



YOUR CROSS-BORDER
E-COMMERCE PARTNER

28 July 2021

Broker Briefing Investor Webinar

RooLife Group Ltd (ASX:RLG) ("RooLife Group", the "Company") is pleased to advise shareholders and investors that the Company will be presenting as part of the Broker Briefing Investor Webinar on Thursday 29 July 2021.

Date: 29 July 2021

Time: 11:30am AEST / 9:30am AWST

Presenter: Managing Director, Bryan Carr, presenting at 12:10pm AEST / 10:10am AWST
The Company invites shareholders, investors, and media to participate in this digital event by registering online via the link below:

https://zoom.us/webinar/register/7516272577021/WN_ISJA4lz-THiIDK-GEpCw8g

Participants will be able to submit questions via the panel throughout the presentation, however, we encourage shareholders and investors to send through questions via email beforehand to **info@brokerbriefing.com**

ENDS

Issued by: RooLife Group Ltd

Authorised by: The Managing Director & Company Secretary of RooLife Group Ltd

For further information, please visit the RLG website at www.roolifegroup.com.au or contact:

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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)