



UNLOCK A WORLD OF POTENTIAL

31 January 2025

INVESTOR PRESENTATION

e-Commerce company RooLife Group Ltd (ASX:RLG) ("RLG" or "Company") is pleased to share a copy of the presentation being provided at the Chinese New Year Investor Event taking place on the 31st of January 2025 in Sydney.

Issued by: RooLife Group Ltd

Authorised by: The Board of RooLife Group Ltd

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ENDS

RLG China Channel Network



Social/E-commerce



E-commerce Platforms



High End Retail Trade



Specialty Retail (Gyms/Clubs/Hotels)



Online & Offline B2B



High End Retail Grocery



Government Organizations/Events/Seminars/Training





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RLG MARKETPLACE

FOR FOOD, HEALTH & WELLNESS PRODUCTS

JANUARY 2025



www.roolifegroup.com.au

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ASX:RLG BUSINESS SUMMARY



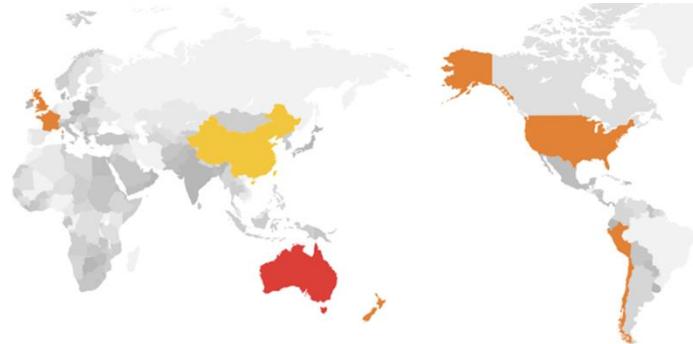
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RLG is an e-commerce and digital marketing provider delivering integrated marketing services and e-commerce operations in Australia, China, India and across South-east Asia.

RLG specialises in market entry and e-commerce, providing a comprehensive sales platform, **RLG Marketplace**, for brands to enter and sell into new emerging markets.

The company markets and sells **food, beverage** and **health** and **wellness products**, including its own health and food brand – **VORA** through its online **RLG Marketplace**.

- Global Client Base – 7 Countries
- Major Markets:
 - **Australia**
 - **China**
 - **India**



ASX:RLG*

e-Commerce

Food, Health & Wellness Products

Revenue FY24	\$10m
Market Cap.	\$5.7m
Cash & Cash Equivalents	\$1.5m
Share Price	\$0.004



* As at 30-JAN-25 and Post Placement completed



- New **RLG Marketplace online stores** were built and recently launched across **3** key markets – **China, Hong Kong** and **Australia**.
- **Sales Revenue** increased **+144%** in Q2 FY25 from the prior Quarter driven by new online stores and products.
- **Gross profit margin** on sales increased in Q2 FY25 for the 4th consecutive Quarter (improving **+65%** over that time period).
- RLG Marketplace and sales channel partner AULife recently secured and delivered 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 delivers strong profit contribution to RLG through increased margins
- Development and launching the RLG Marketplace Australian Pavilion with India's Number 1 retailer Reliance Retail's, JioMart .
- Launch into India leverages the opportunity under the Australia India Trade Agreement, with more than 85% of **Australian goods set to become duty-free in India.**

Maiden Made-to-Order Milk Powder Sales to JD.com December 2024

- RLG Marketplace and sales channel partner AULife recently secured and delivered 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 delivers strong profit contribution to RLG through increased margins
- Additional products are being developed under own-brand to meet demand from sales channels
- Collaboration expected to provide significant new sales channel through JD.com for RLG's own-branded Food and Health products and delivers on sales margin improvement strategy





THE MARKET- Delivering food, health & wellness products to service demand and growth in Asia



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- RLG's expansion is focused on new, rapidly developing markets with forecast strong growth over the next 5 years.
- RLG markets and sells the Company's product portfolio into the high-growth **Asian region** which has **50% of the world's population**.
- The key markets of **China** and **India**, in which RLG operates, are forecast to be the **two largest consumer markets in the world by 2030**.



RLG - Strong Global Market Opportunity
with exposure to high-growth markets in
China, India and Southeast Asia



- **China's e-commerce market** is the **largest in the world**, with projected online retail sales exceeding **\$3.5 trillion by 2025**.
- Southeast Asia's digital economy is experiencing rapid expansion, expected to reach **\$1 trillion GMV by 2030**.
- Rising middle-class consumption and demand for high-quality imported products create a **significant growth opportunity** for RLG.



RLG LAUNCHES IN INDIA WITH NO. 1 RETAILER, RELIANCE RETAIL

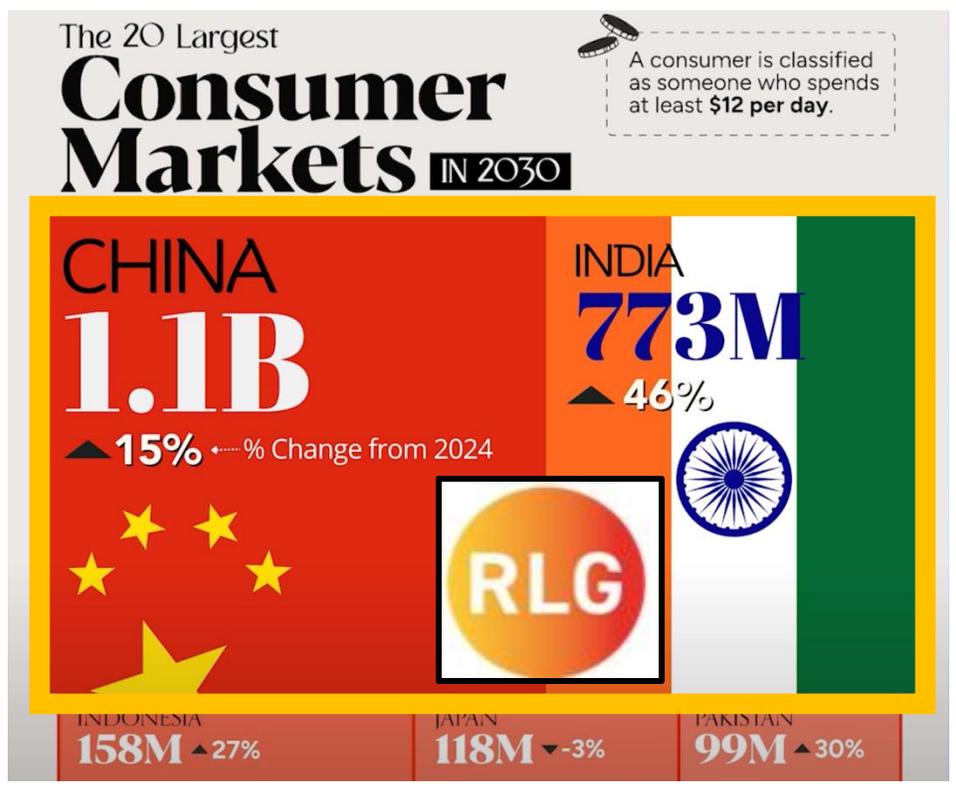


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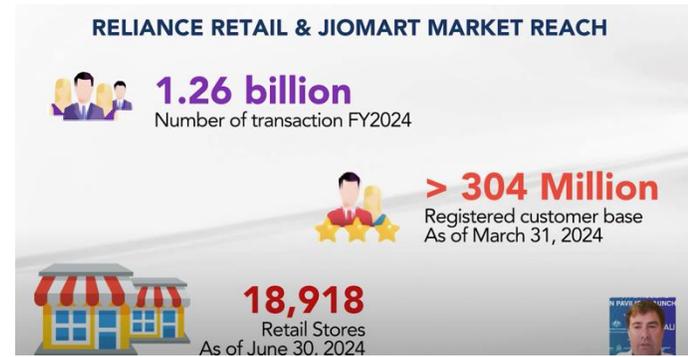
RLG has established sales channels into India with **India's largest retailer – Reliance Retail**

Australian Products will be **Duty Free in India** providing a significant cost advantage

RLG now sells its product range into two of the largest consumer markets in the world – **China & India**



PM Anthony Albanese and Indian PM Narendra Modi



Jiomart | RLG
JIOMART & ROOLIFE AUSTRALIAN PAVILION LAUNCH EVENT

THE PRODUCTS - SELLING HEALTH & WELLNESS PRODUCTS IN CHINA & INDIA



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With China and India emerging as **two of the world's largest health and wellness markets**, RLG is leveraging the significant growth opportunity for RLG in the vertical integration and **sale of its own branded health supplements and wellness products - VORA**, through established channels, complementing its exclusive third-party product range.



By leveraging its **deep consumer insights, e-commerce expertise** and **digital marketing capabilities**, selling its own health supplements and wellness products allows RLG to **capture higher margins, expand its revenue base and solidify its market position** in the rapidly growing health and wellness sector.

ASX:RLG TRACK RECORD OF DELIVERY



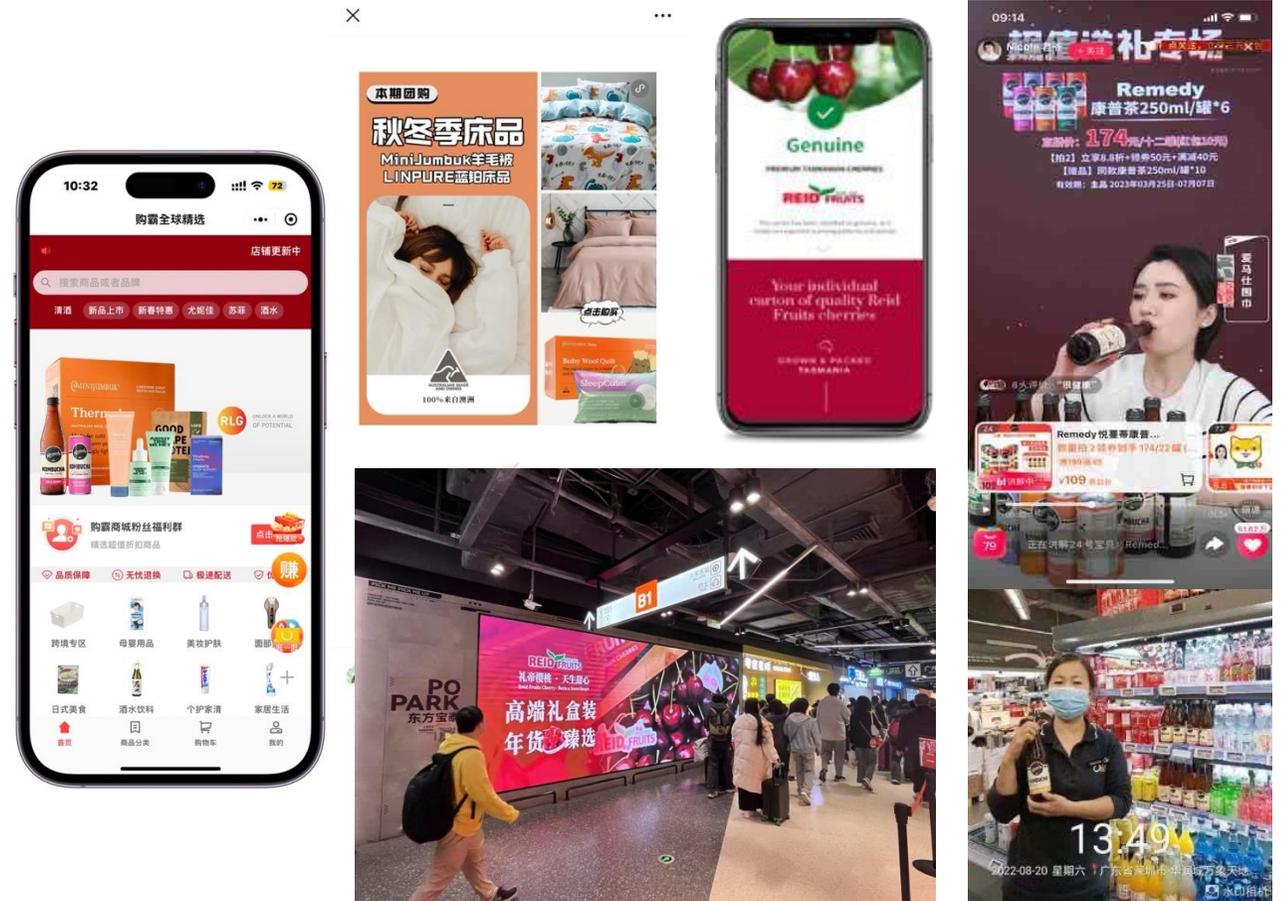
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RLG's Proven Success with Global Brands

- RLG partners with international brands across health & wellness, food & beverage, skincare, and lifestyle sectors.
- Successful market penetration in China has enabled RLG to deliver sales with major e-commerce platforms like Alibaba (Tmall, Taobao), JD.com, Douyin (TikTok China), Little Red Book and WeChat Mini Programs.
- The company's ability to navigate regulatory and logistical complexities makes it an invaluable partner for brands entering new markets such as China, India and Southeast Asia.

The company benefits from multiple revenue streams, including:

- Digital marketing services
- E-commerce sales commissions
- Brand activation and distribution fees
- Digital platform monetisation



ASX:RLG HEALTH & WELLNESS SECTORS IN CHINA & INDIA



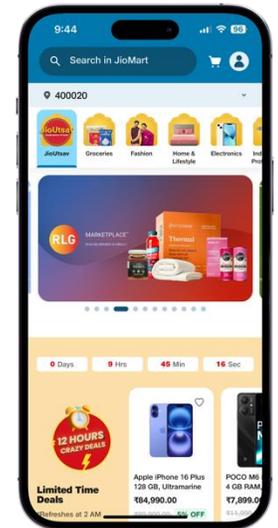
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1. China's Health & Wellness Boom

- China's **health and wellness market** is valued at approximately **US\$790 billion**, making it the **second-largest market globally** and is forecast to grow at **CAGR of 9%**.
- **80% of Chinese consumers** prefer international-quality wellness products.
- The majority of the revenue generated from this growing sector comes from online shopping channels.

2. India's Rapidly Expanding Wellness Sector

- India's **health and wellness market** is valued at approximately **US\$132.5 billion**—and is forecast to grow at **CAGR of 16.5%**, fuelled by rising disposable incomes and a shift towards holistic health solutions.
- India's increasing urbanisation and digital adoption present **a lucrative online distribution opportunity** for RLG.





1. Higher Margins & Direct Market Control

- By developing its own branded products, RLG captures **full product margins**, adding to sales of third-party brands.
- Direct ownership allows for **better pricing control, brand loyalty** and **exclusive product offerings** tailored to consumer demand.

2. Data Driven Consumer Insights for Product Development

- RLG's **analytics** provide deep consumer insights, ensuring the selection and creation of **high-demand, data-backed wellness products**.

3. Digital Commerce Expertise Ensures Fast Scalability

- RLG's has an established **e-commerce distribution network** across **Tmall, JD.com, WeChat, Douyin (TikTok China)**, and **India's** leading platforms such as **JioMart** with bricks and mortar distribution with **Reliance Retail**.
- The company's digital marketing expertise will enable **cost-effective, high-ROI customer acquisition strategies**, ensuring rapid market penetration.

4. Competitive Advantage in Compliance & Localisation

- RLG's experience in navigating **China's regulatory landscape** ensures a **smoother market entry**.
- Localised marketing and packaging enhances **trust** and **brand preference** among **Chinese** and **Indian consumers**.



Compelling in-demand service:

E-commerce & sales platforms selling food, beverages, health and wellbeing products in high growth markets.

Proven platform ready for scale:

Strong international product range sold across multiple markets with \$37m in sales.

Infrastructure investment creates turnkey solution:

Expert team providing logistics, warehousing, translation, marketing, distribution and e-commerce support for rapid market entry and global growth.

Company Owned Health Brand:

VORA – “Good for you” health food range, selling into high demand, high growth markets, delivering margin benefits & ability to rapidly respond to demand.

Growing Margins & Declining Resource Costs Base:

Mix of recurring revenues and product sales with growing range of own-brand products and sales channels. Increasing margins, declining resource cost base.

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