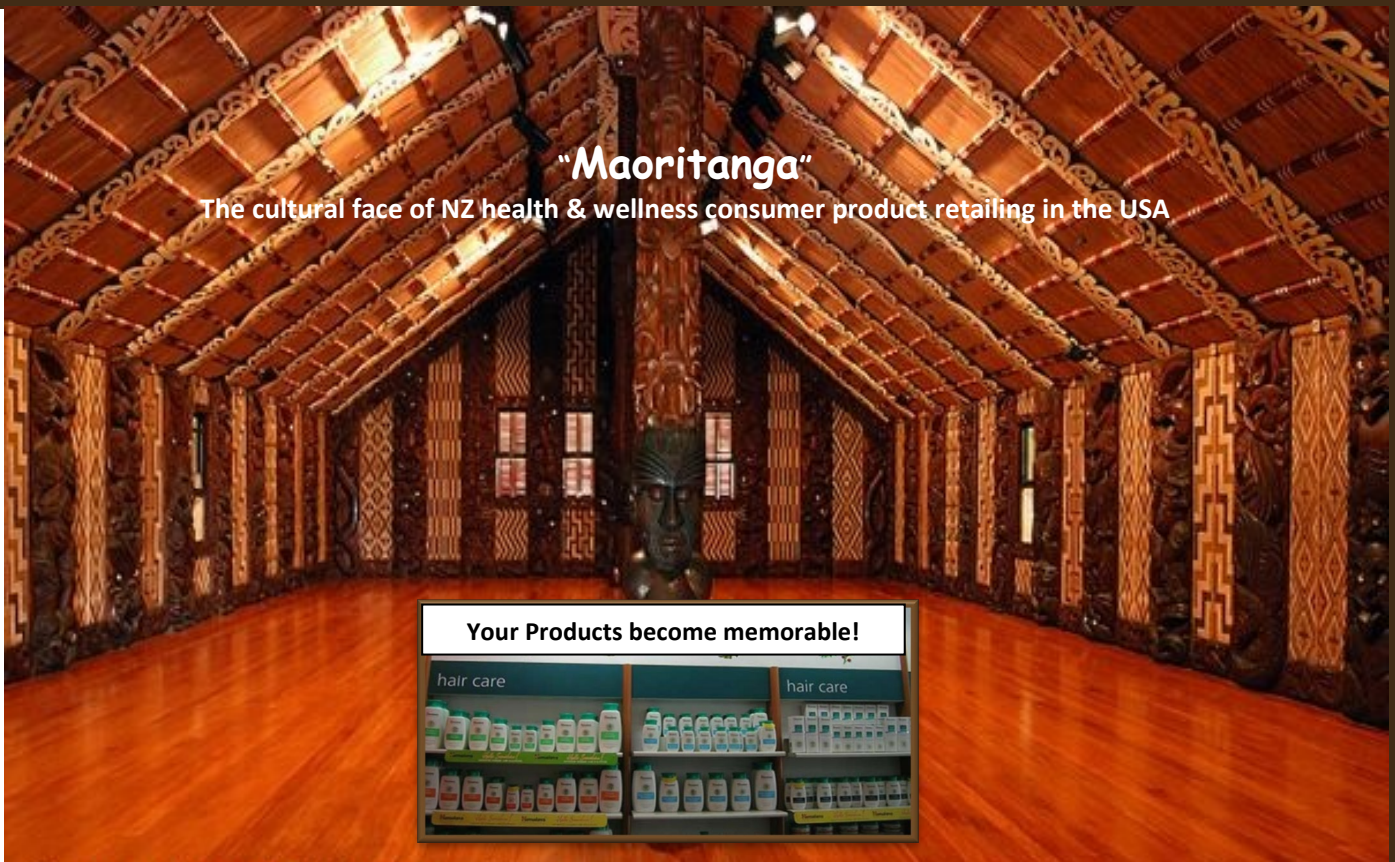




<https://mataatua.org/florida>

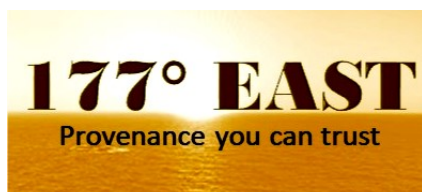
2019

SUPPLIER PRODUCT PROPOSAL



DOC-FL101 – PILOT RETAIL PROJECT INTRODUCTION

Supplier Product Proposal listing/summary of natural health, wellness, skin care, rongoa, beauty products proposed to be displayed by the **“Proposed Product Provider”** named herein who warrants that their products are 100% made in Aotearoa/NZ using extracts / natural taonga (resources) procured from native plants found in the country.



177 East Limited

NZ Export Agent

1/15/2019

DOCUMENT KAUPAPA

This INTRODUCTION document has been prepared to describe / explain the process that has been setup by the Mataatua Whenua Cooperative Ltd for NZ owned and operated manufacturers of natural health, wellness, skin care, rongoa and beauty products (the **Approved Products**) to export same for the purpose of displaying/selling such products (Approved Products) in a Maoritanga themed health & wellness consumer products retail shop environment in the state of Florida, USA.

PART A

EXPORT PATHWAY SYNOPSIS

The following is a macro-summary of the pathway to the export of "Approved Products" under this Maoritanga themed, US health and wellness Retail Shop pilot project:

- APPROVED PRODUCTS:** Are only those supplied by **NZ owned and operated manufacturers** who (1) warrant in their product formulations the use/inclusion of native plants/resource taonga that are unique to Aotearoa/New Zealand and (2) ensure that their product marketing korero (*in all formats*) contains a clear reference to the customary / traditional usage of such taonga in their Approved Product by the original settlers, the Maori people and the generally recognized benefits of such taonga over the millennia. Licensed/Registered therapeutic products may also be included as an Approved Product on the production of written Regulatory approval of all therapeutic claims made in any therapeutic product korero. (*Strict FDA regulations in the US make this approval evidence as mandatory*).
- EXPORT PRODUCT LISTING:** You need to prepare a list of the **Approved Product SKU's** that you would like to include in your first shipment (export) of Approved Products to the US Importer Company. This listing must take into account your choice of Display Stand/floor area which is provisionally set at two square metres and the number of SKU's that you intend to export for stocking onto the Display Stand.
- US IMPORTER COMPANY:** Mataatua Whenua Cooperative Ltd (the NZ Co-Op) has **outsourced the US importation process to 177 EAST Inc** in the USA who will be making payment to a supplier of Approved Products on an FOB (NZ export wharf) pricing basis. 177 EAST Inc is a wholly owned subsidiary of US incorporated NZ Resource Taonga Corp, the promoter of this project and a shareholder of the NZ Co-Op.
- EXPORT PRODUCT PRICING:** We request that every supplier of Approved Products gives their **best possible (GST exclusive) wholesale price** to the advised NZ Export Agent delivery address together with their RRP (Recommended Retail Price) for each Approved Product to be shipped as an SKU to Florida.

NZ EXPORT AGENT: Shall mean **177 EAST Ltd**, a wholly owned subsidiary of the New Zealand Co-Op who shall advise an Approved Products supplier of the delivery address of their Approved Product Listing.

SKU SUPPORT MATERIAL: Should you decide to have your SKU's (Stock Keeping Units) displayed within the standard **2 square metre shop floor space**, you will need to **provide at no cost** (1) your product display stand and (2) brochures and other POS material for handout to customers who visit the retail shop and take an interest in one of more of your SKU's. This POS support material should ideally be stored in a suitable, free-standing brochure display stand/unit.

Should you prefer, your Approved Product SKU's may be displayed by way of **run-of-shelf space** as a display option which is available in (one metre) 1M X 1.5M shelf height.

PROMOTER: The Promoter of the project is US incorporated **NZ Resource Taonga Corp**, <https://nztaonga.com> a US Domestic C "for-profit" corporation and subsidiary of **EzyXchange Ltd**, a corporation registered with the Colorado Department of Regulatory Agencies (DORA), Division of Securities as a **crowdfunding intermediary**. <https://www.colorado.gov/pacific/dora/equity-crowdfunding>

US SHOP DIRECTOR: The director of the Florida set-up process is **Linda Brink**, a US citizen and Florida resident. In order to ensure a seamless interface between the NZ exporter and the US importer company, Linda is a director of both companies, returning to the US when the first shipment of Approved Products leaves a NZ port bound for Florida.

PART B

THE FLORIDA SET-UP PROCESS

Because of the need to develop a fully functional operational blueprint for the first permanent Maoritanga themed health and wellness retail outlet on the east coast of the US, the Promoter has developed a two-step launch strategy as follows:

STEP 1 - POP-UP SHOP This will provide the operational development blueprint for the Pilot Retail Shop. It is planned to be opened on US1 in the Boca Raton area of SE Florida. US1 experiences very high traffic counts and Boca Raton is a city containing a number of zip codes that reflect very high levels of net worth and income amongst the population base in the area which is very close to Palm Beach FL,

one of the wealthiest zip codes in the USA where the President of the US has his opulent "Mar-a-Largo" golf resort & country club.

The Pop-Up Shop will be used to experiment with differing floor layouts / product selection and be increasingly promoted to women who live in the area. The product demonstrations will be supported by an informal "koffee 'n korero café tester bar" where shoppers can chat to Linda and her staff about the products and become acquainted with the Maoritanga theme that will be developed by one of NZ's leading artists who has worked closely with Maori artists for many decades. Linda's "Family Office" have been in the real estate business in Florida for over 40 years so the site selection / acquisition process is a simple matter for them to progress towards a successful outcome.

STEP 2 – RETAIL SHOP

This is planned to be opened in a retail shop on SE 17th St in Ft Lauderdale. The shop is Family Office owned and is to be converted from its current use to Retail Shop when the blueprint has been fully developed from the lessons learned from the Pop-Up Shop operations. The formal opening of the shop will feature and follow Maori protocols which will attract much local interest because of the uniqueness of the entire project. Widespread publicity is pretty much a very sure thing.

PART C

NEXT STEP – GETTING STARTED

To start the process, I suggest the following:

1. Consider your preferred display option as follows:
 - a. **Your own display stand** (*supplied by you at no cost to the Importer Company*) to occupy the 2 SQM of floor space available for such display.
 - b. **Run-of-shelf display** – Modules available for your sole use are 1M wide X 1.5M high / adjustable shelving heights to suit.
2. Set out on a Spreadsheet workbook, the **number of SKU's** that you plan to put onto either (1) your Display Stand or (2) the Run-of-Shelf option as decided by you. Make sure that you rank your SKU's according to current sales volume per SKU, with your most popular line(s) being given the greatest number of stand/shelf facings, working done to your slowest moving SKU's.

3. Include your proposed **back-up stock holdings** to support /display / shelf replacements. In most cases this is a box of somewhere between 10 and 24 SKU's per carton.
4. Price your SKU's in accordance with the note on Page 1 under Part A (Export Product Pricing) and submit your pro-forma export invoice to Linda's office for review and ongoing discussion to achieve a mutually agreed export Approved Product shipment.
5. Decide what **POS promotional material** that you (1) have available or (2) will produce/make to send with the first export shipment for handing out to prospective customers in (3) the Pop-Up Shop and (4) the Retail Shop when it opens.
6. Make sure that all of your SKU's can be viewed and are **described on your website** where you show/describe the SKU's that you ship to Florida.
7. We recommend that you should speak with your professional advisors about this project and as it progresses, keep them informed of your progress.

PART D

PREPARING FOR SHIPMENT

It is currently planned to consolidate all of the Approved Product shipments, (*that the Importer Company has approved for import / payment purposes*), into one container for shipping to Florida at the end of March. This will be subject to change at the discretion of the director of the NZ Export Agent.

PART E

CONTACT US

You may contact Linda at Mataatua House in Opotiki where she is supported by a team that has worked together on the Co-Op project for the past three years.



Mataatua House, 153 Duke Street, Opotiki. Office +64-7-315 8404 – Your "Whanau-on-the-Whenua" agri-biz support whare.

Websites for reference:

<https://mataatua.org/> (The NZ Co-Ops website)

<https://nztaonga.com/> (The Promoters website)

<https://177east.com/> (The NZ export agent's website)

PART E - CONTACT US (Continued)

177° EAST RETAIL SHOP DEVELOPMENT DIRECTOR – USA – Florida – CONTACT PERSON-USA

President of 177 East Limited, the NZ value added products supplier to the new US Retail Shop operating Special Purpose Vehicle (SPV) company, Linda is highly experienced in web-based marketing including cloud-based CRM software that will be used to build a growing customer base for the pilot Retail Shop. Linda is returning to Ft Lauderdale where she will meet up with her associates whom she previously worked with, some of which have expressed an interest in getting involved with the Retail Shop as Owner-Operators under a form of franchise system.



MAORI LANDOWNER LIAISON DIRECTOR – Te-Upokorehe Kaitiaki - Opotiki based - CONTACT PERSON-NZ

Jim Wikotu is an approved Maori Lore practitioner, Maori Court Assessor, Kutarere Marae, Rangatira, Kaitiaki, Maori landowner & influential Maori elder with highly respected mana in Maoridom supported by an incredible, in-depth knowledge and understanding of Whakapapa on a national basis in terms of Tikanga & Kaitiakitanga. Pillars of a commercial basis for Maori landowners. Jim is also directing the ongoing establishment and relationship development with Iwi elders across the entire country.



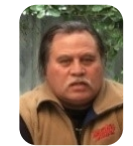
SEEDSTOCK MICRO-AGRI-BIZ OPERATION – Waioatahe Valley based

Original developer of a 300+ macadamia tree orchard on Lot 388C-1, Parish of Waioatahe, a freehold Maori land-block in the Mataatua rohe (Opotiki district), Dawn had personally managed the orchard from its inception 15 years ago and has been assisted by her whanau who help to manage the production of the 1,000,000 macadamia seedstock units required to meet the ten year kaupapa of 1,000,000 macadamia trees on smaller Maori whanau owned and operated whenua.



NURSERY WHENUA OWNER – Whanarua Bay based

Owner of Herepara Farm in Whanarua Bay, the pilot nursery and demonstrator permanent “BeeVillage” HoneyHut development in the Whanarua Bay area of the Eastern BOP. Rickson also holds beneficial interests in various Maori land-blocks and works alongside Maori landowners as the nursery entry mentor. Rickson is overseeing the development an ongoing Marae based Wananga program for the training of young Maori as nurserymen & beekeepers. Rickson’s farm is one of best sheltered, frost free sites on the east coast and could become one of the nation’s leading macadamia nurseries.



MANUKA OIL DISTILLATION OPERATIONS DIRECTOR – Opotiki based

A long-time farming and orchard services contractor in his home country of South Africa before coming to Aotearoa/NZ. Wynand has provided specialist outsourced services to farms & orchards throughout the entire eastern BOP region for 16 years. These services also included beekeeping support services to beekeepers / apiarists in the region. Will oversee all manuka, macadamia and mamaku harvesting and batch control as well as manage the downstream oil distillation and extraction process of the essential oils, ensuring compliance with all regulatory requirements that apply to health and wellness products that are used for therapeutic purposes in consumer products.



PLANT OIL INFUSED HONEY – MACADAMIA OIL BEAUTY PRODUCTS SCIENTIST – Opotiki based

Product Consultant to HoneyHut Villages Limited and 177 East Ltd, the specialist products Related Affiliate, Peter is a pioneer of essential oil extraction from Manuka having worked the sector for more than 20 years. Peter did the groundwork that enabled parties he was working with at Waikato University in the 1990’s to develop the “UMF” rating system now used by the industry. Peter is part of the team/group that is developing our proprietary oil-based health/beauty products and developing the unique POI honey range.



177° EAST PRODUCT SUPPLY DIRECTOR / CEO — Opotiki - Mataatua House – CONTACT PERSON-NZ

President of Denver based EzyXchange Ltd, an equity crowdfunding intermediary company registered with the Colorado Department of Regulatory Agencies, (DORA) Division of Securities, Nic has the job of working with landowners explaining the financial aspects of the Grower-Producer program and assisting with the setting-up of the Qualifying Product supply channels for export to the Retail Shop in Florida.

