

RLG \$2m Oversubscribed Strategic Placement to Fund Sales Growth

11 August 2025

e-Commerce company RooLife Group Ltd (**ASX:RLG**) ("**RLG**" or "**Company**") is pleased to announce the successful completion of a **strategic placement raising \$2,000,000** from institutional and sophisticated investors at \$0.007 per share, representing a **12.5% discount** to the last traded price of \$0.008 and a **+75% premium** to the prior trading day's closing price ("**Placement**").

The proceeds from the Placement are to be applied to expand **RLG's global sales** focussed on the markets of China, India, Southeast Asia and the United Kingdom, bolstering RLGs working capital and positioning the Company for scale and enhanced financial performance.

Key Highlights

- RLG secures binding commitments to raise \$2 million strengthening balance sheet for ongoing global expansion and servicing recently announced contract with Eternal Asia.
- Strong support from institutional investors with placement strongly oversubscribed.
- Funds to be strategically applied to drive global growth across key value opportunities:
 - Ongoing development and sale of the Company's own brand and product range across the China, India and UK markets
 - Ongoing global expansion of RLG Marketplace e-commerce platforms
 - Servicing two-year supply agreement with Chinese distribution giant Eternal Asia.

The oversubscribed Placement comprises the issue of 285,714,286 Shares to raise \$2,000,000 (before costs), pursuant to the Company's placement capacity under ASX Listing Rule 7.1 and 7.1A, with the issue price of \$0.007 price per share representing a 12.5% discount to the last traded price of \$0.008 on Wednesday, 06 August 2025 and a +75% premium to the prior day's closing price of \$0.004.

Alpine Capital Pty Ltd (www.alpinecapital.au) acted as Lead Managers to the Placement.

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Application of Funds:

- Ongoing development and sale of the Company's own brand and product range across the China, India and UK markets;
- General working capital;
- Ongoing global expansion of RLG Marketplace e-commerce platforms;
 - Servicing two-year supply agreement with Chinese distribution giant Eternal Asia;
 - Drive enhanced **profit margins** through curated product selection, product development and digital marketing efficiencies, aligned with recent cost reductions.

Bryan Carr, Managing Director of RLG, said: *"We're thrilled to accept this \$2 million offer of investment from strategic investors who appreciate our vision and execution across high-growth consumer market. This capital accelerates our ability to bring our products to new audiences and further strengthen our commerce footprint worldwide."*

With this backing, RLG is well-set to deliver on its next phase of revenue and margin expansion. This marks another milestone in delivering value to shareholders through disciplined execution and global market penetration.

We are working on some immediate opportunities for the supply and sale of RLG's own branded products and servicing requests for significant quantities of other high-quality Australian products.

We look forward to continuing to update the market and our shareholders as we progress these significant opportunities."

Key Terms of the Placement

Amount Raised (Before Costs)	\$2,000,000.
Allotment of New Shares	20 August 2025
Issue Price	\$0.007 per New Share which represents: • 12.5% discount to the last traded price of \$0.0080; • 20.4% discount to the 15 Day VWAP of \$0.0088 • +75% premium to the closing price on the prior trading day (05-AUG-25)
New Shares to be Issued	285,714,286 Ordinary Shares to be issued: • 238,917,192 using ASX Listing Rule 7.1 capacity; and • 46,797,094 using ASX Listing Rule 7.1A capacity.
New RLGO Options to be issued	142,857,143 RLGO options (Exercisable at \$0.01, with expiry date of 26 September 2026, subject to shareholder approval).
Lead Manager	Alpine Capital Pty Ltd ("Alpine Capital").
Lead Manager Fees	2% Management Fee plus 4% Placement Fees for proceeds directly introduced by Alpine Capital plus 57,142,857 RLGO options (Exercisable at \$0.01, with expiry date of 26 September 2026, subject to shareholder approval).

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Issued by: RooLife Group Ltd

Authorised by: The Board of RooLife Group Ltd

For further information, visit www.rlgcommerce.com or contact:

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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.

About Alpine Capital

Alpine Capital brings together highly credentialed financial services professionals with significant experience in Corporate Finance, Institutional Broking and Wealth Management, utilising their years of knowledge gained from senior roles in major global financial institutions and accounting firms, to deliver independent, performance-based solutions, tailored to meet clients' individual objectives.

- Corporate Finance - Financial solutions to enable companies to grow through capital access, structuring and investments.
- Wealth Management - Tailored strategies including portfolio management, wealth planning and sourcing growth opportunities.
- Institutional Broking - Independent advice, unique insights and enterprise-grade execution.
- Online Portfolios - Multi Asset Portfolio solutions to achieve your financial goals.