RooLifeGroup

ASX:RLG

Digital Marketing & e-Commerce for International Brands

Corporate Presentation
23 February 2021

Approved by: The Board of RooLife Group Ltd

ROOLIFE GROUP (ASX:RLG) OVERVIEW

MARKETING GLOBAL PRODUCTS ONLINE AND DRIVING E-COMMERCE SALES

RooLife Group Ltd (ASX:RLG) matches consumer demand with brands. RLG drives online sales of International brands in China

Providing online marketing and sales for brands from

Australia, NZ, UK, Europe, USA, South America

ASX:RLG OVERVIEW

CHINA E-COMMERCE MARKET OVERVIEW

CHINA's online shopping market is AUD$2.2 trillion

925 million online shoppers

YoY Growth +12.8%

CHINA's economic growth in 2020 was 6.5%.

International Health, Wellbeing & Food is in high demand from online shoppers.

Source: www.statista.com/outlook/243/117/ecommerce/china
www1.hkexnews.hk/listedco/listconews/sehk/2020/0918/9445311/2020091800104_c.pdf

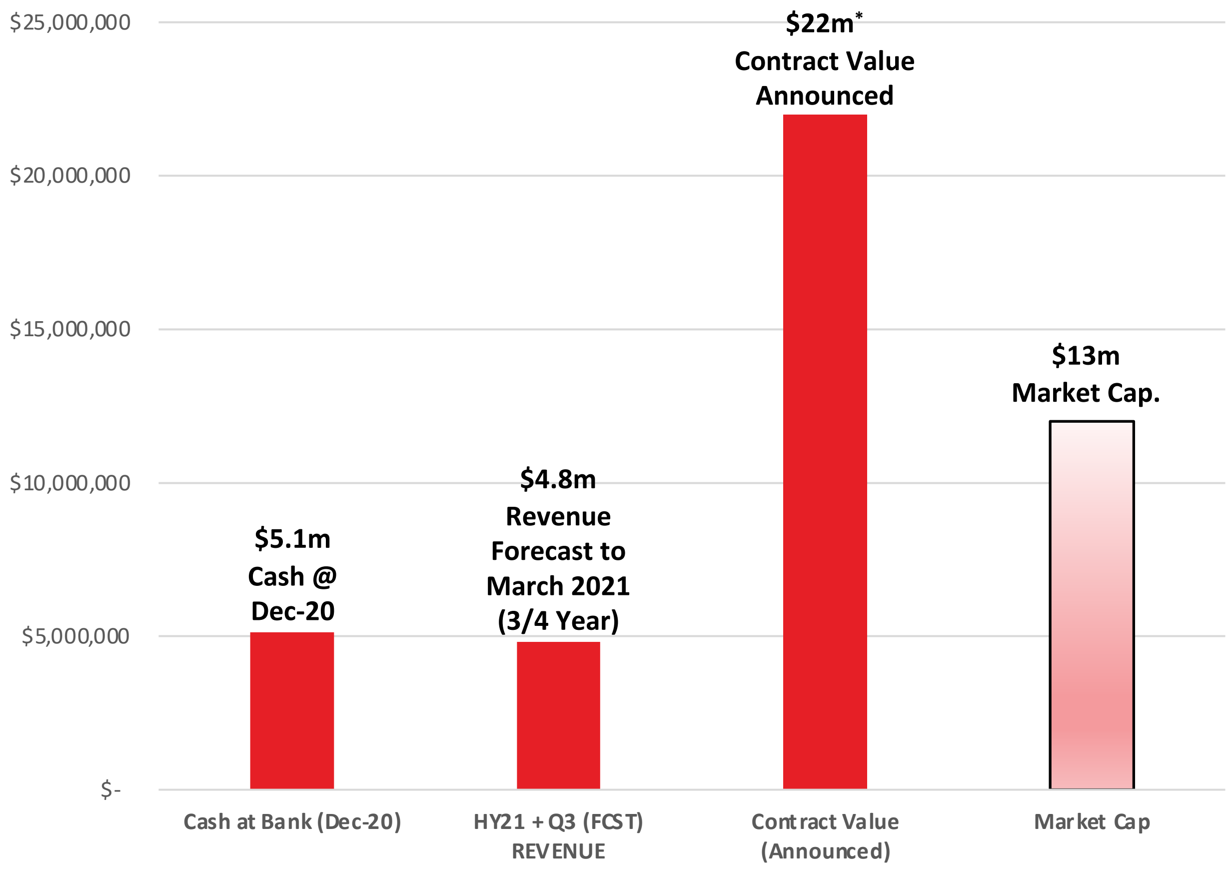
ROOLIFE GROUP (ASX:RLG)

CORPORATE SUMMARY

RooLife Group Limited

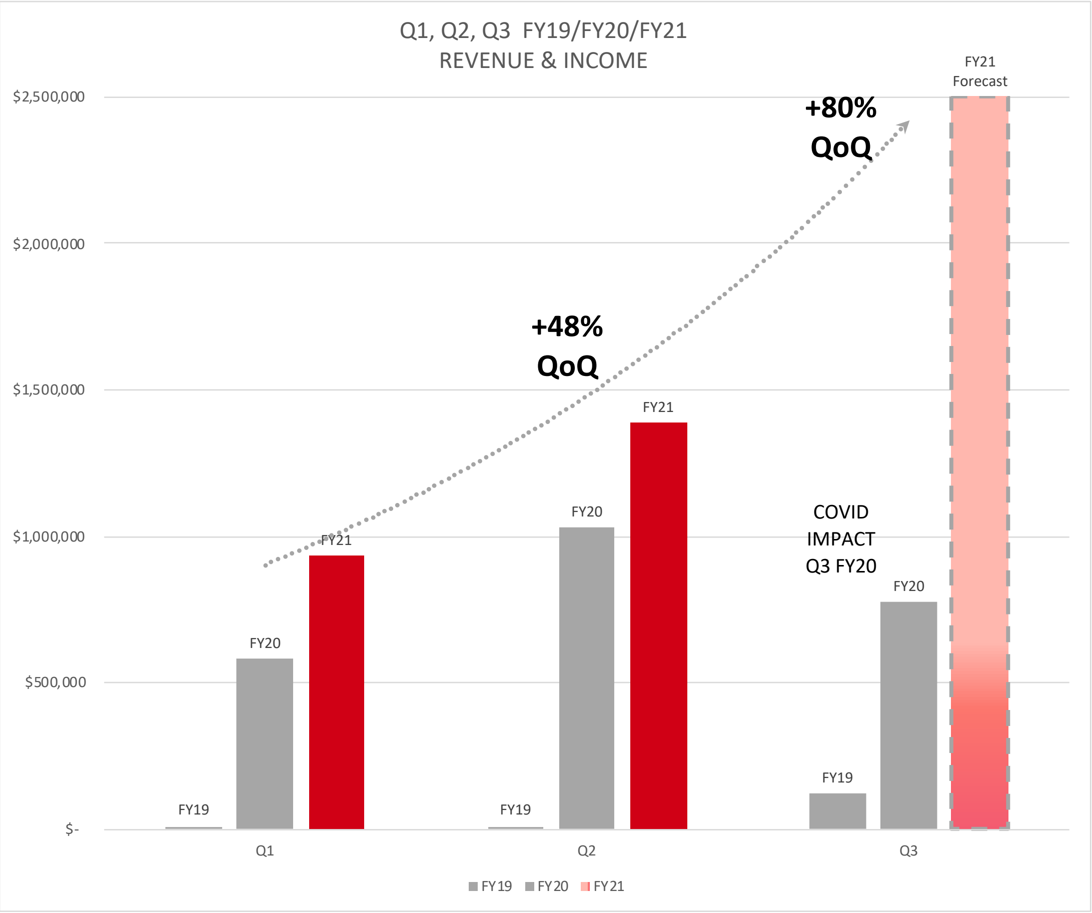
ASX CODE:	**RLG**
Market Capitalisation	**$13m**
Share Price (22-FEB-21)	**$0.023**
CASH 31-DEC-20	**$5.1m**
DEBT	**nil**
FY2021 HY1 REVENUE & INCOME	**$2.3m**
FY2021 Q3 FORECAST REVENUE	**$2.5m**
Value of Announced Brand Contracts	**$22m**

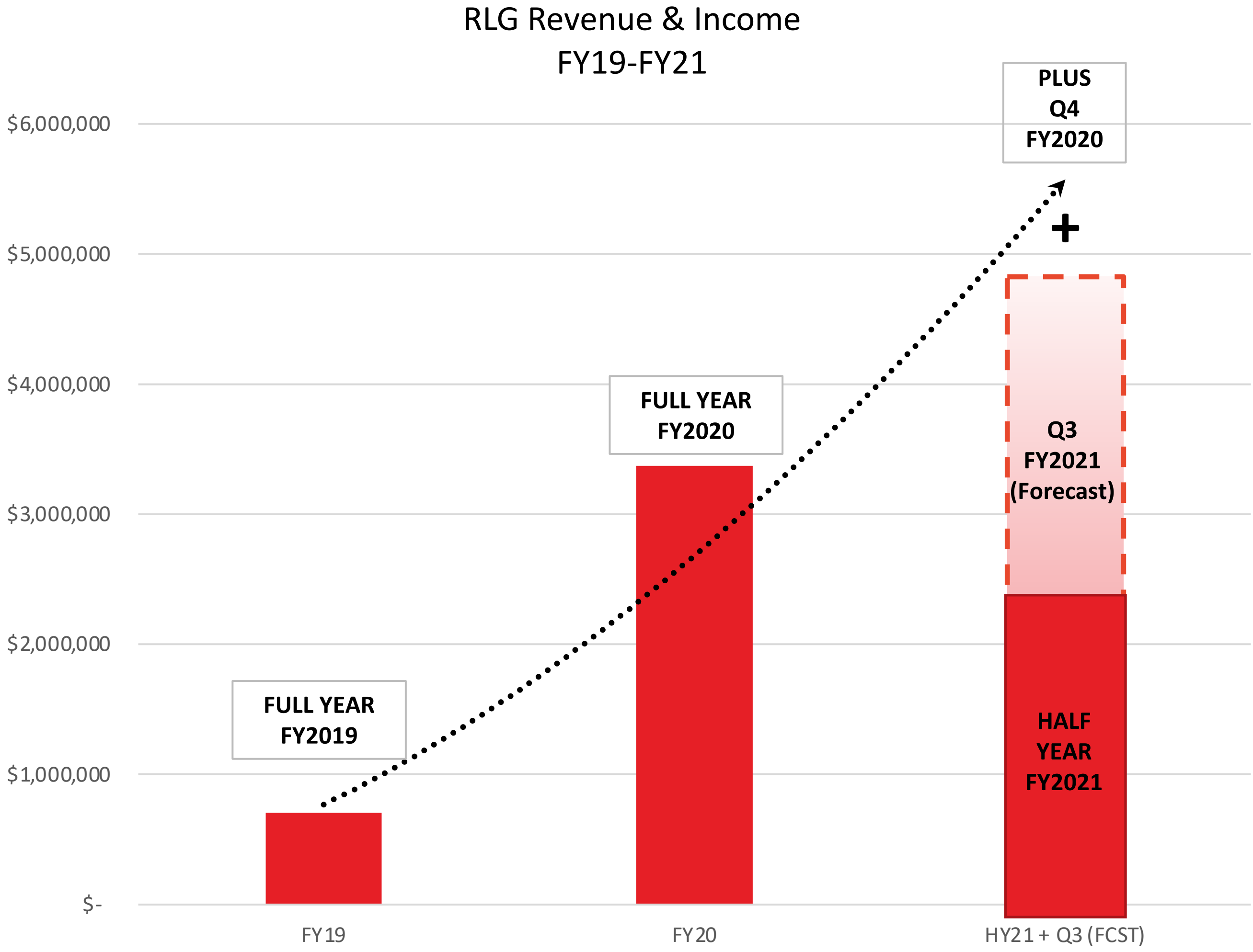
*Subject to minimum annual sales targets being met**



DEAL FLOW DELIVERING STRONG REVENUE & INCOME GROWTH

DEAL FLOW CONVERTING TO REVENUE IN FY21 - FY23





RLG BRAND JOURNEY TO SALES REVENUE GROWTH

DEAL FLOW CONVERTING TO REVENUE

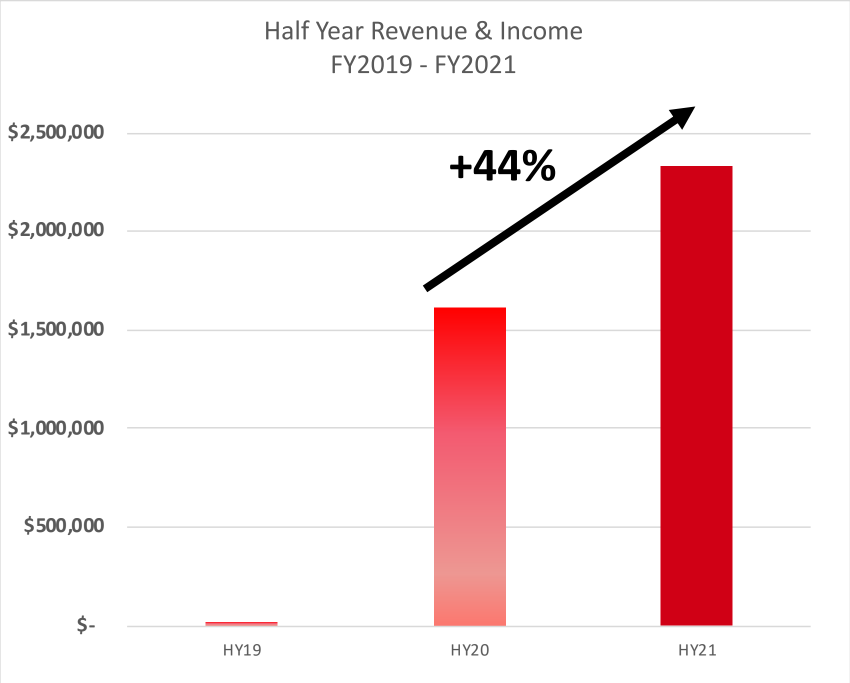
	Nuria	COLAB Dry Shampoo	AFT pharmaceuticals	BLIS PROBIOTICS	INIKA ORGANIC	KADALYS	Murray River Organics
	April 2020	May 2020	July 2020	August 2020	September 2020	November 2020	January 2021
Service Fees	☑	☑	☑	☑	☑	☑	☑
Store Launched	☑	☑	☑	☑	☐	☐	☐
Product Sales	☑	☑	☑	☑	☐	☐	☐
Term	2 Years	3 Years	3 Years	3 Years	3 Years	2 Years	3 Years
Contract Value*	$1.3m	$2.5m	$2.2m	$2.7m	$2.5m	$1.1m	$10m

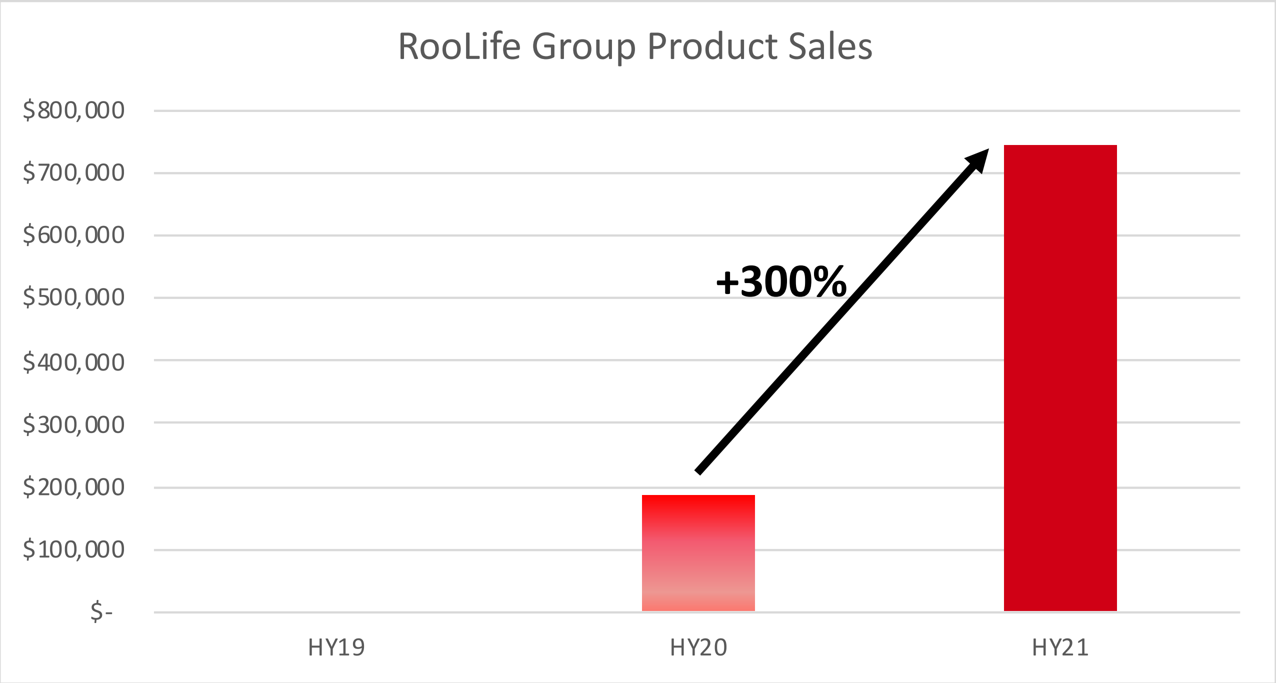
* *Subject to minimum annual sales targets being met*

ASX:RLG HALF YEAR SUMMARY

NEW ONLINE STORES SALES GROWING STRONGLY

FY2021 HY1 REVENUE	FY20 HY1-FY21 HY1 REVENUE GROWTH	FY2021 HY1 PRODUCT SALES	FY2021 HY1 PRODUCT SALES GROWTH
$2.3m	+44%	$745k	+300%





CLIENT MIX ACROSS DISTINCT VERTICALS

TRACK RECORD OF DELIVERING PROJECTS FOR ESTABLISHED & EMERGING BRANDS

RooLifeGroup

Long term potential to build the portfolio in these verticals with RooLife's turnkey solution

Strong ongoing ecommerce demand

Delivering Annuity Fees

Royalties & Commissions

Beauty & Personal Care	COLAB Dry Shampoo	essano The essence of Nature	VETA	INIKA ORGANIC	Nuria
Health & Nutritional	AFT pharmaceuticals	Murray River Organics	celebrityslim	FRUTEEC	BLIS PROBIOTICS
Branding & Customer Acquisition	Perth Airport	FRASERS PROPERTY	CMI TOYOTA	D-Link Building Networks for People	ZODIAC PREMIUM

HELPING GLOBAL BRANDS LAND IN CHINA

A PROVEN PLATFORM FOR INTERNATIONAL BRANDS

UK

Product: **COLAB dry shampoo**
Minimum sales: **$2.5m over 3 years***

NZ

Product: **AFT "Kiwi Health" pharmacy**
Minimum sales: **$2.2m over 3 years***

US

Product: **Nuria vegan skincare products**
Minimum sales: **$1.3m over 2 years***

- **Global expansion continues through digital customer acquisition**
- **80+% China Revenue from International Brands outside Australia**

** Subject to minimum annual sales targets being met*

RLG - MEETING CONSUMERS WHERE THEY SHOP

CREATING BRAND LAUNCHPADS ON POWERHOUSE CHINA CBEC PLATFORMS

Cross Border E-commerce (CBEC) platforms dominate

- 6 billion daily screen hours[1] from Chinese users
- Integrated social, marketing, shopping and payments

RooLife creates multiple touchpoints at the most popular platforms

Western brands in demand to Chinese consumers

- Highly desirable
- Trusted products
- Prestige
- Quality assurance

1. QuestMobile 2020

MULTI-CHANNEL APPROACH

SOCIAL E-COMMERCE AND B2B SOLUTIONS

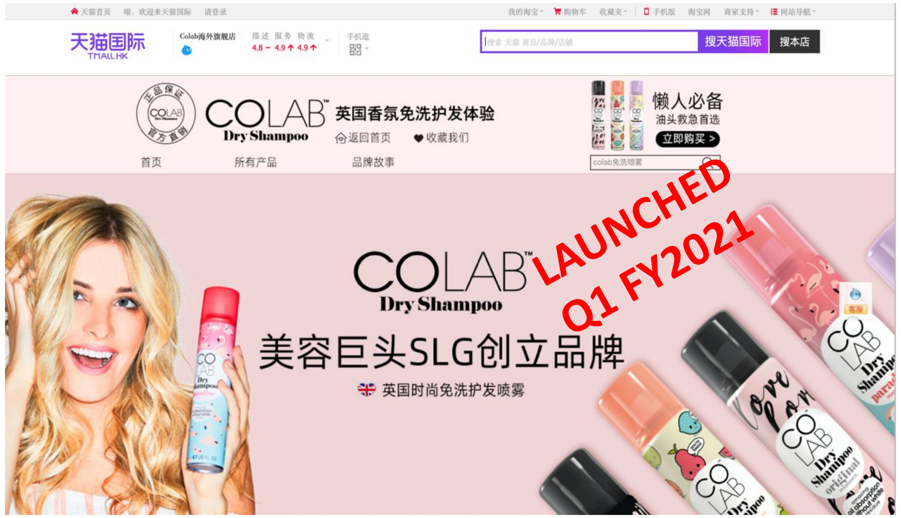
Ecommerce: Prominent ecommerce and cross border channels

Social Commerce: Influencers livestreaming on Taobao Live with videos on TikTok, Youku & BiliBili

B2B Distributors: Network connecting with retailers across China

BRAND STORES LAUNCHED IN FY21

DEAL FLOW CONVERTING TO REVENUE



RLG ALIPAY OFFICIAL PARTNERSHIP – MARKETING PARTNER

POSITIONED TO CAPITALISE ON THE E-COMMERCE BOOM IN THE WORLD'S BIGGEST E-COMMERCE MARKET

x

RooLife positioned to create Alipay enabled online stores to drive sales to China's Mobile Commerce users

Alipay has 1.2 billion active users globally and **900 million in China**

Taobao, Alibaba's C2C marketplace has **666 million monthly users**

415 million millennial consumers target market

80% of Internet users shop online

Sources: Alipay, Nielsen, PwC

RLG & ALIBABA PARTNERING FOR BRAND SUCCESS

AS FEATURED IN FORBES FEBRUARY 2021


Forbes

How Alibaba Makes It Easier For Global Startups To Enter China, And For Multinationals To Innovate

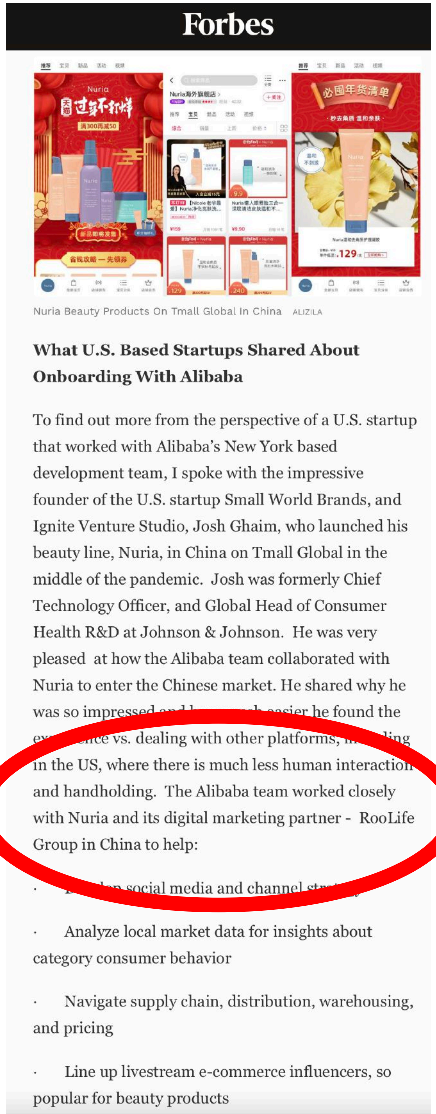
Michelle Greenwald Contributor
CMO Network
Cross-pollinator, world explorer, author, consultant, professor

U.S.A.

Product: **Small World Brand Nuria vegan skincare products**

Small World Brands President, Josh Ghaim

"RooLife's track record in China and the strong partnership they have already established with our US based team, makes RooLife an ideal partner."

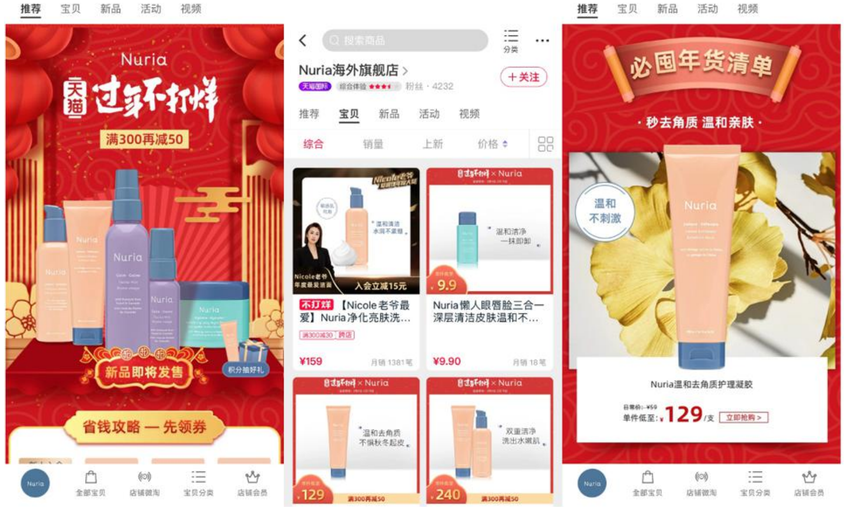

Forbes

Nuria Beauty Products On Tmall Global In China ALIZILA

What U.S. Based Startups Shared About Onboarding With Alibaba

To find out more from the perspective of a U.S. startup that worked with Alibaba's New York based development team, I spoke with the impressive founder of the U.S. startup Small World Brands, and Ignite Venture Studio, Josh Ghaim, who launched his beauty line, Nuria, in China on Tmall Global in the middle of the pandemic. Josh was formerly Chief Technology Officer, and Global Head of Consumer Health R&D at Johnson & Johnson. He was very pleased at how the Alibaba team collaborated with Nuria to enter the Chinese market. He shared why he was so impressed and how much easier he found the experience vs. dealing with other platforms, including in the US, where there is much less human interaction and handholding. The Alibaba team worked closely with Nuria and its digital marketing partner - RooLife Group in China to help:

- Develop social media and channel strategy
- Analyze local market data for insights about category consumer behavior
- Navigate supply chain, distribution, warehousing, and pricing
- Line up livestream e-commerce influencers, so popular for beauty products



RLG LAUNCHES ALIPAY BNPL ON E-COMMERCE STORES

CUSTOMERS CAN MAKE PURCHASES AND PAY BACK THE PURCHASE IN INSTALMENTS

RLG launches Alipay’s Huabei’s Buy-Now-Pay-Later (BNPL) payment method on its online stores with the first three stores:

   - Colabs;
   - Nuria; and
   - KiwiHealth
- This means customers can make purchases and pay back the purchase in instalments
- Huabei allows purchases made via the Alipay wallet to be paid using credit facilities.
- Huabei has over 190 million users with 93% of them being less than 35 years old.
- BNPL is revolutionising the way consumers shop globally, including in China and RLG is pleased to be offering this facility to its customers.
- RLG to leverage Alipay’s Huabei BNPL which is designed to:
   - Increase purchasing power by empowering customers with extra spending power;
   - Increase store turnover by making purchasing decision easier;
   - Increase per order paid amount.

INFRASTRUCTURE IN PLACE FOR SCALE

KEY CAPABILITIES FOR SUCCESS

- **Experienced teams in Australia and China**
- **Local logistics, warehousing, regulation, brand and marketing development**
- **Product registration, inventory planning, design, translation and customer service**
- **Build flagship stores on ecommerce platforms TMall Global & JD Worldwide**
- **Marketing partnership with Alipay**
- **Payments with Alipay, WeChat and Novatti**
- **Social media and influencer marketing**
- **B2B distributor network to access significant retail chains**

RooLife provides a turnkey solution for global brands seeking successful China market entry

COMPANY HIGHLIGHTS

Compelling in-demand service:	Optimises and manages market entry for western brands and services into China - branding, marketing and distribution. Diverse range of products from diverse global suppliers.
Proven platform ready for scale:	Strong international brands from NZ, UK, Europe, USA, South America in addition to Australia being rolled out with significant growth capacity
Infrastructure investment creates turnkey solution:	Brands can leverage embedded China team, logistics, warehousing, translation, marketing, distribution and e-commerce support for rapid market entry
Market tailwinds:	Ecommerce resilient during COVID-19 with strong demand for western brands among China consumers
Considerable financial potential:	Mix of stable recurring revenues and product sales commissions with forward anticipated revenue of $22m from new brand agreements* $5.1m cash holding at December 2020 – Well capitalised for growth

** Subject to minimum annual sales targets being met*

RooLifeGroup

ASX:RLG

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