



19 January 2021

### **RooLife and Murray River Organics (ASX:MRG) partner for Global Sales**

- **RooLife appointed to develop cross border channels and sell Murray River Organics brands to China**
- **RooLife agree to develop and grow distribution channels for Murray River Organics brands general trade sales in China**
- **RooLife will launch on Alibaba's Tmall Global, cross border e-commerce with Murray River Organic's award-winning products**
- **RooLife to service, support and grow existing general trade channels for Murray River Organics brands in China, including Tmall Flagship Store, Costco China, Ole, and Hema**
- **Three-year contract expected to deliver revenue of \$10 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 to \$20 million in total contract value in the last 10 months, subject to minimum annual sales targets being met for each contract**
- **Eighth RooLife Tmall store appointment and launch secured in the last 10 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 **Murray River Organics Group Limited (ASX:MRG)** to market and sell its highly regarded organic food products.

Murray River Organics is a leading Australian producer, manufacturer and seller of certified organic, natural and better-for-you food products servicing the organic, natural and healthy food and snack market globally<sup>1</sup>.

RooLife will manage the Murray River Organics brands and product sales in cross border channels to China, where RooLife will be responsible for brand management and sales and will provide digital marketing services to promote and sell the highly successful organic food brand.

RooLife will service Murray River Organics brands existing general trade sales channels, including Tmall Flagship store and major national retail chains **Costco**, **Ole** and **Hema**. The two companies will work together through this partnership to grow Murray River Organics brands and distribution network to achieve global expansion.



***RooLife to market and sell highly credentialed Murray River Organics products in China***

The agreement to establish and launch an Alibaba Tmall Global Cross Border Flagship 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 Murray River Organics range of products.

Under the terms of the agreement the Company will focus on immediately developing sales, targeting strong product sales through Years 2 and 3 of the contract which can be extended by mutual agreement.

The contract, which is subject to sales and performance milestones, is expected to deliver total revenue for the RooLife Group of approximately \$10m over a three-year period if minimum sales targets, which are scaled up each year, are met.

Birol Akdogan, Interim CEO of Murray River Organics, commented, “We welcome RooLife to join our journey to take Sunraysia to Asia. Our export growth focuses on Australian products that are better for you that meet the increasing global demand for clean, trusted and healthy food. RooLife’s experience and expertise in digital marketing and e-commerce will certainly bring the Murray River Organics brands closer to the global consumer and we are genuinely excited by the opportunity to work more closely with them.”

RooLife Managing Director, Bryan Carr added, “We are delighted to be partnering with Murray River Organics to market and sell their high-quality food products into China. With strong demand for healthy foods and with an online shopping market of more than 700 million shoppers <sup>2</sup>, we see great potential for the Murray River Organics range in China.”

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., Europe, United Kingdom and South America.

## ENDS

1. Source: [www.murrayriverorganics.com.au](http://www.murrayriverorganics.com.au)

2. Source: [www.practicalecommerce.com/china-is-dominating-ecommerce](http://www.practicalecommerce.com/china-is-dominating-ecommerce), [www.statista.com](http://www.statista.com)

**Issued by:** RooLife Group Ltd

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

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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. 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 Murray River Organics Group Ltd (ASX:MRG)**

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

*The organics market is one of the fastest growing food sectors globally. Murray River Organics is a leading Australian producer, marketer, manufacturer and seller of certified organic, natural and better-for-you food products. Servicing the organic, natural and healthy food and snack market globally, Murray River Organics operates both in the Australian domestic and international market. Customers include industrial customers (such as cereal manufacturers, bakeries and confectionary manufacturers), retail customers (such as supermarkets, organic food stores, mass-market, e-commerce retailers and convenience stores) and food service channels (such as speciality and natural food distributors).*