

OUR VISION

To establish the Kohumaru-Kenana Valley as the recognised centre of excellence for New Zealand's mānuka and kākū tea tree bioeconomy — creating intergenerational whānau prosperity through whole-of-tree economics, innovation and global markets.

KOHUMARU TEA TREE PRECINCT

NEW ZEALAND'S TEA TREE BIOECONOMY CAPITAL

Kohumaru – Kenana Valley | Mangōnui | Te Tai Tokerau | Northland | New Zealand

OUR PHILOSOPHY

WHOLE-OF-TREE BIOECONOMY

Every part of the tree.
Every process adds value.
Nothing is waste.
Everything has purpose.

THE FOUR FOUNDATIONS



1. RESOURCE
Abundant natural mānuka & kākū resources. Land stewardship and regeneration.



2. PEOPLE
Whānau-on-the-whenua leadership, capability building and shared prosperity for future generations.



3. SCIENCE
Bridging rongoā Māori knowledge with modern science, innovation and world-class research excellence.



4. MARKET
From Northland to the world. Strategic export pathways and global impact.



1. LAND & REGENERATION
Native restoration, riparian protection, biodiversity enhancement and carbon sequestration.



2. NURSERY & GENETICS
Elite genetics, propagation and tree improvement for resilience and yield.



3. BIOMASS HUB
Sustainable harvest, aggregation and supply chain logistics.

**KOHUMARU
TEA TREE
PRECINCT**
WHOLE-OF-TREE
BIOECONOMY



8. WHĀNAU PROSPERITY & CAPABILITY
Training, enterprise incubation, employment and cultural leadership for intergenerational prosperity.



7. MARKET DEVELOPMENT & EXPORT
Southern California launch as gateway to USA, Asia, OIC and global markets.



4. EXTRACTION & PROCESSING
Advanced extraction of oils, hydrosols and phyto-actives using Whole-of-Tree technology and zero-waste systems.



5. RESEARCH & INNOVATION
Science partnerships, laboratories and innovation hub advancing rongoā, genomics and product development.



6. PRODUCTS & CO-PRODUCTS
Essential oils, Life-Force Health Extract™ hydrosols, phytochemicals, wellness products and future bioproducts.

CONNECTED ECOSPHERE

- Circular & regenerative by design
- Cultural values at the centre
- Science and innovation driven
- Global markets, local benefits



OUR OUTCOMES



STRONG WHĀNAU ECONOMIES



**HEALTHY LAND
HEALTHY PEOPLE**



**HIGH VALUE JOBS
& CAPABILITY**



**INNOVATION &
SCIENCE LEADERSHIP**



**EXPORT GROWTH &
GLOBAL IMPACT**



**INTERGENERATIONAL
LEDACY**



ROOTED IN MĀORI VALUES
Kaitiakitanga • Manaakitanga • Whanaungatanga
Kotahitanga • Rangatiratanga

FROM ONE TREE – SEVEN REVENUE STREAMS

1

ESSENTIAL OIL



Premium essential oil for wellness, therapeutic and personal care markets.

2

**LIFE-FORCE™
HYDROSOL**



High-value cellular wellness ingredient with antioxidant and diagnostic properties.

3

POI HONEY



Native bio-active honey with unique therapeutic and functional benefits.

4

**TERPENE
FRACTIONS**



High-value terpenes for pharmaceutical, nutraceutical and cosmeceutical use.

5

**PLANT
COMPOUNDS**



Bioactive compounds for nutraceutical, functional food and health applications.

6

**RESIDUAL
BIOMASS**



Sustainable biomass for energy, mulch, soil regeneration and value-added by-products.

7

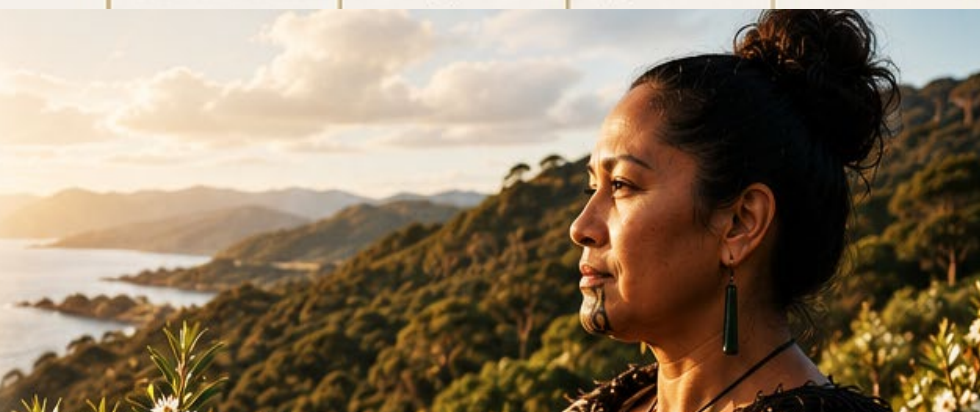
**CARBON
SEQUESTRATION**



Native tree growth sequesters carbon, creating environmental value and future carbon credit income.

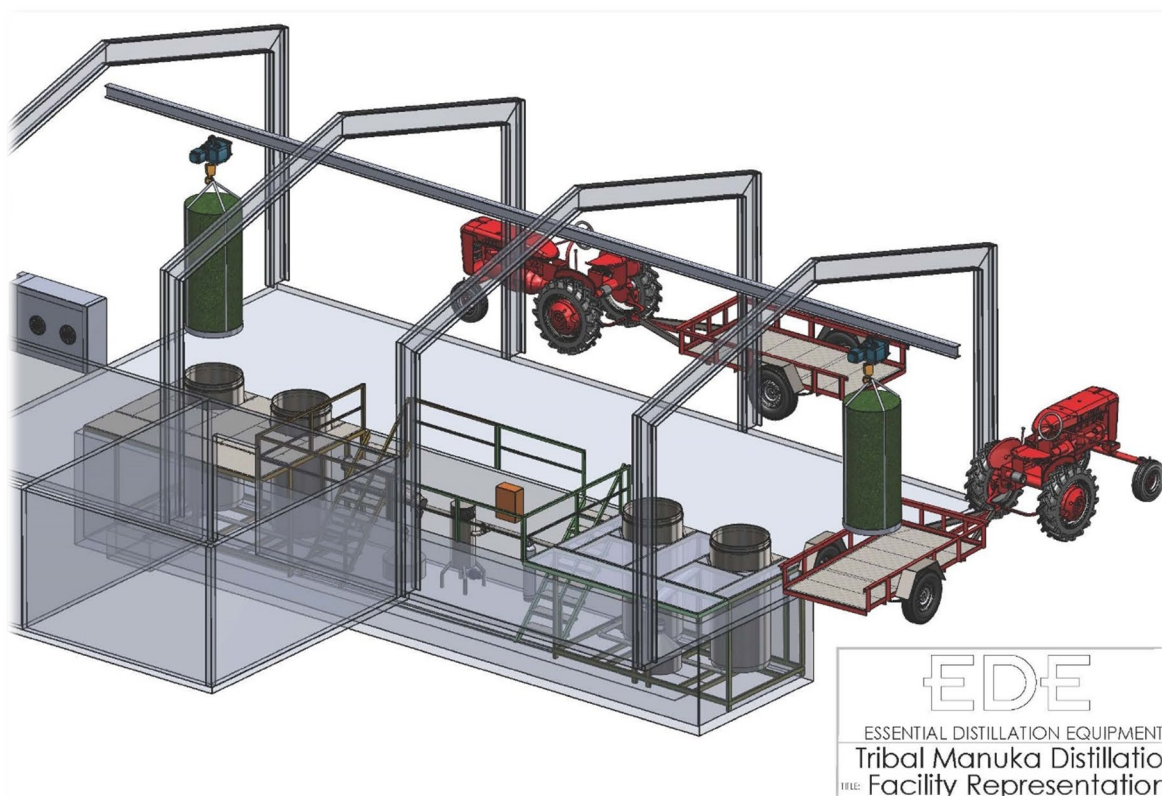
RESETTING THE ECONOMICS OF MĀORI LAND

A WHOLE-OF-TREE™ WELLNESS PLATFORM
EMERGING FROM AOTEAROA NEW ZEALAND



CONTENTS

SUBJECT	PAGE
Foreword	2-3
Introduction	4-5
Building the Tea Tree Precinct	6-8
Launching "Kenana Campus"	9
Series A USD2M Capital Expansion	10
Our "Whole-of-Tree" Commercial Advantage	11-12
Building for the Future	13-14
In Closing	15



FOREWORD

-Resetting the Economics of Māori Land Through a Whole-of-Tree Agribiz Model-

The **Kohumaru Tea Tree Precinct** did not begin as a capital raising initiative, nor did it emerge from a recent commercial opportunity. **It is the culmination of an entrepreneurial vision that has been evolving for over thirty years. One grounded in the enduring relationship between a Māori whānau and its whenua.**

For the Lloyd whānau, the Kohumaru–Kenana Valley is far more than a place of production. It is their **Tūrangawaewae**—the place where generations have lived, worked and maintained an enduring responsibility as kaitiaki of their ancestral lands.

*Eric welcoming visitors into the
Kohumaru Blocks.*

FOUNDING WHANAU

In 1996, **Eric Robin Lloyd**, kaumātua of the Lloyd whānau, began developing a long-term agribusiness vision for the family's whenua on the "**Kohumaru land-blocks**". Recognising both the opportunities and challenges facing Māori landowners, he approached the then Department and Minister of Māori Affairs seeking support for a sustainable development programme that would enable the whenua to provide enduring opportunity for future generations while remaining true to the principles of tikanga and kaitiakitanga. And while both whānau delivery strategy and the wider economic circumstances within New Zealand's primary sector have changed considerably over the intervening years, the central aspiration has remained remarkably consistent.



"That the whenua-owning whānau must play a central role in shaping the stewardship, management and economic future of their own whenua".

....To retain and build their mana Motuhake.....

Over the past thirty years that vision has matured through practical experience, industry participation and the collective learning of the founding whānau and their development partners. Eric and his whānau witnessed the period of rapid growth linked to the NZ mānuka tea tree from the early 2000's through to the 2021 start of its contraction phase, noting the challenges of changing international markets. At the same time, developing a deeper understanding of the extraordinary biological, cultural and commercial potential of New Zealand's indigenous mānuka and kānuka resources.

From those experiences has emerged a much broader vision than the development of another agribusiness enterprise.

PRECINCT ETHOS

The Kohumaru Tea Tree Precinct represents an intergenerational commitment to reposition Māori landowners at the centre of value creation by integrating science, sustainable land management, advanced processing, product innovation and international market development within a single **Whole-of-Tree™ / Whole-of-Life™** bioeconomy framework.

At its heart lies a simple proposition.

Rather than participating only at the beginning of the value chain through the supply of land or raw materials, the Precinct seeks to enable whenua-owning whānau to become active participants in every stage of the bioeconomy. From stewardship of the natural resource through to research, processing, branding, market development and long-term governance. Working alongside researchers, commercial partners, government agencies and investors, the aspiration is to build a collaborative model in which Māori ownership and leadership remain central to the economic future of the whenua.

While this vision has its origins in the aspirations of one whānau, it has been conceived with a broader purpose.

The Precinct is intended to demonstrate how a region rich in natural capital can become the foundation of a modern, high-value bioeconomy that delivers enduring environmental, cultural and socioeconomic outcomes for Māori communities throughout Te Tai Tokerau and, ultimately, *helps to build a template that will enhance the development of a replicable model for other regions of Aotearoa New Zealand.*

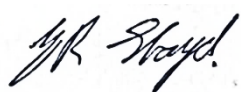
It seeks to represent the emergence of a broader Māori aligned bioeconomic participation model grounded in:

Whenua | Kaitiakitanga | Endemic indigenous botanical resources | Long-term intergenerational economic participatory benefit.

IN CLOSING

The capital development programme described in the following pages is therefore not intended to create this vision.

It is intended to enable a vision that has been quietly evolving for over thirty years—one that seeks to reset the economics of whenua by placing whānau once again at the centre of its stewardship, management and long-term prosperity.



Eric Robin Lloyd

(On behalf of the founding whānau of the Kohumaru Tea Tree Precinct)

INTRODUCTION

The vision described in the preceding Foreword has evolved over three decades. Its progression, however, has not occurred in isolation. It has matured alongside significant changes within New Zealand's primary sector and, in particular, the evolution of the country's indigenous tea tree industry.

MONO-PRODUCT MISTAKE

For much of the period between 2000 and 2020, commercial interest in New Zealand's native tea tree resources was largely driven by the marketing success of mānuka honey. That initial success generated increased awareness of the unique biological properties of New Zealand's indigenous flora and encouraged investment across a range of complementary industries, including essential oil extraction and associated processing infrastructure.

As global honey markets subsequently contracted between 2021 and 2025, many businesses operating within the wider tea tree sector reduced production, restructured their operations or exited the industry altogether. While this represented a difficult period for many participants, it also resulted in a significant reduction in New Zealand's capacity to extract and supply the diverse range of natural compounds contained within mānuka and kānuka.

The resulting supply gap has created a new opportunity.

MULTI-PRODUCT OPPORTUNITY

Te Tai Tokerau possesses one of New Zealand's richest concentrations of accessible, harvest ready indigenous tea tree biomass. Located on Māori-owned whenua that has remained under-utilised despite its considerable natural capital value. At the same time, scientific understanding of these remarkable species has continued to evolve, revealing opportunities that extend well beyond traditional essential oils into hydrosols, polyphenols, bioactive compounds and other high-value products derived through a **Whole-of-Tree™ / Whole-of-Life™** approach.

For the founding whānau of the Kohumaru Tea Tree Precinct, these developments have reinforced a conviction first formed many years earlier: that the long-term prosperity of Māori land is most likely to be achieved when whenua-owning whānau participate across the value chain:

“Not only as suppliers of biomass, but as active participants in stewardship, processing, research, product development, branding, export market development and long-term governance”.

PRODUCTION READY

The Kohumaru Tea Tree Precinct has therefore been conceived as considerably more than an extraction facility or a manufacturing operation. It represents a regionally integrated bioeconomy platform through which the natural capital of Te Tai Tokerau can be transformed into enduring environmental, cultural and commercial outcomes. Commencing with the Lloyd whānau's contiguous land holdings within the Kohumaru–Kenana Valley, Phase 1 establishes

the initial biomass supply platform upon which the broader four-phase Precinct development programme will progressively expand to include additional whenua-owning whānau throughout the rohe.

Importantly, the Precinct has progressed well beyond the conceptual stage.

Over recent years, the founding development group has progressively assembled the operational ecosystem required to support commercial implementation. Investment has been directed towards specialist plant and extraction equipment, production infrastructure, building materials, product development, branding, regulatory preparation, export market planning and the commercial relationships necessary to support international market entry. These activities have established a production-ready platform capable of supplying premium tea tree products into selected export markets.

SEED STAGE-EXTERNAL INTEREST

Collectively, the founding whānau and their product development and marketing partners have invested approximately **NZD1.15M** in seed-stage capital to establish an operational foundation. That investment has transformed a long-held vision into a production-ready agribusiness platform and provides the confidence to commence the next stage of development.

- This early production capability has attracted external commercial engagement, with Letters of Intent and Expressions of Interest received for the supply of bulk tea tree products representing an indicative ex-factory wholesale value in excess of **NZD3.4M**, supported initially by biomass sourced from the Lloyd whānau under Phase 1 of the Precinct development programme.

CAPITAL EXPANSION

The now completed seed stage is to be followed by a **USD2M (circa NZD3.5M) Series A Capital Round**, representing not the beginning of the Kohumaru Tea Tree Precinct, but the commencement of **export market activation** of its long-term expansion kaupapa.

The capital programme created to support the development of the Precinct and campus is outlined in the following sections with a focus on:

- Acquiring and developing the contiguous land required for the operational campus.
- Constructing a GMP-compliant extraction and advanced processing facility.
- Expanding biomass procurement and research capability.
- Establishing the infrastructure necessary to support a scalable, internationally focused bioeconomy centred upon the enduring partnership between whenua, whānau and world markets.

“Ko te whenua te tūāpapa, ko ngā uri te pae tawhiti.”

“The land is the foundation, and future generations are the horizon”

BUILDING THE TEA TREE PRECINCT

Ngāti Kahu Rohe, Te Tai Tokerau



The long-term success of the Kohumaru Tea Tree Precinct will ultimately be sustained not by the construction of buildings, nor by the acquisition of plant and equipment, but by its ability to generate recurring product sales in international markets.

For this reason, the founding whānau and their commercial development partners have adopted a simple guiding principle.....:

REVENUE WILL BUILD THE PRECINCT

Every stage of the Precinct's expansion has therefore been designed around the **development of sustainable export revenue** capable of supporting ongoing reinvestment into research, processing capability, campus infrastructure development and increasing economic participation by whenua-owning whānau throughout Te Tai Tokerau.

Recognising that long-term commercial success requires access to a large, sophisticated consumer market, the founders have elected to launch the Precinct's first international sales programme in the United States through the State of California. An economy whose scale, consumer purchasing power and natural wellness culture provide an ideal environment in which to establish the Kohumaru Tea Tree Precinct's commercial foundations.

California has been selected because it offers a unique combination of strategic advantages:



- It represents the world's fifth-largest economy by Gross Domestic Product, providing market scale well beyond that available within New Zealand.
- Southern California is internationally recognised as one of the world's leading markets for natural health, wellness and plant-based lifestyle products.
- The State provides immediate access to sophisticated retail, wholesale and e-commerce channels capable of supporting premium New Zealand products.
- California serves as an ideal gateway into the broader North American market while allowing the founders to develop close relationships with distributors, retailers and consumers.
- Existing logistics infrastructure, including the project's Los Angeles distribution facility, provides an efficient platform for inventory management and customer fulfilment.
- The founders' long-standing family presence in Southern California significantly reduce market entry risk and provide an established foundation upon which to build future expansion.

SOME CHASE THE SUN. WE CHOOSE TO LIVE IT.

LIFE-FORCE EXTRACT™
WHOLE-OF-TREE • WHOLE-OF-LIFE™
ENDEMIC NEW ZEALAND TEA TREE THERAPEUTICALS
NATURE • SCIENCE • TIKANGA • PURPOSE

THE ENDLESS SUMMER
IT WASN'T JUST A MOVIE. IT WAS A WAY OF LIFE.
LIVE IT LONGER.
LIVE IT STRONGER.
LIVE YOUR ENDLESS SUMMER.

LIFE-FORCE EXTRACT™
FOR HER MĀNUKA
DIETARY SUPPLEMENT
2 LITRE
WHOLE-OF-TREE • WHOLE-OF-LIFE™

LIFE-FORCE EXTRACT™
FOR HIM KĀNUKA
DIETARY SUPPLEMENT
2 LITRE
WHOLE-OF-TREE • WHOLE-OF-LIFE™

More Summers. More Life.
VITALITY FOR THE JOURNEY AHEAD.
FOR THE BOOMER GENERATION AND BEYOND.

FROM AOTEAROA TO CALIFORNIA. FROM NATURE TO YOU. FOR MANY MORE ENDLESS SUMMERS.

Tribal THERAPEUTICAL CORP

NEW ZEALAND TO CALIFORNIA
VITALITY NATURALLY FOREVER

MADE IN NEW ZEALAND
WITH PRIDE AND PURPOSE

NATURE-INTELLIGENT
Endemic NZ Tea Trees

SCIENCE-BACKED
Therapeutic Extracts

WHOLE-OF-TREE
Maximum Synergy

SUPPORTS IMMUNITY
Energy & Recovery

LIVE YOUR ELEMENT
Every Day

To support this market-entry strategy, **USD300,000 (approximately NZD500,000)** of the **USD2,000,000 Series A Capital Programme** has been allocated to export market activation through the establishment of the Precinct's Southern California commercial platform.

This allocation will fund the production, export and market launch of approximately **26,000 premium retail SKUs**, comprising the Precinct's initial portfolio of mānuka and kānuka products. Collectively, these products represent an estimated retail value of approximately **USD1.297 million (approximately NZD2.2 million)** and will be positioned within carefully

selected distribution channels that reflect the premium quality, provenance and cultural narrative of the Kohumaru Tea Tree Precinct and its natural, plant based health narrative.

ITS ABOUT RESEARCH LED PRODUCT INNOVATION

Importantly, the Southern California programme is not intended simply to export products. It has been designed as the Precinct's international showcase. An onsite hands-on commercial demonstration of the **Whole-of-Tree™ / Whole-of-Life™** philosophy. Every product introduced into the market contributes to validating the commercial value of New Zealand's indigenous tea tree resource while simultaneously creating demand for sustainably sourced biomass supplied by the whenua-owning whānau who form the foundation of the Precinct.

BORN IN NEW ZEALAND
Two trees found only in New Zealand

DESTINED FOR CALIFORNIA
The world's 5th largest economy
Our global proving ground

MOVE OVER ENERGY DRINKS

LIFE-FORCE HEALTH EXTRACT™ IS COMING

THE WORLD'S FIRST GENDER-SPECIFIC HEALTH EXTRACTS™

FROM THE PURE BUSHLANDS OF KOHUMARU
Te Tai Tokerau, New Zealand
Tikanga-aligned harvesting from our whenua. For our future.

MĀNUKA for Her™
LIFE-FORCE HEALTH EXTRACT™
100% PURE EXTRACT
Traditionally revered. Naturally unique.

WHOLE-OF-TREE™ 100% PURE EXTRACT
NO CAFFEINE
NO SYNTHETIC STIMULANTS
NO ARTIFICIAL COLOURS
NO ARTIFICIAL FLAVOURS
NATURALLY POWERFUL. NATURALLY NEW ZEALAND.

KĀNUKA for Him™
LIFE-FORCE HEALTH EXTRACT™
100% PURE EXTRACT
Traditionally valued. Naturally distinct.

TO THE HEALTH & WELLNESS CULTURE OF SOUTHERN CALIFORNIA
Where conscious consumers choose better every day.

ENERGY DRINKS
X Caffeine
X Sugar
X Synthetic Stimulants
X Artificial Ingredients
X Temporary Stimulation
X Crash & Dehydration

LIFE-FORCE HEALTH EXTRACT™
✓ Whole-of-Tree™ Goodness
✓ Native New Zealand Botanicals
✓ Naturally Derived
✓ Gender-Specific Formulations
✓ Daily Wellness & Vitality
✓ Sustained Wellness. No Crash.

VS

LEADING THE SOUTHERN CALIFORNIA LAUNCH
OF A GLOBALLY UNIQUE NEW ZEALAND WELLNESS CATEGORY

KOHUMARU ANGELS
INVEST EARLY. IMPACT GENERATIONS.

100% NEW ZEALAND ORIGIN
Two endemic tea trees. One unique advantage.

TIKANGA COMPLIANT EXTRACTION
Honouring whakapapa. Creating shared value.

GLOBAL VISION LOCAL ROOTS
From Kohumaru to California and the world.

SCALABLE. REPEATABLE. INVESTABLE.
Real product. Real demand. Real upside.

BE A KOHUMARU ANGEL
50 ANGEL PARCELS
NZD 10,000 EACH
REQUEST THE TERM SHEET
Become an early owner of both our New Zealand production company and our US distribution company.

NEW ZEALAND ROOTS
Purity. Heritage. Purpose.

CALIFORNIA PROVING GROUND
Tested where wellness leads.

GLOBAL POTENTIAL
A new category. A better future.

PURE BY NATURE. POWERFUL BY DESIGN.
LIFE-FORCE HEALTH EXTRACT™

As sales increase, so too does the Precinct's capacity to expand research, processing capability, biomass procurement and regional participation.

In this way, international market success becomes the economic engine that drives continued investment back into Te Tai Tokerau, enabling the Precinct to grow through commercial performance. Not recurring dependence on external capital.

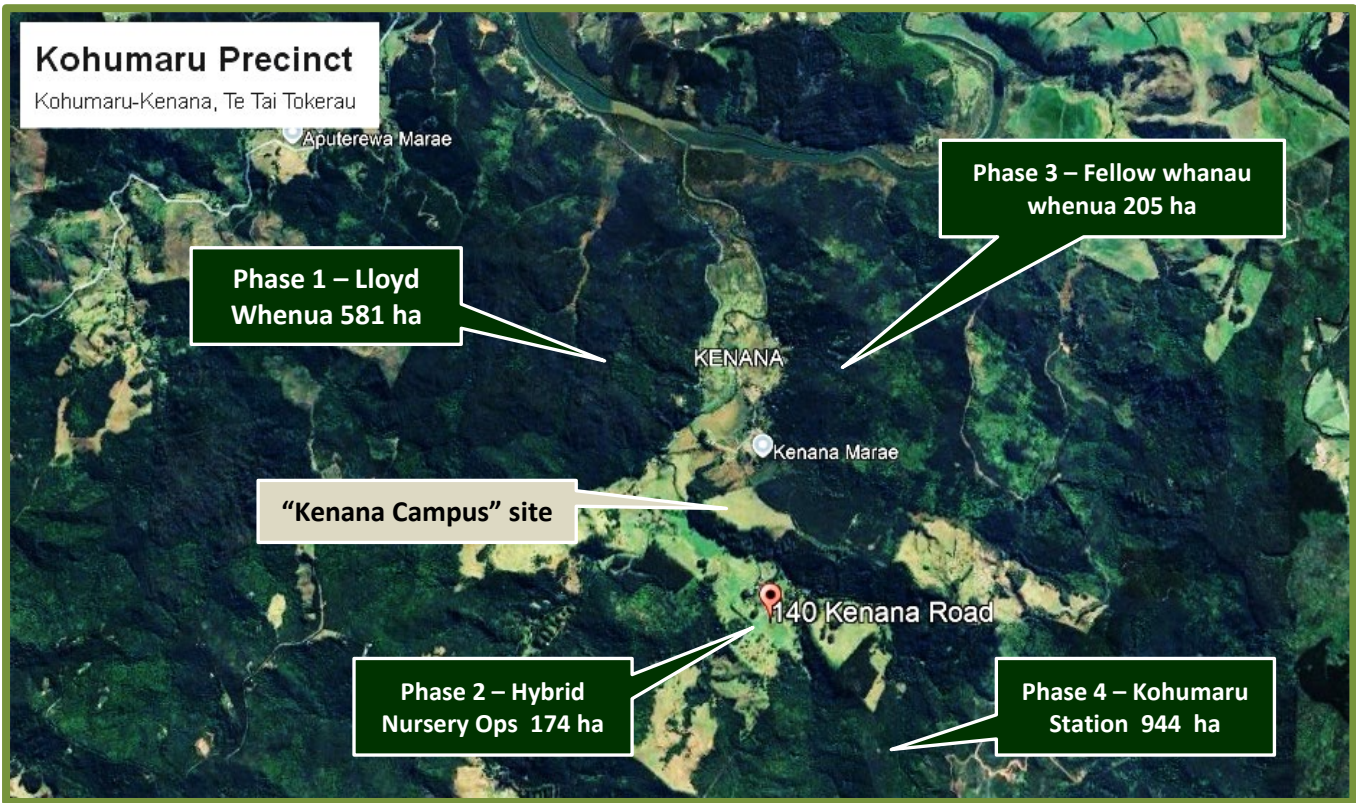
“Me whakahoki te mauri kia ora ai te rāngai”.
(Restore the life force so the industry may thrive).

LAUNCHING KOHUMARU TEA TREE PRECINCT

“Ehara taku toa i te toa takitahi, he toa takitini”
“My strength is not as an individual, but as a Collective”

The kaupapa of the four phases is to create a dedicated NZ tea tree plantation precinct of circa 2,000 hectares, making it the largest contiguous “whole of tree” commercial precinct ever developed in New Zealand. Planning also providing for the development of a hybrid kanuka, (Kunzea robusta) tea tree nursey facility and commercial plantation that will be supported by the proposed campus research facility provisioned under Phase 2.

Phase	Description
Phase 1 – 581 ha USD300k / NZD500k <i>(Kohumaru Angels allocation)</i>	Lloyd whānau whenua blocks / foundation biomass supply precinct. Supports Market Activation / Southern California product launch .
Phase 2 – 174 ha USD1.7M / NZD3M <i>(Balance of Series A Round)</i>	Acquisition of the adjoining pastoral property / establish hybrid kānuka nursery, plantation and production/research campus.
Phase 3 – 205 ha	Inclusion of contiguous whānau-owned whenua through long-term Taonga Supply Agreements (TSA) centred around Kenana Marae.
Phase 4 – 944 ha	Reinstatement or renewal of the Crown lease over Kohumaru Station to complete the proposed 1,904-hectare Reference Precinct.



SERIES A USD2M CAPITAL EXPANSION

An offering document, (DOC-7002) has been prepared to support the raise of the USD2M required that will enable the following Phases to be completed:

- Phase 1** Launch product sales through a Southern California Market Activation Programme.
- Phase 2** Purchase the 174 hectare pastoral station at 140 Kenana Rd / start construction of a Campus that will house an increasing number of commercial activities as the business system gains traction and scale.

Tranche	Purpose	Allocation
Phase 1	Scale NZ Production / Southern California Market Activation.	USD300,000 NZD500,000
Phase 2	Kenana Nursery / Plantation acquisition and Stage 1 Campus construction (GMP Extraction Facility)	USD1,300,000 NZD2,200,000
	Working Capital (supporting Phases 1 and 2)	USD400,000 NZD660,000
TOTAL SERIES A		USD2,000,000 NZD3,360,000

PRODUCT LAUNCH (Phase 1)

In addition to meeting increasing interest / potential demand for bulk oil (wholesale division), the reasons for choosing Southern California as the SKU based retail product launch market are discussed in pages 6 and 7 herein. The close connection that one of the founders of Tribal Therapeutic Corp (a major shareholder), has with the State and the well-established warehouse facility that the group will be using in Valencia (NE greater LA area), owned by an associate known to the founders since 1991, together with the fact that Laguna Beach is the domicile of the SEC registered intermediary contracted to direct the USD5M Series B follow-on Round, make the State a great launch location, mitigating much of the risks many early stage NZ companies face when attempting to achieve scale in much larger, offshore markets.

KENANA CAMPUS (Phase 2)

The Kenana Campus is planned to be developed on land immediately across the road from the Kenana Marae complex, reflecting the close relationship between the Precinct's commercial activities and the whenua-owning whānau whose aspirations have shaped its development. The first building planned to be built on the Campus is a circa **500m² GMP-compliant facility** with **(a)** extraction, **(b)** processing **(c)** administration **(d)** a launch laboratory with a focus on future expansion capacity to support increased production and range of extracted compounds.

OUR "WHOLE-OF-TREE" COMMERCIAL ADVANTAGE

"For every litre of tea tree oil produced, approximately 80 litres of hydrosol is simultaneously produced as a byproduct".

This byproduct is our Life-Force 9M Extract™ "feedstock".

PROPRIETARY COST SAVING

When oil is produced for an external wholesale customer, the payment received from that customer fully covers the cost of producing the associated hydrosol, thereby delivering our pre-reflux process Life-Force™ feedstock **at no production cost to the Company**.

Based on **(a)** the USD300,000 SoCal Market Activation production run of 200 kg of oil, generating approximately 16,000 litres of feedstock, and **(b)** current LOI/EOI-supported forecast external wholesale production of 5,000 kg of oil, generating approximately 400,000 litres of feedstock, (*at no production cost to the Company*), the following hypothetical trading result is presented for the first full year of wholesale (bulk oil) division trading in New Zealand and retail SKU based trading in Southern California,

Illustrative First-Year Southern California Commercial Platform

Source of Hydrosol Feedstock	Oil Produced	Hydrosol Feedstock (Non-reflux)	"Forecast Life-Force RRP" value (Non-reflux)	Comments
Phase 1 Market Activation Run (Funded from USD300k Series A Round allocation)	200 kg (Note 2)	16,000 L	US\$798,400 (Note 4)	Applied to market test campaign. Capitalized to development cost.
Third-Party Wholesale Production (Note 1)	5,000 kg (Note 3)	400,000 L	US\$19,960,000 (Note 5)	Forecast top line before shipping, packaging costs.

Note 1 Based on current expressions of interest and letters of intent received to date. These are not firm sales contracts at the date of this document / actual production volumes may differ.

Note 2 Based on the forecast retail shelf RRP of USD49.90 per SKU, this will deliver 10,000 x 20ml SKU's with a sales value of **USD499,000 / NZD850,000**

Note 3 Based on the wholesale division forecast sales value of NZD750 per kg, this will deliver **NZD3.75M** in annual sales to the NZ wholesale distribution company.

Note 4 Based on the forecast retail shelf RRP of USD49.90 per on litre SKU. First shipment to be deployed to support a market test campaign pending FDA approval as a new dietary supplement and bedding down of "A Lister-Celebrity" endorsement deal.

Note 5 Once FDA clearance as a New Dietary Ingredient (NDI) has been received , plus an endorsement deal with **(1)** NZ production costs **0%** **(2)** NZ packaging/shipping costs of **10%**, **(3)** US distribution costs of **40%**, a net margin of **50%** would result delivering a **USD9.98M EBITDA** from a **100% natural health drink alternative to the USD84B energy drinks market with a non-replicable product from an ethnobotanically unique 9,000,000 year old, gender specific plant duality.**

For further detail on the launch of this product in Southern California and the significance of the "reflux" technology that does not apply to the hydrosol feedstock cycle as per above, refer to DOC-9001



NOT JUST TEA TREE. THE WHOLE OF TREE. THE WHOLE OF LIFE™

100% PURE. 100% NATURAL. 100% UNIQUE.

NATURE'S INTELLIGENCE. CAPTURED IN EVERY DROP.

LESS THAN

\$2
PER DAY

\$1.63 PER DAY*
60ML DAILY SHOT

ONE BOTTLE =
ONE MONTH

**BORN IN
NEW ZEALAND.
MADE BY NATURE.
PERFECTED BY SCIENCE.**

Endemic Mānuka & Kānuka
evolved in isolation for
millions of years.

Our proprietary whole-of-tree
extraction captures the
life-force and metabolic
intelligence of the tree.

For whole-of-life
wellness.

NO
CHEMICALS.
NO ADDITIVES.
NO COMPROMISES.
EVER.

THE WHOLE-OF-TREE DIFFERENCE (US vs. THEM)

TRIBAL LIFE-FORCE™ WHOLE-OF-TREE EXTRACT

- ✓ Whole plant.
Whole benefits.
- ✓ Retains 100% natural
compounds.
- ✓ Natural phenolics &
bioactives retained.
- ✓ Water-soluble nutrition
your body can use.
- ✓ Daily ritual for whole
body wellness.

MOST OTHER WELLNESS PRODUCTS

- ✗ Isolated compounds
or synthetics.
- ✗ Key compounds
often lost.
- ✗ Poorly absorbed
(not whole body).
- ✗ Generic ingredients.
Mass produced.
- ✗ Occasional use,
not a daily ritual.



LESS THAN
HALF THE COST
OF A COFFEE

WHY TRIBAL IS UNIQUE



WHOLE-OF-TREE EXTRACTION

Leaf, stem, bark & branch
naturally extracted.



REVERSE FILTRATION TECHNOLOGY

Preserves water-soluble
phenolics & bioactives.



RICH IN NATURAL PHENOLIC COMPOUNDS

The life-force and metabolic
intelligence of the tree.



100% PURE HYDROSOL EXTRACT

The most bioavailable form
of plant wellness.



NO INTRODUCED CHEMICALS

Just pure, living plant
intelligence.

REAL PLANT INTELLIGENCE. REAL RESULTS.



DIGESTIVE WELLNESS

Supports healthy
digestion & gut
microbiome balance.



IMMUNE RESILIENCE

Supports natural
defenses.



SKIN HEALTH & RADIANCE

Nourishes skin
from within.



DETOX & CLEANSING

Supports natural
detox pathways.



ENERGY & VITALITY

Promotes natural
energy & well-being.



BALANCE & HORMONAL WELLNESS

Supports overall balance
for men & women.

YOUR DAILY RITUAL. YOUR LIFE-FORCE.



60ML DAILY SHOT
Each morning.



Drink straight or
mix with water.



One bottle =
one month.



ONE SHOT.
ONE MONTH.
COMPLETE
WELLNESS.



CLEAN. NATURAL.
POWERFUL.
EVERY DAY.



NATURE DESIGNED
FOR BALANCE.

MĀNUKA FOR HER
NURTURE. RESTORE.
PROTECT.

KĀNUKA FOR HIM
STRENGTH. ENDURANCE.
RESILIENCE.

2 LITER BOTTLE

\$49.00

ONLY \$1.63 PER DAY*

★★★★★

"The best daily wellness habit
I've ever started."



MADE IN
NEW ZEALAND



SUSTAINABLY
SOURCED



NON-GMO



VEGAN
FRIENDLY



GLUTEN
FREE



THIRD-PARTY
TESTED

FROM THE ANCIENT FORESTS
OF NEW ZEALAND TO YOU.
A UNIQUE GIFT OF NATURE.
A DAILY GIFT TO YOURSELF.



May the life-force be with you... because then you have the power.

INSPIRED BY WISDOM. DRIVEN BY SCIENCE. DELIVERED FOR LIFE.

TRIBALTEATREE.COM

*Based on 60ml daily serving. Individual results may vary. This product is not intended to diagnose, treat, cure or prevent any disease.



LEARN MORE

BUILDING FOR THE FUTURE

The Kohumaru Tea Tree Precinct and Campus development is not simply about constructing buildings, installing processing equipment or expanding production capacity. While these are important milestones in the Precinct's development, they are not the destination.

"The greater aspiration is to establish a sustainable, internationally connected bioeconomy in which whenua-owning whānau play a central role in the stewardship, management and economic future of their ancestral lands through the principle of mana Motuhake".

The proposed Kenana Campus represents the first permanent expression of that vision. It will provide the operational heart of a Precinct designed to grow progressively through research, innovation, commercial discipline and enduring partnerships. As the campus expands, so too will its capacity to support increasing participation by additional whenua-owning, biomass supplier-whānau under long term Taonga Supply Agreements (TSA), strengthen regional processing capability, encourage scientific collaboration and develop new generations of premium products derived from New Zealand's remarkable mānuka and kānuka resources.

The founders recognise that true prosperity is measured over generations. Not financial years. For this reason, every stage of the Precinct's development must create enduring value through recurring export revenue, sustainable land management, scientific advancement and the responsible stewardship of the natural capital entrusted to today's generation.

"The long-term value of Māori-owned whenua is strengthened not only by ownership itself, but by the ability of that whenua to support resilient, recurring and commercially measurable economic activity across successive generations."

This opportunity is not one tree | It is two | It is not one product | It is the whole tree.

Taking into account the ethnobotanical legacy of Mānuka and Kānuka, the **Whole-of-Tree™** philosophy recognises six primary revenue streams from each species. When the gender-specific nature of the two trees is recognised, those six streams **effectively double**.

Adding carbon sequestration as a common land-based revenue stream creates a total of:

-THIRTEEN POTENTIAL REVENUE STREAMS-

-Flowing from one endemically unique New Zealand tea tree duality-

Not one product | Not one market | Not one customer | But multiple products, serving multiple markets | drawn from a unique, biological asset duality.

This is the economic foundation upon which the Whānau-on-the-Whenua™ model is built. It is this revenue diversity that differentiates the RSS production/export model from many earlier tea tree ventures that relied primarily upon a single commodity outcome.

-SEVEN REVENUE STREAMS CAN BE IMMEDIATELY GENERATED ON KOHUMARU-

MANUKA FOR HER	KANUKA FOR HIM
POI Honey	POI Honey
Manuka Oil (infection protection)	Kanuka Oil (Infection protection)
Standard Life-Force Health Extract (Phenolics)	Standard Life Force Health Extract (Phenolics)
Carbon Sequestration	
To follow: Premium Life-Force Extract Seed Oil Extracts (anti-ageing) Tannin rich extracts.	

Being contiguous, the Lloyd whānau Kohumaru blocks total nearly 600 ha, effectively creating one easily manageable single plantation. This said, harvestable blocks of 50ha and above qualify for TSA.

-TRANSLATES INTO THE FOLLOWING ESTIMATED (net) INCOME PER HECTARE PA-

Honey	NZD300	Wild bush honey - 30 kgs x NZD10 per kg farm gate price
Oil	NZD3,780	Probably 25%-40% understated due to regional biomass density
Hydrosol	NZD5,670	Launch subject to completion of the US FDA regulatory pathway.
Carbon	NZD500	Subject to tree age, height, density and price per NZU
TOTAL	NZD10,250	For a 100 hectare supplier, NZD1.025M annual income

Delivery of these trading figures would support whenua value in excess of the NZD23,500 PGF benchmark laid down in 2020.

-The vision extends well beyond the boundaries of the initial campus-

Over time, the Kohumaru Tea Tree Precinct seeks to demonstrate how a region rich in indigenous biodiversity can become the foundation of a modern bioeconomy—one that creates meaningful opportunities for whānau to remain connected to their whenua while participating confidently in global markets. As additional phases are implemented and participation grows towards the Precinct's four phase vision of **1,904 hectares**, the campus at Kenana is intended to become a recognised centre for indigenous tea tree research, advanced processing, product innovation and commercial collaboration.

If successful, the Precinct will be measured not only by the products it exports, the research it undertakes or the facilities it constructs, but by the opportunities it creates for future generations to build meaningful livelihoods from their own whenua while remaining true to the principles of tikanga, kaitiakitanga and collective responsibility.

The journey began over thirty years ago with the vision of one kaumātua and the aspirations of one whānau. It has evolved into a shared commitment to demonstrate how indigenous knowledge, modern science and commercial innovation can work together to create lasting environmental, cultural and economic prosperity for Te Tai Tokerau.

"Nāu te rourou, nāku te rourou, ka ora ai te iwi."

With your food basket and my food basket, the people will thrive.

IN CLOSING

The contraction of New Zealand's tea tree oil extraction and hydrosol production capability following the decline of the mānuka honey expansion cycle has **created a significant supply vacuum**. With its extensive, accessible and sustainably managed indigenous tea tree resource, Tea Tai Tokerau / Northland is uniquely positioned to help fill that gap and play a leading role in resetting New Zealand's tea tree bioeconomy.

However, unlike the mānuka honey era, this reset must not be from distant boardrooms, but from the whenua itself and the whānau who have lived alongside these remarkable trees for generations and who continue to uphold their responsibilities as kaitiaki of the land.

The Precinct seeks to demonstrate a new pathway for Māori agribusiness by strengthening economic participation and creating enduring opportunities for future generations by combining indigenous knowledge with modern science, commercial innovation and international market development that supports the restoration of the **mana Motuhake** of the historical custodians of the taonga....

- The Whānau-on-the-Whenua™ -

"Where the future of New Zealand's tea tree bioeconomy reset must begin... and stay".

Parties interested in opening a kōrero are invited to engage directly with the Partners to explore how they may participate in helping build the Kohumaru Tea Tree Precinct.



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"Ehara taku toa i te toa takitahi, he toa takitini"
"My strength is not as an individual, but as a Collective"

9,000,000 YEARS IN THE MAKING.
NOBODY KNEW IT WAS THERE – UNTIL NOW.

LIFE-FORCE™ HEALTH EXTRACT™



A WHOLE-OF-TREE™ DISCOVERY
BORN IN NEW ZEALAND.
LAUNCHED IN CALIFORNIA.
FOR THE WORLD.

ONE ANCIENT LAND.
TWO MEDICINES.
ONE NEW WELLNESS CATEGORY.

MĀNUKA FOR HER™

PURE INFECTION
CONTROL OIL

LIFE-FORCE
HEALTH EXTRACT™
for Her



KĀNUKA FOR HIM™

PURE INFECTION
CONTROL OIL

LIFE-FORCE
HEALTH EXTRACT™
for Him



NATURE. PURE.



SCIENCE.
PROVEN PATHWAYS.



MĀORI.
AUTHENTIC.



GLOBAL.
LIMITLESS.

THE WORLD IS READY FOR WHAT NATURE CREATED MILLIONS OF YEARS AGO.

TRIBAL HEALTH BAR™

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SERIES A INVESTMENT OPPORTUNITY USD2,000,000

TO LAUNCH THE WORLD'S FIRST GENDER-SPECIFIC
INDIGENOUS WELLNESS CATEGORY.

THE USD2M WILL DELIVER:

- ✓ California flagship store & Tribal Health Bar™
- ✓ Premium production & inventory
- ✓ Proprietary reflux technology & sterile bottling
- ✓ FDA dietary supplement pathway
- ✓ Brand, influencer & market activation
- ✓ Category creation. Global scale.

BUILDING A LEGACY BRAND.
CREATING GENERATIONAL VALUE.
INSPIRED BY NATURE. GUIDED BY TIKANGA.

FROM THE
PURE FORESTS
OF NEW ZEALAND

↓
TO THE HEART
OF CALIFORNIA

A GLOBAL WELLNESS
JOURNEY BEGINS.

THE USD2M INVESTMENT PATHWAY



USD50,000
REGULATORY
ALIGNMENT

GMP, FDA cGMP,
IP Protection, QA



USD250,000
CALIFORNIA
INVENTORY
DEPLOYMENT

Production run,
packaging, shipping
& warehouse setup



USD450,000
PRODUCTION
TECHNOLOGY
UPGRADES

Extraction, reflux,
filtration & bottling
technology



USD750,000
SOUTHERN CALIFORNIA
STORE ACQUISITION

High-traffic location,
fit-out, tasting bar
& experience design



USD250,000
TRIBAL HEALTH BAR™
ACTIVATION

Staffing, training,
systems, product
experience



USD250,000
MARKET ACTIVATION,
COMMUNITY
PARTICIPATION

Marketing, influencers,
events & whānau
engagement



MAY THE LIFE-FORCE BE WITH YOU.
AUTHENTIC. POTENT. PURE. PURPOSEFUL.



WHOLE-OF-TREE™
EXTRACTION



GENDER-SPECIFIC
BENEFITS



SUSTAINABLE
& REGENERATIVE



BACKED BY SCIENCE.
GUIDED BY TIKANGA.