



<https://tribalteatree.com>

2026

## 'Whole-of-Tree' Sunrise Industry

**NZD1B+** Revenue Potential

From just 4 of 12  
product streams over 10 years

Te Tai Tokerau, "whole-of tree"  
regional agribiz industry  
development economic impact.

The Directors

Tribal Therapeutics Ltd

3/21/2026

## TE TAI TOKERAU TEA TREE BIO-ECONOMY

### *A Regional Industry Development Opportunity*

#### 1. The Opportunity

Te Tai Tokerau holds one of the largest concentrations of naturally occurring mānuka and kānuka in New Zealand — a renewable, underutilised resource with the capacity to support a **new category of land-based industry**.

Unlike traditional primary sectors, this opportunity:

- ❖ Requires **no capex heavy land-use conversion**.
- ❖ Builds from **existing, native indigenous ecosystems**.
- ❖ Aligns directly with **Māori land ownership structures**.
- ❖ Retains value within the region through **local processing and export**

#### 2. The Shift: From Single Product to Whole-of-Tree

The first generation of industry development focused almost exclusively on honey.

The next phase expands this into a **multi-stream bio-economy**, including:

- a) Leaf oil (infection control / therapeutics).
- b) Honey (value-added infusion products).
- c) Hydrosol (polyphenol tonics).
- d) Phenolic extracts (high-value bioactives).
- e) Seed oil (cosmeceutical / anti-ageing).
- f) Bark (tannins / astringents).

This creates a **diversified, resilient, and scalable model**.

#### 3. Economic Impact (Conservative Model)

Based on currently modelled oil production and initial value-added pathways:

- **NZD270M+ export earnings (10-year pathway).**
- **NZD1.15B+ international retail value equivalent.**
- Direct income flowing to **whānau-on-the-whenua**.
- Progressive increase in **land value and productivity**.

This excludes additional upside from the full 12-product (gender-specific) expansion.

#### 4. Regional Development Outcomes

This model directly aligns with Northland Inc’s stated priorities:

- ✓ Employment generation in regional communities.
- ✓ Increased export activity originating from Northland.
- ✓ Strengthening of Māori economic participation.
- ✓ Sustainable land use aligned with environmental expectations.
- ✓ Long-term, intergenerational wealth creation.

#### 5. Activation Model (Immediate Step)

The pathway to industry activation begins with:

##### NZD500k Pre-Series A capital

- Production of first 10,000 SKUs.
  - 4,000 to the US.
  - 4,000 to Malaysia.
  - 2,000 to support NZ crowdfunding campaign.
- Market entry (NZ + export channels).
- Launch of NZD2M crowdfunding campaign.

This is **not speculative** — it is an activation step built on an existing supply base.

#### 6. Why This Matters Now

Global demand for natural therapeutics is accelerating

- New Zealand’s tea tree category remains **underdeveloped**.
- Te Tai Tokerau holds the **resource advantage**.
- Early-stage leadership determines where **value is anchored**.

#### 7. The Strategic Question

This is not simply a funding decision.

It is a regional positioning decision:

*The one and only question to ask!*

**? Will Te Tai Tokerau lead the development of this industry — or follow it?**

Te Pahi 1760-1810  
Legendary Ngāpuhi Trader

## 8. Role of Targeted Public Support

While the model is being activated through private capital, **modest, well-targeted public support** can play a catalytic role:

- Supporting early-stage structuring (offer documentation, compliance).
- Enabling faster capital mobilization.
- Signalling regional endorsement to private investors.

Even relatively small contributions can unlock **multiples of private capital and long-term economic return**.

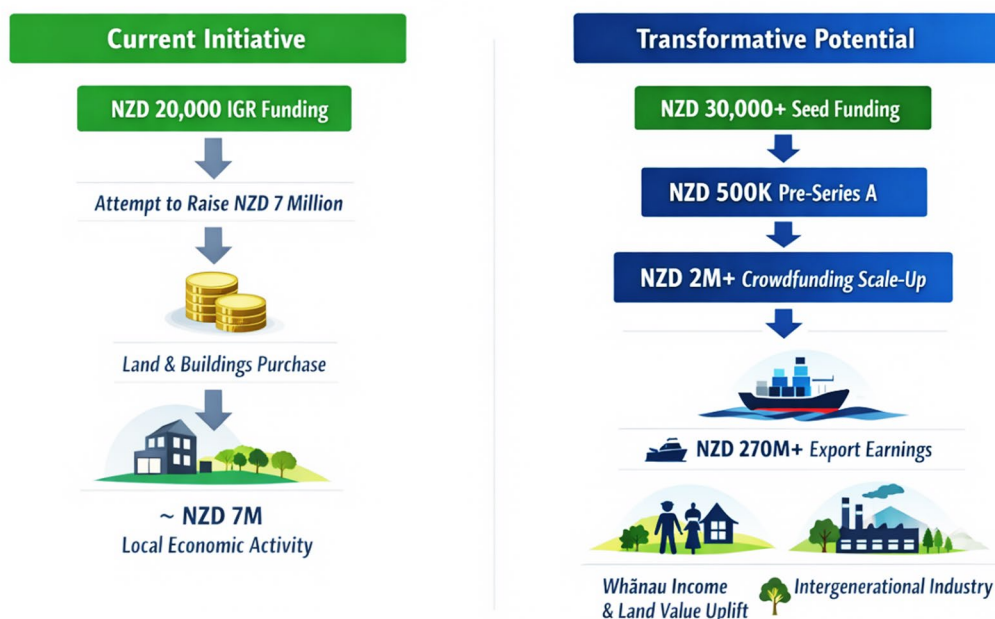
### Closing Statement

This initiative represents a rare alignment of:

- (1) Natural resource.
- (2) Cultural foundation.
- (3) Market demand.
- (4) Scalable economic model.

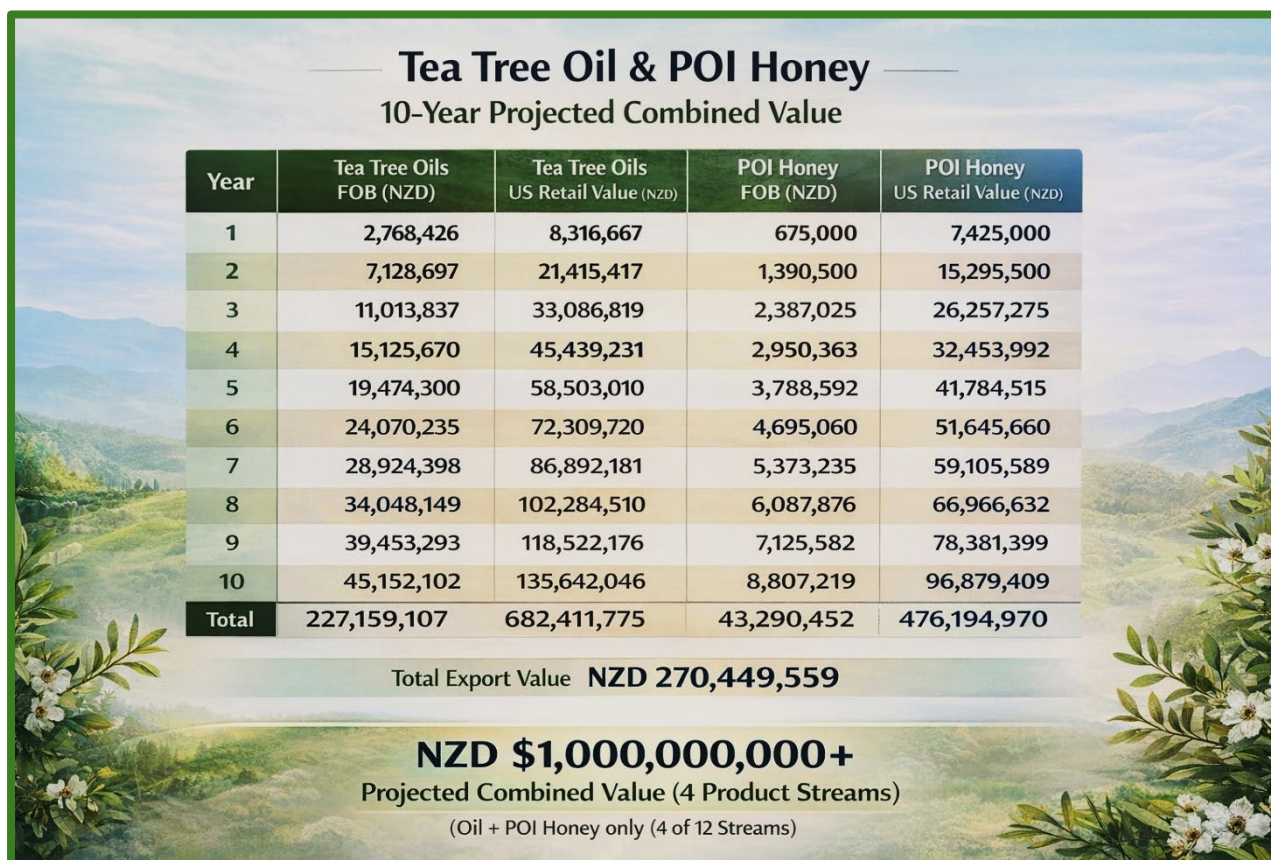
**The pathway is defined. The resource is proven. The only remaining issue is:  
Leadership by example.**

### Catalytic Impact of Capital Deployment in Te Tai Tokerau



From Local Activity to Global Export – The Multiplier Effect of Strategic Activation Capital

## -WHENUA BASED WEALTH CREATION-



The projected growth illustrated above is derived from just four of the twelve potential product streams available from New Zealand’s native tea tree resource. What makes this pathway unique is not only the scale of its export potential, but the manner in which that value is created and distributed. Unlike conventional primary industries, this model does not require significant capital investment from landowners to bring their whenua into production for one indisputable reason:

**The resource already exists on native owned, customary whenua.**

The role of the landowner is not to convert or intensify land use, but to participate in a supply chain that enables value to be extracted from what is naturally present. This creates a fundamentally different economic outcome.

- **Recurring annual income** derived from biomass harvested on a sustainable basis.
- **No requirement for high capital input or land conversion.**
- **Retention of land ownership and cultural connection.**
- **Progressive uplift in underlying land value** as income-producing capacity is established.

Over time, as more whenua is brought into the supply network, this model has the capacity to support a growing number of whānau under the Māori land ownership structure. One where multiple beneficial owners share in the economic return generated from their ancestral land.

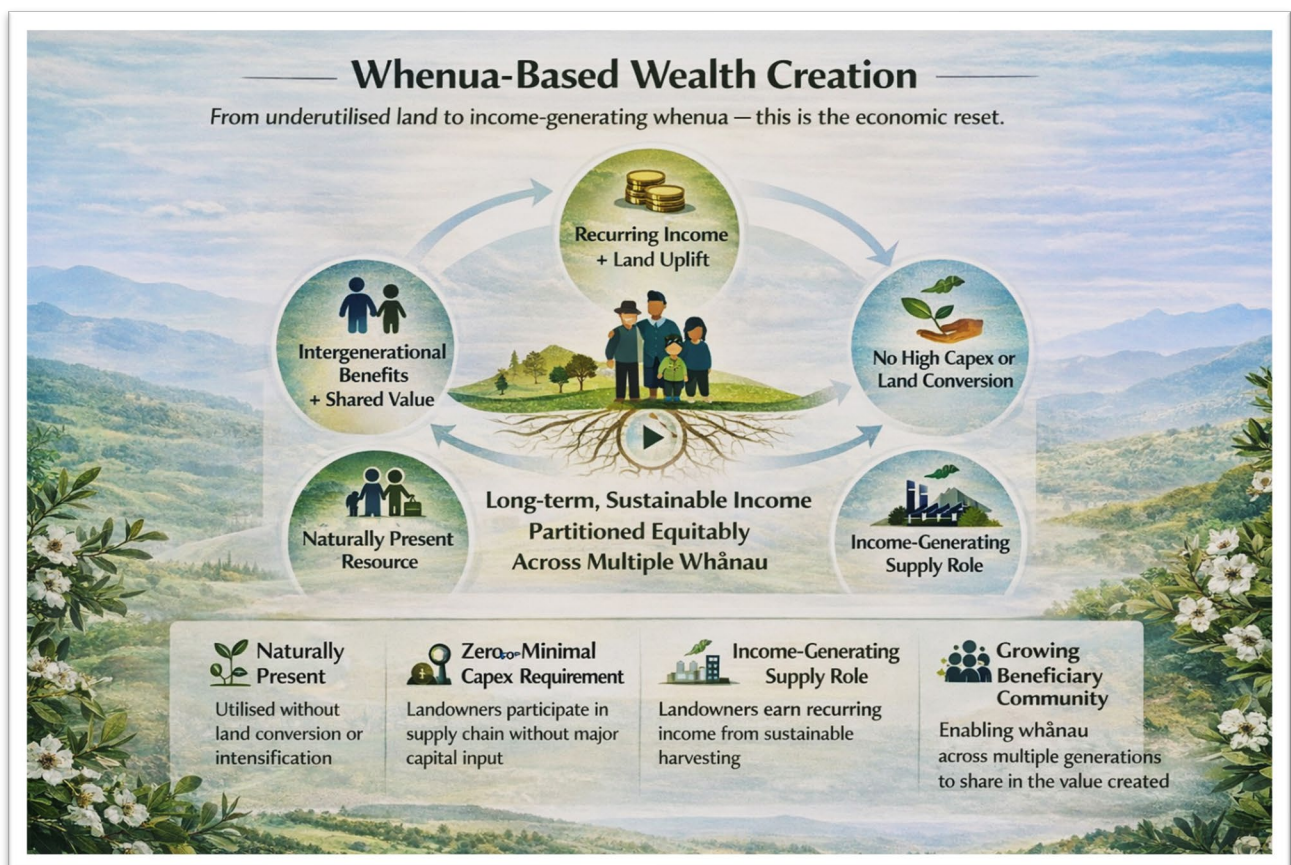
In this way, the tea tree bio-economy becomes more than an export industry.

It becomes a mechanism for:

- ✚ Intergenerational wealth creation
- ✚ Restoration of economic agency at the whānau level
- ✚ Revaluation of Māori land based on productive, sustainable use

## “From underutilised land to income-generating whenua”

*“this is the economic reset.”*



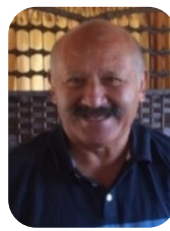
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