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16 September 2024

NEW PHARMACEUTICALS & SKINCARE AGREEMENT AND SALES

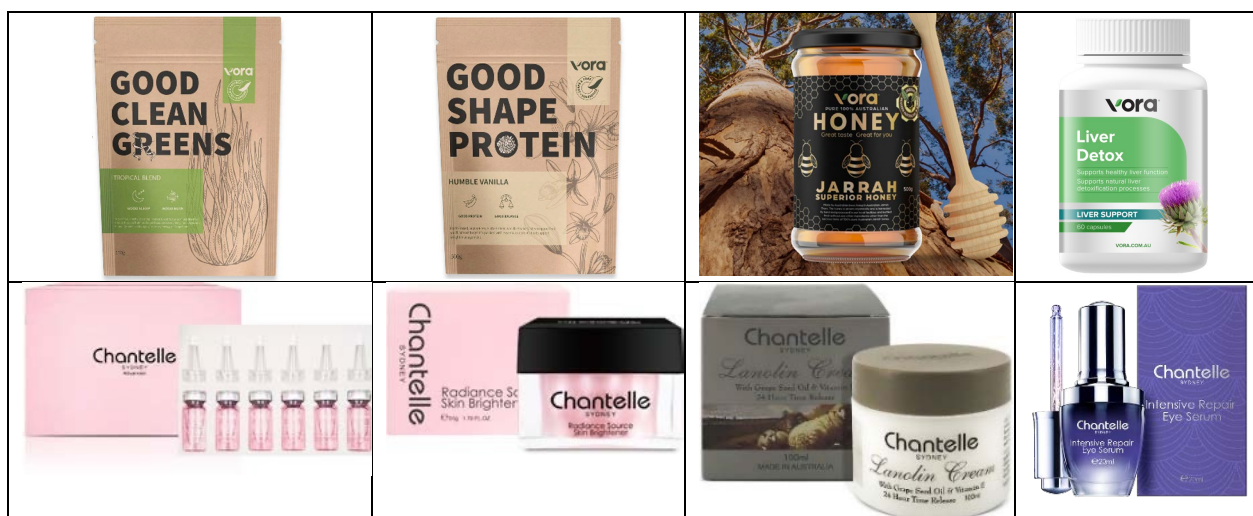
- New agreement for supply of pharmaceutical & skincare products
- Careline Group appointed to manufacture RLG's VORA health and wellness products made from Australian ingredients and to be sold globally
- New agreement positions RLG for continued margin expansion
- RLG to sell Careline range, including Chantelle Skincare products in China
- First sales orders of new high-margin product range under this agreement of ~\$70,000 in September

e-Commerce company RooLife Group Ltd (**ASX:RLG**) ("**RLG**" or "**Company**") is delighted to advise that it has entered into an agreement for the production and supply of health and wellness products, manufactured in Australia by Careline Australia Pty Ltd ("**Careline**") (www.careline.com.au/home/) to be sold through RLG's sales channels and sales platforms.

The agreement provides for RLG to sell Careline's range of products including their most popular skincare range featuring products with patented technology including plant and animal stem cell technology, antioxidant blends and natural essential oils.

In addition, as part of RLG's continued expansion of its own product range, RLG has selected and appointed Careline to produce health, wellness and skincare products for RLG under its brand, VORA, to meet its requirements and orders for these products in all markets in which RLG operates.

RLG has already received sales orders of these products this month to the value of approximately \$70,000, contributing to the Company's goal of driving increased sales margins, with ongoing monthly sales expected through its sales channels, including with Fujian Jushi Supply Chain Management.



Under the terms of the agreement the parties agree to work together collaboratively for an initial 13-month term to identify specific pharmaceutical, health and skincare products which RLG will sell in the markets in which it



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operates, which currently include Australia, China and South East Asia, with new markets expected to be opened in the balance of 2024. During the term of the agreement, the parties may agree to vary terms or terminate with written notice, with specific monthly order requirements to be agreed between the parties each month. There are no minimum purchase requirements of RLG and will allow RLG to manufacture to match identified demand.

Careline is an Australian-based pharmaceutical, healthcare and skincare company specialising in both healthcare and skincare products and OEM pharmaceutical product manufacturing. It is one of Australia's leading pharmaceutical manufacturing companies, creating premium quality, all-Australian products which are sold in over 50 countries and is a perfect partner for RLG to manufacture and provide an expanded range of VORA products.

RooLife Group CEO, Bryan Carr said: *"We are excited to be continuing to grow out our own-brand product range to be sold globally, including in China through our established and growing sales channels. Partnering with a highly-credentialed Australian manufacturer with proven expertise in producing health and wellness products to service this identified demand, is the perfect match."*

The fact that they also have an established product range which allows us to drive and achieve immediate sales, adds to the value of this partnership.

This new partnership further enhances our model of value adding using quality Australian ingredients and taking these products to large and growing international consumer markets."

Issued by: RooLife Group Ltd

Authorised by: The Board of RooLife Group Ltd

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ENDS

RLG China Channel Network



Social/E-commerce



E-commerce Platforms



High End Retail Trade



Specialty Retail (Gyms/Clubs/Hotels)



Online & Offline B2B



High End Retail Grocery



Government Organizations/Events/Seminars/Training

