

For personal use only

Smarter, faster commerce



RLG Commerce (ASX:RLG)

Investor Update March 2026

RooLife Group Limited

Important information

DISCLAIMER

The purpose of this presentation is to provide general information about RedLife Group Limited (the 'Company'). Unless otherwise stated herein, the information in this presentation is based on the Company's own information and estimates. In attending this presentation or viewing this document you agree to be bound by the following terms and conditions. This presentation is for information purposes only and does not constitute or form any part of any offer or invitation to sell or issue, or any solicitation of any offer to purchase or subscribe for, any securities in the Company in any jurisdiction. This presentation and its contents must not be distributed, transmitted or viewed by any person in any jurisdiction where the distribution, transmission or viewing of this document would be unlawful under the securities or other

laws of that or any other jurisdiction. This presentation does not consider the individual investment objectives, financial situation and particular needs of each of the Company's Shareholders. You may wish to seek independent financial and taxation advice before making any decision in respect of this presentation. Neither the Company nor any of its related bodies corporate is licensed to provide financial product advice in respect of the Company's securities or any other financial products. Certain statements in the presentation are or may be "forward-looking statements" and represent the Company's intentions, projections, expectations or beliefs concerning, among other things, future operating and exploration results or the Company's future performance. These forward-looking statements speak, and the presentation generally speaks, only at the date hereof. The

projections, estimates and beliefs contained in such forward-looking statements necessarily involve known and unknown risks and uncertainties, and are necessarily based on assumptions, which may cause the Company's actual performance and results in future periods to differ materially from any express or implied estimates or projections. No representation or warranty, express or implied, is made by the Company that the material contained in this presentation will be achieved or prove to be correct. Except for statutory liability which cannot be excluded, each of the Company, its directors, officers, employees, advisers and agents expressly disclaims any responsibility for the accuracy, fairness, sufficiency or completeness of the material contained in this presentation, or any opinions or beliefs contained in this document, and excludes all liability

whatsoever (including in negligence) for any loss or damage which may be suffered by any person as a consequence of any information in this presentation or any error or omission therefrom. The Company is under no obligation to update or keep current the information contained in this presentation or to correct any inaccuracy or omission which may become apparent, or to furnish any person with any further information. Any opinions expressed in the presentation are subject to change without notice. This presentation may contain information (including information derived from publicly available sources) that has not been independently verified by the Company.

ASX:RLG

The **RLG Marketplace**: demand-led, scalable and margin focused. The engine scaling RLG product sales.



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 and Globally.

Market resilience

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

RLG Marketplace

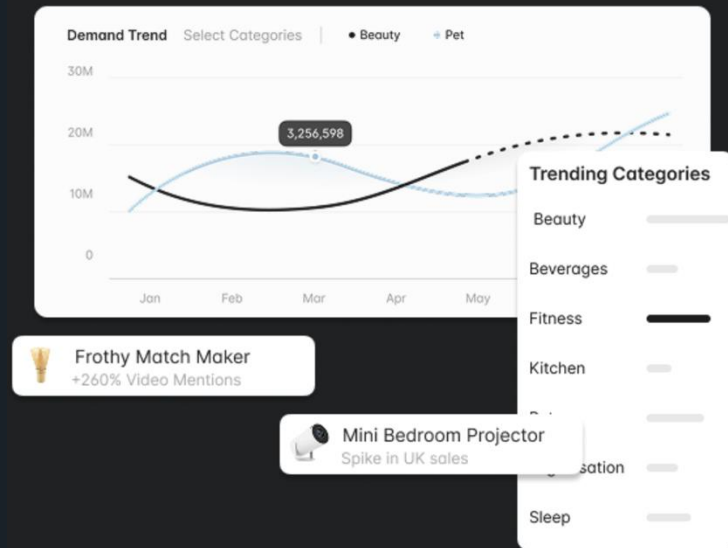
Intelligent Commerce

RLG Marketplace focusses on identified demand, promoting RLG's own-brand products alongside third-party offerings, leveraging RLG's 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.



Business Overview

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, Consumer Goods, Renewable Energy

Lean, scalable and margin-focused model

Strategy built on identified demand, speed to market and distribution partners

Board of Directors



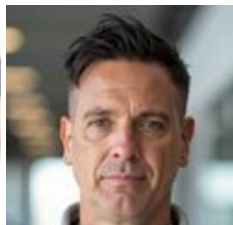
Grant Pestell
Chairman



Bryan Carr
Managing Director



Reece O'Connell
Non-Executive Director



Jeremy Baldock
Non-Executive Director

Top 5 Shareholders

- | | |
|----------------------------------|--------|
| 1. MACAO BOVELOP LIMITED | 16.59% |
| 2. CITICORP NOMINEES PTY LIMITED | 5.46% |
| 3. BERNE NO 132 NOMINEES PTY LTD | 5.41% |
| 4. SPARK PLUS PTE LTD | 4.54% |
| 5. MEGA HOLDINGS PTY LTD | 4.27% |



ASX Code	RLG
Market Capitalisation*	\$ 5.66M
Revenue (1HYFY26)	\$ 3.74M (+144% v 1HY25)
EBIT (1HYFY26)	(\$0.73m) (+24% v 1HY25)
Revenue YTD FY26 (Jul25-Feb26)*	\$ 6.7M
Cash & Cash Equivalents at 1HY26	\$ 1.81M
Share Price*	\$0.003

As of 24/03/2026

*Unaudited



Demand driven sales growth with strong cost management.



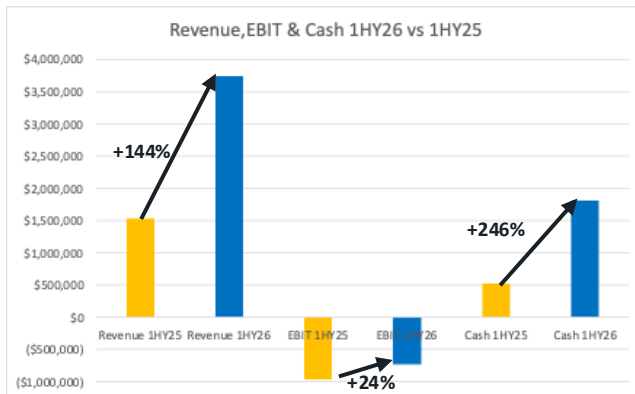
RLG Product Sales & Financial Performance 1HYFY26

1HY FY26 represented a transformation and scale-up period for RLG, delivering:

- Significant increase in half-year sales revenue,
- Expansion in Group-owned product-led sales in China,
- Divestment of non-core business activity,
- Continued execution of strategic partner agreements.

For the HY1 FY26 Reporting Period versus HY1 FY25:

- ↑ **Revenue is up +144%** to \$3,745,215;
- ↑ **EBIT improved +24%** to (\$731,972);
- ↑ **Cash & Cash Equivalents +245%** to \$1,811,580

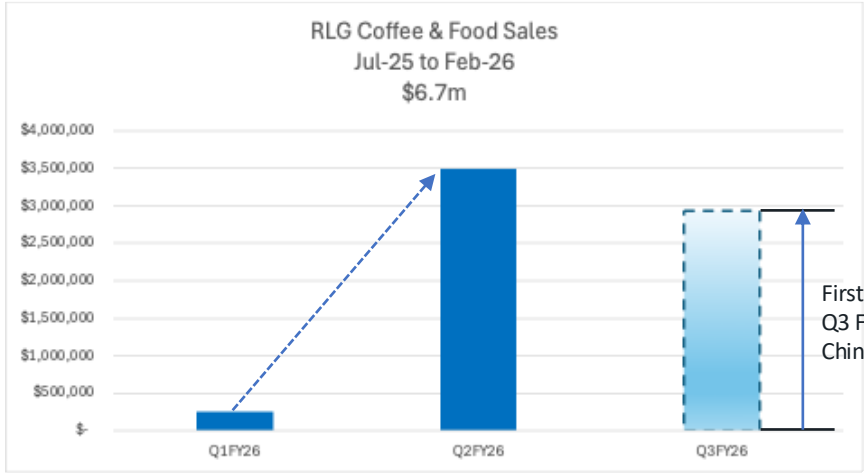




RLG Product Sales Growth YTD FY2026

Strong product sales achieved in Q2 FY2026 have continued into Q3 FY2026, which incorporates the typically quieter Chinese New Year period in February 2026.

- Q2 FY2026 Product Sales of \$3.49m
- Q3 FY2026 Product Sales of \$2.93m achieved in first 2 months of the Quarter
- FY2026 YTD Product Sales Revenues ~ \$6.7m (July 2025 to February 2026)
- Consistent delivery of costs management and expenses reduction



First 2 months of
Q3 FY26, including
Chinese New Year

For personal use only

Strong month-on-month sales
achieved through Q2 & into Q3
FY2026.

RLG. Demand Identified. Sales Growing Strongly.

RLG Coffee

China is among the fastest-growing coffee markets globally - and RLG Coffee is servicing the growing demand.

China's branded coffee shop market grew +31.5% over the last 12 months, becoming the only branded coffee shop market globally to add over 20,000 net new outlets in a calendar year.

- ✓ Coffee is viewed as a trendy and versatile beverage, particularly among younger consumers.
- ✓ Personalized coffee experiences, such as custom brews and specialty drinks are becoming more popular.
- ✓ Coffee with traditional Chinese flavours, fruits and health-conscious ingredients are attractive to consumers.



RLG Marketplace & RLG Coffee

RLG is making strong inroads into one of the world's fastest-evolving coffee consumption markets – China, with **RLG Coffee**, designed and developed to service identified demand.

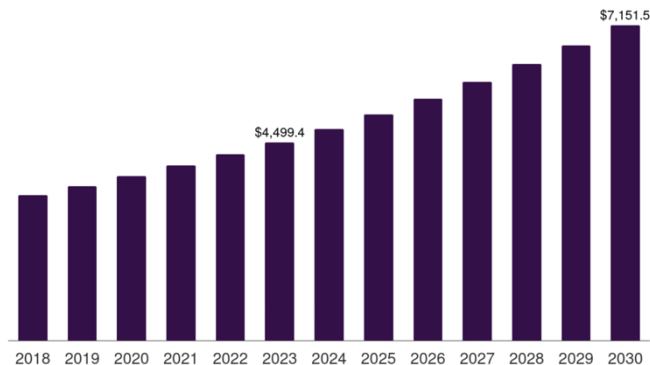
In China, the coffee category is growing strongly, supported by rapid lifestyle adoption and a growing awareness and desire to consume coffee daily.

Against this backdrop, RLG is achieving strong sales traction commencing in Q2 FY2026 and continuing into Q3 FY2026, with product sales of \$6.7m to February 2026.

In parallel RLG continues a strong focus on its costs with a lean fixed cost based and a variable cost operating model and closed 1HY FY2026 with a working capital base of A\$1.8m, positioning the company to continue to invest in inventory, channel expansion and conversion-focussed marketing and sales channel development.

RLG is focused on continuing to build on this momentum and servicing the high demand for coffee, coffee related products and seeking to add channel aligned products.

China coffee market size, 2018-2030 (US\$m)



<https://www.grandviewresearch.com/horizon/outlook/coffee-market/china>

RLG 爱瑞吉品质承诺

每包挂耳咖啡均严格标注烘焙日期和风味特点
并采用食品级铝箔包装，确保咖啡新鲜度
建议在45天内饮用完毕，以确保最佳风味体验



RLG Marketplace - A Scalable Distribution Platform

The RLG Marketplace model is based on identified product demand with strong growth profiles so as to supply the market with “hot” products that the company can bring to market rapidly.

RLG combines product demand, with quality product selection, close-to-market production and Australian brand endorsement.

The multi-channel market approach leverages strong partner distribution channels, online storefronts and sales into hotels, restaurants and cafes providing brand marketing and sales growth.

RLG seeks to add to its product portfolio by selecting matching products which can utilise its supply chain and distribution networks and which can be sold under the RLG own brand.



Flagship online storefronts

Leading e-commerce platforms such as JD.com, Tmall and Douyin



Sub-distribution channels

Providing nationwide reach across general trade, supermarkets, convenience and specialty retail



Retail

Cafés and foodservice customers, supported by partner distributors

This multi-channel route-to-market is designed to provide a scalable and repeatable platform for growing sales of RLG-branded products, beverages and food products across China's mainstream consumer market.

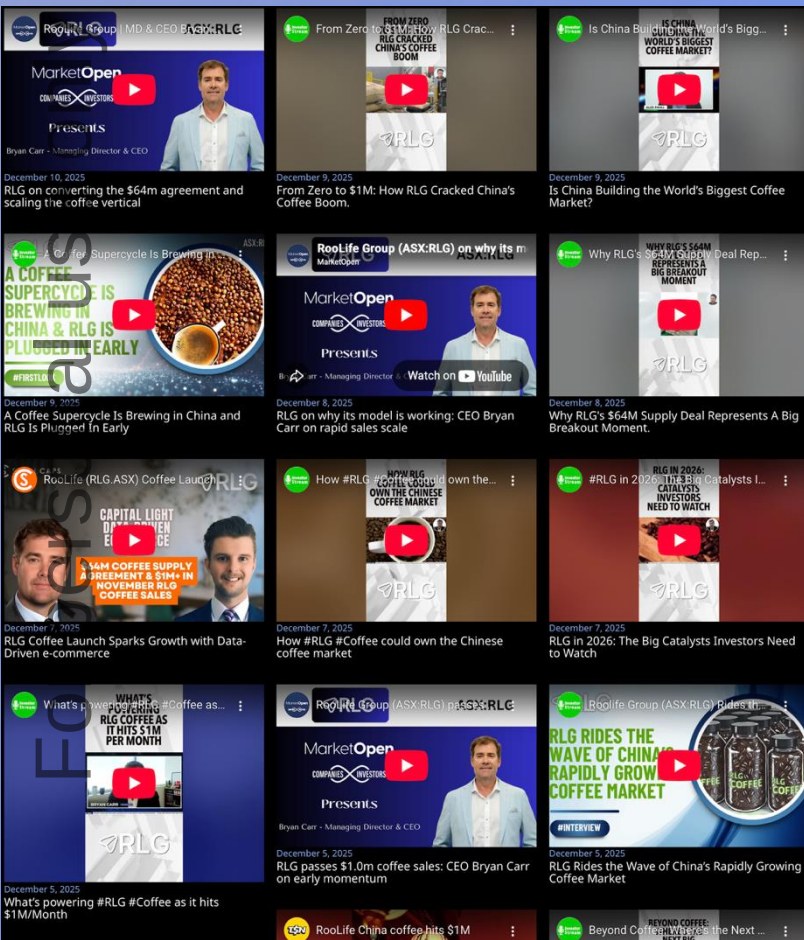
RLG's focus is on continuing execution at scale, converting the Company's China distribution channels and sales into repeatable monthly sales and orders and to drive compounding volume and margin across its coffee and food verticals in line with the strong growth trajectory being achieved.

Building on the rapid post-launch traction in RLG Coffee, the Company is focussed on:

- (i) Growing and supporting sub-distribution into general trade / supermarkets / convenience and offline café / foodservice partners;
- (ii) Increasing throughput across its multi-channel distribution networks online;
- (iii) maintaining a disciplined, lean cost base while directing capital to order fulfilment, sales expansion and ongoing RLG-branded product development to support higher-margin growth.
- (iv) Introduce and continue to market the Company to Investors across Asia and Australia.

For latest video updates:

www.rlgcommerce.com/media



ASX:RLG



Twitter \$RLG_Investors

LinkedIn RooLife Group

Website www.roolifegroup.com.au

Issued by: RooLife Group Ltd

Authorised by: The Board of RooLife Group Ltd