RESETTING THE ECONOMICS OF MĀORI LAND

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

Tribal is building a Māori aligned bioeconomy that transforms endemic New Zealand tea tree into high-value wellness and natural healthcare products for global markets.

kohumaru

"The Trusted Provenance of NZ Tea Tree Agribiz"

-Locking-in Māori tea tree plantation whenua at NZD23,500 per hectare-

(Targeting NZD10k+ net PA per hectare for the whānau-on-the-whenua)

"The makings of a "rock star rural economy renaissance"

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

"With your contribution and mine, the people will thrive."

KOHUMARU
ANGELS

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.

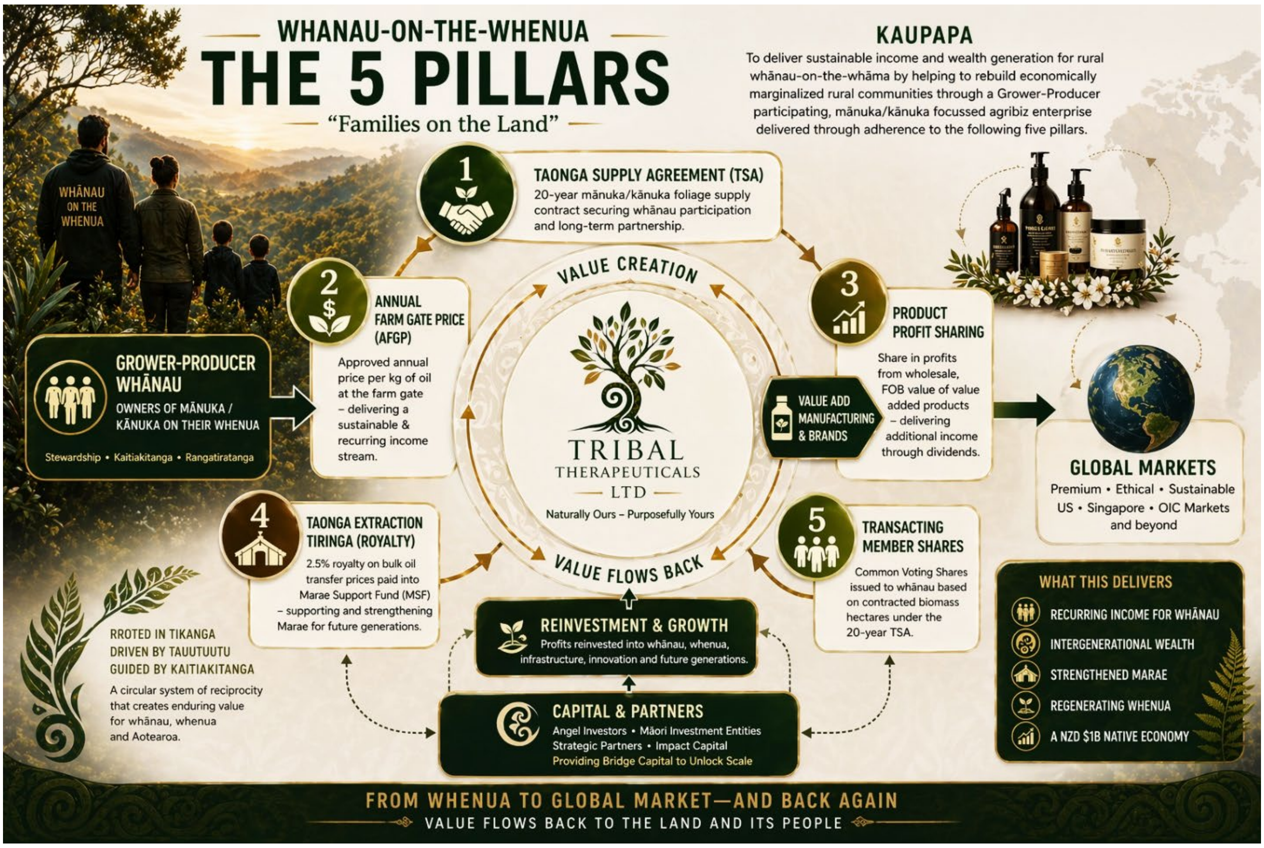
6 RESIDUAL BIOMASS

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.

CO NT ENTS


WHANAU-ON-THE-WHENUA
THE 5 PILLARS
"Families on the Land"
KAUPAPA
To deliver sustainable income and wealth generation for rural whānau-on-the-whāma by helping to rebuild economically marginalized rural communities through a Grower-Producer participating, mānuka/kānuka focussed agribiz enterprise delivered through adherence to the following five pillars.
WHĀNAU ON THE WHENUA
1
TAONGA SUPPLY AGREEMENT (TSA)
20-year mānuka/kānuka foliage supply contract securing whānau participation and long-term partnership.
2
ANNUAL FARM GATE PRICE (AFGP)
Approved annual price per kg of oil at the farm gate – delivering a sustainable & recurring income stream.
GROWER-PRODUCER WHĀNAU
OWNERS OF MĀNUKA / KĀNUKA ON THEIR WHENUA
Stewardship • Kaitiakitanga • Rangatiratanga
VALUE CREATION
TRIBAL THERAPEUTICALS LTD
Naturally Ours – Purposefully Yours
VALUE FLOWS BACK
3
PRODUCT PROFIT SHARING
Share in profits from wholesale, FOB value of value added products – delivering additional income through dividends.
VALUE ADD MANUFACTURING & BRANDS
GLOBAL MARKETS
Premium • Ethical • Sustainable
US • Singapore • OIC Markets and beyond
4
TAONGA EXTRACTION TIRINGA (ROYALTY)
2.5% royalty on bulk oil transfer prices paid into Marae Support Fund (MSF) – supporting and strengthening Marae for future generations.
5
TRANSACTING MEMBER SHARES
Common Voting Shares issued to whānau based on contracted biomass hectares under the 20-year TSA.
RROTED IN TIKANGA
DRIVEN BY TAUUTUUTU
GUIDED BY KAITIAKITANGA
A circular system of reciprocity that creates enduring value for whānau, whenua and Aotearoa.
REINVESTMENT & GROWTH
Profits reinvested into whānau, whenua, infrastructure, innovation and future generations.
CAPITAL & PARTNERS
Angel Investors • Māori Investment Entities
Strategic Partners • Impact Capital
Providing Bridge Capital to Unlock Scale
WHAT THIS DELIVERS
RECURRING INCOME FOR WHĀNAU
INTERGENERATIONAL WEALTH
STRENGTHENED MARAE
REGENERATING WHENUA
A NZD $1B NATIVE ECONOMY
FROM WHENUA TO GLOBAL MARKET—AND BACK AGAIN
VALUE FLOWS BACK TO THE LAND AND ITS PEOPLE

FOREWORD

-LOCKING IN A NZD23,500 PER HECTARE-

NZ TEA TREE "RENAISSANCE" VALUE – TWO PRIMARY OBJECTIVES

OBJECTIVE ONE

To drive a complete reset in the economic value of "*whānau-on-the-whenua*" owned and operated Māori land through a Kohumaru land-block led agribiz renaissance that leads to the emergence of a commercially sustainable, NZ tea tree agribiz model as part of a long overdue initiative to create a new and wide ranging frontier in the economic enhancement of an ethnobotanically unique natural capital asset. The NZ mānuka and kānuka tea tree duality.

OBJECTIVE TWO

To establish a "*whānau-on-the-whenua*" led operating model capable of supporting an intergenerationally sustainable economic value of not less than **NZD23,500 per hectare** across participating Māori-owned tea tree agribusiness landholdings.

A WHĀNAU-ON-THE-WHENUA MODEL BUILT ON

- Multiple revenue streams.
  - Whole-of-tree utilisation.
    - Indigenous ownership.
      - Local participation.
        - Sustainable biomass supply.
          - Recurring annual income.
            - Intergenerational value creation.

FROM WHAKAPAPA TO PRODUCTIVITY
FROM PRODUCTIVITY TO PROSPERITY

RENAISSANCE HEARTLAND – KOHUMARU LANDBLOCKS
Mangonui, Te Tai Tokerau, Aotearoa/New Zealand

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

THE NZ TEA TREE INDUSTRY STORY LOOKS LIKE THIS:

2006–2020

The industry chased:

- Honey,
- Oil,
- Plantation establishment,
- Speculative growth.

Capital flowed | Plantations were planted | Factories were built | Expectations were high.

2021–2025

Reality intervened:

- Honey prices saw severe contraction.
- Plantation economics became challenging.
- Fixed overhead structures became difficult to support.
- Several high-profile operators collapsed / others suffered massive write-offs.
- The mānuka honey sector went into a state of severe contraction.

The result:

- Production capacity reduced / minimal remaining.
- Both biomass and the oil supply chain became constrained.
- Many Māori landowner, mānuka honey suppliers were driven out of business.
- The precursor to a supply vacuum now looming creating new opportunity.

2026 ONWARDS

Today, a very different opportunity emerges: Not "**How do we plant more tea trees?"**

But: **"who can reliably supply biomass into existing and future processing capacity with minimal capex requirements?"**

ENTER KOHUMARU

A question answered by the strategically significant 1,400+ acres (approximately 580 hectares) of privately owned whānau land in the Mangōnui region of Te Tai Tokerau.

Unlike many plantation-based models, the Kohumaru land blocks already possess extensive areas of naturally regenerated, harvest-ready tea tree biomass.

- No plantation establishment costs.
- No multi-year waiting period.
- No requirement for substantial development capital to create a harvestable resource.

The biomass is already there | Revenue ready | this distinction is important.

Between 2018 and 2020, the Provincial Growth Fund supported plantation development projects that based on direct investments made, collectively implied a capital investment benchmark of approximately NZD23,500 per hectare to establish future biomass supply.

Applied across 580 hectares, that benchmark equates to a theoretical biomass asset value of approximately NZD13.6 million.

- Yet Kohumaru's strategic significance lies not in the theoretical value of the land.
- It lies in the fact that the underlying **biomass resource already exists.**

The challenge is therefore no longer one of establishment.

It is one of utilisation. | Not how to create the resource. | But how to unlock its value.

And that is where the **Whānau-on-the-Whenua™** model begins.

"He Whenua Ora — He Tangata Ora"
(When the land is well, the people are well)

ACKNOWLEDGEMENT

The Partners respectfully acknowledge the longstanding commitment, vision and intergenerational stewardship of the Lloyd whānau whose ancestral Kohumaru whenua and endemic tea tree biomass participation underpin the foundational production capability of the Tribal "**Whole-of-Tree**™" platform.

Eric welcoming us onto Kohumaru whenua.

Working in close tandem with the Lloyd whānau who are supporting the early-stage biomass supply requirements of the platform on a deferred compensatory participation basis to demonstrate the "**Five Pillars**" model to fellow tangata-whenua, the Partners recognise that the emergence of the Tribal ecosystem reflects far more than the development of a natural healthcare and wellness export business alone. It represents the emergence of a broader Māori aligned bioeconomic participation model grounded in:

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

The Business Combination partners acknowledge **t**hat without the trust, commitment and long-term vision of the Lloyd whānau, together with their willingness to place the ancestral biomass participation capability of their tūrangawaewae behind the platform during its formative development phase, the Tribal "**Whole-of-Tree™" kaupapa** would not have progressed to its present production-ready and export-aligned position.

WE DID NOT SET THE NZD23,500 PER HA BENCHMARK FOR TEA TREE OIL

The New Zealand Government's Provincial Growth Fund set it.

("Conservative modeling reveals it as being defensible")

In 2020, the Provincial Growth Fund approved grants and commercial lending totaling NZD3,133,162 to support Māori-owned NZ mānuka tea tree plantation development for oil production on the East Coast. NZD950k was allocated to expand the processing infrastructure at Tairawhiti Pharmaceuticals in Te Araroa with public records confirming NZ tea tree plantation development grants to the following Māori Land Trusts:

- Pakihikura A2 Trust 42.55 ha.
- Tokata B8 Trust 16.00 ha.
- Tokata B9 Trust 9.00 ha.
- Tokata B10 Trust 13.20 ha.
- Tokata B12 Trust 12.00 ha.

Together these projects covered 92.75 hectares, absorbing NZD2,183,162 of the NZD3,133,162 approved for the project equating to a capital quantum of **NZD23,538** per ha which under standard industry modelling for the oil alone, could be expected to yield **NZD3,780** per ha.

A PGF mandated capital quantum that set the NZD23,500 per hectare benchmark adopted within this paper. Importantly, a benchmark that we did not create.

The Provincial Growth Fund did. | This raising one obvious question:

IS IT DEFENSIBLE?

Using the 1 : 6 : 3 : 18 oil production model, the valuation is commercially defensible. i.e.,

- 1 hectare produces 6 tons of biomass.
- 1 ton produces 3 litres of oil.
- 1 hectare therefore delivers 18 litres of oil.

Using a conservative farm-gate price of NZD300 per litre, the 92.75 hectares would have produced an estimated 1,669 litres of oil, creating gross farm-gate revenue of ~NZD501,000 across the five trusts that owned the whenua.

After allowing a standard 30% for harvesting / farm gate delivery costs, the resulting net return to the landowning trusts would have been approximately NZD350,000 per annum.

Against total capital deployment of NZD2.183 million, this equates to an annual return on capital of approximately 16%.

- By comparison, this exceeds the long-term returns typically associated with many traditional pastoral and horticultural land uses in New Zealand today.
- On the basis of "oil alone" the benchmark is commercially defensible.

Which naturally leads to the next question.

If the oil alone justifies the benchmark, what happens when every part of the tree contributes to the return?

The answer lies within the Whole-of-Tree™ economics that underpin the Tribal model.

WHOLE OF TREE ECONOMICS™

For decades, the New Zealand tea tree industry has been commercially defined by one tree and one original/dominant story.

Mānuka | First through honey | Then through oil |

Kānuka, its botanical brother, was largely left behind.

The Rural Seed-to-Ship ("RSS") model begins with a different premise.

The 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.	

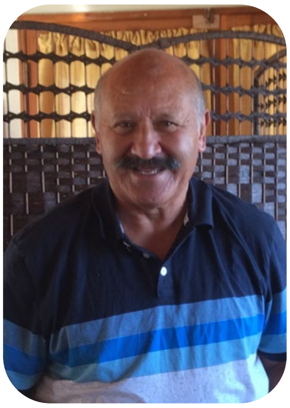
Although the Lloyd whānau Kohumaru blocks are nearly 600 ha, plantations 50ha and above qualify for TSA.

-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

Where the byproduct became the "Hero" product | For details of the "Hydrosol" story refer to DOC-9001

ABOUT THE KOHUMARU BLOCKS



My name is Eric Lloyd, kaumātua of the Lloyd whānau for whom the Kohumaru “Land of Milk and Honey” blocks and its famed “Kohumaru Loam” soil is our ancestral Tūrangawaewae.

For generations, our whānau have maintained a connection to this whenua and the native forests that grow upon it.

The Kohumaru land blocks form part of a much larger ancestral landscape stretching across the Mangōnui district of Te Tai Tokerau which covered an area in excess of 12,000 acres. Today, our wider whānau interests encompass more than 1,400 acres of this contiguous Māori-owned land, much of which supports extensive areas of naturally regenerated mānuka and kānuka.

“For many years these native tea trees were viewed as little more than scrub”.

Yet our people always understood that these forests possessed value beyond what could be measured through conventional land use models.

Today, that understanding is beginning to be recognised through science, commerce and changing consumer preferences.

The purpose of this document is not simply to discuss tea trees.

- It is to demonstrate how indigenous ownership, local participation and a **Whole-of-Tree™** economic model can work together to create intergenerational opportunity for whānau while maintaining the cultural connection that makes Māori land unique.

For our whānau, this is not a short-term project.

- It is a long-term commitment to ensuring that future generations can continue to live, work and prosper on the whenua that has sustained our people for generations.
- That is the vision that underpins Kohumaru.

“And that is why we believe the future of New Zealand's tea tree sector must begin with and stay with the people who have lived alongside these remarkable trees for countless generations”.

-The Whānau-on-the Whenua-

NEXT STEP

-Throughout this document we have outlined a simple proposition-

That through a **Whole-of-Tree**™ economic model, a *Whānau-on-the-Whenua*™ operating philosophy and a Rural Seed-to-Ship™ ("RSS") commercial pathway, New Zealand's native tea tree sector can once again become a meaningful contributor to the Māori economy.

The Kohumaru vision is now entering its next stage.

A stage that requires not only capital, but also experience, mentorship, governance capability and strategic relationships.

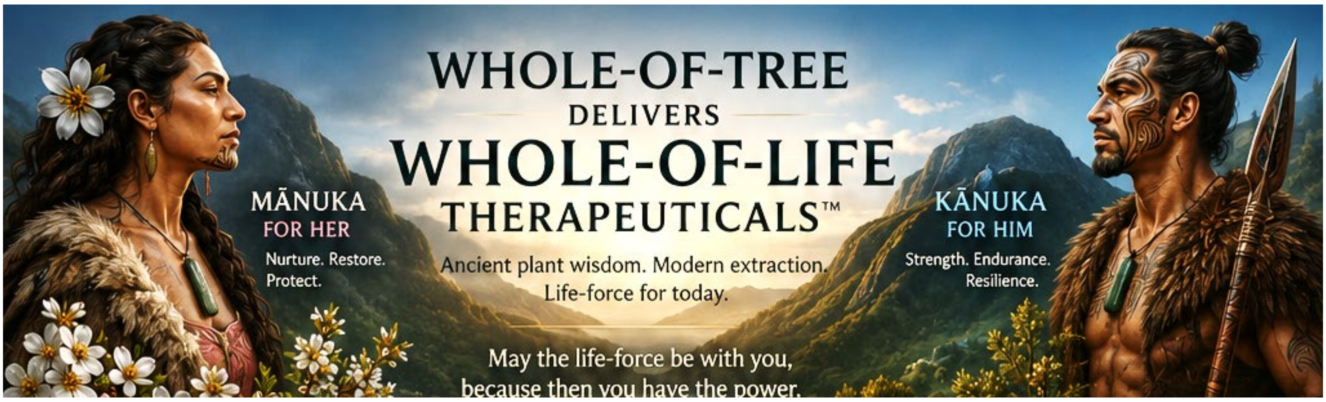
- As operations expand beyond Te Tai Tokerau and increasingly into international markets, the Directors recognise that the kaupapa requires an additional and experienced new voice at the table.
- A person capable of helping bridge the transition from regional agribusiness initiative to international wellness enterprise.

Not to replace the whānau | Not to direct the kaupapa | But to help safeguard it.

A PROFESSIONAL INVITATION

If you are an accountant, lawyer, trustee, advisor, banker, governance professional or participant within New Zealand's Māori economy, we respectfully invite you to consider whether there may be a person within your professional network who:

- Understands long-term value creation.
- Appreciates the importance of Māori land ownership.
- Supports intergenerational wealth development and international trade experience.
- Has experience in governance, business growth and capital market activity.
- Is willing to stand alongside whānau rather than in front of them.
- Believes that intergenerational agribiz rooted opportunity must remain connected to the whenua from which it originates.



kohumaru
"The Trusted Provenance of NZ Tea Tree Agribiz"

-THE MENTOR-ARCHITECT-

The Kohumaru Angels initiative seeks not merely an investor | It seeks a Mentor-Architect.

- A trusted individual capable of helping guide the next stage of development while respecting the kaupapa that has brought the project to this point.
- Someone prepared to help ensure that as the business grows internationally, the benefits continue to flow back to **(a) the people** and **(b) the land** that made the opportunity possible.

Because ultimately, the future of New Zealand's tea tree sector must begin with and stay with the people who have lived alongside these trees for countless generations.

The Whānau-on-the-Whenua™

Parties interested in opening a kōrero are invited to engage directly with the Partners.



Eric Lloyd (NZ) (Ngāpuhi | Ngati Kahu)
COO - Biomass Ops
+64-21-132 7185
harvest@tribalteatree.health

Luke Shepherd (NZ)
CEO – NZ Production Director
+64-21-024 28754
luke@tribalteatree.health

Aaron Pollack (AU)
Wholesale Distribution
+61-416-803 264
partners@tribalteatree.health

MALAYSIAN-OIC / UNITED STATES OPERATIONS

Nic Iverson -NZ Resident
CFO - Export Support
nic@tribalteatree.health
+64-21-178 7637

Linda Brink -US Resident
CMO - US Distribution
linda@tribalteatree.health
+1-954-203 6233


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

BE THE ARCHITECT OF A LEGACY THAT CROSSES BORDERS

Mentor. Connect. Build.
An enduring cross-border investment ecosystem that transforms whenua, whānau and wealth for generations.

KOHUMARU ANGELS

ROOTED IN WHENUA. GROWING ENDLESS POTENTIAL.

NORTHLAND IS RICH IN RESOURCES. NOW IT'S TIME TO BUILD RICHNESS IN OPPORTUNITY.

The whenua has the potential.
The whānau has the passion.
The world has the demand.
We need the right people to architect the future.

A UNIQUE OPPORTUNITY TO BUILD NORTHLAND'S FIRST ALIGNED ANGEL CAPITAL ECOSYSTEM

MĀORI LANDOWNER LED & WHĀNAU FOCUSED
Empowering whānau-on-the-whenua with recurring, intergenerational income from native resources.

NATIVE RESTORATION. NATIVE PROSPERITY.
Restoring mānuka & kānuka ecosystems that regenerate the land, biodiversity and our rural economy.

REGIONAL EXTRACTION & MANUFACTURING OPPORTUNITIES
Creating jobs, skills and value-add right here in Te Tai Tokerau.

CROSS-BORDER GROWTH PATHWAYS
Connecting Northland to global wellness, export and investment markets including SoCal & beyond.

A PATHWAY TO AIP-APPROVED FUND STRUCTURE
Evolving towards an AIP visa program approved fund that welcomes international capital into Te Tai Tokerau.

PURPOSE. IMPACT. LEGACY.
Build a model that strengthens rural communities, creates wealth and leaves a legacy that lasts.

THE ROLE: ECOSYSTEM ARCHITECT & MENTOR

We are seeking a highly networked, strategically minded individual to help architect and guide Kohumaru Angels through its formative phase and beyond.

VISIONARY LEADERSHIP
Help shape strategy, structure and systems for long-term success.

NETWORK & CONNECT
Leverage your relationships to open doors, attract capital and strategic partnerships.

GROW & ELEVATE
Guide the journey from our initial NZD500k raise to a world-class, AIP-approved investment platform.

CREATE ENDURING MANA
Be part of a legacy that uplifts whānau, restores whenua and showcases Aotearoa to the world.

MORE THAN AN ADVISOR. A CO-CREATOR OF A MOVEMENT.

TE TAI TOKERAU, NEW ZEALAND
Our Roots. Our Responsibility. Our Future.

ONE ECOSYSTEM TWO SHORES ENDLESS POTENTIAL

SOUTHERN CALIFORNIA, USA
Our Gateway. Our Partners. Our Global Reach.

WHAT YOU BRING

- Deep networks in capital, business, professional & government circles
- Experience in investment, governance, strategy or entrepreneurship
- Credibility, wisdom and integrity
- A passion for building meaningful, intergenerational impact

WHAT YOU RECEIVE

INTRODUCTORY FEES
For your time, introductions and early-stage guidance

PERFORMANCE LINKED EQUITY PARTICIPATION
Share in the success you help create

INTERNATIONAL ENGAGEMENT
Opportunities to travel, work and build bridges between Northland & SoCal

LEGACY & RECOGNITION
Be acknowledged as a founding architect of a pioneering ecosystem

THE JOURNEY AHEAD

RAISE & LAUNCH
Secure NZD500k to scale operations and momentum

BUILD & GROW
Strengthen extraction, manufacturing and market presence

STRUCTURE & PREPARE
Evolve to AIP-approved fund standard and governance

INVEST & EXPAND
Deploy capital into Te Tai Tokerau agribiz & Emerging Growth Companies (EGCs)

WELCOME GLOBAL INVESTORS
Attract international capital through our NZ Endless Summer Agribiz Sanctuary Investment series

THE VISION

A thriving, globally connected agribusiness investment ecosystem that positions Te Tai Tokerau as New Zealand's leading example of indigenous-led, environmentally restorative, economically prosperous development.

This is not just an investment. It is a legacy. A movement. A future worth building.

LET'S BUILD SOMETHING EXTRAORDINARY TOGETHER

Interested in exploring this role?

capital@tribalteatree.health · www.tribalteatree.com