

RLG Coffee Brand Launches in China

21 August 2025

e-Commerce company RooLife Group Ltd (ASX:RLG) (“RLG” or “Company”) is pleased to announce the official launch of its proprietary RLG Coffee brand and range into China’s rapidly growing coffee market, with the range to be sold online and offline through strategic sales channels and distributors.

Key Highlights

- RLG Coffee brand launched in China to service a market growing at +21% annually.
- Two strategic distribution partners appointed to drive sales online and offline.
- First sales orders exceed \$110,000 in the first month, with revenues expected in Q1 FY26.
- Online sales launching on major platforms including Tmall, JD.com and Douyin.
- Initial launch focuses on RLG Coffee branded range, with additional health & wellness SKUs under consideration.

The first production run has been completed, packaged and distributed, with initial month-one sales orders already exceeding \$110,000, providing strong early validation of demand.

China’s coffee sector is undergoing a major transformation, evolving from a traditionally tea-dominated culture to one embracing coffee consumption. With consumption growing at +21% annually since 2011, compared to the global average of 1.8%, the sector is forecast to generate revenues of more than US\$20 billion by 2025¹, supported by rising disposable incomes, e-commerce adoption and government policies that encourage private sector growth.²

Distribution & Market Entry

RLG has secured two strategic partners to drive market penetration:

- Zhongshan Runlian Commercial Co., Ltd
- Ausmeiyoupin (Guangzhou) International E-Commerce Co., Ltd

These partners will manage flagship online stores on JD.com, Tmall and Douyin, providing full category management, customer engagement and promotional support. RLG will retain control over brand, supply chain and product quality, while leveraging Ausmeiyoupin’s operational expertise in day-to-day e-commerce execution.

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CEO Commentary:

Bryan Carr, Managing Director of RLG, said:

“Launching RLG Coffee marks an important milestone in our strategy to own and scale high-demand products in fast-growing markets. Coffee is one of the most dynamic consumer categories in China, and we are entering at a time when demand is accelerating, supported by lifestyle shifts and digital-first consumption trends.

With our partners Zhongshan Commercial and Ausmeiyoupin, we have established a scalable distribution platform that positions us to capture meaningful share of this market. The strong first-month sales orders are a clear validation of both the demand profile and our model, and we look forward to expanding the brand and extending into health and wellness categories in due course.”

Strategic Alignment with RLG Growth Model

This launch also aligns with RLG’s recently announced two-year supply agreement with Fortune China 500 giant Eternal Asia, one of China’s largest supply chain service providers with coverage across more than 320 cities, 1 million retail outlets and over 2,600 major enterprises. Through this agreement, RLG has direct access to China’s general trade retail network, significantly broadening the Company’s distribution footprint beyond cross-border e-commerce. The launch of RLG Coffee is consistent with RLG’s strategy to build and scale high-demand, high-margin product categories — such as food, beverage, and wellness — into China’s mainstream retail and e-commerce channels, supported by large-scale distribution partners.

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About RLG

RLG (ASX:RLG) is a data-driven e-commerce company focused on identifying demand in high-margin products and delivering on that demand into the world’s fastest-growing markets, in a quick and efficient manner without warehousing costs.

With a presence in China, UK, Australia and India, RLG operates a lean, tech-enabled model that combines real-time procurement signals, established supplier networks and multi-channel sales infrastructure to deliver a portfolio of products across high-growth sectors including consumer goods, food & beverage and renewable energy. RLG both assists companies in entering the Asian and International markets and creates its own product brands.

¹www.gcrmag.com/the-future-of-the-chinese-coffee-market

²www.thetimes.com/world/asia/article/how-chinas-taste-for-coffee-is-driving-up-the-cost-of-a-cuppa-8jn2xnbbd