



**Mudharabah* structured, NZ tea tree based
Islamic healthcare & wellness product
development joint venture.**



Tribal Tea Tree Botanicals Ltd

**GCC / MENA Chamber of Commerce Briefing Paper
A Syariah-Aligned, Non-Replicable Global Wellness Platform**

<https://tribalteatree.com>

Mudharabah (or Mudaraba) an **Islamic partnership contract** where one party provides the capital (called the **rabb-ul-maal** or investor), the other party providing the labour, expertise, and management skills (called the **mudarib** or entrepreneur) to undertake a business venture. This paper prepared by Tribal Tea Tree Botanicals Ltd to support the promotion of value added, Syariah / halal compliant Natural Healthcare Product Development based on the use of gender specific, NZ mānuka and kānuka tea tree sourced ingredients..

FOREWORD

“A Shared Foundation of Stewardship, Trust, and Cultural Alignment”.

This Briefing Paper is presented in the spirit of respectful dialogue and partnership between Aotearoa New Zealand and the Islamic world.

For more than one thousand years, Māori communities in New Zealand, (Aotearoa) have understood and applied the natural duality of the native NZ mānuka and kānuka tea tree species as distinct, gender-responsive botanical remedies, grounded in customary knowledge, observation, and intergenerational stewardship of land and resource.

Within Islamic civilisation, the principles of modesty (**ḥayā'**), trust (**amānah**), stewardship (**khilāfah** Arabic: خِلَافَة), and gender-appropriate wellbeing have likewise shaped personal, social, and commercial life for centuries. Female and male wellness traditions, privacy, and ethical sourcing remain integral to Muslim worldview and practice.

It is within this shared framework of values. **(a)** respect for nature, **(b)** responsibility to future generations, and **(c)** ethical partnership that this opportunity has been developed.

New Zealand is the only country in the world where this naturally occurring, gender-differentiated tea tree duality exists, supported by verifiable provenance, indigenous custodianship, and sustainable harvesting systems. This unique ethnobotanical legacy provides the foundation for a new category of **halal-aligned, culturally grounded botanical health and wellness products**.

Recognising the importance of faith-compliant commercial structures, this platform has been designed to support Syariah-aligned partnership models, including Mudarabah and Musyarakah Mutazai'dah based arrangements, enabling GCC and MENA partners to participate as co-stewards, co-investors, and long-term value creators.

This Briefing Paper is therefore not merely an introduction to a product range. It is an invitation to explore a values-aligned partnership that connects indigenous stewardship in New Zealand with Islamic principles of ethical commerce and shared prosperity.

We offer this material with humility and openness, and welcome further kōrero and consultation to ensure that any future collaboration reflects the highest standards of cultural respect, faith compliance, and commercial integrity.



A Letter from the Kaitiaki (custodian)

Eric Lloyd – Māori Landowner / Lead Taonga Supplier / Director



“To a prospective partner in the Gulf Cooperation Council / wider MENA region, my name is Eric Lloyd. I am a Māori landowner from Te Tai Tokerau in the Far North of New Zealand. My whānau are custodians of extensive mānuka and kānuka tea tree bushlands that have been cared for across the generations and are now harvest-ready for large-scale botanical production.

For decades, our whenua, (land) has provided livelihoods, cultural identity, and continuity for our people. Always understanding that these trees are not commodities, but taonga, (treasure), entrusted to us for future generations.

Over the past two decades, we witnessed the rapid rise and subsequent collapse of New Zealand’s mānuka honey industry. More than NZD500M was lost through impairments, business failures, ignorance of cultural narrative and unsustainable market practices. Many landowners and rural communities were left financially exposed through this failure.

For us as kaitiaki (guardians), this was not merely a commercial failure. It was a warning. It showed that mono-product extraction, short-term pricing strategies, and disconnected value chains cannot preserve land, people, or prosperity. It also demonstrated that without long-term partnerships and ethical governance, even the most valuable natural resources can be mismanaged.

In response, our whānau (family) made a deliberate decision: we would not repeat this model. Instead, we would work to rebuild New Zealand’s tea tree sector around diversification, cultural integrity, shared ownership, and intergenerational stewardship.

Through our Tribal Tea Tree Botanical business combination, we have developed a **whole-of-tree** approach that transforms mānuka and kānuka into a diversified portfolio of botanical health and wellness products. This model moves beyond honey alone and creates multiple value streams. i.e., oils, hydrosols, phenolics, and infused formulations. All supported by verified provenance.

Our objective in reaching out to GCC and MENA natural health sector participants is simple and sincere. We seek to establish a direct, long-term supply relationship with an experienced operator who is prepared to work alongside us to reset this industry. Together, we aim to develop a growing range of Shariah- and halal-compliant, gender-specific botanical healthcare products that create recurring income, preserve natural resources, and support intergenerational prosperity.

This is not a short-term trading arrangement. It is an invitation to build something enduring. Grounded in trust, transparency, and shared responsibility”.

Nāku noa, nā,

Eric Lloyd – (Ngati Kahu, Ngapuhi)

Lead Taonga Supplier & Director - Tribal Tea Tree Botanicals Ltd

1. Background: A New Global Wellness Category

The global natural health and wellness sector is undergoing structural change driven by:

- growing demand for ethical and halal-certified products,
- rising health awareness,
- increasing preference for plant-based formulations,
- rejection of synthetic and commodity-based remedies.

Tribal Tea Tree Botanicals has been established to lead this transition through an integrated platform that captures value across the entire New Zealand tea tree resource, from land stewardship to finished products.

2. The Unique Resource: New Zealand Tea Tree Duality

New Zealand is the only country in the world where two distinct native tea tree species coexist naturally:

- Mānuka (*Leptospermum Scoparium*)
- Kānuka (*Kunzea Robusta*)

These species possess complementary natural infection control / therapeutic properties and have been used for centuries in Māori customary healing traditions.

This natural duality enables the development of the world's first gender-specific botanical wellness platform:

- Mānuka-based formulations primarily for **women's wellness** and care.
- Kānuka-based formulations primarily for men's resilience and protection.

This biological and cultural combination cannot be recreated elsewhere.

3. Indigenous Stewardship and Supply Control

Primary biomass is sourced from Māori-owned lands in Te Tai Tokerau, New Zealand's Far North. These lands are governed through tikanga-based custodianship frameworks and long-term supply agreements. This structure ensuring:

- secure intergenerational access,
- ethical harvesting practices,
- supply continuity,
- insulation from commodity volatility.

Tribal Tea Tree Botanicals has access to the largest contiguous harvest-ready mānuka and kānuka resource in New Zealand.

4. Whole-of-Tree Platform Architecture

Unlike traditional single-product models, the platform captures value from every component of the tea tree:

- from the **flower**:
 - Honey
- from the **leaf**
 - essential oils,
 - hydrosols,
 - botanical extracts,
 - phenolic compounds,
- From both **flower & leaf combined**:
 - infused wellness products,
 - formulated infection-control remedies.
 - gendered ethnobotanical cultural narrative .

This diversification creates multiple revenue streams, reduces dependency risk, and supports long-term resilience.

5. Cultural and Religious Alignment

5.1 Indigenous Cultural Foundations

Products produced from the NZ tea tree are:

- rounded in over 1,000 years of Māori customary use and stewardship.
- supported by verified provenance systems.

5.2 Alignment with Islamic Principles

The platform aligns closely with Islamic concepts of:

- Amanah (trust and stewardship),
- ethical trade,
- transparency,
- ḥayā' (modesty).

Gender-specific formulations support culturally appropriate wellness practices and enhance consumer trust in Islamic markets.

6. Halal-by-Design Product Development

All formulations are developed under a halal-by-design framework, ensuring:

- compliant sourcing,
- compliant ingredients,
- compliant processing,
- certified manufacturing pathways.

Regional partners are invited to participate in formulation and certification processes to ensure full alignment with local requirements.

7. Structural Exclusivity and Non-Replicability

7.1 Geographic and Ecological Scarcity

- The mānuka–kānuka duality exists only in New Zealand’s specific ecological environment.
- No level of capital or technology can recreate this elsewhere.

7.2 Governance-Based Supply Control

- Access is governed by indigenous land ownership, tikanga frameworks, and binding supply agreements.
- This prevents commoditisation and protects long-term value.

7.3 Proprietary Formulation Architecture

- Product architecture integrates botanical science, halal standards, and indigenous knowledge within a controlled ecosystem.

8. Partnership Structure: Musyarakah Mutazai’dah

Regional participation is structured around increasing partnership principles, providing:

- progressive ownership,
- shared governance,
- aligned incentives,
- increasing long-term participation.

Distribution rights are exclusive and non-duplicable.

9. Market Opportunity

9.1 Global Halal Economy

- Halal cosmetics and personal care: USD53.9B (2026)
- Global halal economy: approx. USD 2.3T (2026)

9.2 Conscious Consumer Growth

Consumers increasingly demand:

- ethical sourcing,
- traceability,
- plant-based formulations,
- social responsibility.

9.3 Premium Positioning

New Zealand tea tree oils occupy a premium segment defined by scarcity, provenance, and governance.

10. Capital Expansion Pathway

The platform is supported by:

- New Zealand crowdfunding, (*Series A*)
- US crowdfunding / market expansion, (*Series B*)
- targeted NZX listing (*Series C*).

This provides transparency, liquidity pathways, and capital stability.

11. The GCC / MENA Strategic Opportunity

Regional partners benefit from:

- exclusive territorial rights,
- positioning UAE as gateway,
- access to Africa and Europe,
- halal co-development,
- equity participation,
- long-term appreciation.

This is a strategic partnership, not an agency appointment.

12. First-Mover Advantage and Category Ownership

Early partners achieve:

- category leadership,
- regulatory positioning,
- brand primacy,
- pricing power,
- long-term defensibility.

Later entrants cannot replicate these advantages.

13. Governance and Risk Management

The platform incorporates:

- independent oversight,
- transparent reporting,
- provenance systems,
- regulatory compliance frameworks,
- partner performance standards.

14. Invitation to Participate

Qualified investors and operating partners are invited to enter confidential discussions regarding regional equity-licensing participation.

This represents an opportunity to participate in the creation of a new global wellness category. Ethically grounded, culturally authentic, and commercially scalable.

15. Closing Statement

New Zealand's mānuka-kānuka duality, indigenous governance, halal-by-design formulation, and Shariah-aligned partnership structure together form a platform that cannot be reproduced elsewhere.

This establishes a once-only opportunity for GCC and MENA partners to secure enduring leadership in global halal wellness markets.

“He taonga nō te whenua, me tiaki mō ngā uri whakatipu”.

“A treasure from the land must be protected for future generations”.

CONTACT

Qualifying parties who wish to engage in a confidential kōrero in the spirit of partnership are invited to contact one of the representatives listed below.

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“EHARA TAKU TOA I TE TOA TAKITAHĪ, HE TOA TAKITINI”
“My strength is not as an individual, but as a Collective”

Background
Te-Pahi ~1760-1810
Legendary Ngāpuhi Trader

EXHIBIT 1

GLOBAL DISTRIBUTION STRATEGY

“New Zealand is not a scale market. It is a provenance market.”

The development of gender specific NZ tea tree botanicals for global distribution through a regional master distributor structure that follows the ICAAN global internet names and numbers model, puts Tribal Therapeutics Ltd into a highly advantageous position within the natural healthcare industry. By pioneering this innovative niche, we can capture market share and establish a strong presence before competitors attempt to emulate our gendered, ethnobotanical advantage built on our powerful cultural narrative. Our unique, first-mover advantage is expected to lead to significant growth and long-term success in accordance with an export focused “go to market” strategy. One that bypasses the challenges of seeking profitable early stage economy of scale within the small NZ economy. One that seeks early growth abroad in massive consumer markets is our strategy from the outset as below.



ICAAN Regional Internet Structure

1. Global Distribution Network: (ICAAN Regional Structure)

Master Distribution Strategy: While ambitious and forward thinking, the plan is to develop a licensed global master distribution network that sets the stage for both scalability and early stage compliance with international market regulations, enhancing product credibility. We seek early interest from the APNIC region, (Singapore) as well as a party resident in the fast growing MENA region, part of RIPE (Europe) / AFRINIC (Africa) regions, with a GCC based party being our strategic preference.



MENA Region

2. Regional Pilot Launch Strategy (ARIN LACNIC region)

U.S. Distribution Center: By shipping to a distribution facility in Valencia, CA, we will gain access to the vast U.S. market from day one. Expanding our potential customer base from day one in one of the world's largest markets for natural health products. The ARIN - LACNIC region to serve as a pilot for the global network will provide valuable insights and establish best practices before expanding further. This phased approach mitigating risk / allowing for adjustments based on expansion feedback.

3. Established Distribution Relationships:

Partnership with Australian Associate: Utilizing an existing relationship with a distribution facility owned by an associate of our directors reduces the risk associated with logistics and warehousing. Their established networks in the US marketplace, facilitating quicker entry into the market, driving early sales traction in the US.

4. Unique Product Positioning:

Gender-Specific Branding: The uniqueness of Tribal's gender-specific natural infection control products markedly differentiates our offerings in a crowded market, attracting specific consumer segments and retailers interested in innovative, targeted solutions.



A NZ-AU Tea Tree Agribiz Reset
Partnering Invitation-EOI.

- Pre-Series A Placement-
- Facilitating Series A B & C Rounds-
- Enabling Equity-License based Global Distribution-

AOTEAROA / NEW ZEALAND

Leptospermum Scoparium – “Mānuka for Her”
Kunzea Robusta – “Kānuka for Him”

AUSTRALIA

Melaleuca Alternifolia
“Meluka – for Home”

E mihi ana mātou ki ngā hapū nō rātou te whenua e tupu ai ā mātou rākau rongoā.
“We acknowledge the tribes whose whenua sustains the healing trees we cultivate”.

Reset Campaign Partnering EOI

A combination of (a) a NZD500k Pre-Series A Round to (b) underwrite a NZD2M Series A Crowdfunding Round in NZ that will (c) lead-in to a follow-on USD5M, Series B REG-CF campaign to take a cross-border, group holding company to (d) a Series C Round seeking a listing on the NZ Stock Exchange, that (e) targets delivery of a tea tree agribiz reset, sunrise company in a potential NZD1B+ agribiz sector, supported by (f) a globally structured “Equity-Licensing” distribution model.



Creating a NZD1B+ industry in Aotearoa/NZ.

(Turning NZ tea tree goldmines into diamond mines).

*“Gender specific **therapeutics**”*

A groundbreaking shift in NZ’s Tea Tree agribiz sector.”

This is more than an investment opportunity; **it’s a revolution in the New Zealand and Australian tea tree agribusiness sector.**

NZ’s move to cultivate mānuka and kānuka, has seen our tea tree emerge as amongst the most revered and valuable plants in the world. Yet, despite their global recognition for honey and therapeutic oils, the **phenolic-rich potential** of these native plants remains totally untapped.

Tribal Therapeutics Ltd. aims to unlock this untapped potential, offering New Zealand the opportunity to lead the next wave of natural wellness innovation through global trust in our provenance.

By expanding beyond traditional honey and oils to introduce **high-value phenolic compounds** extracted from mānuka and kānuka hydrosols, we are about to change the face of New Zealand’s agribusiness sector forever. This venture will provide new revenue streams for Māori landowners, contribute to the growth of the natural wellness market, and position New Zealand as an innovative leader in the emerging field of bioactive wellness products.

This is your chance to invest in a first-to-market opportunity that combines modern day science with the rich cultural heritage of New Zealand’s indigenous communities. Join us as we embark on a game-changer journey for both the New Zealand agribusiness sector, and the global wellness market as we empower local communities, transform industries and redefine the global tea tree market in New Zealand and Australia.