Me Today ASM – Thursday 30 October 2025 from 10.30 am via MS Teams

Script

Slide 1 - Title

Good morning, everyone. Welcome to the 2025 Me Today Annual Shareholders' Meeting being held online.

My name is Grant Baker. I am the Chair of the Me Today Board.

A few housekeeping matters before we begin.

Slide 2 – Voting

To effectively manage this online meeting, we have all participations on mute. If you have any questions during the meeting, please email vote@metoday.com. We have also enabled the Q&A function within the Teams meeting so you can ask a question in writing through Teams.

The purpose of today's meeting is to vote on six resolutions, four which relate to the capital raise and the other two relate to the re-election of Roger Gower and authorizing the board to set the fees for our auditors, BDO.

Voting on each resolution is being conducted by poll. All six resolutions are ordinary resolutions and may therefore be passed by a simple majority of votes of shareholders voting in person or by proxy.

Prior to the meeting we had received proxies relating to **x,xxx,xxx** shares which represents **xx%** of the shares on issue. All directed proxies will be automatically counted.

The directors and their associated persons cannot vote on resolution one. The Sinclair, Baker and Kerr interests cannot vote on resolutions two to four. All directors and their associates can vote on resolutions five and six.

Slide 3 - Board of Directors

I would like to introduce my fellow directors – online is Antony Vriens. In the room with me are Hannah Barret and Roger Gower. Also present is CEO and director Stephen Sinclair, and Founder and director Michael Kerr.

In attendance online today are the company's auditors, BDO, and legal advisors Chapman Tripp. Thank you to these firms that provide valuable services to Me Today.

Slide 4 - Meeting Agenda

I propose to take the notice of meeting and the Armillary Independent Adviser Report as read. A quorum is present and therefore I declare the meeting open.

Stephen Sinclair and Michael Kerr will provide you with a business update and an overview of the Me Today product range including new products recently added to our range.

Following this update, we will answer any questions that have been e-mailed to vote@metoday.com or any questions that have been asked through the Teams meeting Q&A.

Slide 5 – Independent Director recommendation on resolutions

As noted in the Notice of Meeting, the independent directors, Roger Gower, Antony Vriens and Hannah Barrett unanimously recommend that shareholders approve all resolutions.

The independent directors' reasons for recommending approval of the Resolutions are that they consider the capital raise and the other matters covered by the Resolutions to be in the best interests of the Company and shareholders.

The practical impact if Resolutions 1 to 4 are not passed is that the Company would not be in the financial position to pursue the growth opportunities planned and would need to make significant changes to the business model.

As founders of the Me Today business, Stephen, Michael and I continue to believe in the strength of the Me Today brand. The King Honey business has been a distraction, however through the period of uncertainty the Me Today brand has continued to grow. We remain committed to growing the brand and believe in the opportunity ahead. Our decision to support the capital raise represents our commitment to the brand.

Through the capital raise structure all shareholders have the same opportunity to acquire further shares, so you are not diluted should you decide that further investment in Me Today is something you want to do having regard to your own personal circumstances and tolerance for risk.

Slide 6 – King Honey

On 27 July 2025 a decision was made by the directors of subsidiaries, King Honey Holdings Limited and King Honey Limited to request that the Bank of New Zealand appoint receivers and managers over its respective assets.

Me Today has previously communicated the tough market operating conditions within the manuka honey sector. Trading conditions within the industry had continued to be challenging and without a successful sale of the King Honey business the decision was taken to appoint receivers and liquidators.

The King Honey business is “ring fenced” from the Me Today group. In early 2024 when the group raised new capital, an agreement was made with the group lenders to remove Me Today from the King Honey debt security group.

Me Today supports the decision of the King Honey boards and while it is not the preferred outcome the decision to have receivers appointed to King Honey will ultimately have a positive impact on the balance sheet and trading of Me Today.

I would now like to hand over to Stephen Sinclair.

Thanks Grant.

Slide 7 – SS Agenda

In this section I will discuss the following.

- The Capital Raise.
- The use of the capital raise funds.
- The capital raise timetable.
- Full year Results overview for the Me Today brand
- The medium-term strategy for Me Today.

I will then hand over to Michael to discuss the brand and product development strategies in further detail.

Slide 8– Summary of the Capital Raise

Me Today Limited is seeking shareholder approval today to raise up to $2.59m in new capital supported by a commitment of $1.5m from Trusts associated with myself and Grant Baker.

The offer structure is a non-renounceable one for one rights issue-based on shares held on the record date. Non-renounceable means rights cannot be traded. The rights issue price is 6 cents per share.

Alongside the Rights offer are a Series 1 and Series 2 Warrant bonus issue. Shareholders will be entitled to receive each series of Warrant on the basis of one Warrant for every two shares held, with the entitlements determined after shares are issued in the rights issue. The Warrants will be exercisable at 6 cents per share at the discretion of the holder in October 2026 for the Series one Warrants and October 2027 for Series two Warrants.

The Warrants, if fully exercised, would provide additional capital of $3m for each series of Warrant which would provide the business the funding needed to further invest in the brand and to expand further internationally as the business case requires. This capital structure provides the business with certainty when making strategic decisions to create additional growth.

Slide 9 – Use of Capital Raise Funds

The capital raised through the rights issue will be used for the following purposes.

- To enable continued investment in the Me Today brand.
- To take advantage of sales and brand opportunities in New Zealand and International markets.
- To invest in research and new product development.
- To fund the working capital needs of the Me Today brand.

Slide 10 – Offer Timetable

The key dates relating to the rights issue are set out on the slide.

- Closing date of the rights issue **– 5pm on 31 October, tomorrow.**
- New Shares issued – **6 November.**
- Issue of Warrants: **10 November.**

Slide 11 - Me Today Brand Performance in FY25

In FY25 the Me Today brand and agency business recorded gross revenue before marketing costs of $5.86m which is growth of 44% on FY24.

The net loss for the brand and agency business was $1.21m, which is an improvement of 21% on the loss of $1.53m in FY24.

In addition to the brand and agency business the Group incurred head office and listed company costs of $1.15m for FY25 which was down 9% on costs of $1.25m in FY24. The total loss including these costs but excluding King Honey was $2.37m which was a reduction on the loss in FY24 of $2.79m.

As the business continues to invest in brand it will be loss making, the current strategy continues to drive top line growth whilst considering the pathway to profitability. As revenue grows trading losses will continue to reduce.

Slide 12 – Me Today Strategy

The strategy for Me Today is to focus on growth through.

- Continuing to gain market share in the New Zealand.
- Maximizing and leveraging the new China licensing arrangement.
- Developing existing international opportunities in the US, Japan, the UAE and Ireland.
- Investing in the brand through innovative marketing campaigns aligned with our consumer.
- Bringing new products to market.

Slide 13 - New Zealand

The retail footprint in New Zealand is well established. The Me Today brand is listed in some of New Zealand's largest retailers such as, Chemist Warehouse, Woolworths, Unichem & Life Pharmacies, Bargain Chemist, Independent Pharmacies and Health 2000 stores. Me Today is also available online at trusted sites, such as: Health Post, Pharmacy Direct and at www.metoday.com.

The New Zealand market continues to grow with the expanded shelf presence gained in October 2024 creating a lift in sales within NZ pharmacy and grocery during FY25. Our scan data in New Zealand has doubled in the 12 months to 15 October 2025 on the previous 12-month period. The brand is looking to further increase shelf space in 2026 and through this and the addition of new products we are confident of continued brand growth through 2026. All of our retail partnerships remain important as a larger footprint in store will help to drive brand growth.

Slide 14 - China

In China the partnership with the Nutrition Family Company continues to expand.

The agreements provide for payment of a licensing fee over a 10-year period to Me Today based on revenue earned in greater China by the licensor. The agreements also allow for the licensor to progressively own up to 50% of the greater China trademark should they achieve certain revenue targets.

During FY25 our partner achieved revenue targets contained within the commercial agreements and gave notice to acquire a 20% ownership in the Me Today China trademark per those agreements. We expect to receive a further notice prior to the end of the calendar year based on sales currently being achieved in the Chinese market.

The focus in China includes promoting Me Today across the Chinese TikTok platform, Douyin and now expanding further into other online platforms and direct to consumer sales models.

Next week Michael and I travel to China to take part in the China International Import Expo. Me Today has an exhibition at CIIE and is included as part of the Taste New Zealand pavilion. CIIE attracts thousands of exhibitors and hundreds of thousand of buyers from within China and around the world.

The Me Today brand now has offices in Hangzhou and in Guangzhou which are set up and operated by our China Partner.

The license fee payable to Me Today was set as a fixed fee in year one and for year two onwards it is calculated as a percentage of revenue. The first license year finished on 31 March 2025, with total license fee revenue of $445,000.

We expect the 30 June 2026 license fee to be higher given that it is based on a percentage of revenue.

Slide 15 - Other Markets.

Outside New Zealand and China, Me Today is focusing on opportunities it has in the USA, Japan, UAE and Ireland. We have established partnerships in these markets and will continue to invest in the brand alongside those partners.

The USA market continues to grow with a focus on both offline and online channels. We have secured an online presence in the USA and continue to build on the strategy for growth in that channel. The offline business in the USA is Manuka honey focused with partnerships in the grocery and consumer retail channels.

In Japan we have an established partner in the Me Today brand across Manuka honey, Skincare and Supplements. We have been building the sales channel with our

Japanese partner and trialing new format opportunities. Our partner has secured an opportunity to list Me Today in a large retail chain. We shipped products for this opportunity in March 2025. Michael will be in Japan next month reviewing progress directly with our partner.

I would now like to hand over to Michael to discuss the brand and our product in further detail.

Michael - Slide 16 – Me Today Brand

Alongside the market expansion the brand continues to focus on growing its presence through above-the-line marketing activity and investment in new product development. FY25 has seen the continuation of an increase in marketing presence through radio and outdoor advertising together with investment online through social media and other online channels.

In conjunction with an external creative, we have further evolved our brand imagery to enhance our look as a premium mainstream brand. The imagery as you can see is young and vibrant. As well as this we have updated the way we talk to the Me Today consumer as we now understand more about who buys me today and why. We continue to promote Me Today across multiple media including an always on approach across social media, radio, bus backs and billboards. Me Today offers something different to both retailers and consumers, we believe this to be a fresh, clean, modern and fashionable brand - all within the health space!

The brand is now known for its efficacious products that are fresh and cleanly designed with products from complementary categories that are made with the environment in mind. The brand is from New Zealand and proud to be.

Slide 17 – Me Today Product and NPD

As you know Me Today is now firmly in the Supplement, Skincare and Manuka Honey categories. Since launching Me Today we have certainly evolved the product range to be comprehensive, however, we still have room to grow. In the next slides we show our range across the three categories. In the Supplement range we have more than 30 products, including our core Complex and High Dose ranges which make up much of the range. These products cater to everyday health needs across Women's Health, Beauty, Men's Health, Mind, Immune & Energy, Gut, Body and Sleep.

Slide 18 – Me Today 120's

Development of the range continued with the launch of larger pack sizes of some of our core Complex and High Dose supplements. This range was introduced due to consumer demand for more value and convenience, both of which these pack sizes offer. Whilst these are not necessarily true new product development, they have already proven to be important to the overall sales mix and offer and already add strong value to the developed Complex and High Dose ranges Me Today offers.

Slide 19 – Me Today Complex+ Range

Consumers now have more information than ever at their fingertips; they are easily able to carry out their own research and are much better informed to make self-select health purchases. Because of this we wanted to ensure that Me Today continues to build on its solid offering with another tier of solution-based supplements that are formulated to satisfy specific health needs using patented or trending & traditional ingredients. Out of this came a range of Me Today Complex+ supplements that satisfy consumers' needs across sleep, stress, immunity, anti-aging, gut health, joint health and metabolism support. This is truly another level of supplement health from Me Today.

Slide 20 – Me Today Skincare Range

Me Today's skincare range has also evolved to include beautifully packaged, highly natural, efficacious skincare. We offer three skincare platforms. The first platform is our Me Today Multivitamin range of skincare that is perfect for everyday cleansing, toning and moisturizing. We also offer an advanced range of collagen boosting skincare that is formulated using ingredients such as Pentavitin and Sepilift. On top of this we have a comprehensive range of targeted Me Today serums including products such as our Me Today AHA Leave-on Exfoliant Serum and our Me Today All Over Glow C Serum.

Slide 21 – Me Today Manuka Honey Range

As part of this comprehensive wellness offer we believe Manuka honey is a powerhouse ingredient and a good addition to the Me Today range. We have said it before and we all know that Manuka Honey is unique to New Zealand and offers many health benefits and properties such as being antibacterial, anti-inflammatory as well as having antioxidant properties. For these reasons we now offer a full Me Today range of Manuka honey products from Manuka blends through to UMF25+ rated products as well as this we also offer Me Today UMF13+ rated Manuka Honey lozenges.

Slide 22 – Me Today Honey Blends

We have also spoken before about Manuka honey infused products to help better target specific wellness needs. Through this we have developed Me Today Super honey which is infused into three products for different daily need states. Me Today Gently Ginger, Zesty Lemon and Dreamy Chamomile are all available in 250g jars as well as convenient on the go snap packs.

Slide 23 – Me Today Latest New Products Developments

The desire to grow the portfolio and to satisfy consumer demand and interest doesn’t stop! In April 2025, we launched Me Today Shilajit and Me Today Irish Sea Moss both of which already rank in our top ten products. In October 2025 we have just seen the launch of Me Today Ashwagandha on the go spray and Me Today Shilajit Resin (which we believe to be the purest form of Himalayan Shilajit resin available in pharmacy in New Zealand). We have also just launched into a new segment with Me Today Adults and Children’s Potent Liquid Herbals. This range is only just landing on shelf late October however, the interest from retailers and consumers has already been very encouraging.

Slide 24 – CY26 H1 New Product Launches

2026 is looking to be a strong year for Me Today as we continue to build momentum.

The focus on new product development remains with several new products under development for launch. As mentioned, the brand recognizes the importance of a product-lead strategy with the consumer now more than ever looking for new, efficacious and trending ingredients, which provide a unique point of difference.

Me Today is in the process of developing a new range in a new category that will complement the overall offer whilst offering the core Me Today consumer a solution that they absolutely need.

Thanks for allowing me to give you some insight into the Me Today brand and product development initiatives. I will now hand back to Grant to continue with the meeting.

Slide 25 – Back to Grant

Thanks Michael

As can be seen from the updates provided there is a lot of opportunity for the brand in New Zealand and International markets. As a board we are committed to the growth of the Me Today brand and this will be our sole focus.

We will now answer any questions that have been raised through vote@metoday.com or in the Q & A facility on MS Teams.

Steve, are there any questions ?

Slide 26 - Resolutions

I would now like to move to the formal resolutions. These were notified in the Notice of Meeting.

Voting on each of the resolutions will be by a poll.

For anyone still wishing to vote, please email vote@metoday.com before the meeting closes by providing your full name and shareholder number and stating how you wish to vote for each resolution.

Only shareholders, proxy holders or corporate representatives of a shareholder may vote on today's resolutions.

I am taking the full text of each resolution as read. I will ask for any questions on each resolution, and then formally move the resolution.

Resolution 1- Issue of Rights and Warrants.

The first resolution relates to the Issue of Rights and Warrants.

Are there any questions?

I now move this resolution.

Please now vote on the resolution, if you haven't already.

Thank you.

Resolution 2 – BIT and SIT subscriptions

The next resolution relates to the firm commitments of $1.5m from the Baker and Sinclair Trusts.

Are there any questions?

I now move this resolution.

Please now vote on the resolution, if you haven't already.

Thank you.

Resolution 3 – Issue of Shares to Baker, Sinclair and Kerr interests on any exercise of Warrants.

The next resolution relates to the issue of shares to the Baker, Sinclair and Kerr interests should they exercise Warrants.

Are there any questions?

I now move this resolution.

Please now vote on the resolution, if you haven’t already.

Thank you.

Resolution 4 – Transfer of Shares from the Baker and Sinclair Interests to Kerr.

The next resolution relates to the potential transfer of shares from the Baker and Sinclair Trusts to Kerr.

Are there any questions?

I now move this resolution.

Please now vote on the resolution, if you haven’t already.

Thank you.

Resolution 5 – Re-election of Roger Gower

The next resolution relates to the Re-election of Roger Gower as director.

I will ask Roger Gower to briefly comment on this resolution.

[*Roger to provide brief comments*]

Are there any questions?

I now move this resolution.

Please now vote on the resolution, if you haven’t already.

Thank you.

Resolution 6 – Authorization to set fees of Auditors.

The next resolution relates to the fees of the company Auditors BDO.

Are there any questions?

I now move this resolution.

Please now vote on the resolution, if you haven’t already.

Thank you.

Slide 27 – Voting

As mentioned earlier, any votes for those that have not done so yet or lodged directed proxies can be made by emailing vote@metoday.com.

Please indicate whether your vote is “FOR”, “AGAINST”, or “ABSTAIN for each of the resolutions put forward today.

We will pause the meeting for 1 minute to allow time for any further questions and votes to come in & for them to be verified.

Again, if you have any questions, please email vote@metoday.com.

(pause)

Thank you for your patience.

Any further votes will now be verified and processed.

The results of today’s meeting will then be announced to NZX as soon as possible.

Slide 28- Other Business and Close of Meeting

That concludes the formal part of the meeting.

Thank you for your attendance Online today. I now declare the meeting closed.

End of Meeting