



UNLOCK A WORLD
OF POTENTIAL

QUARTERLY ACTIVITIES REPORT AND APPENDIX 4C FOR THE PERIOD ENDED 30 SEPTEMBER 2022

ASX:RLG
26 October 2022

Q1 FY2023 APPENDIX 4C HIGHLIGHTS

Revenue for Q1 FY2023 of \$3.5m

\$3.92m

CASH RECEIPTS

↑ **9%**

vs. Q4 FY22

↑ **106%**

vs. Q1 FY22

\$2.84m

PRODUCT & OPERATING
COSTS PAYMENTS

↓ **-10%**

vs. Q4 FY22

↓ **-25%**

vs. Q1 FY22

\$226k

ADVERTISING &
MARKETING PAYMENTS

↓ **-13%**

vs. Q4 FY22

↓ **-37%**

vs. Q1 FY22

\$(282k)

NET CASH USED IN
OPERATING ACTIVITIES

↓ **-57%**

vs. Q4 FY22

↓ **-92%**

vs. Q1 FY22

\$2.6m

CASH & EQUIVALENTS
AT THE END OF Q1 FY2023

\$0.6m

UNDRAWN FINANCE FACILITY
AT THE END OF Q1 FY2023



RLG - CONNECTING GLOBAL BRANDS TO CUSTOMERS



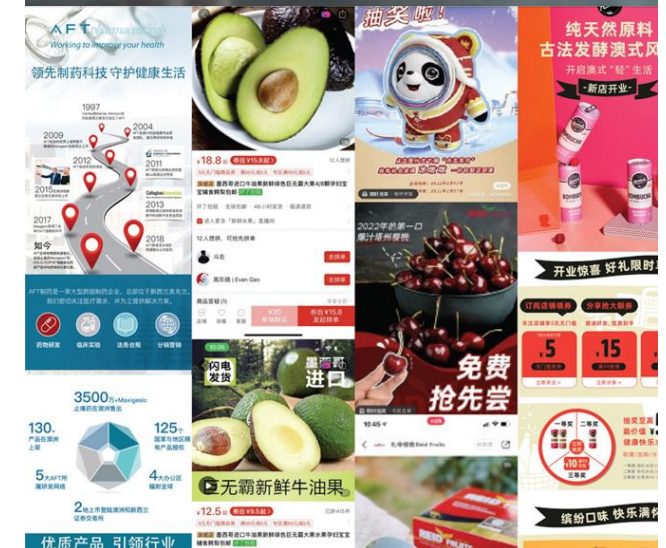
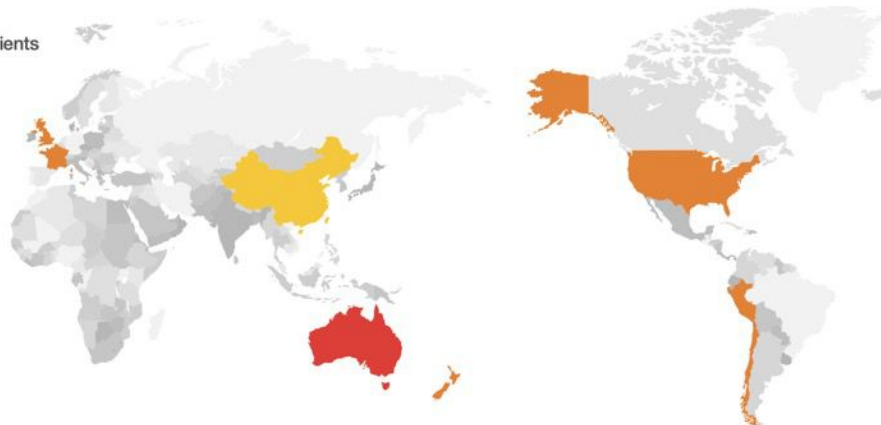
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- An established, leading e-commerce platform provider
- Selling food, health and well being products
- Global Client Base – 7 Countries
- Own Brand – VORA “Good for you” Food
- Market Focus – Australia, South East Asia & Emerging Markets
- Targeting Increased Margin on Product Sales



Global Footprint of Clients

- Australia
- New Zealand
- USA
- UK
- France
- Peru
- Chile



RLG MULTI-CHANNEL REVENUE MODEL

REVENUE FROM RECURRING SERVICES FEES + PRODUCT SALES



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Ecommerce:

Prominent ecommerce and cross border channels



Social Commerce:

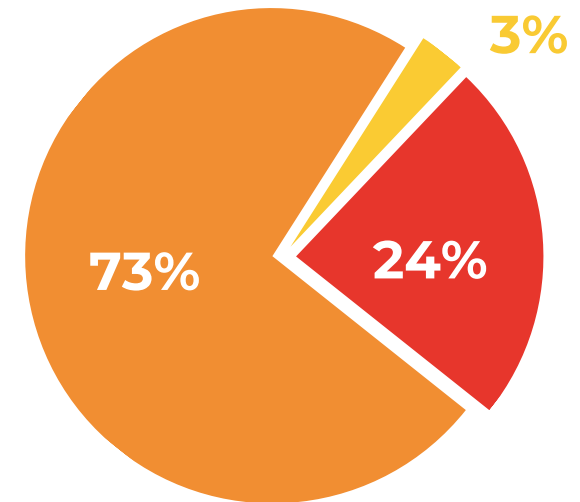
Influencers livestreaming and selling direct to consumers



B2B Distributors:

Network connecting with retailers across China

RLG REVENUE PROFILE FY22
\$16.9m



- Food, Health & Wellbeing Products
- Services
- Personal care Products

ASX:RLG OVERVIEW

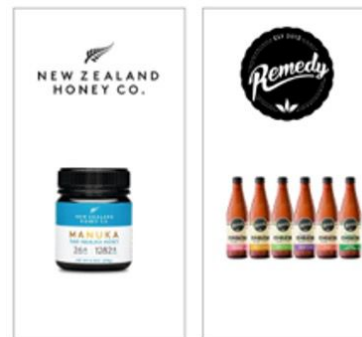


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SELLING FOOD & HEALTH & WELLBEING PRODUCTS ONLINE AND VIA SUB-CHANNELS



天猫国际
TMALL GLOBAL
天猫
TMALL.COM
Tmall Global
Tmall Classic
Flagship Stores



- RLG is an e-commerce business focused on selling food, health & well being products to China
- China is the world's largest importer of agricultural food & second largest food importer
- The Food Market in China is expected to grow annually by 9.5% (CAGR 2022-2027)
- In the China Food market, 33.6% of total revenue will be generated through online sales by 2022
- From 2020-2030, China is expected to deliver 25-30% of the world's GDP growth

RLG MARKETPLACE



RLG'S MARKETPLACE FOR HEALTH & WELLBEING PRODUCTS

Matching Products with High Consumer Demand

70% of Chinese internet users consumed more health products during the pandemic

76% of affluent millennial Chinese consumers focus more on wellness than their parents do

Percentage of consumers who claimed they purchased more expensive brands or products due to the COVID-19 virus.

Fresh & Organic Foods: **40%**

Vitamins / Supplements: **32%**

Preventative Healthcare: **17%**

Source: April 2020 report by iiMedia Research; 2019 survey by Singapore-based market research firm Agility Research & Strategy [media-publications.bcg.com/BCG-Executive-Perspectives-2021-Version1.pdf](https://www.media-publications.bcg.com/BCG-Executive-Perspectives-2021-Version1.pdf)

营养担当 元气满满

Kiwi Health 登录天猫

A|F|T pharmaceuticals
Working to improve your health



Q1 FY2023 OPERATIONAL HIGHLIGHTS

- RLG launched the first New Zealand OTC (Over The Counter, without prescription) online pharmacy store in China
- RLG appointed by Santander Bank UK, as China entry provider for their clients
- RLG delivered “Selling Health & Wellbeing Products in China” programme in UK with Santander
- RLG entered into \$1m finance facility, at an interest rate of 0.83% per month on amounts drawn down, to be applied to drive identified sales opportunities
- Launch of RLG’s own new Health & Wellness Brand – VORA – “Good for You, Good for the Planet. Good Business” - Post end of Quarter



RLG & SANTANDER BANK (UK) OVERVIEW

- RLG chosen by Santander UK (www.santandercb.co.uk) as China and Australia market entry provider for its clients.
- Business development activities with Santander Bank in the U.K. launched in September 2022.
- Online Webinar hosted by RLG for Santander Customers on the Health and Well Being Sector for China.
- Multiple 1:1 meetings with Santander Customers interested in China Entry in October.
- Santander Bank has an established global banking footprint and over 150 million customers.
- Santander Navigator programme fits perfectly with RLG's Marketplace platform to assist UK businesses to enter new markets such as China.



RLG OWN BRAND



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vora®

RLG launched own new Health & Wellness Brand:
VORA – “Good for you, Good for the Planet, Good Business”



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VORA Good for your body...

No fillers, no nonsense. Only the highest quality ingredients we'd give to our family and friends. We refuse to cut corners or compromise.



NO ADDED SUGAR



NO DAIRY



NO GLUTEN



NO SOY



NO
PRESERVATIVES



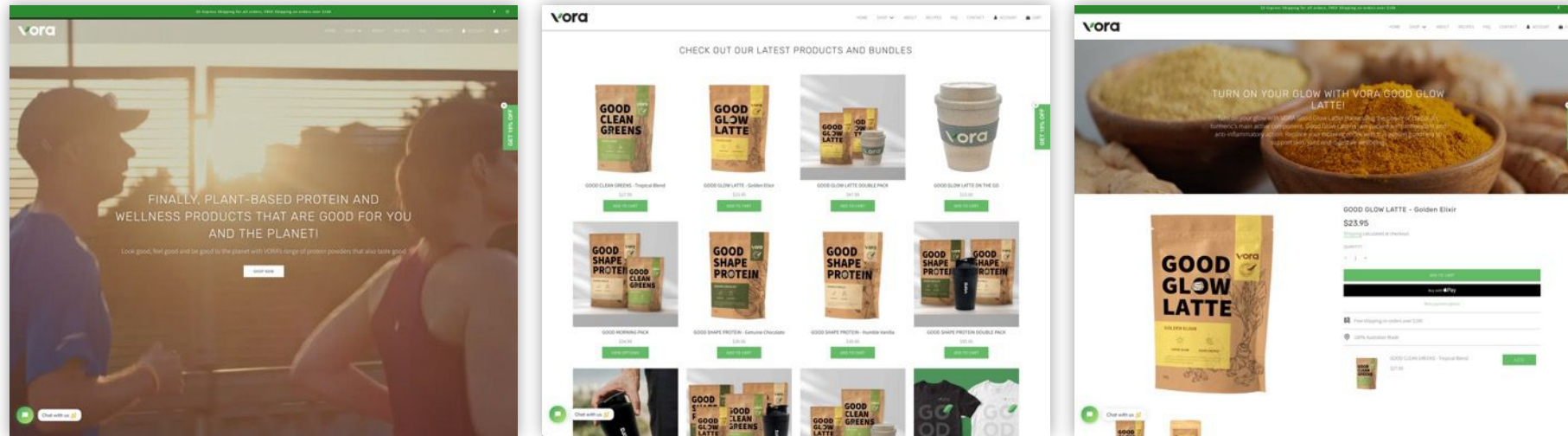
NO ARTIFICIAL
Colours, Flavours or Sweeteners

RLG OWN BRAND



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CULMINATION OF 12 MONTHS PRODUCT & SALES CHANNEL DEVELOPMENT



Expertly blended

An expert blend of brown rice, pumpkin seed and pea protein powders ensures that Good Shape Protein contains all amino acids needed for muscle recovery and weight loss.



High in protein

With 23g of high-quality protein in every serve, you'll be able to hit your daily protein goal with ease.



Lactose and gluten-free

Good Shape Protein is perfect for anyone who can't tolerate protein made from milk or eggs.



Vegan-friendly

Good Shape Protein is 100% plant-based, making it suitable for vegans and vegetarians.

RLG THE VORA PRODUCT JOURNEY TO SALES LAUNCH

- VORA Brand and product ranges launched in response to identified demand
- Product range to service growing global demand for healthy, sustainable, food products
- VORA is a range of Australian products leveraging the high regard for Australia's agricultural and food products



RLG PRODUCT JOURNEY TO SALES LAUNCH



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- Brand ownership to provide RLG increased margins on products sold under own brand and ability to service identified demand rapidly
- VORA products deliver improved margins for these products sold by RLG
- 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 to service high-demand and high growth markets in China and South East Asia
- Forms key part of strategy to increase product sales margins





Corporate, Financial Performance & OTHER Cash Items

- Payments for staff costs, including directors, in the quarter totalled \$761k, which included payments relating to a prior accounting period
- Administration and corporate costs in the quarter were \$299k
- Fees paid to Non-Executive Directors were \$30,225 and fees paid to Executive Directors during the Quarter totalled \$181,051 and included payments related to a prior accounting period.
- Payments totalling \$5,000 were made to Murcia Pestell Hillard Pty Ltd, a company related to Mr. Grant Pestell, for the provision of legal services.



Compelling in-demand service:

E-commerce & sales platforms selling food, health and wellbeing products.

Proven platform ready for scale:

Strong international product range from NZ, UK, Europe, USA, South America, Australia.

Infrastructure investment creates turnkey solution:

China team, Australian team, logistics, warehousing, translation, marketing, distribution and e-commerce support for rapid market entry.

Company Owned Health Brand:

VORA – “Good for you” health food range, selling into high demand, high growth markets, delivering margin benefits & ability to rapidly respond to demand.

Strong Revenue Growth:

Mix of stable recurring revenues and product sales with track record of growth – from \$700k (FY19) to \$9.6m (FY21) to \$16.9m (FY22).



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Website www.roolifegroup.com.au

Appendix 4C

Quarterly cash flow report for entities subject to Listing Rule 4.7B

Name of entity

RooLife Group Limited

ABN

14 613 410 398

Quarter ended ("current quarter")

30 September 2022

Consolidated statement of cash flows	Current quarter \$A'000	Year to date (3 months) \$A'000
1. Cash flows from operating activities		
1.1 Receipts from customers	3,919	3,919
1.2 Payments for		
(a) research and development	-	-
(b) product manufacturing and operating costs	(2,843)	(2,843)
(c) advertising and marketing	(226)	(226)
(d) leased assets	-	-
(e) staff costs	(761)	(761)
(f) administration and corporate costs	(299)	(299)
1.3 Dividends received (see note 3)	-	-
1.4 Interest received	-	-
1.5 Interest and other costs of finance paid	(2)	(2)
1.6 Income taxes paid	-	-
1.7 Government grants and tax incentives	-	-
1.8 Other (provide details if material)	(70)	(70)
1.9 Net cash from / (used in) operating activities	(282)	(282)
2. Cash flows from investing activities		
2.1 Payments to acquire or for:		
(a) entities	-	-
(b) businesses	-	-
(c) property, plant and equipment	(10)	(10)
(d) investments	-	-
(e) intellectual property	(18)	(18)
(f) other non-current assets	-	-

Consolidated statement of cash flows		Current quarter \$A'000	Year to date (3 months) \$A'000
2.2	Proceeds from disposal of:		
	(a) entities	-	-
	(b) businesses	-	-
	(c) property, plant and equipment	-	-
	(d) investments	-	-
	(e) intellectual property	-	-
	(f) other non-current assets	-	-
2.3	Cash flows from loans to other entities	-	-
2.4	Dividends received (see note 3)	-	-
2.5	Other (provide details if material)	(15)	(15)
2.6	Net cash from / (used in) investing activities	(43)	(43)

3.	Cash flows from financing activities		
3.1	Proceeds from issues of equity securities (excluding convertible debt securities)	-	-
3.2	Proceeds from issue of convertible debt securities	-	-
3.3	Proceeds from exercise of options	-	-
3.4	Transaction costs related to issues of equity securities or convertible debt securities	-	-
3.5	Proceeds from borrowings	450	450
3.6	Repayment of borrowings	-	-
3.7	Transaction costs related to loans and borrowings	-	-
3.8	Dividends paid	-	-
3.9	Other (provide details if material)	-	-
3.10	Net cash from / (used in) financing activities	450	450

4.	Net increase / (decrease) in cash and cash equivalents for the period		
4.1	Cash and cash equivalents at beginning of period	2,416	2,416
4.2	Net cash from / (used in) operating activities (item 1.9 above)	(282)	(282)
4.3	Net cash from / (used in) investing activities (item 2.6 above)	(43)	(43)

Consolidated statement of cash flows		Current quarter \$A'000	Year to date (3 months) \$A'000
4.4	Net cash from / (used in) financing activities (item 3.10 above)	450	450
4.5	Effect of movement in exchange rates on cash held	45	45
4.6	Cash and cash equivalents at end of period	2,586	2,586

5.	Reconciliation of cash and cash equivalents at the end of the quarter (as shown in the consolidated statement of cash flows) to the related items in the accounts	Current quarter \$A'000	Previous quarter \$A'000
5.1	Bank balances	2,586	2,416
5.2	Call deposits	-	-
5.3	Bank overdrafts	-	-
5.4	Other (provide details)	-	-
5.5	Cash and cash equivalents at end of quarter (should equal item 4.6 above)	2,586	2,416

6.	Payments to related parties of the entity and their associates	Current quarter \$A'000
6.1	Aggregate amount of payments to related parties and their associates included in item 1	216 ¹
6.2	Aggregate amount of payments to related parties and their associates included in item 2	-

Note: if any amounts are shown in items 6.1 or 6.2, your quarterly activity report must include a description of, and an explanation for, such payments.

¹ Payments totalling \$211,000 were made to directors for fees and superannuation on fees.

Payments totalling \$5,000 were made to Murcia Pestell Hillard Pty Ltd, a company related to Mr. Grant Pestell, for the provision of legal services.

7. Financing facilities	Total facility amount at quarter end \$A'000	Amount drawn at quarter end \$A'000
<i>Note: the term "facility" includes all forms of financing arrangements available to the entity. Add notes as necessary for an understanding of the sources of finance available to the entity.</i>		
7.1 Loan facilities	1,000	450
7.2 Credit standby arrangements	50	-
7.3 Other (please specify)	-	-
7.4 Total financing facilities	1,050	450
7.5 Unused financing facilities available at quarter end		600
7.6 Include in the box below a description of each facility above, including the lender, interest rate, maturity date and whether it is secured or unsecured. If any additional financing facilities have been entered into or are proposed to be entered into after quarter end, include a note providing details of those facilities as well.		
<p>Working Capital Loan Agreement for a line of credit of \$1,000,000, with Saxby Capital Investments Pty Ltd, to be drawn on a case-by-case basis for each sale of product into China. Interest is calculated at 10% per annum on loan amount drawn down, payable in arrears. Repayment terms are typically 60 days or 90 days and to be agreed between the Lender and Borrow on a case-by-case basis. The finance facility is secured by a fixed and floating charge over receivables and inventory to the equivalent value of amount outstanding of the Loan.</p> <p>Business Overdraft Facility of \$49,999 with Australia and New Zealand Banking Group Limited (ANZ) at an interest rate of 10.45%. The facility is unsecured and has no fixed maturity date.</p>		

8. Estimated cash available for future operating activities	\$A'000
8.1 Net cash from / (used in) operating activities (item 1.9)	(282)
8.2 Cash and cash equivalents at quarter end (item 4.6)	2,586
8.3 Unused finance facilities available at quarter end (item 7.5)	600
8.4 Total available funding (item 8.2 + item 8.3)	3,186
8.5 Estimated quarters of funding available (item 8.4 divided by item 8.1)	11.30
<i>Note: if the entity has reported positive net operating cash flows in item 1.9, answer item 8.5 as "N/A". Otherwise, a figure for the estimated quarters of funding available must be included in item 8.5.</i>	
8.6 If item 8.5 is less than 2 quarters, please provide answers to the following questions:	
8.6.1 Does the entity expect that it will continue to have the current level of net operating cash flows for the time being and, if not, why not?	
Answer: N/A	
8.6.2 Has the entity taken any steps, or does it propose to take any steps, to raise further cash to fund its operations and, if so, what are those steps and how likely does it believe that they will be successful?	
Answer: N/A	

8.6.3 Does the entity expect to be able to continue its operations and to meet its business objectives and, if so, on what basis?

Answer: N/A

Note: where item 8.5 is less than 2 quarters, all of questions 8.6.1, 8.6.2 and 8.6.3 above must be answered.

Compliance statement

- 1 This statement has been prepared in accordance with accounting standards and policies which comply with Listing Rule 19.11A.
- 2 This statement gives a true and fair view of the matters disclosed.

Date: 26 October 2022

Authorised by: The Board of RooLife Group Ltd

Notes

1. This quarterly cash flow report and the accompanying activity report provide a basis for informing the market about the entity's activities for the past quarter, how they have been financed and the effect this has had on its cash position. An entity that wishes to disclose additional information over and above the minimum required under the Listing Rules is encouraged to do so.
2. If this quarterly cash flow report has been prepared in accordance with Australian Accounting Standards, the definitions in, and provisions of, *AASB 107: Statement of Cash Flows* apply to this report. If this quarterly cash flow report has been prepared in accordance with other accounting standards agreed by ASX pursuant to Listing Rule 19.11A, the corresponding equivalent standard applies to this report.
3. Dividends received may be classified either as cash flows from operating activities or cash flows from investing activities, depending on the accounting policy of the entity.
4. If this report has been authorised for release to the market by your board of directors, you can insert here: "By the board". If it has been authorised for release to the market by a committee of your board of directors, you can insert here: "By the [name of board committee – eg Audit and Risk Committee]". If it has been authorised for release to the market by a disclosure committee, you can insert here: "By the Disclosure Committee".
5. If this report has been authorised for release to the market by your board of directors and you wish to hold yourself out as complying with recommendation 4.2 of the ASX Corporate Governance Council's *Corporate Governance Principles and Recommendations*, the board should have received a declaration from its CEO and CFO that, in their opinion, the financial records of the entity have been properly maintained, that this report complies with the appropriate accounting standards and gives a true and fair view of the cash flows of the entity, and that their opinion has been formed on the basis of a sound system of risk management and internal control which is operating effectively.