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25 March 2024

## Tranche 1 of \$1.5m Strategic Placement Completed at a Significant Premium

- **RLG has received Tranche 1 Payment of \$500,000 from strategic investment partner in China, Guizhou Yuanzhuang Jiangjiu Supply Chain, as the first tranche of \$1,500,000 Strategic Placement**
- **Placement undertaken at a 42% premium to the most recent closing share price and a 21% premium to RLG's closing share price prior to announcement on 29 February 2024**
- **Investment celebrated in China and attended by AusTrade with RLG showcased to new potential investor community and new sales and distribution channels in China for RLG's products**
- **New investor, Guizhou Yuanzhuang Jiangjiu, manufactures and sells premium beverages in China and has strong distribution and commercial supply networks**

e-Commerce company RooLife Group Ltd (**ASX:RLG**) ("**RLG**" or "**Company**") is pleased to confirm receipt of payment of \$500,000 from its strategic investment partner, Guizhou Yuanzhuang Jiangjiu Supply Chain., Ltd Co ("Guizhou Yuanzhuang Jiangjiu"), forming part of the two-tranche placement totalling \$1.5m announced 29 February 2024 ("Placement") for which the Company will issue 58,823,529 new ordinary shares at an issue price of \$0.0085 per share ("Tranche 1 Placement").

The investment was celebrated and recognised at an official signing ceremony event in Guiyang, China attended by representatives of Guizhou Yuanzhuang Jiangjiu, RLG, AusTrade, investor groups and new potential distributors of RLG's product range.



*Ceremony celebrating investment in RLG by Guizhou Yuanzhuang Jiangjiu, attended by AusTrade, Investment representatives and various sales and distribution agents - Guiyang, China.*



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The Tranche 1 Placement utilises RLG's existing ASX Listing Rule 7.1 capacity, with the issue price of \$0.0085, representing a **42% price premium** to the most recent closing share price and a **21% premium** to RLG's closing share price prior to the announcement on 29 February 2024.

The Placement, to be completed in two tranches raising a total of \$1,500,000 before costs, brings an important and substantial new shareholder to the share register, which operates in the lucrative liquor production and distribution sector in China. The relationship is expected to provide RLG access to significant new distribution channels while presenting the opportunity for RLG to introduce the Company to potential new investors and shareholders in China.

Tranche 2 of the Placement is anticipated to be concluded as soon as practicable following 8 April 2024. With receipt of \$1,000,000 balance payment, RLG will issue 117,647,059 new ordinary shares at an issue price of \$0.0085 per share, on the following basis:

- (i) 88,235,294 new ordinary shares will be issued as soon as practicable following payment being received using RLG's existing ASX Listing Rule 7.1 and 7.1A capacity, to raise approximately \$750,000.
- (ii) 29,411,765 new ordinary shares will be issued subject to RLG obtaining shareholder approval under ASX Listing Rule 7.1 to raise approximately \$250,000.

Placement Shares issued under the Placement will rank equally with the Company's existing fully paid ordinary shares from the date of their issue.

The new investment group, Guizhou Yuanzhuang Jiangjiu, is a high-end liquor producer, distributor and seller of the traditional alcoholic baijiu drink in China which supplies to the premier baijiu brands in China including one of the world's leading alcoholic companies.

RLG and Guizhou Yuanzhuang Jiangjiu have commenced working together to identify sales channels and distribution partners for RLG's product portfolio in China, leveraging existing supply networks and sales and distribution commercial relationships.

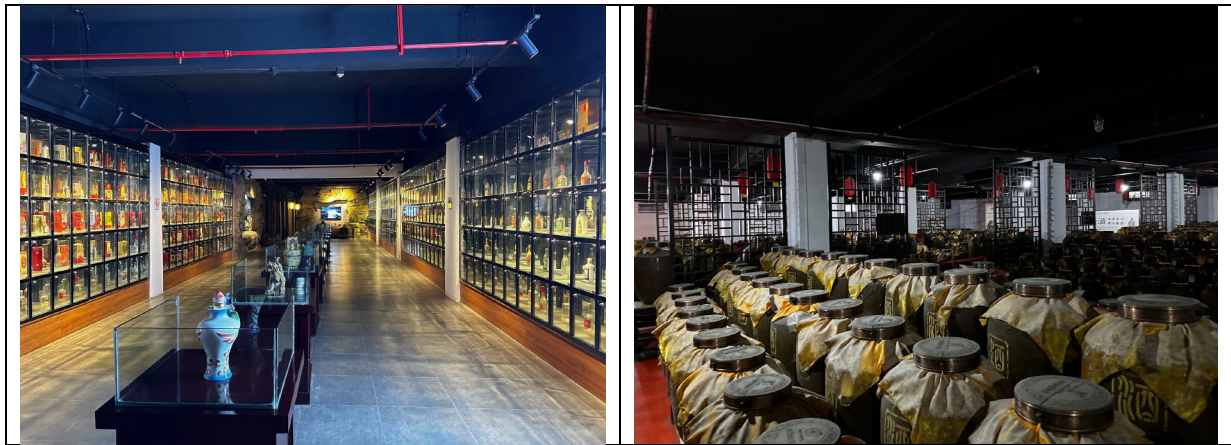
A series of business introduction meetings were held in China chaired by the investment group, Guizhou Yuanzhuang Jiangjiu, along with the official launch event attended by representatives of Australian and Chinese government groups and which was supported by Deputy Consul-General and Senior Trade and Investment Commissioner at the Australian Consulate-General, Liu Bing, along with holding investment presentations introducing RLG to new potential investors.

**RooLife Group CEO, Bryan Carr said:** *"We have already started working with Guizhou Yuanzhuang Jiangjiu to identify opportunities for RLG's products. Given their extensive retail distribution client base, this is the perfect foundation to open a range of new sales channels for RLG's products and to also service our investment partner's sourcing requirements."*

*With our new shareholder's extensive and successful history in both manufacturing and selling products in the lucrative market for baijiu products in China - a product sector which accounts for well over 90% of China's spirits sales with annual sales of around \$240 billion<sup>1</sup> - this presents a significant new sales*

channel opportunity and customer base for RLG, and together, we look forward to expanding our reach and product sales in the China market.

With China's recently announced growth target of ~5% this year, it is worth considering China's contribution to global GDP growth will likely continue to reach over 30% in 2024, making it the most significant growth economy in the world<sup>2</sup> and RLG is uniquely placed to provide Australian investors with a relatively low-risk entry point in this high-growth world economy. This is somewhat timely, particularly in light of recent positive developments in the Australian-China trade relationship."



Guizhou Yuanzhuang Jiangjiu and baijiu products represents significant market opportunities for sales and growth in China and internationally.

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

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1. Source: [www.bbc.com/news/business-68236672#](http://www.bbc.com/news/business-68236672#)

2. Source: [www.globaltimes.cn/page/202402/1307793.shtml](http://www.globaltimes.cn/page/202402/1307793.shtml)

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