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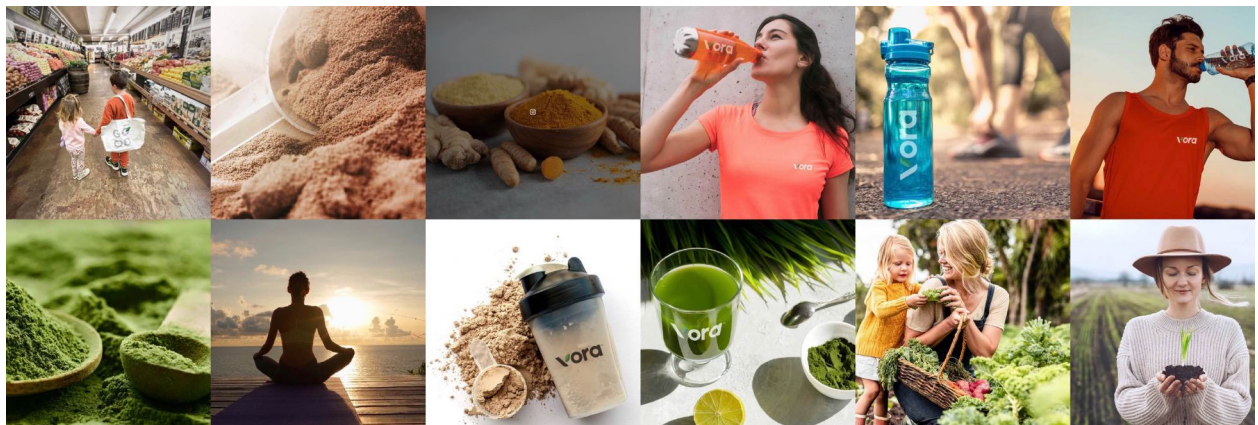
RLG LAUNCHES ITS VORA HEALTH BRAND

- **RLG launches its own new Health & Wellness Brand - VORA - "Good for You, Good for the Planet. Good Business"**
- **RLG's skills and experience in online marketing and e-commerce in Western markets and China to be applied with its ready-made marketplaces**
- **Brand ownership provides opportunity for increased margins on RLG's own products and ability to service identified demand rapidly**
- **VORA range leverages the high regard for Australia's agricultural and food products**
- **VORA brand and range launched to service identified and growing global demand for healthy, sustainable food products**
- **RLG to leverage the customer databases built in China over time to sell VORA products to a qualified customer base**
- **VORA launches with vegetable protein products designed to service high-demand and high growth markets in China and South East Asia**

e-Commerce company RooLife Group Ltd (**ASX:RLG**) ("**RLG**" or "**Company**") is pleased to announce the launch of its own Food and Health and Wellbeing Brand, with a range of products to be sold under the VORA brand name.

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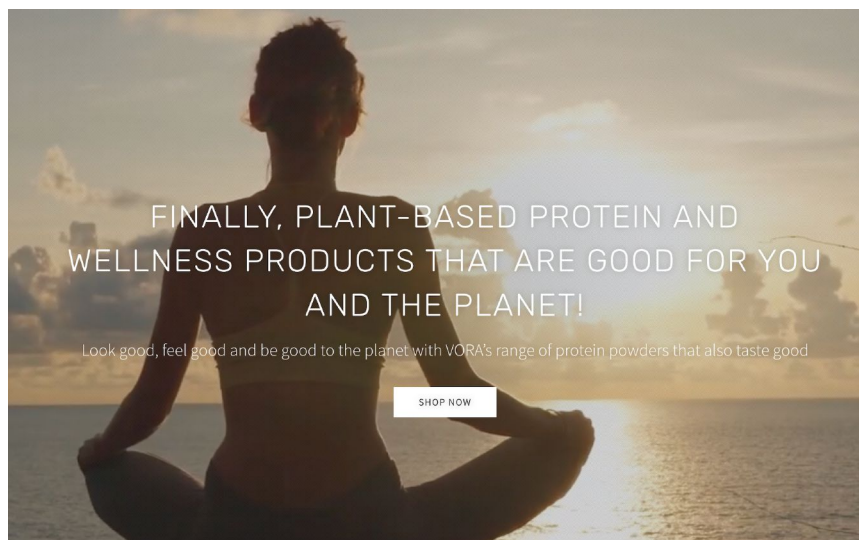


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The VORA brand and product range has been developed based on demand identified by RLG's online sales platforms and digital marketing systems in the Australian and Chinese markets and services the strongly growing global demand for healthy, sustainable, food products and the existing and forecast demand for plant proteins.

VORA is a range of Australian products leveraging the global high regard for Australia's agricultural and food products and the VORA brand, acquired for nominal consideration, provides RLG with higher margins on sales under this brand and the ability to rapidly respond to identified demand for products.

RLG's skills and experience in online marketing and e-commerce in Western markets and China together with the defined and qualified customer databases developed in China provides a ready-made customer base for the VORA product range.



VORA is launching in Australia with vegetable protein products and it is planned to expand into a broader food range to service high-demand and high growth markets in China and South East Asia.

Bryan Carr, RLG's Managing director commented, "The launch of the VORA brand and product range represents the culmination of the last 12 month's investment in data mining, product demand assessment, product formulation and brand positioning. The COVID-19 pandemic has influenced consumer behaviours with one of the most notable being an enhanced desire to lead a more sustainable life. VORA has been positioned to meet this objective, with the vision to be Good for You, Good for the Planet. Good Business".

It takes the learning and understanding of identified consumer demand from China and global trends and following the launch online in Australia, the product will be launched into China.

A 2022 survey by BCG and Blue Horizon, across seven countries, highlighted that approximately 75% of respondents said that having a healthier diet is the primary motivator for them to start consuming alternative proteins.¹

The World Economic Forum has forecast that the alternative-protein market will increase to more than 7 times its current size over 15 years, from 13 million metric tons a year now to 97 million metric 8 tons by 2035, when it will make up 11% of the overall protein market.²

RLG is not yet able to reliably forecast the expected sales of products sold under the VORA brand and the resulting impact on the financial performance of the Company, however the Company looks forward to providing shareholders further updates on its achievements and progress as the VORA product range is rolled out.

ENDS

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Source:

1. <https://www.bcg.com/publications/2022/combating-climate-crisis-with-alternative-protein>

2. www.fao.org/in-action/sustainable-and-circular-bioeconomy/resources/news/details/en/c/1459357

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