



27 January 2021

RooLife and Blis Technologies (NZX:BLT) Flagship Store launches on China's Tmall Global

- RooLife and NZX-listed Blis Technologies (NZX:BLT) have officially launched the BLIS PROBIOTICS™ product range in China on Alibaba's Tmall Global marketplace
- Blis Technologies are the developers of the world's first advanced oral probiotics with the Number 1 selling product in the throat lozenge category in New Zealand Pharmacies¹
- RooLife provides digital marketing, e-Commerce operation and online sales in China with the contract expected to deliver revenue of \$2.7 million based on services fees and annual sales targets being met

E-Commerce and digital marketing company RooLife Group Ltd (**ASX:RLG**) ("**RooLife**") and **NZX** listed **Blis Technologies Ltd (NZX:BLT)** ("**Blis Technologies**") officially launched the BLIS Probiotics store on Alibaba's Tmall Global marketplace at a ceremony in Dunedin, New Zealand with **Alibaba Group** on 26 January 2021.

As announced 17 August 2020, RooLife is exclusively providing the digital marketing services and online store operation to promote and sell Blis Technologies' key oral probiotics products in China which include the number 1 selling product in the throat lozenge category New Zealand Pharmacies¹.

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 and so is the ideal market entry for marketing and selling BLIS PROBIOTICS™.

Blis Technologies CEO Brian Watson commented, "Partnering with RooLife and Alibaba we are thrilled to have our own Tmall Flagship Store allowing China-based consumers to access our product range which is popular in New Zealand, Australia and the US. This will give us a foothold in the exciting and fast-growing Chinese probiotics market and is the foundation for our growth strategy in the region".



Blis海外旗舰店



首页 所有宝贝 耳鼻喉健康 口腔健康 增强免疫力 品牌故事



RooLife launches BLIS PROBIOTICS Tmall store in China leveraging the strong brand credentials and awareness of the BLIS Probiotics brand.

Alibaba Group's New Zealand Country Manager Pier Smulders said, "New Zealand products have a strong reputation and remain a popular choice with consumers in China. We are delighted to welcome Blis Technologies to the Tmall Global marketplace which will further expand this offering."

RooLife Managing Director, Bryan Carr added, "It's very exciting to be launching the online sales for Blis' well-credentialed and well-known oral probiotics products in China. Blis Technologies is well established in the New Zealand and Australian market as the leader in oral probiotics research and development and is the number one selling product in the throat lozenge category in New Zealand pharmacies¹. This positions it well for growth and expansion in China where online shoppers are actively seeking health and wellbeing products.

The contract, which is subject to ongoing sales performance milestones, is expected to deliver total revenue for the RooLife Group of approximately \$2.7m over a three year period if minimum sales targets, which are scaled up each year, are met.

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.



BLIS PROBIOTICS Official Launch Event held at Blis Technologies, Dunedin, New Zealand attended by (left to right): Muriel Niu (Blis CBEC Channel Lead), Anthony Offen (Blis Chairman), Richard Wingham (Blis CFO), Pier Smulders (Alibaba Country Manager New Zealand), Julie Curphey (Blis CMO), Brian Watson (Blis CEO), Frank Spiewack (Blis Commercial Director) and on Zoom Vivian Wu & Jonathan Cox from RooLife Group.

ENDS

1. Source: Blis Technologies ThroatGuard Pro - IRI sales data

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 or contact:

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

About RooLife Group Ltd (ASX:RLG)

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 Blis Technologies Ltd (NZX:BLT)

www.blis.co.nz

Delivering proven health benefits through evidence-based, advanced probiotics.

Blis is an NZX-listed manufacturer of advanced probiotic strains that go beyond the gut. Combining innovation with evidence-based research and the highest quality production controls enables the delivery of probiotic solutions for specific health targets including throat health, halitosis (bad breath), immune support and teeth and gum health. BLIS products are sold throughout New Zealand and in Australia, Asia, Europe and the USA. More information about Blis Technologies Ltd can be found at www.blis.co.nz.