



6 April 2020

RooLife (ASX:RLG) & AFT Pharmaceuticals (ASX:AFP) - China Update

- RooLife drives over 9.24 million unique social media engagements for AFT Pharmaceuticals across RooLife managed Chinese digital platforms
- RooLife launching a Little Red Book Store in China for AFT's Vitamin C Lipo-Sachets¹ to access and sell to its 300 million users
- RooLife and AFT Pharmaceuticals well positioned to take advantage of China's surge in demand for healthcare products
- RooLife continues to see strong demand online for all of its products in China
- RooLife Business Summary & China Update video available at www.roolifegroup.com.au

e-Commerce marketing and Artificial Intelligence (AI) company RooLife Group Ltd (ASX:RLG) ("RooLife Group" or the "Company") is delighted to be working with ASX and NZX listed AFT Pharmaceuticals (ASX:AFP) ("AFT") in China building brand awareness and sales for its products.

RooLife has amassed over 9.24 million unique social media views and engagements for AFT's products online across the RooLife-managed Chinese digital platforms, in preparation for sales launch in April.



Figure 1: RooLife AFT Pharmaceuticals Marketing Engagement in China

Since early 2019, RooLife has been working with AFT Pharmaceuticals to develop its digital presence and for its subsidiary brands **Lipo-Sachets**, **Ferro-sachet** and **Maxigesic**. This includes the development of core branding assets and a multi-platform strategy spanning China's major search, social and e-Commerce platforms.

Having developed a strong presence across online platforms including **WeChat**, **Weibo**, **Little Red Book**, **Bilibili** and **Zhihu**, RooLife and AFT Pharmaceuticals are strongly positioned to take advantage of China's surge in demand for international healthcare products.

RooLife's role has been promoting AFT's Lipo-Sachets Vitamin C and delivering high exposure for AFT's other products, while ensuring adherence with China's regulatory requirements.

RooLife is experiencing especially strong interest in the Lipo-Sachets Vitamin C product, as evidenced by the 9.24 million individual social media engagements, with 2 million in the last month, which has led to AFT and RooLife expanding their commercial relationship.

As a consequence of the success achieved by RooLife and in response to the surge in interest, RooLife is rolling out a Little Red Book 'Pop Store' specifically for **Lipo-Sachets**. This store launches in April and will open the product up to a much broader Cross-Border e-Commerce audience of over 300 million users of largely middle to upper-class women, aged 20-35² which aligns well with the demographic profile of typical purchasers.

RooLife Managing Director, Bryan Carr commented, "We are seeing strong demand online for healthy products in China such as the Lipo-Sachets Vitamin C product and we are delighted to be working with the team from AFT Pharmaceuticals to drive their profile and online sales moving forward.

AFT Pharmaceuticals is a highly regarded, trusted company with a broad portfolio of health and wellbeing products and with manufacturing in New Zealand and Australia, their products have all the attributes to be in high demand in China."

Mr Carr went on to add, "This expansion is part of our growing portfolio of clients from a number of major markets around the world, including but not limited to Australia, New Zealand and the United States."

RooLife will generate revenue through the marketing services it provides and will also receive a commission from the sale of all products it sells online in China.

Whilst the Company has a reasonable expectation of generating revenue in the coming months based on the level of unique social media engagements and recent sales by AFT, the Company is unable to accurately forecast such revenue at this point in time and will provide updates as part of its quarterly reporting.

The RooLife platform is a growing international gateway for products and services and provides an efficient and effective way for brands to access the Chinese market which is bouncing back as other markets are being increasingly affected.

The Company advises that this is the announcement to lift the Trading Halt placed on its securities on 2 April 2020.

ENDS

1. Source: <https://www.aftpharm.com/products/non-prescription/vitamin-c-lipo-sachets-2>

2. Source: <https://expandedramblings.com/index.php/xiaohongshu-statistics-and-facts>

Issued by: RooLife Group Ltd.

Authorised by: The Board of RooLife Group Ltd

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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 AFT Pharmaceuticals (ASX:AFP)

www.aftpharm.com

AFT Pharmaceuticals are a growing multinational pharmaceutical company that develops, markets and distributes a broad portfolio of pharmaceutical products across a wide range of therapeutic categories which are distributed across all major pharmaceutical distribution channels: over-the-counter, prescription and hospital. AFT's product portfolio comprises both proprietary and in-licensed products, and includes patented, branded and generic drugs.