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RLG Monthly Sales Up 100% to \$2m+ in December 2025

e-Commerce company **RooLife Group Ltd (ASX:RLG)** ("RLG" or "Company") is pleased to provide a trading update on its food vertical in China, with sales of RLG Coffee and food products surpassing A\$2.1 million in December 2025, representing a doubling of sales from the prior month, November 2025.

Key Highlights

- More than A\$2.1 million in sales from RLG food vertical of coffee and food product sales in China during December 2025.
- Continued scale-up further positions the coffee and food vertical toward a double-digit million-dollar annualised sales run-rate, based on recent trading performance.
- RLG Coffee and food product sales further validate the Company's data-driven, demand-led and asset-light operating model, consistent with RLG's stated strategy to build brands and products in high-growth consumer categories.

RLG Coffee & Food: Continued Scale-Up

As part of its own range food vertical expansion, RLG announced the launch of its RLG Coffee range in late August 2025, entering China's fast-growing coffee market selling through online and offline strategic sales and distribution channels.

Since announcing this expansion, the business has progressed from initial product selection and introduction in Q1 FY2026 to achieving monthly sales of more than A\$2.1 million in December 2025, supported by a growing range of RLG-branded coffee and food products.

The RLG coffee and food product range is sold through:

- Flagship storefronts
- Sub-distribution channels providing nationwide access through general trade, supermarkets, convenience and specialty retail
- Offline café and foodservice customers, supported by partner distributors

This multi-channel route-to-market provides a scalable and repeatable platform for growing sales of RLG-branded products, beverages and food products across China's mainstream consumer market.

The strong December sales figures reflect the continued conversion of product demand into monthly sales, supporting the Company's focus on compounding volume and margin within the coffee and food vertical.

Managing Director Commentary

RLG Managing Director & CEO, Bryan Carr, said:

"December's result is another strong validation of our strategy in action - identifying demand, deploying data insights and rapidly selling RLG products into high-growth sectors."

With sales from our range of RLG coffee and food products exceeded A\$2.1 million in the month of December, this represents a more than doubling of sales from the prior month which is a stellar achievement.

We identified the demand for coffee and food products and we rapidly moved to sourcing and servicing that demand, growing out our position in the food, beverage and health and wellness space."

RLG believes that the coffee and food category, will contribute meaningfully to revenue growth and margin expansion as the Company continues executing its data-driven product strategy in China and other high-growth markets.

ENDS

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For further information, please visit the RLG website at www.rlgcommerce.com or contact:

Bryan Carr

Managing Director

Ph: +61 8 6444 1702

Email: ir@rlgcommerce.com

About RLG

RLG (ASX:RLG) is a data-driven e-commerce company focused on identifying demand for high-margin products and rapidly deploying them into the world's fastest-growing markets. With a footprint across China, UK, Australia and India, RLG leverages market data, supplier networks and multi-channel sales infrastructure to deliver products across consumer goods, food & beverage and renewable energy sectors. The Company's model enables speed to market, margin optimisation and scalability without warehousing costs.