



10 July 2020

RooLife & AFT launch Online New Zealand Health Store in China

- RooLife partners with ASX & NZX-listed AFT Pharmaceuticals (ASX:AFP, NZX:AFT) to deliver New Zealand branded online health & pharmacy store in China
- “Kiwi Health” will be the online marketplace in China for AFT Pharmaceuticals’ high-profile, well-known and trusted portfolio of health and wellbeing products
- RooLife to provide digital marketing, e-Commerce operation and sales in China
- “Kiwi Health” will expand RooLife’s and AFT’s revenue streams on Alibaba’s Tmall and Alipay’s platform with health products expected to be in strong demand
- Three-year contract expected to deliver revenue of \$2.2 million to RooLife based on services fees and annual sales targets being met
- Latest agreement takes the value of RooLife’s announced contract wins since March 2020 to \$6 million in value, subject to minimum annual sales targets being met for each respective contract .
- RooLife Q4 FY2020 unaudited Revenue of \$1m+ (up +25% over prior Quarter) during challenging market conditions
- RooLife is now marketing and selling products in China from Australia, New Zealand, U.S.A. and United Kingdom
- Third RooLife Tmall store appointment and launch secured in the last 4 months

e-Commerce marketing and Artificial Intelligence (AI) company RooLife Group Ltd (ASX:RLG) (“RooLife”) is delighted to be appointed by ASX and NZX listed AFT Pharmaceuticals (“AFT”) to launch and operate a New Zealand branded health & pharmacy store selling key AFT products on Alibaba’s Tmall platform.

The three-year contract expands RooLife’s Alibaba Tmall revenues and provides RooLife a mixture of monthly service fees and product sales revenue from marketing and selling products within the AFT range.

The contract, which is subject to ongoing sales performance milestones, is expected to deliver total revenue for the RooLife Group of approximately \$2.2m over a three year period if minimum sales targets, which are scaled up each year, are met.

The new Kiwi Health store will market and sell a range of health and well-being products online in China leveraging the strong brand awareness of AFT's product range using the "Kiwi's thinking about health" branding.



Kiwi Health Tmall Store Launching on Alibaba – “Kiwi’s thinking about health”

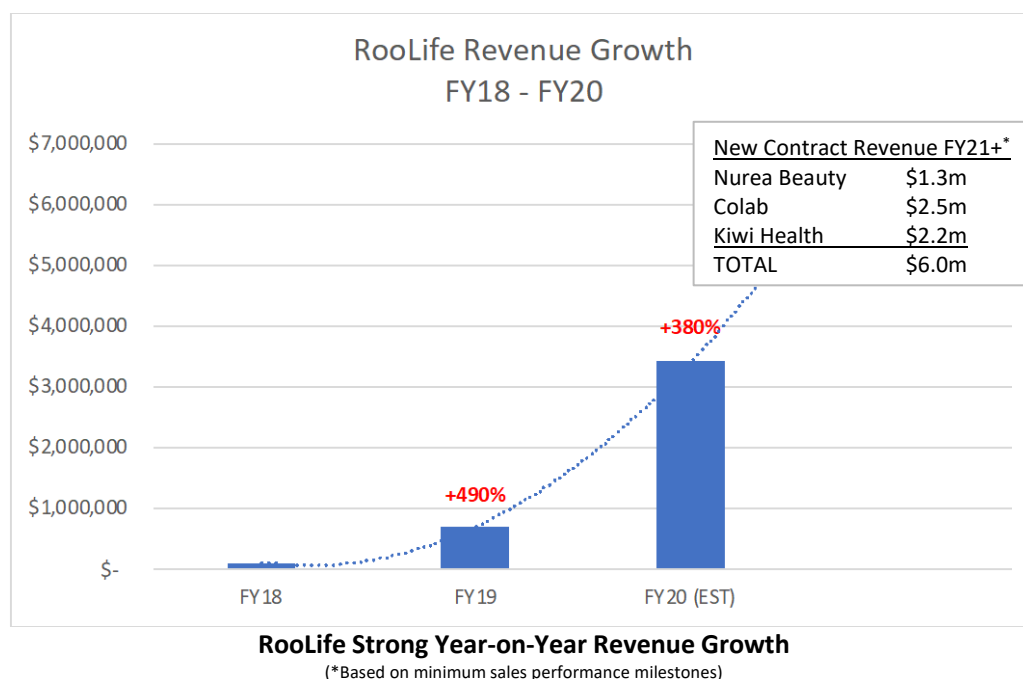
AFT Founder and CEO, Dr Hartley Atkinson says that he is very pleased to further extend the company's offering to consumers via Online China, “With a population of over 1.4 billion¹ (2020), and with our products already having a strong following by the local Chinese consumer living in New Zealand, we believe that a Tmall flagship store along with amplifying our online presence in China, represents great potential for our health and well-being portfolio's future growth,” said Dr Atkinson.

RooLife Managing Director, Bryan Carr commented, “Working with AFT Pharmaceuticals to market and sell their well-known, trusted portfolio of health and wellbeing products in the Chinese market under the Kiwi Health banner is an attractive growth opportunity for RooLife.

We have seen the successes achieved by large Australian and NZ based pharmacy chains online in China and we are excited by the opportunity available with AFT Pharmaceuticals' range of products, leveraging the high regard for New Zealand and its products with Chinese shoppers.”

The latest contract is expected to contribute to the continued revenue growth RooLife has achieved in the last 18 months with growth of 490% achieved in FY19 and 380% achieved in FY20.

Continuing to build on the strong revenue base achieved in Financial Year 2020, RooLife has announced three new contract wins totalling \$6 million in revenue expected this year and over the next two years, subject to the respective minimum sales performance milestones being met.



RooLife has achieved strong revenue growth this year with unaudited revenue of over \$1 million for the Quarter ended 30 June 2020 and we are seeing solid demand for health and well-being products such as those provided by AFT and we expect this new agreement to contribute to further sales growth this financial year.

The RooLife platform provides an international gateway for products and services for companies wishing to enter the China market. RooLife is now representing and driving sales for a growing number of quality products and brand names into China for companies from Australia, New Zealand, U.S.A and the United Kingdom.”

ENDS

1. Source: www.worldometers.info/world-population/china-population

Issued by: RooLife Group Ltd

Authorised by: The Board of RooLife Group Ltd

For further information, please visit the RooLife website at www.roolifegroup.com.au and www.aftpharm.co.nz or contact:

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About RooLife Group Ltd (ASX:RLG)

www.roolifegroup.com.au

The RooLife Group of companies provides fully integrated digital marketing and customer acquisition services focusing on driving online sales of products and services for its clients. Powered by the Group's hyper personalisation and profiling Artificial Intelligence System, RooLife provides personalised real-time, targeted marketing. With a key focus on driving sales in Australia and China the company's online e-Commerce marketplace assists businesses to sell directly to Chinese consumers and accept payment via the WeChat and Alipay mobile payments platforms. RooLife's key positioning is about knowing and remaining connected with Chinese consumers, allowing brands to continually sell products to Chinese consumers based on their profiles and purchasing behaviours.

About AFT Pharmaceuticals (ASX:AFP, NZX:AFT)

www.aftpharm.com

AFT Pharmaceuticals are a growing multinational pharmaceutical company that develops, markets and distributes a broad portfolio of pharmaceutical products across a wide range of therapeutic categories which are distributed across all major pharmaceutical distribution channels: over-the-counter, prescription and hospital. AFT's product portfolio comprises both proprietary and in-licensed products, and includes patented, branded and generic drugs.