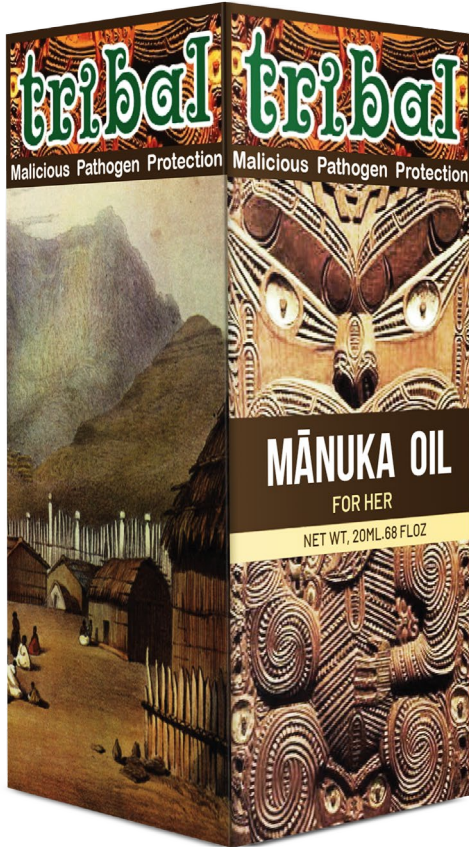


NZ BASED CEO-DESIGNATE – NZ NATURAL CAPITAL PARTNERS LIMITED
Mānuka oil “for her” & kānuka oil “for him” as natural infection control & protection remedies.

**ASIAN DISTRIBUTION
RIGHTS INCLUDED**



US Membership
Application
Pending



1000+ YEARS OF CUSTOMARY USE

Since the arrival in Aotearoa (New Zealand) of the Polynesian explorer, Kupe in circa 900AD and the waka immigration fleets that followed over the next 300+ years, the native tribes have used the natural resource taonga (treasure) of the flora and fauna to sustain health & wellness through traditional customs. A characteristic of tribal peoples since the dawn of mankind.



**“EPM” EQUITY PARTICIPATORY
MANAGEMENT – DISRUPTIVE,
GENDER-SPECIFIC NZ MANUKA &
KANUKA TEA TREE – A NATURAL
HEALTHCARE INVESTMENT.**

PRODUCT BRANDING IMAGERY

The “Tribal” kaupapa is for this tradition to continue in accordance with tikanga in natural healthcare for generations to come in. This paper illustrates the modern-day commercialization of this ancient custom through imagery that links the korero of the ancestors to the modern world and today’s generation for passing to the next according to kaitiakitanga.

An early stage, NZ mānuka / kānuka tea tree agribiz supported by 25 years of therapeutic tea-tree oil business experience from founders & directors focussed on creating a natural healthcare niche with disruptive, gender specific remedies in the USD261B PA Infection Control, Protection and Prevention sector of the USD4T PA health market with natural NZ therapeutic tea-tree oils. Reportedly 30 times more efficient as a Malicious Pathogen Inhibitor “MPI” than Australian tea-tree oil & ten times more valuable than mānuka honey in the US retail market.

HEADER IMAGE

KOHUMARU STATION – ONE OF OUR BIOMASS SUPPLY SOURCES

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“Nature based solutions are the “perfect assets” for investors seeing arbitrage in combination with climate impact”

(George Aiken, Global Impact Director – KKR)

NZ CEO DESIGNATE – EPM SYNOPSIS

INTRODUCTION

The NZD165k Minimum Subscription* investment acquires **Equity Participating Management (EPM)** rights in one company while inclusively delivering equity holdings in two companies in two countries. In the US company, delivering a unique FMA opportunity in **(1)** the USD261B PA Infection Control, Prevention / Protection in the natural healthcare sector, **(2)** as ingestible health drinks/supplement alternative in the USD164B PA sports drink market. In the NZ company, driving leading edge regenerative agribiz in the “tea tree” industry. The two companies being **(a)** NZ Natural Capital Partners Ltd, (*NZ-biomass/SKU production*), **(b)** the US incorporated holding company, Tribal Health Corp, (*US-SKU distribution*).

PIVOTAL OBJECTIVE – MULTIPLE BENEFITS

There is one pivotal business objective, i.e. to build the most successful NZ tea tree agribiz company in New Zealand/Aotearoa. One that seamlessly interfaces downstream delivery of **(1)** “**natural capital**” asset protection, **(2)** beneficial socio-economic impact in rural area, **(3)** ROI leadership in the natural healthcare sector.

A task simplified by **(1)** the 25 collective years of “tea tree” sector experience of the two founding directors, **(2)** the mistakes made in the Australian industry in the ‘80s being repeated in NZ by novice participants. Apart from only one established operator who runs a “whanau centric” enterprise, all other recent industry entrants are headed up by non-rural, metro based management


whose experience only dates back to 2016 with none of them, ever having worked “one on one” with native landowners on a multiple beneficial ownership tea tree station/land-block. The result of this conundrum being reflected in the millions of lost investment dollars to date that our rural landowner, grower-producer business combination ecosystem will mitigate.

OBJECTIVE DELIVERY STRATEGY

To develop a profitably enduring, investment and fellow shareholder, operational relationship with a NZ resident investor who will work directly with the US based founders of Tribal Health Corp, (“TRC”) in achieving the pivotal downstream objectives through delivery of the following milestones that the incoming, NZ resident director will directly / actively support through shareholdings held in both the NZ production and US distribution companies.

- (1) Participate** in the successful shipment of the first NZD873k export order to the US.
- (2) Drive** NZ participation in a USD5M US crowdfunding campaign (*agreement signed*).
- (3) Acquire** a stake in a targeted NZX listed company to deliver a socio-economic impact.
- (4) Assume** full management of NZ ops when current NZ director relocates to the US.
- (5) List** TRC shares on a US share platform for **(a)** price discovery **(b)** trading.
- (6) Commence** Asian product distribution.
- (7) Support** NZ Reserve Bank policy in creating capital access for rural Māori suppliers.
- (8) Deliver** Recurring income and socio-economic benefit to rural agribiz whānau.

* The “Minimum Subscription” provided under NZ Natural Capital Partners Ltd – NZD1.65M Series A Round.



EPM synopsis continued...

THREE ENTRY STEPS

There are three entry steps, **(1)** take up the **NZD165k Minimum Subscription** allocation under an underwritten **NZD1.65M Series A** capital round by NZNC, **(2)** become a

director of NZNC as CEO designate pending **(3)** make **option decision** re further subscription of the NZD1.485M Series A balance as detailed in the three steps below:

ENTRY WINDOW STEPS

STEP 1: Subscribe for the Series A NZD165k “Minimum Subscription”.

Once subscribed, incoming CEO designate will participate in **(1)** final design “fine tuning” and production of the tribally themed SKU packaging, ready for filling, **(2)** preparation of the SEC Form C that will support the USD5M US equity crowdfunding campaign in readiness for Step 2 in consideration of a recurring, NZD1,000 per month directors fee.

STEP 2: Exercise option to increase subscription or not within 90 day option period.

Within 90 days of the NZD165k :Minimum Subscription under the NZC Series A, exercise the option to **(1)** subscribe for further shares under offer **(2)** not subscribe for any further shares under the offer in which case, Tribal Health Corp will take up the unsubscribed balance under the Series A.

STEP 3: Start work with outgoing CEO

Post receipt of the NZD1.485M Series A funding balance, work with Iverson on **(1)** procurement of the oils / building relationships with the oil grower-producers, **(2)** packaging and assembly of the first production run of **(a)** 20,000 mānuka/kānuka oil SKU's **(b)** 16,000 POI honey SKU's with a collective FOB value of NZD873k and US retail shelf value of USD2.582M, **(3)** shipping 31,000 shelf ready SKU's to FL, **(4)** commence NZ distribution operations, launching with the 5,000 SKU's, retained in NZ, **(5)** manage the NZ input for the USD5M crowdfunding campaign in the US, **(6)**, plan for the second production run, currently forecast as being a shipment of equivalent, (or greater) volume and value. A 3-5 year, outsource management agreement will be made and entered.

CAPITAL UNDERWRITE-NZD1.485M

The NZD1.485M balance receivable by NZBC under its NZD1.65M Series A Round is underwritten by Tribal Health Corp. To be released 90 days post-entry of the CEO Designate to the board and shareholder register of NZNC. A transition window of one year is provided for, subject to the incoming CEO-designate and Iverson agreeing on the “hand-over window” as both parties mutually agree. Ensuring a seamless NZ production / US distribution interface is in place, enabling Iverson's return to the US to support distribution/capital market management.

ABOUT NZNC

NZNC was incorporated in 2022 as a NZ based Natural Capital investment holding company to produce and export gender specific, therapeutic grade, regeneratively sourced NZ mānuka and kānuka tea tree originated oil and honey as disruptive entrants into **(1)** the USD261B PA “Infection Control, Antiseptic / Disinfectant” sector of the healthcare market, **(2)** with Plant Oil Infused “POI” research supported entry into the ingestible health supplements / health drinks market as a disruptive alternative to the USD164B PA energy drinks market.

LINDA BRINK – US RESIDENT DIRECTOR

NZ MANUKA & KANUKA TEA-TREE OIL – GENDER SPECIFICITY

I have been involved in the tea-tree oil industry long enough to recognize that mānuka and kānuka oil represent the 2nd generation of the commercialization of these NZ “tea-trees”, members of the Myrtaceae plant species. Although a relative of Australian tea-tree, continental drift spanning millions of years has seen NZ’s Myrtaceae tea-tree species evolve into a much different plant compared to the Australian tea-tree that we all know. Add to this the gender specificity of the oils extracted from the NZ tea tree and we have an amazing First-to-Market opportunity to create a unique natural health care niche with a seriously exciting, First Mover Advantage.



Linda Brink

DID YOU KNOW?

Research claims NZ tea-tree oil is 30 times more effective than its Australian relative, this probably contributing to the fact that NZ tea-tree oil is **ten times more valuable** than the mānuka tea-tree honey which typically retails in the US for circa **USD250 per kg** as an ingestible therapeutic supplement. Only one tenth the value of the oil, **Mānuka and**

kānuka which are topical therapeutic oils, retailing in the US at circa **USD2,500 per kg**. A naturopathic healthcare remedy whose time is approaching where these oils will make headline stories as the profit potential becomes more widely known and investor interest grows in this unique natural therapeutic product from NZ.

SIMPLY STATED, THIS MEANS FMA CAPITAL PROFITS CAN BE MADE!

In 2006, a fledgling Waikato “GEN-1” mānuka honey business got an Angel investment of **NZD1M** with a further **NZD10M** from other investors coming onboard in subsequent years on a journey *that just 10 years later in 2016*, saw the business sell to an Australian private equity fund for **NZD112M**. While this undoubtedly made both founders and angels happy with their

investment, just two short years later, this same mānuka honey business was sold to a Malaysian controlled, Hong Kong listed company for **NZD269M**. One could extrapolate from this that had the deal been for a mānuka **OIL** business and its vastly more valuable commodity, it may have been ten times more valuable, giving the deal a potential market value of **\$2.69B**.

Assuming that this presumption is possible, then a company positioned in the Infection Control, Protection and Prevention sector of the healthcare remedies market may well achieve a \$1B+ market cap within ten years.



LINDA'S INDUSTRY BACKGROUND.

"From my ZA salons to the NZ bushland"



In Opotiki 2019, my last year "Out East" working with the Kaumatua who mentored the "Tribal" development process

My name is Linda Brink, a US citizen with 15 years of therapeutic tea-tree oil industry experience on my resume. From '91 through to '99 investing in and working on the development of Australian therapeutic tea tree oil consumer products. From '16 through '23 (today) in NZ procuring tea-tree oil supply as the lead natural therapeutic remedy to enter the USD261B+ PA, Infection Control, Prevention and Protection remedies niche of the healthcare market.

My interest in natural health & wellness products dates back to my days in South Africa in the "go-go" '80's when I started and owned "The Beauty Bowl", a beauty therapy business which had three salons operating in the north-eastern suburbs of Johannesburg when I sold the business and emigrated to NZ.

My tea-tree interest developed in NZ when our family launched the "Tea-Tree Manor" brand of Australian therapeutic tea-tree oil based health and household disinfectant/cleaning products, leased a boutique tea-tree farm in NZ and invested in a 1,200 acre organic tea-tree oil plantation owning company in northern NSW together with its associated, TGA licensed therapeutic product manufacturing facility and associated brands. I sold off the NZ ops in 1996 when I moved to Malaysia and the Australian interests were sold in 1999. In 2004 I returned to the US to work with my mother in the family realty business in our home-town of Ft Lauderdale.



"Tea-Tree Manor"

My continuing interest revved up in May of 2015. While surfing the web on holiday in the Florida Keys, I noted the amazing success of an Indiegogo campaign by "Flow-Hive", an Australian product that saw circa 20k of these "Hives" sell in 30 days, generating USD12M in sales. The success of this "honey-story" drove the decision to involve our family once more in the natural and alternative remedies sector. This time however with NZ native "tea-tree". i.e., mānuka / kānuka. A decision supported by the fact that mānuka honey was gaining increased recognition in the US as having therapeutic benefits which supported its premium pricing. Knowing that NZ the mānuka tea-tree came from the same plant family as Australian tea-tree, (*Myrtaceae*) our family saw the opportunity to import mānuka oil into the US alongside the honey, supported by a crowdfunding campaign at some future date. We registered a crowdfunding company in CO, returning to NZ in January 2016 to start a Māori landowner Co-Op venture with a Māori Kaumatua (*elder*) & Rangatira (*Chief*) in Opotiki who a NZ friend from my sojourn in the late '80's/early '90's had digitally introduced me to.



Listening & learning from "Big Jim" (2017) chatting to Māori landowners in a remote farming area about mānuka foliage harvesting & the Co-Op. (That's the "late Big Jim" in the black coat – we all miss you Jim!)

And so commenced my "Tribal" journey.



.NZ Mānuka & Kānuka Tea-tree oil. Malicious Pathogen Protection

MY INVITE TO NATURAL CAPITAL INVESTORS

I am inviting ESG focussed, social-impacting, natural capital supporting investors to have a korero with me about taking up the CEO Designate role described on Page 2 via an early stage **Equity Participating Management, (EPM)** investment in the “Tribal” project by taking up 500,000 shares in NZ Natural Capital Partners Ltd, “NZNC”. A NZ company positioned to launch “**Tribal**” branded mānuka & kānuka therapeutic oils into both the US and NZ healthcare markets.

Post-money, NZNC will launch revenue generation in NZ and the US with the export of “**Tribal**” branded products to the US, for the “**Tribal**” tea-tree oil launch in my hometown of Ft Lauderdale, USA where I will convert one of my family owned retail properties into a “**Tribal Health**” showcase with a unique native tribal theme from “*Aotearoa/NZ*”. A brand themed launch campaign seeking “Brand Ambassador” support viz-a-viz a US

crowdfunding campaign. The EPM entry commitment is NZD165k (USD100k) with an entry process structured to facilitate either a single investor entry or via a syndicated SPV owned by investors who share our tribally branded natural healthcare vision, and its social impact objectives expected to be delivered through this “Natural Capital” investment into New Zealand’s tea tree agribiz sector for natural healthcare applications.

AN EPM OPPORTUNITY FOR WOMEN

Because for much of our lives, we women are the ones that care for the health of ourselves and our families. We care for the “big kids” (our husbands / partners) and the “little kids”, (our children) from babyhood to their leaving home and starting their own family. We understand the difference between allopathic and naturopathic remedies that have been passed down over centuries. We understand Complementary & Alternative Remedies, referred to in Aotearoa/NZ as “Rongoā” (medicine), practiced by every tribe across the motu (country) since the Polynesian explorer Kupe, landed here over 1,100 years ago. Rongoa that included a unique native “tea-tree oil” i.e. oil of leptospermum Scoparium (Mānuka for “her”) and oil of Kunzea Ericoides (Kānuka for “him”) as per ancient tikanga lore (customary practice).

A compelling reason why Tribal ops seeks majority women ownership is to support the company’s application to join this organisation in the US.



Covid-19 has made everyone, evermore wary of the growing risk that malicious pathogens present to our health as even more “superbugs” develop an ever-growing resistance to our modern-day, allopathic antibiotics. A disturbing trend that makes the use of naturopathic therapeutic remedies at home, an important health weapon that we can use today while protecting the source of traditional remedies for tomorrow’s generation according to native tribal “kaitiakitanga”, (*intergenerational guardianship*) as is commonly practiced by native peoples in Aotearoa/NZ, home to known Malicious Pathogen Inhibiting, “MPI”, manuka / kānuka native tea tree oil.



LINDA'S TRIBAL KORERO

“My product story”

THE PRODUCT

I discussed my “Tea-Tree Manor” branded Australian “tea-tree oil” supply with the late Dame Anita Roddick, founder of “The Body Shop” but never ended up doing a deal as I sold “Tea Tree Manor” in '96, moving on to SE Asia / Australia before returning to the US in 2005. Noting that in the US, mānuka oil was ten times more valuable than honey, I returned to NZ in 2016 to source mānuka & kānuka tea-tree oil for the US market. With that now in place, I need great NZ based partners to support my return to the US to launch “Tribal” brand alternative therapeutic tea-tree oil remedies.



That’s me on the left at a luncheon in London back in '96 with the late Dame Anita Roddick, founder of “The Body Shop” chatting about supplying “Tea-Tree Manor” oil to her shops.

THE PLAN

Thanks to Covid & other foreseeable supply chain issues, my plan to bottle, label and pack the pure oil products in NZ for both the local and export markets such as the US was right as it will reinforce the current global trust in the provenance of New Zealand produced/exported agribiz products.

PRODUCT PROCESSING

Will initially focus on these two tea-tree oils found only in Aotearoa/NZ. i.e. oil of **Kunzea Robusta**, (**kānuka** for “him”) and oil of **Leptospermum Scoparium**, (**mānuka** for “her”) This gender specificity accords to the tikanga (custom) of the tribes of Aotearoa (NZ) and according to people I have setup early business relationships in the US, provides a fantastic marketing opportunity that does not appear to be available with other natural therapeutic oil producing plant species in the US.

PRODUCT (TRADITIONAL/CUSTOMARY) USE

“Tribal” products continue the more than 1,000 years of use of these two native tea-trees as “rongoā” (*medicine*) by the various tribal groups, the original inhabitants of Aotearoa who named these two tree members of the Myrtaceae plant species as “Mānuka” and Kānuka”. These “tea-trees” were subjected to millions of years of continental drift, leading to species evolution, making them (a) very different and (b) far more commercially valuable today than the Australian tea-tree, (*melaleuca alternifolia*) which is also a sub-species of the Myrtaceae plant family.

PRODUCT MARKET POSITIONING

Due to its customary and traditional usage as a “wellness/health remedy” the “Tribal” branded range is being developed as niche natural therapeutic remedies in the USD261B PA, Infection Control, Prevention & Protection remedies sector of the USD4T PA health market.

PRODUCT DEVELOPMENT

There will be two categories in the portfolio, i.e.

PURE OIL: 1,000+ years of custom supports marketing the oils as gender specific. i.e.

(1) “Mānuka oil for Her”

(2) “Kānuka oil for Him”

This “*Vive la différence*” opens some “very-different” marketing concepts.

VALUE ADDING: A wide range of value added products for marketing as “Hers” and “His” can be formulated on this ancient tribal “Mānuka for Her” and “Kānuka for Him” specificity. Plant Oil Infusion has the potential to become a market disruptor in the Health Supplements sector creating an FMA product development opportunity built around two oils, exclusively of NZ provenance.

Linda Brink – Director

Tribal Health Corp



THE THREE PRODUCT DIVISIONS.

“Caring for the family, the family pets and the family home”



Our NZ product development partner will already own white label formulations for a range of therapeutic focused products. Formulations that will undergo bespoke variation in a pandemic wary world where personal protection from malicious pathogens is top-of-mind for all health-conscious people who prefer to use customary and alternative natural remedies.

“Especially moms”

PERSONAL HEALTHCARE

Its new, it’s exciting and its potentially a billion dollar plus market FMA opportunity. Bringing 1,000 years of customary, gender specific therapeutic tea-tree plant oils to market in a “Hers” and “His” range of natural health and wellness products. A whole new, year round “gift” concept for couples, families, everybody.



PET CARE

We all love our pets. Now show them the same care and treat them with natural remedies too!



“Even pets that only an owner could love”



HOME CARE

In this pandemic-aware world, natural malicious pathogen inhibiting plant oils offer an alternative to chemically synthesized household disinfectants. Oils such as mānuka & kānuka offer this.



Image of “Tea-Tree-Kleen” product bottles taken in a POS display stand in the “Tea-Tree-Manor” retail sales store in 1996. A company and brand launched by Linda and her partner in the 1990’s which included ‘Tea-Tree-Kleen’ an all- purpose, disinfectant household cleaner developed by the team that created the “Tea-Tree Treat” (treat it with tea-tree) brand using oil from Australia and “Tea-Tree Manor” in NZ. A brand still being sold in NZ today.



REGULATION IN NZ IS COMING

I had real time, hands on experience with this playbook in Australia during the '90's. Fortunately, the "grandfathering" provisions of the Australian Act together with a supportive approach to the production and marketing of customary, native tribal remedies made the transition to greater compliance a progressive exercise in Australia. New Zealand's equivalent of the Australian Therapeutic Goods Act 1989 took a step closer to appearing on the legislated landscape with the passing in NZ's Parliament of the "Therapeutic Products Bill" on July 19th, 2023. A bill that as it now stands, will repeal most of the provisions of Medicines Act of 1981 and revoke the Dietary Supplements Act of 1985 plus the supplementary regulations that govern the Act.



Linda Brink
President

Footnote: Both opposition parties in the House opposed the bill on a number of important grounds / issues that the Government of the day has largely ignored and the negative impact the bill will have on the industry if not revised. Law that saw victims of the changes in Australia where a newly commissioned TGA moved quickly to "enforce" the new law, leading to the closure of Pan Pharmaceuticals, a major manufacturer of "Natural Health Products". An action that cost many jobs when the company went into voluntary liquidation leading to years of subsequent litigation that saw the Regulator pay out AUD120M in compensation. All be it, too late for many who suffered loss from this bureaucratic overkill.

From this episode in Australia, one question arises "who NZ's Pan Pharma will be" when a newly appointed Regulator in a new regulatory body becomes the new sheriff in our natural health products town and commences "law enforcement" in our industry.

NATURAL HEALTH PRODUCTS "NHP"

Unfortunately, they are **specifically targeted** in the opening definition of "therapeutic goods" which reads interalia,

*"therapeutic products are medicines, medical devices, **natural health products (NHPs)**, and active pharmaceutical ingredients (APIs)".*

"That the current dietary supplements regulations make it difficult for New Zealand's industry to export and innovate". (C'mon this is a distortion of modern day commercial fact in NZ!)

But the recommendation below will be a cause of great concern to all NHP sector participants by clearly demonstrating that it appears NZ's lawmakers are targeting the sector through Clause 124 (**Criteria for market authorisation of NHP**) which provides that any proposed health benefit claims must be substantiated, stating.....

*"We therefore recommend amending clause 3(c) to include the **substantiation of health benefit claims for NHPs as an additional purpose of the bill**"*

Other proposals contained in the bill include:

- requiring therapeutic products to receive a market authorisation before they could be imported into, **exported from**, or supplied in New Zealand.
- providing for the regulation of a range of controlled activities.
- establishing a Therapeutic Products Regulator and granting them a range of compliance and enforcement powers.

As in Australia, the proposed law recognizes rongoā/traditional native remedies, envisaged as coming onstream in mid to late 2026, giving participants time to plan accordingly.



THERAPEUTIC CLAIMS – MODERN DAY STANDARDS

1989: Australia established a national standard under the Therapeutic Goods Act (1989), establishing the Therapeutic Goods Administration which applies the Australian standards. Australian tea tree oils is framed around a chemical known as “Terpinen-4-ol” the principal active chemical family and its associated compounds within the oil and registered by the TGA. Delivering scientifically validated therapeutic benefits. The Act provides a uniform national system of control over therapeutic goods.



1923. 34 years later, in July 2023, the NZ Government passed the Therapeutic Products Bill which the NZ Health Departments website states will progressively kick in from a regulatory perspective, in mid to late 2026 with a further three year window built in for what one could refer to as a “grandfathering” clause similar to the 1989 Australian law. Presumably the NZ bill will be referred to as the Therapeutic Products Act 2023? The nations **Natural Health Products**, “NHP” producers at least have a window to prepare for the noted but ignored negative impacts of the proposed law.

A GRANDFATHERING WINDOW – CUSTOMARILY ACCEPTED BENEFITS



In the case of the mānuka / kānuka oils originating in New Zealand’s Far-North and Taranaki regions, the source of Tribal plant oils, the terpene count is amongst the highest recorded in NZ, conversely containing minimal counts of the chemotype that research has proven is a naturally occurring herbicide, i.e. beta triketone / leptospermone. The high terpene content makes Tribal plant oils sourced on Māori

tribals lands in the Tai Tokerau province of the country’s far-north and Taranaki province, accepted as having recognized customary healthcare/ therapeutic benefits when benchmarked against the globally accepted Australian standard.

CUSTOMARY & TRADITIONAL REMEDIAL USE

A customary health remedy for over 1,000 years

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

a Oil as a traditional health remedy

Australian and New Zealand (Aotearoa) tea-tree oils were used by the original native tribes of both countries for healing purposes, developing as customarily used therapeutic remedies. In the case of the Aboriginal tribal groups, carbon dating indicates a use of Melalukā tea-tree leaves and bark dating back more than 30,000 years. The history books in Aotearoa (NZ) tell us that the leaves and bark of mānuka and kānuka tea-trees were used as remedies by both the Māori tribal groups circa 1,000+ years ago and colonial era seafarers. Both the Australian and New Zealand tea-trees are members of the Myrtaceae plant species, evolving separately as a result of continental drift, spanning millions of years.

MODERN DAY USE

The Australian tea-tree oil industry developed around its tea-tree known as “Melaleuca Alternifolia.” In NZ, the two tea-tree species were named “Leptospermum Scoparium” (Mānuka) and (originally) Leptospermum Kunzea (Kānuka) but changed to “Kunzea Ericoides” by scientists who applied this name generically to all “Kānuka” trees. An action that some ‘purists’ in NZ are seeking to change. Part of what appears to be a movement by certain parties to replicate the ‘success’ had in having mānuka honey chemically defined by Government .A definition that carries no legal weight beyond the country’s twelve mile limit as a recent US court case proved. Exciting days ahead!

...ALTHOUGH OUR PRODUCT STORY
BEGAN 1,000 YEARS AGO...

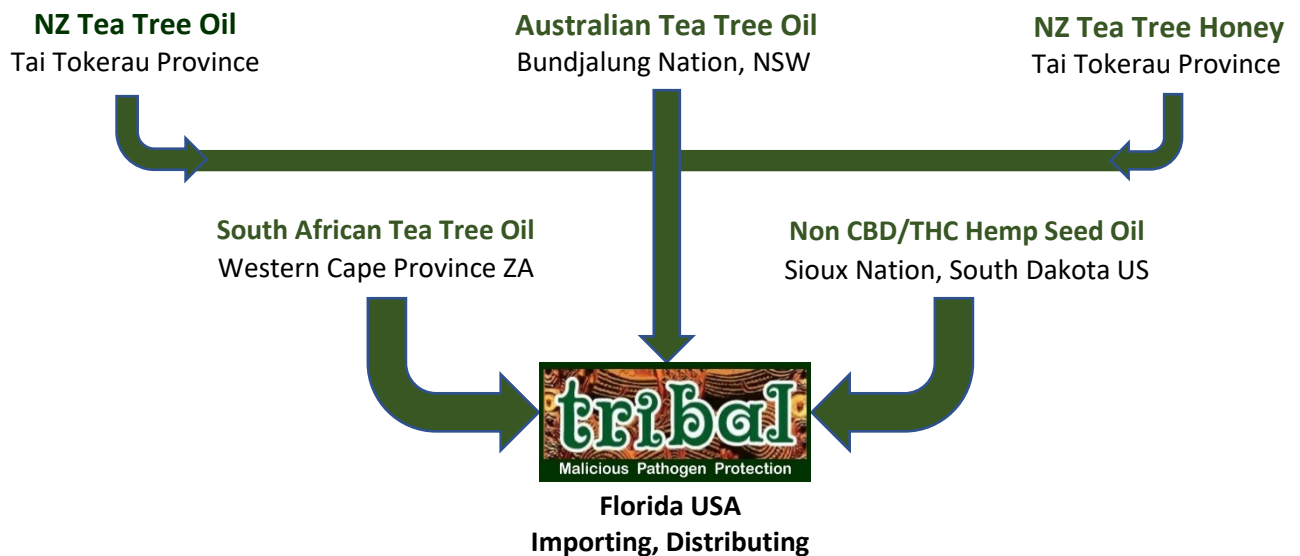
“We don’t make therapeutic claims”



...Historical native tribal use over the millennia
validates them...

...our tribal therapeutic resource supply locations...

Working in partnership with tribal owners, these natural resources will come from their customary lands



A 25 YEAR KAUPAPA

“Guided by tikanga, mātauranga, kaitiakitanga”



500 CO-OP MEMBERS @ WORK



Assuming (in current \$'s) NZD50M in capital was accessible to rural Grower-Producer members of the Co-Op with an average loan of NZD100k per whānau, these 500 “Whānau-on-the-Whāma” could become rural agribiz whānau millionaires whose taonga could deliver a \$1B+ Market Value agribiz.

Modelling indicates that 500 rural “*Whānau-on-the-Whāma*” landowning, Grower-Producers harvesting (1) on average 100 ha of mānuka/kānuka bushland per whānau giving access to (2) 50,000 ha of farmed, harvested taonga PA as part of an intergenerational rural agribiz kaupapa could (3) deliver a NZ\$1B+ market cap by (4) applying current industry averages to this 50,000 ha of mānuka/kānuka bushland which (5) mathematically, would deliver the following outcomes (*in 2022-dollar values*).

Harvesting	100,000 tons of mānuka/kānuka foliage PA under tikanga pruning programs according to tikanga for intergenerational benefit.
Producing	300,000 kgs of mānuka/kānuka oil PA extracted from the foliage under a three-year harvesting cycle.
Paying	NZ\$90M PA, yielding NZ\$5,400 gross (circa NZ\$3,800 net) per ha to the “ <i>Whānau-on-the-Whāma</i> ” Grower-Producers (based on 2022 farm gate price).
Creating	NZ\$180M PA in top-line sales for the whanau owned mānuka/kānuka oil extraction operations. (based on 2022 farm gate price).
Achieving	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 manuka oil in the US</i>).
Delivering	500 middle-class rural millionaire whanau earning an average EBITDA of \$177,000 PA (<i>in today's \$ terms</i>) from mānuka/kānuka oil 'n honey farming in the Taranaki/Whanganui/Manawatu rohe.
Resulting	In a NZD1.6B market cap company.



Tribal therapeutic product development
Product branding & development synopsis



Building a gender-specific natural healthcare market niche.

With therapeutic grade, gender-specific NZ tea tree oils from our Grower-Producers.

NZ THERAPEUTIC PRODUCT EXPORTS

Series A Capital Allocation NZD873,600



“Mānuka -for- Her”

ManukaRx™
NEW ZEALAND

“Skin care For-Her



“Kānuka -for-Him”

Post-closing, New Zealand’s first, gender specific range of NZ mānuka and kānuka tea tree oil based personal care products are to be exported to the US to (1) support the USD5M equity-crowdfunding campaign, (2) commence (a) US wholesale, (b) US retail product distribution from the Ft Lauderdale pilot showcase.



“Mānuka health honey for-Her”

LAUNCH SKU’s RRP SALES VALUE USD2.332M

Comprising 20,000 gender-specific NZ tea tree oil and 16,000 “POI” honey SKU’s with a forecast NZD retail value of NZD3.588M in the US marketplace.



“Kānuka health honey for-Him”

“Plant Oil Infused- POI”

US THERAPEUTIC PRODUCT DISTRIBUTION

Series A Capital Allocation USD776,400



“Pilot Showcase #1 Shopfront”

The family of the Company’s founder directors in the US are to convert their retail shop on SE 17th St in Ft Lauderdale into a pilot retail launch showcase store, US sales/marketing support center at a peppercorn rental for the first year of US operations.

Showcase launch brands



Remedies for him & her



Skin Care for her



Proposed US instore POS display hut.

The SKU carton and labelling illustrated in this document are concept designs that may differ from final designs when the products go live in the US where the SKU’s will stand out like a “haka” in a buyer’s eye, whether on a retail shelf, webpage or app.

“LINDA’S SHOWCASE #2”

(Above) US1 – Ft Lauderdale, FL. 140,000+ vehicles per day



Yes, I have used a little ‘creative license’ on this incredibly busy highway image taken in my home town but I wanted to give a sense of how I plan to apply the “L&P” bottle concept from Paeroa (NZ) to the full scale natural health store owned by a 700+ store retail chain that has invited me to partner with them in a pilot conversion/purchase *subsequent to the opening of my pilot showcase* in one of my family properties in Ft Lauderdale. Sure it’s “showy”, but like the legendary L&P bottle, it will **get noticed** and that in America, is what marketing is all about, i.e., “Showtime”, supported in this instance by the memorable Māoritanga imagery illustrates our Aotearoa/NZ provenance.

Probably the world's most trusted provenance in terms of food purity & natural health products.

PILOT SHOWCASE



I am starting off small in our family owned retail shop located in the heart of the Ft Lauderdale tourist precinct. In the R/H image above, I have applied further creative license in a concept render of the front of our retail shop that illustrates launch brands as well as the renamed realty business that will operate within a “Showcase” retail store unlike anything else in town.

THE LAUNCH SHOWCASE THEME

Our NZ Māoritanga artwork will be directed by my longtime friend, Shona Hammond Boys, a 2013 New Zealander of the year finalist, founder of the NZ Childrens ArtHouse network and celebrated artist. Fluent in Te Reo, Shona has carried out extensive NZ tribally themed mural projects in the eastern BOP region, inculcating a NZ tribal themes that won her acclaim from many of her US associates who will connect with her on this unique project.



Me (centre) with daughter Cheryl & Shona, celebrating completion of a 45 metre mural wall at our Office of Treaty Settlements project HQ in Opotiki, 2019

MY USD2.8M COMMITMENT – SUPPORTING A USD5M CAMPAIGN

USD356k in seed capital since relocating to NZ in 2016, to source NZ tea tree oil. USD450k for the showcase retail store to be assigned into an SPV plus USD2M in early growth capital from family resources. Exciting for me is the fact that Maureen, the business development VP of our US crowdfunding intermediary is a former IBM global operations VP who now lives just two hours away from me in Ft Meyers, FL. Interface this with an all women PR/Media support firm in CA near our Intermediary’s home office, we will have a “tribe” of women working together on a project that will translate into both fun ‘n funds!



51% Women Owned + the C-Suite

Delivers many benefits for all

LINDA’S WOMEN CONTROL OBJECTIVE

When Tribal Health Corp was incorporated in the US as a “Natural Capital” investment holding company to operate in the “Natural Health Products” based, therapeutic grade NZ tea tree agribiz sector, it was structured as a women owned and managed company with 67% women ownership. Irrespective of the outcome of the NZD1.65M Series A in NZ by NZ Natural Health Corp, our planned WBENC application in the US will not reduce women control below 51%. Any investor who supports “Natural Capital” investing in regenerative, NZ tea tree agribiz exporting product to the US is invited to contact me re the NZD1.5M underwritten balance of the round which I have also registered with women angel investor groups in the US. Many of whom have invited me to “pitch” when I return to the US and whose presence on the share register will help market the follow-on USD5M crowdfunding campaign to retail investors in the US when it goes live.

THIS NZD1.65M SERIES A ROUND	QUANTUM	PRICING
Minimum Subscription taken up	NZD165k	500,000 shares priced at NZD0.33c per share Plus 500,000 free carry bonus shares in TRC
(1) Followed by NZD1,500,000 balance underwrite by Tribal Health Corp “TRC” at NZD0.33c per share. (2) Followed by US (REG-CF) crowdfunding campaign in the USA priced at USD2 per share. (3) Bonus (free carry) share book carry value of 500k forecast to be USD1M on NZD165k ingoing.		

US WOMEN ANGEL GROUPS REACHED OUT TO	
37 Angels	OSEA Angel Investors
500 Women	Pipeline Angels
Ad Astra Ventures	Plum Alley
Astia	Portfolia
BBG Ventures	Purple Sage Capital
Beam Angel Network	Serena Ventures
Bell Capital	Sofia Fund
Bell Impact Fund	Sogal Ventures
Broadway Angels	Stella Angels
Chloe Capital	The Fund XX
Citrine Angels	The Jump Fund
Curate Capital	The Syndicate
Dymynd Angels	Valor Ventures
Female Founders Fund	Wingpact
Female Funders	Women of Lava
Founders First Partners	Nu Fund Venture Group
Golden Seeds	Women of SADC
Graham & Walker	Women’s Capital Connection
Halogen Ventures	Women’s Equity Lab
Merge Lane	Women’s VC Fund
Next Act Fund	WXR Fund
Next Wave Impact Fund	Xxcelerate
Outreach to the healthcare targeting groups in the abovesaid list has commenced.	

WHY A WOMEN CONTROLLED CORP IN THE USA?

There are many good reasons why Tribal Health Corp would enjoy commercial benefit as a women owned and controlled company in the US, including interalia:

(1) Traditional Family Healthcare Role

Over the millennia, women have been the customary caregivers in attending to and caring for family members who require healthcare, whether it be attributable to illness or accident. Traditionally, women are the ones who attend to the family member’s needs, contact the family doctor and make healthcare purchase decisions.

(2) Natural Healthcare Practices.

Traditionally, women have led the way in the use of naturopathic remedies over allopathic. Today, a growing number of women are migrating to the use of natural healthcare in many health fields, including **(a)** home disinfectant use for infection control, **(b)** skin care antiseptic remedies, **(c)** complementary & alternative health remedies, **(d)** dietary supplements.

(3) Nationwide Women Owner Business Support.

Membership of minority business owner support groups such as WBENC have been able to create preferential access opportunities to gain access to the nation’s largest retail chains, local, State and Federal agencies for the sale of goods and services.





WBENC Certification validates that a business is at least 51 percent owned, controlled, operated, and managed by a woman or women.

This means one or more women must have unrestricted control of the business, a demonstrated management of day-to-day operations, and a proportionate investment of capital or expertise. To become certified, business owners undergo a thorough vetting process, including review of business documentation and a site visit. Because of this thorough process, WBENC Certification is considered the gold standard for women-owned business certification and is accepted by more than 1,000 corporations, and most states, cities & other entities.



US Membership Application Pending

Certification Eligibility Criteria

- Majority (at least 51%) ownership by one or more women.
- Demonstrated proof of female management and control of business.
- Unrestricted female control of the business in legal documents and day-to-day operations.
- A woman holding the highest defined title in the company's legal documents.
- Documented evidence of female contribution of capital and/or industry expertise.
- Status of U.S. Citizenship or Lawful Permanent Resident for woman owner(s) constituting majority ownership.

Benefits of certification for women-owned businesses includes:

- Access to supplier diversity and procurement executives at hundreds of major U.S. corporations and federal, state, and local government entities that accept WBENC Certification.
- Formal and informal opportunities to pursue business with Corporate and Government Members, as well as with other WBENC-Certified WBEs.
- Access to networking events, procurement opportunities, mentoring, executive education, capacity development programs, and other business tools and resources.
- Eligibility for regional and national recognition and awards.
- Use of Women Owned Logo and Women's Business Enterprise Seal as a marketing tool to promote your business and expand your company's visibility.
- Community of support from other female business owners and like-minded professionals all dedicated to the growth and success of women-owned businesses.



THE FIRST FIVE YEARS AS A WOMEN DRIVEN BUSINESS NZ EXPORT VOLUME FORECASTS

The two launch products, i.e., NZ tea tree mānuka / kānuka oil (*leaf*) give rise to two (2) gender-specific retail launch SKU's, i.e., "Mānuka Oil for Her" and "Kānuka Oil for Him,"

OIL



"For-Him"



"For-Her"

NZ mānuka & kānuka tea tree oil to be positioned as gender specific, niche therapeutic SKU's into the USMCA free trade zone, an economy more than 100 times bigger than NZ's. Significant sales volumes are expected as large US retail chains start taking up the products on a B2B basis supported by channel distribution partners such as cloud hosted, B2C sales apps.

This table is "Forward Looking"

TABLE A

Year	Assumed Trading Period / quantity	Kgs	SKU's	NZD Export Value
1	Trading year #1 (Initial Period – 20ml SKU's @ NZD27.68 per unit)	2,000	100,000	\$2,768,000
2	Trading year #2 (Renewal Period – 20ml SKU's @ NZD28.51 per unit)	5,000	250,000	\$7,127,500
3	Trading year #3 (Renewal Period – 20ml SKU's @ NZD29.37 per unit)	10,000	500,000	\$14,685,000
4	Trading year #4 (Renewal Period – 20ml SKU's @ NZD30.25 per unit)	20,000	1,000,000	\$30,250,000
5	Trading year #5 (Renewal Period – 20ml SKU's @ NZD31.16 per unit)	30,000	1,500,000	\$46,740,000
TOTAL FORECAST EXPORT SALES (not warranted)		67,000	3,350,000	\$101,570,500

HONEY



"For-Him"



"For-Her"

- * For many years, NZ mānuka honey was on a global sales roll. But no longer.
- * Reportedly, honey stock piles in NZ now exceed a full years exports.
- * Much of this sales downturn attributable to foreign Court rulings.
- * Foreign Court rulings that removed NZ mānuka honey's "uniqueness", depressing the premium prices NZ exporters got for mānuka honey. Further UMF/MGO" research has also significantly downgraded the claimed therapeutic efficacy of these markers.
- * Based on (1) price, (2) superior therapeutic efficacy, 'POI' therapeutic product is expected to enjoy sales growth traction through brand / product awareness created by the US crowdfunding campaign.

This table is "Forward Looking"

TABLE B

Year	Assumed Trading Periods / quantity	SKU's	US Dollars	NZ Dollars
1	Jan 1 st 2023 through to December 31 st 2023 (Initial Period – 32,000 kgs @ USD13 per kg)	32,000	\$416,000	\$640,000
2	January 1 st 2024 through to December 31 st 2024 (Renewal Period – 64,000 kgs @ USD13.39 per kg)	64,000	\$856,960	\$1,472,000
3	January 1 st 2025 through to December 31 st 2025 (Renewal Period – 128,000 kgs @ USD13.79 per kg)	128,000	\$1,765,120	\$2,715,000
4	January 1 st 2026 through to December 31 st 2026 (Renewal Period – 256,000 kgs @ USD14.21 per kg)	256,000	\$3,637,760	\$5,505,000
5	January 1 st 2027 through to December 31 st 2027 (Renewal Period – 512,000 kgs @ USD14.63 per kg)	512,000	\$7,490,560	\$11,525,000
TOTAL FORECAST EXPORT SALES (not warranted)		576,000	\$14,166,400	\$21,857,000

SUPPLY NOTE

The large stockpiles of mānuka wild bush honey annually available for export suggest that these figures are doable. However in the interests of forecasting financial conservatism, driven by caution relating to a perceived disruptive health product, they have **not been included** in the sales trading forecasts contained in the company's formal offer document.



Tribal therapeutic product development
Product branding & development synopsis



For further information contact:

“EHARA TAKU TOA I TE TOA TAKITAHĪ, HE TOA TAKITINI”

“My strength is not as an individual, but as a Collective”.

Nicholas Iverson
Tribal Health Corp - NZ Resident Director

Linda Brink
President – US Resident Director



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Shareholders

“To build a profitable, integrated, value added *Seed-to-Ship* production supply chain in NZ, seamlessly interfaced with *Ship-to-Shelf* distribution in the US”.

Grower-Producers

“To deliver recurring annual income and wealth creation through long term supply contracts linking access to capital as espoused by the NZ Reserve Bank, supporting regenerative agribiz ownership by rural ‘whānau-on-the-whāma’ in accordance with tikanga”.

“Whakapūmau te mauri”

(The uplifting of life’s essence)



AUSTRALIAN TEA TREE – 1991 - 1999

Linda

NZ TEA TREE – 2016 - 2023

Nic

Collectively, over 25 Years in the Tea-Tree Oil Industry and its therapeutic products delivery.



Entrance to a tea tree oil farm in NZ that we leased (and named) in 1996 to increase tea-tree oil supply for the consumer products developed and sold in NZ. An image of these products appears at the bottom of this page

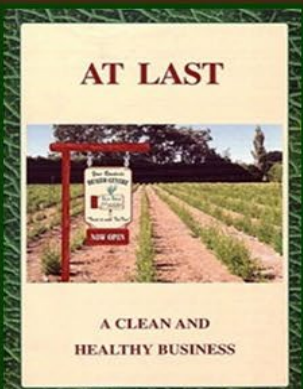


2021 - extraction plant, commissioned/ready

Following entry of our family capital, the much-needed ground prep works were completed, enabling new seedlings to be planted on this Bungawalbyn Valley plantation in northern NSW. Note how "mother-trees" in the background) were left to grow.



The same seedlings just one year later. What a difference a year makes!



AT LAST

A CLEAN AND HEALTHY BUSINESS



WITH THE TEA TREE MANOR GROUP

THE BUSINESS LICENSING OPPORTUNITY
 • Be in business for yourself, but not by yourself!
 • Ideal husband and wife business
 • Be part of a growing network nationwide
 • Enjoy the support of an active network
 • Suitable entry cost of \$25,000 to \$57,000 - INCLUDES MANOR/CASA development, setting and marketing
 • Franchise opportunity for approved partners
 • State license required for Australia/Tasmania
 For further details visit us at: www.teatree.com.au
 Sharon McKenzie
 Box Pk (07) 347-2100
 A/LN Pk (07) 344-2124
 Mob (025) 525-841



Children's art-promo 1996

An internal pic of the extraction plant in 1992.



The boiler house & oil extraction plant was like something out of the industrial revolution. But it worked and is still being used to this day! We invite a reader to compare this plant to the 2021 image above.

The TGA registered factory was located in a town close to the plantation. As a boutique factory, it was a low-cost operation. One that is replicable in NZ for regional markets supply. The model that could be applied in NZ to serve the Asian marketplace in a provenance secure manufacturing facility.



It was at a London tradeshow that Linda met the late Dame Anita Roddick, 'Body-Shop' founder and chatted about tea tree oil supply.



A POS display stand packed with "Tea-Tree Kleen" household disinfectant spray, a proprietary product..

A product we developed was "Tea-Tree-Kleen", a general-purpose disinfectant surface spray formulated with Australian Tea-Tree Oil. A children's art competition (shown) launched it. We plan to bring out a disinfectant surface spray that contains Melaluka, Mānuka and Kānuka pathogen inhibiting oils in the formulation. The Covid-19 pandemic delivered the appropriate environment into which such a product can be launched. The name of the product has been finalized with product formulation provided by our contract manufacturer in the US.