



Issued by: RLG

Authorised by: The Board of RLG



Quarterly Activities Report & Appendix 4C for the Period Ended 30 June 2025

www.rooflifegroup.com.au



We're applying our model across high-growth markets where consumer behaviour is shifting fast and product demand is surging.



UK Homewares

We're building a repeatable engine for launching homeware and lifestyle products on the UK's largest commerce store - TikTok Shop. Using our owned storefronts, ad engine, and real-time trend signals.



China F&B

We're scaling both owned brands and premium Australian exports into China's booming appetite for global food, beverage and supplement products - scaled through national distributors.



Renewable Energy

Through exclusive 10-year supply deals with leading Chinese manufactures, we're building a global solar business across India, Australia and Southeast Asia delivering panels, batteries and inverters at scale.

RLG is rewriting the playbook with **Intelligent Commerce**.

RLG has applied the learnings from extensive in-market experience, delivering a clear, focussed model – built to drive product sales more efficiently.

It's a leaner, more cost-effective structure that turns demand into revenue faster, giving RLG the ability to scale with minimum overhead.

RLG identifies product demand and rapidly launches and sells on its RLG Marketplace.

1

SCALING PRODUCT SALES GLOBALLY

Launching fast across multiple markets with proven demand

2

POWERED BY DATA

Using procurement signals and platform insights to guide what and where we sell

3

BUILT TO STAY LEAN

A low-cost, tech-enabled structure designed for efficiency and speed

RLG Marketplace

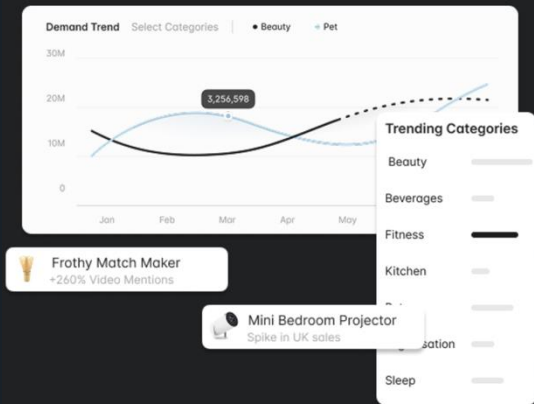
Intelligent Commerce

RLG Marketplace stores focus on promoting RLG's own-brand products alongside third-party offerings, leveraging RLG's proven social-commerce and digital marketing expertise.

The Company's strategy is to use data-driven market insights to tailor product offerings by region, identifying high-demand categories and quickly meeting consumer needs with targeted product selections.

This approach not only drives sales growth but also supports higher profit margins by focusing on products and channels with the strongest demand and profitability profiles.

RLG's Marketplace model continues to serve as a two-way bridge – bringing international brands into China (the world's largest e-commerce market) and delivering quality, affordable Chinese-sourced products to Western markets – uniquely positioning the Company in the cross-border online retail landscape.



Financial Highlights

- Cash Receipts of \$779k and Revenue of \$1M in the Quarter.
- The Company continues delivering on its strategy on the expansion of RLG Marketplace with the launch of the U.K. Tik Tok store delivering \$230k in Revenue for the Quarter, with product margins of circa 50%.
- Product Manufacturing and Operating Costs for the Quarter were \$771k, with \$393k, or 51% of this amount, representing RLG own product, purchased and launched in the Quarter and selling in Q1 FY2026.
- The sale of Australian digital marketing subsidiary, CHOOSE Digital Pty Ltd, has been completed with RLG receiving an upfront payment of \$200,000 in July 2025, with a balance of \$156,500 payable to RLG by 31 December 2025.

Q4 FY2025

\$ 526k Cash at Bank (30-Jun-25)
\$ 250k Unused Finance Facilities
\$ 200k Business Sale Proceeds (Jul-25)
\$ 976k Working Capital

Q4 FY2025

\$ 779k

CASH RECEIPTS
Q4 FY2025

\$(771k)

PRODUCT &
OPERATING COSTS
PAYMENTS
Q4 FY2025

\$(786k)

NET CASH USED IN
OPERATING
ACTIVITIES
Q4 FY2025

FY2025

\$ 4.87m

CASH RECEIPTS
FY2025

\$(3.4m)

PRODUCT &
OPERATING COSTS
PAYMENTS
FY2025

\$(2.02m)

NET CASH USED IN
OPERATING
ACTIVITIES
FY2025

RLG Repositions for Growth

- **Own Product**
- **Margin Growth**
- **RLG Marketplace Expansion**
- **Expense Reduction**

In streamlining its activities, RLG has reduced overhead costs and implemented savings in the delivery and operation of its sales platforms across the board.

Payments for staff costs, including directors, in the Quarter totalled \$505k, down **-14%** from the prior Quarter.

Further reductions have been made following the end of the Quarter which are expected to reduce staff costs by circa **-25%**, effective in Q1 FY2026.

With the changed focus, capital has been invested in RLG's own product range and development and its RLG Marketplace sales platforms transactions to sell both its own and third-party product range, maximising the margins to RLG.

During the Quarter, the Company purchased \$393k of own product representing about 51% of the Company's Product Manufacturing and Operating Costs, launched in the Quarter and selling in Q1 FY2026.

The Company sells its own product range at **100%** mark up.



RLG Marketplace Expansion

(TikTok and Global)

During the Quarter, RLG made significant progress in expanding its global e-commerce footprint.

In April, the Company launched its newest RLG Marketplace online store on the TikTok platform in the United Kingdom, marking an important milestone in RLG's international growth strategy.

The UK TikTok store offers a curated selection of consumer and health products sourced via RLG's Chinese supply partnerships and has been performing well, achieving over \$230,000 in sales during the Quarter.

RLG continues to assess the product mix and optimising marketing based on sales and demand data.

Building on this success, RLG has continued to develop additional TikTok-based storefronts to broaden its reach. Preparations were underway during Q4 to launch RLG Marketplace stores in other key regions, including the United States, to capitalise on TikTok's 1.6 billion monthly active user base in key markets.



INSIGHT

TikTok Shop is now the UK's fastest-growing e-commerce channel, with 69% of UK consumers having purchased a product after seeing it on social media. Homeware sales in particular have seen a significant shift, with nearly 40% of all homeware sales in the United Kingdom now occurring online - a figure expected to grow ~44% by 2029.

PROCURE

We rapidly sourced a tailored product range through our OEM network in China. Our key supplier now holds inventory, manages fulfilment, and is set up to support an ongoing pipeline of new product launches enabling repeatable, low-friction testing of future trends.

SELL

We sell directly through RLG-managed TikTok Shop storefronts, supported by a performance-based ad engine that tests and scales creative content. Each product is launched with a tailored combination of influencer campaigns, paid amplification, and organic storytelling creating a flywheel of discovery and conversion. This storefront + media engine model gives us an ongoing mechanism to test, refine and scale new products with speed and precision.

RLG Renewable Energy Products

Solar Products Sales

During Q4 FY2025, RLG announced entering into exclusive 10-year Marketing and Distribution Agreements with three Chinese technology companies to brand and sell their solar energy systems globally under the RLG banner.

In Q4, the Company executed on these partnerships and was pleased to report its first sales orders of its solar energy products, with a major sales order secured from India for RLG-branded solar products totalling approximately \$475,000, with product expected to be delivered in Q1 FY2026.

This initial order, received from Sunda India Technology Pvt Ltd, comprises high-quality photovoltaic power generation control systems, inverters, and battery units – all manufactured by RLG's Chinese partners.

Importantly, this sale validates RLG's international distribution model. It demonstrates how RLG's strengths in global marketing and sales, combined with advanced Chinese manufacturing capabilities, deliver sales serving this high-growth new sector.



Powering the global energy transition.



INSIGHT

Global demand for solar is accelerating, with countries like India scaling rapidly and governments like Australia expanding clean energy incentives. With recent announcements like Australia's \$20 billion renewables subsidy scheme, we see significant tailwinds across both export and domestic markets.

PROCURE

In April 2025, we secured a 10-year exclusive agreements with three leading Chinese manufacturers to supply RLG-branded solar panels, batteries, and inverters. This gives us long-term control of a full product suite, without holding inventory or taking on capex - allowing us to focus on securing sales contracts.

SELL

Just three weeks post-signing, we secured a \$475K export order into India. We are now rolling out across Australia establishing a hybrid model of B2B partnerships, exclusive distributors, and targeted commercial outreach. With government policy accelerating adoption and infrastructure in place, RLG is well-positioned to scale in one of the world's most important sectors.



RLG Repositions for Growth

Strategic Focus

During Q4, RLG took further steps to sharpen its strategic focus on core business areas and reduce overhead expenses.

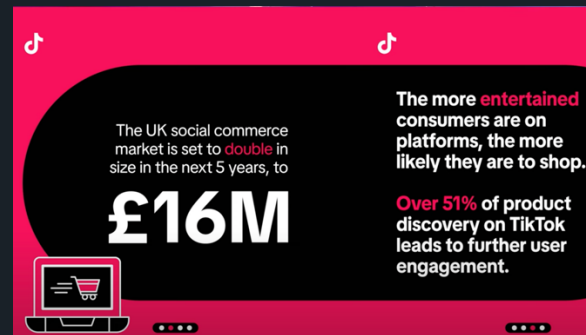
A key development (finalised shortly after quarter-end) was the decision to divest the Company's Australian digital marketing subsidiary, CHOOSE Digital Pty Ltd, entering into a Binding Term Sheet on 11 July 2025 to sell CHOOSE Digital to a group of private investors for a total consideration of \$356,500.

The sale transaction has been completed, with RLG receiving an upfront payment of \$200,000 in July 2025, with the remaining \$156,500 payable to RLG by 31 December 2025.

This strategic divestment allows RLG to concentrate resources on its data-driven e-commerce and product sales operations, which the Board believes offer greater scalability and margin potential.

The move is in line with RLG's ongoing transformation into a product-centric, "data-led commerce" company and follows other initiatives to streamline lower-margin activities.

Management notes that rationalising and selling the CHOOSE business will reduce overhead costs and complexity, while freeing up capital to invest in RLG's own product development and sales platforms transaction to sell its own and third-party product range.



RLG Repositions for Growth

Board Update

In terms of corporate structure, RLG's Board saw a change during the Quarter, with Mr Terence Leung stepped down as a Director of the Company on 30 May 2025.

Mr. Leung had joined the Board in December 2023 and was instrumental in supporting RLG's strategic priorities over the past 18 months, including the international expansion of RLG Marketplace and the introduction of the solar product initiatives.

Following his resignation, the Board has reverted to four directors, which is deemed appropriate for the size and scope of the Company at present. RLG continues to benefit from a strong Board and executive team, now streamlined, to drive the next phase of growth in FY2026.



Grant Pestell
Chairman

Grant is a founding director of Murcia Pestell Hillard and has 20 years' experience in commercial litigation and corporate and commercial law.



Reece O'Connell
Non-Executive Director

Reece is an experienced fund manager who brings capital markets and investor relations skills, experience and network connections to the RLG Board.



Bryan Carr
Managing Director

Bryan is an experienced ASX public company Chief Executive Officer with extensive operating experience in Australia and China.



Jeremy Baldock
Non-Executive Director

Jeremy is a highly experienced capital markets advisor with extensive stock market experience and investment expertise.

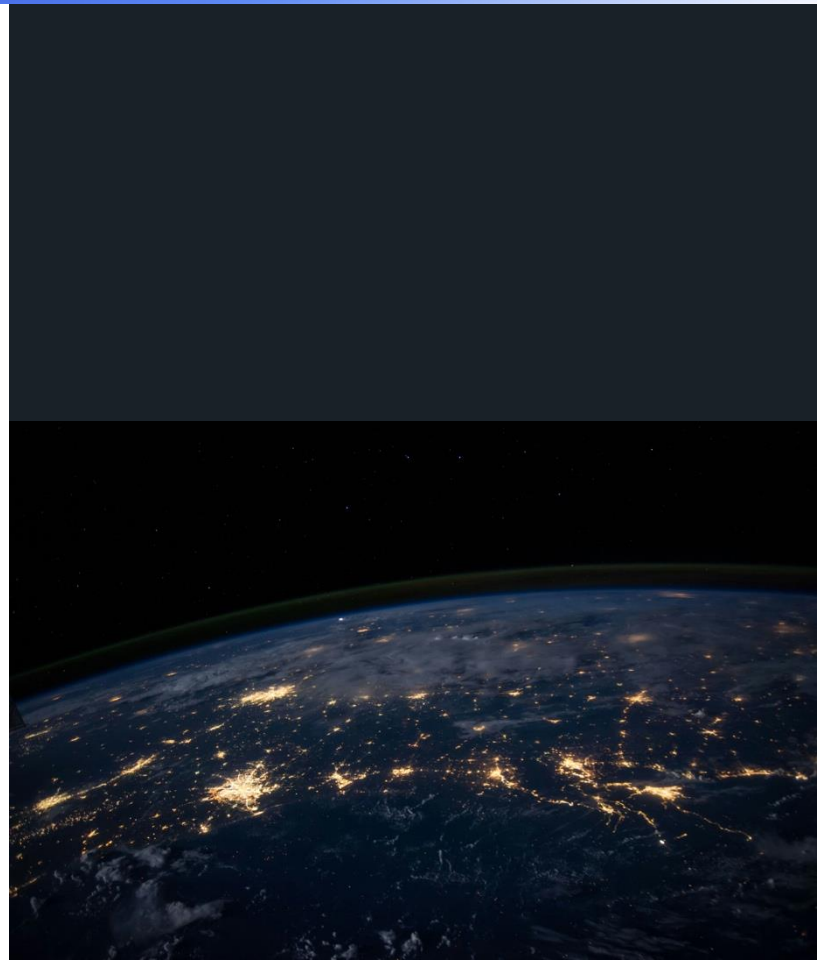


Jyotika Gondariya
Chief Financial Officer

Jyotika is a well credentialed finance professional with over 10 years' experience with publicly-listed and private entities in the technology, resources and construction sectors.

Financial & Other Cash Items

- Proceeds from issue of shares in the Quarter were \$320k. The company completed the issue of 64,250,000 shares to Mr Cheng Qingheng, a representative of a key channel partner in China, and 25,000,000 shares to Directors Mr Reece O'Connell and Mr Jeremy Baldock. \$37k proceeds for the placement to Mr Cheng Qingheng were received in the March Quarter and held in escrow subject to shareholder approval.
- Advertising and Marketing Expenses were \$122k during the Quarter incorporating support of the launch of the U.K. TikTok store.
- Payments for staff costs, including directors, in the Quarter totalled \$505k, down -14% from the prior Quarter. Fees paid to Directors, included in this figure, was \$113k in fees and superannuation and \$16k in legal fees paid to a company associated with a director.
- Further reductions have been made following the end of the Quarter which are expected to reduce staff costs by circa -25%, effective in Q1 FY2026.
- Administration and corporate costs in the Quarter were \$161k.



ASX:RLG



Twitter \$RLG_Investors

LinkedIn RooLife Group

Website www.roolifegroup.com.au

Issued by: RooLife Group Ltd

Authorised by: The Board of RooLife Group Ltd

Appendix 4C

Quarterly cash flow report for entities subject to Listing Rule 4.7B

Name of entity

RooLife Group Limited

ABN

14 613 410 398

Quarter ended ("current quarter")

30 June 2025

| Consolidated statement of cash flows | | Current quarter \$A'000 | Year to date (12 months) \$A'000 |
|---|---|------------------------------------|---|
| 1. | Cash flows from operating activities | | |
| 1.1 | Receipts from customers | 779 | 4,868 |
| 1.2 | Payments for | | |
| | (a) research and development | - | - |
| | (b) product manufacturing and operating costs | (771) | (3,408) |
| | (c) advertising and marketing | (122) | (494) |
| | (d) leased assets | - | - |
| | (e) staff costs | (505) | (2,068) |
| | (f) administration and corporate costs | (161) | (783) |
| 1.3 | Dividends received (see note 3) | - | - |
| 1.4 | Interest received | 4 | 27 |
| 1.5 | Interest and other costs of finance paid | (2) | (75) |
| 1.6 | Income taxes paid | - | - |
| 1.7 | Government grants and tax incentives | - | 40 |
| 1.8 | Other (provide details if material) | (8) | (128) |
| 1.9 | Net cash from / (used in) operating activities | (786) | (2,021) |
| 2. | Cash flows from investing activities | | |
| 2.1 | Payments to acquire or for: | | |
| | (a) entities | - | - |
| | (b) businesses | - | - |
| | (c) property, plant and equipment | 1 | (9) |
| | (d) investments | - | - |
| | (e) intellectual property | - | - |
| | (f) other non-current assets | - | (22) |

| Consolidated statement of cash flows | | Current quarter \$A'000 | Year to date (12 months) \$A'000 |
|--------------------------------------|---|----------------------------|-------------------------------------|
| 2.2 | Proceeds from disposal of: | | |
| | (a) entities | - | - |
| | (b) businesses | - | - |
| | (c) property, plant and equipment | - | - |
| | (d) investments | 3 | 167 |
| | (e) intellectual property | - | - |
| | (f) other non-current assets | - | - |
| 2.3 | Cash flows from loans to other entities | - | - |
| 2.4 | Dividends received (see note 3) | - | - |
| 2.5 | Other (provide details if material) | (6) | 6 |
| 2.6 | Net cash from / (used in) investing activities | (2) | 142 |

| | | | |
|-------------|---|------------|--------------|
| 3. | Cash flows from financing activities | | |
| 3.1 | Proceeds from issues of equity securities (excluding convertible debt securities) | 320 | 3,123 |
| 3.2 | Proceeds from issue of convertible debt securities | - | - |
| 3.3 | Proceeds from exercise of options | - | - |
| 3.4 | Transaction costs related to issues of equity securities or convertible debt securities | (50) | (374) |
| 3.5 | Proceeds from borrowings | - | 70 |
| 3.6 | Repayment of borrowings | (13) | (1,510) |
| 3.7 | Transaction costs related to loans and borrowings | - | - |
| 3.8 | Dividends paid | - | - |
| 3.9 | Other (provide details if material) | - | 37 |
| 3.10 | Net cash from / (used in) financing activities | 257 | 1,346 |

| | | | |
|-----------|--|-------|---------|
| 4. | Net increase / (decrease) in cash and cash equivalents for the period | | |
| 4.1 | Cash and cash equivalents at beginning of period | 1,058 | 1,037 |
| 4.2 | Net cash from / (used in) operating activities (item 1.9 above) | (786) | (2,021) |
| 4.3 | Net cash from / (used in) investing activities (item 2.6 above) | (2) | 142 |

| Consolidated statement of cash flows | | Current quarter \$A'000 | Year to date (12 months) \$A'000 |
|--------------------------------------|--|----------------------------|-------------------------------------|
| 4.4 | Net cash from / (used in) financing activities (item 3.10 above) | 257 | 1,346 |
| 4.5 | Effect of movement in exchange rates on cash held | (1) | 22 |
| 4.6 | Cash and cash equivalents at end of period | 526 | 526 |

| 5. | Reconciliation of cash and cash equivalents at the end of the quarter (as shown in the consolidated statement of cash flows) to the related items in the accounts | Current quarter \$A'000 | Previous quarter \$A'000 |
|-----|--|----------------------------|-----------------------------|
| 5.1 | Bank balances | 526 | 1,058 |
| 5.2 | Call deposits | - | - |
| 5.3 | Bank overdrafts | - | - |
| 5.4 | Other (provide details) | - | - |
| 5.5 | Cash and cash equivalents at end of quarter (should equal item 4.6 above) | 526 | 1,058 |

| 6. | Payments to related parties of the entity and their associates | Current quarter \$A'000 |
|---|---|----------------------------|
| 6.1 | Aggregate amount of payments to related parties and their associates included in item 1 | 129 ¹ |
| 6.2 | Aggregate amount of payments to related parties and their associates included in item 2 | - |
| <i>Note: if any amounts are shown in items 6.1 or 6.2, your quarterly activity report must include a description of, and an explanation for, such payments.</i> | | |

¹ Payments totalling \$113,000 were made to directors for fees and superannuation on fees.

Payments totalling \$16,000 were made to Murcia Pestell Hillard Pty Ltd, a company related to Mr. Grant Pestell, for the provision of legal services.

| | | | |
|-----------|--|---|--|
| 7. | Financing facilities <i>Note: the term "facility" includes all forms of financing arrangements available to the entity.</i> <i>Add notes as necessary for an understanding of the sources of finance available to the entity.</i> | Total facility amount at quarter end \$A'000 | Amount drawn at quarter end \$A'000 |
| 7.1 | Loan facilities | 200 | - |
| 7.2 | Credit standby arrangements | 50 | - |
| 7.3 | Other (please specify) | - | - |
| 7.4 | Total financing facilities | 250 | - |
| 7.5 | Unused financing facilities available at quarter end | | 250 |
| 7.6 | <p>Include in the box below a description of each facility above, including the lender, interest rate, maturity date and whether it is secured or unsecured. If any additional financing facilities have been entered into or are proposed to be entered into after quarter end, include a note providing details of those facilities as well.</p> <p>Unsecured Loan Agreement for a line of credit of \$200,000, with Director Bryan Carr to be drawn down for sale of productions into China. Interest is calculated at 10% per annum on loan amount drawn down, payable in arrears. Repayment per transaction, typically 90 days terms for repayment to be agreed between lender and Borrower on a case by case basis.</p> <p>Business Overdraft Facility of \$49,999 with Australia and New Zealand Banking Group Limited (ANZ) at an interest rate of 10.45%. The facility is unsecured and has no fixed maturity date.</p> | | |

| | | |
|--|---|----------------|
| 8. | Estimated cash available for future operating activities | \$A'000 |
| 8.1 | Net cash from / (used in) operating activities (item 1.9) | (786) |
| 8.2 | Cash and cash equivalents at quarter end (item 4.6) | 526 |
| 8.3 | Unused finance facilities available at quarter end (item 7.5) | 250 |
| 8.4 | Total available funding (item 8.2 + item 8.3) | 776 |
| 8.5 | Estimated quarters of funding available (item 8.4 divided by item 8.1) | 0.99 |
| <i>Note: if the entity has reported positive net operating cash flows in item 1.9, answer item 8.5 as "N/A". Otherwise, a figure for the estimated quarters of funding available must be included in item 8.5.</i> | | |
| 8.6 | <p>If item 8.5 is less than 2 quarters, please provide answers to the following questions:</p> <p>8.6.1 Does the entity expect that it will continue to have the current level of net operating cash flows for the time being and, if not, why not?</p> <p>Answer: No. The net operating cashflow for the quarter had a higher outflow for:</p> <ul style="list-style-type: none"> product, manufacturing and operations costs which are attributable to the global expansion of RLG Marketplace and the build and launch of new online stores in the UK. This investment is expected to realise future benefits for the Company with the sales generated by these platforms expected to self-fund ongoing inventory purchases for future sales. Development and production of product borne in this Quarter, is expected to deliver cash receipts in the following Quarters; and development and launch costs in support of the new stores which were incurred upfront across these platforms. | |

8.6.2 Has the entity taken any steps, or does it propose to take any steps, to raise further cash to fund its operations and, if so, what are those steps and how likely does it believe that they will be successful?

Answer: No. The Company expects to generate future free cashflow from the sale of products produced in this Quarter. Also as announced to the market on 11 July 2025, RLG entered into a Binding Term Sheet to sell the Company's wholly owned Australian digital marketing subsidiary company, CHOOSE Digital Pty Ltd. Completion of the transaction occurred in July 2025 and RLG has received the upfront consideration of \$200,000 with a further \$156,500 due in Q2 FY2026 .

8.6.3 Does the entity expect to be able to continue its operations and to meet its business objectives and, if so, on what basis?

Answer: Yes, on the basis explained above in sections 8.6.1 and 8.6.2.

Note: where item 8.5 is less than 2 quarters, all of questions 8.6.1, 8.6.2 and 8.6.3 above must be answered.

Compliance statement

- 1 This statement has been prepared in accordance with accounting standards and policies which comply with Listing Rule 19.11A.
- 2 This statement gives a true and fair view of the matters disclosed.

Date: 31 July 2025

Authorised by: The Board of RooLife Group Ltd

Notes

1. This quarterly cash flow report and the accompanying activity report provide a basis for informing the market about the entity's activities for the past quarter, how they have been financed and the effect this has had on its cash position. An entity that wishes to disclose additional information over and above the minimum required under the Listing Rules is encouraged to do so.
2. If this quarterly cash flow report has been prepared in accordance with Australian Accounting Standards, the definitions in, and provisions of, *AASB 107: Statement of Cash Flows* apply to this report. If this quarterly cash flow report has been prepared in accordance with other accounting standards agreed by ASX pursuant to Listing Rule 19.11A, the corresponding equivalent standard applies to this report.
3. Dividends received may be classified either as cash flows from operating activities or cash flows from investing activities, depending on the accounting policy of the entity.
4. If this report has been authorised for release to the market by your board of directors, you can insert here: "By the board". If it has been authorised for release to the market by a committee of your board of directors, you can insert here: "By the [name of board committee – eg Audit and Risk Committee]". If it has been authorised for release to the market by a disclosure committee, you can insert here: "By the Disclosure Committee".
5. If this report has been authorised for release to the market by your board of directors and you wish to hold yourself out as complying with recommendation 4.2 of the ASX Corporate Governance Council's *Corporate Governance Principles and Recommendations*, the board should have received a declaration from its CEO and CFO that, in their opinion, the financial records of the entity have been properly maintained, that this report complies with the appropriate accounting standards and gives a true and fair view of the cash flows of the entity, and that their opinion has been formed on the basis of a sound system of risk management and internal control which is operating effectively.