

25th February 2021

Me Today renews and expands agreement with Green Cross Health

Me Today Limited (NZX: MEE) announced today that it has renewed and expanded its distribution relationship with Green Cross Health Limited (NZX:GXH) in New Zealand.

Green Cross Health operates nationwide in New Zealand through 360 Unichem and Life pharmacies. Me Today is currently stocked in 280 of the stores.

The Me Today brand launched in the Unichem and Life Pharmacy network during November 2019 and has expanded its footprint through the network since that time. At launch the brand had 20 products listed with Unichem and Life Pharmacies and it now has ranging for 36 products. The range will grow to 47 products in the first half of FY22 with 11 products launching in NZ. A further 8 products are expected through the second half of FY22.

The new agreement with Green Cross Health replaces the initial arrangement expiring 31 March 2022 and provides the following key benefits:

- Security of distribution throughout the Green Cross Health network of Unichem and Life pharmacies
- Commitment to expanded ranging to take all existing and new products for the FY22, 23 & 24 financial years which will result in additional in-store presence and shelf space.
- Heightened focus within the network to assist with in-store training and promotional activity.

The renewed arrangement with Green Cross Health allows the Me Today brand to expand distribution into select independent pharmacies, health stores and online retailers.

Me Today CEO, Michael Kerr says, “this extended partnership with Green Cross Health reflects the progress that the brand has made in a very short time and it provides a great platform to continue to expand brand presence and grow sales nationwide in New Zealand.”

Following partnerships with rugby star Beauden Barrett and Olympian Sarah Walker, Me Today continues to cement its brand presence in the New Zealand market. This new arrangement with Green Cross Health is a further step in the development of the brand.

In addition to this success in New Zealand, discussions remain ongoing with International partners in Australia, Ireland and Japan. As arrangements and negotiations are finalised further information will be provided.

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For further information, please contact:

Michael Kerr

Chief Executive Officer, Me Today Limited

021 836 451

michael@metoday.com



About Me | Today

www.metoday.com

Me Today is a New Zealand owned and operated, lifestyle and wellness company with a nurturing spirit. Its mission is to encourage positive change in the lives of its consumers through simple yet effective, daily self-care.

Based on science and tradition, Me Today's range of supplements and skincare is thoughtfully formulated in New Zealand using clean, high quality ingredients. Made effective and modern with selfcare at its core, Me Today offers an efficacious cross-category product range that is easy to shop, and made with the environment in mind.

Created to help people put themselves first so that they are at their best to then look after the people around them. Unlocking your best tomorrow with Me Today.

Me Today supplements are made from premium quality formulas based on scientific and traditional evidence, formulated for busy lifestyles. All products are encapsulated in easy to swallow vegetable capsules and are packed in glass vessels for efficacy and environmental reasons.

The Me Today supplement range was launched in November 2019 with eight core complex products to help with everything from general wellbeing to immune function, energy, mobility and relaxation. The range has since grown to 17 supplements including high dose, targeted formulas such as B12 50, Ashwagandha 3000, and Vitamin D3 1000.

Me Today Skincare is enriched with essential botanicals, antioxidants and vitamins blended specially to hydrate, protect and comfort your skin. The entire Me Today skincare range is cruelty free, vegan and/or vegetarian friendly, formulated without parabens, SLS/SLES, Phthalates, and is made from 93%+ naturally derived ingredients.

The Women's Daily skincare range is enriched with botanical, antioxidants and vitamins from the Me Today Women's Daily supplement and spans the full spectrum from Micellar Gel, Cream Cleanser, Mist Toner, Moisturiser and Serum to Eye Cream, Night Cream and a replenishing Face Mask.

The Protect skincare range is enriched with botanicals, antioxidants and vitamins from the Me Today Protect supplement and includes a Lip Balm, Hand Wash, Hand Lotion, Hand Cream and Mist Hand Sanitiser.

Most recently Me Today has expanded its skincare range to include four Vitamin Serums and two Botanical Oils, enriched with active vitamins and supporting natural botanicals to provide targeted treatment for skin, alongside a Natural SPF30 sunscreen lotion.

Unlocking your best tomorrow.™



Me Today Brand Roadmap

Vision – To be a global leader in the lifestyle and wellness spaces

Mission – To help consumers live their best lives and feel good, both on the inside and outside.

Ambition – To be the ‘must have’ products to enhance consumers’ general wellbeing.

About The Good Brand Company Limited

Established in 2018 to grow agency brands. Specialists in the Health, Natural Skincare and Wellbeing spaces. Currently selling products in Pharmacy (Green Cross Health, Chemist Warehouse, Bargain Chemist, Independent Pharmacy, Countdown Pharmacy) and Health stores, with a dedicated national sales team. On behalf of its brand partners currently The Good Brand Company has products in over 600 stores around New Zealand.

As part of the service provided, The Good Brand Company is also a commercial partner to brands, offering services such as: key account management, supply and demand reviews, 4pl warehousing & logistics options, go to market strategy input, trade marketing, brand marketing and ultimately a good level of understanding of the New Zealand retail environment.

The Good Brand Company has positioned itself as the New Zealand sales partner for brands wanting an effective yet efficient way to sell into New Zealand retailers.

The Good Brand Company believes in working with Good Brands, has Good people and offers Good service.