



17 August 2020

RooLife to launch New Zealand Listed Blis Technologies Limited (NZX:BLT) products in China e-Commerce Channel

- RooLife partners with NZX-listed Blis Technologies (NZX:BLT) to deliver marketing and online sales for the BLIS PROBIOTICS™ product range in China
- Blis Technologies are the developers of the world's first advanced oral probiotics with the Number 1 selling product in the throat lozenge category in New Zealand Pharmacies¹
- RooLife to provide digital marketing, e-Commerce operation and sales in China
- RooLife will launch on Alibaba's Tmall and Alipay platforms with BLIS PROBIOTICS™ products expected to be in strong demand
- Three-year contract expected to deliver revenue of \$2.7 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 \$8.7 million in value, subject to minimum annual sales targets being met for each respective contract
- Further extends RooLife's International expansion adding another New Zealand brand to be sold in China to RLG's Australian, U.S.A. and United Kingdom portfolio
- Fourth RooLife Tmall store appointment and launch secured in the last 4 months

e-Commerce and digital marketing company RooLife Group Ltd (ASX:RLG) ("RooLife") is delighted to be appointed by NZX listed Blis Technologies Ltd (NZX:BLT) ("Blis Technologies") as its exclusive Cross Border e-Commerce service provider for China.

Under the terms of the three-year contract, RooLife will provide digital marketing services to promote and sell Blis Technologies' key oral probiotics products including the number 1 selling product in the throat lozenge category New Zealand Pharmacies¹.

RooLife will launch and operate the Alibaba Tmall store on behalf of Blis Technologies, making this the fourth such store that RooLife has been appointed to operate in the last four months.

The agreement to establish and launch an Alibaba Tmall store further adds to RooLife's strongly growing revenue base and provides RooLife a mixture of monthly service fees and product sales revenue from marketing and selling products within the BLIS PROBIOTICS™ range.

The contract, which is subject to ongoing sales performance milestones, is expected to deliver total revenue for the RooLife Group of approximately \$2.7m over a three year period if minimum sales targets, which are scaled up each year, are met.



RooLife will market and sell BLIS PROBIOTICS™ products online in China leveraging the strong brand credentials and awareness of the BLIS Probiotics brand.

Blis Technologies CEO Brian Watson commented “Ramping up our China Cross Border e-Commerce (CBEC) activities is a key initiative for us this financial year and we are pleased to have found a partner that has extensive expertise in launching foreign brands via eCommerce to Chinese consumers. To date we have been building an early presence for the brand supporting Daigou sales and developing a social media presence for the product portfolio. RooLife will be able to build on this and accelerate our CBEC sales.”

RooLife Managing Director, Bryan Carr commented, “We are delighted to be partnering with Blis Technologies to manage their market entry into China. As the leader in oral probiotics research and development and being the number one selling product in the throat lozenge category in New Zealand pharmacies, Blis Technologies is established and proven in the New Zealand and Australian market and so primed for growth and expansion in China. Health and well-being is increasingly important to everyone globally and Chinese online shoppers are actively seeking health and wellbeing products from countries such as New Zealand and Australia.”

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: Blis Technologies ThroatGuard Pro – IRI sales data

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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 Blis Technologies Ltd (NZX:BLT)

www.blis.co.nz

Delivering proven health benefits through evidence-based, advanced probiotics.

Blis is an NZX-listed manufacturer of advanced probiotic strains that go beyond the gut. Combining innovation with evidence-based research and the highest quality production controls enables the delivery of probiotic solutions for specific health targets including throat health, halitosis (bad breath), immune support and teeth and gum health. BLIS products are sold throughout New Zealand and in Australia, Asia, Europe and the USA. More information about Blis Technologies Ltd can be found at www.blis.co.nz.