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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



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# ANNUAL GENERAL MEETING

## Agenda



**Introduction  
By the  
Chairman**



**CEO's  
Overview**



**Resolution**



**Shareholder  
Questions**

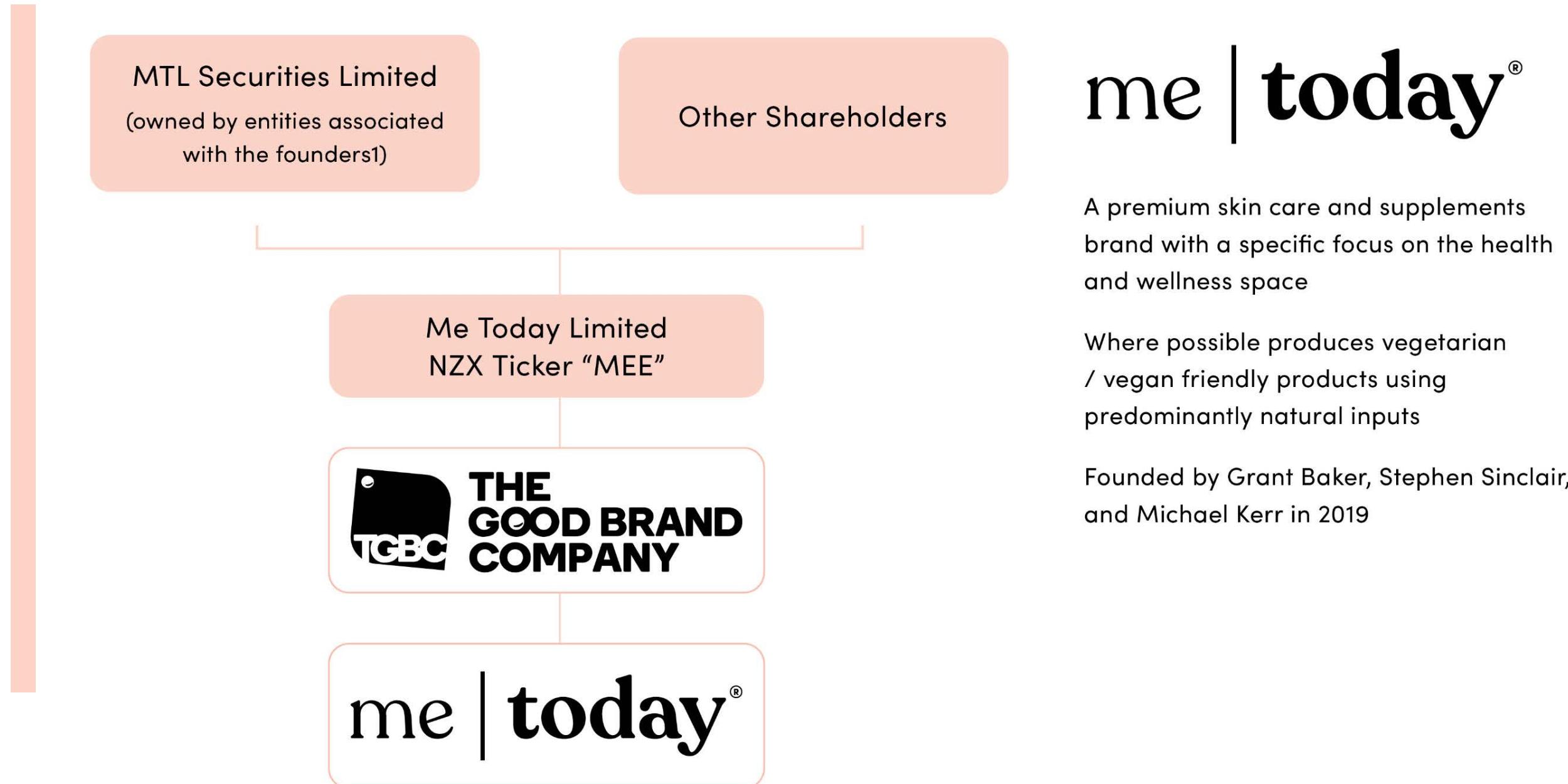


**Close**

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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



A premium skin care and supplements brand with a specific focus on the health and wellness space

Where possible produces vegetarian / vegan friendly products using predominantly natural inputs

Founded by Grant Baker, Stephen Sinclair, and Michael Kerr in 2019

Formed to launch, sell and market both Me Today branded products, and third party brands with similar brand alignment in the health and wellness space

Network of sales employees to service the pharmacy and health store retail channels in New Zealand

Currently distributes three brands in addition to Me Today, Life-space (Australian probiotics), Artemis (NZ traditional plant medicine), and SleepDrops (NZ supplements and herbal product to support sleep and stress levels)

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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.

# 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 FAMILIES

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

# unlocking your best tomorrow

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

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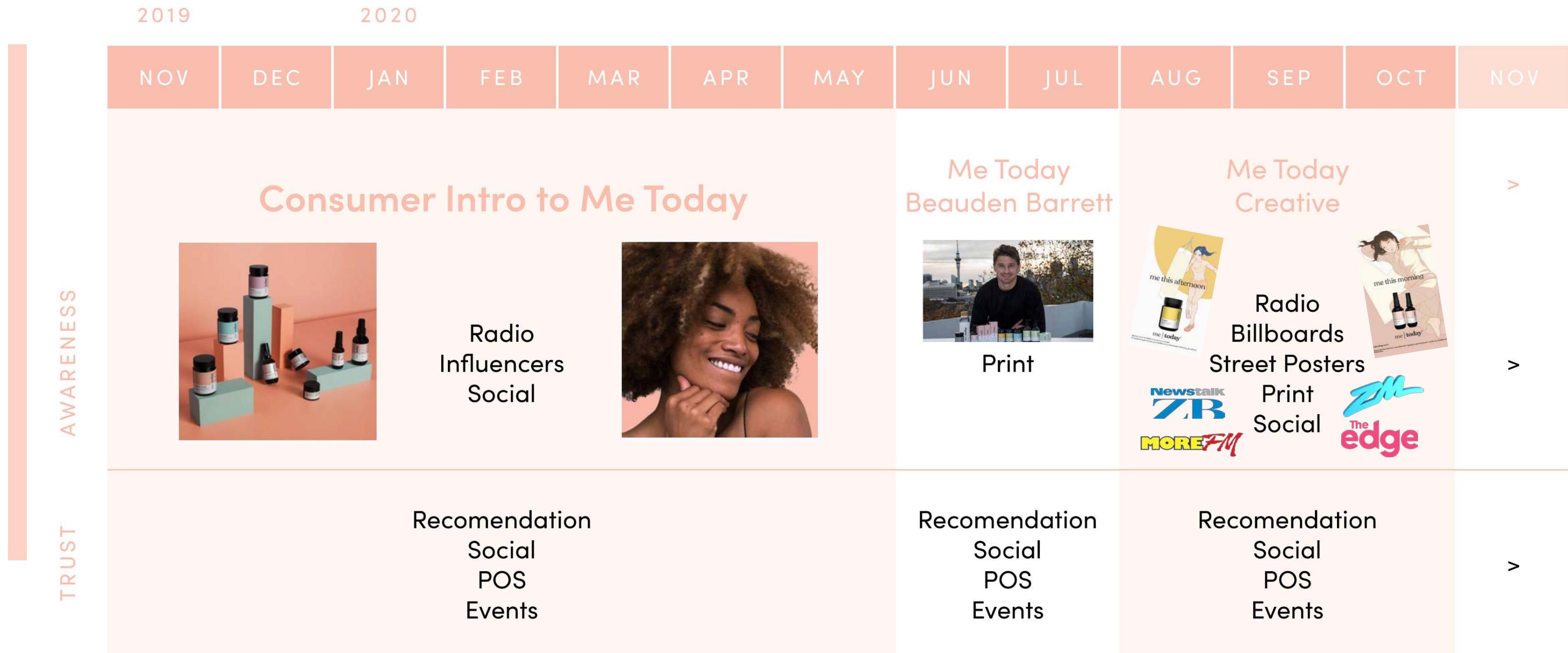
Allowing for individualization - no matter what your best is, we have a product to unlock it.

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

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# BRAND ACTIVITY



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# GLOBAL BRAND

Sarah Walker



# H2 ME TODAY BRAND



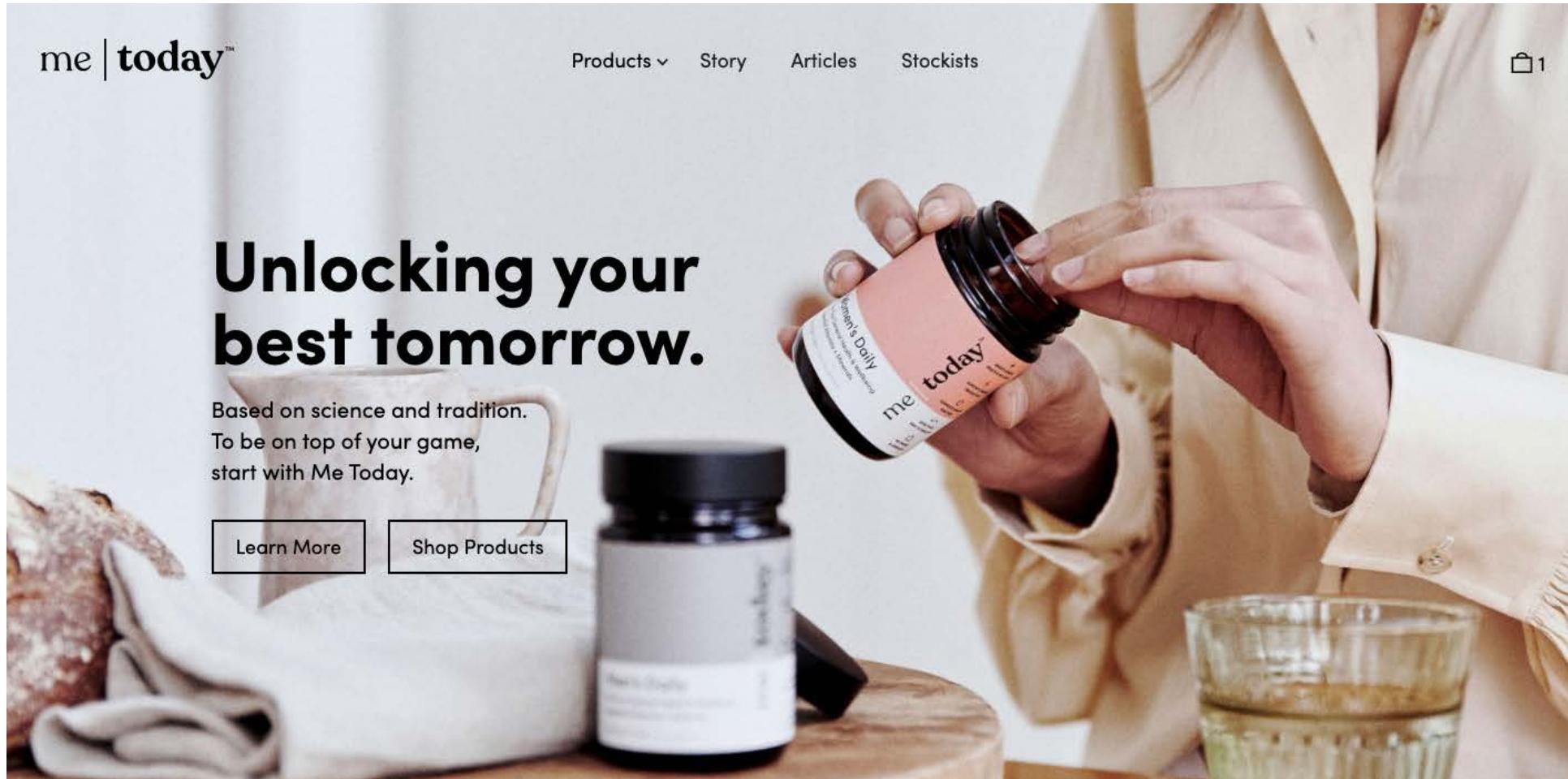
Screen shots from upcoming  
broadcast commercials

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E-COMMERCE

# E-COMMERCE / ONLINE



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Products Story Articles Stockists

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

shield

SUPPORTS IMMUNE FUNCTION

0

RICH IN BOTANICALS, ANTIOXIDANTS & VITAMINS

✓

PERFORMANCE & EFFICACY

house

NZ OWNED & OPERATED

Products Story Articles Stockists

## 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

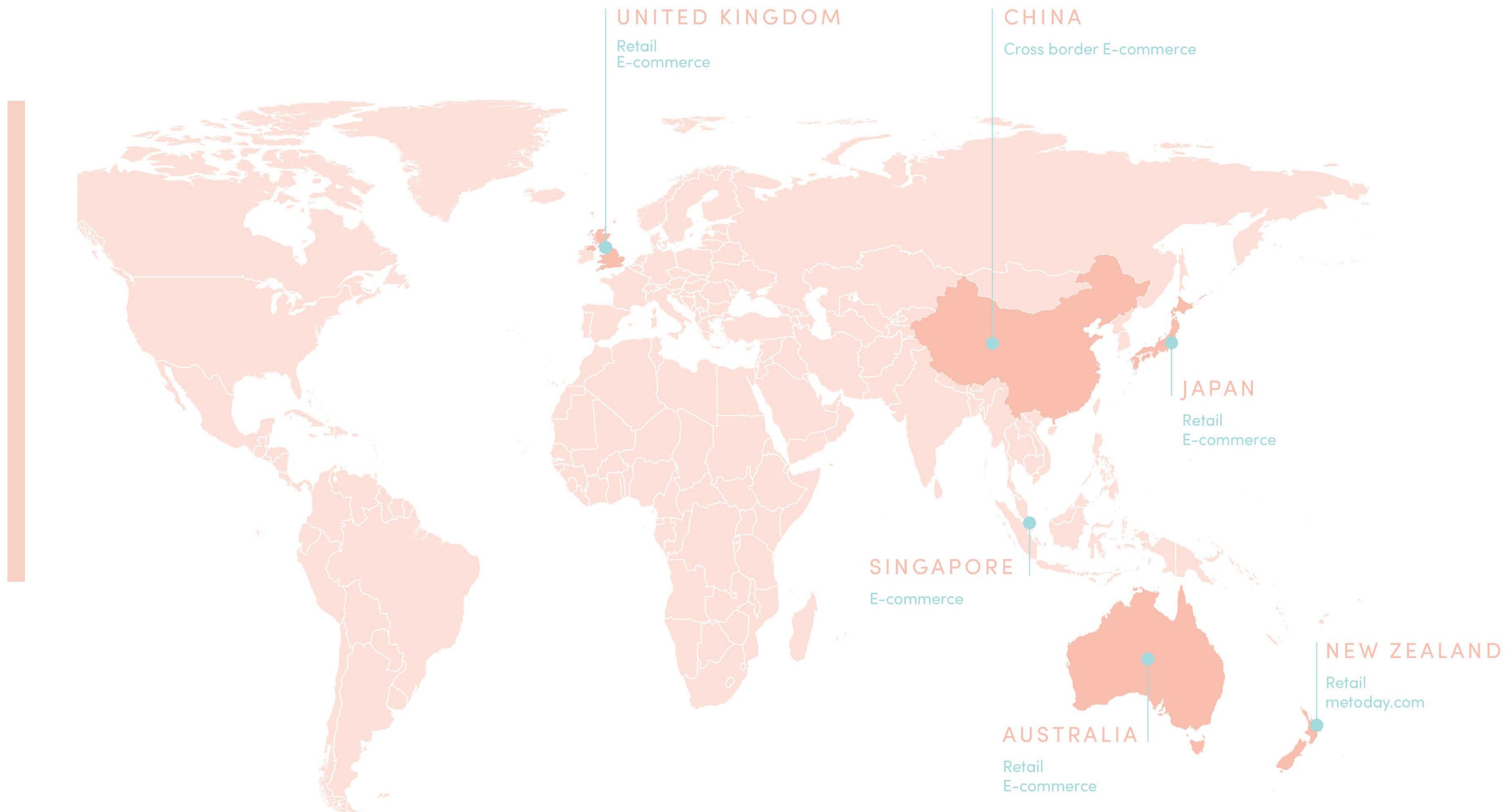


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# MARKETS



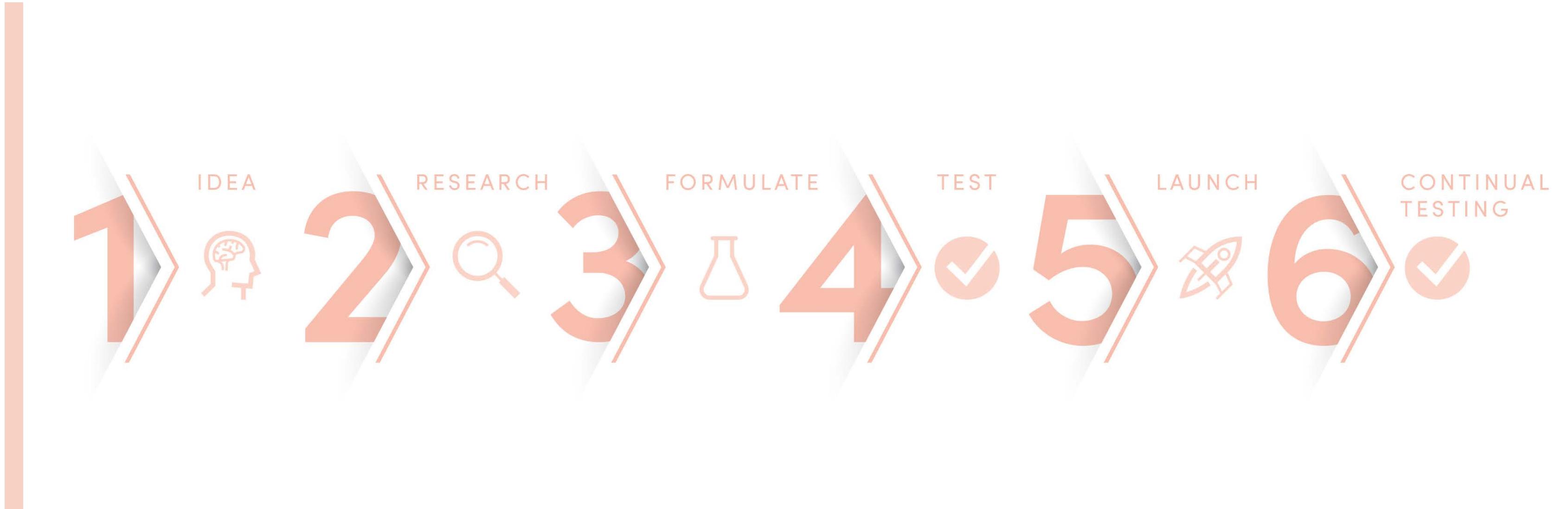
# ME TODAY MARKETS



# PRODUCT



# NPD PROCESS



# 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



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# ME TODAY SETS

September Launch - Gift Sets



Her Daily Duo



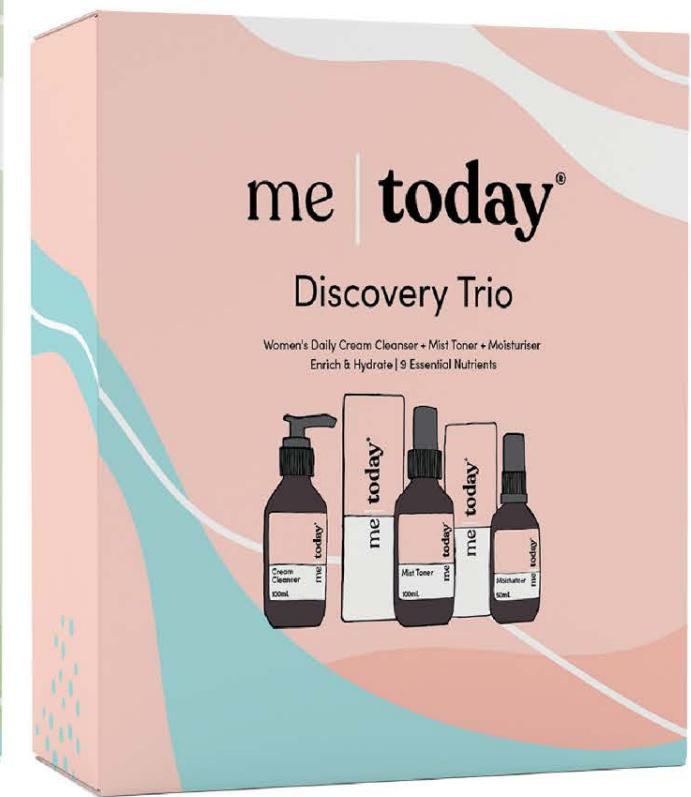
His Daily Duo



Daily Duo



Hand Revival Duo



Discovery Trio

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# FY21 H2 NPD ROADMAP

October 20 - March 21



## Our Consumers

Active Urbanites  
Busy Families  
(25-40yrs)

Healthy Aging  
(40-55yrs)

## Health Interest/Need

Specific Stages/Activities in Life  
Bespoke Offers

Targeted Needs  
Based Options  
Bespoke Offers

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# TGBC & THE GROUP

# TGBC & THE ME TODAY GROUP

October 20 - March 21

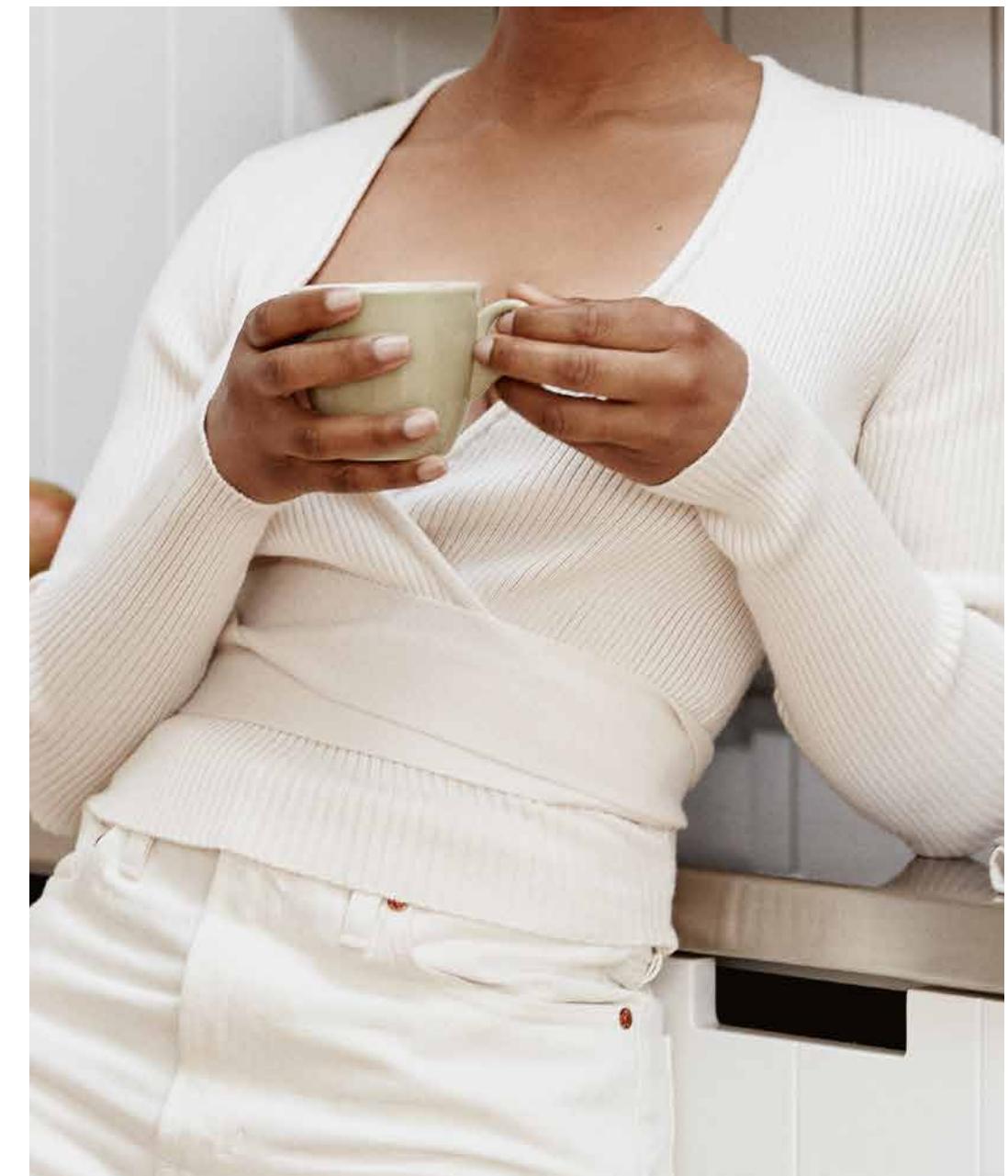
TGBC	Strategy	Key Initiatives
Channel Development	Grow sales network in the key pharmacy and health store channels	Focused on increasing distribution of Me Today and its third party products
Grow Agency Brands	Leverage existing capacity to grow number of brands represented	The Good Brand Company is currently 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

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# 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.

A photograph of two women in a kitchen. The woman on the left is wearing a white blazer over a grey ribbed crop top and white pants, holding a dark glass jar with a pink label that reads "Beauty" and "me today". The woman on the right is wearing a white button-down shirt and white pants, holding a white mug. The background shows a kitchen counter with a vase of green hydrangeas and some jars.

THANK YOU