



28 September 2020

### **RooLife appointed to sell Total Beauty Network's INIKA Organic into China**

- **RooLife partners with Total Beauty Network to deliver brand management, marketing and online sales for the INIKA Organic cosmetic range in China**
- **INIKA Organic well positioned for China sales having won over 40 international awards in the last 2 years for product excellence and innovation<sup>1</sup>**
- **RooLife to provide e-Commerce store operation to drive sales in China**
- **RooLife will launch on Alibaba's Tmall and Alipay platforms with INIKA Organic's award-winning products**
- **Three-year contract expected to deliver revenue of \$2.5 million to RooLife based on services fees and annual sales targets being met, with strong product sales expected in Years 2 and 3 of the contract**
- **Latest agreement takes the value of RooLife's announced contract wins since March 2020 to \$10.6 million in total contract value, subject to minimum annual sales targets being met for each contract**
- **Fifth RooLife Tmall store appointment and launch secured in the last 6 months**

e-Commerce and digital marketing company RooLife Group Ltd (**ASX:RLG**) ("**RooLife**") is delighted to be appointed as the exclusive Cross Border e-Commerce provider for China by **Total Beauty Network ("TBN")** to market and sell its highly successful cosmetics brand **INIKA**.

Total Beauty Network ([www.tbn.com.au](http://www.tbn.com.au)) produces and markets beauty brands with a focus on healthy cosmetics, using the highest quality ingredients across premium and value brands. In addition to INIKA ([www.inikaorganic.com](http://www.inikaorganic.com)), the TBN brand portfolio includes Designer Brands (DB), Colour by TBN, and Raww Cosmetics.

RooLife will manage the INIKA brand in China, where RooLife will be responsible for all brand management requirements of Total Beauty Network and will provide digital marketing services to promote and sell the highly successful and multi award-winning cosmetic brand.

RooLife will launch and operate the Alibaba Tmall store on behalf of Total Beauty Network, making this the **fifth** such store which RooLife has been appointed to operate in the last **six months**.

Under the terms of the agreement the Company will focus on brand building and awareness in Year 1, targeting strong product sales through Years 2 and 3 of the contract which can be extended by mutual agreement.

The agreement to establish and launch an Alibaba Tmall store further adds to RooLife’s revenue base and provides RooLife a mixture of monthly service fees and product sales revenue from marketing and selling the INIKA range of products.

The contract, which is subject to sales and performance milestones, is expected to deliver total revenue for the RooLife Group of approximately \$2.5m over a three-year period if minimum sales targets, which are scaled up each year, are met.

Total Beauty Network (TBN) produces and markets beauty brands with a focus on healthy cosmetics and sells over 6 million products globally each year.<sup>2</sup> The INIKA brand was selected as it is expected to have strong appeal in the China market, leveraging the brand’s reputation and success globally.



***RooLife will market and sell Total Beauty Network’s INIKA products online in China leveraging the brands strong credentials***

[www.tbn.com.au](http://www.tbn.com.au)

RooLife Managing Director, Bryan Carr commented, “INIKA Organic has excellent brand credentials and a successful sales record globally. Total Beauty Network has built out a strong and highly-regarded brand, focussed on healthy and ethical beauty using the highest quality ingredients – which positions the brand well for success in China. We are delighted to be partnering with such a successful Australian company as Total Beauty Network and look forward to growing the INIKA brand footprint and sales in China where we expect the brand to be well received.”

The RooLife platform provides an international gateway for products and services for companies wishing to enter the China market. RooLife is now representing and driving sales for a growing number of quality products and brand names into China for companies from Australia, New Zealand, U.S.A and the United Kingdom.”

## ENDS

1. Source: [www.inikaorganic.com/au/awards](http://www.inikaorganic.com/au/awards)
2. Source: TBN Company Report

**Issued by:** RooLife Group Ltd

**Authorised by:** The Board of RooLife Group Ltd

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

Bryan Carr Managing Director Ph: +61 8 6444 1702 Email: <a href="mailto:ir@roolifegroup.com.au">ir@roolifegroup.com.au</a>	Peter Nesveda Corporate Affairs & International Investor Relations Ph: +61 412 357 375 <a href="mailto:peter@intuitiveaustralia.com.au">peter@intuitiveaustralia.com.au</a>
---	--

### **About RooLife Group Ltd (ASX:RLG)**

[www.roolifegroup.com.au](http://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 Total Beauty Network**

[www.tbn.com.au](http://www.tbn.com.au)

*Total Beauty Network (TBN) produces and markets beauty brands with a focus on healthy cosmetics, using the highest quality ingredients across premium and value brands. The TBN brand portfolio includes INIKA, Designer Brands (DB), Colour by TBN and Raww Cosmetics.*

*TBN is proud to deliver excellent service to all its customers through a dedicated field team. In Australia, TBN distribution is focused on pharmacy for DB, Colour by TBN and Raww Cosmetics, and on Beauty Salons, Health stores and select department stores for INIKA. All brands are available online, and TBN has a rapidly increasing global distribution network. TBN is one of the BRW 100 fastest growing companies and has experienced rapid growth over the past few years.*