

**Coming to America!**

**NZ "Tea-Tree" Plant  
Oil Infused "POI"  
Natural Infection  
Protection.**



**"2 bottles in every home delivers 1,000 years of  
natures' healing for him & her in each bottle"**

**Indicate Interest**

For more than 1,000 years, the native tribes of New Zealand used therapeutic grade NZ tea-tree oil as a gender-specific antiseptic in the treatment of infection and illness. In accordance with ancient custom, Mānuka the female tree, Kānuka the male tree. Delivering "*Mānuka oil for Her*" and "*Kānuka oil for Him*", making two bottles in every home a must to protect the warriors in the family home from cuts, wounds and modern antibiotic resistant superbugs in a USD261B PA TAM.



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# The Problem we Address



“Antimicrobial resistance occurs when germs defeat the drugs designed to kill them. When already hard-to-treat germs have the right combination of resistance mechanisms, it can make all antibiotics or antifungals ineffective, resulting in untreatable infections. Since Covid, the CDC concluded that the threat of antimicrobial-resistant infections is not only still present but has gotten worse. (Attribution.... CDC).

Our solution addresses the following issues raised by the CDC in its assessment of growing global health issues around the spread of germs.

- 1) Personal Infection Control
- 2) Personal Antiseptic / Disinfectant Protection
- 3) Transmissible Nosocomial Infection  
Aka Healthcare Acquired Infection “HAI”

# The Solution We Deliver



Ongoing research demonstrates that oil extracted from the leaves of the NZ mānuka and kānuka tea tree is known to:

1. **Inhibit** malicious, contagious pathogens making it an effective natural antibiotic.
2. **Deliver** naturally produced antimicrobial, antifungal, anti-inflammatory chemotypes.
3. **Counter** pathogen mutation that renders antibiotics ineffective in their treatment.
4. **Used** as a gender specific, natural healing remedy by native tribes in NZ for more than 1,000 years.



The “Female” tree



The “Male” tree

# Solution Research

As with all healthcare products, validated / published research is an ongoing regulatory requirement to support therapeutic claims.

There are many published research papers on oil from the Mānuka tree, but few on the oil from her “brother” tree, Kānuka.



In a published research paper released by Kaohsiung Medical University in Taiwan in 2014, the authors of the paper confirmed that both oils demonstrated a high degree of efficacy in inhibiting fungi and bacterial growth with kānuka oil demonstrating superior fungal growth inhibition. Both oils showed excellent bactericidal qualities with 100% inhibition of the examined bacteria.

The Company has reached out to this research team as part of its strategy to support future therapeutic product claims compliance with the recently enacted Therapeutic Products Act 2023 which will regulate the manufacture of NHP (Natural Health Products) in NZ by 2025.

# Our Market Validation



“The global infection control / disinfectant protection market is being driven by an increasing number of surgical & clinical procedures requiring intensive infection prevention”. (Attribution: Grandview Research).

“Covid 19 dramatically impacted market growth, exponentially driving demand for sterilization and disinfection in both the public and private sectors of the global community.” (Attribution: Centre for Disease Control).

**The Australian** tea tree oil industry is over 80 years old and produces nearly 1,000 tons of oil PA.

**The NZ** tea tree oil industry is only 20 years old and produces a mere 10-15-tons PA.

NZ’s Cawthron Institute research states that NZ tea tree oil is circa 30 times more efficacious in pathogen protection than the Australian oil.

NZ’s largest producer is “rationing” new customers as they don’t have sufficient native tea tree bushland resource to meet demand. **We do!**



# Our Market Size

Unique ingestible and topical application chemotypes found in terpene chemotype, oil rich NZ mānuka & kānuka tea tree leaves opens access to several different healthcare market sectors. Plant Oil Infusion (“POI”) opens an entirely new ingestible health and wellness market niche.

<b>SECTOR (Topical Applications)</b>	<b>TAM</b>	<b>CAGR</b>
Infection Control	USD201B PA	7%
Disinfectant and Antiseptic	USD42B PA	12%
Skin Antiseptic	USD6B PA	9%
<b>SECTOR (Ingestible Applications)</b>		
Dietary Supplements (POI process)	USD164B PA	9%
Therapeutic Honey (POI Process)	USD2.47B	13%
Health Tea (from packaged leaves)	USD3.42B	4.4%

# Our Products



“Although our product story began over 1,000 years ago, we don’t make therapeutic claims. Historical use validates them”

- ✓ Gender Specificity in natural therapeutic grade, provenance endemic native plant oil applications opens an untouched healthcare product differentiation niche.
- ✓ Unique malicious pathogen inhibiting chemotypes make our products potentially disruptive in many healthcare sectors.
- ✓ Proprietary Plant Oil Infusion (POI) niche creation opens FMA opportunity.





## Our Products (Continued)

### PURE OIL (Pre-Value Adding)

Comprises therapeutic grade, gender specific NZ mānuka & kānuka tea tree oil Natural Health Products (NHP) exported as retail shelf-ready Stock Keeping Units (SKU).



“For-Him”



“For-Her”

Year	Assumed Trading Period / quantity / not warranted	Kgs	SKU's	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
<b>TOTAL FORECAST EXPORT SALES (not warranted)</b>		<b>67,000</b>	<b>3,350,000</b>	<b>\$101,570,500</b>

## Our Products (Continued)



### POI HONEY (Plant Oil Infused)

Based on **(1)** disruptive market pricing, **(2)** vastly superior therapeutic efficacy to mono flora NZ mānuka sourced tea tree honey, ‘POI’ therapeutic “health honey” is expected to enjoy US sales growth traction through brand / product awareness via launch supported by the REG-CF crowdfunding campaign.



“For-Him”



“For-Her”

Year	Assumed Trading Periods / quantity	SKU's	US Dollars	Export Value
1	Trading Period #1 (Initial Period – 32,000 kgs @ USD13 per kg)	32,000	\$416,000	\$640,000
2	Trading Period #2 (Renewal Period – 64,000 kgs @ USD13.39 per kg)	64,000	\$856,960	\$1,472,000
3	Trading Period #3 (Renewal Period – 128,000 kgs @ USD13.79 per kg)	128,000	\$1,765,120	\$2,715,000
4	Trading Period #4 (Renewal Period – 256,000 kgs @ USD14.21 per kg)	256,000	\$3,637,760	\$5,505,000
5	Trading Period #5 (Renewal Period – 512,000 kgs @ USD14.63 per kg)	512,000	\$7,490,560	\$11,525,000
<b>TOTAL FORECAST EXPORT SALES (not warranted)</b>		<b>576,000</b>	<b>\$14,166,400</b>	<b>\$21,857,000</b>

Other POI value added products, including pet care will follow.

## Our Products (Continued)

### NZ TEA TREE SUPPLY SOURCE (Current)

#### A USD1B+ resource rich triangle in the “far-north”



Our terpene rich NZ manuka and kānuka tea tree is sourced from Māori tribal lands lying within the resplendent, “Triple K” tea tree bushland triangle bounded between the rural towns of **Kerikeri, Kaikohe** and **Kaitaia** in the far-north of New Zealand. Customary Māori land care protocols ensure sustainability through regenerative agribiz.

Our launch supply source is a 2,330-acre NZ tea tree regrowth plantation which is estimated to be carrying oil stocks with a retail of over NZD100M. A long-term biomass harvesting access agreement supports the forecast supply requirements.

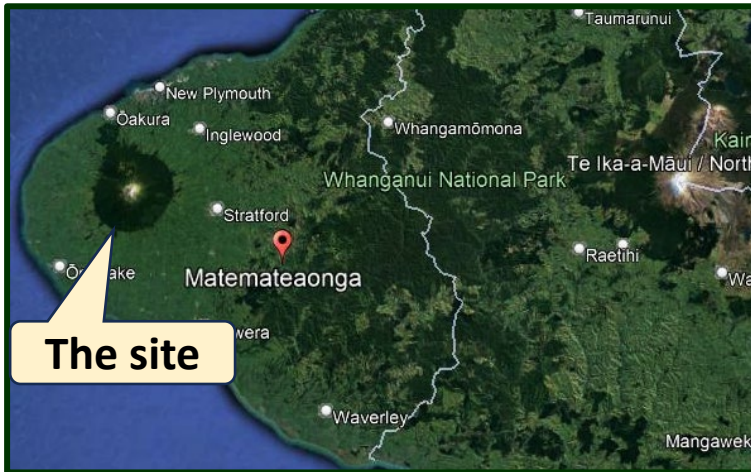


Our Products (Continued)



## NZ TEA TREE SUPPLY SOURCE (Future expansion)

Matemateaonga, another USD1B+ resource rich “out west”



Located in the east of NZ’s Taranaki province, lies the country’s largest ecological area, the huge 227,000ha Matemateaonga Ecological District, home to an untouched NZ native tea tree resource. More than double the size of the circa 107,000ha that supports our Far-North launch base.

Pictured in the right-hand image is a view of a potential extraction factory site in the eastern corner of a large Taranaki dairy farm which has been subdivided off the farm. With its million-dollar mountain view and a 40 min drive to Matemateaonga, this expansion project is expected to move forward in 2024.



## Our Products (Continued)

### NZ TEA TREE OIL EXTRACTION

**(1) Steam Technology.** (*Linda & Luke with the "The Beast" a steam extraction unit*).



Currently installed on Waitangi Farm, north of Kerikeri, this unit was recently imported from South Africa. Comprising 2 x 500kg steam distillation (cooking) pots, this unit can meet our 1<sup>st</sup> two years forecast oil production requirements for export to the US

### **(2) Ultrasound Technology**

Pictured in the image to the right is an Ultrasound Assisted Extraction (UAE) unit proposed to be imported from China as part of the Stage 2 expansion. Much greater extraction efficacy & lower operating costs are forecast.



# Our Business Model



A NZ-US cross-border agribiz supported healthcare enterprise operating in the Natural Health Products (NHP) sector.



**“Seed-to-Ship”**  
(NZ Production)



8 production ecosystem subsidiary / related companies

**“Ship-to-Shelf”**  
(US Distribution)



Fort Lauderdale “Showcase” supports B2B-B2C-D2C.

Our Business model (Continued)

## NZ PRODUCTION SUPPORT HUB – STAGE 1

Is located at “**Station-1**”, a Kerikeri orchard with sufficient non-crop utilized land available to build the planned Stage-1 production facility in which to house a newly imported extraction unit to start production.

Construction of a facility to house the steam extraction unit during development and construction of the Stage-2 GMP facility which is planned to be built in order to meet the compliance requirements of the new NHP product manufacturing laws in NZ.



Above, Concept render of the Stage 1 extraction facility

Our Business model (Continued)



## NZ PRODUCTION SUPPORT HUB – STAGE 2

Construction of a GMP certifiable facility that will enable the Corp's NHP manufacturing in NZ to meet the new regulatory and licensing requirements of the country's recently enacted Therapeutic Products Act 2023.



Above, Concept render of the Stage 2 extraction facility at Station-1



Our Business model (Continued)



## US DISTRIBUTION PILOT “SHOWCASE”

“Sanctum Stay” (A repositioned, repurposed retail store in Ft Lauderdale, FL.)

This retail store is planned to “make a statement” to the passing public when the conversion from former realty office to “showcase” is completed.



Located in the heart of the Ft Lauderdale tourism precinct, this retail outlet is owned by the family of the Corp’s founding directors who plan to convert it into a showcase for **(1)** the Corp’s products and **(2)** US investors to look-into the agribiz sector in this beautiful part of NZ from where the “Tribal” products are sourced.

Above, Concept artwork of the product showcase in Ft Lauderdale, FL

# Our Market Adoption



The Covid-19 pandemic created global awareness of malicious pathogens.

- There is growing global interest in effective infection control.
- Strongly evidenced by the emergence of Antimicrobial Resistant (AMR) pathogens now giving rise to a new genre of “superbugs” in healthcare settings.
- High on the list of “superbugs” is nosocomial infection, aka, “HAI” (Hospital Acquired Infection).
- Consequently, market research tells us that there is a growing global trend towards the use of natural health remedies to combat healthcare threats.



# Our Competition



- Within NZ, we have no competition per se in terms of growing, harvesting, extraction and manufacture of therapeutic grade NZ tea tree NHP's for either the domestic or export markets.
- The gender-specificity of the two oils creates a highly challenging entry barrier to potentially comparable therapeutic consumer product entry from any country other than NZ.
- With the Kānuka tea tree (*Kunzea robusta*) being endemic to NZ, there is no comparable native plant-based competitor on a gender specific basis in any country that we know of.





# Our Financial Model

Is driven by multichannel NZ tea tree product sales

Top line (product sales) are the key to our viability as a commercial enterprise.

Our topline sales chain starts at the pre-bottom-line farm-gate payments to landowners for the purchase of their biomass resource that (1) starts the value adding chain that (2) leads to the top-line sales.

- Biomass oil extraction revenues via internal transfer pricing to value adding, NZ Related Affiliate.
- Value added Natural Health Product (NHP) wholesaling via NZ domestic sales channels plus Asia and US export sales.
- US product distribution via (1) B2B, (2) B2C (3) D2C platforms both directly and 3<sup>rd</sup> party app supported.

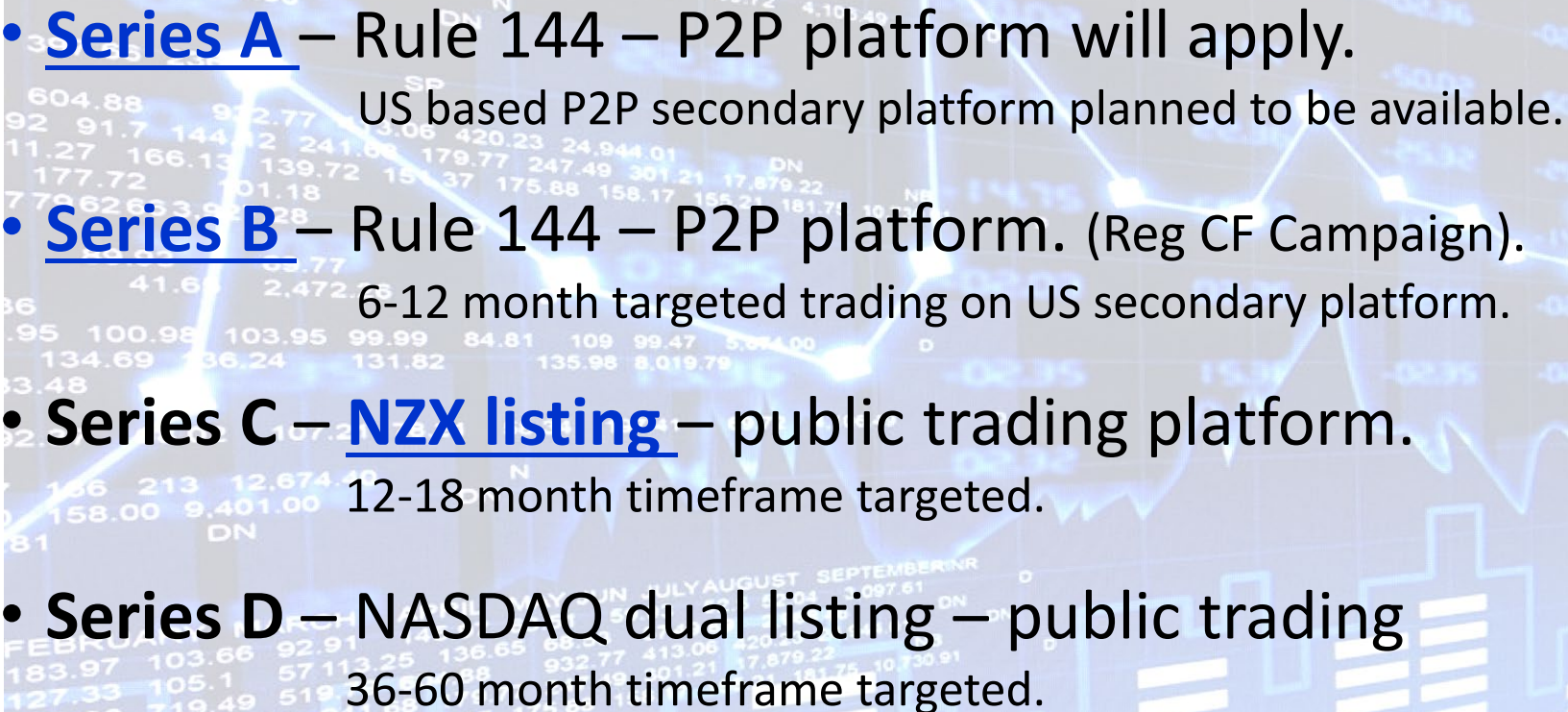
# Our Capital Growth Model



- **USD400k** Seed capital / eight-year ecosystem development.
- **NZD10.6M** [Series A Round](#)
  - ✓ Parcel 1 – NZD600k “Shareholder Spread Group” at NZD0.50 per share.
  - ✓ Parcel 2 – NZD5M “NZ GMP-HQ orchard closing” at NZD1.00 per share.
  - ✓ Parcel 3 – NZD5M “NZ GMP facility construction-product distribution”
- **USD5M** [Series B Round](#) (US crowdfunding- *months 6-9*)
  - ✓ Issue of 2.5M shares priced at USD2 per share.
  - ✓ Lead-in to targeted NZX IPO and listing.
- **NZD20M** Series C Round ([NZX listing / IPO](#) – *months 12-18*)
  - ✓ 2:1 share split model.
  - ✓ Issue of 10M shares priced at NZD2 per share.
- **USD100M** Series D Round (NASDAQ dual listing – *months 36-60*)
  - ✓ 2:1 share split model.
  - ✓ Issue of 20M shares priced at USD5 per share.

# Your Investment Exit Points

Capital Raising Rule 101 – plan your investors exit strategy from day one!

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- **Series A** – Rule 144 – P2P platform will apply.  
US based P2P secondary platform planned to be available.
  - **Series B** – Rule 144 – P2P platform. (Reg CF Campaign).  
6-12 month targeted trading on US secondary platform.
  - **Series C** – **NZX listing** – public trading platform.  
12-18 month timeframe targeted.
  - **Series D** – NASDAQ dual listing – public trading  
36-60 month timeframe targeted.

# Our Team



John Cilliers-Chairman



NZX Listing Director

## NZ Production

## US Distribution



Nic Iverson  
NZ Resident Director.  
Product value  
adding & export.



Eric Lloyd  
"Harvest Master"  
Māori Landowner  
liaison.



Luke Shepherd  
"Extraction Master"



Linda Brink, President.  
"Product Master"

FL Showcase & US  
product distribution  
director.

# Thank You/Contact Points

- Our directors thank you for the opportunity to have made this presentation to you through the **Title3 Funds** two step, campaign strategy, i.e.
  - ✓ Their “**Test-the-Waters**” campaign introduction.
  - ✓ Their formal SEC permitted “**REG-CF**” campaign.

For further information, do reach out to either John (NZ) or Linda (US)

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