



YOUR CROSS-BORDER
E-COMMERCE PARTNER

07 July 2021

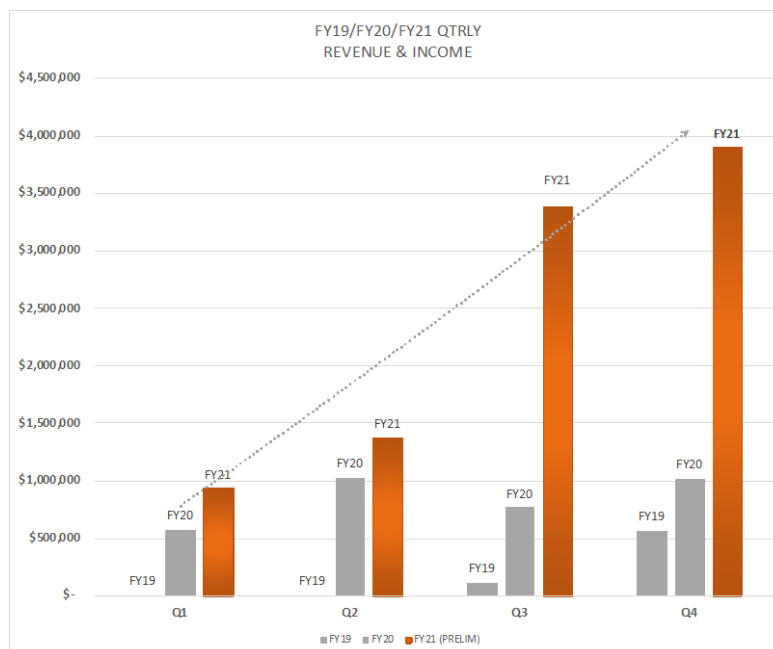
RLG delivers record revenue of \$3.9m & cashflow positive for Q4FY21

HIGHLIGHTS

- Accelerating product sales during the June quarter deliver a new Quarter record revenue of **\$3.9m (preliminary)** for the 30 June 2021 Quarter – up 15% from Q3FY21
- Strong collection of cash receipts from customers of **\$5m+** for Q4FY21
- Company **\$1m+ cashflow positive** for the Quarter
- Cash at bank at 30 June 2021 of **\$3.8m** further strengthened with placement funds of **\$1.7m** received in the first week of July 2021

e-Commerce and digital marketing company RooLife Group Ltd (ASX:RLG) (“**RLG**” or the “**Company**”) is pleased to confirm that as forecast, it has achieved a new record Quarterly revenue total of **\$3.9m** which is up 15% from the prior Quarter.

Additionally, and pleasingly, the Company was cashflow positive in Q4FY21 collecting in excess of **\$5m** in receipts from customers in the Quarter and achieving **net positive cashflow** in excess of \$1m for the quarter.



Growing Year-on-Year Quarterly Revenue Comparison FY2019 – FY2021

Further detailed information in respect to the Company’s operational performance during the Quarter will be included in the Company’s Quarterly Activities Report and Appendix 4C to be lodged no later than 30 July 2021.

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.

ENDS

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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, with revenue earned from a combination of monthly marketing and service fees and increasingly product sales, with exclusive rights to sell each brand into China both online and through traditional channels.

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

- Remedy Drinks (#1 kombucha brand in Australia)
- 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)