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17 December 2024

Maiden Made-to-Order Milk Powder Sales to JD.com

- **RLG Marketplace and sales channel partner AULife have secured first orders for supply of own-brand milk powder to China e-commerce giant JD.com**
- **Initial order valued at \$200,000 for own-brand premium Australian milk powder supplement to deliver strong profit contribution to RLG with greatly increased margins**
- **Shipment of first order scheduled for delivery this month with production to be scaled up to service forecast demand and follow-on orders**
- **Additional products are being developed under own-brand to meet demand from JD.com**
- **Collaboration provides significant new sales channel through JD.com for RLG's own-branded Food and Health products and delivers on sales margin improvement strategy**

e-Commerce company RLG Ltd (**ASX:RLG**) ("**RLG**" or "**Company**") is delighted to advise its RLG Marketplace and sales channel partner AULife have secured first orders for supply of own-brand milk powder to service orders from China e-commerce giant JD.com International Limited ("**JD.com**"), one of China's two largest online retailers by transaction volume.

An initial \$200,000 order for premium Australian milk powder supplement products has been received with the product to be delivered this month. Follow-on orders are expected with negotiations underway with JD.com for the supply of a range of own-brand premium health, food and beverage products which deliver significant sales margins to RLG.

JD.com is a leading player in the e-commerce sector, with an extensive customer base selling directly to millions of Chinese consumers. By supplying to JD.com, RLG expands the reach for its products, accessing one of the world's largest and most sophisticated e-commerce markets, filling specific orders for products with streamlined product distribution and enhances the awareness of its own-brand products, commencing with newly developed Australian milk powder supplements.

This maiden order underscores the strong demand for Australian food, health and wellness products and aligns with RLG's strategy to expand its sales footprint in the Chinese market and service identified consumer demand for premium, health and wellness food and beverage products.

Managing Director of RLG, Bryan Carr said: "We are thrilled to be collaborating with a global leader in e-commerce such as JD.com, in conjunction with our partner AULife, to identify and service specific orders for food, health and wellness products which we can produce to meet provided order requirements delivering sales under our own brands.

This maiden sale validates the quality and marketability of our food, health and wellness products and adds a strong channel to connect with Chinese consumers who value premium international products. This agreement is a testament to our commitment to delivering exceptional health and wellness



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products to a rapidly growing market. Follow-on orders for milk powder are expected and we plan to build out a broader range of own-branded products for the JD.com online platform that will deliver much enhanced sales margins.

Today's announcement is indeed an excellent development for the Company and leverages the strong reputation Australian dairy products have built in China through sustained marketing efforts and positive consumer experiences."

The collaboration with JD.com sets the stage for further growth opportunities and reinforces the company's position as a trusted partner for the supply of premium Australian and international products.

The first shipment of products under this agreement is expected to be delivered this month, with plans to scale up production and distribution to service additional orders to meet orders and market demand.

About JD Worldwide: JD.com is one of the two biggest online retailers in China by transaction volume and revenue, with revenues of more than US\$242 billion and ranks 52 on the Fortune Global 500. It offers consumers in China access to a wide range of international products and supports brands and merchants worldwide to establish a direct connection with Chinese consumers through a trusted and efficient online marketplace. (Source: /www.forbes.com/companies/jd/)

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RLG China Channel Network



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