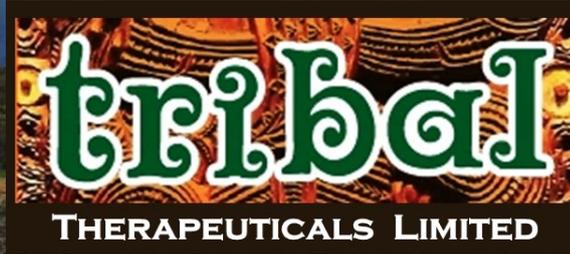


Introduction to Step 2



Two Centuries of Stewardship.

A New Agribusiness Opportunity.

Mānuka for Her™



Kānuka for Him™



“He taonga nō te whenua, me tiaki mō ngā uri whakatipu.”
A treasure from the land must be protected for future generations.

A “Whole-of-Tea Tree”, Sector Reset Partnering Introduction.

Unlocking the Whole-of-Tree Potential of New Zealand’s Ethnobotanically Unique Native Tea Tree.

CONTENT

This document introduces the **“Whole-of-Tree” ethos** that underpins our kaupapa — the coordinated reset of New Zealand’s tea tree agribusiness sector.

For too long, commercial development of mānuka and kānuka has focused narrowly on a single product pathway. The Whole-of-Tree approach recognises that these native species contain a much wider matrix of therapeutic compounds capable of supporting multiple value-added healthcare and wellness products.

By aligning Māori land stewardship, disciplined extraction, and international distribution pathways, the Tribal platform seeks to unlock the full commercial potential of New Zealand’s native tea tree resources.

The following pages outline the first practical step in activating that opportunity.

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mihi ana mātou ki ngā hapū nō rātou te whenua e tupu ai ā mātou rākau rongōā.

“We acknowledge the tribes whose whenua sustains the healing trees we cultivate.”



“Linda’s Message”

Why the world is ready for gender-specific NZ tea tree therapeutics. <https://tribalteatree.com>



FOREWORD

“Resetting the NZ Tea Tree Sector via First Mover Advantage”

The ethnobotanical legacy of NZ’s native tea tree species — **mānuka and kānuka** — occupy a unique place in the natural health based cultural traditions of Aotearoa.

“Gender Specificity” being “at the top of the tree”.

For centuries these plants have formed part of the ethnobotanical knowledge system of **rongoā rākau Māori**, where different parts of the tree have been valued for their natural healing properties. Yet in modern commercial development, the wider economic potential of these species has only been partially explored.

Over the past two decades the sector became largely defined by a single product: **mānuka honey**. While this period generated international recognition, it also concentrated capital and industry attention on one narrow commercial pathway, before a collapse which saw over NZD500M lost, and/or written off creating a supply vacuum.

However, the contraction of the honey market has revealed a much larger opportunity.....

Across **Te Tai Tokerau** and throughout the motu, extensive stands of mānuka and kānuka remain under-utilised. When approached through a **Whole-of-Tree framework**, these native species represent a far broader natural capital resource capable of producing multiple high-value compounds, including therapeutic oils, hydrosols, phenolic extracts, seed lipids and formulated wellness products.

Taken together, these compounds support the emergence of a new category of **plant-based healthcare and wellness products**, including gender-specific applications derived from the distinct ethnobotanical traditions associated with these trees, dramatically increasing yield per hectare.

This document introduces an initiative designed to help unlock that wider potential.....

The kaupapa underpinning this initiative is straightforward: **to establish a coordinated New Zealand tea tree agribusiness platform capable of capturing the full commercial value of these native species while ensuring that the communities whose whenua hosts these resources participate directly in the economic opportunity created.** Central to this vision is a **Business Combination model** that brings together three essential elements:

- (1) Māori landowners whose whenua hosts extensive mānuka and kānuka resources
- (2) Production and extraction capability based in **Te Tai Tokerau**
- (3) International value-adding and distribution pathways

Under this model, Māori landowners participate not only as suppliers of biomass but as **long-term partners in a growing natural capital ecosystem**, generating recurring income for whānau while preserving the **tikanga and kaitiakitanga** associated with these taonga species.

The initiative also seeks to align Māori stewardship principles with globally recognised ethical production frameworks, including **Halal certification**, enabling plant-based infection-control and



wellness products derived from New Zealand tea tree species to reach markets across the **57 member countries of the Organisation of Islamic Cooperation (OIC)** and beyond.

CAPITAL ENTRY

To guide this new category development, as a first mover in the health and wellness sector, the platform has adopted a **six-step capital and market pathway** designed to build the sector in a disciplined and sequential manner. From early infrastructure development and supply coordination through to global market participation and potential public market listing.

Importantly, the capital framework supporting this initiative has been structured to accommodate **both conventional investment participation and alternative ethical finance structures** aligned with the Halal ecosystem through which many of the platform's international markets will be accessed.

This approach recognises that different communities and investors participate in capital markets through different cultural and financial traditions. By providing a framework capable of accommodating **traditional equity participation as well as ethical finance structures such as convertible capital notes or Sukuk-aligned instruments**, the platform seeks to broaden participation while remaining consistent with the principles of **stewardship, trust and shared value creation** that underpin Māori land guardianship.

STEP 2 — Initial Platform Activation

This document serves to introduce **Step 2 of this 6 Step pathway**. A **NZD500,000 Pre-Series A round** intended to activate the first commercial production of value-added tea tree therapeutical products and establish the initial foundations of the coordinated platform.

Participation in this round may take the form of either **(a) an equity investment or (b) structured capital instruments such as convertible notes (including Sukuk-aligned formats)**, providing flexibility for investors participating through different capital traditions. In the following pages, the **people, resources and operational foundations already in place** are introduced.

The successful development of a coordinated **Whole-of-Tree tea tree sector** has the potential to drive the emergence of one of the most significant new natural capital industries to develop in Aotearoa in the coming decades. A sector capable of generating enduring economic value while honouring the whenua and the knowledge traditions from which it originates.

This is not a speculative concept built on theory. The infrastructure is already in place, biomass supply has been secured, and distribution pathways are being activated both within New Zealand and internationally. Globally, women are the primary decision-makers when it comes to family health and wellness products. For this reason, the Tribal platform actively encourages female-led distribution networks and brand storytelling as part of its international market activation.”

For those who share the belief that New Zealand's native tea tree resource should be developed in a more disciplined and integrated way, recognizing its cultural narrative, this document outlines how early participation in a **“whole-of-tree”** journey may be explored as a first step.

The Tribal platform represents the birth of a new ethnobotanical sector built on New Zealand's native tea tree resources.

Ngā mihi nui,
Linda Brink - President
Tribal Therapeutical Corp.
NZ Showcase USA Inc.
Tribal Holdings Inc.



10,000 Units — Controlled Commercial Activation

The NZD500,000 Pre-Series A (Step 2) round activates a **first-mover production run of 10,000 gender-specific, therapeutic-grade NZ native tea tree infection-control products**, positioning the Tribal platform as an early category leader in the fast growing natural health and wellness sector of the healthcare market.

i.e., “5,000 for Her” and “5,000 for Him”

These products are scheduled for immediate controlled launch through the platform’s distribution pathways in the United States and Malaysia.

This initial production batch has been deliberately structured as a **controlled commercial activation**, supporting three sequential market entry pathways within the Company’s six-step development program.

Allocation Structure:

- **2,000 units — Step 3**
Malaysia-based **Halal Hub engagement**, supporting initial partner demonstrations and entry discussions within Organisation of Islamic Cooperation (OIC) markets.
- **4,000 units — Step 4**
New Zealand market introduction through the **NZD2M Series A crowdfunding campaign**, establishing domestic brand visibility and investor engagement.
- **4,000 units — Step 5**
United States market activation supporting the planned **USD5M SEC-regulated crowdfunding campaign** and initial distribution through an established retail network.

US Distribution Ready

Through the Company’s US-based affiliate:

- **4,000 retail-ready units** (2,000 “Mānuka for Her” / 2,000 “Kānuka for Him”).
- Warehousing and fulfilment through the **Valencia, California distribution facility**.
- Immediate access to an established natural health retail network.

This is **not exploratory market research**.

It represents **controlled product activation through an existing distribution pathway**.

NZ Brand Launch

A further **4,000 units** are reserved to:

- Anchor the **NZD2M Series A crowdfunding campaign**.
- Introduce the **Tribal™ brand** to the domestic market.
- Demonstrate the economic potential of **Whole-of-Tree value-added production**.
- Support Māori landowner engagement and **Single Sales Desk supply coordination**.



Malaysia / OIC Pathway

The remaining **2,000 units** will support early market engagement in Malaysia through the Halal Hub ecosystem by:

- Advancing **Halal certification discussions**.
- Supporting value-adding partner engagement.
- Demonstrating finished-product capability.
- Initiating distributor and market entry discussions.

Purpose of the Activation Batch

The **10,000-unit launch production run** is designed to:

- Validate **margin stacking through value-added therapeutic products**.
- Demonstrate **consumer and distributor acceptance**.
- Confirm **supply chain and production discipline**.
- Establish the platform's **execution capability**.

Why First-Mover Matters

We emphasise this because we have three layers of first-mover advantage:

- 1 Gender-specific tea tree therapeutics.**
No global brand has framed tea tree products this way.
- 2 Whole-of-tree commercialisation.**
No player has done this, with most still focusing on oil or honey only.
- 3 Tikanga–Halal supply architecture.**
This combination is extremely rare. In our case, probably a world first.

So this is not just first mover in a product. It is first mover in a category architecture.

Which makes this round, a **controlled commercial proof-point — not speculative scaling.**

The objective being straightforward:

To demonstrate that New Zealand's native tea tree resource can deliver significantly greater economic value when developed into finished therapeutic products rather than exported as bulk commodity ingredients.



Why This Matters to NZ Investors & Rural New Zealand

New Zealand contains substantial areas of **under-utilised mānuka and kānuka biomass**. Across rural regions and Māori landholdings, significant tea tree resources remain commercially underdeveloped.

The opportunity is not simply the sale of bulk oil.

It lies in capturing the higher margins available through finished therapeutic products and the broader matrix of natural compounds contained within these two native species.

Under the **Whole-of-Tree** model, mānuka and kānuka are positioned not merely as extraction inputs, but as **distinct therapeutic botanicals**, including a unique **gender-specific product architecture** that enables differentiated global market positioning.

For rural landowners and investors, this represents the potential to convert existing native bush resources into **recurring value-added revenue streams**, rather than exporting raw ingredients into offshore value chains.

The Practical Reality

- Extraction capability is installed.
- Biomass supply is underwritten.
- US distribution access is arranged.
- NZ launch inventory is reserved.
- The Malaysian Halal Hub pathway is advancing.

*This is **not a concept-stage venture**. It is an **execution-stage activation**.*

Step 2 — The Capital Inflection Point

The **NZD500,000 Pre-Series A round** funds:

- Production of the first **10,000 value-added SKUs**.
- Activation of international distribution pathways.
- Underwriting of the NZ crowdfunding **minimum subscription threshold**.
- Formalisation of landowner supply coordination structures.

*Participation at this stage occurs **prior to several important commercial milestones**, including:*

- Margin validation from finished-product sales.
- Completion of certification pathways.
- Production scale expansion.
- Subsequent capital rounds.

*This represents **early entry into a structured sector reset**, at the point where operational infrastructure exists but large-scale margin validation has not yet been fully priced into the platform.*

Closing Perspective

New Zealand already possesses the key ingredients required to develop a globally relevant tea tree therapeutics sector:

- The natural resource.
- The installed production infrastructure.
- Established international distribution pathways.



The remaining question is straightforward:

Will the first margin layer be captured through **disciplined value-added products**, or continue to be exported at **bulk commodity prices**?

Step 2 funds that decision.

It enables:

- Production of 10,000 SKU's.
- Opening three distribution nodes, i.e., NZ, Malaysia, the USA.
- Expansion of Māori-led biomass supply integration.
- Coordinated Single Sales Desk development.
- Margin capture at branded SKU level.
- Retention of value within the New Zealand platform.
- Export market alignment from inception.

Moving From Preparation to Activation

Having completed **Step 1 — a NZD1.15 million seed capital phase**, the purpose of this document is to introduce the first practical step in activating the platform already laid through Step 1.

The platform combining indigenous stewardship, multi-generation farming knowledge, and international wellness distribution capability.

STEP 2 — NZD500,000 PRE-SERIES A ROUND

Structured as either equity or debt issuance, the NZD500,000 Pre-Series A round supports:

1. Production of the first **10,000 value-added therapeutic product units**
2. Establishment of the initial commercial platform required to bring the Whole-of-Tree concept into international markets

This first production run will support market activation across **three initial jurisdictions**, forming the foundation of an expanding distribution network.

The Whole-of-Tree Economic Yield Model

The Tribal platform is designed to maximise economic return from **every major biological component** of the mānuka and kānuka tree.

Rather than relying on a single commodity product, the **whole-of-tree model** enables the extraction and commercialisation of multiple high-value compounds from the same biological system.

This integrated utilisation approach transforms mānuka and kānuka from single-product resources into **multi-output botanical assets capable of supporting diverse healthcare, wellness, and cosmetic product categories.**

“Multiple High-Value Compounds from a Single Native Resource”

Tree Component	Primary Extract / Process	Key Bioactive Chemotypes	Primary Target Market	2026 Consumer "Hero Claim"
Flower	Monofloral Honey	Methylglyoxal (MGO), Dihydroxyacetone (DHA).	Premium Food / FMCG.	"The Gold Standard of Natural Immunity."
Leaf	Essential Oil (Steam Distilled)	Triketones (East Coast) vs. α -pinene/Viridiflorol (Northland).	Infection Control / Medical.	"Nature's Highest-Potency Antimicrobial."
Bark	Phenolic Extract (Soaking / Reflux)	Taxifolin, Ellagitannins, Proanthocyanidins.	Anti-Ageing / Dermo-cosmetic.	"The Natural Collagen Scaffold & Firming Elixir."
Seed	Fixed Seed Oil (Cold Pressed)	Linoleic (Omega-6) & Oleic (Omega-9) Fatty Acids.	Barrier Repair / Luxury Skincare. Anti-ageing	"Deep-Dermal Lipid Nutrition."
Hydrosol	Botanical Water (Post-Distillation)	Water-soluble Phenolics & Terpenoids.	Alcohol-Free Halal Personal Care.	"The Soothing Bio-Active Hydration Base."
Integrated	POI Honey Extract (Infusion)	Synergistic Micelle Matrix (Lipids + MGO + Phenolics).	Global Wellness Supplements.	"High-Bioavailability Therapeutic Ingestible."

What This Means for Landowners

Traditional mānuka utilisation has typically relied on a **single revenue stream — honey.**

The **Whole-of-Tree** model changes this by enabling multiple value streams from the same biological resource. Indicatively, one hectare of established mānuka/kānuka bush may support multiple product pathways including:

- Therapeutic-grade essential oil.
- Honey production.
- Phenolic extracts from bark.
- Hydrosol production.
- Seed oil extraction.
- Formulated wellness products.

Rather than relying on a single commodity cycle, the resource becomes a **multi-output botanical asset.** For landowners, this enhances the economic the potential of the whenua:

Economic Impact of the Whole-of-Tree Model

By commercialising multiple compounds from a single biological resource, the platform:



- (1) **Improves economic yield per hectare.**
- (2) **Reduces dependence on any single commodity cycle.**
- (3) **Supports diversified product development.**
- (4) **Strengthens long-term supply chain resilience.**

The intention of the Tribal platform is to help coordinate this opportunity through **structured supply agreements, disciplined extraction, and global market pathways**. This integrated utilisation model also enhances the economic return generated from **Māori-owned land**, supporting sustainable income generation for whānau and communities across **Te Tai Tokerau and other participating rohe**. In doing so, the platform aligns **commercial performance with intergenerational land stewardship**.

Strategic Implications

Precision Botanical Manufacturing

The platform represents a transition from traditional agribusiness to **precision botanical manufacturing, where multiple high-value compounds are extracted from a single plant system**. This reducing commodity exposure while building **defensible intellectual property, regulatory positioning, and product differentiation**.

Scalable Global Platform

The whole-of-tree model supports the development of a **scalable export platform**, positioning New Zealand as a credible participant in the emerging global market for **high-efficacy botanical therapeutics and wellness products leveraged off a unique, unmatched ethnobotanical legacy**.

De-Risked Revenue Structure

The model is no longer dependent on **MGO / UMF metrics that drive honey commodity pricing**. Several compounds derived from bark, seed, and phenolic extracts command **significantly higher value per gram than honey itself**, creating additional margin layers across the product stack.

Gender-Specific Product Architecture

The platform also enables a differentiated **gender-specific product architecture**:

- **Kānuka-dominant oil and bark extracts positioned for the “For Him” infection control and grooming sector.**
- **Mānuka-dominant seed oils and honey derivatives positioned for the “For Her” anti-ageing and reproductive wellness sector.**

Halal Market Alignment

Because the entire whole-of-tree process is **plant-based and alcohol-free**, utilising hydrosol and water-based extraction pathways, it provides a highly compatible pathway toward **JAKIM halal certification**.

This alignment supports potential entry into the **57 member countries of the Organisation of Islamic Cooperation (OIC)**.

One of the fastest growing regulated wellness markets globally.

“For those who recognise the scale of this opportunity, the detailed investment structure supporting this platform is outlined in DOC-4005” which is accessible after the “Contact” page.

-MANAGEMENT-

Founder Shareholder | Chief Executive Officer | NZ operations

Introducing Luke Shepherd.

“Steward of one of Aotearoa’s oldest continuously farmed family properties and operational lead for the development of the New Zealand “whole of tea tree” platform.

Tēnā koutou,

Luke Shepherd’s family has farmed in the Far North of Aotearoa for nearly two centuries.

Like many long-established farming families, their understanding of the land has been shaped not only by what it produces today, but by the responsibility to care for it for the generations that follow.

The family’s colonial-era patriarch, **James Shepherd**, purchased what remains the family farm in **1836** from the whānau of a relation of a Ngāpuhi rangatira. James had originally been sent to New Zealand by the Governor of New South Wales to assist in introducing organised agriculture and market gardening to Māori communities in the north.

Since that time the Shepherd family has maintained a close agricultural relationship with local hapū, grounded in a shared understanding of **whenua, stewardship, and long-term responsibility for the land.**



Luke & extraction unit.

Returning Home

Luke returned to the family farm in **early 2020** after two decades working abroad as a telecommunications engineer across the United Kingdom, Europe, and Australia.

Like many New Zealanders living overseas, the onset of COVID prompted a reassessment of priorities and a decision to return home.

Coming back to the Far North gave Luke the opportunity to look again at the land that had shaped generations of his family. It also allowed him to recognise something that had largely been overlooked during the previous two decades by the first generation of New Zealand tea tree promoters — a focus almost exclusively on **mānuka honey**.

During the early 2000s the region experienced what many remember as the **mānuka honey “gold rush.”** While that period generated significant attention and investment, it concentrated almost entirely on a single product.

What struck Luke on his return was how much of the **wider potential of New Zealand’s native tea tree species remained largely unexplored.**

Rediscovering the Ethnobotanical Legacy

Mānuka and kānuka are not simply honey plants.

They form part of a deeply rooted ethnobotanical tradition within **rongoā rākau Māori** that stretches back centuries. The leaves, oils, hydrosols, bark extracts, and other compounds within these trees contain a wide range of natural properties that modern markets are only beginning to understand.

Yet much of this potential had remained largely untouched.



For farming families and rural communities across the north, these native trees represent more than a resource. They represent an **intergenerational natural asset** that supports biodiversity, soil stability, and regenerative land use.

Building the Foundations

With this perspective in mind, Luke worked with the wider Tribal team to establish the operational foundations required to explore a different approach to the sector.

In **2020**, Luke installed a **NZD250,000 state-of-the-art extraction facility** on the family farm. This facility enabled the processing of tea tree biomass from both the family farm plus surrounding lands, creating the first practical platform for exploring the broader economic potential of these native species.

From this work emerged what the team now refers to as the **Whole-of-Tree model**.

Instead of relying on a single product such as honey, the Whole-of-Tree approach recognises that mānuka and kānuka can generate multiple value streams including:

1. Therapeutic essential oils.
2. Hydrosols.
3. Phenolic extracts.
4. Formulated wellness products.
5. Botanical tannin.
6. Seed oil derivatives.

When these elements are brought together through **coordinated production and market access**, the economic potential of the resource increases significantly.

For landowners, this creates a pathway toward **recurring income from native bush already growing on their whenua**.

For investors, it represents participation in the early development of what may become a **significant new natural capital sector for New Zealand**.

Looking Forward

The objective is simple: to help build a sustainable tea tree agribusiness sector that respects the whenua, works alongside Māori landowners, and creates long-term value for the communities who care for these forests.

After nearly **two centuries on the same land**, the Shepherd family understands that the most important decisions are those that consider the generations who will follow.

The **Whole-of-Tree opportunity** now emerging represents one such decision.

Not only for the Shepherd family, but potentially for many landowners across **Te Tai Tokerau**.

including those such as **Eric Lloyd**, whose whenua now forms an important part of the biomass supply foundation for the platform.

Management (Contd)

Founder Shareholder | Māori Biomass Partner | Taonga Supply Lead

Introducing ERIC LLOYD (Ngāti Kahu) – COO & Outsource

Eric welcoming us to Kohumaru



Eric Lloyd (Ngāti Kahu) is the owner of **Kohumaru Taonga Ltd**, a founding shareholder of Tribal Therapeutics Ltd (TTL) and the principal Māori biomass partner under the Company's **Business Combination model**.

Eric and his wider whānau are substantial landowners within the historic **Kohumaru Block**, an 11,000-acre colonial-era landholding that remains the ancestral **tūrangawaewae** of the whānau and home to **Kenana Marae of the Ngāti Kahu hapū**.

These lands contain extensive stands of native **mānuka and kānuka**, providing the foundational biomass supply for the launch phase of the Tribal Therapeutics platform.

Whenua-Led Experience & Land Stewardship

Eric has worked the land and farmed in the region and across the motu, for nearly **six decades**.

In the early 1970s he was employed by the Crown as part of the team responsible for converting forestry land into pastoral farming. This work contributed to the establishment of the **2,344-acre Kohumaru Station**, which adjoins Eric's own whenua on Kohumaru Road.

This experience shaped a deep understanding of **land development, sustainable resource management, and long-term stewardship grounded in tikanga and kaitiakitanga**.

For more than **twenty-five years**, Eric has held a vision of developing a native tree nursery and Māori-led agribusiness based on the natural resources of his land. That vision now forms an important part of the **Tribal Therapeutics Whole-of-Tree platform**.

Foundational Role in the Tribal Supply Chain

As part of the Company's initial commercial activation, Eric has committed to **underwriting the biomass supply** required to produce the first **400 kilograms of mānuka and kānuka oil** for the launch phase.

This output supports the manufacture of approximately **20,000 retail-ready SKUs** destined for distribution through the Company's international marketing channels, including the United States.

At an indicative farm-gate valuation of approximately **NZD300 per kilogram**, this commitment represents a **NZD120,000 biomass underwrite**, providing early supply certainty and significantly reducing execution risk during the launch phase.

Taonga Supply Leadership

Beyond the initial biomass commitment, Eric works with other Māori landowners across **Te Tai Tokerau** to establish long-term supply arrangements under the Company's **Taonga Supply Agreement (TSA) framework**. This approach is designed to support:

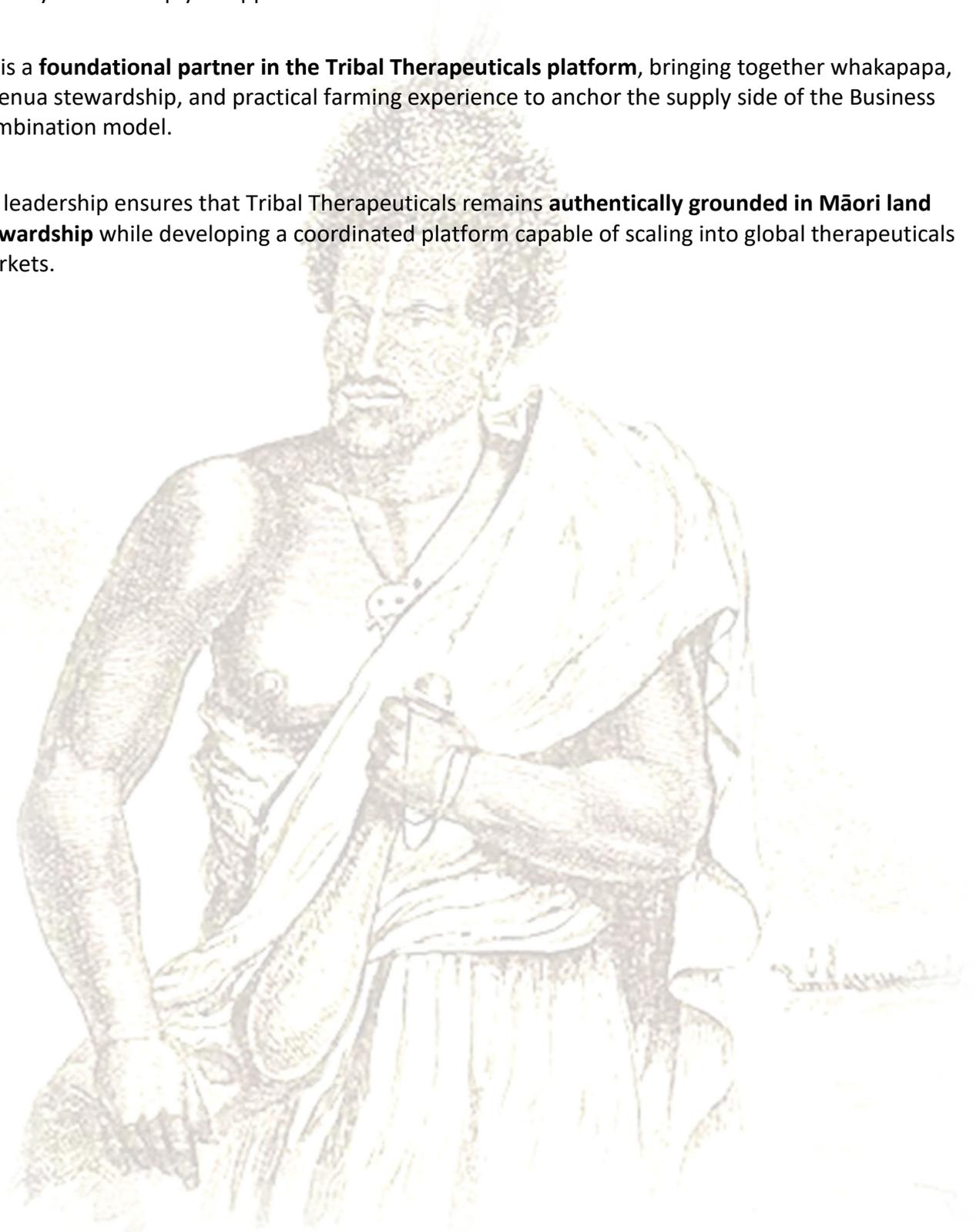
- Collective Māori participation in value-added extraction.
- Recurring income streams for participating landowners.
- Protection of **tikanga, mauri, and mana** of the resource.
- Intergenerational wealth creation grounded in **whenua ownership**.

A Pillar of the Tribal Platform

Eric Lloyd is not simply a supplier of biomass.

He is a **foundational partner in the Tribal Therapeutics platform**, bringing together whakapapa, whenua stewardship, and practical farming experience to anchor the supply side of the Business Combination model.

His leadership ensures that Tribal Therapeutics remains **authentically grounded in Māori land stewardship** while developing a coordinated platform capable of scaling into global therapeutics markets.



Te Pahi – 1760-1810

Early colonial era Ngāpuhi Trader

Management (Contd)

Founder Shareholder | Linda Brink
US Resident Director – International Market Development
US Market Lead | Natural Healthcare Distribution | Infection Control Strategy.



Linda Brink is a United States citizen and resident director of Tribal Therapeutic Corp, responsible for leading the United States launch of the Company’s Tribal™-branded New Zealand tea tree based natural healthcare and infection-control product range.

Linda brings more than three decades of international experience across natural health products, beauty and wellness retail, consumer marketing, and cross-border distribution. Her career has consistently focused on plant-based healthcare products and the commercialisation of natural ingredients into consumer wellness markets.

Early Career and Natural Health Foundations

Raised in an internationally oriented family. Her father a Hong Kong-based gold and bullion trader, saw Linda developing an early understanding of global trade and international markets. After graduating from Damelin College in South Africa with a qualification in Public Relations and Marketing, she established her first beauty and wellness salon in Johannesburg, later expanding to three salons specialising in natural health and plant-based skincare products. Her work in the beauty and wellness sector introduced her to the growing global demand for botanical healthcare ingredients and natural infection-control products.

Introduction to Tea Tree Therapeutics

After relocating to New Zealand, Linda developed the “Tea Tree Manor” natural products brand and in 1991, began working with Australian tea tree oil manufacturers producing therapeutic-grade infection-control products in GMP/TGA-compliant facilities in northern New South Wales. During this period she also introduced Australian tea tree-based natural health products into the Malaysian marketplace, building early experience in Southeast Asian distribution and regulatory environments. These activities established her long-standing familiarity with tea tree oil as a therapeutic ingredient and with the commercial potential of plant-based infection-control products.

US Market Development and Crowdfunding Insight

Returning to the United States in 2006, Linda continued working in natural healthcare product distribution and marketing, assisting manufacturers and distributors with sales development and early digital marketing systems. During this period she observed two key developments:

- Rapid growth in US consumer demand for New Zealand tea tree-derived products.
- The emergence of crowdfunding as a powerful market-entry and brand-building tool.

She also recognised that while mānuka honey had gained global recognition, the wider therapeutic potential of New Zealand tea tree species—particularly for infection control—remained largely underdeveloped.



Building the Tribal Therapeutics Platform

In 2016 Linda relocated back to New Zealand and began working with the founding team to help establish a NZ tea tree oil production ecosystem aimed at developing a broader natural healthcare platform. This work contributed to the development of Tribal Therapeutics' gender-specific product architecture, i.e.,

- “Mānuka for Her”
- “Kānuka for Him”
- “Meluka for Home”

Together these products form the foundation of a new natural healthcare category combining ethnobotanical heritage, modern wellness markets, and infection-control applications.

US Launch and Distribution Execution

For Tribal Therapeutics' planned US market expansion, Linda will be based in California, where she will oversee:

- US warehousing and fulfilment
- Regulatory-aligned product distribution
- Retail channel development and crowdfunding market activation

Distribution will be supported through an established natural healthcare distribution facility operating since 2013 and owned by a long-standing Australian tea tree industry partner. This infrastructure provides immediate access to an existing retail customer network and significantly reduces execution risk for the platform's US market entry.

A Bridge Between Markets

With experience spanning the United States, Australia, Southeast Asia, and New Zealand, Linda serves as a key bridge between the platform's indigenous supply origins and its international consumer markets.

Her role is to translate New Zealand's culturally grounded tea tree resources into globally relevant natural healthcare products and to guide their introduction into international wellness and infection-control markets.

Management (Contd)

AARON POLLACK – Australian Resident Director

Australian Tea Tree Industry Leader | Sector Reset Strategist | Distribution & Cultural Integration

Aaron on the plantation in AU



Aaron Pollack is the **Australian Resident Director of Tribal Therapeutics Ltd**, bringing deep industry leadership, global distribution expertise, and a culturally grounded strategic vision to the Company’s trans-Tasman tea tree therapeutics platform. Based in the **Tucki Tucki region of northern New South Wales**, Aaron is a shareholder, director, and CEO of one of **Australia’s oldest and largest tea tree oil enterprises**, with integrated operations spanning cultivation, extraction, manufacturing, and international distribution of therapeutic-grade plant oils.

Industry Experience at a Time of Structural Change

The Australian tea tree oil industry is currently facing **structural and market challenges** — including price compression, commoditisation, over-reliance on narrow scientific positioning, and increasing competition from low-cost global producers. These pressures have weakened margins and diluted differentiation across what was once a premium natural products category. Aaron’s leadership within this environment positions him uniquely to help **reset the Australian tea tree sector**, shifting the narrative away from a purely technical or chemical framing toward one grounded in **cultural authority, customary use, and provenance**. A repositioning that aligns directly with Tribal Therapeutics’ broader strategy.

Global Distribution Advisor

Aaron’s career includes more than **three decades of senior industry experience**, including **13 years as Production and Laboratories Manager** in the Plant Science Division at **Southern Cross University**, and **4 years as Technical, Production, and R&D Manager** for Australia’s largest tea tree plantation. Within Tribal Therapeutics, Aaron advises on the design of a **global wholesale distribution strategy for bulk oils**, operating alongside the Company’s proprietary, branded, retail-ready therapeutics.

Cultural Narrative as Competitive Advantage

With Aboriginal heritage and deep industry standing, Aaron is instrumental in reframing Australian tea tree oil around **30,000 years of customary use**. A cultural narrative that provides authenticity, resilience, and differentiation in a crowded global marketplace. This repositioning creates a **parallel and complementary platform** to Tribal Therapeutics’ New Zealand strategy. Unified under a **single brand architecture**, this trans-Tasman approach establishes a **non-replicable, indigenous-led therapeutics category** unmatched anywhere else in the world.

Strategic Value to Tribal Therapeutics

Aaron Pollack’s involvement strengthens Tribal Therapeutics by:

- enabling a **reset of the Australian tea tree industry narrative**,
- unlocking culturally grounded differentiation beyond commoditised science claims,
- providing global distribution depth and pricing validation.
- reinforcing the Company’s pathway toward scale through a **US Series B raise** and a **targeted NZX Series C listing**.

Aaron’s role is central to ensuring that Tribal Therapeutics is not merely a product company, but the architect of a **new, culturally anchored global therapeutics sector**.

Management (Contd)

NICHOLAS IVERSON – Chief Financial Officer (CFO)

Tribal Ecosystem Architect | Capital Strategy & Indigenous Value Alignment

Nic speaking at a Singapore hui



Nic Iverson is the **Chief Financial Officer of Tribal Therapeutics Ltd** and architect of the Company’s **capital formation, expansion, and listing strategy**. His role is central to guiding Tribal from early-stage enterprise through structured capital rounds toward a targeted public-market listing, providing investors with a clear exit pathway. An expatriate New Zealander, Nic brings **38 years of international professional experience** spanning **six countries**, including senior leadership roles as a Senior Audit Manager with **Big Four accounting firms**. His career has been defined by complex capital structuring, governance, and the scaling of businesses operating across jurisdictions and regulatory environments.

Capital Strategy Grounded in Global Best Practice

Nic’s focus within Tribal Therapeutics is on designing and executing a **disciplined, staged capital program** that aligns company valuation with operational maturity. Drawing on his experience living and working in **Malaysia** developing an “Equity Licensing” based business participatory expansion model and member of the team that launched the “Intellectual Property” board of the Labuan Financial Exchange in Nov 2000 and a financial forensics consultant based in **Silicon Valley**, Nic has adopted the Valley’s widely accepted **rounds-based capital model**. A framework that transparently prices each funding stage according to delivery, traction, and risk reduction.

Whenua-Centred Commercial Architecture

Nic’s involvement with the kaupapa began in **2016**, when he returned to New Zealand with Linda Brink to secure access to **New Zealand tea tree oil and honey** for the US market. During this period, he became deeply engaged with the structural inequities that Māori landowners have historically faced in resource extraction models. Particularly the lack of long-term participation in value creation beyond raw supply. Working alongside community leaders and in consultation with **Māori kaumātua over a four-year period**, Nic helped design a **taonga-based supply and ownership framework** that would become foundational to the Tribal Therapeutics business model.

The Five Pillars Framework

From this work emerged the **“Five Pillars” template**. A kaupapa Māori-aligned commercial structure that ensures Māori landowners participate meaningfully and equitably in the value derived from their whenua. This framework ensures that Tribal Therapeutics’ growth is not extractive, but **relational, durable, and culturally legitimate**.

A Strategic Bridge Between Capital and Kaupapa

Nic’s contribution sits at the intersection of **global capital markets expertise and indigenous economic values**, flowing over into cultural narrative based, product development and marketing support. He ensures that the Tribal Therapeutics team can engage confidently with sophisticated investors while remaining faithful to its cultural foundations and obligations to Māori and Aboriginal partners. His stewardship of capital strategy, governance, and investor alignment completes the **Business Combination model** management team. A collective of leaders whose intellectual capital, lived experience, and cultural respect are aligned to **reset the NZ tea tree agribusiness sector** on a foundation of equity, integrity, and long-term value creation.

Contact Invitation

Parties who wish to engage in a **confidential kōrero in the spirit of partnership** are invited to make contact. This invitation extends to both **landowners and potential investment partners** who share an interest in exploring the coordinated development of New Zealand's **Whole-of-Tree tea tree sector**. This **DOC-4006** providing a fuller overview of the **capital framework, operational pathway, and sector reset strategy** underpinning this initiative.

(a) LANDOWNERS

Landowners who may wish to explore participation through a **Taonga Supply Agreement (TSA)** are invited to discuss the coordinated supply of mānuka and kānuka biomass from **Approved Lands**. Under this framework, participating landowners retain ownership of their whenua while contributing to a structured supply ecosystem designed to support long-term value-added production and recurring income generation.

(b) INVESTORS

Qualifying investors who wish to explore participation in the development of the **Whole-of-Tree tea tree platform** are invited to enter into **informal, non-obligatory discussions** regarding potential involvement in the initiative. Interested parties may:

Contact one of the representatives listed below, or

Directly access DOC-4005. An **Invitation to Express an Interest** outlining the NZD500,000 Pre-Series A Reset Partner Round is available by clicking on the image on the last page.

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CEO – NZ Production Director



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luke@tribalteatree.health

Eric Lloyd (NZ)

COO- Biomass Ops



+64-21-132 7185

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Linda Brink (US)

CMO- US Distribution



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Nic Iverson (NZ)

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Aaron Pollack (AU)

Wholesale Distribution

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+61-416-803 264

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

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



THE TRIBAL TEA TREE RESET

SIX STEPS TO BUILDING A NEW SUNRISE INDUSTRY

You have now read Linda’s introduction to Step 2 of the Tribal New Zealand tea tree agribusiness reset kaupapa. The images below reveal the full six-step pathway through which this vision will be built. Transforming the taonga of Aotearoa’s native bushlands into a new sunrise industry.

Guided by ethnobotanical knowledge and grounded in sustainable land stewardship, this journey opens a first-mover pathway into an emerging infection-control niche within the global natural health and wellness sector. One capable of delivering recurring income streams while building enduring intergenerational wealth for those who choose to walk this path with us.

Completed



Step 1 NZD1.15M
Seed Stage

Current



Step 2 NZD500k
Pre-Series A

WIP



Step 3 USD5M
OIC Market Entry

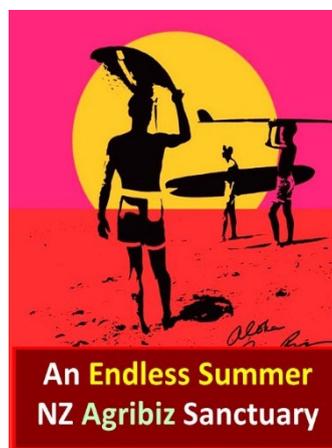
BELOW – Concept imagery only

Pending



Step 4 NZD2M
Series A
NZ Crowdfunding
(Approved)

Pending



Step 5 USD5M
Series B
US Crowdfunding
(Agreement Signed)

Targeted



Step 6 AUD20M
Series C
IPO – SX Listing



“STEP 2 OF 6”

[Click on this image to open a cloud stored copy of DOC-4005.](#)

Step 2 in the 6 step reset of New Zealand’s tea tree industry through a “whole-of-tree” focused, Tikanga-grounded, Halal-certification focused, global pathway.



**-Tribal Therapeutics Limited-
Pre-Series A Round NZD500k**

An invitation to express an interest in discussing the establishment of:

- A Tikanga-supported NZ tea tree supply platform.
- A Single Sales Desk aligned with grower interests.
- A JAKIM-aligned Halal Hub manufacturing gateway.
- Entry into the 2.1 billion consumer OIC wellness market.
- Dominance of the NZ mānuka & kānuka tea tree sector.

<https://tribalteatree.com>

“Indigenous-led. Globally aligned. Structurally defensible.”