

29 October 2026

Me Today first half FY27 outlook and Series 1 Warrant exercise update

- **First half FY27 gross revenue expected to exceed \$4.5m (H1 FY26: \$3.3m), with an EBITDA loss expected to be less than \$500k (H1 FY26: \$827k)**
- **Over 80% of Series 1 Warrants exercised to date, providing \$2.31m of new capital**
- **Entities associated with Chairman Grant Baker and CEO Stephen Sinclair are exercising all of their Series 1 Warrants, providing \$1.785m of new capital**
- **Other warrant holders have exercised 8.8 million Series 1 Warrants to date, providing a further \$528k**
- **The Series 1 Warrant exercise period closes at 5pm tomorrow, Friday 30 October 2026**

Me Today Limited (NZX: MEE) provides its outlook for the six months ending 31 December 2026 and an update on the exercise of its Series 1 Warrants, released at the time of its Annual Shareholders' Meeting held today.

Outlook for the Six Months Ending 31 December 2026

For the half year ending 31 December 2026, Me Today expects gross revenue to exceed \$4.5m, compared to \$3.3m in the six months to 31 December 2025, an increase of more than 36%. The EBITDA loss for the half year is expected to be less than \$500k, compared to \$827k in the first half of FY26.

Looking further ahead to the FY27 full year, the business will remain focused on growing top-line revenue. This will require further investment in brand and marketing, and the Board expects this expenditure to increase in the second half of the FY27 financial year.

“We expect a strong first half, building on the growth we delivered in New Zealand and China in FY26,” said CEO Stephen Sinclair. “Our focus for the full year remains on growing revenue, and we will step up our investment in the brand and marketing in the second half to support that.”

Series 1 Warrant Exercise

As part of the capital raise approved at the 2025 Annual Meeting, 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 47,261,238 warrants of each series on issue.

The Series 1 Warrants are exercisable at 6 cents per share. The exercise period opened on 1 October 2026 and closes at 5pm on Friday 30 October 2026. If all Series 1 Warrants are exercised, the Company would receive \$2.84m of new capital.

Over 80% of the Series 1 Warrants have been exercised to date, providing \$2.31m of new capital of the potential \$2.84m. This comprises \$1.785m from entities associated with Chairman Grant Baker and CEO Stephen Sinclair and \$528k from other warrant holders.

Founding shareholders

As announced on 27 August 2026, 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, provided irrevocable commitments to exercise a minimum of 26,455,554 Series 1 Warrants.

BIT and SIT are now exercising all of the Series 1 Warrants they hold, being 20,271,833 and 9,475,153 Series 1 Warrants respectively. Together this is 29,746,986 Series 1 Warrants, providing \$1.785m of new capital, approximately \$0.2m more than the minimum previously committed.

“Stephen and I continue to back the Me Today brand,” said Chairman Grant Baker. “By exercising all of our Series 1 Warrants we are providing the Company with additional capital to invest in product development, marketing and international growth.”

Other warrant holders

In addition to the founding shareholders, holders of a further 8.8 million Series 1 Warrants have exercised to date, providing additional capital of \$528k. Further exercise notices are expected on the final day, including from Sharesies members, for whom the number of warrants exercised has not yet been advised.

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

Me Today will announce the final number of Series 1 Warrants exercised and the total capital raised following the close of the exercise period. New shares are expected to be issued on 6 November 2026.

Use of funds

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

The presentation and speech notes from today's Annual Shareholders' Meeting are released separately.

Ends

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