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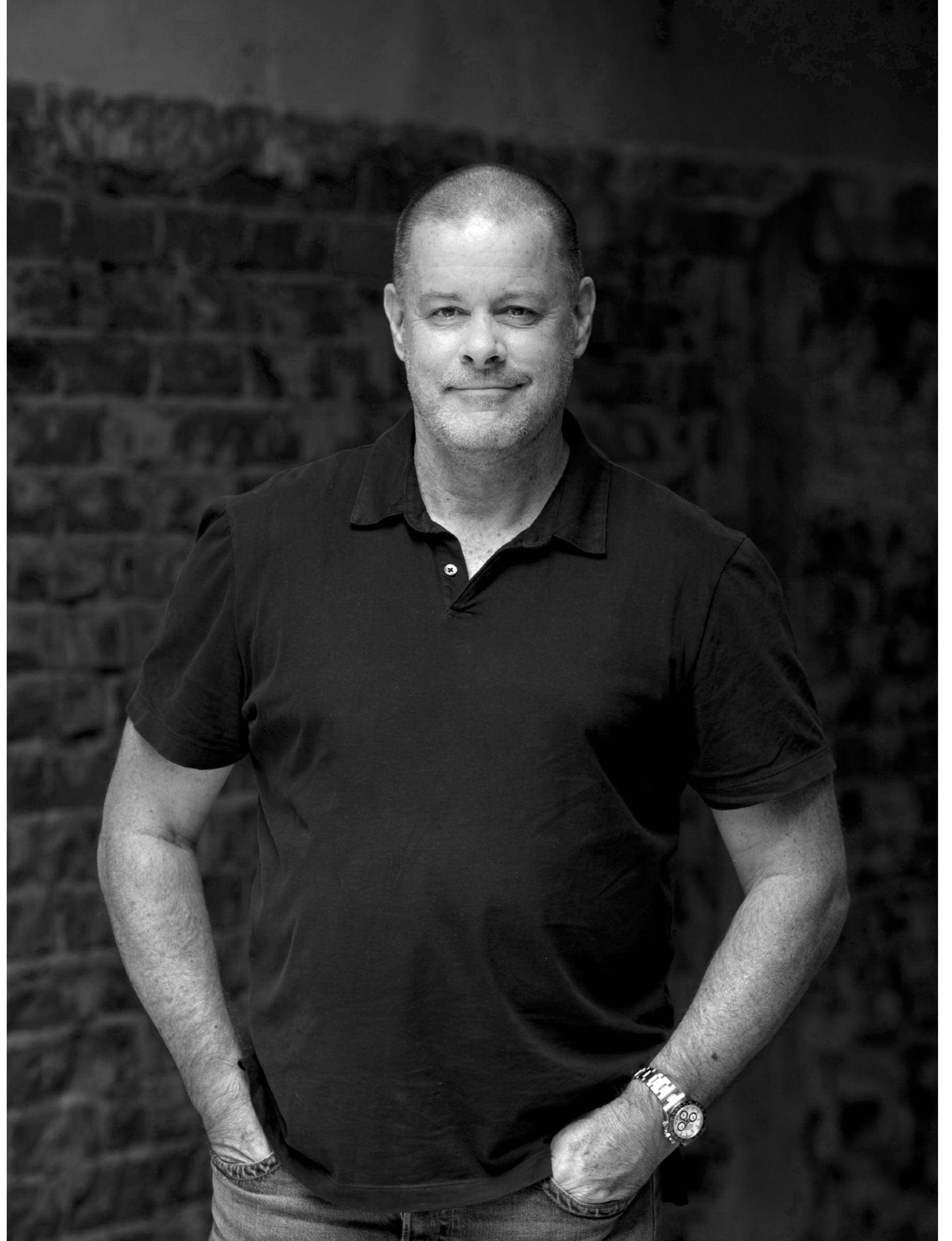
ANNUAL GENERAL MEETING

25 September 2020



ME TODAY CHAIRMAN

Grant Baker



ME TODAY DIRECTORS

GRANT BAKER

Chairman



MICHAEL KERR

CEO, Director



STEPHEN SINCLAIR

CFO, Director



ROGER GOWER

Director



HANNAH BARRETT

Director



DR. ANTONY VRIENS

Director



ANNUAL GENERAL MEETING

Agenda



**Introduction
By the
Chairman**



**CEO's
Overview**



Resolution



**Shareholder
Questions**

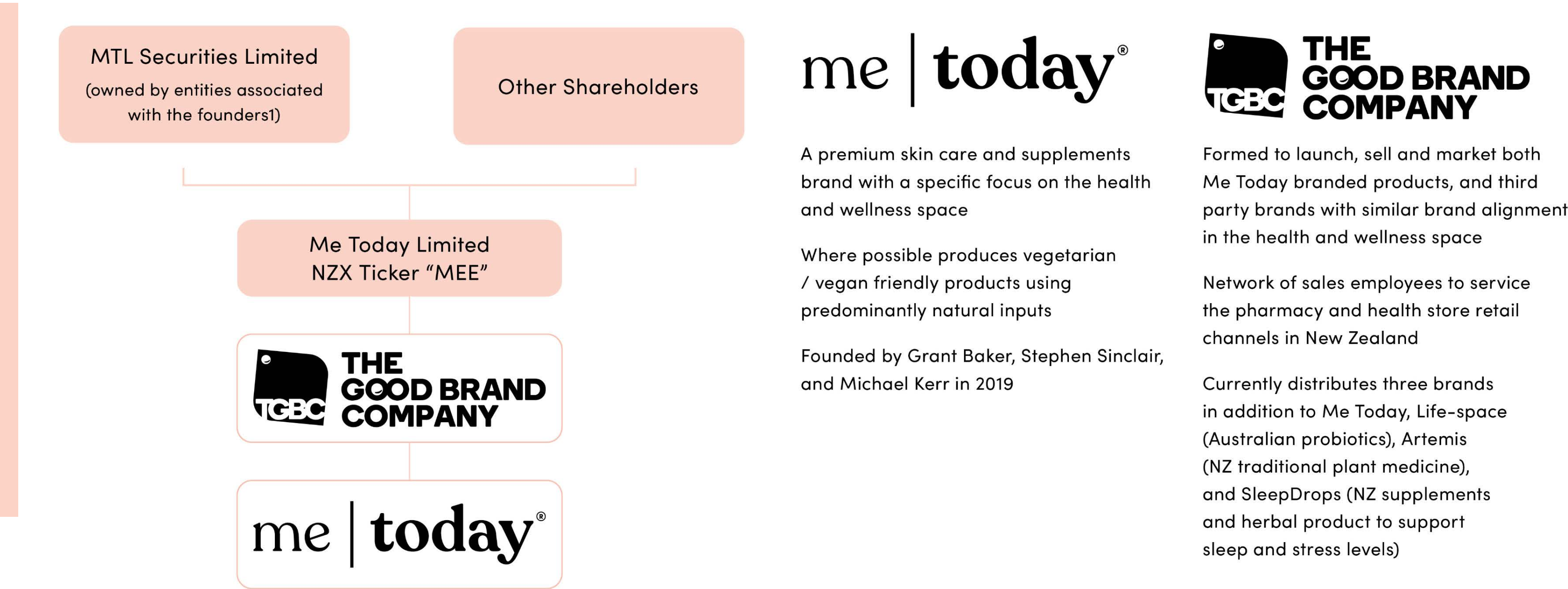


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OVERVIEW OF ME TODAY GROUP

The Group is comprised of The Good Brand Company Limited and Me Today New Zealand Limited



1. Founders are Grant Baker, Michael Kerr, and Stephen Sinclair

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ME TODAY CEO

Michael Kerr



CEO OVERVIEW

- + Me Today and The Good Brand Company Ltd (TGBC), the group, is happy to be listed on the NZX (NZX:MEE)
- + The Group posted gross revenue in FY20 of \$639k
- + July: Completed successful equity raise
- + On track to deliver a run rate gross revenue in March FY21 in excess of \$2m, meaning March revenue to be at least \$166k
- + Efficacious, highly natural products from New Zealand. Conscious of the environment.
- + Me Today Unlocking your best tomorrow.

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STRATEGY

Me Today Strategy



TGBC & Group Strategy



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BRAND



ME TODAY AUDIENCE

GET
WHO
TO
BY

- Women aged 25-55
- Want to be on top of their game
- Buy Me Today's products
- Assimilating them into Me Today lifestyle mantra



ACTIVE URBANITES

Young professionals taking on more in their life and looking for a solution to help sustain their wellbeing.



BUSY FAMLIES

Busy parents who are looking for solutions to help them keep up with their young family

unlocking your best tomorrow




The product is the key that unlocks consumer's personal best.

Allowing for individualization - no matter what your best is, we have a product to unlock it.

Future focused to communicate the long term use of the products, rather than short term fixes.

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BRAND ACTIVITY

		2019					2020							
		NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV
AWARENESS		Consumer Intro to Me Today							Me Today Beauden Barrett		Me Today Creative			>
		 Radio Influencers Social							 Print	 Radio Billboards Street Posters Print Social		>		
TRUST		Recomendation Social POS Events							Recomendation Social POS Events		Recomendation Social POS Events			>

GLOBAL BRAND

Sarah Walker



H2 ME TODAY BRAND

Screen shots from upcoming
broadcast commercials

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E-COMMERCE

E-COMMERCE /ONLINE

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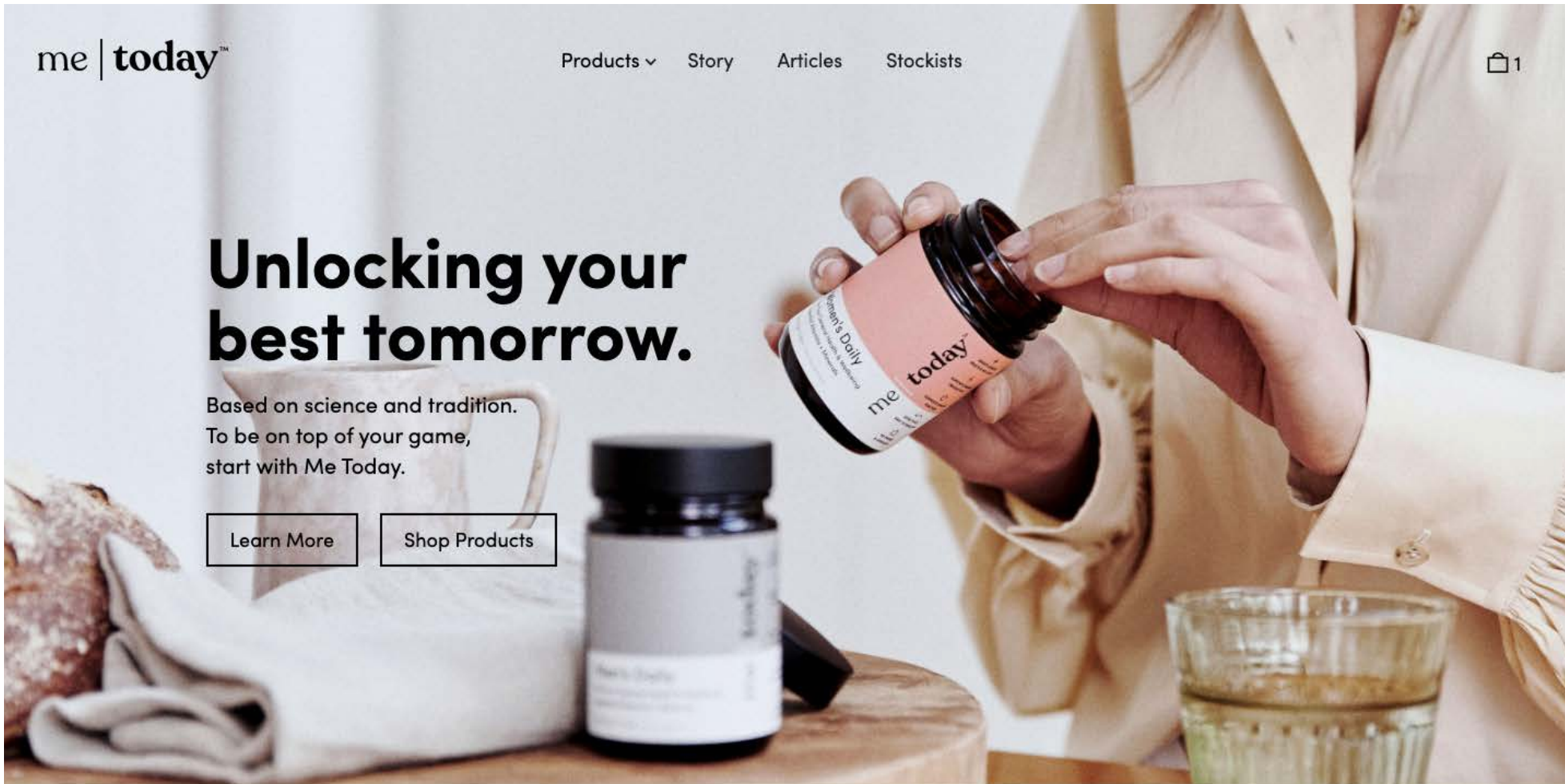
Products ▾StoryArticlesStockists

1

Unlocking your best tomorrow.

Based on science and tradition. To be on top of your game, start with Me Today.

[Learn More](#)[Shop Products](#)



Are you achieving your personal best?

Instead of slowing down, we believe in stepping up. We say it's okay to want more from your life and from your body. This is why we created a range of products to help you unlock your best tomorrow.

+

ASSISTS GENERAL HEALTH & WELLBEING

~

EFFECTIVE & EASY TO SWALLOW

🛡️

SUPPORTS IMMUNE FUNCTION

0

RICH IN BOTANICALS, ANTIOXIDANTS & VITAMINS

✓

PERFORMANCE & EFFICACY


🏠

NZ OWNED & OPERATED

Products ▾StoryArticlesStockists

Articles


In a world where busy is our daily reality, we've refined what matters and consulted with the best to share health truths and wellness tips. Helping you to unlock your best tomorrow, today.



Beauty

The Science Behind Collagen

[Read More](#)




Wellness


3 Easy and Powerful Ways to Support Yourself to Relax and Be Calm


[Read More](#)


Let's be friends


Show us how you unlock your best tomorrow #metodaynz









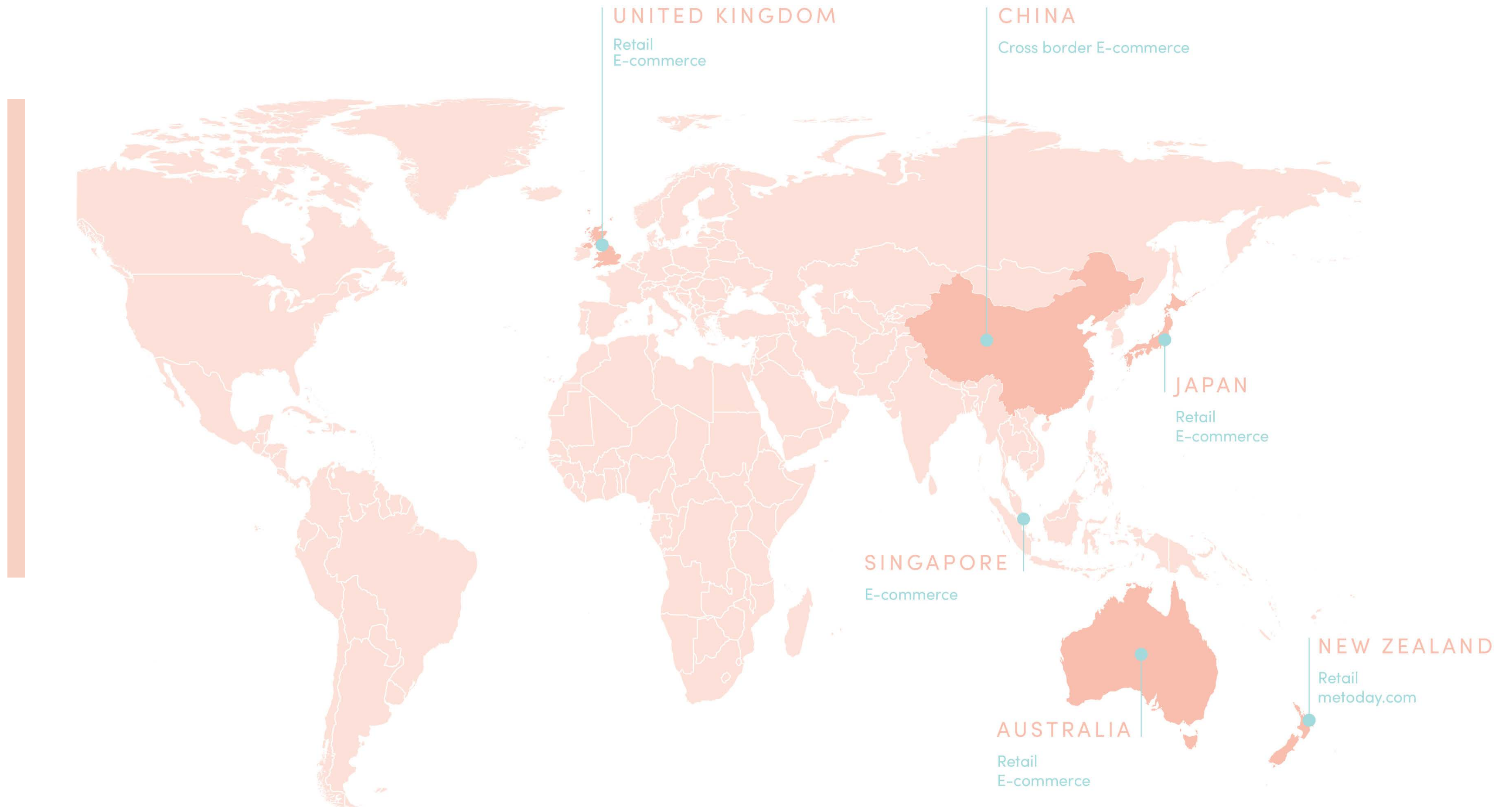


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MARKETS



ME TODAY MARKETS



PRODUCT



NPD PROCESS



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ME TODAY SUPPLEMENTS

Complex + High Dose

COMPLEX



HIGH DOSE



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ME TODAY SKIN & SUN CARE

Women’s Daily + Protect



Women’s Daily Skincare

Protect Skincare

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ME TODAY SKINCARE

October Launch – Skin & Sun



Vitamin Serums



Botanical Oils



Sun Care

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ME TODAY SETS

September Launch – Gift Sets



Her Daily Duo



His Daily Duo



Daily Duo



Hand Revival Duo

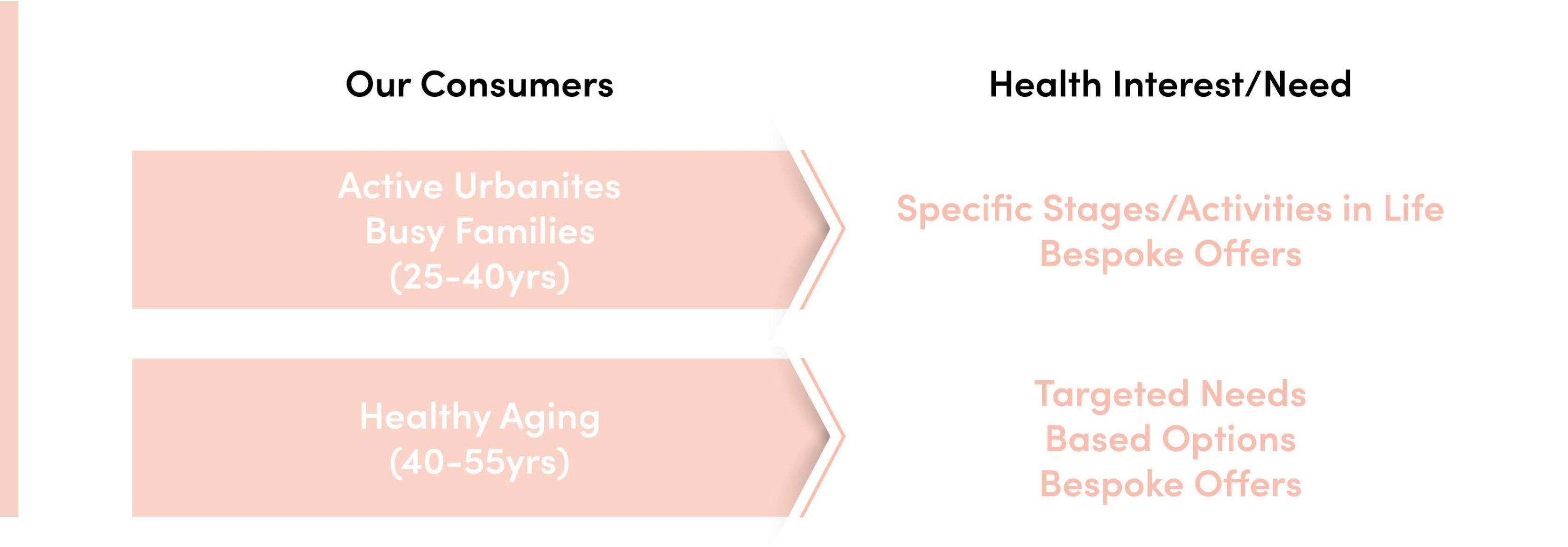


Discovery Trio

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FY21 H2 NPD ROADMAP

October 20 – March 21



A pregnant woman with dark skin and short hair is the central figure. She is wearing a light-colored, long-sleeved cardigan over a brown top. She is leaning her head on her right hand, looking directly at the camera with a calm expression. In the foreground, on a grey textured table, are several items: a small jar of 'me today' Beauty supplement, a dark brown ceramic pitcher, a wooden bowl filled with a colorful salad or snack, and a clear glass of water. The background shows a kitchen with white subway tiles, a wooden shelf with various items, and a potted plant.

TGBC & THE GROUP

TGBC & THE ME TODAY GROUP

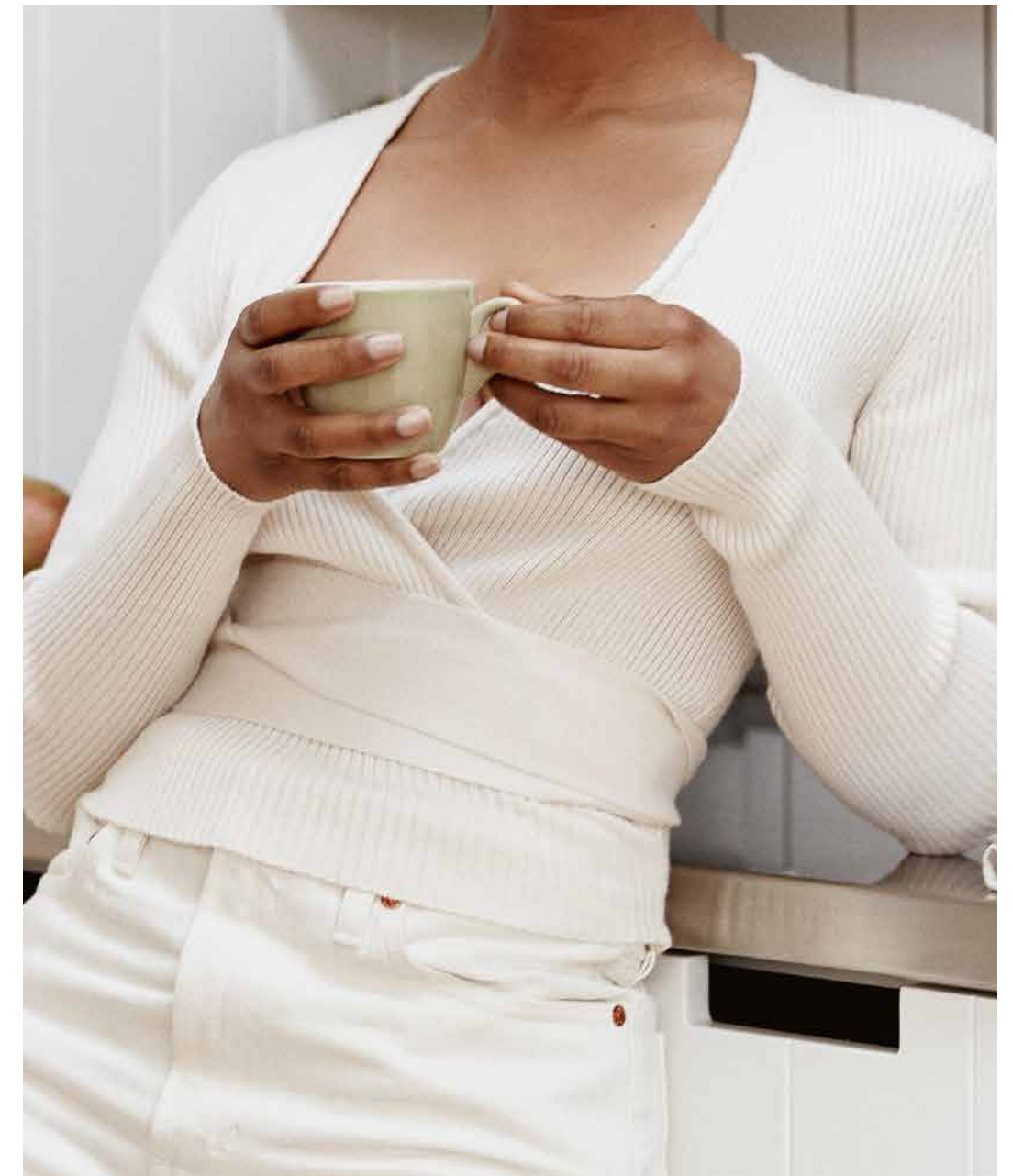
October 20 – March 21

TGBC	Strategy	Key Initiatives
Channel Development	Grow sales network in the key pharmacy and health store channels	Focused on increasing distribution of Me Today and its third party products
Grow Agency Brands	Leverage existing capacity to grow number of brands represented	The Good Brand Company is currently in discussions with additional brands, and will consider utilising its networks across the pharmacy and health store channels to drive sales of these products, where there is a strong fit with its existing portfolio
Me Today Group	Strategy	Key Initiatives
Target Acquisitions	Consider targeted acquisitions to accelerate growth	Evaluate acquisition opportunities of brands in existing or adjacent categories where there is strong strategic and brand alignment

PEOPLE & KNOWLEDGE

Establish a world class Me Today team:

- + Right sized team supporting growth
- + Add experience and knowledge in functions where ongoing support is needed
- + Outsource specific adhoc functions
- + Partner with offshore entities where these make sense/are needed
- + Drive financial performance



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RESOLUTION

Resolution 1 – Auditor Resolution

Resolution 1 concerns the fees and expenses of BDO as auditor of the company.

I now propose that:

The directors of the company be authorised to fix the fees and expenses of BDO as auditor of the company.



THANK YOU