27 August 2026

Me Today reports strong revenue growth for the year ended 30 June 2026

- **Group gross revenue grows 36% from $5.85m in FY25 to $7.96m in FY26, exceeding the guidance of $7.4m provided in May 2026**
- **Group EBITDA loss improves 43% to $1.23m, ahead of guidance of a loss of less than $1.6m**
- **Interests associated with Chairman Grant Baker and CEO Stephen Sinclair have provided irrevocable commitments to exercise Series 1 Warrants, securing a minimum of $1.59m of new capital in October 2026**
- **Continued growth in New Zealand and China, together with the launch of a new SE Asia distribution agreement**

Me Today Limited (NZX: MEE) has released its audited group results for the twelve months ended 30 June 2026.

Financial Results Overview

Group gross revenue (before marketing costs provided to customers) for FY26 was $7.96m, an increase of 36% on the $5.85m recorded in FY25, and ahead of the guidance of $7.4m provided to the market on 7 May 2026. Total external revenue, after deducting marketing costs paid to customers, was $6.53m (FY25: $4.80m), an increase of 36%.

The Group's operating EBITDA loss for FY26 was $1.23m, compared to the FY25 loss of $2.14m and better than the guidance of a loss of less than $1.6m provided in May 2026. The Group continues to prioritise investment in the brand, product development and marketing to drive revenue growth across all markets.

The loss before tax was $1.46m, compared to the FY25 loss of $2.37m. Including the $4.1m gain recognised on the loss of control of King Honey (discontinued operations, following its receivership and liquidation on 27 July 2025), the Group recorded a net profit after tax of $2.66m for FY26, compared to a net loss of $6.02m in FY25. The Group ended the year with net assets of $2.51m (FY25: net liabilities of $2.34m) and cash of $1.83m (FY25: $1.26m).

“We are pleased with the progress made this year, with growth in New Zealand and internationally reflecting the investment we are making in the Me Today brand,” said CEO Stephen Sinclair. “Our strategy remains focused on investing in product development and marketing to continue to drive revenue growth across all of our markets.”

Warrant Exercise Commitment – Securing FY27 Investment

Me Today has received irrevocable commitments from its two largest shareholders, the trustees of the Baker Investment Trust No 2 (‘BIT’) and the trustees of the Sinclair Investment Trust (‘SIT’), associated with Chairman Grant Baker and CEO Stephen Sinclair respectively, to exercise a minimum number of Series 1 Warrants in October 2026.

BIT has committed to exercise a minimum of 18,028,803 Series 1 Warrants and SIT has committed to exercise a minimum of 8,426,751 Series 1 Warrants at the exercise price of 6 cents per Warrant.

Together, these commitments will provide the Company with a minimum of $1.59m of new capital in October 2026. A total of 47,261,238 Series 1 Warrants are on issue; should all warrant holders exercise in full, the Series 1 issue would raise up to $2.84m.

Other warrant holders will also be able to exercise their Series 1 Warrants in October 2026. In doing so, they should make their own decisions having regard to their own circumstances and advice.

“The Board and our largest shareholders continue to have confidence in the Me Today business,” said Chairman Grant Baker. “These commitments provide Me Today with certainty of funding so the Company can continue to invest in product development, additional marketing and international growth.”

New Zealand

The New Zealand market continues to be the core driver of growth. A new planogram introduced in March 2026 lifted the brand's visibility in store, with scan data showing retail sales through our largest NZ retail partner up 85% in the 12 months to 19 August 2026 on the prior 12-month period.

The brand continued to invest heavily in new product development, launching 15 new products during FY26, including the Me Today Potent Herbal liquid range, new formats across capsules and resin, and the brand's first entry into powdered supplements with five new functional powder blends. In July 2026 the brand also launched new Daily and Sports Electrolyte ranges. A further 20 new products are planned for launch across the remainder of the 2026 calendar year.

China

The partnership with our Chinese licensing partner continues to grow. Licence fee revenue for the year to 31 March 2026 was $1.1m (FY25: $0.45m), reflecting the move from a fixed fee to a revenue-based fee structure. During the year our partner gave notice, on two occasions, of having achieved the revenue targets required to increase its ownership of the Me Today China trademark, taking its total ownership to 40% (FY25: 20%). Me Today continues to build its profile in China through live-streaming activations, an expanding presence beyond Douyin into other online platforms, and direct-to-consumer sales models.

South East Asia

Me Today has signed an exclusive distribution agreement covering Singapore, Malaysia, Thailand and Vietnam, with minimum sales targets over a five-year period. The launch is occurring first in Singapore, with an opening purchase order for ten products fulfilled between June and August 2026. Malaysia is expected to follow in the 2027 calendar year, with the remaining markets progressing through registration thereafter.

Other Markets

In the USA, the offline Manuka honey business continued to build relationships in the grocery and consumer retail channels, with orders of $1.06m during the year. In Japan, Me Today continues to sell Manuka honey with an established partner. The brand also maintains an ongoing presence in Ireland and the UAE.

Outlook

With a strengthened balance sheet and committed warrant funding from our largest shareholders, Me Today is well placed to continue investing in the brand through FY27. Priorities remain growing market share in New Zealand, maximising the China licensing arrangement, building out the new SE Asia distribution network, and continuing an active new product development pipeline.

For further information, please contact:

Grant Baker
Chairman, Me Today Limited
021 729 800

Stephen Sinclair
CEO, Me Today Limited
021 330 053
stephen@metoday.com