platform is developing into a growing international gateway for products and services for companies wishing to enter the China market, in addition to the Australian and New Zealand products and services the company is supporting. It provides an efficient and effective way for brands to access the Chinese market during the current disruptive Corona Virus epidemic.

RooLife Managing Director, Bryan Carr commented, “RooLife is delighted to be working with Nuria to grow its sales in China. Nuria provides high-quality skincare products for which there is strong demand in China but by successfully driving sales, we are also assisting Nuria with their objective to drive social responsibility and give back with a portion of all sales being donated to girls’ education and to support women entrepreneurs.

This is the first of a number of brands that Small World Brands is seeking to launch in the China market and we look forward to the opportunity to continue to build on this relationship.”



*Nuria Beauty - clean, effective, vegan skincare products launch into China*

**Small World Brands President, Josh Ghaim**, commented, “We are looking forward to working with RooLife in the expansion of Nuria into China through RooLife’s cross-border e-Commerce platforms. We are committed to developing safe and effective products that are cruelty free, which is core to our company philosophy and all of our brands and so perfectly suited to the cross-border market which is exempt from animal testing requirements. **RooLife’s track record in China and the strong partnership they have already established with our US based team, makes RooLife an ideal partner.**”

**ENDS**

1. Source [www.scmp.com/business/companies/article/2131815/chinas-skincare-market-continue-steady-growth-users-become-more](http://www.scmp.com/business/companies/article/2131815/chinas-skincare-market-continue-steady-growth-users-become-more)

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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.*

#### **About Nuria**

*Nuria was founded in 2018 by Naomi Furguele, who spent almost 20 years travelling the world in search of the purest, most effective skin care ingredients. She developed Nuria around the beauty rituals practiced by women around the world in response to regional environmental conditions. The line combines key natural ingredients with modern science to address situational skin concerns. All Nuria products are clean, vegan, and effective. They are also ethically sourced, cruelty-free, and meet the highest global safety standards. Nuria aims to have a larger impact on the global community via its commitment to girls' education in partnership with She's the First.*

#### **About Small World Brands**

*Small World Brands company develops consumer products that impact the health and wellbeing of people around the world through clean, effective, and safe products sourced globally. Our mission is to build brands by delivering compelling product performance and experience and content while contributing to communities around the world through girl's education and support of women and minority-owned businesses.*