

Disclosure of movement of 1% or more in substantial holding
or change in nature of relevant interest, or both

Sections 277 and 278, Financial Markets Conduct Act 2013

To NZX Limited
and
To Me Today Limited

Relevant event being disclosed: change in number and nature of relevant interest

Date of relevant event: 6 November 2025

Date this disclosure made: 17 November 2025

Date last disclosure made: 8 October 2025

Substantial product holder(s) giving disclosure

Full name(s): Grant Keith Baker, Donna Jean Baker & Baker Investment MM Trustee Limited as trustees of the Baker Investment Trust No 2 (**BIT**)

Summary of substantial holding

Class of quoted voting products: Ordinary Shares (**MEE**)

Summary for the trustees of BIT

For **this** disclosure,—

- (a) total number held in class: 40,543,665
- (b) total in class: 94,522,306
- (c) total percentage held in class: 42.893%

For **last** disclosure,—

- (a) total number held in class: 23,876,955
- (b) total in class: 54,320,096
- (c) total percentage held in class: 43.956%

Details of transactions and events giving rise to relevant event

Details of the transactions or other events requiring disclosure:

The trustees of BIT subscribed for 16,666,667 shares in Me Today's rights issue at the issue price of 6 cents per share. This issue was approved by shareholders for the purposes of rule 7(d) of the Takeovers Code at the annual meeting of shareholders of Me Today held on 30 October 2025 (as described in the notice of meeting released to the market on 10 October 2025).

The trustees of BIT also hold 20,271,833 Series 1 Warrants (**MEEWA**) and 20,271,833 Series 2 Warrants (**MEEWB**), allotted on 10 November 2025.

Details after relevant event

Details for the trustees of BIT

Nature of relevant interest(s): Registered Holder

For that relevant interest,—

- (a) number held in class: 40,543,665
- (b) percentage held in class: 42.893%
- (c) current registered holder(s): Grant Keith Baker & Donna Jean Baker & Baker Investment MM Trustee Limited
- (d) registered holder(s) once transfers are registered: N/A

On or about 10 October 2025, the trustees of BIT qualified BIT's relevant interest by granting call options to M&N Kerr Holdings Limited (**MKH**), giving MKH the right (but not an obligation) to acquire up to 4,486,056 shares from BIT for nil payment (**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 have agreed to grant call options to MKH giving MKH rights (but not an obligation) to acquire up to 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.

If MKH exercises warrants, MKH would need to pay MEE the exercise price of 6 cents per share at the time of exercise.

Additional information

Address(es) of substantial product holder(s): 7 Hampton Drive, Kohimarama, Auckland 1071

Contact details: Grant Baker, +64 221 729 800, grant@gbaker.co.nz

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: M&N Kerr Holdings Limited

Disclosure has effect for purposes of directors' and senior managers' disclosure

Grant Keith Baker 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.