



17 August 2020

## Appointment of cross border eCommerce service provider for China

Blis Technologies Limited (NZX:BLT) (Blis) has finalised an agreement with ASX-listed Roolife Group Ltd (ASX:RLG) (Roolife) to deliver marketing and online sales support for the BLIS PROBIOTICS™ product range in China. Roolife will provide digital marketing, eCommerce operations and logistics support in China and will implement the launch of BLIS PROBIOTICS™ on Alibaba's Tmall and Alipay platforms.

Blis Technologies CEO Brian Watson commented "Ramping up our China cross border eCommerce (CBEC) activities is a key initiative for us this financial year and we are pleased to have found a partner that has extensive expertise in launching foreign brands via eCommerce to Chinese consumers. To date we have been building an early presence for the brand supporting Daigou sales and developing a social media presence for the product portfolio. Roolife will be able to build on this and accelerate our CBEC sales."

RooLife Managing Director, Bryan Carr commented, "We are delighted to be partnering with Blis Technologies to manage their market entry into the China eCommerce channel. As the leader in oral probiotics research and development and being the number one selling product in the throat lozenge category in New Zealand Pharmacies, Blis Technologies is established and proven in the New Zealand market and so primed for growth and expansion in China. Health and well-being is increasingly important to everyone globally and Chinese online shoppers are actively seeking health and well-being products from countries such as New Zealand."

As a key deliverable for the partnership Blis will work with RooLife to establish an Alibaba Tmall Flagship store for BLIS PROBIOTICS™ branded products allowing direct sales to Chinese consumers within this established eCommerce platform.

**Ends**

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### ***About Blis Technologies Ltd***

*Delivering proven health benefits through evidence-based, advanced probiotics*

Blis Technologies is an NZX-listed manufacturer of advanced probiotic strains that go beyond the gut. Combining innovation with evidence-based research and the highest quality production controls enables the delivery of probiotic solutions for specific health targets including throat health, halitosis (bad breath), immune support and teeth and gum health. BLIS products are sold throughout New Zealand and in Australia, Asia, Europe and the USA. More information about Blis Technologies Ltd can be found at [www.blis.co.nz](http://www.blis.co.nz).

### **About RooLife Group Ltd (ASX:RLG)**

[www.roolifegroup.com.au](http://www.roolifegroup.com.au)

The RooLife Group of companies provides fully integrated digital marketing and customer acquisition services focusing on driving online sales of products and services for its clients. Powered by the Group's hyper personalisation and profiling Artificial Intelligence System, RooLife provides personalised real-time, targeted marketing. With a key focus on driving sales in Australia and China the company's online e-Commerce marketplace assists businesses to sell directly to Chinese consumers and accept payment via the WeChat and Alipay mobile payments platforms. RooLife's key positioning is about knowing and remaining connected with Chinese consumers, allowing brands to continually sell products to Chinese consumers based on their profiles and purchasing behaviours.