

Me Today ASM – Thursday 29 October 2026 from 11.00am via MS Teams

Slide 1 – Title

Good morning, everyone. Welcome to the 2026 Me Today Annual Shareholders' Meeting being held online.

My name is Grant Baker. I am the Chair of the Me Today Board.

A few housekeeping matters before we begin.

Slide 2 – Voting & Questions

To effectively manage this online meeting, we have all participants on mute. If you have any questions during the meeting, please email vote@metoday.com. We have also enabled the Q&A function within the Teams meeting so you can ask a question in writing through Teams.

Today's meeting includes voting on six resolutions. Five relate to the re-election of the directors retiring by rotation, being myself, Michael Kerr, Stephen Sinclair, Hannah Barrett and Antony Vriens, and the sixth authorises the board to set the fees of our auditors, BDO.

Voting on each resolution is being conducted by poll. All six resolutions are ordinary resolutions and may therefore be passed by a simple majority of the votes of shareholders entitled to vote and voting, in person or by proxy.

Prior to the meeting we had received proxies relating to 69,612,278 shares, which represents 73.65% of the shares on issue. All directed proxies will be automatically counted.

There are no voting restrictions on today's resolutions.

Slide 3 – Board of Directors

I would like to introduce my fellow directors. Online are Antony Vriens and Roger Gower. In the room with me is Hannah Barrett. Also present are CEO and director Stephen Sinclair, and Founder and director Michael Kerr.

In attendance online today are the company's auditors, BDO, and legal advisors Chapman Tripp. Thank you to these firms that provide valuable services to Me Today.

Slide 4 – Meeting Agenda

I propose to take the notice of meeting as read. A quorum is present and therefore I declare the meeting open.

I will begin with a short Chairman's address. Stephen Sinclair will then take you through the FY26 results and a business update, and Michael Kerr will provide an overview of the Me Today brand and product range, including the new products launched over the past year.

Following these updates, we will answer any questions that have been emailed to vote@metoday.com or asked through the Teams meeting Q&A, before moving to the formal resolutions.

Slide 5 – Chairman's Address – FY26 at a Glance

FY26 has been an important year for Me Today. It is the first full year following the receivership of King Honey, and the first year in which the Group's results reflect the Me Today brand on its own, together with the China licensing arrangement and our agency business.

FY26 Group gross revenue was \$7.96m, an increase of 36% on FY25 and ahead of the guidance of \$7.4m we provided to the market in May. The Group EBITDA loss was \$1.23m, compared to \$2.14m in FY25, and better than our guidance of a loss of less than \$1.6m.

The balance sheet is in a much stronger position, and it will be further strengthened as a result of the upcoming Series 1 Warrant exercise, I will update on the exercise progress shortly.

Slide 6 – Strategy for Growth

We remain in an investment phase. The board's priority continues to be investment in the brand, product development and marketing to drive revenue growth across all of our markets.

The growth in FY26 has come predominantly out of New Zealand and China. In New Zealand we have strong retail partnerships which are supported by a strong product development pipeline. There is significant opportunity for further growth in New Zealand and China.

Alongside New Zealand and China we will continue to invest in establishing and growing our existing other international markets.

With the brand establishing in New Zealand through bricks and mortar retail we also see an opportunity to expand further into online and digital sales. We have recently recruited an online specialist, and the business has commenced a program of increased investment in the online channel.

Slide 7 – Series 1 Warrants

As part of the capital raise last year, all shareholders received a bonus issue of Series 1 and Series 2 Warrants, on the basis of one warrant of each series for every two shares held. There are 47.26 million warrants in each series on issue.

The Series 1 Warrants are exercisable at 6 cents per share, and the exercise period is open now. It closes at 5pm tomorrow, Friday 30 October. If all Series 1 Warrants are exercised, the Company would receive \$2.84m of new capital.

The trustees of the Baker Investment Trust No 2 and the Sinclair Investment Trust, associated with Steve and me are exercising all Series 1 Warrants held between them securing a minimum of \$1.785m of new capital.

In addition to the founders, we have had acceptances from other holders amounting to 8.8 million warrants, which results in additional cash of \$528,000. This means as of today over 80% of the warrants on issue have been exercised. We expect further exercise notices on the

final day tomorrow which will include the Sharesies members and we haven't been advised the number of warrants exercised by them as yet.

Other warrant holders who are considering exercising should make their own decisions having regard to their own circumstances and after considering their own advice.

The warrant funds will be used to continue investing in product development, additional marketing and international growth.

Slide 8 – Board Recommendations on Resolutions

As set out in the Notice of Meeting, the Board unanimously recommends that shareholders vote in favour of each of the resolutions.

Five directors, being myself, Michael Kerr, Stephen Sinclair, Hannah Barrett and Antony Vriens, retire by rotation under the NZX Listing Rules and, being eligible, offer themselves for re-election.

As all five of us were appointed in March 2020, the directors have agreed to stagger the terms, with two-year terms for Michael, Hannah and myself, and three-year terms for Stephen and Antony, so that so many directors do not come up for rotation at the same time in future.

The final resolution authorises the directors to fix the fees and expenses of BDO as auditor. BDO is automatically reappointed under the Companies Act.

As founders of the Me Today business, Stephen, Michael and I continue to believe in the strength of the Me Today brand and remain committed to its growth.

I would now like to hand over to Stephen Sinclair.

Stephen – Slide 9 – Business Update – Agenda

Thanks Grant.

In this section I will discuss the following.

- The FY26 financial results.
- The Group's balance sheet and funding.
- The strategy for Me Today, including an update on New Zealand, China, South East Asia and our other markets.

I will then hand over to Michael to discuss the brand and product development in further detail.

Slide 10 – FY26 Financial Performance

In FY26 Group gross revenue, before marketing costs provided to customers, was \$7.96m, an increase of 36% on FY25. This was made up of Me Today brand sales of \$5.94m, licence fee revenue from China of \$1.11m, agency revenue of \$0.53m and \$0.38m from other brands. After deducting marketing services provided to customers, revenue was \$6.53m, compared to \$4.80m in FY25.

Before head office and listed company costs, the brand, licence, agency and other brands businesses together recorded an EBITDA loss of \$72,000, compared to a loss of \$1.21m in FY25. Head office and listed company costs were \$1.15m, compared to \$0.93m, giving a Group EBITDA loss of \$1.23m, compared to \$2.14m in FY25.

After depreciation and net finance costs, the loss before tax from continuing operations was \$1.46m, compared to \$2.37m in FY25.

The business continues to invest in the brand, product development and marketing, and the strategy remains to drive top-line growth.

Slide 11 – Balance Sheet & Funding

The Group's balance sheet has changed significantly over the year. At 30 June 2026 the Group had net assets of \$2.51m, compared to net liabilities of \$2.34m a year earlier, and cash of \$1.83m, compared to \$1.26m.

Borrowings reduced from \$15.76m to \$2.25m, as King Honey's bank debt and subordinated note left the Group with the receivership. In September 2025 we refinanced the remaining \$2.25m with the BNZ through a three-year facility maturing in September 2028.

In November 2025 we completed the rights issue approved at last year's meeting, issuing 36.4 million new shares at 6 cents per share, including oversubscriptions.

Slide 12 – Me Today Strategy

The Me Today strategy is to focus on New Zealand as our core market, with success at home providing a platform to grow internationally. The key strategies are:

- Continuing to gain market share in New Zealand.
- Maximising and leveraging the China licensing arrangement.
- Building out the new South East Asia distribution agreement.
- Developing opportunities in the USA, Japan, the UAE and Ireland.
- Growing the Online business.
- Investing in the brand through marketing campaigns aligned with our consumer.
- Bringing new products to market.

Slide 13 – New Zealand

New Zealand continues to be the core driver of growth, with net revenue from New Zealand customers of \$2.69m in FY26, compared to \$1.62m in FY25.

The Me Today brand is listed in some of New Zealand's largest retailers, including Chemist Warehouse, Woolworths, Unichem and Life Pharmacies, Bargain Chemist, independent pharmacies and Health 2000 stores, and is available online at trusted sites such as Health Post, Pharmacy Direct and metoday.com.

A new planogram introduced in March 2026 lifted the brand's visibility in store. Scan data shows retail sales through our largest New Zealand retail partner up 75% in the 12 months to 21 October 2026, compared to the prior 12-month period.

Retail partnerships remain important, as a larger footprint in store will support continued growth in sales.

Slide 14 – China

In China, the partnership with our licensing partner continues to expand. Licence fee revenue for the year to 31 March 2026 was \$1.1m, compared to \$0.45m in the prior year, reflecting the move from a fixed fee in year one to a fee calculated as a percentage of revenue.

During the year our partner twice gave notice of having achieved the revenue targets required to increase its ownership of the Me Today China trademark, taking its total ownership to 40%. The agreements allow our partner to progressively own up to 50% of the greater China trademark should it achieve certain revenue targets.

We expect to receive notice from our China partner to take its shareholding to 50% ownership of the China Trademark during the FY27 financial year.

The focus in China includes promoting Me Today on Douyin, the Chinese TikTok platform, live-streaming activations, and expanding further into other online platforms and direct-to-consumer sales models.

Michael and I travel to China this Saturday evening. During this visit we will take part in Livestreaming events surrounding the China Double 11 selling festival period. We will also attend the China International Import Expo in Shanghai where Me Today has a presence through a 100 square metre stand within the New Zealand pavilion at the Shanghai Exhibition centre.

Slide 15 – 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 occurred first in Singapore, with an opening purchase order for ten products fulfilled between June and August 2026. Revenue from South East Asia was \$0.55m in FY26.

Malaysia is expected to follow in the 2027 calendar year, with the remaining markets progressing through registration thereafter.

Slide 16 – Other Markets

Outside New Zealand, China and South East Asia, Me Today continues to focus on opportunities in the USA, Japan, the UAE and Ireland.

In the USA, the offline business is Manuka honey focused, with orders of \$1.06m during the FY26 financial year in the grocery and consumer retail channels. In Japan, Me Today continues to sell Manuka honey with an established partner. The brand also maintains an ongoing presence in the UAE and Ireland.

I would now like to hand over to Michael to discuss the brand and our products in further detail.

Michael – Slide 17 – Me Today Brand

Thanks Stephen.

Alongside our market expansion, we've continued to invest in the brand, growing presence through above-the-line marketing. That means more radio, outdoor and media partnerships to put Me Today in front of more New Zealanders, more often. Our positioning is simple: *fix the root, not the routine*. Me Today is a problem/solution brand. It's fresh, clean and modern, and proudly from New Zealand.

Through FY26 we were on air with More FM, The Breeze and The Edge, and in outdoor with billboards and gym screens. From September to November 2026, we're running a campaign with NZME across Newstalk ZB, ZM, The Hits and NZ Herald digital.

Online, our always-on social and Meta activity drives traffic to metoday.com and our Me Today retail partners stores, with activity around our hero products. Through events, sponsorships and PR, the brand stays in front of consumers all year round.

The goal is to make sure Me Today is seen, with every channel working together to build awareness and trust.

Slide 18 – The Me Today Range

Me Today now covers five categories.

In supplements, we have our core Complex and High Dose ranges, plus Complex+ and the 120 value packs. In skincare, we have three ranges: Multivitamin, Advanced and Targeted. And we have a full Mānuka honey range, with honey, lozenges and our Superhoney blends.

Over the past year we've added two new categories. The first is Potent Herbal Liquids, with ranges for adults and children. The second is Powders and Electrolytes, which covers functional powders and our Daily and Sports Electrolytes.

Leading the range are four hero products: Astaxanthin+, Berberine Digest, Shilajit 4000 and High Dose Creatine 5000.

Altogether, the Me Today range is now approximately 100 products. Supplements are the biggest category at around 70 products. Skincare has around 18 products across its three ranges. Mānuka honey has around 8 honeys and lozenges, plus our Superhoney blends. There are five Potent Herbal Liquids, six powders and eight electrolytes.

Slide 19 – FY26 New Product Launches

FY26 was a big year for new product development, with 15 new products launched.

We launched five Potent Herbal Liquids. For adults, Sinus Soothe & Clear and Chest & Lung Clear. For children, Immune Shield, Sinus Soothe & Clear & Chest and Rest Night.

We added new formats, including new High Dose capsules and Himalayan Shilajit Resin, our first resin product.

We also made our first move into powders, with five functional blends: Belly Bliss, Choc N Chill, Collagen Glow Girl, Blood Sugar Sync, and Blood Sugar & Cycle Sync. As well as these functional blends we also launched a High Dose Creatine 5000 powder.

Then in July 2026, just after year end, we launched into Electrolytes with Me Today Daily Hydration Electrolytes and our HASTA-certified Sports Amino Electrolytes+.

Every one of these is a problem/solution-led product made for everyday use.

Slide 20 – Product Pipeline

And there's plenty more to come. We have more than 20 further new products planned for FY27.

A new wave of launches is rolling out between July and December, landing before Christmas, with further Complex and Complex+ formulas to follow.

Another opportunity is to win where the volume is: big, growing categories where we're currently missing or are under-represented.

Ultimately, we want to lead in several growth areas: women's health, inner beauty, metabolism support, longevity, stress and mind, potent herbals, and hydration.

One rule at Me Today doesn't change: every product must have an efficacious dose or we will not launch. Every new product must earn its place on shelf to be in the range.

Thanks for letting me share some insight into the Me Today brand and our product development. I'll now hand back to Grant.

Grant – Slide 21 – Outlook

Thanks Michael.

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. Our priorities remain growing market share in New Zealand, maximising the China licensing arrangement, building out the South East Asia distribution network, and continuing an active new product development pipeline.

In the six months to 31 December 2025, Me Today gross revenue was \$3.3m and the EBITDA loss was \$827k. For the half year ended 31 December 2026, the company expects revenue to exceed \$4.5m and the EBITDA loss is expected to be less than \$500k. This result would deliver half year revenue growth of 36%. Looking forward further to the FY27 full year the business will remain focused on growing top line revenue. To achieve this further investment will be required in brand and marketing expenditure and the board expects this expenditure to increase in the second half of the FY27 financial year.

The board would like to thank shareholders for their support over the past year, and our employees, suppliers and retail partners for their hard work. The board, founding

shareholders and management are excited by the platform created for the brand and look forward to the continued growth and opportunities ahead.

Slide 22 – Questions

We will now answer any questions that have been raised through vote@metoday.com or in the Q&A facility on MS Teams.

Steve, are there any questions?

[Grant to answer any questions relayed by Steve]

Slide 23 – Resolutions

I would now like to move to the formal resolutions notified in the Notice of Meeting.

Voting on each of the resolutions will be by poll.

For anyone still wishing to vote, please email vote@metoday.com before the meeting closes, providing your full name and shareholder number and stating how you wish to vote on each resolution.

Only shareholders, proxy holders or corporate representatives of a shareholder may vote on today's resolutions. Any directed proxies will be automatically counted.

I am taking the full text of each resolution as read. I will ask for any questions on each resolution, and then formally move the resolution.

Resolution 1 – Re-election of Grant Baker

As the first resolution relates to my own re-election, I will hand the chair to Hannah Barrett for this item.

Hannah Barrett

Thank you, Grant. The first resolution relates to the re-election of Grant Baker as a director for a two-year term. I will ask Grant to briefly comment.

Grant to provide brief comments

Are there any questions?

I now move this resolution.

I will now hand the chair back to Grant.

Resolution 2 – Re-election of Michael Kerr

The next resolution relates to the re-election of Michael Kerr as a director for a two-year term. I will ask Michael to briefly comment.

Michael to provide brief comments

Are there any questions?

I now move this resolution.

Resolution 3 – Re-election of Stephen Sinclair

The next resolution relates to the re-election of Stephen Sinclair as a director for a three-year term. I will ask Stephen to briefly comment.

Stephen to provide brief comments

Are there any questions?

I now move this resolution.

Resolution 4 – Re-election of Hannah Barrett

The next resolution relates to the re-election of Hannah Barrett as a director for a two-year term. I will ask Hannah to briefly comment.

Hannah to provide brief comments

Are there any questions?

I now move this resolution.

Resolution 5 – Re-election of Antony Vriens

The next resolution relates to the re-election of Antony Vriens as a director for a three-year term. I will ask Antony to briefly comment.

Antony to provide brief comments

Are there any questions?

I now move this resolution.

Resolution 6 – Authorisation to set fees of Auditors

The final resolution relates to authorising the directors to fix the fees and expenses of the Company's auditor, BDO.

Are there any questions?

I now move this resolution.

Slide 24 – Voting

As mentioned earlier, anyone who has not yet voted or lodged a directed proxy can vote by emailing vote@metoday.com.

Please indicate whether your vote is "FOR", "AGAINST" or "ABSTAIN" for each of the resolutions put forward today.

We will pause the meeting for 1 minute to allow time for any further questions and votes to come in and for them to be verified.

Again, if you have any questions, please email vote@metoday.com or ask in writing through the Teams meeting Q & A.

(pause)

Thank you for your patience.

Any further votes will now be verified and processed. The results of today's meeting will then be announced to NZX as soon as possible.

Slide 25 –Close of Meeting

That concludes the formal part of the meeting.

A final reminder to warrant holders that the Series 1 Warrant exercise period closes at 5pm tomorrow, Friday 30 October.

Thank you for your attendance online today. I now declare the meeting closed.

Slide 26 – Thank You

End of Meeting