



UNLOCK A WORLD
OF POTENTIAL

11 September 2024

INVESTOR PRESENTATION

e-Commerce company RooLife Group Ltd (**ASX:RLG**) ("**RLG**" or "**Company**") is pleased to share a copy of the presentation being provided to participants of today's webinar.

Managing Director Bryan Carr will provide further details on the Company's operations, including recent channel partnerships and expansion opportunities for its sales platforms and product range, including the Company's own beer range in China and the Company's own food and health brand VORA.

Webinar Details

Date and time: 13:00 AEST (11:00 AM AWST) on Wednesday, 11 September 2024

Register via: https://us02web.zoom.us/join/9jDeMnRVRiSMpu_408ePIQ

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



Online & Offline B2B



E-commerce Platforms



High End Retail Grocery



High End Retail Trade



Government Organizations/Events/Seminars/Training

Specialty Retail (Gyms/Clubs/Hotels)



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ASX:RLG INVESTOR UPDATE



ASX:RLG
11 September 2024

ASX:RLG BUSINESS SUMMARY



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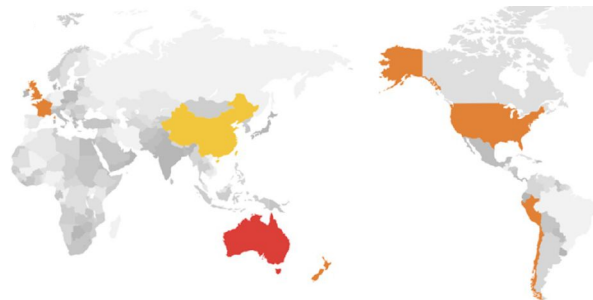
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RLG is an e-commerce and digital marketing provider delivering integrated marketing services and e-commerce operations leveraging RLG's cross-cultural expertise in Australia, China, Hong Kong and more broadly across South-east Asia.

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

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

- Global Client Base – 7 Countries
- **Platform Product Sales** of **\$36m**



RLG Marketplace – A Platform Driving Global Product Sales



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\$36 MILLION OF PRODUCT SALES DELIVERED

AUSTRALIA

CHINA

HONG KONG

SE ASIA



Our comprehensive end-to-end digital marketing and e-commerce capabilities drive product sales and market growth in the Asia-Pacific Region

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RLG Marketplace Australian Brands Distributed



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Australia's #1 Kombucha Brand



Australia's #1 Wool Quilt Brand



Health and Wellness & Food



Protein Water Power Drink



Australia's #1 Hydration Brand

RLG – DRIVING UP MARGINS & MINIMISING COSTS



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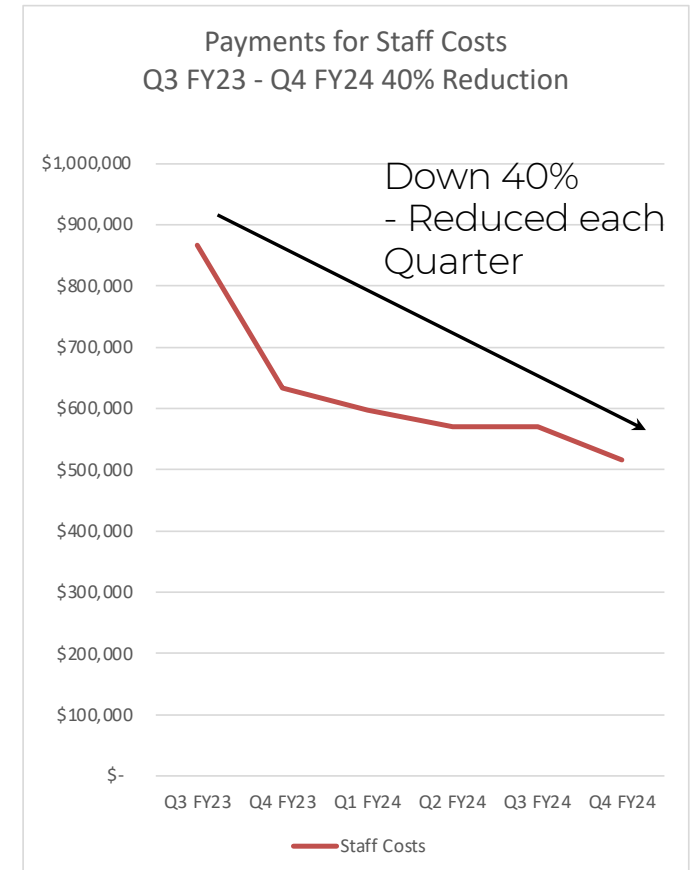
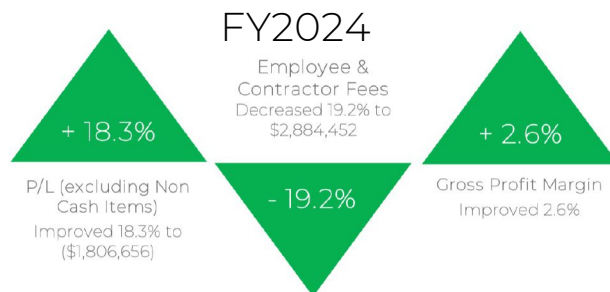
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The Company is optimising all sales channels transactions with the Company focussing on driving **higher profit margin revenue by product and sales channel alignment**. Higher margin product sales orders were launched with new sales channel partners in June 2024 achieving 25% gross profit margins on product sales.

The Company is continuing to **optimise sales conversion methods, expansion of sales platforms** and **geographic reach** as we work with our sales channels to target the supply and **sale of higher-margin** and identified, **high demand products**.

RLG already operates online stores in Australia and China, with projects underway to launch news stores and into new markets during the balance of 2024.

Net cash from operating activities in Q4 FY204 was **+\$100,000**.



RLG – AUSTRALIAN RAW MATERIALS + MANUFACTURING AND SALES PARTNERS = INCREASED MARGINS



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RLG is identifying product demand in markets and developing and growing out our own range of products and our own brands.

Driving margin growth comes from combining RLG's capabilities in sourcing and selling agricultural and food and health products, with its manufacturing and sales distribution partnerships.

THE AUSTRALIAN

Australian farmers flock back to China

By WILL GLASGOW

8:14pm September 08, 2024. Updated 8:33pm September 08, 2024

312 Comments



Will Glasgow, The Australian's North Asia correspondent, reports from Shanghai the business and commercial centre of China, and the place where most Australian businesses are headquartered. While the Chinese economy is struggling, lots of...

Seven years after being thrown into Beijing's freezer, a group of Australian farmers is on the cusp of what remains one of the greatest prizes for our \$80bn agricultural export sector: access to China's enormous market.

Leveraging reduced production and logistics costs and established distribution networks



Taking high-quality Australian raw materials



AGREEMENT FOR PRODUCING & SELLING BEER IN CHINA FROM AUSTRALIAN INGREDIENTS - "RLG KANGAROO BEER"



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- RLG has entered into an agreement with Henan Rock Kangaroo Brand Management Co., Ltd for it to produce and supply beer produced from Australian ingredients to service RLG's distribution network orders for a range of beers to be marketed and sold under the RLG Kangaroo Beer label.
- First sales in June which has continued into July and August and is ongoing.
- New agreement for RLG Kangaroo Beer for minimum sales of \$1,250,000 in Year 1 signed September 2024.
- The RLG Kangaroo Beer, produced from Australian ingredients and manufactured and sold in China.
- Provides RLG exposure and access to the largest and fastest growing beer market in the world, with forecast sales of \$180 billion in 2024* and leverages the high regard for quality Australian ingredients, combined with RLG's growing network of distributors in China .



Leveraging reduced logistics and production costs and established distribution networks

High-quality Australian raw materials



*Source: <https://www.statista.com/topics/7216/beer-industry-in-china/#topicOverview>, <https://www.visualcapitalist.com/which-countries-drink-the-most-beer-3/>

STRATEGIC COOPERATION AGREEMENT FOR FOOD DISTRIBUTION



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- RLG has entered into a Strategic Framework and Cooperation Agreement with **Henan Dingshenghe International Trade**, one of China's largest frozen food distributors, selling Australian beef, lamb, and seafood.
- RLG and Henan Dingshenghe International Trade have entered into a 3-year Strategic Framework and Cooperation Agreement under which RLG is to source and provide key products to Henan Dingshenghe International Trade to meet each specific sales contract. Specific contract value is to be agreed with each order.



PARTNERSHIP WITH CHINA'S LARGEST DATES, NUTS & DRIED FRUITS COMPANY



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- RLG has entered into a Strategic Framework and Cooperation Agreement with Haoxiangni Health Food Co. Ltd., **China's largest producer of red dates and nut-based snacks**.
- Haoxiangni Health Food is listed on the Shenzhen Stock Exchange and sells red dates, nuts, dried fruits, and freeze-dried products and has stated that it requires 2,000 tonnes of nuts per year.
- During the 3-year term of the agreement Haoxiangni Health Food intends to entrust RLG with the procurement of designated nuts and other agricultural products.
- Company stores in more than 300 cities and 1,000 stores in China.
- Specific contract value is to be agreed with each order.



President Shi Fang signs strategic partnership with RLG



RLG OWN BRAND VORA – EXPANSION IN RANGE & SALES CHANNELS

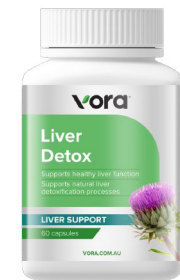
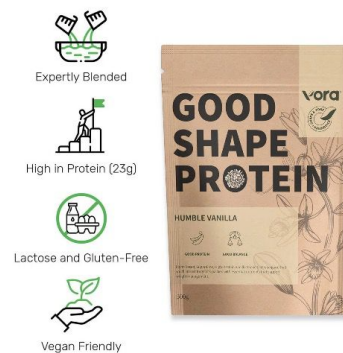


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RLG is working with its distribution partners to select and prioritise products to be sold under its own Brand & Label, including

- VORA Health product range expansion
- Investment in product range driven by identified demand and sales channels orders
- Expansion of sales channels in Australia and China and more broadly South East Asia
- International sales channels being reviewed and assessed for further expansion
- Expansion of gross margins through the sale of RLG-owned products to sales channel partners



SIGNIFICANT GROWTH OPPORTUNITIES



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- RLG is holding business events globally to identify and select new channels for distribution and production partnerships
- Working closely with channel partners to select products which are in demand and to then service identified orders
- Strong focus on building own brand products under RLG and VORA brand
- Assisting partners to enter new and multiple markets using RLG's e-Commerce, digital marketing and multiple sales channels
- Multi-direction partnerships – helping International brands to sell in Australia and Australian brands to sell globally



RLG – FUNDING FOR GROWTH RENOUNCEABLE RIGHTS ISSUE



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Additional funding will allow the Company to fast-track and fund opportunities in hand, to:

Continue expansion and reach of RLG's sales platform in both existing and new markets and drive increased profit margin with the marketing and sales of higher-margin, high-demand products, including the Company's own food and health brand VORA;

Repay the outstanding convertible note meaning transactions deliver higher margins directly to the Company.

- One for one Renounceable Rights Issue to raise up to \$3.18 million
- Partially underwritten to \$1.5 million
- Attractively priced at 0.4 cents per share
- Discount of 20% to the 30-day VWAP
- With every two New Shares, shareholders receive one free attaching New Option
- New Options will have Exercise Price of 1 cent, term of two years and will be listed
- Shareholders can trade their rights and apply for additional shares and options
- All directors intend to participate
- Director sub-underwriting additional \$200,000 from the shortfall
- Funds to be used to expand RLG sales platforms and products and add new markets
- Closing 19 September 2024
- If you wish to accept your Entitlement or participate, the requisite forms can be accessed from www.computersharecas.com.au/rlgoffer

RLG INVESTMENT SUMMARY



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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 \$36m 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.

Issued by: RooLife Group Ltd

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