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RLG to launch Australia's #1 Kombucha Brand, Remedy Drinks in China

- **RLG appointed to exclusively distribute and to market Remedy Drinks in China**
- **Remedy is Australia's #1 Kombucha Brand**
- **RLG to market and build new channels online and for general trade sales in China**
- **RLG will launch Remedy on Alibaba's Tmall and Alipay platforms**
- **Three-year contract revenue target is a minimum of $5 million to RLG based on services fees and annual sales targets being met**

e-Commerce and digital marketing company RooLife Group Ltd (**ASX:RLG**) ("**RLG**") is delighted to be appointed by **Remedy Drinks International** (**"Remedy"**) to market and sell its products in China.

Remedy is Australia's # 1 kombucha brand with sales in Australia, New Zealand, UK, USA, Canada and parts of Asia. As a result of this agreement, RLG has been appointed with exclusive distribution rights in China.

RLG will manage and operate social media and e-commerce platforms in China to support and drive sales and distribution activities.

The contract, which is subject to sales and performance milestones, has a minimum revenue target for the RooLife Group of $5m over a three-year period if minimum sales targets, which are scaled up each year, are met.

RLG Managing Director, Bryan Carr said, "We are excited to be working with Remedy Drinks and to be marketing and selling such a highly successful brand into China. With strong and growing demand for healthy foods in a market the size of China, we see great potential for Remedy Drinks and we are delighted to be partnering as their exclusive distributor."

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Remedy Executive Director, Gary Cobbledick added, "The Remedy brand has been successful in Australia and a number of international markets due to its taste profile and health benefits, and we believe it will be embraced by Chinese consumers seeking premium "better for you" beverages, such as kombucha."

The RLG platform provides an international gateway for products and services for companies wishing to enter the China market. RLG 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., Europe, United Kingdom and South America.

ENDS

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About Remedy Drinks
www.remedydrinks.com
Remedy is Australia's #1 kombucha brand. Its range of tasty beverages contain no sugar, naturally, and are chock-full with live active cultures, organic acids and antioxidants.

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RLG OVERVIEW

RLG is a cross-border platform that matches Chinese consumer demand with international brands and products.

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 in China.

RLG's fully integrated offering includes:

- Market research and data analysis;
- Online and offline b2c and b2b sales channel establishment and management;
- Product localisation, brand and marketing development;
- International and local logistics, warehousing, and shipping; and
- Payment acceptance and remittance.

Contracts with clients are typically structured on a term of 2-3 years, with revenue earned from a combination of monthly marketing and service fees and increasingly product sales, with exclusive rights to sell each brand into China both online and through traditional channels.

RLG has secured a broad range of international clients from ***Australia, New Zealand, U.S.A., Europe, United Kingdom and South America.*** A selection of these clients include:

- Remedy Drinks (#1 kombucha brand in Australia)
- Nuria (skincare)
- Colab (dry shampoo)
- AFT Pharmaceuticals (pharmacy)
- Blis Probiotics (probiotics)
- Murray River Organics (health food)



The online shopping market in China is $2.2 trillion, comprising 925m online shoppers and is growing at 12% per annum. (*Source: www.statista.com/outlook/dmo/ecommerce/china#revenue)*