

Annual General Meeting

ME TODAY LTD

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Voting & Questions

- Proxies of 35,726,679 appointed, representing 65.77% of total shares
- **Voting:**
 - Vote before meeting close by emailing vote@metoday.com
- **Questions:**
 - If you have any questions, please email vote@metoday.com

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Me Today Ltd Board Members



Grant Baker
NON-EXECUTIVE CHAIRMAN

Appointed to the Board, March 2020

Grant Baker has wide experience at a senior level in both public and private New Zealand companies. He is currently the chairman of Turners Automotive Group, a position he has held for more than 10 years. He was a cofounder of The Business Bakery and has several successes under his belt, including being chairman of both 42 Below vodka and Trilogy International. 42 Below was sold to Bacardi in 2006, and Trilogy was sold to CITIC Group. Grant is also a cancer survivor and has a strong interest in the health and wellbeing sector. Until recently he was the chairman of The Gut Cancer Foundation, a position he has held for more than 10 years.

Grant is not considered to be an independent director under the NZX Listing Rules as MTL Securities Limited, a company in which he is a director, is a substantial product holder of Me Today. Also, interests associated with Grant have an ownership interest in MTL Securities Limited.



Michael Kerr
FOUNDER & EXECUTIVE DIRECTOR

Appointed to the Board, March 2020

Michael holds a Bachelor of Commerce degree, majoring in marketing and management, from the University of Auckland. Michael has worked in sales and marketing roles for several local and multinational businesses. More recently he was responsible for establishing the Swisse brand in New Zealand across multiple retail channels, and was the general manager of the skincare brand Trilogy. Michael's career spans 20 years, in which time he has developed a wealth of knowledge both locally and internationally of how to create and grow brands in the Health and Wellness space.

Michael is not considered to be an independent director under the NZX Listing Rules as MTL Securities Limited, a company in which he is a director, and a substantial product holder of Me Today. Interests associated with Michael have an ownership interest in MTL Securities Limited.



Antony Vriens
INDEPENDENT DIRECTOR

Appointed to the Board, March 2020

Antony is a seasoned executive with a career in health and financial services corporations across New Zealand, Australia and Asia. He is currently an Independent Director of the Turners Automotive Group, and is the Chairman of DPL Insurance Limited (Turners' insurance subsidiary). Antony is a medical doctor by background and brings a strong interest in wellness and nutrition, which is supported by his medical training. Antony is also currently involved in new health technology initiatives to support lifestyle change in the Asia region. In addition to his medical degree, Antony holds an MBA from the University of Auckland, with a background in international business and innovation.



Stephen Sinclair
CHIEF EXECUTIVE OFFICER & EXECUTIVE DIRECTOR

Appointed to the Board, March 2020

Stephen is a Chartered Accountant, and spent the early part of his career with PriceWaterhouseCoopers. In 1999 he started working with Grant Baker and since has been involved with numerous successful startups, including 42 Below, Ecoya and Trilogy, and was involved in the recapitalization of Dorchester Pacific which is now the Turners Automotive Group.

Stephen is not considered to be an independent direction under the NZX Listing Rules as he is the Chief Executive officer and director of MTL Securities Limited, and is a substantial product holder of Me Today. Interests associated with Stephen have an ownership interest in MTL Securities Limited. Stephen also provides consulting services to Me Today.



Hannah Barrett
INDEPENDENT DIRECTOR

Appointed to the Board, March 2020

Hannah has a Bachelor of Commerce degree, majoring in commercial law and accounting, from Victoria University and is a qualified Chartered Accountant. Hannah spent three years working at PriceWaterhouseCoopers in the Financial Advisory team working on assignments for global companies as well as New Zealand based businesses and individuals. Hannah also runs her own business specializing in digital consulting and marketing. Hannah supports a number of charities and is an ambassador for Sweet Louise.



Roger Gower
INDEPENDENT DIRECTOR

Appointed to the Board, July 2008

Roger has a wide experience as a company executive, director and chairman in both public and private companies. He is currently Chairman of PrimePort Timaru Limited and New Zealand Food Innovation Auckland Limited (the Food Bowl). Roger is a Chief Executive of New Zealand's Best Food & Beverage Limited, a company affiliated with Douglas Pharmaceuticals that has developed wellbeing products targeting the mother & baby and aged care sectors under the Douglas Nutrition brand. Roger was Chairman at Charlies juice company, which listed in 2005 and prior to that had a corporate career in logistics and transportation. Roger has a Bcom from the University of Auckland, an MBA from Massey University and a Mphil from the University of Cambridge.

Meeting Agenda

KEY TOPICS OF PRESENTATION

- Chairman's Address
- CEO's Address
- Resolution & Voting
- Questions
- Any Other Business



Chairman Address

- Debt Restructure
- Sale of King Honey

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Business Update: King Honey

STRATEGY FOCUS

- Access Corporate Group (ACG) and the BEE+ Brand
- Branded opportunity through Me Today and SuperLife
- Contract Pack and OEM opportunities
- Cost cutting

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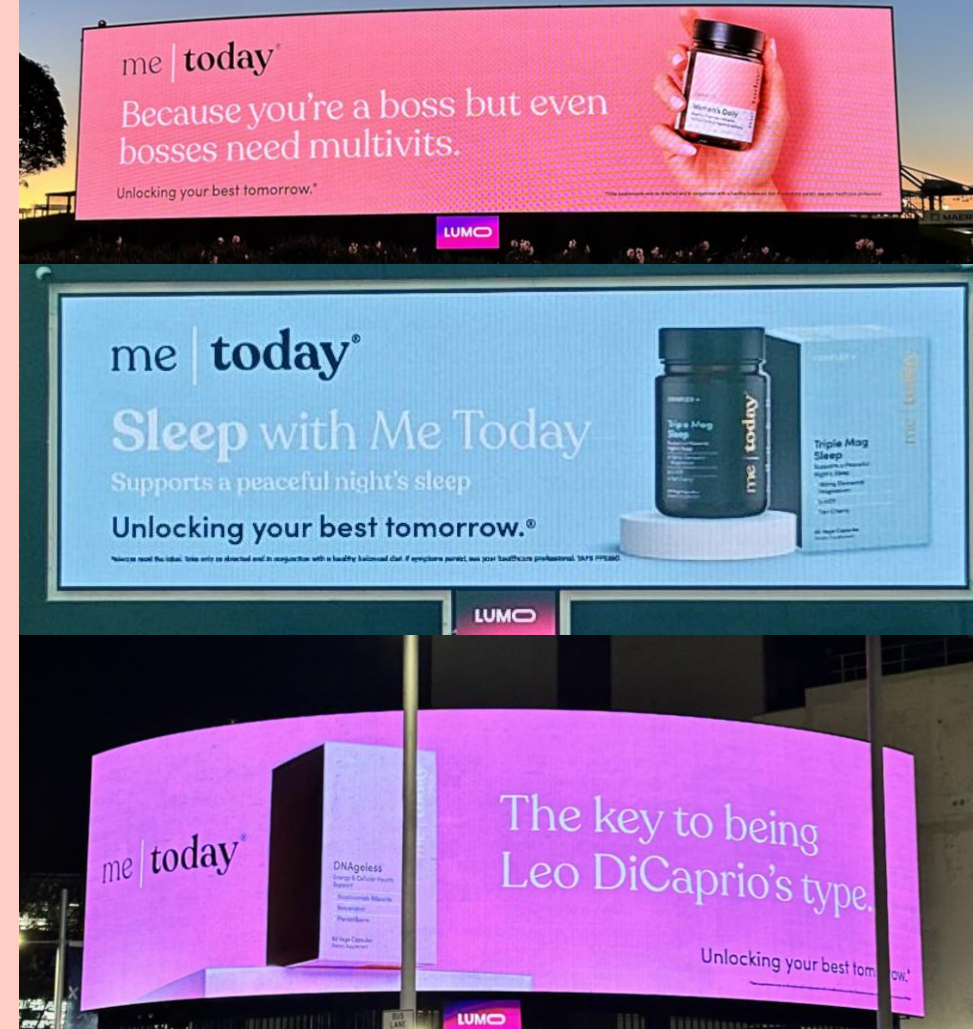


MT: New Zealand

TRADING & BUSINESS UPDATE

- New & focused marketing strategy implemented mid year:
 - Expanded brand presence through ATL marketing campaigns
- Packaging refresh & formulation update of skincare
- 7 new premium supplement SKU's into NZ pharmacies
- 11 new core supplements into retailers
- Expanded shelf space in store

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MT: China

TRADING & BUSINESS UPDATE

- License agreement with large Chinese nutrition company
 - 10-year period with licence fees payable
 - Allow for licensor to progressively own up to 50% of the greater China trademark should they meet revenue targets
- Go-to-market strategy focused on Douyin Influencers growing the Me Today Brand
- Selling Events / Livestreaming
 - 2 livestreaming events before Christmas

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天然营养美学 来自新西兰

刘媛媛&metoday

- 虾青素新西兰溯源专场 -

战报

一小时 **破万单**

三小时销售额 **破千万**

- 累计售出 -
140,000+ 瓶

- 总销售额 -
破 2400w+

现货售罄!

预售售罄!

Astaxanthin+
10g Astaxanthin + White Tomato Extract
Supports Your Culture and Skin Health

带货总榜第1名

保健食品第1名

创始人/MISSNZ 助力

MT: USA

TRADING & BUSINESS UPDATE

- Sale channels include: Online, Offline, Social
- Challenges with Mānuka Honey price & competition
- Growth in online business
- Discussions with replicating Chinese social Strategy in the USA

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Other Markets

TRADING & BUSINESS UPDATE

- Australia:
 - As NZ grows, opportunities arise
 - Look to invest when the right opportunities present
- Japan – Superhoney Opportunity
- Ireland
- UAE



Trading & Business Update

SALES TO SIX MONTHS TO 31 DECEMBER 2024

- Sales for the period to 31 December 2024 to exceed \$4.0m growth of 42% on FY24
 - Sales before marketing expenses paid to customers
- The Group expects to record an operating loss for the half which will be less than the \$2.2m recorded in the half year to 31 December 2023

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Resolutions

- Resolution – Auditor Remuneration
- Voting: vote@metoday.com

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Questions...

*Any Other
Business...*

Thank you

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