Notice of annual meeting of shareholders

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NOTICE OF ANNUAL MEETING OF SHAREHOLDERS

Notice is given that the 2026 annual meeting of shareholders of Me Today Limited (the **Company**) will be held over **Microsoft Teams** on **Thursday, 29 October 2026** commencing at **11:00am**.

Please register for the meeting by clicking **here** or by emailing **vote@metoday.com** (providing your full name, shareholder number and associated organisation (if any). To ensure registration, we advise shareholders to register by 5:00pm on Tuesday, 27 October 2026.

Agenda

1. **Chairman's address**

2. **To consider and, if thought fit, pass the following ordinary resolution:**

   "That Grant Baker, who retires in accordance with the NZX Listing Rules, and having offered himself for re-election and being eligible, is re-elected as Chairman of the Company for a two-year term."

3. **To consider and, if thought fit, pass the following ordinary resolution:**

   "That Michael Kerr, who retires in accordance with the NZX Listing Rules, and having offered himself for re-election and being eligible, is re-elected as a Director of the Company for a two-year term."

4. **To consider and, if thought fit, pass the following ordinary resolution:**

   "That Stephen Sinclair, who retires in accordance with the NZX Listing Rules, and having offered himself for re-election and being eligible, is re-elected as a Director of the Company for a three-year term."

5. **To consider and, if thought fit, pass the following ordinary resolution:**

   "That Hannah Barrett, who retires in accordance with the NZX Listing Rules, and having offered herself for re-election and being eligible, is re-elected as a Director of the Company for a two-year term."

6. **To consider and, if thought fit, pass the following ordinary resolution:**

   "That Antony Vriens, who retires in accordance with the NZX Listing Rules, and having offered himself for re-election and being eligible, is re-elected as a Director of the Company for a three-year term."

7. **To consider and, if thought fit, pass the following ordinary resolution:**

   "That the directors of the Company be authorised to fix the fees and expenses of BDO as auditor of the Company."

8. To consider any other business that can be properly brought before the meeting.
Explanatory notes regarding the resolutions are attached to this notice of meeting.

For and on behalf of the Board

Stephen Sinclair
Chief Executive Officer

30 September 2026

Explanatory Notes to Notice of Annual Meeting of Shareholders

1. Election of Directors

Under Listing Rule 2.7.1 of the NZX Listing Rules, and in accordance with the constitution of the Company, a director must not hold office (without re-election) past the third annual meeting following the director's appointment or 3 years, whichever is longer. Accordingly, Grant Baker, Michael Kerr, Stephen Sinclair, Hannah Barrett, and Antony Vriens retire by rotation and being eligible, offer themselves for re-election. To avoid so many directors coming up by rotation in three years, the directors have agreed to stagger the term of the elections.

2. Election of Grant Baker, Non-executive Chairman

Grant was appointed to the Board in March 2020. Grant retires by rotation pursuant to the NZX Listing Rules and, being eligible, has offered himself for re-election as a director for a two-year term.

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 15 years. He was a co-founder of The Business Bakery and has a number of 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. He was the chairman of The Gut Cancer Foundation, a position he held for more than 10 years.

In terms of the NZX Listing Rules and the factors in the NZX Corporate Governance Code, the Board does not consider Grant to be an independent director because he is a trustee of The Baker Investment Trust No 2, which is a substantial product holder of the Company.

The Board unanimously recommends that shareholders vote in favour of Grant's re-election.

3. Election of Michael Kerr, Executive Director

Michael was appointed to the Board in March 2020. Michael retires by rotation pursuant to the NZX Listing Rules and, being eligible, has offered himself for re-election as a director for a two-year term.

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 25 years, in which time he has developed a wealth of knowledge, both locally and internationally, about how to create and grow brands in the health and wellness space.

In terms of the NZX Listing Rules and the factors in the NZX Corporate Governance Code, the Board does not consider Michael to be an independent director because he is a director of M & N Kerr Holdings Limited, which is a substantial product holder of the Company.

The Board unanimously recommends that shareholders vote in favour of Michael's re-election.

4. Election of Stephen Sinclair, Executive Director

Stephen was appointed to the Board in March 2020. Stephen retires by rotation pursuant to the NZX Listing Rules and, being eligible, has offered himself for re-election as a director for a three-year term.

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 then, has been involved with numerous successful startups, including 42 Below, Ecoya and Trilogy, and has also been involved in the recapitalisation of Dorchester Pacific, which is now Turners Automotive Group.

In terms of the NZX Listing Rules and the factors in the NZX Corporate Governance Code, the Board does not consider Stephen to be an independent director because he is the Chief Executive Officer.

In addition, he is a trustee of The Sinclair Investment Trust, which is a substantial product holder of the Company.

5. Election of Hannah Barrett, Independent Director

Hannah was appointed to the Board in March 2020. Hannah retires by rotation pursuant to the NZX Listing Rules and, being eligible, has offered herself for re-election as a director for a two-year term.

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, where she worked on assignments for global companies as well as New Zealand-based businesses and individuals. Hannah also runs her own business specialising in digital consulting and marketing. Hannah supports a number of charities and is an ambassador for Sweet Louise.

In terms of the NZX Listing Rules and the factors in the NZX Corporate Governance Code, the Board considers that Hannah is an independent director.

The Board unanimously recommends that shareholders vote in favour of Hannah's re-election.

6. Election of Antony Vriens, Independent Director

Antony was appointed to the Board in March 2020. Antony retires by rotation pursuant to the NZX Listing Rules and, being eligible, has offered himself for re-election as a director for a three-year term.

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 Turners Automotive Group and the chairman of Autosure Insurance Limited (Turners' insurance subsidiary). Antony is chairman of the Gut Cancer Foundation and is involved in the development of cancer support programmes. 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 currently involved in developing wellness and disease prevention programmes across Australia and New Zealand. In addition to his medical degree, Antony holds an MBA from the University of Auckland, with a background in international business and innovation.

In terms of the NZX Listing Rules and the factors in the NZX Corporate Governance Code, the Board considers that Antony is an independent director.

The Board unanimously recommends that shareholders vote in favour of Antony's re-election.

7. Auditor Remuneration

BDO is automatically reappointed as auditor of the Company under section 207T of the Companies Act 1993 (the *Act*). Pursuant to section 207S of the Act, this resolution authorises the directors to fix the fees and expenses of the auditor.

Voting

The resolutions will be voted on by shareholders of the Company as ordinary resolutions. An ordinary resolution is a resolution passed by a simple majority of the votes cast by the shareholders entitled to vote and voting.

Voting on the resolutions will be by poll. The results of the voting will be available after the conclusion of the meeting and will be notified to NZX.

The only persons entitled to vote at the annual meeting are registered shareholders as at 5:00pm on Tuesday, 27 October 2026, and only the ordinary shares registered in those shareholders' names may be voted at the annual meeting

Proxies

Any shareholder who is entitled to vote at the annual meeting may appoint a proxy to attend and vote on their behalf. A shareholder wishing to appoint a proxy should complete and return the Proxy Voting Form (enclosed with this notice of meeting) in the manner specified on the Proxy Voting Form so that the form is received by Computershare no later than 48 hours before the time for holding the meeting. Alternatively, shareholders can appoint their proxies online at www.investorvote.co.nz.

A proxy does not have to be a shareholder in the Company. A shareholder may appoint any person to act as a proxy. The Chairman of the meeting or any other director can be a proxy for a shareholder if the shareholder wishes to appoint the Chairman or that director as their proxy.

If, in appointing a proxy, you have inadvertently not named someone to be your proxy (either online or on the enclosed Proxy Voting Form), or your named proxy does not attend the meeting, the Chairman of the meeting will be your proxy and will vote in accordance with your express direction. If appointed as a discretionary proxy, each Director and the Chairman intend to vote in favour of each resolution.

To direct your proxy how to vote on each resolution, you should tick the appropriate box on the enclosed Proxy Voting Form (or use the online portal at www.investorvote.co.nz). Except as set out in the Proxy Voting Form, if you appoint a proxy but do not tick one of the boxes in relation to a resolution, you will be deemed to have granted your proxy the discretion to cast your votes as he or she decides.

To be effective, proxy appointments should be lodged at least 48 hours before the meeting is due to begin (that is, at 11:00am on Tuesday, 27 October 2026), in accordance with the instructions in the notes to the accompanying Proxy Voting Form.

Any corporation that is a shareholder may appoint a person as its representative to attend the annual meeting and vote on its behalf, in the same manner as it could appoint a proxy. A corporation wishing to appoint a person must ensure that the representative brings to the meeting an original of the notice appointing that person as its representative. To assist administration, the Company would be grateful if notices appointing representatives are delivered to Computershare Investor Services Limited, Level 2, 159 Hurstmere Road, Takapuna, Auckland, New Zealand (Private Bag 92119, Auckland 1142) at least 48 hours before the time of the meeting. If the notice of appointment is not delivered to the Company's share register prior to the meeting, the representative must bring to the meeting the original notice of appointment signed by the relevant company or body corporate.

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