



UNLOCK A WORLD
OF POTENTIAL

29 November 2021

AGM Presentation

RooLife Group Limited provides the attached Annual General Meeting (AGM) Presentation to be delivered at the Company's AGM, to be held today at 3.00pm AWST.

ENDS

Issued by: RooLife Group Ltd

Authorised by: The CEO and Company Secretary

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

Bryan Carr Managing Director Ph: +61 8 6444 1702 Email: ir@roolifegroup.com.au	Peter Nesveda Corporate Affairs & International Investor Relations Ph: +61 412 357 375 peter@intuitiveaustralia.com.au
---	--



UNLOCK A WORLD
OF POTENTIAL

ASX:RLG

Annual General Meeting

29 November 2021





RLG

UNLOCK A WORLD
OF POTENTIAL

STRATEGY

Connect Brands
and Producers
Globally with Online
Customers

PRODUCT

Source high quality,
in-demand and
healthy Products

TECHNOLOGY

Technology Stack to
manage Product to
Customer

CUSTOMER

Attract, understand
and sell direct to
Customers

ROOLIFE GROUP (ASX:RLG)



UNLOCK A WORLD
OF POTENTIAL

BUSINESS SUMMARY

RLG identifies trends in Chinese consumer demand, secures distribution rights for international products that fit consumers' needs and provides the technology and sales infrastructure necessary for brands to sell at scale.

RLG has a broad range of international clients from:

- *Australia*
- *New Zealand*
- *U.S.A.*
- *Europe*
- *United Kingdom*
- *South America*



RLG MULTI-CHANNEL REVENUE DRIVERS



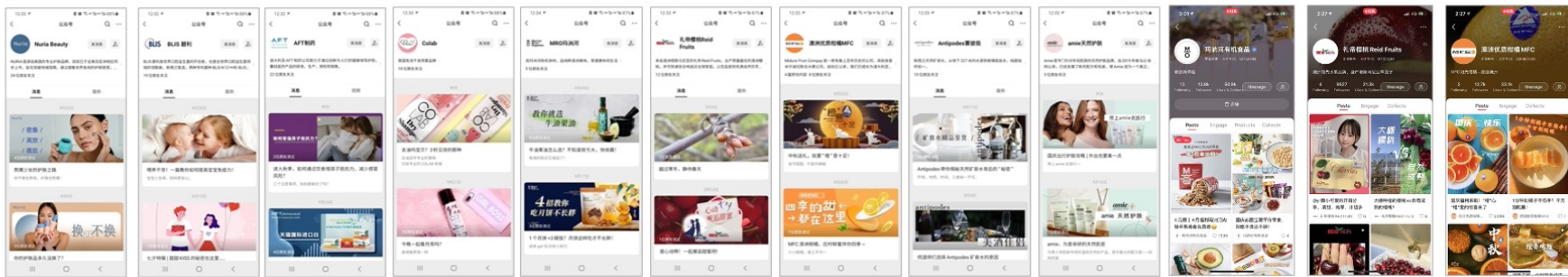
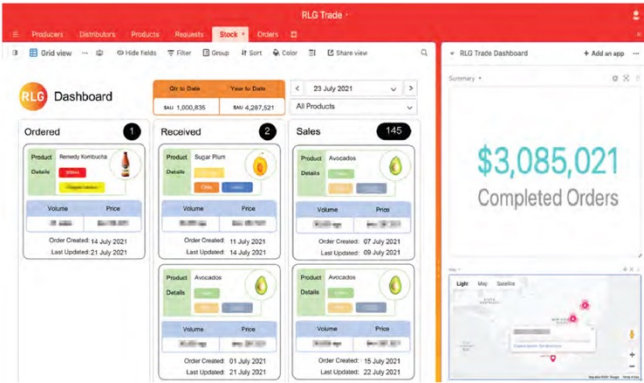
UNLOCK A WORLD
OF POTENTIAL

THROUGH SOCIAL E-COMMERCE AND B2B SOLUTIONS

RLG’s technology platform is focussed on selling food, beverages and health and wellbeing products matching consumer demand with businesses and producers seeking to enter and sell into growth markets.

Revenue Drivers

- Services
- Digital Marketing
- Product Sales



RLG PLATFORM – MANAGING PRODUCT, MARKETING & SALES



UNLOCK A WORLD
OF POTENTIAL

COMBINING SALES CHANNELS WITH DIRECT TO CUSTOMER SALES PLATFORMS

The collage illustrates the RLG platform's capabilities across various sales channels and product management. It includes:

- Mobile app interfaces for product listings and live streaming.
- A large grid of live streamers, indicating a focus on direct-to-consumer sales.
- A 'Trade Dashboard' for product management, showing details for Hass Avocados.
- A 'Remedy海外旗舰店' storefront with product listings and pricing.

Trade Dashboard Data:

Category	Product	Volume	Price
Ordered	Hass Avocados	21,560 kgs	RMB 53,136
Received	Hass Avocados	21,840 kgs	RMB 62,715
Sales	Hass Avocados	21,560 kgs	RMB 51,368

Remedy海外旗舰店 Data:

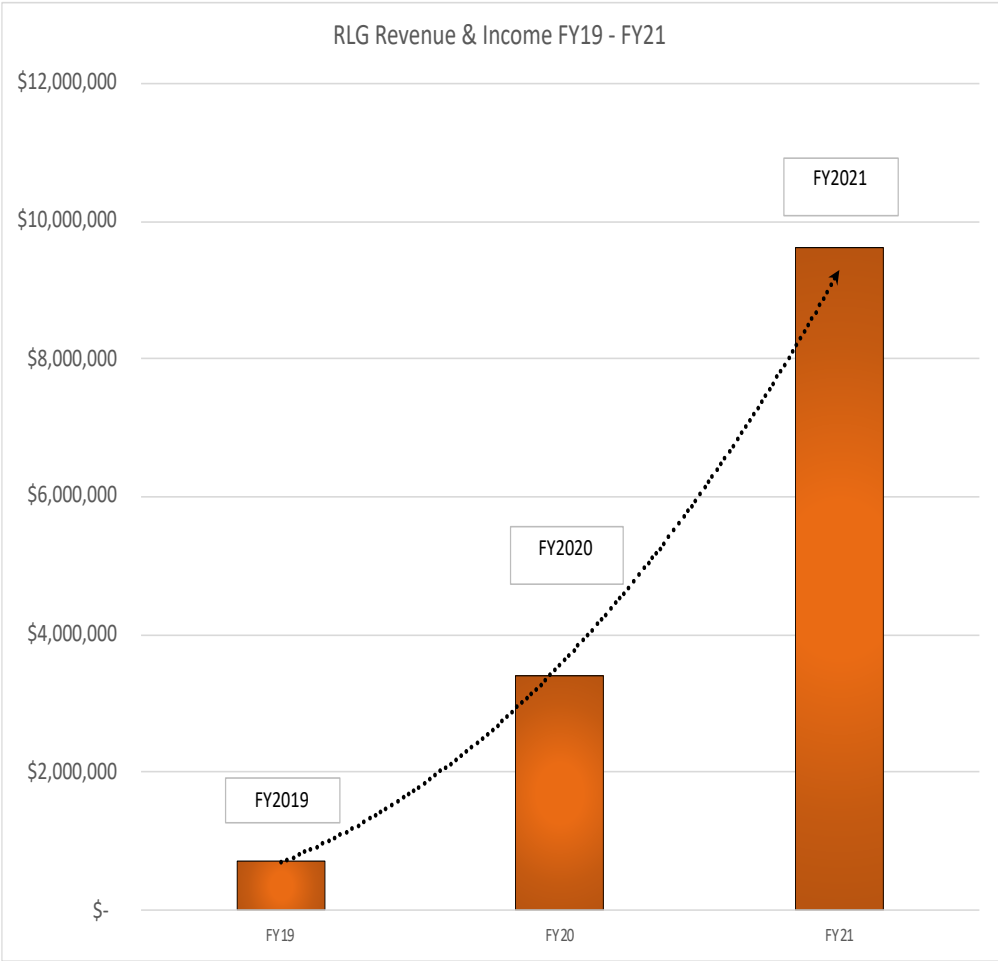
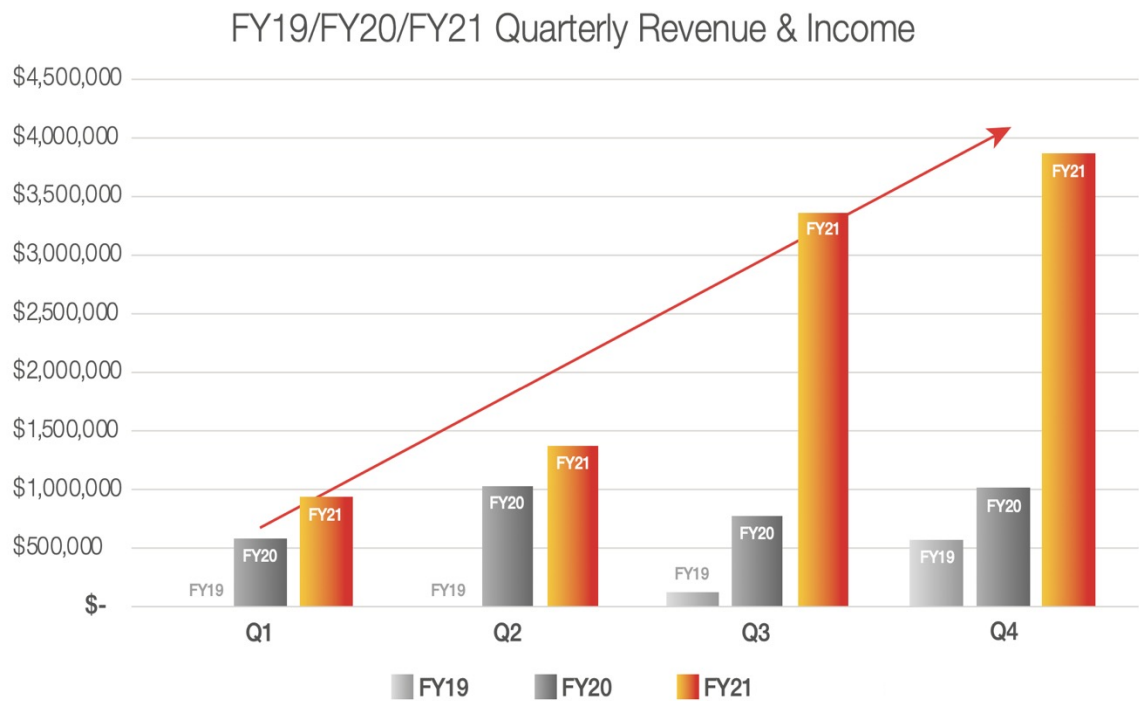
Product	Price	Discount
Remedy悦蔓蒂轻盈气泡益	¥29	0人付款 (每300减30)
Remedy悦蔓蒂轻盈气泡益	¥35	0人付款 (每300减30)
Remedy悦蔓蒂全口味组合	¥149	0人付款 (每300减30)
Remedy悦蔓蒂全口味组合	¥179	0人付款 (每300减30)

天猫国际
TMALL GLOBAL
天猫
TMALL.COM
Tmall Global
Tmall Classic
Flagship Stores

RLG FY2021 – A YEAR OF GROWTH



UNLOCK A WORLD
OF POTENTIAL

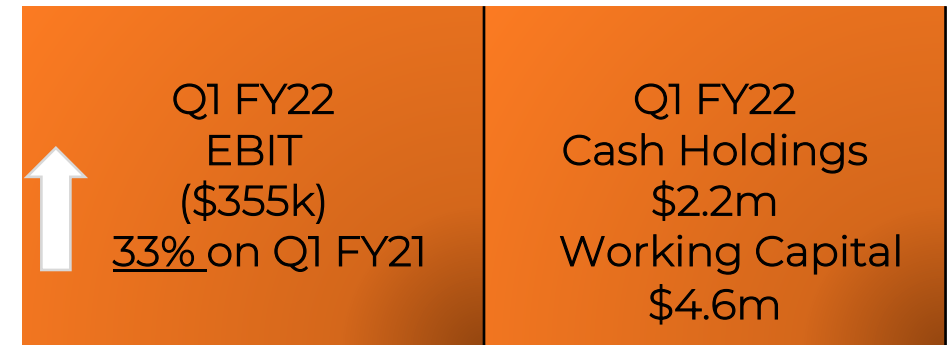
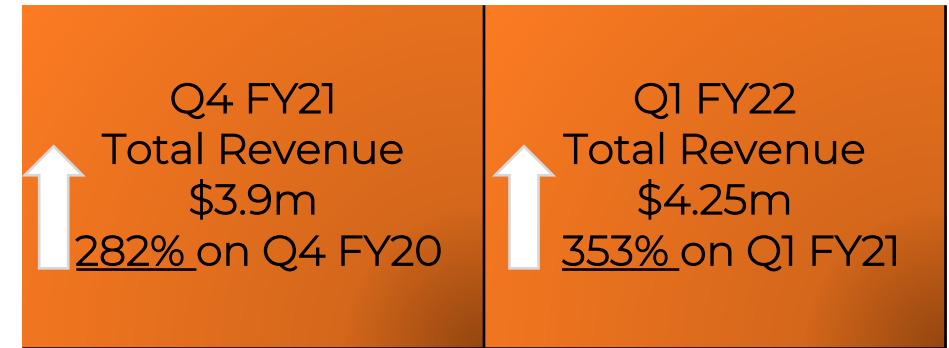
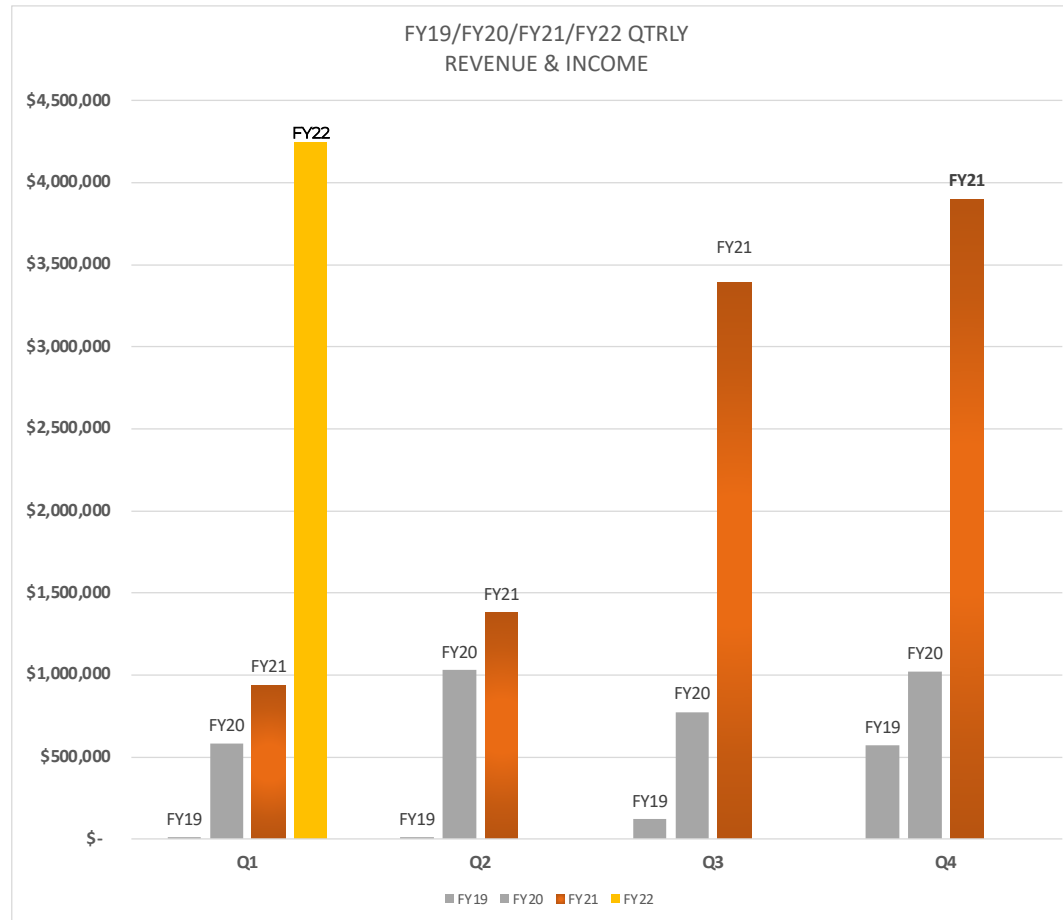


ASX:RLG CONSISTENT GROWTH FROM FY19 TO FY21 CONTINUED INTO Q1 FY22



UNLOCK A WORLD
OF POTENTIAL

STRONG REVENUE GROWTH AND IMPROVING EBIT PERFORMANCE (Q1 FY22)



RLG EXPANDS INTO NEW MARKET SEGMENT



UNLOCK A WORLD
OF POTENTIAL

INVESTMENT & DISTRIBUTION PARTNERSHIP TO EXPAND MARKET REACH

As announced 15 November 2021, RLG proposed placement to and distribution partnership with China Cross Border Trading Group consortium (CCTG), with role of identifying and driving general trade opportunities in the retail sector in China for RLG's portfolio of products.

- Proposed strategic placement and associated sales channel appointment in China extends reach into retail outlets and additional online channels expected to add to existing revenue streams;
- New sales distribution agreement incentivizes CCTG to achieve up to \$30,000,000 in sales and \$3,000,000 gross profit in first year
- Conditions precedent to proposed placement to raise \$1,000,000 at \$0.026, which represents an 18% premium to closing share price on 10 November 2021, completed. Shareholder approval remains outstanding
- Deal structure expected to deliver expanded access to general trade sales in China



RLG COMPANY ACHIEVEMENTS & POSITIONING



UNLOCK A WORLD
OF POTENTIAL

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 for scale:

Strong international brands from NZ, UK, Europe, USA, South America in addition to Australia being rolled out with significant growth capacity in other countries/regions.

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:

E-commerce model for in-demand products growing due to COVID-19 environment, with strong demand for health and wellbeing and food products globally.

Considerable financial potential:

Mix of recurring revenues and product sales with track record of growth – from \$700k (FY19) to \$9.6m (FY21). Q1 FY22 \$4.25m on improving EBIT (+33% on Q1 FY21). Growth backed by strong working capital position.



UNLOCK A WORLD
OF POTENTIAL

ASX:RLG

www.roolifegroup.com.au