Smarter, faster commerce

RLG

RLG Commerce (ASX:RLG)

Investor Update March 2026

RooLife Group Limited

Important information

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ASX:RLG

The RLG Marketplace: demand-led, scalable and margin focused. The engine scaling RLG product sales.

Data-driven

Leveraging market data and partner supply orders to guide when, where and what products we sell.

Lean by design

A headcount light and tech enabled model which uses partners to handle operational and logistics complexities.

Global customer reach

Ability to launch and scale products at speed in China, India and Globally.

Market resilience

Minimised focus on traditional brand building and reliance on hero product lines.

RLG Marketplace

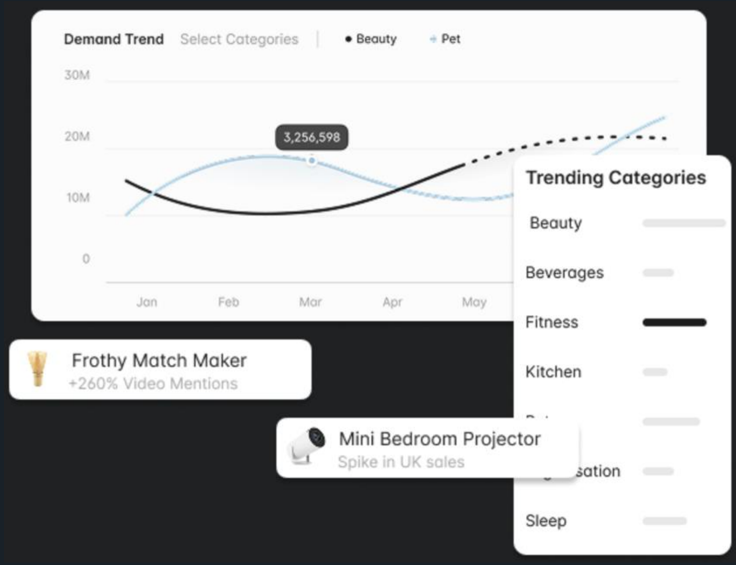
Intelligent Commerce

RLG Marketplace focusses on identified demand, promoting RLG's own-brand products alongside third-party offerings, leveraging RLG's social-commerce and digital marketing expertise.

The Company's strategy is to use data-driven market insights to tailor product offerings by region, identifying high-demand categories and quickly meeting consumer needs with targeted product selections.

This approach not only drives sales growth but also supports higher profit margins by focusing on products and channels with the strongest demand and profitability profiles.

RLG's Marketplace model continues to serve as a two-way bridge – bringing international brands into China (the world's largest e-commerce market) and delivering quality, affordable Chinese-sourced products to Western markets – uniquely positioning the Company in the cross-border online retail landscape.



Business Overview

RLG is a **data-driven commerce** company operating focusing on the procurement and **sales of company owned** and partner products in **high-growth verticals and markets**.

- Scaling own and partner products
- Food, Beverage & Health, Consumer Goods, Renewable Energy
- Lean, scalable and margin-focused model
- Strategy built on identified demand, speed to market and distribution partners

Board of Directors

Grant Pestell
Chairman

Bryan Carr
Managing Director

Reece O'Connell
Non-Executive Director

Jeremy Baldock
Non-Executive Director

Top 5 Shareholders

1.	MACAO BOVELOP LIMITED	16.59%
2.	CITICORP NOMINEES PTY LIMITED	5.46%
3.	BERNE NO 132 NOMINEES PTY LTD	5.41%
4.	SPARK PLUS PTE LTD	4.54%
5.	MEGA HOLDINGS PTY LTD	4.27%

RLG

ASX Code	RLG
Market Capitalisation*	$ 5.66M
Revenue (1HYFY26)	$ 3.74M (+144% v 1HY25)
EBIT (1HYFY26)	($0.73m) (+24% v 1HY25)
Revenue YTD FY26 (Jul25-Feb26)*	$ 6.7M
Cash & Cash Equivalents at 1HY26	$ 1.81M
Share Price*	$0.003

As of 24/03/2026
*Unaudited

Demand driven sales growth with strong cost management.

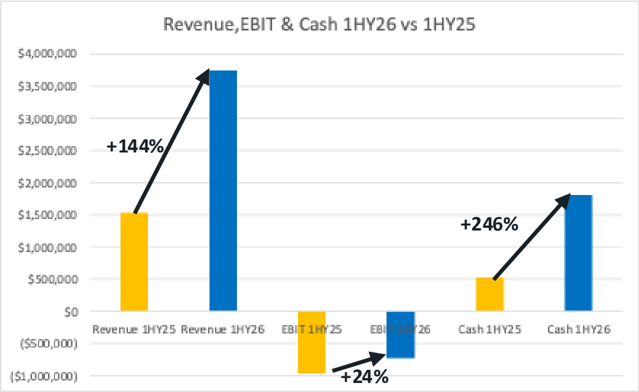
RLG Product Sales & Financial Performance 1HYFY26

1HY FY26 represented a transformation and scale-up period for RLG, delivering:

- Significant increase in half-year sales revenue,
- Expansion in Group-owned product-led sales in China,
- Divestment of non-core business activity,
- Continued execution of strategic partner agreements.

For the HY1 FY26 Reporting Period versus HY1 FY25:

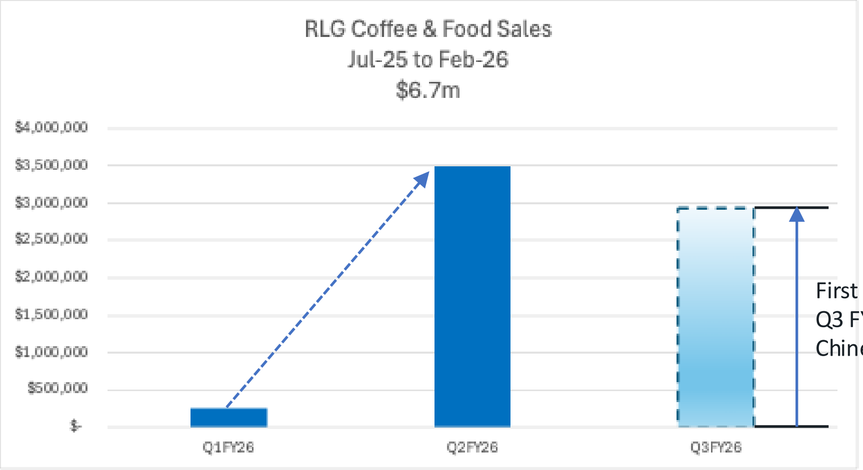
- **Revenue** is **up +144%** to $3,745,215;
- **EBIT improved +24%** to ($731,972);
- **Cash & Cash Equivalents +245%** to $1,811,580



RLG Product Sales Growth YTD FY2026

Strong product sales achieved in Q2 FY2026 have continued into Q3 FY2026, which incorporates the typically quieter Chinese New Year period in February 2026.

- Q2 FY2026 Product Sales of $3.49m
- Q3 FY2026 Product Sales of $2.93m achieved in first 2 months of the Quarter
- FY2026 YTD Product Sales Revenues ~ $6.7m (July 2025 to February 2026)
- Consistent delivery of costs management and expenses reduction



RLG. Demand Identified. Sales Growing Strongly.

RLG Coffee

China is among the fastest-growing coffee markets globally - and RLG Coffee is servicing the growing demand.

China's branded coffee shop market grew +31.5% over the last 12 months, becoming the only branded coffee shop market globally to add over 20,000 net new outlets in a calendar year.

- ✓ Coffee is viewed as a trendy and versatile beverage, particularly among younger consumers.
- ✓ Personalized coffee experiences, such as custom brews and specialty drinks are becoming more popular.
- ✓ Coffee with traditional Chinese flavours, fruits and health-conscious ingredients are attractive to consumers.

Sources: https://www.comunicaffe.com/analysis-in-east-asia-there-will-be-more-than-200000-branded-coffee-shops-next-year-but-the-market-is-now-dominated-by-local-chains/, Brewing Momentum, China's Coffee Market and Emerging Opportunities for US Exporters United States Department of Agriculture Report Number: CH2026-0003

RLG Marketplace & RLG Coffee

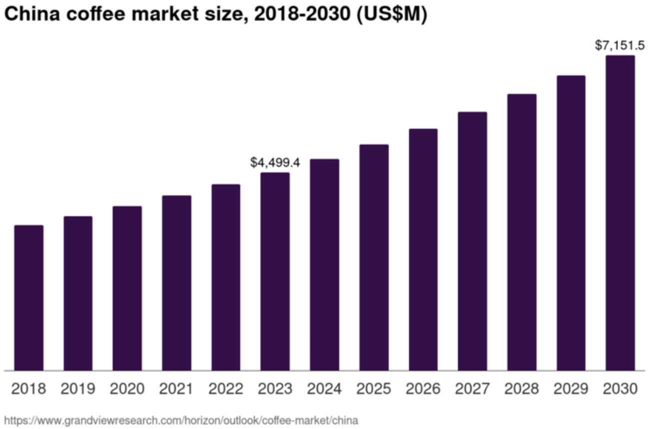
RLG is making strong inroads into one of the world's fastest-evolving coffee consumption markets – China, with **RLG Coffee**, designed and developed to service identified demand.

In China, the coffee category is growing strongly, supported by rapid lifestyle adoption and a growing awareness and desire to consume coffee daily.

Against this backdrop, RLG is achieving strong sales traction commencing in Q2 FY2026 and continuing into Q3 FY2026, with product sales of $6.7m to February 2026.

In parallel RLG continues a strong focus on its costs with a lean fixed cost based and a variable cost operating model and closed 1HY FY2026 with a working capital base of A$1.8m, positioning the company to continue to invest in inventory, channel expansion and conversion-focussed marketing and sales channel development.

RLG is focused on continuing to build on this momentum and servicing the high demand for coffee, coffee related products and seeking to add channel aligned products.



RLG Marketplace - A Scalable Distribution Platform

The RLG Marketplace model is based on identified product demand with strong growth profiles so as to supply the market with “hot” products that the company can bring to market rapidly.

RLG combines product demand, with quality product selection, close-to-market production and Australian brand endorsement.

The multi-channel market approach leverages strong partner distribution channels, online storefronts and sales into hotels, restaurants and cafes providing brand marketing and sales growth.

RLG seeks to add to its product portfolio by selecting matching products which can utilise its supply chain and distribution networks and which can be sold under the RLG own brand.

Flagship online storefronts

Leading e-commerce platforms such as JD.com, Tmall and Douyin

Sub-distribution channels

Providing nationwide reach across general trade, supermarkets, convenience and specialty retail

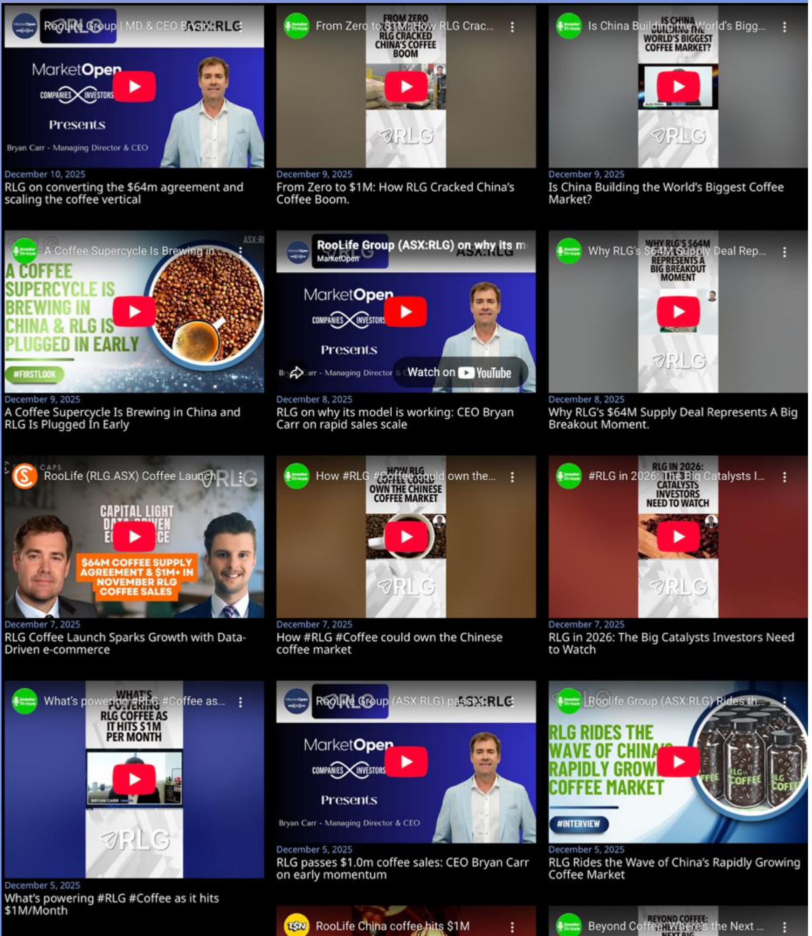
Retail

Cafés and foodservice customers, supported by partner distributors

This multi-channel route-to-market is designed to provide a scalable and repeatable platform for growing sales of RLG-branded products, beverages and food products across China’s mainstream consumer market.

RLG Growth and Expansion

ASX:RLG



RLG's focus is on continuing execution at scale, converting the Company's China distribution channels and sales into repeatable monthly sales and orders and to drive compounding volume and margin across its coffee and food verticals in line with the strong growth trajectory being achieved.

Building on the rapid post-launch traction in RLG Coffee, the Company is focussed on:

(i) Growing and supporting sub-distribution into general trade / supermarkets / convenience and offline café / foodservice partners;

(ii) Increasing throughput across its multi-channel distribution networks online;

(iii) maintaining a disciplined, lean cost base while directing capital to order fulfilment, sales expansion and ongoing RLG-branded product development to support higher-margin growth.

(iv) Introduce and continue to market the Company to Investors across Asia and Australia.

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