





## My deal with “Big Jim”

### Tena Koe,

My name is Linda Brink. I am an American who has lived for the past five years in Aotearoa/NZ working with the late “Big Jim” Wikotu (*Te Upokorehe/Kahungunu tribe*). A kaitiaki (*mentor*) whose kaupapa (*objective*) was to form a landowner Grower-Producer Co-Op that would export mānuka & kānuka oil taonga (*treasure*) to the US and market under the “Tribal” oil brand as a product of the tāngata whenua (*original people*) of Aotearoa/NuTireni (*aka New Zealand*).



“Big Jim” on the steps of the old whareniui (*meeting house*) at the Te Upokorehe tribal, Maromahue Marae in the Opotiki district of the Mataatua rohe (*territory*).

### TIKANGA COMPLIANT

Taonga he requested be farmed & produced in accordance with the protocols of Tikanga, (*customary lore*) and Kaitiakitanga (*guardianship*) for export to the US and be proudly sold in a Maoritanga themed whare (*building*) that told the korero, (*story*) of this truly unique oil from the original settlers who first occupied Aotearoa. Sadly, Jim left us to rejoin his ancient tipuna, (*ancestors*) in November 2019, but before he left us, Jim and I had signed an agreement in July that year, (*through the Co-Op structure that he helped co-found*), with Tribal Health Corp to import 21,000 kgs of Mānuka/ Kānuka oil under a five year contract worth NZD13.522M in sales to the Co-Op. Jim also wanted the Co-Op to move into oil extraction as he wanted the Grower-Producer whanāu, (*family*) members of the Co-Op to (1) get a good and recurring annual farm gate price for their oil and (2) share in the profits generated from extracting the oil for export as a customary therapeutic remedy. A traditional rongoā, (*medicine*) used by the various tribes for over 1,000 years.

### YEAR 1—50,000 BOTTLES OF MĀNUKA / KĀNUKA OIL

Our agreed 1st year export target was 1,000 kgs of oil which would deliver 50,000 X 20gm bottles of “Tribal” mānuka and kānuka oil for sale at an average retail price of US\$49.90 per 20ml bottle, delivering US\$2.5M (NZ\$3.5M) in year one sales. I am now working with a Florida contract cosmetics packaging company to bottle and package the oil for delivery to my showcase which I will open in one of my family owned properties in Ft Lauderdale, The year 2 oil import figure is for 2,000 kgs rising to 8,000 in year 5 with a sales value in the US of US\$20M.



### THE US, MEXICO, CANADA MARKETPLACE (USMCA Free Trade Zone)

This is a huge marketplace of over 500M. My kaupapa is to get “Tribal” branded mānuka / kānuka oil products into a growing number of stores operated by the US retail chains and their thousands of stores, supported by cloud hosted third party sales apps. Exciting times ahead for me when I get home and launch oil sales of the taonga grown by rural Grower-Producer whanāu-on-the-whāma (*families-on-the-farm*) in Aotearoa/ NZ.



## Why is Mānuka & Kānuka Oil agribiz so closely aligned to Whānau-on-the-Whāma?

Because at the end of the colonial land confiscation era, Māori hapū (*tribes*) across the motu, (*country*) were mostly left with land not wanted by the colonials for European style farming. They were left with the “crappy” land that just kept growing unwanted scrub which was ripped out and used for firewood. That “scrub” was mānuka and kānuka, a plant that today produces (1) a premium priced honey & more recently, (2) therapeutic oil ten times more valuable than the honey with far greater therapeutic efficacy. Taonga that yields greater earnings per ha than the average dairy farm. Two native trees that are found mostly on the unwanted land “left over” from the colonial land-grab era, remaining as Māori owned / controlled whenua. Now, highly valuable whenua in terms of what it produces, it is mostly occupied and inhabited by middleclass Māori whānau but remains classified by Government sponsored valuation for rating purposes as noneconomic, giving this resource rich whenua (*land*) , a pitifully low valuation. Add to this the fact Māori land, is not considered suitable for lending, we have another legal roadblocking agribiz curveball making it a tough road for a rural Māori family to build an agribiz like other landowners.



### THE NZ TAX AVOIDANCE GAME

Fortunately, in another sense, these same whānau are having the last laugh. They live & work on whenua that grows high value taonga, i.e. Mānuka and Kānuka “scrub” with Mānuka honey fetching US\$250+ per kg & Mānuka / Kānuka oil retailing in the US for over US\$2,500 per kg. They are growing liquid gold that well capitalized foreign owned companies in NZ are now chasing, lowballing the raw taonga payments to the whānau who cannot get the capital they need for agribiz on their whenua. Unfortunately, this forces them to accept lowball pricing from foreign owned companies who through a simple transfer pricing process, show tax losses on their NZ supply operations, making and keeping the profit offshore, effectively avoiding NZ taxation leaving both the country and growers “out of pocket”, again!

### EXPORTING MAORITANGA TO USMCA FREE TRADE ZONE



<https://tribalhealth.us>

Aotearoa/New Zealand enjoys a positive profile with the American people. They are fascinated by the Māori culture of Aotearoa. A current day fact conveyed to our family from our family in the US and experienced by us when living in the US. Americans embrace new ideas and products, with the new USMCA free-trade marketplace of over 500M making the US the right place to launch a tribally themed health and wellness consumer product range from Aotearoa/NZ. Especially in the complementary and alternative health field in the Americas’ where hygiene is now becoming a top of mind issue for so many. Oil grown by the whānau will be exported to the US for sale where a Florida based lab will conduct batch testing as part of the provenance validation required to guarantee all consumers that the oil they are using is 100% pure, grown by “Whānau-on-the-Whāma” in Aotearoa/New Zealand, probably one of the most trusted global agribiz product provenances' in an increasingly polluted world.



# A MODERN-DAY AGRIBIZ COOPERATIVE

SUPPORTING TIKANGA MAORI PROTOCOL  
(Māori customary lore)

*A Co-Op that links 20 year Taonga Supply Agreements (TSA) to share issues, making foliage Grower-Producers, shareholders in the business, delivering a new source of wealth and recurring income for whānau.*



Collective Maori organizational values have been described in various ways by different writers who generally conclude that there are twelve such customary values that appear to be fundamental to the societal organization of and by Maori throughout the nation. An AUT research paper summarized them as follows:

## Summary of Māori Values Relevant to an Organisation

Tikanga	Customary law
Mana	Honour – bestowed and earned
Whakapapa	Common ancestry
Kaupapa	Common objective
Wairuatanga	The integrated spiritual world
kaumātutanga	Elders providing community leadership
Utu	Ensuring balance and harmony
Kaitiakitanga	Guardianship & protection of what has been given
Whakawhanaungatanga	Strengthening family bonds
Manaakitanga	Generosity in all interactions
Whakarite Mana	Making agreements work
Hui	Full participation in decisions

**Creating 500 rural whānau millionaires within 25 years.  
Growing a natural malicious pathogen inhibitor.  
Targeting foreign markets for distribution.**



Linda & Luke inspecting "The Beast"



## MAORI AGRIBIZ-AN HISTORICAL PERSPECTIVE

While we cannot undo the societal wrongs done in the 181 years since the Treaty between Māori & Queen Victoria in 1840, we can build a fairer agribiz sector that works towards better outcomes for middleclass rural landowners for the next 181+ years.

## AN INEXORABLE CHANGE MOMENTUM IS NOW EMERGING

But to understand the need for change, one needs to understand the history that has given rise to this socio-economic change momentum, i.e.

- 1 That when the Treaty of Waitangi was signed between colonial agents of Queen Victoria and the confederation of Māori chiefs of Aotearoa/NZ in 1840, Māori land holdings encompassed the entire land mass comprising 26.6M hectares, i.e. 100%.
- 2 That within less than 100 years of colonial land dealing malfeasance, total Māori land holdings had diminished to only 1.4M hectares i.e. less than 5% of all land.
- 3 That this land was lost through a combination of (1) controversial private & Government purchases, (2) corrupt Native Land Court practices and (3) illegal confiscation of the land that made it difficult for Māori to own land according to traditional, tribal ownership structures following Tikanga (*custom*) and protocols of Kaitiakitanga (*intergenerational preservation / guardianship*).
- 4 That mānuka / kānuka bushland covers circa 720,000ha of the North Island land mass.
- 5 That over 85% of the country's mānuka production comes from this remaining 1.4M ha of Māori land of which more than 50% is covered in mānuka / kānuka bushlands.
- 6 That Māori landowners own the mānuka / kānuka resource of the country, but because of the legislated obstacles to Māori being able to use their land as security for capital formation and raising, it is the non-Māori, (*Pakeha*) who have dominated the commercialization of the mānuka sector and its extraction from Māori land.
- 7 That it is estimated that Māori receive less than 15% of the full commercial value of the mānuka and kānuka extract-ed from their lands.
- 8 That foreign ownership/control of this commercialization process is increasingly moving to control/domination of the industry as local non-Māori investors exit an industry and foreigners pay premiums to gain control of the mānuka natural resource sector.
- 9 That this exit (*bailout*), momentum is delivering excellent capital gains for the early stage mānuka sector movers, selling out to foreign investors who have no knowledge of Māori culture, tradition or customary aspiration and unaware of the long-term risks of inequitable capital allocation.
- 10 That this growing non-Māori control of customary natural resources growing on Māori land is leading to a growing backlash from Māori landowners who are demanding a greater share of the financial benefits flowing from the mānuka/kānuka sector.
- 11 That this demand for increased financial benefits can be accommodated through the establishment of cooperative ventures that work for the benefit of the landowners.
- 12 That university research has shown a Cooperative business structure most closely fulfils twelve identified cultural values which are widely accepted as being fundamental to Māori social organisation. Nourish these values and watch a rock-star economy emerge as 750,000 natives are freed from decades of politically nuanced land edicts.



## A 25 YEAR SOCIAL-IMPACT KAUPAPA

Assuming that the capital was available for Māori agribiz, this is how 500 “Whānau-on-the-Whāma” could deliver a \$1B MV agribiz Co-Op, delivering circa NZD2M in wealth to each whānau member.



Sector modelling shows that 500 rural “Whānau-on-the-Whāma” landowner Grower-Producer whānau Co-Op members, harvesting on average 100 ha of mānuka & kānuka bushland per whānau, would give access to 50,000 ha of harvestable taonga PA to support a 25-year intergenerational rural agribiz kaupapa that could deliver a NZ\$1B market cap within a decade.

This assumes application of current industry averages to this 50,000 ha of mānuka and kānuka bushland which mathematically, (in 2021 dollar terms), could deliver the following calculated outcomes.

*(Assumptions are not warranted).*

<b>Harvesting</b>	100,000 tons of mānuka / kānuka foliage PA under a three year, controlled pruning program according to tikanga for intergenerational benefit.
<b>Producing</b>	300,000 kgs of mānuka/kānuka oil PA under a three-year plant harvesting cycle.
<b>Paying</b>	NZ\$90M PA, delivering NZ\$5,400 gross per ha to the “Whānau-on-the-Whāma” Grower-Producer members and yielding circa NZ\$3,800 net per ha.
<b>Creating</b>	NZ\$180M PA in top-line sales for the whānau owned mānuka / kānuka oil extraction operations.
<b>Earning</b>	US\$750M PA in estimated retail sales in the USMCA region of branded, provenance trusted mānuka / kānuka oil. <i>(Based on circa US\$2.50 per ml as per sites such as Amazon and other sellers of NZ mānuka oil in the US).</i>
<b>Carrying</b>	50,000 hives producing on average 20kgs of mānuka honey, (generally) over two flowering periods PA in the Far-North. (One hive per ha stocking rate).
<b>Yielding</b>	1,000,000 kgs of mānuka honey PA for export to the US where it would be fully compliant with the FDA definition of mānuka honey, thus returning a much more equitable return to the Grower-Producer.
<b>Returning</b>	\$25M in farm gate payments PA to Grower-Producers for their mānuka honey, assuming an average Annual Farm Gate Price (AFGP) of NZ\$25 per kg, yielding retail sales of NZ\$250M assuming NZ\$250 RRP per kg in the US.
<b>Delivering</b>	An NZ\$1B market cap enterprise, assuming that 120,000,000 CVS (Common Voting Shares) will have been issued (outstanding) at the end of the first decade, and trading at NZ\$8.33 per CVS through a P2P share price discovery and trading platform.

## We all know that the capital needed for a mānuka / kānuka oil agribiz is out there!

(The startup cannabis industry in NZ proved this fact as noted below.)

### TO THE TUNE OF \$80,000,000!

This is the figure that my research of public domain data reveals has been pumped into the start-up, much over-hyped “medical marijuana” (cannabis) industry in Aotearoa/NZ over the last three years. I was living in CO (USA) during the early years of MMJ in that State but never did I see the degree of hype there compared to the hype driven lobbying that took place in NZ to push for the legality that this \$80M blue-sky, leap-of-faith investment badly needed to be both legal & profitable. Politically, a failed punt.

#### WHAT PROFIT / WHEN?

Not one of the offer documents I read had a director or promoter sign-off on a “**pathway to profitability**” supported by validated assumptions. As an auditor, I noted that forecast income / profitability claims made in a crowdfunding offer were rebuked in its follow-on public offering, raising serious questions about the

veracity of representations in an offer document that raised millions of dollars from unsophisticated folks on the whenua. I noted reference to the Canadian MMJ model. Not a good reference to use considering how many Canadian/US listed MMJ companies, backed by multi-billion dollar corporations are losing money by the potful. Already, one of the NZ outfits that shared in this NZ\$80M money-pot has “gone to pot” (closed-up), with more likely to follow due to (1) a wafer-thin domestic consumer market, (2) the big global players with deep pockets creating formidable competition and huge product oversupply. Enough reason for any financial advisor to steer clients away from MMJ and show interest in our long-persecuted native mānuka and kānuka tea-tree. Two valuable pathogen inhibiting natives that can bring sustainable jobs & income to rural “whānau-on-the-whāma” in Aotearoa/NZ on an intergenerational basis.

$$500 \times \$100,000 = \$50,000,000$$

An investment of only NZD100k capital input per Co-Op Grower-Producer member would bring their whānau owned and operated mānuka / kānuka agribiz on stream. In current dollar terms, this NZD50M would power 500, oil producing mānuka / kānuka grower-producer members of a Co-Op to deliver an agribiz operation with a market value of NZD1B.



Nicholas Iverson, President of US incorporated EzyXchange, a CO registered crowdfunding company, developer of the Tribal ecosystem as a NZ/US crossborder, ESG, social-impact centric agribiz enterprise in the nascent mānuka/kānuka oil sector

Let's compare how the NZ\$80M invested into just nine start-up MMJ companies would match with NZ\$50M advanced to 500 middle-class rural mānuka, kānuka bushland owning Whānau-on-the-Whāma who have been unable to secure capital on their whenua for any agribiz due to inequitable land law with an economic subservience kaupapa dating back to the days of colonial government driven land malfeasance. Laws that to this day make it tough for them to raise capital to support intergenerational agribiz aspirations. Assuming the average mānuka/kānuka coverage on a borrowing whānau land-block was 100ha, a NZ\$100k, ten year loan would enable the whānau to equip and operate their agribiz according to tikanga, producing mānuka/kānuka oil & honey for farm gate collection under a 20 year TSA, (Taonga Supply Agreement). Based on current modelling of a 100ha block, each whānau member of the Co-Op could earn a forecast NZ \$177k (net) PA from their oil and honey production and hold a substantial share parcel in a Co-Op that modelling portends a NZD1B+ market value. Whānau owned wealth that will pass onto the next generation. I would back 500 income generating whānau any-day. Not nine cannabis outfits, funded on hyperbole.

## GOOD NEWS! THIS NZD50M COULD BE DELIVERED TO RURAL WHANAU NOW!

...“All that is needed is some political goodwill” ...

### THE MAORI-WHENUA BANK

Sitting on tens of millions of dollars belonging to Māori landowners, Te Tumu Paeroa is ripe for conversion to a “Māori Whenua Bank” (MWB) supporting (1) middleclass rural Māori whānau agribiz, (2) introduction of Fractional Titles in Māori land that could provide loan security and be tradeable through a real-time digital exchange as a trading division of the MWB to enhance asset liquidity. Such a bank would give 750,000 people of this nation their own “multi-billion” dollar bank. Initially the bank would be Government (MOF) owned with Reserve Bank supervisory oversight. The MWB would attract a new genre of Māori

depositors who would actively seek to grow the value of their whenua for the benefit of their whānau on an intergenerational basis according to tikanga Māori. The Bank could be floated / listed on a Stock Exchange at a future date delivering further wealth back to the tangata whenua owners with such listing. In a world attuned to “Black Lives Matter” such a bank would be widely applauded & supported and there are some skilled kiwi expats out there with the big “money-centre” banking experience needed to launch a great success story.

### A NZ\$2.8B CAPITAL CREATION POOL FOR WHANAU-ON-THE-WHENUA

Through asset-backed securitization, MWB could monetize the circa 100,000 ha of Māori land that TTP now manages. The new MWB to be managed by skilled financiers with international banking experience, replacing a bureaucracy centric TTP management and a questionable track record that appears to value Māori land under management at a paltry NZ\$2k per ha compared to the 2020 average general land market value of circa \$28k per ha. Valued at \$28k per ha, these managed lands would provide a \$2.8B asset base

that could be collateralized to support a securitized financial derivative platform that would. One giving MWB, access to the global capital markets to arrange the funding needed to support the biggest middle class owned, native taonga centric economic renaissance in the history of Aotearoa/NZ. A rural awakening delivering an intergenerational “rock star economy” in which all could more equitably benefit from as an equal opportunity nation.

### WHENUA FRACTIONAL TITLE TRADEABLE LAND BACKED SECURITY

Fractional Title ownership of multiple owner Māori Freehold Land would remove an oppressive and discriminatory colonial era restriction on the ability of the Māori nation to monetize, capitalise, realize and put to work, the many billions of dollars locked-up in commercially viable Māori freehold whenua. Land owned by circa 750,000 native inhabitants across the motu. Citizens to whom Fractional Title would deliver the freedom to deal in their titled whenua as they wish, free from the deliberately cumbersome Māori land law which has evolved from laws written by colonials. Early immigrants whose objective was to (1) extinguish native title, (2) suppress Māori land values

making it easier for immigrants to gain control of the natural resources of Aotearoa. Laws that delivered “legal” economic apartheid that continue to force all too many Māori landowners into subservient economic roles in respect of their whenua taonga due to lack of access to whenua secured capital. The coalition Minister of Māori Development expressed interest in the FT concept when Big Jim put it to her in 2018 by way of inquiry as to how the Minister was going to make capital available for middle class Māori out on the rural whenua who were unable to secure capital from any source whatsoever. Nothing happened.

Let's apply this Māori capital creation platform to the circa 1.4M ha of Māori freehold land across the country.

The value at general land value adoption is circa

**NZ\$39,200,000,000**

Now, where is the political party with the VISION to (1) deliver this Māori bank, (2) corporatize / interface TTP with MWB for whānau-on-the-whāma” agribiz?



# AN INTERGENERATIONAL VISION. STRONG SOCIAL IMPACT KAUPAPA + ESG.

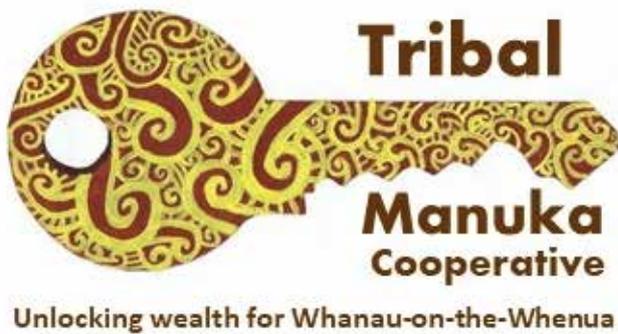
Farmers have managed their whanau's agribiz this way for 150+ years and are now embracing & driving ESG.



Way back in 1905 Sir Apirana Ngata was elected as the Eastern Māori MP at the age of 31. Seven years later in 1912, he founded **Waiapu Farmers Company**. The first agribiz Co-Op set up in NZ to help Māori landowners to secure farming supplies, finance and market their taonga. Although Sir Apirana died in 1950, his Co-Op remained on the Companies Office register until 1999, an 87 year history. None of us will emulate the impact that Sir Apirana had on the history of Aotearoa / NZ, but as our kaitiaki told us, "we can follow in his footsteps, simply by

doing our best to support marginalized rural farming whānau who need help today just as much as they did 109 years ago". Our Co-Op was incorporated in 2017 to help "whānau-on-the-whāma" enjoy recurring income from the highly prized mānuka & kānuka taonga (treasure) growing on their whenua (land). This kaupapa is supported by our extraction partner whose family have farmed their Whangaroa Bay whenua for 185 years and now harvesting/extracting their oil as a model for other farmers as a diversifying farming template.

## ENVIRONMENTAL & SOCIAL IMPACT FOCUS



How would a Co-Op's kaupapa align with community priorities in remote rural areas?

It aligns with these aspects of the local era economic action plan:

- Skills & education** : Improving pathways to employment.
- Land & water** : sustainably use land and water resources to increase productivity from current enterprises and shift resources to higher value uses. Support the development of Māori land as a priority for growth.
- Forests** : unlock the potential of Māori forestry innovation /aspiration in the care of native flora and fauna. Not exotic plants.
- Honey** : Build capacity and capability in the region's apiculture industry.
- Manuka** : Build commercial interest in gaining greater economic control over this taonga, NOT foreigners who are now building sector hegemony!

### How does a Co-Op's kaupapa align with rural whanau needs?

It would contribute to a number of social-impacts including:

- More jobs and economic activity
- Benefits to the community, and different groups in the community
- Increased utilisation and returns to whānau from their asset base
- Sustainability of natural assets (e.g. water, soil integrity, the health and ecological functioning of natural habitats)
- Mitigating or adapting to climate change effects, including transitioning to a low emissions economy

A Co-Op aligns with the objectives of the rural whanau, inter-alia:

- Create jobs** immediately and as the operation gains traction. Provide ongoing on the **job training**
- Create employment** for the unemployed in the local community.
- Create income** on Māori land that is currently unproductive.
- Create community resilience**; Whanau have strong links with the wider community seeking to improve infrastructure and community wealth for whanau and hapū.
- Result in **increased plantings** of mānuka and kānuka.
- Reduce **water usage** with modern distillation technology.
- Support development of **affordable** lodging on whānau owned whenua where "in-house" labour is an important factor in the operations.



**Environment.  
Social.  
Governance.**

**PAYMENTS TO CO-OP GROWER-PRODUCER MEMBERS.  
FORECAST FUTURE MEMBER COMMUNITY CASH FLOW.**

The socio-economic kaupapa of a modern-day Co-Op is to maximize financial returns back to its members in accordance with the emerging philosophy & principles of ESG investing. In the table below, we set out what our Co-Op could return to its Grower-Producers on the basis of the meeting the underlying forecast assumptions.

Timeline	Mānuka/Kānuka Oil exports	Factory Workers & Grower payments	Grower-Producer Farm Gate payment	Royalties to Tribal Marae fund
Year 1	2,000 kgs	\$1,000,000	\$600,000	\$25,000
Year 2	5,000 kgs	\$2,500,000	\$1,500,000	\$62,500
Year 3	10,000 kgs	\$5,000,000	\$3,000,000	\$125,000
Year 4	15,000 kgs	\$7,500,000	\$4,500,000	\$187,500
Year 5	20,000 kgs	\$10,000,000	\$6,000,000	\$250,000
Year 10	50,000 kgs	\$25,000,000	\$15,000,000	\$625,000

The forecasts above are not warranted to any party whatsoever, They are provided to give a sense of the cash that could flow back into the banking accounts of contracted, local community Co-Op Grower-Producer members. If the 300,000kgs PA target was met (i.e. one third of current annual Australian tea-tree oil production) was reached, and the underlying assumptions achieved, \$150,000,000 in payments would circulate, having a significant economic multiplier effect throughout the entire community. Certainly an intergenerational kaupapa worth working for.

A customary health remedy for over 1,000 years A customary health remedy for over 1,000 years A customary health remedy for over 1,000 years

- 40.Shingles**  
Traditionally, 5 small drops of Manuka / Kanuka Oil was added to 10ml of carrier oil and gently massaged into the painful area.
- 41.Splinters**  
Traditionally, undiluted Manuka / Kanuka Oil was applied with a cotton ball after splinter removal.
- 42.Sunburn**  
Traditionally, 5 drops of Manuka / Kanuka Oil was added to 10ml of carrier oil and gently applied keeping well away from the eyes.
- 43.Mouth (Thrush, Yeast Infection, Candida)**  
Traditionally 2 drops of Manuka / Kanuka Oil was added to a glass of warm water, to (1) rinse the mouth and (2) swallow a very small amount.
- 44.Toothache / Mouth Ulcers**  
Traditionally, Adults use undiluted Manuka / Kanuka Oil, gently applying directly to tooth or ulcer using a cotton ball. For Children & Babies-Ulcers, Teething & Toothache, traditionally, diluted Manuka / Kanuka Oil was used by adding 2 drops to a small amount of warm water and then applied using a cotton ball first dipped into Manuka / Kanuka Oil then glycerine to be more palatable.
- 45.Ticks & Leeches**  
Used as a customary treatment, undiluted Manuka / Kanuka Oil was dripped onto bite-mark.
- 46.Urinary Tract Infections (UTI)**  
The customary Maori remedy was to take 2-3 drops of Manuka/Kanuka Oil in honey at meal times.
- 47.Vaginal Infections (Thrush, Candida, Yeast, Infections).**  
The customary Maori tribal remedy was to mix 10 small drops Manuka / Kanuka Oil with 1 cup of pure warm water and douche, generally twice per day.
- 48.Warts**  
Traditionally, undiluted Manuka / Kanuka Oil was applied directly to the growth with a cotton ball.
- 49.Pets**  
**Abscesses, Cuts, Infections, Insect Bites, Rashes**  
Pet-owners commonly apply Manuka / Kanuka Oil diluted with a carrier oil over the affected area daily.
- Pet Coats**  
Pet-owners shampoo with Manuka / Kanuka Oil added to the shampoo to help repel insects and make a pet's coat clean and smelling fresh. It also provides a natural deodorant effect, attributable to the aroma of the oil.
- Fleas & Insects**  
Mix 5ml Manuka / Kanuka Oil to 3.4ozs/100ml clean water, shake and spray around foundations, windows and doorways, kennels and areas frequented by dogs and cats. For internal use, mist spray around kitchen, linen and laundry cupboards, under furniture, stoves, refrigerators, hot water systems, around edges of carpets and skirting boards.

**Household**  
Flying & Crawling Insects  
Mix 5ml Manuka / Kanuka Oil to 3.4ozs/100ml clean water, shake and apply a fine mist of the solution behind cupboards, furniture, curtains and around edges of all windows, external doors. For crawling insects carry out treatment as above, then mist spray bottom edge of all skirting, the base of all food storage areas, behind and underneath stove, fridge, hot water service, air vent and drainage outlets.

**Cleaning / Hygiene**  
Here at Manuka Oil Technology we have developed a proprietary, general purpose household cleaner that contains manuka oil. An oil that contains both terpenes and triketone, two compounds widely recognized as containing effective anti-fungal, antiseptic actives that are effective in killing staphylococcus aureus.

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Member companies, Tribal Manuka Cooperative group

**50 TRADITIONAL USES**  
of Manuka and Kanuka oil harvested and extracted in Aotearoa/NZ according to customary protocols.



For more than 1,000 years there have been 50+ uses of Manuka & Kanuka Oil as a traditional health remedy



## PRODUCT BRANDING / PRODUCT LABELLING.

Recognizing IP, compensating customary land owners via Tiringa (*royalty*).

In traditional Māori medicine, (*Rongoā*), ailments are treated in a holistic manner according to tikanga (*customary lore*).

Rongoā Māori is the traditional Māori healing system. This ancient tribal lore, including plant use, massage, and incantations, has been passed down through many generations. In keeping with traditional tikanga, this means treating all ailments in a holistic manner with (1) spiritual healing, (2) the power of karakia, (*prayer*), (3) the mana (*prestige*) of the Tohunga (*expert*) supported by (4) the use of native plants. Traditionally, knowledge of Rongoā was considered tapu (*sacred*) and was passed on to a select few. A person was selected for training by a Tohunga from the whare wānanga (*house of learning*) for passing onto the next generation.



Manaia  
*Spiritual world guardian from evil*

### MANAIA IMAGE USE BY MAORI

The Manaia is a mythological creature in Māori culture, and is a common motif in Māori carving. Typically Manaia is depicted as having the head of a bird and the body of a man, though it is sometimes depicted as a bird, a serpent, or a human figure in profile. The Manaia is traditionally believed to be the messenger between the earthly world of mortals and the domain of the spirits, and its symbol is used as a guardian against evil. In this form, it is usually represented in a figure-of-eight shape, the upper half culminating in a bird-like beak. Manaia designs vary in form between tribal groups.

### INTELLECTUAL PROPERTY RESPECT

The Māori tribes of Aotearoa/NZ strongly protect their “mana” (*status / prestige / authority*) and do not allow the use of tribal taonga (*treasure*) such as their poupou (*meeting house wall panels*) that contain whakairo (*carvings*) without the consent of tribal elders. The Co-Op’s founding chairman was Māori Rangatira (*chief*) and a tribal kaumatua, (*elder*) who played a key role in securing the consents needed to use whakairo (*carving*) on our launch product labels. These consents link to a Tiringa (*royalty*) payment basis that supports reinvestment back into tribal marae in areas where the Co-Op extracts taonga.

## Taonga Extraction Tiringa

### HISTORY WE CANNOT CHANGE

But we can work to follow in the footsteps of legendary Sir Apirana Ngata by supporting rural whānau & local community preservation by way of compensation through a form of “royalty” based on the sales of the taonga extracted from customary and former tribal lands. That taonga is mānuka & kānuka from whenua whose legal, modern day owners have contractually agreed to allow the Co-Op to harvest in exchange for (1) a fair farm gate price, (2) a share of the profits that flow from taonga value adding beyond the farm gate and (3) the payment of a royalty (*Tiringa*) to support the wider community within the rohe (*area*) of the landowning member of the Co-Op.



### ROYALTY (Tiringa) PAYMENTS

This will be paid into a fund that will support the preservation of Māori culture through the marae. The funds will be shared between (1) the lawful owners of the copyright in the whakairo used in a “Tribal” product and (2) their marae which require funding for restorative and maintenance works.



# EDUCATION, EDUCATION, EDUCATION!

Pretty much the whole world has heard about or knows of Australian tea tree oil.  
Much of the world has heard about, maybe tasted mānuka honey.  
Pretty much no one has heard of mānuka oil.  
No one has heard of kānuka oil.

The late Anita Roddick launched "The Body Shop" and her first two natural products with one store and started an education process. Soon thereafter a Canadian woman tourist dropped in, tried the product and asked Anita if she could join in the business with her. As they say, the rest is history.

One-on-one customer interaction is the best way to educate in the use of products. I did it with my salons' and nothing has changed over the years. In the personal care space, there is no better way to build a customer base than through the traditional brick'n mortar store. To learn from this interaction and progressively elevating to digital and cloud hosted/delivered third party sales

apps as "brand ambassadors" get to work. This slow way is the surest way to manage sales acceleration of products reliant on a distant supply source such as our two unique oils. To copy Anita Roddick's "Body Shop" launch formula where supply surety and demand means learning to walk before we run by gauging the market for our product, the brand and its benefits.

## THE AMERICAS (ARIN) REGION (Florida)



The American pilot Showcase I will be opening in a family owned property in Fort Lauderdale, the yachting capital of the world. Located in the heart of the tourist belt, I plan to start trading with 5,000 bottles of "Tribal" mānuka oil for "Her" and 5,000 bottles of kānuka oil for "Him".

## ASIA-PACIFIC (APNIC) REGION (Hongkong)



The Asian pilot Showcase targets opening in a private family owned health products store in Hongkong, my old school town. It too is planned to launch the product in Hongkong with 5,000 bottles of "Tribal" mānuka oil for "Her" and 5,000 bottles of kānuka oil for "Him".



## Fee based franchising V Equity based licensing.

In my years away from the US, working in South Africa, New Zealand, Malaysia, Australia & Singapore, the business women I met and knew, preferred equity ownership in a business, knowing that (1) they had a say in the way the business was run and (2) could more **easily exit** as life's circumstances changed.

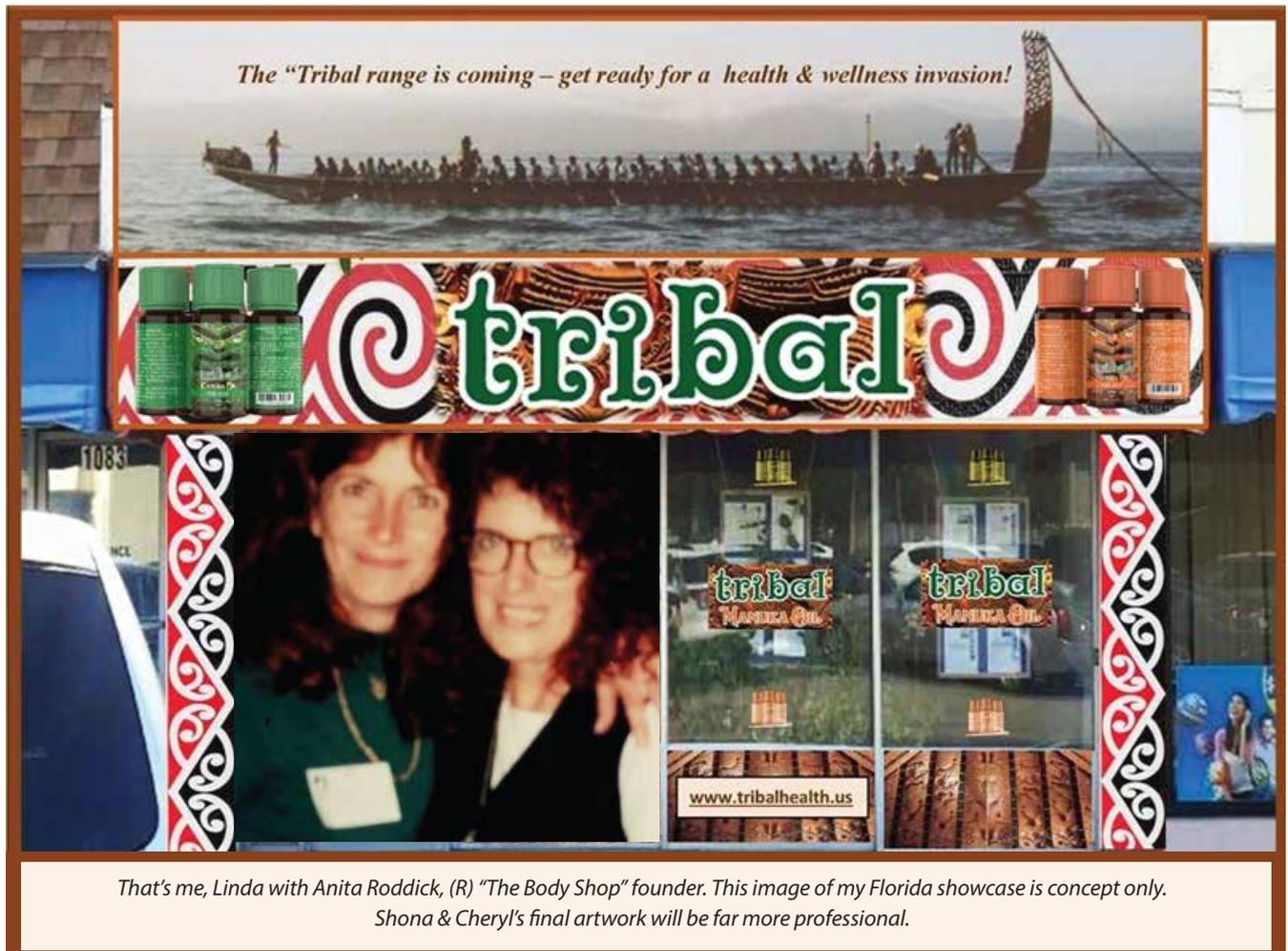
The Tribal business expansion structure was developed with this ownership preference in mind.

i.e. Entry equity?, **yes!** - Entry fees?, **no!** - Ownership? **yes.**

## The Florida Showcase will get noticed!

Like the haka, an in-your-face visual impact that screams at you!

Locals will know that the waka (canoe) has brought me home & its time to korero (tell the story).



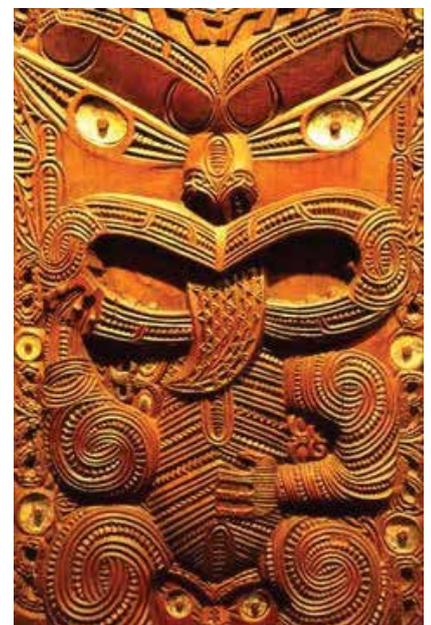
That's me, Linda with Anita Roddick, (R) "The Body Shop" founder. This image of my Florida showcase is concept only. Shona & Cheryl's final artwork will be far more professional.

Concept image—pilot "Tribal" retail showcase store in FL. USA. A "Tribal Health" (Body Shop) in the making?

### THE NZ CHILDRENS ART-HOUSE TEAM OF '96 IS GOING "TRIBAL" IN FLORIDA, 2022



The US pilot showcase will be a tribal themed shop in Ft Lauderdale where tribal imagery will create an exciting visual that passers-by will immediately notice. The tribal artwork will be supervised by Shona Hammond-Boys, founder of the NZ Children's Art-Houses network & New Zealander of the Year finalist in 2013. Having previously worked with Linda & Cheryl, Shona is once again teaming up with her two founder members of the "art-class of '96" in Auckland, This time however, 25 years on from those distant days as they embark together on a very different and exciting journey in the US.



# A MEMORIAM TO “BIG JIM”

Toopi (Jim) Kokere Wikotu (1940-2019)

Long will we remember the day in early 2016 when our kaitiaki, Big Jim took us to his beloved Rongopopoia Marae, ancestral home of his tipuna where he said to us... *“I will die, not knowing the value of my whenua. I do not want this to happen to my mokopuna”* (grandchildren) Co-founder of the country's largest motor-cycle club in the '60's, he was right. Jim left us in Nov '19 to rejoin his ancestors in Hawaiki. This egregious Māori whenua issue led to Jim studying Fractional Title as a way to try to resolve this ongoing source of friction between whānau forced into multiple land ownership through non-tikanga compliant law launched in the colonial land confiscation era. Law written to help immigrants lay claim to land over and above the traditional interests of the natives who had been resident in Aotearoa dating back more than 1,100 years. Jim also said that such a law change would not happen in his lifetime. Sadly, for Jim and countless others, once again he was right!



## JIMS WIP KAUPAPA—MAORI ECONOMIC ISSUES

### FOREIGN CONTROL OF TAONGA

Jim often complained about the ever growing control that foreign commercial interests have gained over Moana / whenua resource. Taonga the tangata-whenua had a customary claim recognized by both the Legislative and Treaty processes. Control that his tipuna Sir Apirana Ngata would have opposed. It was foreign (*Pakeha*) control of farm supplies to Māori farmers that saw Sir Apirana form the Waiapu Farmers Co in 1912 as a farmer Co-Op to help and support rural whānau, Jim's kaupapa while working with us on the development of a Grower Producer member owned Co-Op.

### MAORI COMMERCIAL ELITISM

Jim was a major contributor to the 1996 Te Upokorehe led claim on behalf of the Whakatohea tribal group. A claim that became the subject of a pernicious campaign to have it rejected. An action that the incoming Treaty Minister approved. Jim closely watched the nationwide Treaty process, noting the growing wave of connected Maori “leaders” who have worked their way into Iwi positions where they are creating elite Maori ruling whanau dynasties. A new and privileged 1% group that is now well entrenched because there are no office term limits in the law governing Maori organizations with too many run by an old few.

### AFFORDABLE HOUSING

Big Jim had two “pet hates”. These were (1) hard drugs and (2) abuse of children and women, this latter hate leading to his ongoing crusade to secure and provide affordable housing for Māori whānau. He was very active in the Treaty process setup to ameliorate the struggle that so many lower income Māori have to secure affordable housing, filing Treaty claims for housing and protection for women and children in the community. Jim constantly provided emergency lodging at Mataatua House as everyone in the rohe knew “Big Jim” would help.

Maromahoe



### JIM'S LIFELONG WISH

(1) to rebuild the ancestral Whareniui of his whānau/tipuna at “Rongopopoia Marae, and (2) restore the ancient Kahungunu tribal whareniui at Maromahoe Marae. Success with the Co-Op's Tiringa program will support this kaupapa.

Rongopopoia



Big Jim's whareniui “Mataatua House”, 153 Duke St, Opotiki, 3122, Aotearoa/New Zealand



## A PLANNED, CAPITAL GROWTH PATHWAY

The Tribal Health Corp capital growth plan follows a typical Valley model. Starting with seed capital and its low entry price, moving progressively through pricing bands with each subsequent expansion capital round impacting on share value growth that seeks to grow investor returns.

**INCORPORATION** *Seed stage* The Corporation was incorporated as a for-profit Dom-C in CO on August 19th 2019. On October 20th, 2020, the directors passed a resolution approving the assignment to the Corporation from NZ Resource Taonga Corp, the entire issued and paid up capital of NZ incorporated, Essentially Manuka Ltd comprising 8,000,000 Common Voting Shares, "CVS". On June 22nd, 2021, the directors of EML approved the assignment of the said shares to the Corporation by way of a Special Resolution of the shareholders, making EML and its NZ oil procurement ecosystem, a wholly owned subsidiary of the Corporation. NZD1M has been invested in seed capital, making the business "**oil extraction ready**" in Aotearoa/NZ.

**PRE-SERIES A** *USD0.25c each* The Corporation issued 11M Common Voting Shares to NZ Resource Taonga Corp in consideration of 8M EML shares assigned in exchange for NZD3,950,000 in EML shareholder interests at assignment date. Converted to USD2,765,000, this priced the Corporations prerevenue stage shares at USD0.25c each.

**SERIES A** *USD0.50c each*  
 The Corporation has issued a Private Placement Memorandum "PPM" to support the placement of 4M Convertible Capital Notes "CCN" at USD0.50c per CCN under its USD2M Series A Round, pricing the shares in the Corporation at USD0.50c per share on the Conversion Date. 1M of the CCN are classified as "Revenue Generating Stage", released in tranches of USD100k as part of the program developed to support the "Tribal Women's Equity Partnering" entry.

**SERIES B** *USD2.00c each* The Corporation signed a "Listing Agreement" with a CA based, FINRA registered, SEC licensed, REG CF equity crowdfunding intermediary to undertake a USD5M Series B Expansion Capital Round. Subject to final board approval, the Corporations holding company will launch the campaign with a USD2.5M commitment, leaving USD2.5M to be raised from the campaign nationwide offering 2.5M shares in the Corporation priced at USD2 per share.

**SERIES C** *USD4.00c each* The capital expansion plan provides for a USD10M Series C Round to provide acquisitive capital. The modeling provides for the issue of 2.5M shares priced at USD4 per share raising the aforementioned USD10M in expansion capital.

### FORECAST SHARE PRICE MODELLING PRICE DISCOVERY/TRADING.

Assuming the successful close of Series A & B, the following table presents the forecast market value per share on an annual basis on the basis of the non-warranted underlying assumptions being met.

Pricing	USD0.25	USD0.50	USD2.00	USD4.00	N/A
Post-Money forecast non-GAAP MV per CVS	USD0.50	USD1.75	USD4.05	USD6.23	USD36.80

**TRADING** The entry of the shares onto a P2P platform at the appropriate time will enable early share price discovery and trading to support share liquidity of these restricted securities. Initial trading is planned to be conducted pursuant to SEC Rule 144.



# Contact us for a Kōrero (Chat)



We have a way to go before Tribal Health Corp "TRC" could apply for this women's business accreditation but we have started. We are 55% women owned and controlled. Our current Series A Round seeks women "Tribal Angels" as partners through an SPV that will hold a substantial equity stake in TRC, appointing a woman director to our board. Our US Showcase program is structured for ownership and control by women. Yes, I look forward to a "koffee 'n kōrero" with women (and men) who share our ten year, \$1B market-cap delivery objective.

## Linda Brink- President, product development/distribution

- Us resident director, Tribal Health Corp-oil importer/distributor.
- I will provide my US addresses to professionals who need them.



"I love working with people"

[in Tribal Linda | LinkedIn](#)

[linda@tribalmanuka.us](mailto:linda@tribalmanuka.us)

- <https://mataatua.org> The Co-Op's website providing an overview on its formation/ ten year kaupapa etc.
- <https://tribalmanuka.com> Site being developed as the channel partner product information and distribution point.
- <https://nztaonga.com> Site of the seed-capital funding company, US base NZ Resource Taonga Corp.
- <http://ezyxchange.info> Site of the CO registered crowdfunding company.
- <https://tribalhealth.us> Site of the pilot health store in FL (Under Construction).

Nic is our NZ resident director, tasked with "keeping the oil flowing".

## Nicholas Iverson-Stakeholder growth/biz system support

[partners@tribalmanuka.us](mailto:partners@tribalmanuka.us) supplier communication.

NZ Project Office +64-9-945-6927

NZ Mobile +64-21-178-7637

[in Manuka Equity | LinkedIn](#)

- Manages the Grower-Producer foliage supplier membership program.
- Supports oil extraction, testing, GMP & export operations in NZ.
- Supports external professional service suppliers such as audit, etc.
- Provide Linda and Luke with back-office support.



Nic chatting to "Big Jim" our founding chairman in whose memory the Co-Op project continues on its journey to deliver on his kaupapa (vision) of 500 "Whānau-an-the-Whenua" Grower-Producer members of the Co-Op.

NZ project office: Manuka Manor, 26 Kemp Rd, Kerikeri, 0230.  
US project office: 2929 E Commercial Blvd, Ft Lauderdale FL 33308.

Postal: PO Box 80, Kerikeri 0245  
Digital: [florida@tribalmanuka.us](mailto:florida@tribalmanuka.us)