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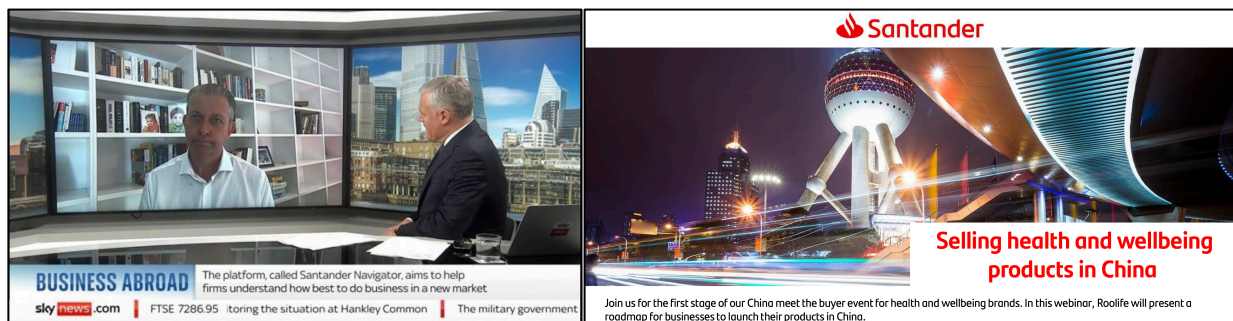
RLG chosen by Santander UK as China entry provider for clients looking to expand globally

- **RLG chosen by Santander UK, as China entry provider for their clients looking to expand globally**
- **RLG launch “Selling Health & Wellbeing Products in China” activity with Santander UK in September 2022**
- **RLG & Santander UK “Meet the Buyer” events to be held in the UK in October 2022**

e-Commerce and digital marketing company RooLife Group Ltd (**ASX:RLG**) (“**RLG**” or “**Company**”) advises of its selection and appointment by Santander UK, as China Entry provider for UK companies looking to expand globally as part of Santander Navigator, a digital subscription platform.

The Santander Navigator portal is an online platform to assist and manage new market entry for UK businesses, connecting them to new markets, with RLG’s role to support, manage and implement China market roll outs for suitable and selected businesses identified on the platform.

RLG and Santander UK will launch the first China entry programme online and at an event in the United Kingdom in September 2022, with the first event focussed on UK based health and wellbeing brands looking to launch their products in China, with successful brands selected in October 2022.



John Carroll, head of international & transactional banking, Santander UK said: “We believe Santander Navigator is a global first. It is a true end-to-end proposition to support businesses



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on their international growth journey and a fantastic example of how we're innovating and introducing digital solutions that make businesses' lives easier.

Bryan Carr, Managing Director of RLG added, "RLG is delighted to partner with an organisation of the calibre of Santander. With its established global banking footprint and over 150 million customers, the Santander Navigator portal and technology nicely complements RLG's Marketplace which is designed to match consumer demand with suppliers globally, with a focus on servicing the high demand for international products in China.

Products from the UK are held in high regard with Chinese consumers and our experience in operating in China coupled with Santander's reach and strong established relationships with businesses, forms a powerful go-to-market strategy to grow transaction value between UK based businesses and China, initially and then globally as this relationship develops.

RLG is not able to determine exact revenues expected to flow from this partnership, however the addition of this significant channel to market with introductions to mature, export-ready businesses specifically seeking to enter the China market is expected to deliver commercial benefits to all parties involved.

ENDS

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About Santander

Santander UK is a financial services provider in the UK that offers a wide range of personal and commercial financial products and services. At 30 June 2022, the bank had around 18,000 employees and serves around 14 million active customers, via a nationwide branch network, telephone, mobile and online banking. Santander UK is subject to the full supervision of the FCA and the PRA in the UK. Santander UK plc customers' eligible deposits are protected by the FSCS in the UK.

www.santandercb.co.uk

For more information on Santander Navigator, visit www.santandernavigator.co.uk.