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RLG Launches TikTok Store in China with high-profile brands

- **RLG launches TikTok Flagship Store servicing strong demand for well-known global Brands including Dior, Lancôme, Givenchy, Kiehl's, Estee Lauder, YSL, Clinique, Fresh, SK-II, Colabs, Nuria**
- **Live streaming for RLG products scheduled to commence this week accessing CCTG's business networks, marketing and customer network**
- **RLG expecting sales of \$300k+ during the first quarter launch phase, with additional sales growth expected**
- **RLG now operating on 3 of China's largest online platforms - Tmall Global, Pinduoduo and TikTok/Douyin**

e-Commerce and digital marketing company RooLife Group Ltd (**ASX:RLG**) ("**RLG**" or "**Company**") is pleased to advise that it has developed and is launching a TikTok (Douyin) Cross Border Flagship Store ("**RLG TikTok Store**") selling cosmetics brands in co-operation with investment and sales channel CCTG¹, leveraging the networks and infrastructure of established Chinese duty-free operators.

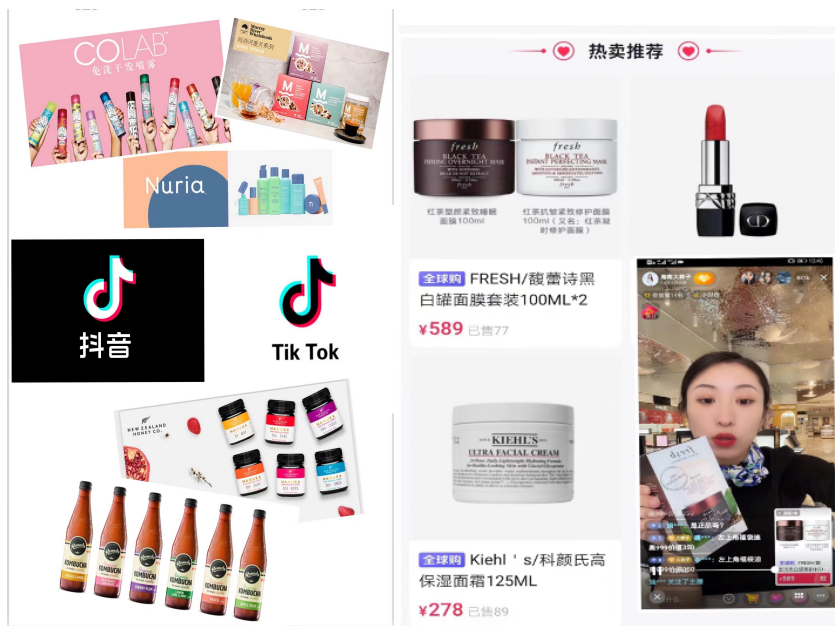
The RLG TikTok Store will be operated with an experienced duty free operational team, leveraging their strong brand presence and credentials, and proven successful in-house live streamer network. RLG expects sales in the first three months will be in excess of \$300k with further growth expected as the store operation and customer base matures.

The RLG TikTok Store will sell cross-border imported products and leverage short video content, advertisements and live-streaming campaigns to promote products from brands including Dior, Lancôme, Givenchy, Kiehl's, Estee Lauder, YSL, Clinique, SK-II and Fresh in concert with RLG's cosmetics partner brands, Colabs, Nuria and others, to Bytedance's 600 million shopper community in China².

Live streaming to sell goods in China is booming with the value of goods sold through livestreaming promotions forecast to increase 100% this year to CNY 2 trillion (AUD\$425bn), according to analysts at PingAn Securities, while more traditional online shopping grows at 15 per cent³.



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Live streaming market testing completed in April ahead of commercial launch.

With RLG's launch on TikTok/Douyin, the Company now has a broad footprint of sales channels and customer reach operating on three of the largest online sales platforms in China - Alibaba's Tmall, Pinduoduo and now Bytedance's TikTok/Douyin.

RLG Managing Director, Bryan Carr, stated "Strategically this is a big step for RLG and confirms the value of our relationship with CCTG and the channels to market in China they bring. The opening of the TikTok store significantly increases our sales potential for Brands selling on this globally recognised platform to such a big and still rapidly growing shopping segment."

ENDS

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1. China Cross Border Trading Group - reference ASX Announcement 15 November 2021
2. <https://www.bytedance.com/en/>
3. https://pdf.dfcfw.com/pdf/H3_AP202110111521988366_1.pdf?1633969578000.pdf

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