

8 July 2020

## **ME TODAY ANNOUNCES EQUITY RAISING TO SUPPORT INCREASED INVESTMENT IN BUSINESS TO ACCELERATE GROWTH**

Me Today Limited (**Me Today**) has today announced its intention to raise up to \$4.5 million through an issue of new ordinary Me Today shares (**New Shares**). The capital raising comprises a retail offer to selected investors of up to \$3 million, with potential to accept oversubscriptions of \$1 million (**Retail Offer**) and a share purchase plan targeting \$250,000 to eligible existing shareholders, with potential to accept up to \$250,000 of oversubscriptions (**SPP**) (together the **Offer**).

The Offer price of 9.5 cents per New Share is a 26.4% discount to the closing price of Me Today's shares on the NZX on 7 July 2020 and a 28.1% discount to the 10-day VWAP to 7 July 2020.

Chairman, Grant Baker said "Me Today's unique cross category offering is well positioned to gain market share in the growing and attractive health and wellness space. Me Today continues to invest in developing its range of complementary products, with an additional 9 supplement products launched or to be launched over the June to September period, along with the launch of new Serum and Sunscreen ranges planned for later in the year. The recent announcement of NZ rugby star Beauden Barrett as a global ambassador of Me Today has further raised the brand's profile, which will continue to be built on through investment in digital and social marketing campaigns."

Me Today is targeting run rate gross revenue by the end of FY21 in excess of NZ\$2.0m, and growth in store presence from ~200 to ~280. If the Offer is fully subscribed (but excluding oversubscriptions), Me Today would expect to have approximately \$6.45m of cash on hand and no debt following completion of the Offer, enabling additional investment in the business to accelerate Me Today's growth.

### **Retail Offer**

The Retail Offer is being made to selected investors while Me Today's shares are in a trading halt, which is expected to remain in place until the NZX opens on Friday 10 July 2020. If fully subscribed (including oversubscriptions), the Retail Offer will raise \$4m, and result in the issue of 42,105,263 million New Shares, representing 11.54% of Me Today's existing ordinary shares on issue before the Retail Offer.

Settlement of the Retail Offer is scheduled to take place on Friday, 10 July 2020, with commencement of trading of new shares on the NZX on the same day.

### **SPP**

The SPP will be open to existing shareholders recorded in Me Today's share register as having a New Zealand address at 5.00pm on 7 July 2020.

Eligible shareholders will be able to apply for up to \$50,000 of New Shares. The SPP is targeting a raise of up to \$250,000, but Me Today may accept oversubscriptions of up to \$250,000. The SPP offer price will be 9.5 cents per New Share.

Personalised SPP offer letters will be sent by Link on Monday, 13 July 2020.

### **Less than Minimum Holding Sale Notice**

Shareholders holding less than 8,000 Me Today shares will also be notified in their SPP offer letters that if they do not increase their holding to at least 8,000 shares in the next 3 months their less than minimum holding will be sold in accordance with Me Today's constitution.

## Indicative timetable<sup>1</sup>

Event	Date
Announcement of equity raising and trading halt pre market open	Wednesday, 8 July 2020
Retail Offer conducted	Wednesday, 8 July – Thursday, 9 July 2020
Announce Results of Retail Offer	Friday, 10 July 2020
Trading halt lifted and shares recommence trading on NZX	Friday, 10 July 2020
Settlement of Retail Offer, Retail Offer shares commence trading on NZX	Friday, 10 July 2020
SPP opens and offer letters despatched to eligible shareholders	Monday, 13 July 2020
SPP closes	Friday, 24 July 2020
Announce results for SPP	Monday, 27 July 2020
Settlement of SPP, SPP shares allotted and commence trading on NZX	Friday, 31 July 2020

## Additional information

Additional information regarding the Offer is contained in the investor presentation accompanying this announcement. The investor presentation contains important information including key risks relating to Me Today.

Nothing contained in this announcement constitutes investment, legal, tax or other advice. Investors are encouraged to seek appropriate professional advice before making any investment decision.

For any questions in respect of the SPP, please visit [www.metodayshareoffer.co.nz](http://www.metodayshareoffer.co.nz) or call Link Market Services on +64 9 375 5998 (within New Zealand) between 8:30am and 5.00pm (NZST) Monday to Friday while the SPP is open. For other questions, investors should contact their financial or legal adviser.

Authorised for release by the Board of Me Today Limited.

## For more information on the content of this announcement, please contact:

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## Important Notices and Disclaimer

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<sup>1</sup> This timetable is indicative only and may change without notice at Me Today's discretion or subject to the requirements of the NZX Listing Rules.