



21 December 2020

## **RooLife adds International produce supplier in China & builds out capability**

- **RooLife continues to expand its range of products and global reach with the addition of South American food products added to key contracts from New Zealand, USA, UK, France and Australian business & brand representation in China**
- **RooLife food & produce offering builds on Reid Fruits Wechat platform for buyers of Reid Fruits' cherries (announced November 2020)**
- **RooLife is building out a portfolio of food and fresh produce providers to meet the strong demand for International food products in China**
- **80+% of RooLife's China revenue generated from brands from outside Australia**
- **Appointment of Vincent Lo, former NAB Head of Group Development, CHINA, leveraging his agriculture and food sector experience in China and business relationship with State (SOE) and privately owned enterprises in China**
- **RooLife continues to experience strong sales growth with the FRUTEEC appointment expected to contribute to expected Quarter on Quarter growth for the December Quarter and the March Quarter**
- **RooLife expects Half Year Revenue to December 2020 to be up 40% from December 2019 Half Year (\$1.56m)**

e-Commerce and digital marketing company RooLife Group Ltd (ASX: RLG) ("**RooLife Group**" or the "**Company**") is pleased to confirm its continued global expansion as the China-market partner for global brands with its appointment by South America-based Especialistas en Negocios Internacionales FRUTEEC SAPI de CV (FRUTEEC) to market and sell its fresh produce in China.

FRUTEEC has established business operations in Chile, Peru, Mexico, Spain and USA from where it sources and provides fresh foods, dried fruits, milk, dairy, conserves and oils. The company also manages all logistics requirements for the delivery of these products globally.

RooLife will market and sell FRUTEEC's products in China with first sales expected to commence late December. The term of the contract is 12 months and is renewable at that period with either party able to provide termination notice with immediate effect. The Company reasonably expects sales to continue and

grow in the coming months based on identified demand, however 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 term of the contract is 12 months

RooLife is building out a portfolio of food and fresh produce providers to meet the strong demand for International food products in China expanding on the capability and platform announced on 17 November 2020 with the launch of the Reid Fruits Wechat app. to market and promotes Australian cherries.

In support of this initiative, RooLife is delighted to advise of the appointment of Vincent Lo to assist with China market entry for food and fresh produce. Vincent is former NAB Head of Group Development, CHINA. During a 13-year period as the Head of NAB Group Development in China Vincent was responsible for formulating China development strategies for NAB and MLC, identifying business opportunities and driving China market entry plans. In addition, Vincent was primarily responsible for developing business relationships with targeted State (SOE) and private institutions involved in China's agriculture, food and beverage industries. Amongst other key duties Vincent was also charged with developing and maintaining good relationships with regulators and government agencies in financial services, agriculture and food and beverage industries and is expected to reinforce the strengths of the RooLife team and capabilities operating in China.

RooLife is seeing strong demand for food and produce in China and is working on direct-to-consumer opportunities in China for a range of produce and healthy foods including dried fruits, nuts, stone fruits and citrus and expects to update the market as new brands are secured.

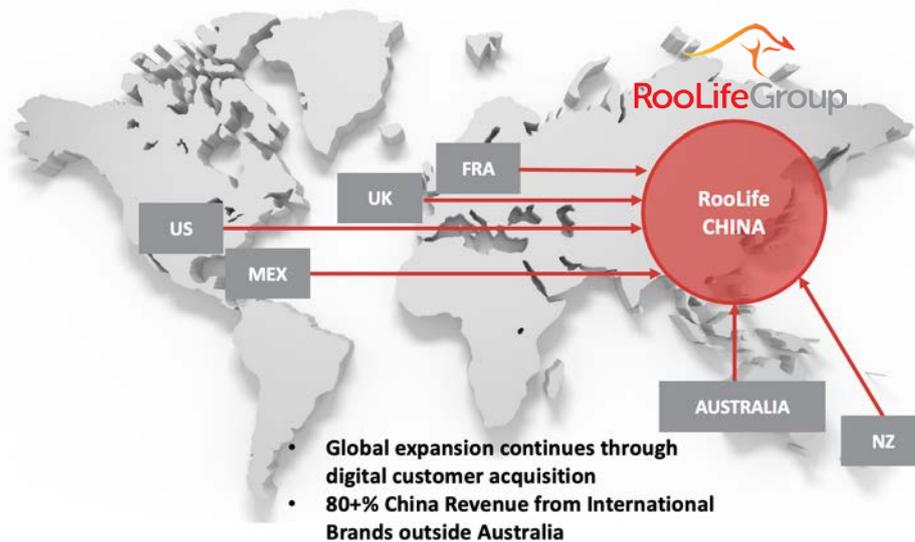
This demand is confirmed by the Ministry of Commerce, noting in November 2020 that China imported US\$124.4 billion worth of food in the first nine months of this year, which is up 13.3 percent from the same period last year<sup>1</sup>.

RooLife has continued to build out its China-side expertise focussed on identifying products and brands in demand to align with its International brand selection with the aim to source, brand and sell direct-to-consumer food products.

The Company continues to expand its products range and global reach with the addition of South American produce to New Zealand, USA, UK, France and Australian business & brand representation in China.

80+% of RooLife's China revenue is generated from brands from outside Australia with this latest appointment expected to contribute towards RooLife's expected Quarter on Quarter growth for both the December Quarter and the March Quarter.

The Company now expects Half Year Revenue to December 2020 to be up 40% from December 2019 with strong growth expected to continue into the March 2021 Quarter.



The Company is working on a number of food and produce opportunities similar to the FRUTEEC agreement which the company expects to secure in 2021.

**ENDS**

1. Source: [www.shine.cn/news/nation/2011079314/](http://www.shine.cn/news/nation/2011079314/)

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

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