

31 March 2021

ME TODAY APPOINTS IRISH AND AUSTRALIAN PARTNERS

Auckland, New Zealand: Me Today Limited announces today that a distribution agreement has been signed for the Me Today brand in Ireland with Uniphar Wholesale Limited.

Uniphar Wholesale Limited is part of publicly listed Uniphar Group, a trusted global partner to pharma and medtech manufacturers globally with over 2,000 employees and revenues of Euro1.8 billion. Uniphar operates a fully integrated model with 280 plus pharmacies trading under the Allcare, Life and Hickey's pharmacy banners. In addition, Uniphar has access to a network of 1,850 pharmacies across Ireland. Product will be shipped to market in August 2021 and the brand is expected to be on shelf, in selected stores throughout the Uniphar network, in September 2021.

Uniphar consumer unit business manager, Louise Martin, says, "We couldn't be more excited to sign this distribution agreement with Me Today and bring this unique, New Zealand brand to Ireland. As a beautifully designed, cross-category pharmacy solution, Me Today stands out on shelf and we are confident that it will be well received by our customers."

Me Today has also announced its first Australian retail partnership with Adore Beauty Group Limited. Me Today will launch a selected range of supplements and skincare products on both the Australian and New Zealand Adore Beauty sites in quarter four of 2021.

Adore Beauty is Australia's number one pureplay online beauty retailer, with revenue of AUD \$96.2 million for the half to 31 December 2020. Its vision is to help women feel more confident and fabulous every day by delivering an empowering and engaging beauty shopping experience personalised to their needs.

Me Today CEO, Michael Kerr says, "We are excited about the opportunity that these partnerships provide the brand. In the last few months, we have had a large amount of interest in Me Today from retailers and distributors around the world with consistently positive feedback around the point of difference in our brand offering, the formulations, and appearance of the product in-store."

Adore Beauty senior category manager, Danielle Chee says, "Adore Beauty is excited to partner with a brand such as Me Today which provides a point of difference through its multi-category approach and high quality products supporting and promoting wellness from the inside out."

Me Today can also confirm that despite the COVID-19 challenges faced over the last year, the company has continued to grow in line with expectations with annual gross revenue for FY21 being at least \$1.4m. As communicated at the Me Today Limited Annual Shareholders Meeting held 25 September 2020, the company will deliver gross run rate revenue of \$2m in March 2021 with March revenue a minimum of \$166k.

With additional sales from these new partnerships and the expanded Green Cross Health agreement announced previously, Me Today expects annual gross revenue for the financial year ending 31 March 2022 to more than double to at least \$3m.

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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 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 the recently added 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.