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RooLife (ASX:RLG) appointed Alipay Marketing Partner

- **RooLife and China’s Alipay.com entered into an agreement appointing RooLife as an Alipay Marketing Partner**
- **RooLife to provide online store management, marketing and online coupon management services for merchants and retailers**
- **RooLife’s role is to drive engagement online with Chinese consumers and facilitate payments using Alipay**

e-Commerce marketing and Artificial Intelligence (AI) company RooLife Group Ltd (**ASX:RLG**) (“**RooLife Group**” or the “**Company**”) is pleased to announce its appointment by Hangzhou, P.R.C. based Alipay.com Co Ltd (alipay.com & global.alipay.com) (“**Alipay**”) as a Marketing Partner for Alipay’s online platform and services.

The Marketing Cooperation Agreement (“**Agreement**”) entered into between the Company and Alipay, appoints RooLife to provide services for businesses enabling them to list, promote and sell via Alipay’s platform.

Alipay delivers access to the world’s leading mobile and online payment platform serving more than 1.2 billion users across the world with its e-wallet partners and with 900 million users in China¹.

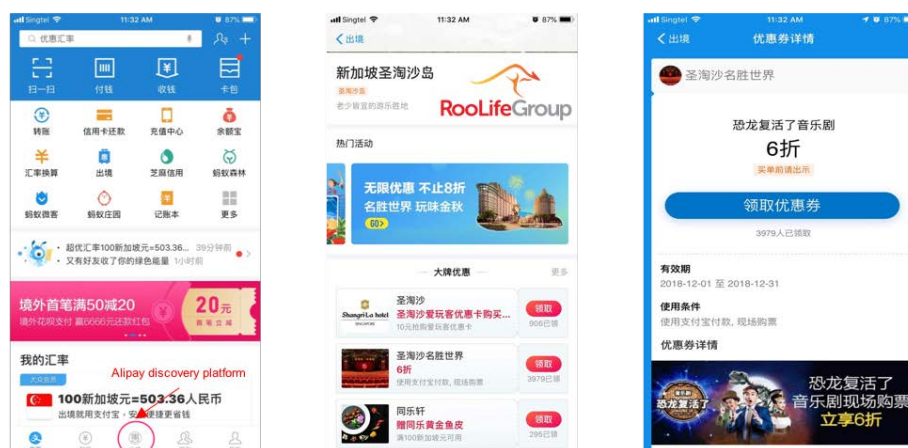


Figure 1: RooLife Marketing Partner for Alipay Discovery Platform

RooLife’s role is to facilitate businesses being able to market and sell to Chinese shoppers by working with merchants and retailers globally, with a focus in Australia, to deliver:

- Online Store Management;
- Creation and Management of Marketing content;

- Activation and Onboarding of Retailers and Merchants;
- Promotions and Online Coupon Management;
- Data Analysis.

RooLife already services a growing portfolio of brands providing marketing and e-commerce websites and platforms for its client base and this engagement further broadens the reach and scope of the Company's services.

The Agreement will further allow RooLife to provide digital marketing for brands seeking to engage with Chinese consumers by delivering customised Chinese-language advertisements, promotional material and online recommendations to Alipay's online customer base. The contract is for a term of one year and automatically renews annually until either party terminates with 30-day's notice ahead of the annual auto renewal.

RooLife will be responsible for actively managing merchant's marketing information on the Alipay Marketing Platform and connecting merchants to Chinese consumers.

RooLife Managing Director, Bryan Carr, commented, "RooLife is delighted to continue to build on its relationship with Alipay and this agreement further enhances the online services and reach that RooLife is able to provide to merchants seeking to connect and transact with Chinese shoppers.

We know Chinese consumers prefer to use mobile payment systems and with Alipay the world's leading mobile and online payment platform serving more than 1.2 billion users across the world with its partners and with 900 million active users in China last year¹. This provides the ability to market directly to and transact with this number of active users and presents an excellent opportunity for RooLife and Australian brands seeking to connect and transact with Chinese shoppers online.

China's digital marketing ecosystem has developed in a vastly different way relative to the west. In China, it is estimated that somewhere between 60-80% of information searches start on eCommerce platforms and expanding our engagement and reach with Alipay is a key and valuable new partnership for RooLife.

Alipay's Country Manager in Australia and New Zealand, George Lawson, added, "A core challenge for Australian brands is to connect and meaningfully engage with Chinese audiences in a trusted way. Alipay's merchant and customer relationships coupled with RooLife's experience and expertise in Chinese marketing provides a compelling proposition for businesses seeking to access the greater China market."

As part of the engagement RooLife is provided access to Alipay's Marketing Platform to conduct direct marketing to Chinese customers on behalf of brands and retailers connecting to Chinese shoppers who actively seek out and use coupons in mobile apps for purchases. It is RooLife's role to drive digital engagement for its merchants and vendors.

Revenue to be derived from the services the Company will provide potential merchants who use the Alipay platform cannot be reliably estimated at this point. However, the Company expects increasing demand from Chinese consumers for high quality, safe and healthy products will benefit Australian and other international businesses seeking to use the platform, which in turn will benefit the Company.

Alipay advises it will dedicate resources and incur expenses to deliver its Marketing Platform to RooLife, merchants and users and Alipay may charge RooLife a platform fee in the future and if so, requires to give 90 days' prior notice to RooLife before the charges come into effect.

The Company will continue to update the market accordingly as its business progresses.

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1. Source: <https://au.finance.yahoo.com/news/alibaba-spinoff-alipay-surged-past-1-billion-accounts-in-2019-150728030.html>

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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 Alipay

Alipay is the world's leading open digital lifestyle platform operated by Ant Financial. Continuously innovating to bring mobile payment to the world, Alipay serves more than 1.2 billion users worldwide together with its global e-wallet partners as of June 30, 2019.

Alipay has evolved from a payment tool to become a one-stop digital lifestyle platform. Through an open platform strategy, it introduces service providers from sectors such as local living, public services, and financial services, to bring consumers a more comprehensive experience. Along the way, it helps merchants digitalize their operations, promoting digital transformation in the service industry.

Working with more than 250 overseas financial institutions, Alipay created online payment channels for buyers and sellers in more than 200 countries and regions. When Chinese people travel abroad, they can pay directly using their mobile phones, and receive dedicated local merchant services through Alipay. In addition, foreign tourists and foreigners living in China can also use Alipay for mobile payments in the country.