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06 MARCH 2023

## RLG RECEIVES ORDERS TO STOCK ALIBABA'S 300 STORES

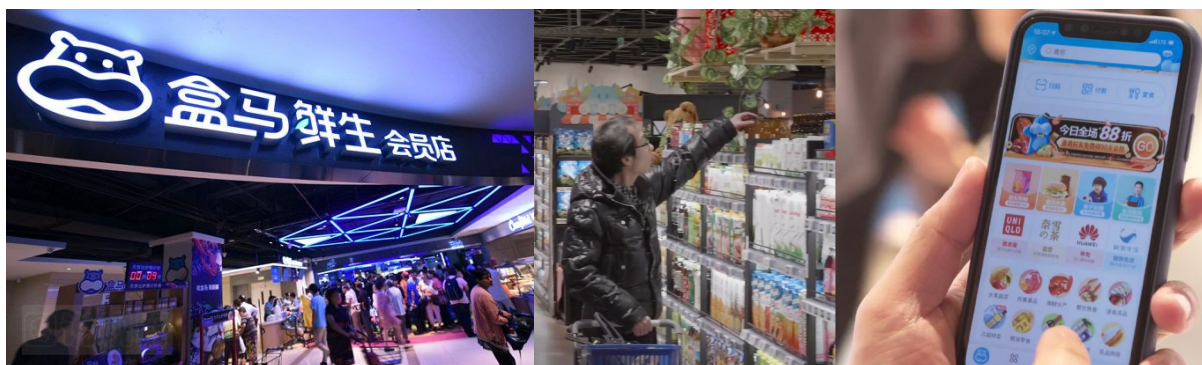
- **RLG launches Remedy Drinks into Alibaba's 300 high-tech Freshippo Stores**
- **First orders received and first product delivered to stock stores and service online orders**
- **Shoppers can buy in person or shop online from Alibaba's retail omnichannel**
- **Stocking of new channels in response to growing retail demand in China**

e-Commerce company RooLife Group Ltd (**ASX:RLG**) ("**RLG**" or "**Company**") is delighted to announce that it has secured stocking and distribution for its exclusive in China brand, Remedy Drinks, into Alibaba's 300 high-tech Freshippo supermarkets and stores in China, with first new orders received and first product delivered.

Alibaba Group's Freshippo, known as Hema in Mandarin, is a high-tech supermarket and fulfillment centre chain where users can complete their grocery shopping in person using their smartphones or place delivery orders online.

Freshippo has created a new shopping experience through the convergence of online and offline activities by using retail stores not just to sell to consumers, but also to fulfill online orders, in addition to offering an immersive and fun experience to customers who shop in-store. There are over 300 Freshippo stores in 27 cities, primarily located in tier-one and tier-two cities in China.

Freshippo will sell Remedy Drinks online through its official app and also offline through its over 300 brick-and-mortar stores located in 27 cities across China. With this addition, Remedy Drinks range of products will be available in over 500 physical points of sale around China.



Bryan Carr, RLG's Managing director commented, "This is a massive achievement and one that we are incredibly proud of. Helping our customer to achieve positioning and sales on one of the best channels in China is what we do, and nothing is more satisfying than seeing such a successful Australian brand as Remedy Drinks achieving prime positioning on shelves – both physically and online – with a sales channel of the calibre of Alibaba's Freshippo stores.



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This achievement is a great example of the partnership established between Remedy Drinks, RLG and our on-the-ground distribution partner, Jebesen Group, which is proving a highly successful combination, leveraging the strengths of all parties to successfully launch and sell a quality brand into China.

As we head into the summer months in China, we are well positioned to reach more health-conscious consumers for Remedy Drink’s kombucha with this exciting sales channel expansion.”

Whilst the initial orders received are significant for a new channel, they are not yet material to the annualised revenue of the Company and following the removal of China’s COVID restrictions, this is a further example of the uplift in demand that RLG is experiencing for its health and wellbeing products. The stocking and distribution of Remedy Drinks in Alibaba’s 300 high-tech Freshippo supermarkets and stores in China is expected to significantly contribute to increased revenue to be generated from this region.

RLG China Channel Network



Social/E-commerce



Online & Offline B2B



E-commerce Platforms



High End Retail Grocery



High End Retail Trade



Government Organizations/Events/Seminars/Training

Specialty Retail (Gyms/Clubs/Hotels)



ENDS

**Issued by:** RooLife Group Ltd

**Authorised by:** The Board of RooLife Group Ltd

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