

30 JUNE 2021

## **ME TODAY COMPLETES KING HONEY ACQUISITION**

**Auckland, New Zealand:** Me Today Limited (NZX: MEE) today confirmed that its subsidiary Me Today Manuka Honey Limited has completed the acquisition of King Honey Limited.

Settlement of the transaction was completed today with all conditions being satisfied.

The company has allotted new shares for the capital raise of \$15.75 million to part fund the acquisition at 8.8 cents per share. In addition the company has also allotted an additional \$10m in new capital to a family trust associated with Terry Jarvis at 8.8 cents per share.

Me Today would like to thank CM Partners who were the lead advisers assisting in the capital raise.

The total purchase price of \$36m was settled through the following components:

- Cash on completion of \$21m
- The issue of \$10m in new shares in MEE to the vendor at 8.8 cents per share
- A subordinated note of \$5m repayable in three years from completion with interest paid annually in arrears at 4%.

Me Today Chair Grant Baker said "The Me Today team welcomes the King Honey business and looks forward to working with the King Honey management and employees as the business integrates into the Me Today group. In addition the group is looking forward to the additional scale and international opportunities provided by the King Honey business". Mr Baker also said that it is great to retain the ownership of King Honey within New Zealand, and that Me Today is proud to be able to market New Zealand Manuka Honey products to the rest of the world.

Me Today CEO Michael Kerr said "The Me Today brand had been working on an extension to its existing supplement and skincare ranges utilising Manuka Honey and was excited by the new product development opportunities created for the brand with the ownership of King Honey".

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### **About King Honey**

King Honey is one of New Zealand's premium Manuka Honey producers. King Honey began operations in 2016 with a vision to bring highly skilled beekeepers together to develop a fully

integrated Manuka honey brand. It has a network of 18,000 bee hives and 3,600 queen bee rearing hives placed across the North Island of New Zealand and into the Marlborough region.

As well as servicing the growing domestic market, the business exports into Australia, UK, Europe, USA and Asia. King Honey's team consists of over 75 experienced and highly skilled members focused on developing and maintaining excellent landowner relationships, risk management, high quality beekeeping and optimisation of locations and assets.

The business currently operates two brands – the established BEE+ brand and the Superlife brand, which was launched in 2020. The BEE+ brand is 85% owned by Access Brand Management Pty Limited (ABM) – an Australian operated, Chinese owned, brand development, marketing and distribution company.

King Honey controls its supply chains with a high percentage of supply being its own. This production focuses on the high value UMF Manuka Honey representing approximately 90% of its total production. King Honey's business reputation, vertical integration and track record with landowners has been a major catalyst to its growth.

## Operations

King Honey operates across the North Island and the Marlborough region. Its operations include:

- five apiary facilities used for staff operations, storage of equipment, hive maintenance components,
- two queen rearing operations expecting to produce 18,000 queens,
- 45 highly skilled beekeeping specialists,
- licences with 100+ landowners covering approximately 900 hive sites,
- an agri-testing laboratory to ensure only quality Manuka is stored, and
- a processing, bottling and storage plant located in Taupo serviced by 27 employees.

## About Me | Today

[www.metoday.com](http://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.

Unlocking your best tomorrow.™



**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.

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.™