



UNIQUELY NORTHLAND

(TAI TOKERAU PROVINCE)

NZ TEA TREE AGRIBIZ A PATHWAY TO NZD1B

NZD6.6M SERIES A ROUND

NZD10M SERIES B ROUND

NZD20M SERIES C IPO ROUND

AN “ENDLESS SUMMER” BUSINESS OPPORTUNITY PITCH

USD268B TAM INFECTION CONTROL MARKET

ECOSYSTEM PARTNERS

TRIBAL HEALTH CORP (USA)

NZ SHOWCASE (USA) Inc (USA)

NASH KELLY GLOBAL LTD (NZ)



- AN NZD 16.6M PATHWAY TO NZX IPO -

TARGETS DELIVERY OF A NZD253M HIGHWAY TO

A NZD 1B+ TEA TREE AGRIBIZ SECTOR

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

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

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Background Image
“Te-Pahi”

Legendary Ngāpuhi Rangatira / Trader / circa 1760-1810



NZD1B+ Tea Tree Agribiz “Natural Capital” Sector

“Natural Infection Protection remedies production & distribution”.

A USD268B PA Total Addressable Market “TAM”.

BUSINESS OPPORTUNITY PITCH

This project has an incredibly compelling foundation. **A convergence of market opportunity, cultural narrative, ecological advantage, and therapeutic potential that few, if any, global natural health products can match.**

Below we frame the opportunity in a structured way that clarifies the scale of the opportunity, the unique value proposition, and the steps toward first-mover advantage.

Strategic Opportunity Summary

✓ 1. Massive Untapped Resource Base in Northland

- **108,000 hectares** of wild tea tree (kanuka + manuka) biomass in **Northland** alone.
- **No chemical sprays** within miles: ultra-clean, low-contamination profile—**ideal for health and wellness markets.**
- **USD \$2,500/kg** average market price for NZ tea tree oil (kanuka/mānuka blend or separate chemotypes).
- **Potential market value** in Northland alone: **USD \$5.8 billion** of extractable therapeutic oil (assuming sustainable yield rates).

This is not just a health story—it’s a **sovereign-level green goldmine** with commercial, cultural, and ecological alignment.

✓ 2. Authenticity + Provenance = Brand Premium

The Company has access to:

- **Traceable origin** from a massive regrowth location and the entire surrounding area/region
- **No-spray, wildcrafted biomass**—a major competitive edge over Australian melaleuca/tea tree oils that are typically cultivated in more intensive environments.
- A **unique terroir** from Far North NZ, allowing you to tell a **regional purity story** that resonates with global clean-beauty, clean-wellness, and traceability demands.

✓ 3. Cultural Differentiation = Blue Ocean Positioning

This may be the most **innovative brand differentiator**:

- **Mānuka = rongoā** (traditional women’s medicine)—used by ancient iwi for **general healing**, respiratory issues, and infections.
- **Kānuka = warrior’s remedy**—used for **strength, stamina, wound care, post-combat infection**, etc.

This gives **gender-differentiated natural remedies** that no other country or tea tree oil producer can credibly claim:



Product Line	Cultural Use	Modern Use Case
Mānuka Oil	Healing, nurturing	Female health, immune support, infection control.
Kānuka Oil	Warrior medicine	Male wellness, muscle relief, infection control.

No other country produces therapeutic oils from **botanically distinct trees** with a **gendered ethnobotanical legacy**. You’re not selling just oils:

We’re selling ancestral intelligence, wellness by nature, and a uniquely Aotearoa-based tradition.

✓ 4. First-Mover Advantage with Market White Space

- **Australia** produces some Leptospermum oils (mānuka) but not kānuka.
- **Other global competitors** (India, China, South Africa) produce tea tree oil from **Melaleuca alternifolia**—with no cultural, ecological, or gender-linked narrative.
- **We control both the story and the supply**—a position few can challenge, especially with:
 - Access to wild-grown biomass.
 - Clean, chemical-free provenance.
 - Ability to develop **region-specific chemotypes**.

Next Steps: Turning the Vision into a Global Wellness Brand

1. Brand Architecture

Position as a **bifurcated wellness system**:

- **“Twin Guardians of Aotearoa”**: Mānuka for the nurturer; Kānuka for the warrior.
- Leverage **cultural IP in partnership with iwi** to maintain authenticity and legal defensibility.

2. Product Development

- **Topical applications**: serums, balms, sprays.
- **Aromatherapy**: essential oil blends, diffusers.
- **Nutraceutical angle**: explore micro-dosing or liposomal delivery once ingestibility pathway is clear.
- **Clinical trials**: to support claims (especially around male-focused antifungal/anti-inflammatory / nosocomial infection treatment efficacy of kānuka).

3. Certifications & Traceability

- Develop **Māori-endorsed provenance certification**.
- Use **blockchain-backed QR traceability** to verify origin down to the GPS coordinate.

4. Market Entry Strategy

- Launch via **prestige natural health and beauty channels** in Europe, Japan, and the US.
- Position kānuka as a **new category entrant**—not just a tea tree oil variant, but a **next-generation male-focused botanical therapy**.

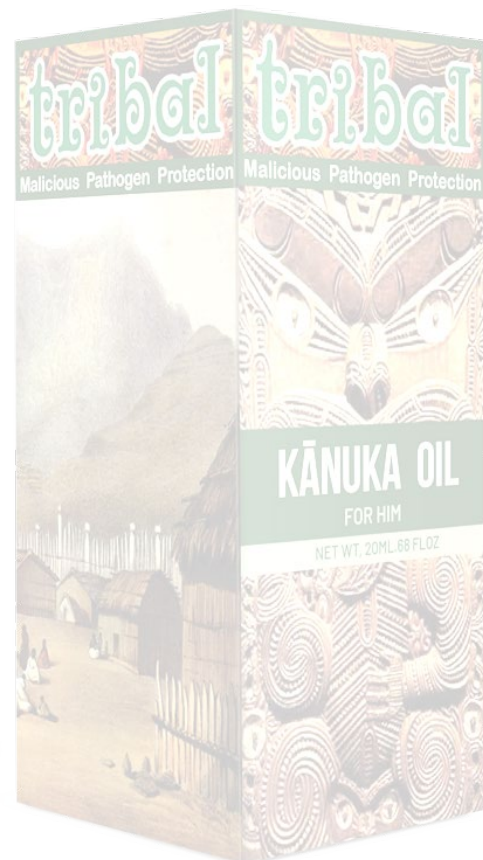
In Closing

*Northland is sitting on a resource that could become **New Zealand’s next global wellness export:***

- If manuka honey was **Act one**.....
- This is **Act two** with a deeper story, cleaner supply, and clearer brand edge.

Because from what we have noted and described:

- (1) The world is ready for Kānuka and,
- (2) No one else is telling that story yet.



Investment Memo

Kanuka Oil – Infection Control Bioactive, Tourism-Integrated Facility Model.

Thesis

- Build the world’s first **kanuka oil production & visitor centre** in New Zealand.
- Combining **therapeutic-grade oil production** with a premium **tourist experience**.
- Ship bulk oil to our Related Affiliate’s **TGA/GMP** facility in Northern NSW for retail-shelf-ready, TGA / FDA-compliant remedies.
- Ship to CA for distribution across USMCA markets from Related Affiliates Valencia, CA distribution centre.

Unit economics (illustrative)

- COGS per ml, (post-AU value adding) **USD1.35**
- Targeted retail realizable value per ml **USD2.50, GM: 185%**.
- Year 1: 2,000 kgs → USD4.9M gross rev.
- Year 2: 5,000kgs → USD 12.8M gross rev.

Moat & impact

- Geographic exclusivity of NZ kānuka tea tree oil + cultural IP protections.
- Hapū supported product cultural governance.
- Brand authenticity amplified through physical NZ destination.

CAPITAL

Pre-Series A – NZD600k

- Meet Series A & B costs. Placed Privately.

Series A — NZD 6.6M - Production

- Build NZ **production facility** (extraction viewing, retail space, café, art gallery etc).
- Develop **tourist attraction**: guided harvest tours, distillation demos, cultural storytelling.
- Local **outreach events** and partnerships to embed brand in NZ community.
- Commence product shipments
- Launch coordinated **brand marketing** in NZ, AU, and US.

Series B – NZD10M - Distribution

- Acquire Australian production / value add facilities
- Acquire US distribution facility

Series C – NZD20M – Exit & Expansion

- IPO – NZX Listing.

Pitch Pack & Deck Narrative

(1) Why now?

- Kanuka’s antimicrobial properties position it within the **USD \$268B global infection control market**.
- Rising consumer demand for **authentic, natural, traceable remedies**.
- Tourism + production integration **creates unmatched brand storytelling and consumer engagement**.
- Existing Related Affiliate infrastructure in AU and US enables **immediate global scale**.

(2) Executive Summary

- Our Series A (**NZD 6.6M**) will fund the build of a **multi-functional kanuka oil production & visitor facility** in New Zealand — blending **manufacturing, cultural storytelling, and tourism** into one destination.
- This NZ facility serves as the brand’s beating heart, with immersive experiences for visitors and content for global marketing.
- Bulk oil is then shipped to our **NSW TGA/GMP facility** for finishing and to our **Valencia CA distribution hub** for North American sales.

(3) Market Context

- **TAM:** USD \$268B infection control market.
- **Consumer trend:** Preference for natural, heritage-backed antimicrobials with scientific validation.
- Integrated tourism builds **in-market advocacy** and **organic (tikanga) content marketing** for global reach.

(4) Market Potential:

- Global therapeutic & infection control remedies market: **USD268B TAM**.
- Mānuka/Kānuka oil retail (US) circa **USD2,500/kg**.
- Manuka honey: **~USD \$300/kg**.
- Australian tea tree oil: **~USD \$200/kg**.
- Limited global supply = price resilience and market scarcity advantage.

(5) Competitive Landscape

- **Manuka Oil:** market over-hype, higher competition, lower efficacy in some applications.
- **Australian Tea Tree Oil:** lower price point, mass market commodity.
- **Kanuka Oil:** rarity + therapeutic edge + cultural provenance = higher margin niche.

(6) Competitive Advantage:

- Higher antimicrobial efficacy than manuka oil in some applications.
- Indigenous heritage story + sustainable wild harvesting.
- Iwi-supported branding ensuring authenticity & social license.
- Protected supply chain and geographic indication potential.

(7) Supply Chain Flow

NZ tangata whenua harvest → NZ tourist/production facility (extraction) → bulk oil → NSW TGA/GMP finishing & QR coding → Valencia CA warehouse → USMCA retail/e-comm.

(8) Facility Concept

- **Core functions:**
 - Steam distillation & quality control labs.
 - Retail showcase store. Café / art gallery, viewing platform environment.
 - Guided harvest walks, distillation demos, cultural storytelling.
 - Education space for schools, health practitioners, and tour groups.
- **Output:**
 - Therapeutic-grade bulk NZ kānuka and mānuka oil for export.
 - Ready-to-use visitor SKUs (souvenir-sized bottles, balms, sprays).
- **Design:**
 - Modern + traditional elements; agribiz / artwork / poupou & cultural interpretation integrated into architecture.

(9) Product Differentiation

- Unique to NZ — cannot be grown overseas at scale with identical chemistry.
- Proven antimicrobial, anti-inflammatory, and antiviral properties.
- Story of traditional Māori medicinal use — authenticity builds consumer trust.
- Scientific validation supports clinical and therapeutic / cosmetic claims.

(10) Production & Supply Chain

- **Source:** Wild kanuka stands on tangata whenua owned / leased land.
- **Process:** Steam extraction in modern, tourist focused, destination facility.
- **Scale:** Initial target 2,000 kgs first year → 30,000 kgs by year .5
- **Sustainability:** Tikanga compliant harvesting maintaining biodiversity/kaitiakitanga.

(11) Investment Proposition

- Rare, high-margin product with growing global healthcare demand.
- Iwi-/ hapū profit sharing / equity participation creates strong ESG credentials.
- Limited competition and defensible supply position.
- Potential for geographic indication protection under NZ trade law.

(12) Social & Cultural Impact

- Employment for local Māori “whānau-on-the-whenua” communities.
- Revitalization of traditional medicinal knowledge.
- Cultural IP protection and benefit-sharing.
- Long-term environmental stewardship.

(13) Series A – NZD 6.6M Use of Funds

- Facility purchase and production launch preparation NZD3.6M
- New building construction, bulk oil shipment launch NZD3.0M
- Tourism integration:
 - **NZ:** tourist attraction, local events, educational outreach.
 - **AU:** brand storytelling tied to TGA/GMP production stage.
 - **US:** tourism-based content as proof of authenticity, QR-coded provenance linked to facility footage.

(14) Series B – NZD 10M – Use of Funds

- Acquisition of TGA / GMP Natural Health Products manufacturer NZD1.5M (NSW).
- Acquisition of TGA / GMP compliant freehold land and buildings NZD4.5M (NSW).
- Acquisition of USMCA distribution facility / Corp in CA NZD3M (USA).
- Working capital NZD1.0M.

(15) Series C – NZD20M – IPO

- Listing on the NZX.
- Investor exit platform.
- Apply funds to doubling revenues / profitability through acquisition.



CONTACT OUR DEVELOPMENT TEAM MEMBERS

For a “NATURAL CAPITAL” investment korero

“The natural resources and environmental features in a given area, regarded as having economic value or providing a service to humankind”.

THE TRIBAL INVESTMENT OBJECTIVE

Investors

“To build a profitable, integrated, value added *Seed-to-Ship* production supply chain in NZ and AU, seamlessly interfaced with *Ship-to-Shelf* distribution in the US and other markets”.

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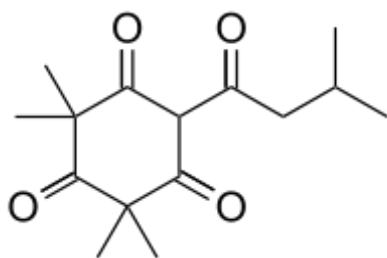
EXHIBIT 1

“FAR NORTH TERPENE ” V “OUT EAST TRIKETONE”

“Would a natural health conscious consumer, want to use a plant oil that has a naturally occurring, but toxic herbicide compound in its chemical composition?”

(i.e., a herbicide that has been synthesized for agricultural sprays. For many consumers, application dependent!)

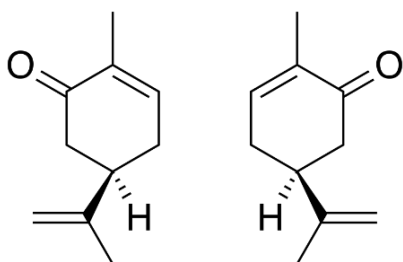
HIGH TERPENE CHEMOTYPE V HIGH LEPTOSPERMONE



Leptospermone is a chemical compound (a β -triketone) that was first identified in the US in 1977 when a Stouffer chemical company research chemist noted that the compound “leptospermone” produced by some members of the myrtle family (*Myrtaceae*), such as *Callistemon citrinus* (*Lemon Bottlebrush*), a shrub native to Australia, and *Leptospermum Scoparium* (*Mānuka*, the NZ tree from which it gets its name) produced a natural “herbicide” that killed off invading plant species. Leptospermone was subsequently optimized

into thousands of compounds. Research noted that several were found to be extremely effective **but were too toxic**, environmentally persistent or not selective enough.

There are now several members of the **triketone class of HPPD inhibitor herbicides** on the market produced from a synthesized form of Leptospermone. The same chemical compound that some mānuka oil producers and retailers in NZ use to support their claim that the higher the triketone content, the more efficacious the oil as a malicious pathogen inhibitor for human application. Ongoing research suggests that this appears to be an inappropriately interpretive, non-registrable therapeutic claim. One that a regulatory authority is unlikely to approve for therapeutic product claim registration in the US.



Conversely, **Terpenes** have been found to be highly effective with excellent antifungal, antimicrobial and anti-inflammatory actives that are therapeutically beneficial for human application. Both as topical and ingestible remedies. A fact proven by the native peoples of Aotearoa and the early European arrivals in NZ such as Captain Cook as discussed above. Interestingly, the Australian standard for their tea-tree oil requires a high terpene-based content in the oil (*terpinen-4-ol*) with a low cineole (*toxic*) content.

Based on the Australian standard, one could conclude that mānuka & kānuka oil from Northland would be safe for personal use because of the extremely low levels of triketone, a known toxin. The collective terpene isoprene constituents in manuka & kanuka oil represent the trusted gold standard of care while triketone counts indicate the level of a toxic active in the oil. Having been an investor & working participant in the Australian tea tree oil sector for nearly 10 years,

involved in **(1)** growing and harvesting the oil in the Bungawalbyn Valley, **(2)** developing consumer products and **(3)** worked with the TGA process in Australia, the directors learnt one thing, **(4) the research must never end.**