

7 May 2026

## Me Today guidance upgrade for FY26

- **Me Today now expects gross revenue to exceed \$7.4m for FY26, an increase of 27% on FY25 and to exceed previous guidance by 14%**
- **Revenue growth from strong NZ market and a growing international business**
- **New SE Asia Distribution Agreement**
- **EBITDA loss expected to be less than \$1.6m, a reduction of 25% on FY25**
- **Ongoing investment in product and brand**

Me Today advises that it now expects gross revenue for the year ended 30 June 2026 to exceed \$7.4m, an increase of 27% on the year ended 30 June 2025 and an increase of 14% on the guidance provided in February.

The expected increase in gross revenue comes from growth in the New Zealand market and strong international opportunities.

### **New Zealand**

Me Today continues to grow in the New Zealand market. The growth arises from expanded shelf presence in our biggest retail partner together with the successful launch of new product.

A new planogram was launched during March, meaning the brand is now more visible in store. This is supported by scan data with retail sales increasing 113% in the 12 months to 29 April 2026 on the previous 12-month period in our largest NZ retail partner.

In FY26 the brand has heavily invested in new products with 15 products launched so far this financial year. The new products include the launch of the Me Today Potent Herbal range of liquid supplements and new supplements in varying formats across capsules, resin and a liquid spray for stress support. In addition, we have further strengthened our women's wellness portfolio with the successful launch of five new functional powder blends. This is the first entry by Me Today into great-tasting powdered supplements.

We are also developing further products in powders which we hope to launch into the New Zealand market prior to 30 June.

### **SE Asia**

As advised previously, Me Today has been working on an opportunity to launch the Me Today brand in SE Asia. Those discussions have successfully concluded, and we have now signed a distribution agreement for the brand in Singapore, Malaysia, Thailand and Vietnam. The agreement is an exclusive arrangement with minimum sales targets over a five-year period. The distributor has an established network in SE Asia, and we are excited about the growth opportunities for the brand across these markets. The launch will occur firstly in Singapore. Next week the brand is hosting top performing agents in New Zealand and then we travel to be part of a wider launch event in Singapore in July. We have received an opening purchase order to support the launch relating to ten products which the business is working to fulfill during May and June. The Singapore market is the

quickest from a regulatory perspective with Malaysia and the other markets following in the 2027 calendar year as the registration requirements complete.

### **Me Today China brand Licensing Agreement**

The licence fee payable in respect to the Me Today China trademark by the licensor for the second year of our partnership to 31 March 2026 has now been calculated. The fee payable to Me Today is calculated as a percentage of sales of Me Today product in China. The licence fee payable for the 12 months ended 31 March 2026 is NZD \$1.1m and the payment was received prior to 30 April.

As described previously the arrangement in China is an exciting opportunity for the Me Today brand. Our partner has considerable scale in China and the success of the sales of the Me Today brand through their network is now being realised through the licence fee revenue being earned by Me Today in New Zealand.

In conjunction with our Chinese partner, we continue to develop new product, so the sales revenue is now being generated from a wider range of products. Me Today product is also now being promoted online wider than just the Chinese Tik Tok platform Douyin, which means the brand is now reaching a broader consumer base in Mainland China.

### **Other Markets**

The brand continues to have a presence in other international markets with ongoing sales activity in the USA, Japan, Ireland and the UAE. In the USA we continue to build relationships in both offline and online channels.

The offline business in the USA is Manuka honey focused with orders so far this financial year totaling NZD \$1.04m, with one open order to be delivered prior to 30 June. We have an ongoing opportunity in this market subject to us securing Manuka honey at the right price, grade and quantity.

### **EBITDA Guidance**

The business continues to focus on growing revenue and reducing costs where possible, acknowledging that investment is still required in the brand and the distribution network. Alongside the revenue growth has seen growth in investment in products, people and brand. For the full FY26 financial year the business is now expecting operating EBITDA loss to be less than \$1.6m, which is \$100k down on February guidance and a 25% reduction in the loss for the year ended 30 June 2025.

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