



22 October 2020

## Kiwi Health Flagship Store Launches in China on Tmall Global

- ASX-listed RooLife (ASX:RLG) and ASX and NZX-listed AFT Pharmaceuticals (ASX:AFP, NZX:AFT) have officially launched the New Zealand branded online health and pharmacy store in China - "Kiwi Health"
- "Kiwi Health" is the online marketplace in China for AFT Pharmaceuticals' high-profile, well-known and trusted portfolio of health and wellbeing products
- Kiwi Health Store operated by RooLife launched on Alibaba's Tmall Global platform with the support of New Zealand Trade & Enterprise (NZTE)
- Kiwi Health Store launched in preparation for Alibaba's 11.11 Global Shopping Festival to be held on 11 November

**22 October 2020, Auckland** - RooLife Group (ASX:RLG) and AFT Pharmaceuticals (ASX:AFP, NZX:AFT) have launched Kiwi Health, a New Zealand-branded health and well-being store on Alibaba's Tmall Global marketplace, (as advised to the ASX on 10 July 2020) with the support of **Alibaba Group** and **New Zealand Trade and Enterprise (NZTE)**.

The Kiwi Health store, launched in advance of and in preparation for Alibaba's 11.11 Global Shopping Festival, markets and sells a range of health and well-being products online in China. The store aims to leverage the strong brand awareness of AFT's product range under the "Kiwi's thinking about health" branding and the regard for New Zealand products in China.

AFT Pharmaceuticals Founder and CEO, Dr Hartley Atkinson, said the launch of the Tmall Global store was an important step in growing the company's reach to consumers in China, "Our products have already secured a strong following with the local Chinese consumers living in New Zealand and Australia. We believe the launch of our Tmall Global flagship store will further assist us in amplifying our online presence in the world's largest e-commerce market."

Alibaba Group's Managing Director in Australia and New Zealand, Maggie Zhou, said the time was right for New Zealand brands to think about expanding their reach in the China market: "We are delighted to see the launch of the Kiwi Health Tmall Global Flagship Store. New

Zealand products have a strong reputation and remain a popular choice with consumers in China who care more about their health and wellness than ever before.”

The Kiwi Health Store project is also supported by New Zealand Trade and Enterprise (NZTE), the New Zealand government's international business development agency.

New Zealand Trade and Enterprise’s General Manager Customers, Lisa Thompson commented, “COVID-19 has accelerated the importance of having a strong digital strategy, so exporters can meet their consumers where and however they shop. We are really pleased to be working alongside AFT Pharmaceuticals in this space. It is fantastic to see them set up their flagship store on Tmall and we hope it is the beginning of ongoing success.”

RooLife Managing Director, Bryan Carr added, "Working with AFT Pharmaceuticals is a fantastic outcome and opportunity for all involved. We look forward to marketing and selling their well-known, trusted portfolio of health and wellbeing products in the Chinese market on Alibaba's Tmall Global marketplace and also acknowledge and recognise the support provided by Alibaba Group and New Zealand Trade and Enterprise.”

We have seen the successes achieved by large Australian and New Zealand based pharmacy chains online in China and we are excited by the opportunity to leverage the high regard for New Zealand and its products with Chinese shoppers.”

RooLife provides the digital marketing, store operation and product distribution that drives sales of AFT Pharmaceuticals products on the Alibaba’s Tmall Global platform. As China’s largest cross-border marketplace, Tmall Global is the premier channel through which overseas brands and retailers can reach Chinese consumers, build brand awareness and gain valuable consumer insights in forming their overall China strategy, without the need for physical operations in China.



**Kiwi Health Tmall Store Launched on Alibaba - “Kiwi’s thinking about health”**

Hosted annually on November 11, Alibaba's 11.11 Global Shopping Festival is the world's largest online shopping event in terms of the number of consumers and merchants participating during the event, with Kiwi Health Store planning a series of promotions to Chinese consumers during the Festival.



*Kiwi Health Official Launch Event held at AFT Pharmaceuticals Auckland attended by Hartley Atkinson - CEO - AFT Pharmaceuticals, Pier Smulders, Country Manager, New Zealand, Alibaba Group, Lisa Thompson - General Manager NZ Customer - NZTE and Bryan Carr - CEO - RooLife Group (ZOOM).*

**ENDS**

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

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**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. 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 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, NZX:AFT)**

[www.aftpharm.com](http://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 Pharmaceutical's product portfolio comprises both proprietary and in-licensed products, and includes patented, branded and generic drugs.*

**About Alibaba Group**

[www.alibabagroup.com](http://www.alibabagroup.com)

*ALIBABA GROUP'S MISSION IS TO MAKE IT EASY TO DO BUSINESS ANYWHERE.*

*We enable businesses to transform the way they market, sell and operate and improve their efficiencies. We provide the technology infrastructure and marketing reach to help merchants, brands and other businesses to leverage the power of new technology to engage with their users and customers and operate in a more efficient way. Our businesses are comprised of core commerce, cloud computing, digital media and entertainment, and innovation initiatives. In addition, Ant Group, an unconsolidated related party, provides payment services and offers financial services for consumers and merchants on our platforms.*

**About New Zealand Trade and Enterprise**

[www.nzte.govt.nz](http://www.nzte.govt.nz)

*New Zealand Trade and Enterprise (NZTE) is the government agency charged with helping New Zealand businesses to grow internationally. We use our extensive knowledge and global networks to help exporters of all sizes make better decisions and connect to the right partners and investors.*