

## Me Today Limited Annual Meeting

September 25<sup>th</sup> 2020



### Agenda

The order of events for this morning's meeting will be as follows:

- Chairman's Address
- CEO's Address
- Formal business of the meeting which includes the resolution on auditor fees

Voting on the resolution will be conducted by way of a poll.

Those of you present at the meeting will be able to ask questions as well as those participating online through the virtual meeting website.

I encourage shareholders who are attending online to send their questions through as soon as possible.

## Chairman's Speech



This is the first Annual Meeting since the CSM Group acquired 100% of the Good Brand Company Limited via a reverse listing. CSM had been actively seeking to find a business to invest in, or to undertake a reverse listing on the NZX Main Board.

On 11 December 2019, CSM announced to NZX that it had reached agreement to acquire 100% of The Good Brand Company Limited. The Good Brand Company owns 100% of Me Today NZ Limited.

The Me Today Group was founded by myself, Stephen Sinclair and Michael Kerr. Stephen and I have a long history of success in business start-ups, being involved in the successful listings of 42 Below and Ecoya, as well as Ecoya's acquisition of Skincare brand Trilogy. Both of us were also involved with the turnaround of finance company Dorchester Pacific which is now Turners automotive group, I am currently Chairman of Turners. Michael has a vast amount of experience in the healthcare and wellness sectors and was responsible for establishing the Swisse brand in NZ and, more recently, was the general manager of the Skincare brand Trilogy.

The three of us joined forces as we believe there to be significant opportunity for a new brand in the wellness space. Both the Supplements and the Natural Skincare categories in NZ and overseas have experienced significant growth in recent years.

The Me Today brand was created in Auckland, we worked with creative design agencies, associates in the health and wellness sector, talked with consumers and conducted research in the marketplace.

During this investment stage the Me Today brand secured ranging with Green Cross health to launch into its pharmacy network of Life and Unichem pharmacies across New Zealand. The brand was launched into the network of Life and Unichem Pharmacies on 1 November 2019 and at the 31<sup>st</sup> of August 2020 Me Today was listed in 245 of these pharmacies.

The Good Brand Company complements the offering of Me Today and has a network of sales staff servicing pharmacies and health stores nationwide. Alongside Me Today it represents three agency brands Life Space, Artemis and Sleep Drops.

The strategy of the group outlined through the reverse listing and reinforced in the company's annual report is to aggressively grow the brand. To support this strategy and to enable increased investment in the business to accelerate growth the company announced an equity raising on 8 July 2020.

The capital raise was well supported by investors, attracting bids for over two times the \$3m sought. Me Today elected to receive oversubscriptions, meaning the total amount of capital raised under the retail offer was \$4m. In addition to the retail raise the company completed a share purchase plan. The share purchase plan was also oversubscribed with the company electing to accept \$250,000 of oversubscriptions meaning \$500,000 was raised from the SPP. In total the company raised \$4.3m net of capital raising costs. At 31 August 2020 the company had cash reserves of \$7.1m to support the growth of the brand.

Me Today is targeting run rate gross revenue by the end of FY21 in excess of \$2.0m. Given the listed company costs and the continued investment in the Me Today brand the company will be loss making for the six months to 30 September 2020 and for the full year to 31 March 2021.

The company has achieved a significant amount in the short period since listing on the NZX with these achievements taking place in the challenging environment created by the Covid-19 pandemic. The team has continued to operate remotely putting in place

the building blocks required to grow the brand. The lockdown restrictions have made it difficult for the sales force to interact with customers in store. The pharmacy channel remained open through lockdown however the main priority of pharmacies was to deliver over the counter prescriptions. Given that health and wellness is more than ever top of mind we believe that the group is very well positioned to expand and grow in the current environment. The reducing restrictions have created more freedom for consumers to enter the retail market again with sales responding accordingly.

Given the backdrop of the Covid-19 pandemic, New Zealand will remain the focus for Me Today for the financial year ahead. The brand has great opportunity for growth in the New Zealand market and the group wants to cement a position of strength in the local market.

Other pillars to the strategy of growing the Me Today brand include International Market expansion, innovation and new product development together with further developing the traditional marketing, digital and online strategies. Our CEO Michael Kerr will expand on these strategies.

The group has also been approached by brands looking to sell their business. Whilst acquisition is not an active strategy should a business or brand present that provides a strategic fit to the group then the board will investigate and consider should it think the investment appropriate.

We are excited by commencing the journey as a new company listed on the NZX and look forward to the partnership with our shareholders in creating a truly iconic New Zealand health and wellness business.

I will now hand over to our CEO, Michael Kerr who will expand on the achievements of the company to date and provide more detail on the activity and strategy for the remainder of FY21 and beyond.



## CEO's Update

### **Me Today CEO – Michael Kerr**

Good morning everybody.

On behalf of the team at Me Today (The Group), thank you for joining us for what is our first Annual General Meeting.

Albeit exciting to launch on the NZX this year, 2020 has certainly been a year of new COVID-19 driven challenges. As a business however we feel lucky to be positioned in the Health and Wellness spaces. Our business supplies products to a network of pharmacies which are essential services meaning continued sales of our products albeit in a restricted way. Whilst COVID-19 has been challenging we have been able to continue on our journey to grow the Me Today and agency brands.

Today I will share a presentation touching on The Groups FY20 results whilst focusing primarily on events that have taken place post the listing of Me Today on the 01st of April 2020.



### **CEO Overview**

The Good Brand Company was formed in Nov 2018 and Me Today was launched in Nov 2019 meaning that the overarching group is still in its infancy.

The April listing has been a positive move and interest from investors in The Group has been well received.

In FY20 The Group posted gross revenue of \$639k and net revenue of \$566k with The Good Brand Company contributing for the full year and Me Today for 5 months. The net operating loss for the year to 31 March 2020 was \$815k and with the impact of reverse listing expenses and the reverse listing share based payment expenses the total net loss for the year was \$4.98m.

For the FY21 financial year, despite COVID-19 challenges we are still on track to deliver a run rate gross revenue of \$2m in March 2021, which means we expect March revenue to be at least \$166k

At this point in the journey it is also important that we continue to focus on what is core to our business and what Me Today stands for. Me Today clearly links supplements and skincare. At me today we believe in providing efficacious, highly natural products from New Zealand to the world. Through everything we do we are also conscious of the environment. Ultimately, we produce Me Today products to help consumers Unlock their best tomorrow.



### Strategy – Me Today

During the equity raise we outlined our strategy for Me Today and The Good Brand Company (TGBC). The strategy for Me Today is very much about: Building the brand, Market Expansion, Innovation, Manufacturing and People, and for The Good Brand Company the focus is on Channel Development, Growing the Agency Business, Targeted Acquisitions and also people.

The following slides focus on each of the specific pillars from the strategy updating you on where we have been, where we are at, as well as a view to how we are approaching the immediate opportunity leading into H2 of FY21.



### Me Today Audience

Me Today is all about Unlocking your best tomorrow. The target Me Today shopper is primarily female 25-55 years old. She wants to be on top of her game, has some disposable income and has a subclinical need to feel better. Me Today offers one trusted brand solution across multiple categories for these people. We have this consumer top of mind in everything we do at Me Today.



### Brand Activity

Since November it has certainly been a busy time launching the Me Today brand and building brand awareness. A core part of our strategy is to build brand awareness through extensive & creative brand campaigns.

At launch we went out with a heavy radio, influencer and social media campaign focusing on driving awareness of the brand.

In June 2020 we signed our first global brand ambassador international rugby star Beauden Barrett. Beauden had been following Me Today with interest and wanted to partner with a brand that shares similar philosophies to him. Post the signing we saw a noticeable increase in interest in Me Today with website traffic and email enquires spiking. The association with Beauden and Me Today is strong, Beauden uses Me Today products and has already been the face of an instore point of sale marketing campaign.

July saw the introduction of an above the line campaign utilizing hand drawn lifestyle images featuring Me Today products intrinsically talking to the benefits of the products, whilst capturing consumers interest with a different approach to branding currently unseen in the health and wellness spaces. This campaign utilized radio, billboards, street posters, print and social media reaching consumers across multiple platforms. Throughout this we have ensured we are always active on social media advertising helping to build awareness and easy communication to consumers about Me Today.



At Me Today we believe in supporting and working with motivated, successful individuals, people who fit with our brand and that the brand resonates well with also.

We have a high level of respect for New Zealand athletes who have excelled on the world stage, many of these people become the inspiration and motivation for others who have the ability but might not think it's possible to succeed.

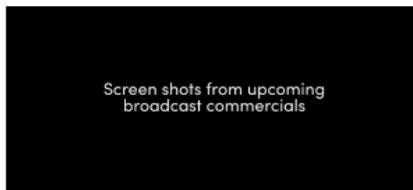
To further strengthen this brand pillar and for the reasons stated above we are delighted to announce that we have signed Sarah Walker as our latest global brand ambassador.

Sarah is a successful athlete having competed at the 2008 and 2012 summer Olympics in BMX where she won silver in the 2012 event. Sarah has suffered injury but has come through it positively and is using some of our products. Outside of sport Sarah is involved in the community and holds motivational and inspirational talks at schools around New Zealand. We are delighted to have Sarah as a global brand ambassador at Me Today.

At Me Today we produce premium products using premium ingredients. We are on a journey to build a global health and wellness brand. To help do this we believe that our brand and our products need to be truly aspirational. Therefore, we combine with the best in their field, through partnerships, shared goals and ultimately creative campaigns to market Me Today products in a premium aspirational way. Our upcoming campaign further strengthens this position and again challenges the usual way of marketing health and wellness products. This is a teaser only:

*Cut to video supplied....*

## H2 ME TODAY BRAND



me | today

This campaign will air commencing Oct 2020.





## E-Commerce/Online

Since launching metoday.com we have had 93k users to our site with the majority of the traffic coming from New Zealand. Outside New Zealand traffic is also coming from Australia, the UK, USA and India. Two thirds of our audience are female, and we can see from the data that they have a strong interest in health, wellness, fashion & food. We have had positive feedback about metoday.com and will continue to invest in this platform to help support building the brand and ultimately the Me Today community.

On Tuesday we launched an offer to shareholders to thank them for supporting the Company and to welcome them on the journey with us. The support for the offer has been fantastic with 4,200 shareholders joining our database and over 2,000 purchase products through our website at [www.metoday.com](http://www.metoday.com). We look forward to talking with this shareholder group and our database over the coming months.



## Markets



## **Me Today Markets**

New Zealand is our home market and where Me Today began. Launching Me Today with Green Cross Health New Zealand's largest network of community pharmacy stores has been well received. Green Cross Health has approximately 360 stores nationwide under the Unichem and Life Pharmacy banners. Me Today is currently stocked in over 245 stores and on lifepharmacy.co.nz, we have a target to extend this distribution to 280 stores by the end of December 2020. Month on month sell out numbers continue to grow as awareness and trust in the brand grows. We have also had confirmation from Green Cross Health that Me Today ranging in supplements will extend from the current 8 SKU's to include recently launched NPD.

Whilst New Zealand remains the focus and our home market, we are receiving inbound inquiries regularly about Me Today from other markets, from which there are some good opportunities. We actively follow up on these and are working on a localized launch strategy for each.

Me Today works with selected Daigou partners in New Zealand to sell and market its products into this channel. Product sold via Daigou ends up in the hands of local Chinese consumers and also in China with consumers based there. This channel has been extremely challenged by COVID-19 but is still an important avenue to market when talking to Chinese consumers.

Me Today is also available through cross border e-commerce in China via the Unichem Tmall site and the Unichem Little Red Book flagship store. In September Me Today agreed a partnership with Eco Farm New Zealand limited, trading as Trademonster, to open a Me Today branded Tmall flagship store and a Me Today branded Little Red Book flagship store both will open in October 2020. A marketing program is being put in place to support these launches. Me Today has also agreed to launch an Alipay e-store to help build awareness of the brand with Chinese residents in New Zealand.

Outside of New Zealand and China Me Today is looking to work with a partner in Singapore to establish itself on e-commerce sites Lazada and Shopee.

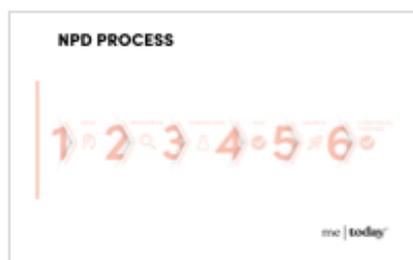
Me Today has also appointed a distributor in the UK who we are working with closely. The first shipment of Me Today product arrived early September. Me Today Skincare is already available on Amazon.co.uk with Supplements to follow. Through this distributor we have begun presenting Me Today to retailers and further e-commerce platforms. Whilst this relationship is still relatively new, interest and feedback has already been positive.

We are also working with NZTE on distributor options in Japan to help secure a strong relationship to launch into retail and online in this market.

Closer to home we are keen to establish a strong relationship with a retail partner in Australia. We have had several conversations with retailers and have had some positive feedback. We will invest in registering our supplements with the TGA to ensure we are ready to launch as soon as possible; this will allow us to talk to the same brand story in Australia as New Zealand around clearly linking supplements and skincare.



## Product



## NPD Process

The Me Today NPD process is a 6-stage process, from idea through to launch and post launch testing. During this process we consider every part crucial and where we need extra professional support, we outsource requirements. We have an inhouse bio

medical science graduate, researching and formulating, and we work closely with our contract manufacturer's and an external regulatory consultant. We also look to leverage other suitably qualified people where needed to ensure our products are of the highest quality and standards. Continual testing of our supplements is undertaken by the Cawthron Institute in Nelson throughout the shelf life of the product, this is over and above our requirements from a New Zealand regulatory point of view however, we are committed to providing products that are efficacious and ultimately safe.

At Me Today we believe there is a local, and bigger picture, a global consumer who wants to buy Supplements and Natural skincare from the same brand. Where possible Me Today tries to link its supplements and skincare.



### **Me Today Supplements**

At launch we released 8 Me Today supplements into the market. Products such as our Me Today Men's and Women's Daily multivitamins, Me Today Good Night, Me Today Beauty, Me Today Move, Me Today Becalm, Me Today Protect, Me Today Energise. Since then we have continued to add to the range launching a further 9 supplements. Our supplement range is now easily categorised into two sub-ranges: 1. Me Today complex products, simply put this is a product that has more than one ingredient, for example our Daily Multivitamins or our Me Today Energise product and 2. Me Today High Dose single ingredient products, these contain one ingredient and are currently products like our Me Today High Dose Vitamin D3, or our Me Today High Dose Magnesium 875.



- Me Today Glow C Serum which helps Brighten & Nourish with ingredients such as Vitamin C & Kiwi Seed Oil.

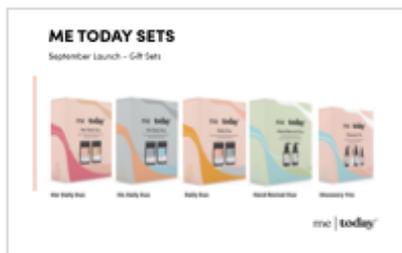
- Me Today Bounce B5 Serum which helps Hydrate and Plump and includes B5 & Hyaluronic Acid.

We are also pleased to announce that we have been working on two beautiful botanical oils and are launching our:

- Me Today Miracle Facial Oil which includes 9 Botanical Oils helping to restore & moisturise.

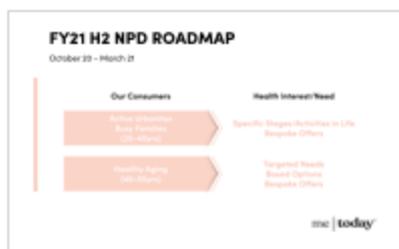
- Me Today Organic Rosehip Oil which is certified organic and helps to renew and smooth.

In October we will also bring to market our Me Today Natural SPF30 Broad Spectrum UVA & UVB sunscreen for your face and body. This will be available in 200ml pump size and will be batch tested to AS and NZ standards.



## Me Today Sets

We have also beautifully packaged up five gift sets due to demand. These include the Me Today Her Daily Duo, Me Today His Daily Duo, Me Today Daily Duo, Me Today Hand Revival Duo and the Me Today Discovery Trio. These gift sets are available from October.



## FY21 H2 NPD Roadmap

All NPD at Me Today is formulated with our core consumer in mind. As mentioned, this consumer is 25-55 and is predominantly female. We have split this large group into two segments: 1. Active Urbanites (25-40 years old) and 2. Healthy Agers (40 – 55 years old). Specifically, this allows us to focus on solutions that matter to them. In the case of the Active Urbanites we have interest in pre-natal and post-natal options, further beauty and skin products, sports nutrition, immunity and children’s options. For the Healthy Ageing segment, we want to look into options around sleep and stress, specific nutrients that we become deficient in as we age, libido and liver options.

Outside of new product development we are also constantly looking for new delivery methods or science that can change the supplement and skincare landscape. Methods that deliver better outcomes for Me Today consumers are important to us. As well as this we are on the lookout for more environmentally friendly packaging options to help us continue to provide great products in an environmentally friendly way as possible.



## TGBC & The Me Today Group

The Good Brand company represents three other agency brands: Life Space, leaders in Probiotics from Australia, Artemis a plant based natural products company and Sleep Drops a leading New Zealand sleep range, all of which we are proud to represent.

The Good Brand Company will continue to grow its sales network across the pharmacy and health store channels representing these three brands and Me Today. The Good Brand company is in a position to leverage its existing capacity to grow the number of brands represented however, the fit of any new business has to be right and fit well within the overall Me Today Group.

From a group perspective we consider targeted acquisitions as they come up, ultimately these are assessed on their individual merits. We will continue to evaluate these opportunities in existing or adjacent categories where there is strong strategic and brand alignment.



## People & Knowledge

The aim is to grow a world class team of Me Today experts based in New Zealand. We try to work to a right sized team that can support growth, we are therefore investing in team to help achieve this. We have and will continue to add experience and knowledge in functions where ongoing support is needed and will outsource other more adhoc/specialized functions. We will also partner in offshores markets with businesses where this makes more sense than employing Me Today people on the ground.

The Me Today team are extremely important individuals, they work across functions and are all very proud of helping us bring to market products that help you to unlock your best tomorrow.

Thank you.



## **Resolutions**

Ladies and Gentlemen, we now come to the formal business, voting on auditor fees as outlined in the Notice of Meeting.

As I mentioned, shareholders will be able to cast their vote using the electronic voting card received when online registration is validated.

To vote, you will need to click “Get Voting Card” within the online meeting platform. You will be asked to enter your Shareholder or Proxy Number to validate. Please then mark your voting card in the way you wish to vote by clicking “FOR”, “AGAINST” or “ABSTAIN” on the voting card. Once you have made your selection please click “Submit Vote” on the bottom of the card to lodge your vote.

Please refer to the virtual meeting online portal guide or use the help line specified if you require assistance.

Voting will remain open until 5 minutes after the conclusion of the meeting.

Results of the vote will be announced via the NZX.

The outcome of proxy votes will be displayed for your information after voting on the resolution.



## **Resolution 1- Auditor Resolution**

*[Resolution 1 to be displayed on slide show with proxy vote underneath]*

I now propose that

The directors of the Company be authorised to fix the fees and expenses of BDO as auditor of the Company.

Are there any questions for the Board concerning the motion from shareholder in attendance of online?

*[Questions]*

*[Chair] Are there any questions online?*

*[Company Sec]*

*[if no questions] – There are no questions on this matter from shareholders joining online.*

*[If question] – we have received a question from a shareholder online. The question is [read question – once finished – Move to Chair to answer.]*

*[ After question is Answered Chair] – Are there any further questions on this matter?*

*[Company Sec]*

*[if no questions] – There are no further questions on this matter from shareholders joining online.*

*[Chair] Thank you – please now select either “FOR”, “AGAINST” or “ABSTAIN” for Resolution 1 on the voting card. **Pause for voting***

That concludes the formal part of the meeting – You should now submit your votes. Voting will be open until the close of the meeting.

Results of the poll will be announced on the exchange after the conclusion of the meeting.

**General Business**

I would now like to give shareholders the opportunity to ask questions - whether related to the presentations, the Financial Statements or the management of the company.

You can continue to provide questions online, and we will also address questions already submitted online. If we run short of time and are unable to answer your question online today, we will endeavour to respond to you after the meeting.

*[Company Sec]*

*[if no questions] – There are no questions on this matter from shareholders joining online.*

*[If question] – we have received a question from a shareholder online. The question is  
[read question – once finished – Move to Chair to answer.]*

*[ After question is Answered Chair] – Are there any further questions on this matter?*

*[Company Sec]*

*[if no questions] – There are no further questions on this matter from shareholders joining online.*

That completes the formal business of the meeting, Michael mentioned during his presentation that the Company is providing a \$40 voucher to shareholders who purchase product online at [www.metoday.com](http://www.metoday.com). We would like to thank you for supporting our journey and encourage you to participate in this opportunity to enjoy our products.

Thank you and I now declare the meeting closed.

**End of Meeting**