Disclosure of beginning to have substantial holding

Section 276, Financial Markets Conduct Act 2013

To NZX Limited
and
To Me Today Limited

Date this disclosure made: 17 November 2025

Date on which substantial holding began: 30 October 2025

Substantial product holder giving disclosure
Full name: M&N Kerr Holdings Limited (**MKH**)

Summary of substantial holding
Class of quoted voting products: Ordinary shares (**MEE**)

Summary for M&N Kerr Holdings Limited

For this disclosure,—

(a) total number held in class: 8,310,031

(b) total in class: 94,522,306

(c) total percentage held in class: 8.792%

Details of relevant interests
Details for M&N Kerr Holdings Limited

Nature of relevant interest: Registered holder and beneficial owner

For that relevant interest,—

(a) number held in class: 1,727,170

(b) percentage held in class: 1.827%

(c) current registered holder(s): M&N Kerr Holdings Limited

(d) registered holder(s) once transfers are registered: N/A

Nature of relevant interest: Grantee under call option granted by Grant Keith Baker, Donna Jean Baker & Baker Investment MM Trustee Limited as trustees of the Baker Investment Trust No 2 (**BIT**)

For that relevant interest,—

(a) number held in class: 4,486,056

(b) percentage held in class: 4.746%

(c) current registered holder(s): Grant Keith Baker, Donna Jean Baker & Baker Investment MM Trustee Limited

(d) registered holder(s) once transfers are registered: M&N Kerr Holdings Limited

Nature of relevant interest: Grantee under call option granted by Stephen John Sinclair, Jacqueline Margaret Sinclair and Roger Frederick Wallis as the trustees of the Sinclair Investment Trust (**SIT**)

For that relevant interest,—

(a) number held in class: 2,096,805

(b) percentage held in class: 2.218%

(c) current registered holder(s): Stephen John Sinclair, Jacqueline Margaret Sinclair and Roger Frederick Wallis

(d) registered holder(s) once transfers are registered: M&N Kerr Holdings Limited

Details of transactions and events giving rise to substantial holding
Details of the transactions or other events requiring disclosure: As described in the MEE notice of meeting released to the market on 10 October 2025, MKH currently holds and controls 1.827% of the shares in MEE. Following allotments made in MEE's bonus issue of warrants on 10 November 2025, MKH holds 863,585 Series 1 Warrants (**MEEWA**) and 863,585 Series 2 Warrants (**MEEWB**).

On or about 10 October 2025:

- the trustees of BIT agreed to grant call options to MKH giving MKH the right (but not an obligation) to acquire up to 4,486,056 shares from BIT for nil payment; and.
- the trustees of SIT agreed to grant call options to MKH giving MKH the right (but not an obligation) to acquire up to 2,096,805 shares from BIT for nil payment,

(together, the **MKH Call Option Grant)**

The MKH Call Option Grant vests in three equal tranches on 30 November 2025, 30 November 2026 and 30 November 2027, subject to Michael Kerr continuing to be employed by Me Today. The call options will expire if not exercised by 30 November 2030.

In addition, on or about 10 October 2025:

- the trustees of BIT agreed to grant call options to MKH giving MKH rights (but not an obligation) to acquire up 2,243,028 MEEWA and up to 2,243,028 MEEWB held by BIT, during the relevant warrant exercise periods, subject to Michael Kerr continuing to be employed by Me Today.
- the trustees of SIT agreed to grant call options to MKH giving MKH rights (but not an obligation) to acquire up 1,048,402 MEEWA and up to 1,048,402 MEEWB held by SIT, during the relevant warrant exercise periods, subject to Michael Kerr continuing to be employed by Me Today.

If MKH exercises warrants, MKH would need to pay MEE the exercise price of $0.06 per share at the time of exercise.

Additional information
Address of substantial product holder: 27a Tawa Road, Onehunga, Auckland, 1061

Contact details: Michael Kerr, +64 21 836 451, michael@metoday.com

Name of any other person believed to have given, or believed to be required to give, a disclosure under the Financial Markets Conduct Act 2013 in relation to the financial products to which this disclosure relates: The trustees of BIT and the trustees of SIT

Disclosure has effect for purposes of directors' and senior managers' disclosure
Michael Kerr is also a director of Me Today Limited. This disclosure also constitutes disclosure for the purposes of the directors' and senior managers' disclosure obligations.

Certification
I, Roger Wallis, Solicitor, certify that, to the best of my knowledge and belief, the information contained in this disclosure is correct and that I am duly authorised to make this disclosure by all persons for whom it is made.