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Smarter, faster  
commerce



Quarterly Activities Report & Appendix 4C

For the Period Ended 30 September 2025



# RLG Marketplace

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.

# RLG Marketplace

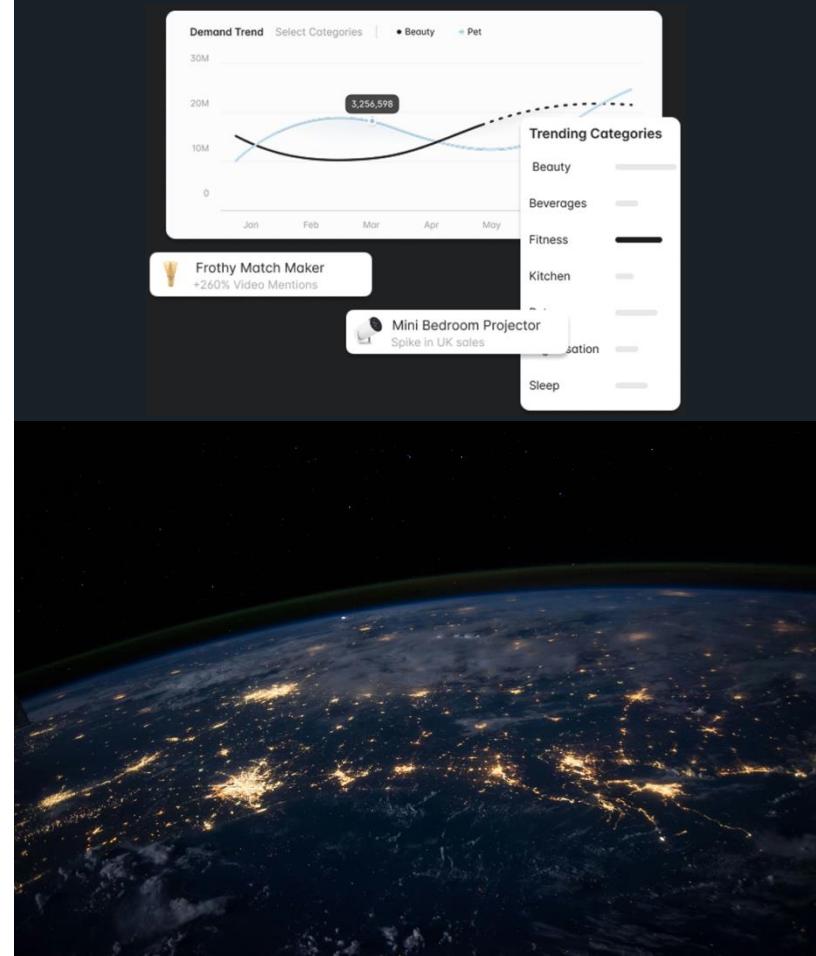
## Intelligent Commerce

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RLG Marketplace stores focus on promoting RLG's own-brand products alongside third-party offerings, leveraging RLG's proven social-commerce and digital marketing expertise.

The Company's strategy is to use data-driven market insights to tailor product offerings by region, identifying high-demand categories and quickly meeting consumer needs with targeted product selections.

This approach not only drives sales growth but also supports higher profit margins by focusing on products and channels with the strongest demand and profitability profiles.

RLG's Marketplace model continues to serve as a two-way bridge – bringing international brands into China (the world's largest e-commerce market) and delivering quality, affordable Chinese-sourced products to Western markets – uniquely positioning the Company in the cross-border online retail landscape.



# Financial Highlights

Revenue of \$497k and Cash Receipts of \$487k representing the change in business focus and the launch and focus on sales of a range of RLG's own products, targeting higher margin sales and the preparation phase to service contracts secured and announced 06 August 2025 ("RLG Supply Agreement with Fortune 500 China Giant Eternal Asia") and 22 September 2025 ("RLG secures \$64m Coffee Supply Deal").

Product Manufacturing and Operating Costs for the Quarter were down to \$198k, as the Company focussed on sourcing and production of RLG's own product range, with lower percentage cost of goods.

The sale of Australian digital marketing subsidiary, CHOOSE Digital Pty Ltd, was completed in the Quarter with RLG receiving an upfront payment of \$200,000 in July 2025, with a balance of \$156,500 payable to RLG by 31 December 2025.

Closing cash and cash equivalents and available finance facilities totalled \$1.94 million at 30 September 2025.

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Q1 FY2026

\$ 487k

CASH RECEIPTS  
Q1 FY2026

\$(198k)

PRODUCT &  
OPERATING COSTS  
PAYMENTS  
Q1 FY2026

\$(473k)

NET CASH USED IN  
OPERATING  
ACTIVITIES  
Q1 FY2026

Q4 FY2025

\$ 779k

CASH RECEIPTS  
Q4 FY2025

\$(771k)

PRODUCT &  
OPERATING COSTS  
PAYMENTS  
Q4 FY2025

\$(786k)

NET CASH USED IN  
OPERATING  
ACTIVITIES  
Q4 FY2025

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



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

## ***"RLG Supply Agreement with Fortune 500 China Giant Eternal Asia"***

06 August 2025

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.

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Partners

Eternal Asia Supply Chain Management Ltd  
(SZSE:002183)

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Expected order value

RMB 500m (~\$110m) over two years

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Products

Health & wellness and food & beverage products

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Strategic impact

Expands branded footprint, delivers material revenue and demonstrates model

# Landmark \$64m deal validating strategy



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

## **"RLG secures \$64m Coffee Supply Deal"**

22 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.

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### Partners

Zhongshan Runlian Commercial Co., Ltd  
Eternal Asia Supply Chain Management Ltd (SZSE:002183)

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### Minimum order commitment

RMB 300m (~\$64m) over two years

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### Products

RLG branded coffee beans, beverages, food and coffee machines

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### Strategic impact

Expands branded footprint, delivers material revenue and demonstrates model

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#### Juniors

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

By Imelda Cotton - September 22, 2025



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#### ASX-RLG



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



► 04:30

RooLife brews up \$64M China deal



# Funded to focus on execution

RLG has strengthened its balance sheet through a capital raise during the Quarter while maintaining a disciplined cost base. This provides the company funding to deliver on secured contracts and positioned it for margin growth.

## Recently completed \$2m 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

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## Financial & Other Cash Items

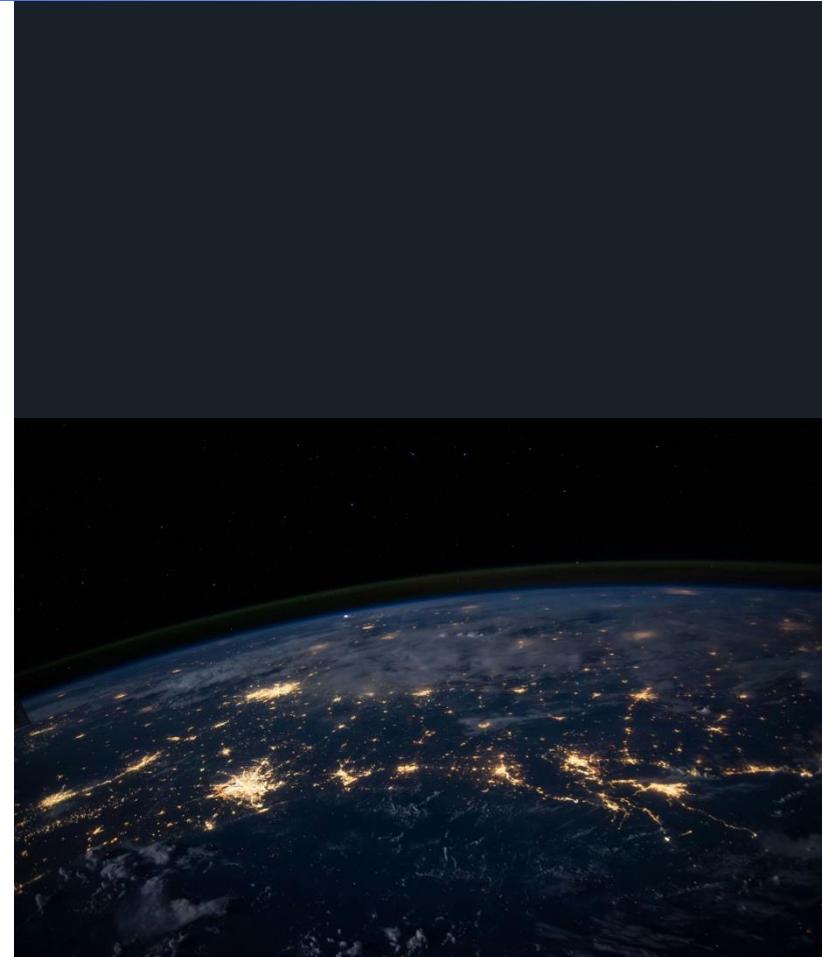
Completion of a strategic placement raising \$2 million from institutional and sophisticated investors at \$0.007 per share. \$1,550k in subscription proceeds are reported as cash inflows during the Quarter. \$450k of the subscription proceeds were deposited into a trust account and transferred into the Company's operating account subsequent to Quarter end and will therefore be reflected as cash inflows in the next quarterly cashflow report.

Advertising and Marketing Expenses were \$38k during the Quarter, down -69% as the Company focussed on manufacturing of products including RLG Coffee and a range of RLG-branded homewares.

Payments for staff costs, including directors, in the Quarter totalled \$448k, down -11% from the prior Quarter and follows the -14% reduction achieved last Quarter and includes one-off restructuring costs associated with these reductions. Fees paid to Directors, included in this figure, was \$160k including superannuation and \$17k in legal fees paid to a company associated with a director.

Administration and corporate costs in the Quarter were \$238k which included annual listing, audit and tax advisory service fees paid in the Quarter.

- Closing cash and cash equivalents and available finance facilities totalled \$1.94 million.



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ASX:RLG



Twitter \$RLG\_Investors

LinkedIn RooLife Group

Website [www.roolifegroup.com.au](http://www.roolifegroup.com.au)

Issued by: RooLife Group Ltd

Authorised by: The Board of RooLife Group Ltd

**Name of entity**

RooLife Group Limited

**ABN**

14 613 410 398

**Quarter ended (“current quarter”)**

30 September 2025

<b>Consolidated statement of cash flows</b>		<b>Current quarter \$A'000</b>	<b>Year to date (3 months) \$A'000</b>
<b>1.</b>	<b>Cash flows from operating activities</b>		
1.1	Receipts from customers	487	487
1.2	Payments for		
	(a) research and development	-	-
	(b) product manufacturing and operating costs	(198)	(198)
	(c) advertising and marketing	(38)	(38)
	(d) leased assets	-	-
	(e) staff costs	(448)	(448)
	(f) administration and corporate costs	(238)	(238)
1.3	Dividends received (see note 3)	-	-
1.4	Interest received	1	1
1.5	Interest and other costs of finance paid	(2)	(2)
1.6	Income taxes paid	-	-
1.7	Government grants and tax incentives	-	-
1.8	Other (provide details if material)	(37)	(37)
<b>1.9</b>	<b>Net cash from / (used in) operating activities</b>	<b>(473)</b>	<b>(473)</b>

<b>2.</b>	<b>Cash flows from investing activities</b>		
2.1	Payments to acquire or for:		
	(a) entities	-	-
	(b) businesses	-	-
	(c) property, plant and equipment	-	-
	(d) investments	-	-
	(e) intellectual property	-	-
	(f) other non-current assets	-	-

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<b>Consolidated statement of cash flows</b>		<b>Current quarter \$A'000</b>	<b>Year to date (3 months) \$A'000</b>
2.2	Proceeds from disposal of:		
(a)	entities	258	258
(b)	businesses	-	-
(c)	property, plant and equipment	-	-
(d)	investments	-	-
(e)	intellectual property	-	-
(f)	other non-current assets	-	-
2.3	Cash flows from loans to other entities	-	-
2.4	Dividends received (see note 3)	-	-
2.5	Other (provide details if material)	-	-
<b>2.6</b>	<b>Net cash from / (used in) investing activities</b>	<b>258</b>	<b>258</b>
<b>3.</b>	<b>Cash flows from financing activities</b>		
3.1	Proceeds from issues of equity securities (excluding convertible debt securities)	1,550	1,550
3.2	Proceeds from issue of convertible debt securities	-	-
3.3	Proceeds from exercise of options	-	-
3.4	Transaction costs related to issues of equity securities or convertible debt securities	(151)	(151)
3.5	Proceeds from borrowings	-	-
3.6	Repayment of borrowings	(13)	(13)
3.7	Transaction costs related to loans and borrowings	-	-
3.8	Dividends paid	-	-
3.9	Other (provide details if material)	-	-
<b>3.10</b>	<b>Net cash from / (used in) financing activities</b>	<b>1,386</b>	<b>1,386</b>
<b>4.</b>	<b>Net increase / (decrease) in cash and cash equivalents for the period</b>		
4.1	Cash and cash equivalents at beginning of period	526	526
4.2	Net cash from / (used in) operating activities (item 1.9 above)	(473)	(473)
4.3	Net cash from / (used in) investing activities (item 2.6 above)	258	258

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<b>Consolidated statement of cash flows</b>		<b>Current quarter \$A'000</b>	<b>Year to date (3 months) \$A'000</b>
4.4	Net cash from / (used in) financing activities (item 3.10 above)	1,386	1,386
4.5	Effect of movement in exchange rates on cash held	(5)	(5)
4.6	<b>Cash and cash equivalents at end of period</b>	<b>1,692</b>	<b>1,692</b>
<b>5. Reconciliation of cash and cash equivalents</b> at the end of the quarter (as shown in the consolidated statement of cash flows) to the related items in the accounts		<b>Current quarter \$A'000</b>	<b>Previous quarter \$A'000</b>
5.1	Bank balances	1,692	526
5.2	Call deposits	-	-
5.3	Bank overdrafts	-	-
5.4	Other (provide details)	-	-
5.5	<b>Cash and cash equivalents at end of quarter (should equal item 4.6 above)</b>	<b>1,692</b>	<b>1,058</b>
<b>6. Payments to related parties of the entity and their associates</b>		<b>Current quarter \$A'000</b>	
6.1	Aggregate amount of payments to related parties and their associates included in item 1		177 <sup>1</sup>
6.2	Aggregate amount of payments to related parties and their associates included in item 2		-
<i>Note: if any amounts are shown in items 6.1 or 6.2, your quarterly activity report must include a description of, and an explanation for, such payments.</i>			

<sup>1</sup> Payments totalling \$160,000 were made to directors for fees and superannuation on fees.

Payments totalling \$17,000 were made to Murcia Pestell Hillard Pty Ltd, a company related to Mr. Grant Pestell, for the provision of legal services.

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<b>7. Financing facilities</b>		<b>Total facility amount at quarter end \$A'000</b>	<b>Amount drawn at quarter end \$A'000</b>
<i>Note: the term 'facility' includes all forms of financing arrangements available to the entity.</i>			
<i>Add notes as necessary for an understanding of the sources of finance available to the entity.</i>			
7.1	Loan facilities	200	-
7.2	Credit standby arrangements	50	-
7.3	Other (please specify)	-	-
7.4	<b>Total financing facilities</b>	250	-
7.5	<b>Unused financing facilities available at quarter end</b>		250
7.6	Include in the box below a description of each facility above, including the lender, interest rate, maturity date and whether it is secured or unsecured. If any additional financing facilities have been entered into or are proposed to be entered into after quarter end, include a note providing details of those facilities as well.		
	Unsecured Loan Agreement for a line of credit of \$200,000, with Director Bryan Carr to be drawn down for sale of productions into China. Interest is calculated at 10% per annum on loan amount drawn down, payable in arrears. Repayment per transaction, typically 90 days terms for repayment to be agreed between lender and Borrower on a case by case basis.		
	Business Overdraft Facility of \$49,999 with Australia and New Zealand Banking Group Limited (ANZ) at an interest rate of 10.45%. The facility is unsecured and has no fixed maturity date.		
<b>8. Estimated cash available for future operating activities</b>			<b>\$A'000</b>
8.1	Net cash from / (used in) operating activities (item 1.9)		(473)
8.2	Cash and cash equivalents at quarter end (item 4.6)		1,692
8.3	Unused finance facilities available at quarter end (item 7.5)		250
8.4	Total available funding (item 8.2 + item 8.3)		1,942
8.5	<b>Estimated quarters of funding available (item 8.4 divided by item 8.1)</b>		4.11
	<i>Note: if the entity has reported positive net operating cash flows in item 1.9, answer item 8.5 as "N/A". Otherwise, a figure for the estimated quarters of funding available must be included in item 8.5.</i>		
8.6	If item 8.5 is less than 2 quarters, please provide answers to the following questions:		
8.6.1	Does the entity expect that it will continue to have the current level of net operating cash flows for the time being and, if not, why not?		
	Answer: Not applicable		
8.6.2	Has the entity taken any steps, or does it propose to take any steps, to raise further cash to fund its operations and, if so, what are those steps and how likely does it believe that they will be successful?		
	Answer: Not applicable		

8.6.3 Does the entity expect to be able to continue its operations and to meet its business objectives and, if so, on what basis?

Answer: Not applicable

*Note: where item 8.5 is less than 2 quarters, all of questions 8.6.1, 8.6.2 and 8.6.3 above must be answered.*

## Compliance statement

- 1 This statement has been prepared in accordance with accounting standards and policies which comply with Listing Rule 19.11A.
- 2 This statement gives a true and fair view of the matters disclosed.

Date: 31 October 2025

Authorised by: The Board of RooLife Group Ltd

### Notes

1. This quarterly cash flow report and the accompanying activity report provide a basis for informing the market about the entity's activities for the past quarter, how they have been financed and the effect this has had on its cash position. An entity that wishes to disclose additional information over and above the minimum required under the Listing Rules is encouraged to do so.
2. If this quarterly cash flow report has been prepared in accordance with Australian Accounting Standards, the definitions in, and provisions of, *AASB 107: Statement of Cash Flows* apply to this report. If this quarterly cash flow report has been prepared in accordance with other accounting standards agreed by ASX pursuant to Listing Rule 19.11A, the corresponding equivalent standard applies to this report.
3. Dividends received may be classified either as cash flows from operating activities or cash flows from investing activities, depending on the accounting policy of the entity.
4. If this report has been authorised for release to the market by your board of directors, you can insert here: "By the board". If it has been authorised for release to the market by a committee of your board of directors, you can insert here: "By the [name of board committee – eg *Audit and Risk Committee*]". If it has been authorised for release to the market by a disclosure committee, you can insert here: "By the Disclosure Committee".
5. If this report has been authorised for release to the market by your board of directors and you wish to hold yourself out as complying with recommendation 4.2 of the ASX Corporate Governance Council's *Corporate Governance Principles and Recommendations*, the board should have received a declaration from its CEO and CFO that, in their opinion, the financial records of the entity have been properly maintained, that this report complies with the appropriate accounting standards and gives a true and fair view of the cash flows of the entity, and that their opinion has been formed on the basis of a sound system of risk management and internal control which is operating effectively.