



UNLOCK A WORLD
OF POTENTIAL

12 APRIL 2023

RLG APPOINTED TO MARKET & SELL FIJI KAVA IN CHINA & AUSTRALIA

- **RLG appointed to market and sell Fiji Kava's range of natural, medicinally based health and well-being products in China and Australia and provide digital marketing, social media and e-commerce operations in both countries**
- **RLG to market and sell Fiji Kava's range of relaxant and sleep aid capsules, drinking kava, dietary shots and new ready to drink 'RTD' products**
- **RLG to generate revenue through multiple channels including service fees, digital marketing fees, margins on all product sales and Performance Rights for sales achievements**
- **RLG will co-market the Fiji Kava powdered drinking kava range alongside RLG's VORA protein range in the lucrative online sports nutrition market in Australia and China**
- **Performance rights in ASX:FIJ granted to RooLife to vest on the achievement of sales targets of up to \$500k by 30 June 2025, \$1-2m by 30 June 2026, up to \$5-10m by 30 June 2027 and up to AUD15m by 30 June 2028**

e-Commerce company RooLife Group Ltd (**ASX:RLG**) ("**RLG**" or "**Company**") is delighted to announce that it has been appointed by Fiji Kava (**ASX:FIJ**), a global beverage and natural medicine company, as Fiji Kava's distributor for China and Australia.

RLG will provide digital marketing, social media operations and e-commerce store operations in both markets. RLG has also been appointed to manage and operate Fiji Kava's Australian-based online sales operations via www.fijikava.com. The Fiji Kava range includes relaxant and sleep aid capsules, drinking kava, dietary shots and new ready to drink 'RTD' products.

RLG will also co-market the Fiji Kava powdered drinking kava range alongside its VORA (www.vora.com.au) protein range in the lucrative online sports nutrition channel in Australia and in China, where more than 80% of sales take place by eCommerce¹. The size of the global health and wellness market was over USD\$4.7 billion in 2021 and is projected to reach USD\$12.8 billion by 2031².

Under the terms of the agreement RLG will generate fees for the provision of digital marketing, social media and e-commerce store operation and receive a margin on all products it sells. As further incentive for sales performance RLG has been granted performance rights to achieve retail sales of up to AUD\$15m, with a minimum of AUD\$9m in China over a period of five years.

The initial term of the agreement is 2 years with periodic marketing investment reviews at which marketing spend, which is funded by Fiji Kava may be increased or the parties may elect to cease activities.

FijiKava Limited CEO, Anthony Noble said "Alongside the USA, the Chinese market is the biggest international opportunity for FijiKava's products. This agreement represents work that has been ongoing for more than a year between RooLife and FijiKava, and I am excited to see this come to life in the months ahead.



UNLOCK A WORLD
OF POTENTIAL

“The partnership also enables us to leverage the expertise of RooLife’s Australian eCommerce capabilities to drive domestic online sales through fijikava.com. With this approach, we can find product positioning and marketing synergies in both Australia and China to ensure a successful cross-border eCommerce venture. For example, in comarketing our drinking kava with the VORA protein range (www.vora.com.au) to support post workout muscle relaxation.

RooLife has a proven track record in China with Remedy Kombucha, so we are confident that they can grow an Australian brand through Chinese eCommerce channels and then transition to bricks and mortar retail in the world’s largest consumer market.”



RooLife Group CEO, Bryan Carr said “We are delighted to be working with Fiji Kava and with the opportunity to market and sell their natural and healthy functional beverages, drinking powders, dietary shots and capsules. It is a natural alignment with our health and wellbeing positioning and digital marketing and e-commerce capabilities in the two key markets for both companies of Australia and China and fits perfectly with our VORA health product range. We look forward to a long and mutually successful partnership.”

The initial contracted service fees are meaningful, but not yet material and while RLG is not yet able to accurately forecast Fiji Kava products sales, they are expected to increase over time and be a solid contributor towards RLG’s annualised revenue.

Following the removal of China’s COVID restrictions, this is a further example of the uplift in demand that RLG is experiencing for health and wellbeing products and from brands seeking to access this market, with this sector expected to significantly contribute to increased revenue to be generated from this region for the Company.

Summary of Performance Rights granted to RLG by FijiKava Limited

Up to 30 June 2025, achievement of AUD\$500,000 in retail sales with not less than AUD\$50,000 in Sales to China, RLG is to be issued AUD\$38,000 of Fully Paid Ordinary Securities of Fiji Kava Limited, determined by the 5-day VWAP prior to the reported sales achievement, and

Upon achievement of AUD\$1m in retail sales with not less than AUD\$300k in Sales to China prior to 30 June 2026, RLG is to be issued AUD\$88,000 of Fully Paid Ordinary Securities of Fiji Kava Limited, determined by the 5-day VWAP prior to the reported sales achievement, or

Upon achievement of AUD\$2m in retail sales with not less than AUD\$750k in Sales to China prior to 30 June 2026, RLG is to be issued AUD\$188,000 of Fully Paid Ordinary Securities of Fiji Kava Limited, determined by the 5-day VWAP prior to the reported sales achievement, and

Upon achievement of AUD\$5m in retail sales with not less than AUD\$2.5m Sales to China prior to 30 June 2027, RLG is to be issued AUD\$288,000 of Fully Paid Ordinary Securities of Fiji Kava Limited, determined by the 5-day VWAP prior to the reported sales achievement, or

Upon achievement of AUD\$10m in retail sales with not less than AUD\$6m in Sales to China prior to 30 June 2027, RLG is to be issued AUD\$388,000 of Fully Paid Ordinary Securities of Fiji Kava Limited, determined by the 5-day VWAP prior to the reported sales achievement and

Upon achievement of AUD\$15m in retail sales with not less than AUD\$9m in Sales to China prior to 30 June 2028, RLG is to be issued AUD\$888,000 of Fully Paid Ordinary Securities of Fiji Kava Limited, determined by the 5-day VWAP prior to the reported sales achievement

All share issues will be issued within 7 days of achievement of sales milestone and subject to shareholder approval where required and shall be voluntarily escrowed for 2 years from date of issuance.

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

Source:

1. Euromonitor, The Evolution of Sports Nutrition – A 2019 Update on Trends and Innovations, March 2019
2. <https://www.researchandmarkets.com/reports/5751208/health-wellness-market-product-type-global#src-pos-1>

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

Bryan Carr
 Managing Director
 Ph: +61 8 6444 1702
 Email: ir@roolifegroup.com.au
