

1 July 2024

Me Today confirms China licensing agreement as significant influencer arrives in New Zealand

As advised on 28 February, **Me Today** signed a 'heads of agreement' with a large Chinese sports nutrition company for a licensing arrangement which would see **Me Today** included in its extensive product portfolio.

Me Today can confirm it has now signed a full suite of commercial agreements. The agreements provide for payment of a licensing fee over a 10-year period to **Me Today** based on revenue earned in greater China by the licensor. The agreements also allow for the licensor to progressively own up to 50% of the greater China trademark should they achieve certain revenue targets.

The arrangement is an exciting partnership for the **Me Today** brand which, as well as creating new revenue, will increase global brand visibility, provide access to new product development concepts and potential manufacturing benefits from economies of scale, including potentially more competitive pricing on bulk raw materials.

Our Chinese partner is underway with brand activation activity. A **Me Today** office has been established in Hangzhou China in which a team of 20 new employees have been employed to focus solely on the **Me Today** brand. The go-to market strategy is predominantly focused on the Chinese TikTok channel Douyin through which our Chinese partner has a large amount of experience.

In April, **Me Today** hosted famous Douyin influencer **Momo** in Auckland. **Momo** was in New Zealand to experience the brand first hand and meet the **Me Today** team. With 5 million followers on Douyin, **Momo** continues to promote the **Me Today** brand in China alongside a growing network of Chinese key opinion leaders.

As part of the ongoing strategy to promote the **Me Today** brand in China, **Me Today** is excited to announce the arrival in New Zealand of **Liu Yuan Yuan** today. Liu is a motivational speaker and famous musician in China and has built an incredible network on Douyin with a following of 19.4 million. The total online reach across all platforms of Liu Yuan Yuan is greater than 25 million.

Liu Yuan Yuan will be with the **Me Today** NZ team in Auckland for the week. She intends to immerse herself within the brand and the team will showcase New Zealand during her time in Auckland. Her visit will conclude with two live streaming sessions into China from one of our retail partner studios in Auckland with the livestream promoting **Me Today** products directly.

Me Today Founder Michael Kerr says this is an amazing opportunity for the **Me Today** brand. *"The Chinese Partnership and visit from Liu Yuan Yuan will provide **Me Today** with a significant profile in China and other international markets. It is an incredibly proud moment in the journey of the **Me Today** business to have the support and endorsement of such a notable Chinese personality."*

Me Today intends to provide a more general trading update prior to completion of its annual financial results for the year ended 30 June 2024 which are due to be finalised and provided to NZX before the end of 29 August 2024.

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