



5 August 2020

## RLG Corporate Presentation

e-Commerce and digital marketing company RooLife Group Ltd (ASX: RLG) (“**RooLife Group**” or the “**Company**”) provides the attached Corporate Presentation.

**ENDS**

**Issued by:** RooLife Group Ltd.

**Authorised by:** The Board of RooLife Group Ltd

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### **About RooLife Group Ltd (ASX:RLG)**

*The RooLife Group of companies provides fully integrated digital marketing and customer acquisition services focusing on driving online sales of products and services for its clients. Powered by the Group’s hyper personalisation and profiling Artificial Intelligence System, RooLife provides personalised real-time, targeted marketing. With a key focus on driving sales in Australia and China the Company’s online e-Commerce marketplace assists businesses to sell directly to Chinese consumers and accept payment via the WeChat and Alipay mobile payments platforms. RooLife’s key positioning is about knowing and remaining connected with Chinese consumers, allowing brands to continually sell products to Chinese consumers based on their profiles and purchasing behaviours.*



**RooLifeGroup**

ASX:RLG

## **Marketing Global Products and Services To China's Mobile Consumers**

Corporate Presentation  
August 2020



# ROOLIFE OVERVIEW

MARKETING GLOBAL PRODUCTS AND SERVICES TO CHINA'S MOBILE CONSUMERS



Roolife Group  
Ltd (ASX:RLG)  
drives online  
sales of  
Western brands  
in China

Supports sales  
and marketing  
initiatives of  
over 50 brands  
from Australia,  
NZ, UK and US

# ROOLIFE POSITIONING

POSITIONED TO CAPITALISE ON THE ECOMMERCE BOOM



Tmall is China's premiere B2C platform with **500 million users**

Taobao, Alibaba's C2C marketplace has **666 million monthly users**

Alipay has **1.2 billion active users** globally and 900 million in China

**415 million millennial consumers** target market

The Health and Wellbeing market, inclusive of Traditional Chinese Medicine is valued at **US\$60 billion in 2020**



Marketing Global Products and Services To China's Mobile Consumers



# CLIENT MIX ACROSS DISTINCT VERTICALS

TRACK RECORD OF DELIVERING PROJECTS FOR ESTABLISHED & EMERGING BRANDS



Long term potential to build the portfolio in these verticals with RooLife's turnkey solution



# INFRASTRUCTURE IN PLACE FOR SCALE

SIGNIFICANT INVESTMENT THAT TAKES TIME AND TRUST TO DEVELOP

- Experienced teams in Guangzhou and Qingdao
- Local logistics, warehousing, regulation, brand and marketing development
- Product registration, inventory planning, design, translation and customer service
- Build flagship stores on ecommerce platforms like TMall Global & JD Worldwide
- Marketing partnership with Alipay
- Payments with Alipay, WeChat and Novatti
- Social media and influencer marketing
- B2B distributor network to access significant retail chains
- Daigou shopper channels activated

Creates a turnkey solution for global brands wanting successful China market entry

# HELPING GLOBAL BRANDS LAND IN CHINA

A PROVEN PLATFORM WITH \$6M OF NEW CONTRACT SALES\*



**UK**

Product: **COLAB**  
dry shampoo  
Minimum sales: **\$2.5m**  
over 3 years\*



**NZ**

Product: **AFT “Kiwi Health”**  
pharmacy  
Minimum sales: **\$2.2m**  
over 3 years\*



**US**

Product: **Nuria vegan**  
skincare products  
Minimum sales:  
**\$1.3m** over 2 years\*



**New opportunities captured organically through our digital marketing capability**

\* Subject to minimum annual sales targets being met

# ROOLIFE – WHAT OUR CUSTOMERS SAY

A PROVEN PLATFORM WITH \$6M OF NEW CONTRACT SALES



**U.S.A.**

Product: **Small World Brand Nuvia** vegan skincare products

**Small World Brands President, Josh Ghaim**

*“RooLife’s track record in China and the strong partnership they have already established with our US based team, makes RooLife an ideal partner.”*



**New Zealand**

Product: **AFT Pharmaceuticals**  
“Kiwi Health” pharmacy

**AFT Pharmaceuticals (ASX:AFP) Founder & CEO, Dr Hartley Atkinson**

*“With a population of over 1.4 billion, and with our products already having a strong following by the local Chinese consumer living in New Zealand, we believe that a Tmall flagship store with RooLife along with amplifying our online presence in China, represents great potential for our health and well-being portfolio’s future growth.”*



**Australia**

Product: **Perth Airport Duty Free Shopping App**

**Perth Airport’s Chief Commercial Officer Kate Holsgrove**

*“This partnership will not only be great for our Chinese customers but will also deliver benefits for our retail partners who can look to diversify their business for the China market by promoting and selling local Australian goods.”*

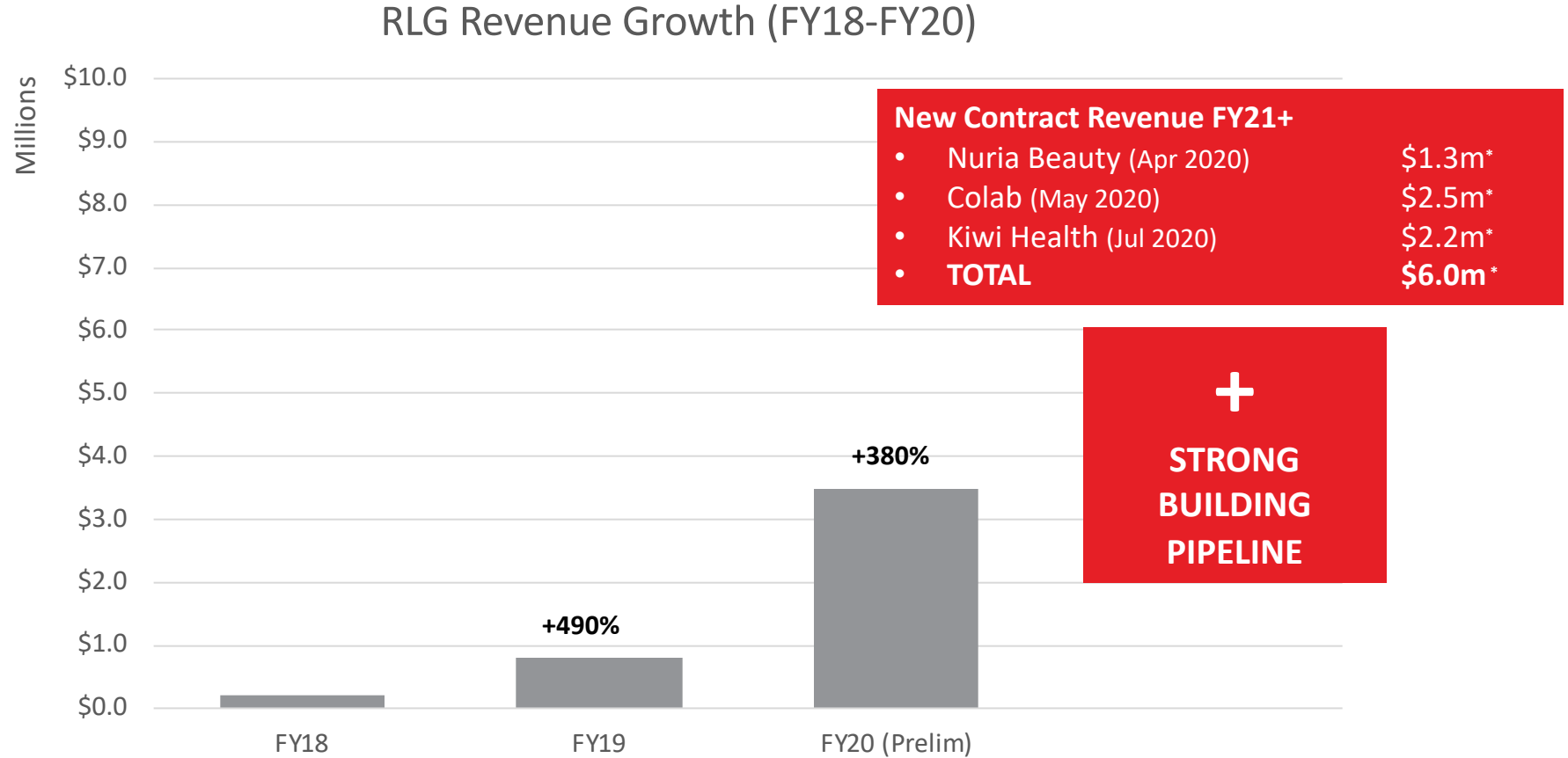


# STRONGLY GROWING REVENUE PROFILE

NEW CONTRACT SALES CAN LEAD TO REVENUE OUTPERFORMANCE



1. Strong growth achieved through FY19 & FY20
2. Growing client base with good revenue potential
3. Pipeline of sales prospects in continual development
4. Progress to near term profitability and growing cash flow



\* Subject to minimum annual sales targets being met

# MEETING CONSUMERS WHERE THEY SHOP

CREATING BRAND LAUNCHPADS ON POWERHOUSE CBEC PLATFORMS

RooLife creates multiple touchpoints at the most popular platforms



## Cross Border E-commerce (CBEC) platforms dominate

- 6 billion daily screen hours<sup>1</sup> from Chinese users
- Integrated social, marketing, shopping and payments

## Western brands in demand to Chinese consumers

- Highly desirable
- Trusted products
- Prestige
- Quality assurance

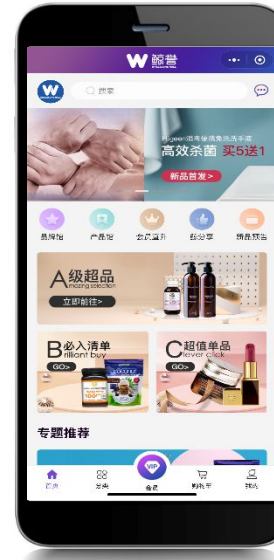
# MULTI-CHANNEL APPROACH



**Ecommerce:** Prominent ecommerce and cross border channels



**Social Commerce:** Influencers livestreaming on Taobao Live with videos on TikTok, Youku & Bilibili



**Daigou:** Seed product to thousands of Daigou



**RooLife Pharmacy:** Dedicated platform for Health, Cosmetics and Skincare



**B2B Distributors:** Network connecting with retailers across China

# ALIPAY OFFICIAL PARTNERSHIP

PLATFORM TO CAPTURE LARGE MARKET OPPORTUNITY



**RooLife positioned to create Alipay enabled online stores to drive sales to China's Mobile Commerce users**

Alipay has 1.2 billion active users globally and **900 million in China**

Chinese customers are **89% more likely to make a purchase** if Alipay is supported

**415 million millennial consumers** target market

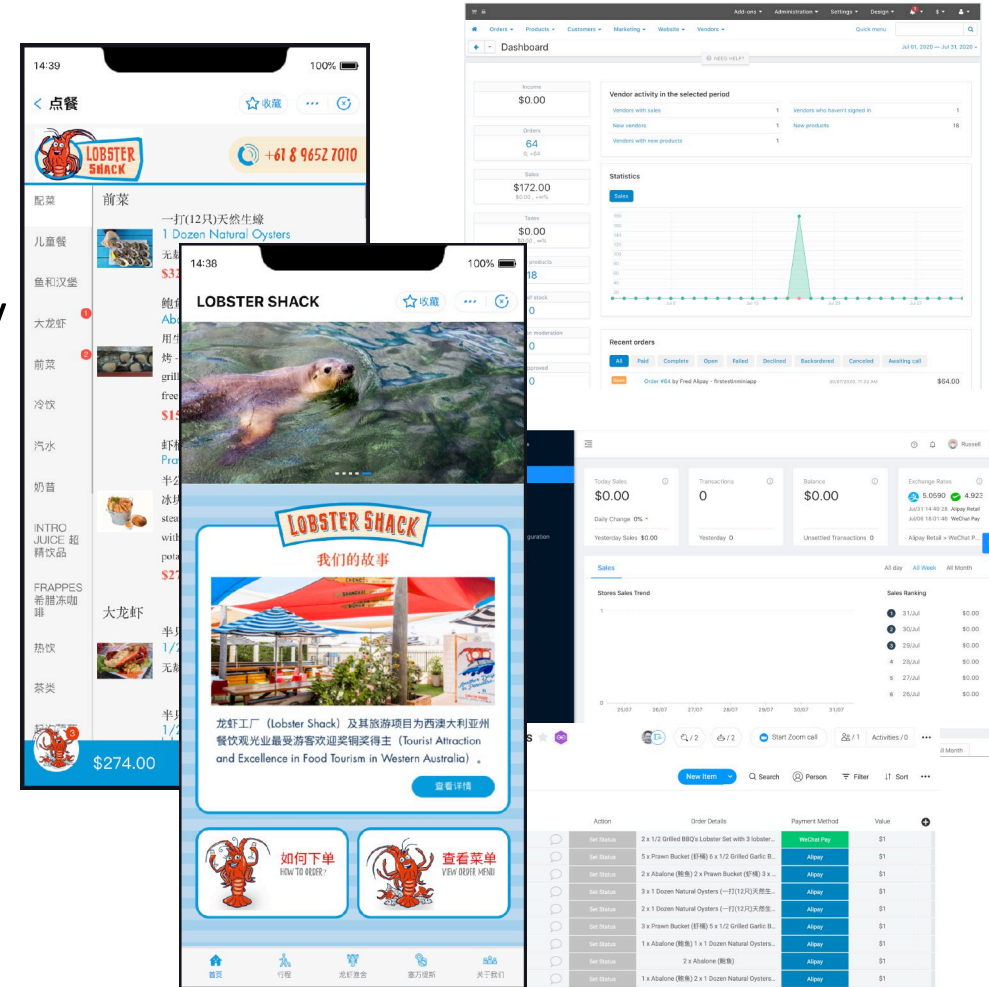
**52% of consumers** shop on mobile at least weekly

# ALIPAY AND WECHAT PAYMENT SOLUTIONS

EASY ENTRY POINT FOR BUSINESSES SEEKING TO SELL TO CHINESE CUSTOMERS



- RooLife is delivering a next generation eCommerce platform specifically designed and implemented for the Chinese consumer
- Shoppers simply open a mini-app on their phone within Alipay or Wechat and start shopping
- Shoppers pay from their mobile wallets and Merchants are paid in AUD
- Platform that makes the shopping experiences richer and simpler
  - **best-in-class mini-app** shopping experience for consumers
  - **informative dashboards** and reports for brands



# CASE STUDY: US HAIRCARE BRAND

## EFFECTIVE CHINA MARKET ENTRY

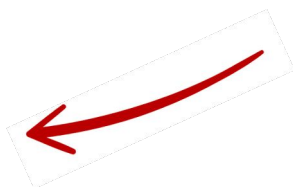
### Requirement:

1. Develop their B2C market presence
2. Develop their B2B distribution networks
3. Develop brand awareness across all relevant digital channels - eCommerce, social media and search

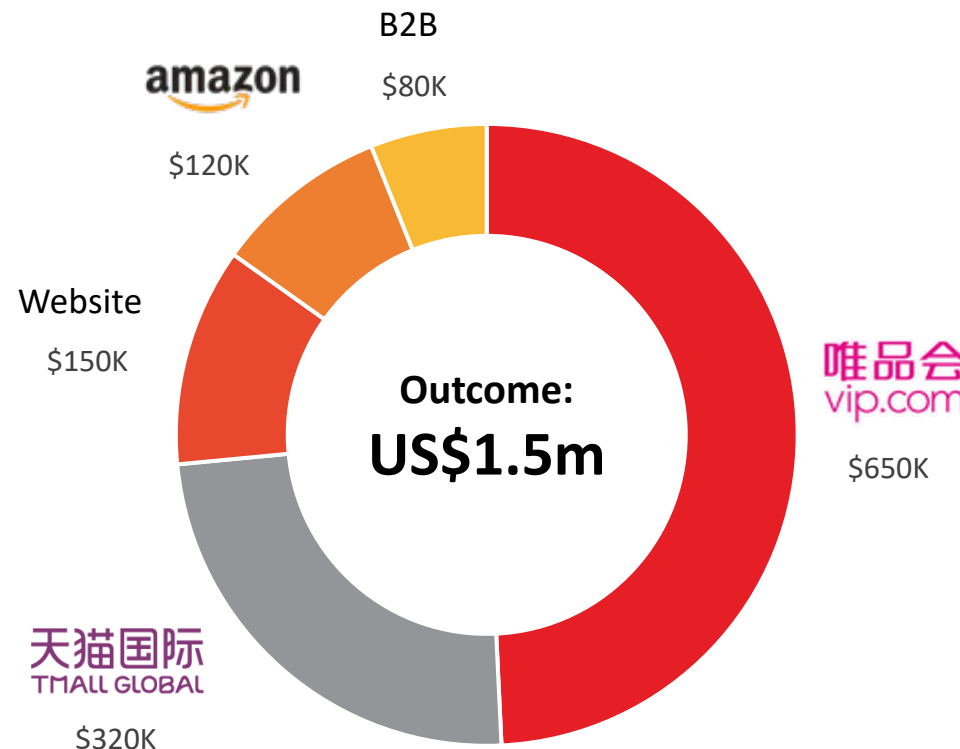
### RooLife Delivery:

1. Developed brand and presence in major social platforms WeChat, Weibo, Xiaohongshu
2. Launched in China CBEC key platforms VIP, Tmall, JD, Omall
3. Worked with KOLs, large B2B and small Daigou to seed product, branding and promotions

RooLife generates a service fee recurring annuity revenues and product sales commissions



### Sales in YEAR 1



# GROWTH STRATEGY

MULTIPLYING THE REVENUE STORY FOR ROOLIFE



## 1. Secure new brands on multi-year agreements

- Secure revenue growth by broadening the product and service suite
- Once brand is in place and succeeding promote new product lines for immediate traction
- Capitalise on market tailwinds for mobile and social commerce in China

## 2. Maximise commercial partnerships

- Activate projects through the Alipay Marketing Partnership
- Utilise pedigree of commercial partners to further secure new brands to onboard with RooLife
- Re-activate tourism and airport partnerships when travel restrictions ease

## 3. Build on each of the revenue streams

- Digital Marketing & services in China, Australia & internationally
- Annuity licencing and service fees
- Royalties/commissions on product sales in China & Australia
- Transactional revenue through various payment gateways

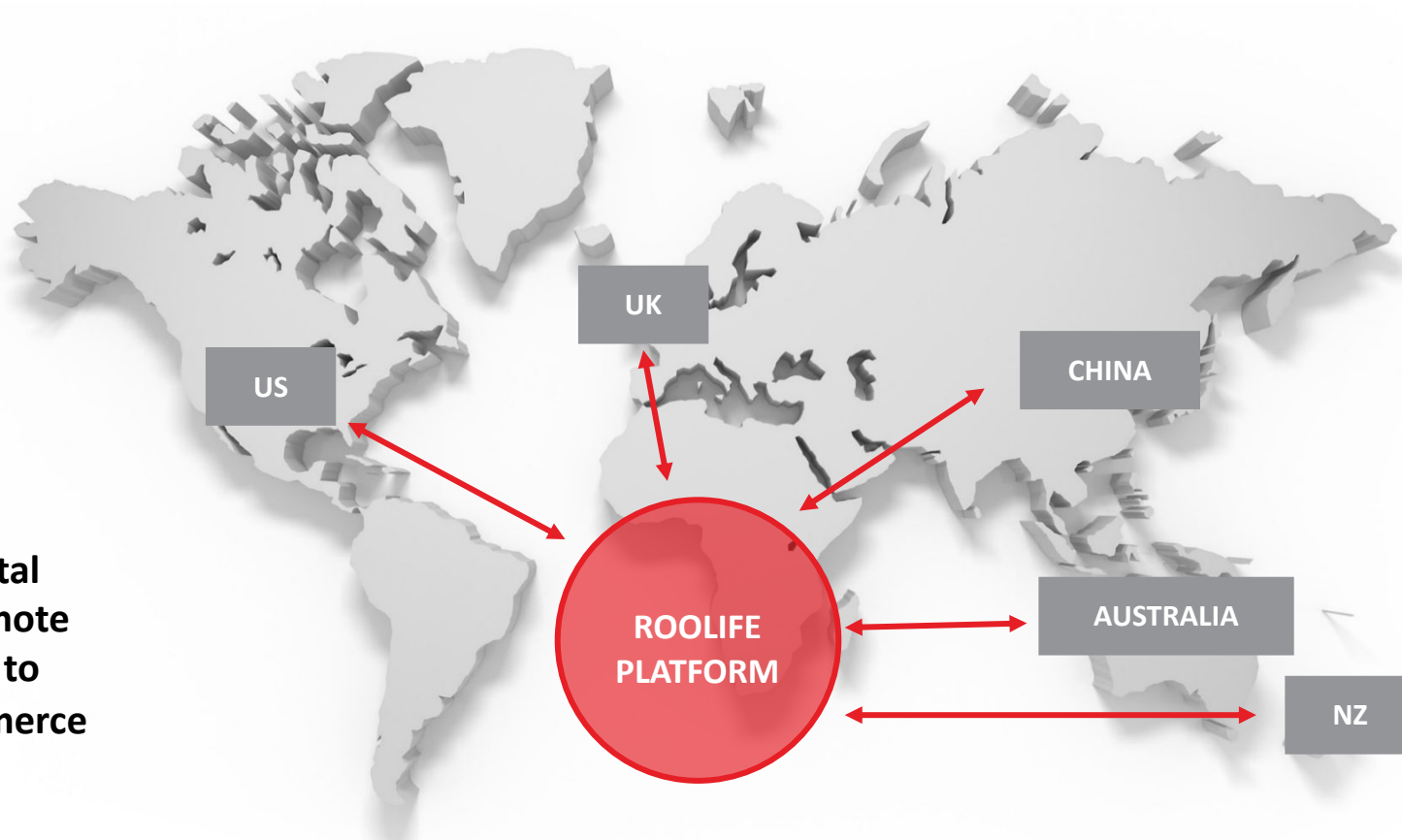
# FUTURE GROWTH POTENTIAL

UTILISING ITS BUILT ASSETS FOR GLOBAL ROLLOUT



RooLife positioned to capitalise on the global trend towards ecommerce

RooLife has built digital channels that can promote sales to any territory to provide ultimate ecommerce scalability



RooLife Multiplier

Brands  
X  
Contract sales (Average \$2m minimum)  
X  
New Territory Sales



# INEXPENSIVE ENTRY POINT FOR INVESTORS

STRONG GROWTH SECTOR



	<b>RooLife Group (RLG)</b>
	<b>Ecommerce multi-product to China and Australia</b>
FY Revenue	<b>\$3.4m</b>
Market Cap	<b>\$11m</b>
P/Rev	<b>3.3x</b>

- RooLife Group is trading at a low multiple of Revenue to Market Capitalisation
- RooLife provides diversified exposure to the large and high-growth e-Commerce market in China
- Demonstrated strong growth achieved in last 18 months
- Strong recent deal flow

Market capitalisation as at 04-AUG-20

# COMPANY HIGHLIGHTS

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**Compelling in-demand service:**

Optimises market entry for western brands and services into China brand, marketing, and distribution

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**Proven platform ready for scale:**

Over 50 brand projects from Australia, NZ, UK and US rolled out with significant additional capacity

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**Infrastructure investment creates turnkey solution:**

Brands can leverage embedded China team, logistics, warehousing, translation, marketing, distribution and ecommerce support for rapid market entry

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**Market tailwinds:**

Ecommerce resilient during COVID-19 with strong demand for western brands among China consumers

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**Considerable financial potential:**

Mix of stable recurring revenues and product sales commissions with forward anticipated revenue of \$6m from new brand agreements

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# OUR BOARD AND SENIOR MANAGEMENT TEAM



THE  
BOARD



**Bryan Carr**  
Managing Director



**Warren Barry**  
Executive Director of Sales



**Grant Pestell**  
Non-Executive Chairman



**Tim Allison**  
Non-Executive



**Peter Torre**  
Company Secretary

SENIOR  
MANAGEMENT



**Jacqueline Gray**  
Chief Financial  
Officer



**Russell Francis**  
Chief Technology Officer



**Gary Knights**  
Managing Director Choose  
Digital



**Jonathon Cox 江纳川**  
China Chief  
Operating Officer



**Wesley Gao**  
Financial Controller



**Christy Liang 梁美群**  
HR / Finance  
/ Logistics Director



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