

ME TODAY LTD · THURSDAY 29 OCTOBER 2026

Annual Meeting of Shareholders

me | today®



BEFORE WE BEGIN

Voting & Questions

Voting

Vote before the meeting closes by emailing **vote@metoday.com**

Questions

Email **vote@metoday.com** or ask in writing through the Teams Q&A

Proxies of **69,612,278 shares** appointed, representing **73.65%** of total shares



GOVERNANCE

Board of Directors



Grant Baker

NON-EXECUTIVE
CHAIRMAN

Appointed March 2020

Standing for re-election



Michael Kerr

FOUNDER & EXECUTIVE
DIRECTOR

Appointed March 2020

Standing for re-election



Stephen Sinclair

CEO & EXECUTIVE
DIRECTOR

Appointed March 2020

Standing for re-election



Hannah Barrett

INDEPENDENT
DIRECTOR

Appointed March 2020

Standing for re-election



Antony Vriens

INDEPENDENT
DIRECTOR

Appointed March 2020

Standing for re-election



Roger Gower

INDEPENDENT DIRECTOR

Appointed July 2008

AGENDA

Meeting Agenda

- | | |
|----|--|
| 01 | Chairman's Address – Grant Baker |
| 02 | FY26 Results & Business Update – Stephen Sinclair |
| 03 | Brand & Product – Michael Kerr |
| 04 | Questions |
| 05 | Resolutions & Voting |
| 06 | Any Other Business |



FY26 RESULTS

FY26 at a Glance

\$7.96m

Group gross revenue

Up 36% on FY25; ahead of \$7.4m
guidance

\$1.23m

Group EBITDA loss

FY25: \$2.14m loss; guidance was < \$1.6m

Balance sheet further
strengthened by the
Series 1 Warrant issue

CHAIRMAN'S ADDRESS

Strategy for Growth

- + Still in an investment phase – brand, product development and marketing
- + FY26 growth driven predominantly by **New Zealand and China** – significant further opportunity in both
- + Continue investing in our **existing international markets**
- + Expanding **online and digital** sales – online specialist recruited and investment in the channel increasing



FUNDING

Series 1 Warrants

EXERCISE PRICE	6 cents per share
EXERCISE PERIOD	1 October 2026 to 5pm Friday 30 October 2026
WARRANTS ON ISSUE	47.26 million
USE OF FUNDS	Product development, additional marketing and international growth

Further exercise notices expected on the final day – including Sharesies members

EXERCISED TO DATE

80%+

of Series 1 Warrants exercised

\$2.31m of new capital raised to date, of a potential \$2.84m

Entities associated with Grant Baker and Stephen Sinclair have exercised \$1.785m and other holders \$528k

RESOLUTIONS

The Board unanimously recommends shareholders vote in favour of all resolutions

Resolutions 1–5 – Re-election of Grant Baker, Michael Kerr, Stephen Sinclair, Hannah Barrett and Antony Vriens

Resolution 6 – Authorisation to set the fees of the Auditors



Business Update

01	FY26 financial results
02	Balance sheet & funding
03	Strategy
04	New Zealand, China, South East Asia & other markets

FY26 RESULTS

FY26 Financial Performance

+ Gross revenue **\$7.96m, up 36%**

+ Revenue **\$6.53m** after marketing provided to customers

+ Group EBITDA loss **\$1.23m** (FY25: \$2.14m)

+ Loss before tax **\$1.46m** (FY25: \$2.37m)

Continuing operations only; excludes King Honey.

NZ\$000	FY26	FY25
Me Today brand revenue	5,938	4,890
China licence revenue	1,113	445
Agency revenue	531	511
Other brands revenue	377	–
Gross revenue	7,959	5,846
Less marketing provided to customers	(1,426)	(1,048)
Revenue	6,533	4,798
Changes in inventories	(3,319)	(2,897)
Gross profit	3,214	1,901
Less operating expenses	(3,286)	(3,112)
EBITDA before head office costs	(72)	(1,211)
Head office & listed company costs	(1,154)	(930)
Group EBITDA	(1,226)	(2,141)
Depreciation, amortisation & impairment	(116)	(101)
Net finance costs	(119)	(125)
Loss before tax – continuing operations	(1,462)	(2,367)

BUSINESS UPDATE

Balance Sheet & Funding

	30 JUNE 2025	30 JUNE 2026
Cash	\$1.26m	→ \$1.83m
Borrowings	\$15.76m	→ \$2.25m
Net assets	(\$2.34m)	→ \$2.51m

BNZ facility refinanced September 2025 (3 years to September 2028)

Rights issue completed November 2025: 36.4m new shares at 6 cents

STRATEGY

Me Today Strategy

- 01 **Gain market share in New Zealand – our core market**
- 02 **Maximise the China licensing arrangement**
- 03 **Build out South East Asia distribution**
- 04 **Develop the USA, Japan, UAE & Ireland**
- 05 **Grow the online business**
- 06 **Invest in the brand through targeted marketing**
- 07 **Bring new products to market**



Me Today New Zealand

\$2.69m

NZ net revenue, up from \$1.62m

+75%

Scan data through our largest NZ retail partner, 12 months to 21 October 2026

New planogram from March 2026 lifted in-store visibility.

RETAIL PARTNERS

Chemist Warehouse

Woolworths

Unichem

Life Pharmacy

Bargain Chemist

Health 2000

Independent pharmacies

Online at Health Post, Pharmacy Direct and metoday.com

Me Today China

- + Licence fee revenue **\$1.1m** for the year to 31 March 2026 (prior year: \$0.45m)
- + Fee now based on a percentage of partner revenue
- + Partner ownership of the China trademark up to 40% (from 20%)
- + Douyin, live-streaming, other online platforms and direct-to-consumer
- + Partner expected to move to **50% ownership** of the China trademark before 30 June 2027
- + November 2026: **Double 11** livestreaming events and **CIIE Shanghai** – 100m² stand in the New Zealand pavilion

40%

Partner ownership of the Me Today China trademark – **up to 50% possible** on revenue targets

MARKETS · 3 OF 4

South East Asia

- + Exclusive distribution agreement across four markets
- + Opening order of ten products fulfilled June – August 2026
- + Minimum sales targets over five years
- + FY26 South East Asia revenue **\$0.55m**

LAUNCHED 2026

Singapore

EXPECTED CY2027

Malaysia

REGISTRATION

Thailand

REGISTRATION

Vietnam

MARKETS · 4 OF 4

Other Markets

USA

Mānuka honey orders of \$1.06m in grocery and consumer retail

Japan

Mānuka honey with an established partner

UAE & Ireland

Ongoing presence



BRAND · FY26

Me Today Brand

Fix the root, not the routine

Problem/solution positioning: a fresh, clean, modern brand, proudly from New Zealand

Radio and outdoor

More FM, The Breeze and The Edge, plus billboards and gym screens through FY26

NZME campaign

Newstalk ZB, ZM, The Hits and NZ Herald digital, September to November 2026

Always-on digital

Social and Meta driving metoday.com, with bundles built around our hero products

Partnerships and PR

Continuous exposure through events, sponsorships and PR activities



Make sure Me Today is seen

Every channel working together to build awareness and trust

The Me Today Range



Supplements

Complex, High Dose, Complex+ and 120 value packs



Skincare

Multivitamin, Advanced and Targeted ranges



Mānuka Honey

Honey, lozenges and Superhoney blends



Potent Herbal Liquids

Adults' and children's range



Powders & Electrolytes

Functional powders, Daily & Sports Electrolytes

FY26 New Product Launches

15

new products
launched in FY26



Potent Herbal Liquids

Five liquids: Sinus and Chest & Lung for adults; Immune Shield, Sinus and Chest & Rest Night for children



New formats

New High Dose capsules and Himalayan Shilajit Resin, our first resin



Functional powders

Five blends: Belly Bliss, Choc N Chill, Glow Girl, Blood Sugar Sync, Blood Sugar & Cycle Sync



Electrolytes

Daily Hydration and HASTA-certified Sports Amino Electrolytes+, launched July 2026

Problem/solution-led products for everyday use

WHAT'S NEXT

Product Pipeline

20 further new products planned for the rest of FY27

01	02	03	04
Launching before Christmas 2026	Win where the volume is	Lead in several growth pillars	Efficacious dose or no launch
A new wave of launches July – Dec 2026, with further Complex and Complex+ formulas to follow	Big, growing categories where we're missing or under-represented	Women's health, inner beauty, metabolism support, longevity, stress & mind, potent herbals, hydration	Every new product must earn its place on shelf

OUTLOOK

Looking Ahead

\$4.5m+

H1 FY27 gross revenue expected

Six months to 31 December 2026 (H1 FY26: \$3.3m)

< \$500k

H1 FY27 EBITDA loss expected

Six months to 31 December 2026 (H1 FY26: \$827k)

Brand and marketing investment expected to increase in the second half of FY27

- 01 **Strengthened balance sheet and committed warrant funding**
- 02 **Grow market share in New Zealand**
- 03 **Maximise the China licensing arrangement**
- 04 **Build out the South East Asia network**
- 05 **Continue an active product pipeline**



Questions

Email **vote@metoday.com** or use the Teams Q&A

RESOLUTIONS & VOTING

Resolutions

RESOLUTION 1	Re-election of Grant Baker
RESOLUTION 2	Re-election of Michael Kerr
RESOLUTION 3	Re-election of Stephen Sinclair
RESOLUTION 4	Re-election of Hannah Barrett
RESOLUTION 5	Re-election of Antony Vriens
RESOLUTION 6	Authorisation to set the fees of the Auditors



RESOLUTIONS & VOTING

Voting

Vote before the meeting closes
by emailing
vote@metoday.com

Indicate for each resolution:

FOR

AGAINST

ABSTAIN



Thank you

me | today[®]

