



17 November 2020

## **RooLife on track for strong November Revenue Result & Launches Reid Fruits App**

- **RooLife is pleased to announce strong China revenue performance in November & the 11.11 sales period, with the Company on track for approximately 20% revenue growth over last Quarter**
- **RooLife delivers Reid Fruits WeChat mini app. on the WeChat platform for buyers of Reid Fruits' cherries in China**
- **RooLife partners with Laava Smart Fingerprints and Source Certain International (SCI) provenance verification technology to confirm Reid Fruit's provenance to Chinese consumers**

e-Commerce marketing and Artificial Intelligence (AI) company RooLife Group Ltd (ASX: RLG) ("**RooLife Group**" or the "**Company**") is pleased to confirm strong China revenue performance in November & the 11.11 sales period, with the Company on track for approximately 20% revenue growth over last Quarter, which has been built on the recently launched **Nuria**, **COLAB**, and **Kiwi Health** stores.

These three e-Commerce stores were launched in advance of and to leverage Alibaba's Singles Day online shopping festival on 11 November (11.11) and are experiencing good traction with Chinese consumers and form the basis of the revenue growth being experienced.

RooLife expects to continue to build on this with the upcoming launch of two new online stores in China over the coming months with contracted brands **BLIS Technologies** (NZX:BLT), the developer of the world's first advanced oral probiotics and the highly successful cosmetic brand, Total Beauty Network's **INIKA Organic**.

RooLife continues growing its client base with the appointment by Reid Fruit, one of Australia's largest cherry producers, to deliver digital marketing services for China, with RooLife to provide all social media activity and e-commerce promotion within WeChat and Little Red Book.

RooLife has launched the Reid Fruits WeChat mini app. onto the WeChat platform, with Reid Fruits becoming the first Australian horticultural exporter to combine RooLife's Guzhang consumer engagement and social commerce platform with Laava Smart Fingerprints and Source Certain International (SCI) provenance verification technology to confirm Reid Fruit's provenance and authenticity to Chinese consumers.

The partnership combines scientific and digital security measures to give Reid Fruits strong brand protection capabilities and integrates with a consumer engagement platform and media campaigns tailored to its key markets by RooLife in China.

Whilst initial revenue to be generated from this partnership is not expected to be material, significantly, this is the first example of an application delivering combined marketing and product verification which is being launched by RooLife.

Managing Director of Reid Fruits Tim Reid, said the extra security validation delivered using the combined technology of Laava and Source Certain gives consumers confidence when buying their cherries, that they are getting what they paid for. “For our export partners, it demonstrates we are continually innovating to protect our brand and look after our customers and partners.”

Bryan Carr, Managing Director of RooLife added, “The Reid Fruits WeChat app is a great example of social e-commerce marketing which also delivers product verification and confidence to Chinese buyers of Tasmanian cherries. We are delighted to be working with another great Australian brand in China and integrating innovative Australian technology.”

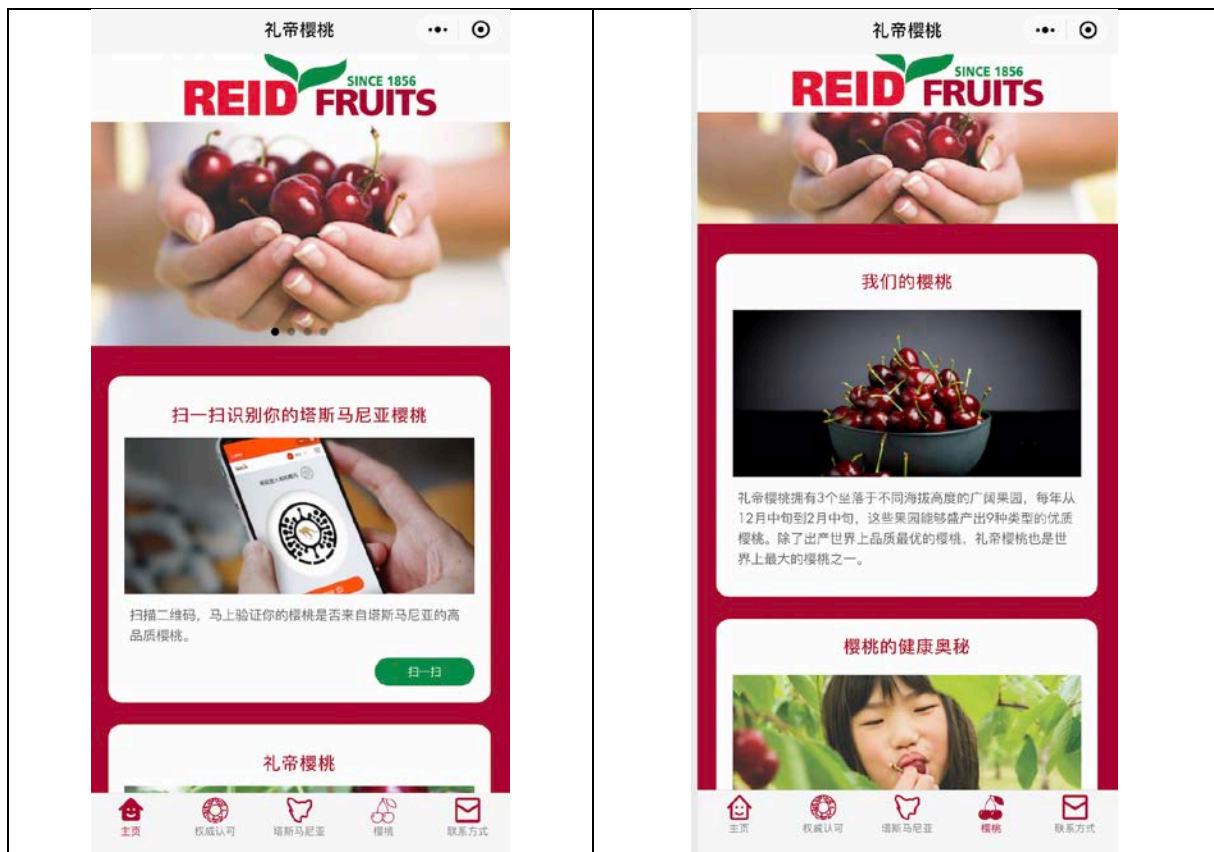


Figure 1 – The RooLife Reid Fruits WeChat mini app being launched in China

Commercial Director and Joint-CEO of Laava, Gavin Ger said, “We are honoured to partner again with Reid Fruits and delighted to be collaborating with Source Certain and RooLife to bring the power of our combined Australian technology to protect and enhance one of Australia’s most revered export brands.”

Source Certain COO, Grant Erskine said, “We implement scientific verification technology within ongoing programs that protect the integrity of food as it moves from high quality producers like Reid Fruits at their farms in Tasmania all the way through to consumers.”

We look forward to continuing to update shareholders of our further progress as we add to the portfolio of products marketed and distributed in China by RooLife.

**ENDS**

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**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) 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.*