

RLG Supply Agreement with Fortune 500 China Giant Eternal Asia

06 August 2025



e-Commerce company RooLife Group Ltd (ASX:RLG) ("RLG" or "Company") is pleased to announce it has entered into a Partnership Supply Agreement with Eternal Asia Supply Chain Management Ltd (SZSE:002183), ("Eternal Asia") one of China's largest supply chain service providers and one of the largest distribution networks in China.

- The two-year strategic partnership supply agreement requires RLG to source and supply health & wellness and food & beverage products to meet orders for Eternal Asia China sales.
- Eternal Asia operates one of the largest distribution networks in China, covering 320+ cities, over 1 million retail outlets and servicing 100+ Fortune Global 500 companies and 2,600 major enterprises.
- The annual gross order value of the contract is up to CNY 500 million (~ AUD\$ 110 million), subject to confirmed purchase orders and RLG's ability to fulfil order volumes.
- First product order requests have been received which RLG is seeking to fulfil.
- The agreement includes a provision for future expansion into renewable energy technology products.

Under the terms of the Agreement, RLG is to source and supply a range of products requested by Eternal Asia, including health and wellness and food and beverage products for sale and distribution throughout China.

This agreement provides RLG with significant direct access to China's general trade retail network, which accounts for the vast majority of retail sales in the country — in addition to cross-border e-commerce. The general trade access includes physical stores, supermarkets, pharmacies, large enterprise buyers and domestic e-commerce platforms.

Eternal Asia operates one of the largest distribution networks in China, covering 320+ cities, over 1 million retail outlets and servicing 100+ Fortune Global 500 companies and 2,600 major enterprises. It currently supplies over 400,000 products and provides services to major global brands including Procter & Gamble, Unilever, GE and Philips.

Eternal Asia, headquartered in Shenzhen, is ranked #158 on the 2023 Fortune China 500 and is a subsidiary of Shenzhen Investment Holdings Co., Ltd., a Fortune Global 500 enterprise. It is China's first A-share listed supply chain service company (Stock Code: 002183).

The agreement sets out that expected annual order value, subject to agreement on price and provision of binding orders from Eternal Asia is estimated to be up to CNY500,000,000 (~ AUD\$ 110 million) per year.

The actual quantum of orders and the annual order value delivered under the Agreement is subject to agreement on price and the provision of binding orders from Eternal Asia, along with the ability of RLG to source and fulfil those orders. RLG has received first product order requests and is currently sourcing suppliers to fulfil those orders.

Importantly, the partnership aligns with RLG's strategy to operate a lean, agile and margin-focused commerce model, targeting fast-moving product categories through established, high-volume sales channels.

The partnership is effective from 05 August 2025 and runs for an initial two-year term, with the option for renewal by mutual agreement.

Continues on next page

Bryan Carr, Managing Director of RLG, said: *"This agreement marks a pivotal milestone for RLG. Eternal Asia's reach across more than one million retail outlets in China presents a significant opportunity to scale high-margin product sales, including RLG's own brands and other health and wellness products that RLG supplies in a rapidly expanding market. The demand and product sales data Eternal Asia provides will further power RLG's Intelligent Commerce engine. By embedding into China's national distribution network, we're positioned to supply at volume, without the traditional costs of brand-building or warehousing.*

Importantly, the partnership supply agreement provides significant growth opportunities for RLG, adding a new substantial sales channel for RLG's products, with additional and lucrative revenue opportunities for RLG by servicing and fulfilling specific orders from Eternal Asia. The Agreement also creates an opportunity for Australian producers to participate in fulfilling this demand — unlocking direct access to one of the world's largest retail economies."

Key Terms of the Agreement

Commencement Date	05 August 2025
Term	Two years, renewable by mutual agreement
Scope	RLG to supply products requested by Eternal Asia; Eternal Asia to distribute across its extensive China network.
Estimated Annual Order Value	Up to CNY 500 million (~ AUD\$ 110 million), subject to confirmed orders and agreed pricing.
Termination	Either party may terminate this Agreement for material breach if the other party fails to cure the breach within thirty (30) days of written notice.
Minimum Commitments	No Minimum Commitments. Orders placed and accepted on an individual basis.
Governing Law	People's Republic of China

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About RLG

RLG (ASX:RLG) is a data-driven e-commerce company focused on identifying demand in high-margin products and delivering on that demand into the world's fastest-growing markets, in a quick and efficient manner without warehousing costs.

With a presence in China, UK, Australia and India, RLG operates a lean, tech-enabled model that combines real-time procurement signals, established supplier networks and multi-channel sales infrastructure to deliver a portfolio of products across high-growth sectors including consumer goods, food & beverage and renewable energy. RLG both assists companies in entering the Asian and International markets and creates its own product brands.