



UNLOCK A WORLD  
OF POTENTIAL

11 July 2025

## Sale of Australian digital marketing business

e-Commerce company RooLife Group Ltd (ASX:RLG) ("RLG" or "Company") is pleased to advise that it has entered into a Binding Term Sheet to sell the Company's wholly owned Australian digital marketing subsidiary company, CHOOSE Digital Pty Ltd ("CHOOSE"), with Completion scheduled for this month, July 2025.

The terms of the Binding Term Sheet are as follows:

Purchasers:	Barry Consulting Pty Ltd Kaya Budi Holdings Pty Ltd as trustee for The Wee Family Trust Shane HoeHock Wee and Sandra Wee as trustees for the Wee Super Fund Trindis Pty Ltd
Consideration:	\$356,500 comprising of a \$200,000 upfront consideration payable upon execution of the Term Sheet and \$156,500 deferred consideration payable on or before 31 December 2025.  Working Capital Adjustment equal to the Net Asset Position of CHOOSE as at 30 June 2025. This amount is estimated to be \$145,110 and is to be confirmed in writing by both parties prior to payment, which is due within 20 days of execution of the Term Sheet.

The divestment forms part of the Company's sharpened business focus, leveraging its strong and developing partnerships in China with associated e-Commerce and digital marketing expertise to identify products in demand in key markets globally, based on search and sales data analysis, and to source and sell those matching products globally, designed to drive increased profit margins for the Company.

These initiatives, combined with the rationalisation and divestment of the CHOOSE operations in Australia, continue RLG's announced global expansion strategy of sourcing, developing and selling the Company's own products via its RLG Marketplace platforms globally and assisting Chinese partner companies to sell their products internationally.

The sale is commensurate with the Board's strategy of focusing on high margin product sales in the target markets of China, India, South East Asia and more recently the United Kingdom. RLG expects the transaction to complete by the end of July.

In conjunction with the divestment, Mr Warren Barry, who has been Head of Australian Sales and responsible for the CHOOSE business operations has resigned from his role with RLG. As part of the Purchaser group, Mr Barry will continue his involvement with and managing the CHOOSE business moving forward.

**Bryan Carr, Managing Director of RooLife Group, said:** "This strategic divestment sharpens the Company's business focus as a data-led commerce group that identifies demand, sources high-margin products and rapidly launches to market, internationally.

*RLG's consumer insights, e-commerce expertise and digital marketing capabilities across multiple markets means RLG sells its products to service identified consumer demand globally, with RLG developing partnerships to sell products under its own brands, designed to drive higher margins and expand the Company's revenue base.*

*We look forward to continuing to develop our product and platform base and to update our shareholders on the Company's progress in due course.*

For personal use only



UNLOCK A WORLD  
OF POTENTIAL

*I join with RLG's Board in wishing the CHOOSE team and the Purchasers all success in taking the business forward.*

*The Company, in particular, acknowledges the great contribution made by Mr Warren Barry and his dedicated efforts in building the RLG business from the Company's inception and we wish him great success moving forward."*

**ENDS**

**Issued by:** RooLife Group Ltd

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

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

---

**Bryan Carr**

Managing Director

Ph: +61 8 6444 1702

Email: [ir@roolifegroup.com.au](mailto:ir@roolifegroup.com.au)

---

For personal use only