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\$1m+ Sales of RLG Coffee in November 2025

e-Commerce company **RooLife Group Ltd (ASX:RLG)** (“RLG” or “Company”) is pleased to provide a trading update on its **RLG Coffee** brand in China, with sales of its coffee products surpassing **A\$1.0 million** in November 2025.

Key Highlights

- **More than A\$1.0 million** in sales with payments received from RLG Coffee sales in China during November 2025.
- Continued scale-up positions the coffee vertical toward a **double-digit million-dollar annualised sales run-rate**, based on recent trading performance.
- Strong coffee demand across major online platforms including **JD.com, Tmall and Douyin**, complemented by expanding offline general trade and retail channels.
- RLG Coffee further validates the Company’s data-driven, **demand-led and asset-light operating model**, consistent with RLG’s stated strategy to build proprietary brands in high-growth consumer categories.

RLG Coffee: Rapid Scale Since Launch

RLG announced the launch of its proprietary RLG Coffee brand in late August 2025, entering China’s fast-growing coffee market through online and offline strategic sales and distribution channels. Since launch, the business has progressed from initial product introduction to achieving **in excess of A\$1.0 million in sales** in November.

The rapid scale since the recent launch of RLG Coffee has been driven through the combination of expanded distribution, a growing SKU range and targeted marketing initiatives.

China’s coffee sector continues to experience strong structural growth, transforming from a traditionally tea-dominated culture to one embracing coffee consumption, with consumption increasing at around 21% per annum since 2011, compared to a global average of approximately 1.8%. The sector is forecast to generate more than US\$20 billion in revenues by 2025,¹ supporting RLG’s Coffee expansion strategy.

Distribution & Channel Performance

The RLG Coffee range is now sold through:

- **Flagship storefronts** such as JD.com, Tmall and Douyin
- **Sub-distribution channels** providing nationwide access through general trade, supermarkets, convenience and specialty retail
- **Offline café and foodservice customers**, supported by partner distributors

This multi-channel route-to-market provides a **scalable and repeatable platform** for growing sales of RLG-branded beans, beverages and packaged foods across China’s mainstream consumer market.

Execution of the A\$64m Coffee Agreement

As announced on 20 September 2025, RLG Global Trading (Zhuhai) Co., Ltd, a wholly owned subsidiary of RLG, entered into a two-year binding Supply and Procurement Agreement with Zhongshan Runlian, representing a minimum contract value of RMB 300 million (~A\$64 million) over the period to 20 September 2027.

The strong November cash receipts reflect the **early conversion** of contracted demand into monthly orders, supporting the Company’s focus on compounding volume and margin within the coffee vertical.

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Managing Director Commentary

RLG Managing Director & CEO, Bryan Carr, said:

"RLG Coffee is an example of our strategy in action – identifying demand, deploying data insights and rapidly introducing proprietary RLG-branded products into high-growth markets, indeed, one of the world's most exciting consumer markets.

In November, sales from RLG Coffee exceeded A\$1.0 million, only a few months after launch. Combined with the contracted demand under our A\$64 million supply agreement, this provides growing confidence in the long-term value of this vertical to shareholders.

Coffee is becoming a core pillar of RLG's growth targeting the food, beverage and health and wellness space."

RLG believes that the coffee category, together with the Company's other priority sectors, will contribute meaningfully to revenue growth and margin expansion as the Company continues executing its data-driven product strategy in China and other high-growth markets.

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About RLG

RLG (ASX:RLG) is a data-driven e-commerce company focused on identifying demand for high-margin products and rapidly deploying them into the world's fastest-growing markets. With a footprint across China, UK, Australia and India, RLG leverages market data, supplier networks and multi-channel sales infrastructure to deliver products across consumer goods, food & beverage and renewable energy sectors. The Company's model enables speed to market, margin optimisation and scalability without warehousing costs.

i www.gcrmag.com/the-future-of-the-chinese-coffee-market

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