



YOUR CROSS-BORDER
E-COMMERCE PARTNER

10 May 2021

RLG Management Team Update

e-Commerce and digital marketing company RooLife Group Ltd (ASX:RLG) (“**RLG**” or the “**Company**”) advises that Ms Jacqueline Gray, the Company’s Chief Financial Officer has resigned from the Company effective as of 7 May 2021.

Jacqueline has made a significant contribution to the Company during her tenure as CFO and the Board thanks her for her dedicated input and wishes her well in her future endeavours.

Through the March Quarter the Company has been transitioning this role to existing Financial Controller Mrs Jyotika Gondariya who will continue and lead all accounting and administrative functions within the Group.

Jyotika is a well-credentialed finance professional with over 10-years’ experience gained with publicly listed and private entities in the technology, resources and construction sectors, with 5-years’ experience working in audit services. Jyotika has been involved in financial reporting, initial public offerings, advising corporations through expansion strategies and is well versed in technical accounting concepts.

In addition, as a result of recent wins combined with a strong and active pipeline of opportunities, the Company has created a new role of Chief Commercial Officer to work with the Company’s finance and sales teams to maximise and optimise terms of engagement with its portfolio of existing and future brands to ensure the Company optimises its pathway to profitability.

The Company continued to achieve strong revenue performance in April and with an active pipeline of opportunities and is confident of delivering a strong June Quarter result.

RLG generates revenue from a mixture of service fees and commissions on all products it sells and is now representing and driving sales for a growing number of quality products and brands into China for companies from Australia, New Zealand, U.S.A., Europe, United Kingdom and South America.

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RLG OVERVIEW

RLG is a cross-border platform that matches Chinese consumer demand with international brands and products.

RLG identifies trends in Chinese consumer demand, secures distribution rights for international products that fit consumers' needs and provides the technology and sales infrastructure necessary for brands to sell at scale in China.

RLG's fully integrated offering includes:

- Market research and data analysis;
- Online and offline b2c and b2b sales channel establishment and management;
- Product localisation, brand and marketing development;
- International and local logistics, warehousing, and shipping; and
- Payment acceptance and remittance.

Contracts with clients are typically structured on a term of 2-3 years. Revenue is earned from a combination of monthly marketing and service fees and increasingly product sales. RLG has the exclusive rights to sell each brand into China both online and through traditional channels.

RLG has secured 10 international clients from Australia, New Zealand, U.S.A., Europe, United Kingdom and South America. A selection of these clients include:

- Nuria (skincare)
- Colab (dry shampoo)
- AFT Pharmaceuticals (pharmacy)
- Blis Probiotics (probiotics)
- Murray River Organics (health food)



The online shopping market in China is \$2.2 trillion, comprising 925m online shoppers and is growing at 12% per annum. (Source: www.statista.com/outlook/dmo/ecommerce/china#revenue)