

Annual General Meeting

ME TODAY LTD

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Voting & Questions

- **Voting:**
 - Vote before meeting close by emailing vote@metoday.com
- **Questions:**
 - If you have any questions, please email vote@metoday.com or ask a question in writing through the Team Q&A.
- Proxies of XXXXXXXX appointed, representing XX% of total shares

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Me Today Ltd Board Members



Grant Baker
NON-EXECUTIVE CHAIRMAN

Appointed to the Board, March 2020

Grant Baker has wide experience at a senior level in both public and private New Zealand companies. He is currently the chairman of Turners Automotive Group, a position he has held for more than 10 years. He was a cofounder of The Business Bakery and has several successes under his belt, including being chairman of both 42 Below vodka and Trilogy International. 42 Below was sold to Bacardi in 2006, and Trilogy was sold to CITIC Group. Grant is also a cancer survivor and has a strong interest in the health and wellbeing sector. Until recently he was the chairman of The Gut Cancer Foundation, a position he has held for more than 10 years.

Grant is not considered to be an independent director under the NZX Listing Rules as MTL Securities Limited, a company in which he is a director, is a substantial product holder of Me Today. Also, interests associated with Grant have an ownership interest in MTL Securities Limited.



Michael Kerr
FOUNDER & EXECUTIVE DIRECTOR

Appointed to the Board, March 2020

Michael holds a Bachelor of Commerce degree, majoring in marketing and management, from the University of Auckland. Michael has worked in sales and marketing roles for several local and multinational businesses. More recently he was responsible for establishing the Swisse brand in New Zealand across multiple retail channels, and was the general manager of the skincare brand Trilogy. Michaels' career spans 20 years, in which time he has developed a wealth of knowledge both locally and internationally of how to create and grow brands in the Health and Wellness space.

Michael is not considered to be an independent director under the NZX Listing Rules as MTL Securities Limited, a company in which he is a director, and a substantial product holder of Me Today. Interests associated with Michael have an ownership interest in MTL Securities Limited.



Stephen Sinclair
CHIEF EXECUTIVE OFFICER & EXECUTIVE DIRECTOR

Appointed to the Board, March 2020

Stephen is a Chartered Accountant, and spent the early part of his career with PriceWaterhouseCoopers. In 1999 he started working with Grant Baker and since has been involved with numerous successful startups, including 42 Below, Ecoya and Trilogy, and was involved in the recapitalization of Dorchester Pacific which is now the Turners Automotive Group.

Stephen is not considered to be an independent direction under the NZX Listing Rules as he is the Chief Executive officer and director of MTL Securities Limited, and is a substantial product holder of Me Today. Interests associated with Stephen have an ownership interest in MTL Securities Limited. Stephen also provides consulting services to Me Today.



Antony Vriens
INDEPENDENT DIRECTOR

Appointed to the Board, March 2020

Antony is a seasoned executive with a career in health and financial services corporations across New Zealand, Australia and Asia. He is currently an Independent Director of the Turners Automotive Group, and is the Chairman of Autosure Insurance Limited (Turners' insurance subsidiary). Antony is Chairman of the Gut Cancer Foundation and involved in development of cancer support programmes. Antony is a medical doctor by background and brings a strong interest in wellness and nutrition, which is supported by his medical training. Antony is currently involved in developing wellness and disease prevention programmes across Australia and New Zealand. In addition to his medical degree, Antony holds an MBA from the University of Auckland, with a background in international business and innovation.



Hannah Barrett
INDEPENDENT DIRECTOR

Appointed to the Board, March 2020

Hannah has a Bachelor of Commerce degree, majoring in commercial law and accounting, from Victoria University and is a qualified Chartered Accountant. Hannah spent three years working at PriceWaterhouseCoopers in the Financial Advisory team working on assignments for global companies as well as New Zealand based businesses and individuals. Hannah also runs her own business specializing in digital consulting and marketing. Hannah supports a number of charities and is an ambassador for Sweet Louise.



Roger Gower
INDEPENDENT DIRECTOR

Appointed to the Board, July 2008

Roger has wide experience as a company executive, director and Chairman in both public and private companies. He is currently Chairman of PrimePort Timaru Limited, IntoWork New Zealand Limited and WasteCo Group Limited. Roger had a corporate career in logistics and transportation; he has a BCom from the University of Auckland, an MBA from Massey University and an MPhil from the University of Cambridge.

Meeting Agenda

KEY TOPICS OF PRESENTATION

- Summary of the Capital Raise – *Stephen Sinclair*
- Business Overview – *Stephen Sinclair*
- Brand & Product – *Michael Kerr*
- Questions
- Resolutions & Voting
- Any Other Business



Independent Director Recommendations on Resolutions

- Resolution 1 – Issue of Rights and Warrants
- Resolution 2 – Baker and Sinclair Trust Subscription
- Resolution 3 – Approve the allotment of shares to Baker, Sinclair and Kerr should they exercise warrants.
- Resolution 4 – Approve the transfer of Shares from the Baker and Sinclair Interests to Kerr.
- Resolution 5 – Re-election of Roger Gower as a Director
- Resolution 6 – Authorisation to set the fees of the Auditors

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King Honey

- Decision made on 27 July 2025 to place King Honey into receivership.
- Manuka Honey industry remains subject to difficult trading conditions.
- King Honey ring fenced from the Me Today Group.
- Decision has a positive impact on the balance sheet and trading of Me Today.

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Restructuring & Capital Raise

- The Capital Raise
- Use of the capital raise funds
- Capital Raise timetable
- Me Today brand result to 30 June 2024
- Business Overview

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Summary of Capital Raise

Offer size	Up to NZ\$2.59 million if the rights offer is fully subscribed, plus the ability to take oversubscriptions.
Offer structure	• A pro-rata non-renounceable rights issue on a one for one basis in respect to existing shares held on the Record Date at 6 cents per share. • Series 1 and Series 2 Warrants both issued on the basis of one warrant for every two shares held. • The Warrants are exercisable at 6 cents per share in the period from 1 October 2026 to 31 October 2026 (Series 1) and 1 October 2027 to 31 October 2027 (Series 2).
Shareholder support	Interests associated with Grant Baker and Stephen Sinclair have agreed to subscribe for \$1.5m of the new capital.

Use of Capital Raise Funds

CASH RAISED WILL BE USED 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 working capital for the Me Today brand

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Timetable

Event	Date
Opening date and mailing/e-mailing of the offer document.	Made on 20 October 2025
Closing Date for Rights Issue	31 October 2025
Allotment, Issue and Quotation of New Shares	6 November 2025
Warrant Record Date	5pm on 7 November 2025
Allotment and Issue of Warrants	10 November 2025
Quotation of Warrants (dates that they become tradeable)	10 November 2025
Statements dispatched for new shares and warrants	10 November 2025
Series 1 Warrants exercise period	1 October 2026 to 31 October 2026
Series 2 Warrants exercise period	1 October 2027 to 31 October 2027

Full Year FY 25 Brand Performance

- The result includes the twelve months trading of the Me Today brand, and agency business.
- Gross Revenue \$5.86m, net revenue \$4.80m and an operating EBITDA loss \$1.21m
- Listed and Head Office costs were \$930k
- Interest and Depreciation \$221k
- Net Loss attributed to the Me Today brand and Agency business \$2.37m

	12 months ended 30 June 2025 (audited) NZ\$000	12 months ended 30 June 2024 (audited) NZ\$000
Revenue		
Agency Revenue	511	649
China Licence Revenue	445	175
Brand Product Revenue	4,889	3,250
Gross Revenue	5,845	4,074
Less marketing services provided by customers	(1,048)	(1,094)
Revenue	4,797	2,980
Changes in inventories of finished goods and work in progress	(2,897)	(1,592)
Gross Profit	1,900	1,388
less Total Expenses	(3,111)	(2,917)
Operating EBITDA	(1,211)	(1,529)
Head Office Expense	(930)	(1,106)
EBITDA	(2,141)	(2,635)
Depreciation and amortisation	(101)	(105)
Finance income / (Expense)	(125)	(45)
	(226)	(150)
Me Today Brand & Agency Contribution	(2,367)	(2,785)
* Excludes the impact of the discontinued King Honey operation		

Overview – Me Today

KEY STRATEGIES

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

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Me Today New Zealand

BUILD THE BRAND AT HOME

- Expanded footprint in New Zealand to include some of New Zealand's largest retailers
- Also available online at trusted sites, such as: Health Post, Pharmacy Direct and at www.metoday.com
- Continual investment in retailer marketing to enable expanded presence on shelf.
- Doubled scan data sales in the twelve months ended 15 October 2025 on the previous twelve month period.



Me Today China

- License agreement with large Chinese nutrition company
 - 10-year period with licence fees payable
 - Allow for licensor to progressively own up to 50% of the greater China trademark should they meet revenue targets
- Chinese partner now owns 20% of the brand with expectation that ownership will increase prior to the end of the 2025 calendar year
- Licence fees to increase in FY26
- Large presence at CIIE

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Me Today Other Markets

STRATEGIC OPPORTUNITIES TO GROW

- USA continues to grow through a presence Online and in the Offline channel in partnership with a large US grocer and in consumer retail.
- Me Today continues to work closely with its distributor and partner in Japan, Mash Beauty Co. Lab
- In the UAE Me Today is available through a premium pharmacy group
- In Ireland, we are currently working directly with retailers and have a presence in Pharmacy.
- Me Today continues to work with its partners in these markets both from a strategic marketing point of view and a new product point of view

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Me Today Brand

LATEST CAMPAIGN IMAGERY

- We continue to promote Me Today Across Multiple ATL Media
- Always on approach with Social, Radio, Bus Backs, Billboards
- Offering innovative & targeted campaign messaging
- Me Today offers something different to both retailers and consumers in the categories it is in, a bold, clean, modern, fashionable brand!

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B*tchy, Tired, Bloated.



Not Me Today.

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Always read the label. Take only as directed and in conjunction with a balanced diet. If symptoms persist, see your healthcare professional. Me Today NZ Ltd, Auckland.

Me Today Supplement Core Range

WOMENS HEALTH



INNER BEAUTY



MENS



MIND



IMMUNE + ENERGY



GUT



BODY



SLEEP



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Me Today 120's

WOMENS HEALTH



MENS



MIND



IMMUNE



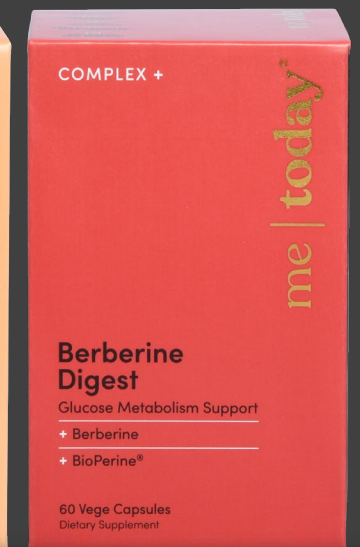
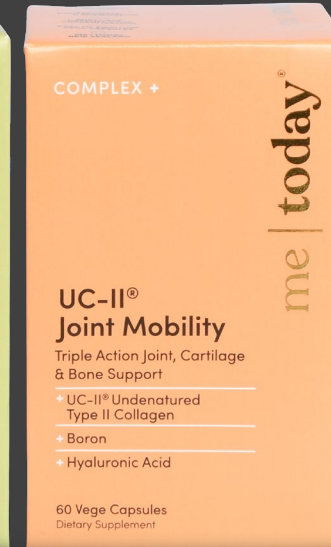
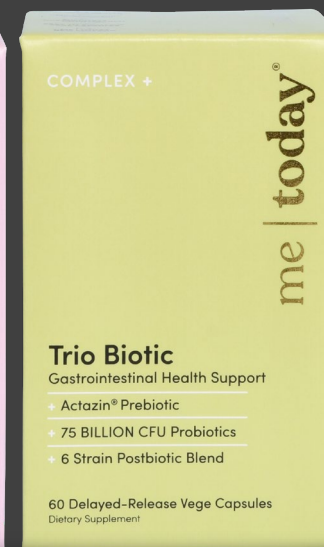
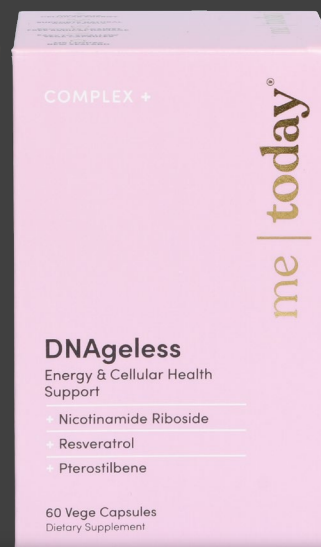
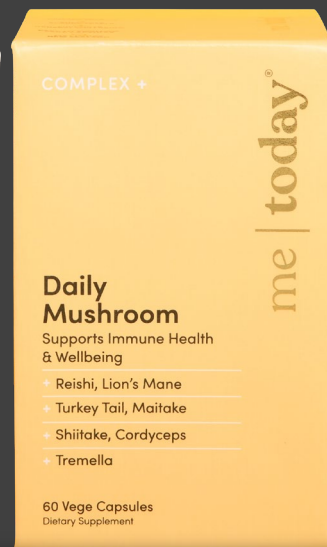
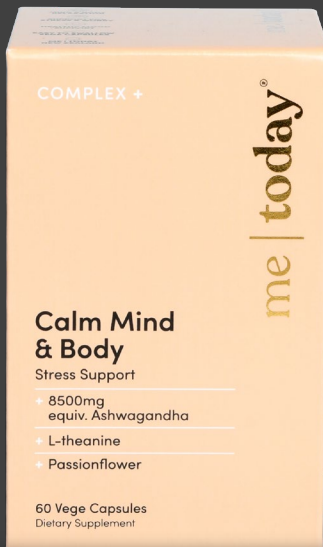
BODY



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Me Today Complex + Range



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Skincare Range

MULTIVITAMIN RANGE

1. Cleanse | 2. Tone | 3. Moisturise



TARGETED RANGE

3. Target



ADVANCED RANGE

1. Cleanse | 2. Tone | 3. Moisturise



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Mānuka Honey



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Latest NPD

Launched 9 new SKUs:

- Shilajit 4000
- Sea Moss 400
- Himalayan Shilajit Resin
- Ashwagandha On-The-Go Oral Spray

- Potent Herbal Chest & Lung Clear
- Potent Herbal Sinus Soothe & Clear
- Children's Sinus Soothe & Clear
- Children's Immune Shield
- Children's Chest & Rest Night



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CY26 H1

New Product Launches

- 2026 should be a strong year as we continue to build momentum
- Focus on new product development remains and several new products are being developed
- Product led strategy
- Unique consumer solutions are being sought out
- Development under way of new range in a new category to launch in 2026

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Questions



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Resolutions

- **Resolution 1** – Issue of Rights and Warrants
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Voting

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*Any Other
Business...*

Thank you

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