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15 April 2025

RLG Marketplace Sales in the UK with TikTok

- **RLG Marketplace online store launched in the UK with TikTok**
- **Average daily sales of \$1,500/day being achieved in first 2 weeks of store operation**
- **Online market data intelligence to be applied to produce range of health products and supplements to be sold by RLG across multiple markets**
- **Additional RLG Marketplace online stores being prepared for launch**
- **U.S.-China tariffs driving increased two-way trading opportunities for RLG**

e-Commerce company Roolife Group Ltd (ASX:RLG) ("RLG" or "Company") is delighted to announce the successful delivery of its latest **RLG Marketplace** store on the **TikTok** platform in the **United Kingdom**, marking another significant milestone in the company's continued global expansion strategy.

The new online store will sell a selection of consumer and health products sourced from RLG's supply and distribution partnerships in China and has so far achieved an average of over \$1,500 in daily sales during its inaugural two-week launch phase, representing an annualised sales contribution of \$550,000 at the current sales rate, which is expected to continue to be optimised and developed.

RLG Marketplace allows the Company to tailor product offerings and marketing by region and identify and service high-demand categories and complements the strategy to grow out the sales of the Company's VORA brand of food and health supplements globally.

RLG Marketplace is a key element of RLG's e-Commerce capability to take both international products into China, the world's largest e-Commerce market, and concurrently to take high-quality, lower cost Chinese products to the rest of the world, aligning RLG's role as a bridge between China and other international markets.

RLG is leveraging its strong partnerships in China and e-Commerce and digital marketing expertise to identify products in demand in key markets based on search and sales data analysis and to specifically source and sell matching products to drive increased profit margins for the Company.

RLG is also experiencing strong enquiry from China-based businesses as a consequence of the recently introduced U.S.-China tariffs which is creating opportunities for RLG to service this demand in China by offering Australian products as alternatives and to assist Chinese businesses to sell into other markets.

Managing Director and CEO Bryan Carr said: "Our entry into the TikTok marketplace aligns with our strategic vision to leverage emerging social commerce platforms for global brand expansion. The initial success being achieved in the UK market underscores the effectiveness of our approach and we are excited to bring our capabilities and product offerings to a broader international audience."

RLG has extensive experience and a track record in social e-commerce operations in China and TikTok in the United Kingdom was selected as the next expansion for RLG Marketplace based on its 25 million users aged 18 and above and the high proportion of users who purchase directly on the platform (44% of users). The Company's strategy is to apply its expertise and framework to roll out across multiple markets to access the 1.6 billion monthly active TikTok users globally in those markets which support online shopping capabilities. (Source: <https://newsroom.tiktok.com/en-gb/retail-economics-report>.)

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Data analysis is driving product selection and building on the Company's expertise and learnings, RLG is preparing the launch of additional specialist TikTok product stores through the balance of this Quarter and next and selecting the key products of its VORA range of health and wellness range which it plans to sell across its platforms and markets.

RLG's expansion into TikTok's e-commerce ecosystem represents a pivotal step in the company's mission to connect consumers with high-quality products through innovative digital channels globally.

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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

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