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Smarter, faster  
commerce



Australian Equities Day - Singapore

ASX:RLG | 03 October 2025

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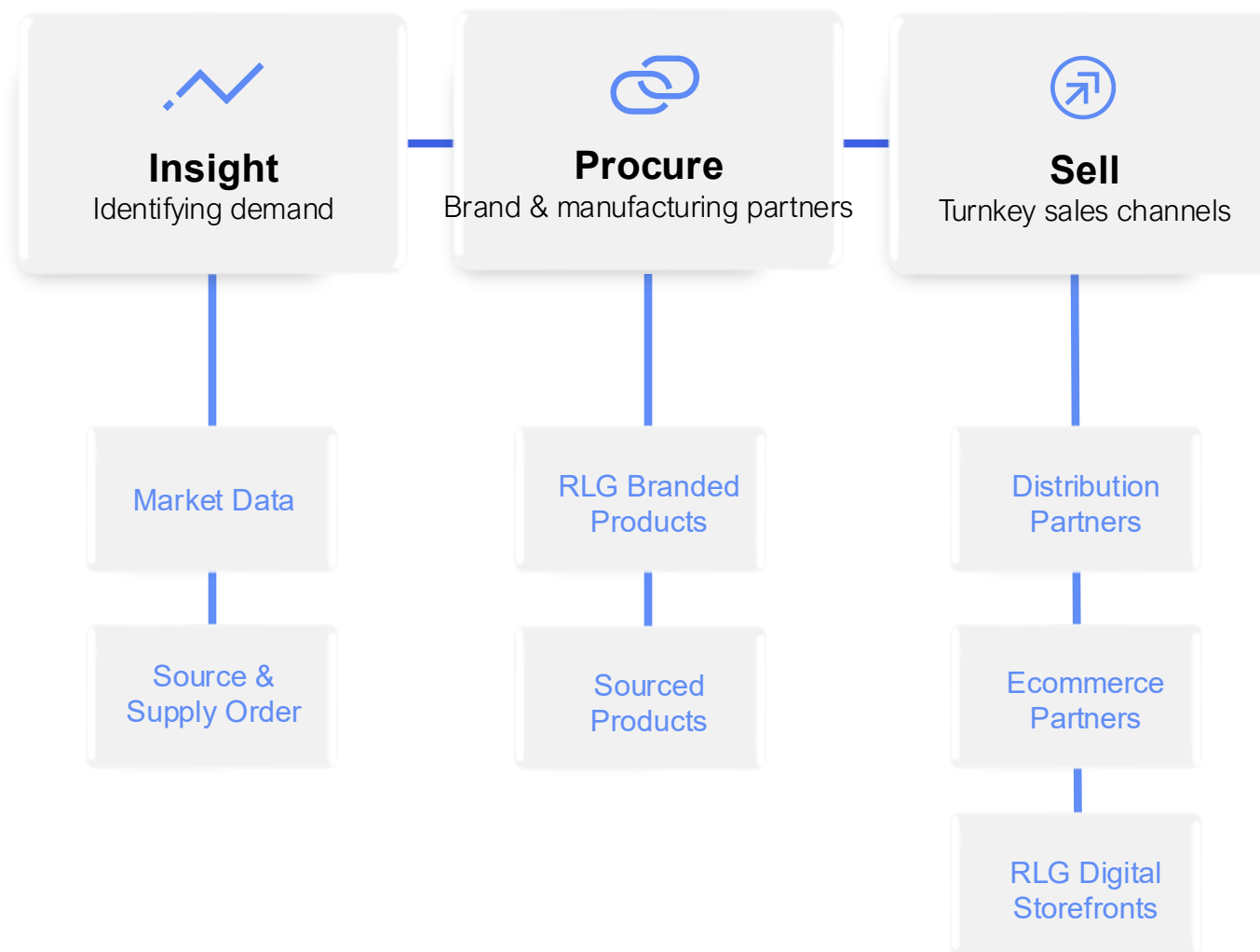


# RLG Overview

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## Company Overview

RLG (ASX:RLG) is a data-driven e-commerce and sales channel management company. RLG identifies and converts product demand into global sales - rapidly and efficiently.





# Corporate Snapshot

RLG is a data-driven commerce company operating focusing on the procurement and sales of company owned and partner products in high-growth verticals and markets.

- Scaling own and partner products
- Food, Beverage & Health, Renewable Energy, Consumer Goods & Homewares
- Lean, scalable and margin-focused model
- Strategy built on identified demand, speed to market and distribution partners

## Board of Directors



Grant Pestell  
Chairman



Bryan Carr  
Managing Director



Reece O'Connell  
Non-Executive Director



Jeremy Baldock  
Non-Executive Director

## Top 5 Shareholders

- |  |        |
|--|--------|
| 1. CHENG QINGHENG                            | 19.60% |
| 2. CITICORP NOMINEES PTY LIMITED             | 6.00%  |
| 3. MEGA HOLDINGS PTY LTD                     | 4.29%  |
| 4. SPARK PLUS PTE LTD                        | 4.03%  |
| 5. J P MORGAN NOMINEES AUSTRALIA PTY LIMITED | 2.51%  |



ASX Code	RLG
Market Capitalisation*	\$9M
Revenue (FY25)	\$ 4.66M
Basic EPS (FY25)	(\$0.0023)
Share Price*	\$0.005
Shares on Issue*	1,878 m
August 2025 Placement	\$2M

As of 02/10/2025



# One Engine. Three Verticals. Proven Execution.

RLG has focussed its business model with an enhanced commerce engine designed to deliver scalable sales and high margin growth.

## Refined commerce growth engine

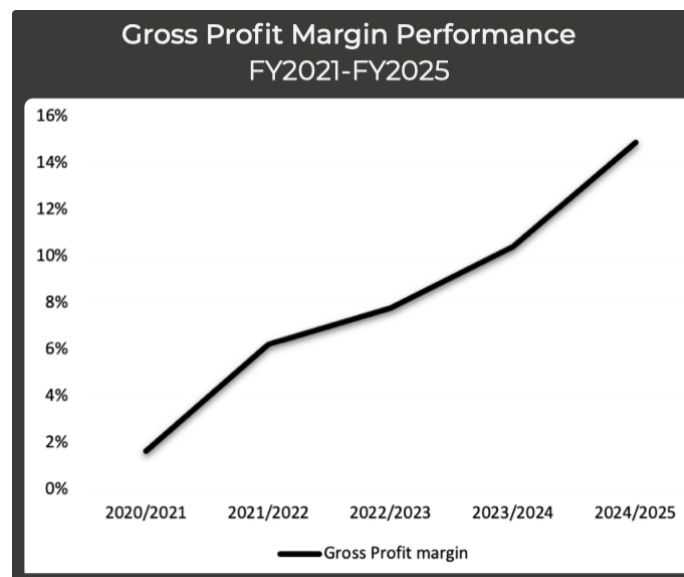
- Simplified operating model: Insight → Procure → Sell
- Prioritises speed to market, higher margins and repeatability across categories

## Reduced costs, increased margins

- Streamlined operations & reduced staff costs by 25%
- Leaner cost base allows for more capital to flow into product sales

## Narrowed focus

- Focused on three sectors: **Food, Beverage & Health, Renewables & Homewares**
- Chosen for size, growth trajectory and ability to leverage RLG's existing distribution



Gross Profit Margin +43%

Operational Expenses -11%

Indirect Staff Costs -5%



# The full-stack commerce engine.

Demand-led, scalable and margin focused.  
Every product RLG launches follows the same path.

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## Data-driven

Leveraging market data and partner supply orders to guide when, where and what products we sell.

## Lean by design

A headcount light and tech enabled model which uses partners to handle operational and logistics complexities.



## Global customer reach

Ability to launch and scale products at speed in China, India, the UK and Globally.

## Market resilience

Minimised focus on traditional brand building and reliance on hero product lines.



# Delivering on the plan

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Operational highlights



# Established. Proven sales. Landmark contracts.



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RLG has built a long-standing presence in China, leveraging its e-commerce expertise, partnerships and local market knowledge to translate an initial footprint into large-scale, contracted revenues.

## Longstanding footprint

RLG established early operations in China. Building sales infrastructure and partnerships with local distributors and manufacturers.

## Fortune 500 partnership

Secured a two-year supply agreement with Eternal Asia who operate one of the largest distribution networks in China with an expected annual order volume of \$110 million per year<sup>1</sup>

## RLG Coffee brand launch

Launched RLG Coffee across leading platforms JD, Tmall and Douyin generating \$110k in first-month orders.



<sup>1</sup>Refer to ASX Announcement 'RLG Supply Agreement with Fortune 500 China Giant Eternal Asia' dated 06 August 2025





# Landmark \$64m deal validating strategy

In September 2025, RLG signed a landmark agreement in China's coffee sector. This deal provides contracted minimum revenue contribution of \$64m of RLG Coffee sales.

RLG is cementing its position as a supplier in one of the world's fastest-growing coffee markets, where consumption has been increasing at over +20% annually since 2011.

It validates the company's strategy and marks a step-change in scale for RLG's own branded food and beverage business.

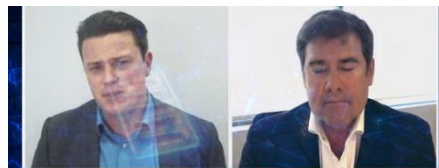
Partners	Zhongshan Runlian Commercial Co., Ltd Eternal Asia Supply Chain Management Ltd (SZSE:002183)
Minimum order commitment	RMB 300m (~\$64m) over two years
Products	RLG branded coffee beans, beverages, food and coffee machines
Strategic impact	Expands branded footprint, delivers material revenue and demonstrates model

Juniors

ASX:RLG

## RooLife Group Wins \$64m Supply Order to Serve China's Growing Coffee Market

By Imelda Cotton - September 22, 2025



BREWING BIG GROWTH: RLG'S \$64M CHINA COFFEE BREAKTHROUGH

Brewing Big Growth: RLG's \$64m China Coffee Breakthrough



RooLife brews up \$64M China deal

Refer to ASX Announcement 'RLG Secures \$64m Coffee & Products Order' dated 22 September 2025



Health, wellness and food & beverage annual contract order value up \$ 110million.

In August 2025, RLG entered into a Sales Supply Agreement with Eternal Asia Supply Chain Management Ltd (SZSE:002183), for RLG to source and supply health & wellness and food & beverage products up to a value of \$110 million over the next 2 years.

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.

Partners	Eternal Asia Supply Chain Management Ltd (SZSE:002183)
Expected order value	RMB 500m (~\$110m) over two years
Products	Health & wellness and food & beverage products
Strategic impact	Expands branded footprint, delivers material revenue and demonstrates model

Refer to ASX Announcement ‘RLG Supply Agreement with Fortune 500 China Giant Eternal Asia’ dated 06 August 2025.



# Expansion into the growing renewable energy sector



RLG has extended its model beyond consumer goods into the renewable energy sector, securing exclusive global rights for solar products and rapidly converting that into sales.

## Market Opportunity

India's solar market has grown at 40% CAGR over the last nine years but still represents less than 15% penetration, supported by strong government incentives.

## Exclusive Global Rights

In Q4 2025, RLG signed 10-year agreements with three Chinese OEMs to globally brand, market and distribute solar panels, inverters and batteries under RLG branding.

## First Order

RLG secured its first sales order into India, a A\$0.5m order, validating the demand-led model in the renewable energy sector.





# Capturing growth in social commerce

RLG is applying its model to the United Kingdom, where live shopping and creator-led sales are reshaping retail. By leveraging TikTok Shop, the country's fastest-growing e-commerce channel, RLG is positioned to scale in a market undergoing structural change.

## Market Shift

UK consumers are rapidly moving to social and live commerce, with TikTok Shop emerging as the fastest-growing sales channel

## Model Application

RLG operates its own TikTok storefronts, sourcing homewares and lifestyle products directly from OEM partners and applying the same Insight → Procure → Sell engine used in other verticals.

## Early Traction

Initial sales have demonstrated the model is repeatable, with a pathway to scale as consumer behaviour continues to shift from traditional retail to social-first commerce.

# Funded to focus on execution

RLG has strengthened its balance sheet through a recent capital raise while maintaining a disciplined cost base. This ensures the company is funded to deliver on secured contracts and positioned for sustainable margin growth.

## Recently completed \$2m placement

- August 2025 through an oversubscribed placement
- Strong institutional support
- Funds applied to fulfilment of orders, expansion of sales operations and development of RLG branded products

## Disciplined cost base

- Capital directed to product sales and order fulfilment
- Focused overheads with a lean fixed cost base
- Investment into owned brands brings increased margins

## Divested business activities to focus on strong growth markets

- Divestment of Australian Digital Marketing Business
- Focus on high margin product sales in the target markets of China, India and the United Kingdom
- Sale Proceeds of \$356,500 + \$156,500 Working Capital Adjustment = \$513,000



# Investment Summary

RLG's data-driven e-commerce and sales channel management model provides asset-light access to the large and rapidly developing China and India markets via its market entry platforms and growing branded portfolio, providing it a valuable edge.

## China-go-to-market engine

- RLG runs an integrated e-commerce stack (RLG Marketplace) with listing, marketing, logistics and payment processing, reducing friction for foreign products and brands entering China.

## Partner-led distribution at scale:

- The recent coffee supply agreement (~A\$64m over two years), alongside existing Eternal Asia channels, shows RLG's ability to secure category-scale orders via large Chinese distributors for its own branded products and high-quality third-party range.

## Growth markets + owned brands:

- Expansion beyond services into owned/branded products (e.g., range of VORA products and RLG Coffee) lifting gross margins while keeping an asset-light model.

## Exposure to growth markets:

- RLG provides direct exposure to China and India which represent unparalleled opportunities for health & wellness, food & beverage and renewable energy products which RLG sells directly into these markets, with products already in market and selling.
- China's retail market, valued at ~USD 1.94 trillion in 2024, is projected to grow at ~8.3% annually to exceed USD 4.3 trillion by 2034, while India's e-commerce market will surge from ~USD 136 billion in 2025 to more than USD 327 billion by 2030 (CAGR ~19.1%).

(<https://www.expertmarketresearch.com/reports/china-retail-market>)







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