

22 September 2025

RLG secures \$64m Coffee Supply Deal

e-Commerce company **RoLife Group Ltd (ASX:RLG)** ("RLG" or "Company") is pleased to announce that its subsidiary, RLG Global Trading (Zhuhai) Co., Ltd., has entered into a **binding two-year Supply and Procurement Agreement** with Zhongshan Runlian Commercial Co., Ltd for the supply of its RLG branded coffee beans, beverages, food and coffee machines into the Chinese market. The contract provides a minimum order commitment of **RMB 300 million (~AUD \$64 million)**.

Key Highlights

- **Groundbreaking Revenue Pipeline:** Minimum contracted order book of RMB 300 million (~AUD \$64 million) over two years, providing material revenue visibility and growth.
- **Expansion of Coffee & Food Business:** Reinforces RLG's strategy of leveraging its China-based distribution platform to scale RLG branded food, beverage and coffee sales.
- **Leveraging Major Distribution Partners:** Access to the established sales and distribution channels of Zhongshan Runlian, building upon RLG's recent Eternal Asia partnership (~AUD \$100m targeted annual sales), expanding access to established sales and distribution networks across China.
- **Online & Offline Sales Growth:** Parties to collaborate on supply, livestream marketing, influencer campaigns, subscription coffee programs and coffee machine bundle promotions.

Strategic Rationale

This agreement further advances RLG's stated strategy of scaling high-margin branded products through large-scale distribution partners in China. Alongside the Company's Eternal Asia supply agreement and recent entry into the renewable energy sector, partnerships in health and wellness, the coffee contract demonstrates the repeatability of RLG's growth model across multiple high-demand categories.

Managing Director Commentary

Bryan Carr, Managing Director of RLG, said:

"This landmark sales agreement underscores the strong demand for RLG-branded coffee and food products in China. With a contracted revenue pipeline of AUD \$64 million, we are cementing our position as a trusted supplier in one of the world's fastest-growing coffee markets, where consumption has been increasing at over 20% annually since 2011."

"This deal also opens opportunities to bundle coffee machines with recurring coffee supply subscriptions, further enhancing margin and customer loyalty. Importantly, it builds on our recently announced partnerships, showing the scalability of RLG's model across food, wellness, and renewable energy."

Key Terms of the Agreement

- **Purchaser:** Zhongshan Runlian Commercial Co., Ltd – a leading Chinese wholesaler and distributor of coffee products.
- **Supplier:** RLG Global Trading (Zhuhai) Co., Ltd. – wholly owned subsidiary of RLG.
- **Contract Value:** Minimum RMB 300 million (~AUD \$64 million) over two years.
- **Products:** Coffee beans, beverages, dairy products, packaged foods, and coffee/food service equipment.
- **Term:** Two years (20 September 2025 – 20 September 2027).



Images depict some of RLG branded products which will be supplied under the contract.

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For further information, please visit the RLG website at 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 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.

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