

02 December 2025

## \$1m+ Sales of RLG Coffee in November 2025

e-Commerce company **RoLife Group Ltd (ASX:RLG)** (“RLG” or “Company”) is pleased to provide a trading update on its **RLG Coffee** brand in China, with sales of its coffee products surpassing **A\$1.0 million** in November 2025.

### Key Highlights

- **More than A\$1.0 million** in sales with payments received from RLG Coffee sales in China during November 2025.
- Continued scale-up positions the coffee vertical toward a **double-digit million-dollar annualised sales run-rate**, based on recent trading performance.
- Strong coffee demand across major online platforms including **JD.com, Tmall and Douyin**, complemented by expanding offline general trade and retail channels.
- RLG Coffee further validates the Company’s data-driven, **demand-led and asset-light operating model**, consistent with RLG’s stated strategy to build proprietary brands in high-growth consumer categories.

### RLG Coffee: Rapid Scale Since Launch

RLG announced the launch of its proprietary RLG Coffee brand in late August 2025, entering China’s fast-growing coffee market through online and offline strategic sales and distribution channels. Since launch, the business has progressed from initial product introduction to achieving **in excess of A\$1.0 million in sales** in November.

The rapid scale since the recent launch of RLG Coffee has been driven through the combination of expanded distribution, a growing SKU range and targeted marketing initiatives.

China’s coffee sector continues to experience strong structural growth, transforming from a traditionally tea-dominated culture to one embracing coffee consumption, with consumption increasing at around 21% per annum since 2011, compared to a global average of approximately 1.8%. The sector is forecast to generate more than US\$20 billion in revenues by 2025,<sup>1</sup> supporting RLG’s Coffee expansion strategy.

### Distribution & Channel Performance

The RLG Coffee range is now sold through:

- **Flagship storefronts** such as JD.com, Tmall and Douyin
- **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 beans, beverages and packaged foods across China’s mainstream consumer market.

### Execution of the A\$64m Coffee Agreement

As announced on 20 September 2025, RLG Global Trading (Zhuhai) Co., Ltd, a wholly owned subsidiary of RLG, entered into a two-year binding Supply and Procurement Agreement with Zhongshan Runlian, representing a minimum contract value of RMB 300 million (~A\$64 million) over the period to 20 September 2027.

The strong November cash receipts reflect the **early conversion** of contracted demand into monthly orders, supporting the Company’s focus on compounding volume and margin within the coffee vertical.

### **Managing Director Commentary**

**RLG Managing Director & CEO, Bryan Carr**, said:

*“RLG Coffee is an example of our strategy in action – identifying demand, deploying data insights and rapidly introducing proprietary RLG-branded products into high-growth markets, indeed, one of the world’s most exciting consumer markets.*

*In November, sales from RLG Coffee exceeded A\$1.0 million, only a few months after launch. Combined with the contracted demand under our A\$64 million supply agreement, this provides growing confidence in the long-term value of this vertical to shareholders.*

*Coffee is becoming a core pillar of RLG’s growth targeting the food, beverage and health and wellness space.”*

RLG believes that the coffee category, together with the Company’s other priority sectors, 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**

**Issued by:** RooLife Group Ltd

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

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

---

**Bryan Carr**

Managing Director

Ph: +61 8 6444 1702

Email: [ir@rlgcommerce.com](mailto: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.*

*i [www.gcrmag.com/the-future-of-the-chinese-coffee-market](http://www.gcrmag.com/the-future-of-the-chinese-coffee-market)*