



YOUR CROSS-BORDER  
E-COMMERCE PARTNER

06 July 2021

## **RLG Completes Placement to Strategic Investor Raising \$1.7m**

- **RLG secures \$1.7m investment from strategic investor, Mr Daniel Love**
- **Private placement made directly to an entity controlled and owned by Mr Love, who has significant China business dealings experience & an agricultural food production background**
- **RLG to apply funds towards continued sales growth and expansion**
- **Investment further strengthens RLG's balance sheet for further growth in FY2022**
- **Post placement, RLG cash holdings total \$5.5m**

e-Commerce and digital marketing company RooLife Group Ltd (**ASX:RLG**) ("**RLG**" or "**Company**") is delighted to announce it has completed a private placement to a new strategic investor raising \$1,702,000 ("**Placement**").

Under the terms of the Placement, RLG has issued 74,000,000 new fully paid ordinary shares ("**Shares**") to Mega Holdings Pty Ltd, at an issue price of \$0.023, which represents a 15% discount to both the 5-day and 30-day Value Weighted Average Price (VWAP) of the Company's securities, raising \$1,702,000.

Mega Holdings Pty Ltd is a company controlled and owned by Mr Daniel Love, a successful Australian businessman with diverse business interests in agriculture, transport logistics, supply chain management, properties and listed securities. Mr Love has significant prior experience in business dealings in China, as well as an understanding of food demand and supply to China from his farming and agriculture portfolio and background. Mr Love made his investment decision following extensive discussions with the Company and on the back of RLG's achievements in cross border e-Commerce for core products in food, health and well-being products.

Mr Dan Love said, "I'm delighted to become a substantial shareholder of RLG at such an exciting time for the Company and I look forward to continuing to support RLG as the business continues its journey."

RLG Managing Director, Bryan Carr added, "We are delighted Daniel has identified the value of investing into RLG at this pivotal time for our business. We have just rounded out another financial year of significant achievements and we are strongly positioned to deliver further growth and achievement in FY22. We have a fantastic range of International brands and products which we are selling into the world's biggest online shopping market, proven established platforms and systems and a strong balance sheet to fund our expansion."

The Company advises the funds are to be applied to the continued expansion and sales of the RLG platform, services and general working capital.

All of the Shares issued are on the same terms as, and rank equally in all respects with, the existing fully paid ordinary shares in the Company. The placement of Shares is not subject to shareholder approval and falls within the Companys existing capacity under Listing Rule 7.1

**ENDS**

**Issued by:** RooLife Group Ltd

**Authorised by:** The Board of RooLife Group Ltd

For further information, please visit the RLG website at [www.roolifegroup.com.au](http://www.roolifegroup.com.au) or contact:

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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](http://www.statista.com/outlook/dmo/ecommerce/china#revenue))