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ME TODAY ANNOUNCES DISTRIBUTION AGREEMENT WITH MASH BEAUTY LAB CO., Ltd. JAPAN

Auckland, New Zealand: Me Today Limited (NZX: MEE) announced today that it has signed a distribution agreement with MASH Beauty Lab Co., Ltd. in Japan.

Me Today and MASH Beauty Lab have been in discussion since late 2020 around developing this partnership. In conjunction with MASH Beauty Lab, Me Today has developed a range of ten products across the supplements and natural skincare categories. The products are 100% natural, new to the Me Today range, and will ship August 2021 for launch into the Japanese market at the Biople Fes in October 2021 as well as in New Zealand in the second half of 2021.

The initial agreement with MASH Beauty Lab is for twelve months and will see the Me Today range of ten products listed in all Biople by CosmeKitchen stores, a retail chain owned by MASH Beauty Lab. Biople stores provide a premium comfortable space for consumers to enjoy and shop natural and organic products.

MASH Beauty Lab's Biople chain has thirteen stores in the Kanto region (including Tokyo) with one new store, Biople Shichirigahama, opening 14th March 2021, four stores in the Kansai region (including Osaka), and the balance elsewhere around Japan.

In addition to the Biople stores, MASH Beauty Lab owns the CosmeKitchen chain. CosmeKitchen has fifty-five stores in Japan and one in Hong Kong. Like Biople stores CosmeKitchen is a premium retailer focusing on natural and organic beauty. Me Today products will be stocked in the Biople chain in year one with the potential to roll the brand out further through the MASH Beauty Lab network in year two.

Me Today CEO Michael Kerr says, "the signing of this agreement with MASH Beauty Lab is an exciting milestone for Me Today. We acknowledge and respect the Japanese consumers' strict demands for perfection in packaging, presentation, and performance of product. We believe that Me Today is the perfect fit for the Japanese consumer providing one brand solution and helping them to feel good on the inside and outside. The relationship with MASH Beauty Lab will provide a great platform to launch the brand in the large and lucrative Japanese supplement and skincare market."

MASH Beauty Lab Vice-President Hiroataka Mukubayashi says, "the company is excited to partner with Me Today. MASH Beauty Lab prides itself on partnering with brands with the same core fundamentals and I believe that Japanese consumers are placing a stronger emphasis on their wellbeing, we love that Me Today supports them to do this from the inside out. The range of Me Today products that have been developed will be a huge success."

Me Today director Hannah Barrett who is currently living in Japan met with MASH Beauty Lab in Tokyo to discuss the terms of the agreement and promote the Me Today brand. Hannah will continue to support the brand through the pre-launch phase while she remains in the market over the next few months.



Me Today would like to thank the support it received from New Zealand Trade and Enterprise in New Zealand and on the ground in Japan. Given the challenging times of the new world under Covid, the support of the local NZTE staff enabled this agreement to be reached.

In addition to this success in Japan, and the recently announced New Zealand agreement with Green Cross Health, discussions remain ongoing with other International partners. As arrangements and negotiations are finalised further information will be provided.

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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 self-care 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.

Unlocking your best tomorrow.™



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.

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

Me Today has a clear focus on researching, understanding, and formulating relevant product solutions. New products are continually under development in the supplement and skincare categories to cater to changing consumer demand globally.

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.

Unlocking your best tomorrow.™