



## 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.





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# “THERAPEUTICALS”

Introducing a New Natural Healthcare Category.  
Reimagining Customary Remedies for the Modern World.

Tribal Therapeutics Ltd is both pioneering and defining a **new category in natural health and wellness**. One that targets a collective total addressable market of USD668B PA by bridging ancient plant wisdom and modern science.

We call it **Therapeutics™**.

While **nutraceuticals** focus on general nutrition and supplementation as a potential, internal infection control, health and wellness remedy, **Therapeutics™** represent the **next evolution**, products derived from **customary native remedies**, scientifically refined and validated through **modern extraction and bioactivity processes**.

This new category draws directly on **the natural pharmacopeia of Aotearoa**. Plants like **mānuka** and **kānuka**, revered by Māori for centuries and reinterpreting them through advanced methods such as **reflux extraction, reverse osmosis purification, and phenolic compound concentration**.

## The result?

**Potent, ingestible natural formulations** that honour traditional knowledge while meeting the standards of today’s discerning global wellness consumer.

## Why “Therapeutics” Are Different

Nutraceuticals	Therapeutics™ (Our Innovation)
Derived from common food-based ingredients (vitamins, minerals, proteins).	Derived from <b>customary medicinal plants</b> with centuries of traditional use.
Focused on supplementation and maintenance of general health.	Focused on <b>restorative and functional wellness</b> , using <b>bioactive phenolic compounds</b> .
Typically standardized and mass-produced.	<b>Culturally authentic, scientifically validated, and sustainably sourced.</b>
Positioned in nutrition markets.	Positioned at the intersection of <b>traditional medicine</b> and <b>modern natural healthcare</b> .

**Therapeutics™** are not synthetic drugs. They are not simple dietary supplements.

They represent a **new natural healthcare paradigm**: safe, plant-based formulations that support personal wellbeing by harnessing the **synergistic power of phenolic compounds** naturally occurring in the native flora of New Zealand and Australia.



## Rooted in Customary Knowledge, Refined by Science

For over a **1,000 years**, Māori healers used plants such as **mānuka** and **kānuka** for their cleansing, calming, and therapeutically restorative properties. For over **30,000 years**, the Aboriginal peoples of Australia did the same with their **melaleuca** tree, “**Meluka**”.

Through a modern scientific approach, we are reinterpreting these traditional preparations in a way that is **respectful, ethical, and scientifically grounded**. By identifying and concentrating **phenolic compounds**, the bioactive components believed to underpin many of these plant delivered benefits, we will offer products that **maintain cultural integrity** while **meeting modern global standards** of quality and reproducibility.

This makes **Therapeutics™** the bridge between **rongoā (customary healing)** and **modern wellness science**. An entirely new category of ingestible natural healthcare that honours the past while shaping the future.

### A First-to-Market Category Creation Opportunity

The global **nutraceuticals market** is valued at over **USD400B**, yet it is increasingly saturated and commoditized. The **infection control market** is valued at circa **USD268B PA**.

By contrast, the **Therapeutics™** category bridges both sectors with an **entirely new, healthcare category**, allowing Tribal Therapeutics Ltd to:

- **Define the category** and set early leadership standards;
- Establish strong **brand ownership** over the **Therapeutics™** identity and trademark;
- Create **IP-based defensibility** through proprietary formulations and phenolic compound patents; and
- Capture significant **early mover advantage** as global consumers shift toward **holistic, culturally grounded, natural wellness**.

Born from the ancient wisdom of Aotearoa’s native flora and refined by modern science, Therapeutics™ represent a new class of ingestible natural healthcare — potent, phenolic-rich formulations that honour traditional remedies while meeting the needs of the modern world.

This redefinition of natural healthcare opens the door for (1) **premium pricing**, (2) **category ownership**, and (3) **global storytelling** around New Zealand and Australia’s native plant heritage and sustainability values.

*“Where nutraceuticals nourish, **Therapeutics™** restore”.*

## PHENOLIC COMPOUNDS – AN INTRODUCTION

### DESCRIPTION:

Phenolic compounds (also known as polyphenols) are a diverse group of **bioactive** molecules found in plants. They are characterized by their **phenol** group (a hydroxyl group attached to an aromatic ring), which makes them **antioxidant-rich**. Phenolic compounds serve a variety of functions in plants, such as **defense mechanisms** against pests, diseases, and environmental stress. In humans, they are known for their **biological activity** and health benefits.

Phenolic compounds are typically found in **high concentrations** in various plant materials, including the **leaves, flowers, fruits, and bark** of many plant species. **Mānuka, Kānuka** (NZ) and **Melaleuca** (AU) tea trees are rich in such compounds, which can be extracted from their oils and the polyphenol rich hydrosol produced as a by-product of the oil extraction process.

### HEALTH BENEFITS

For humans, the main interest in phenolic compounds stems from their antioxidant properties, which research has proven **(1)** helps combat harmful oxidative processes caused by free radicals and that **(2)** a diet rich in these compounds may contribute to a variety of health benefits, including:

- **Antioxidant:** They protect cells from damage caused by free radicals, which is linked to aging and chronic disease.
- **Anti-inflammatory:** They help regulate inflammatory processes in the body.
- **Cardioprotective:** High intake is associated with a reduced risk of cardiovascular diseases.
- **Anti-cancer:** Some studies suggest that they may help inhibit cancer cell growth.
- **Neuroprotective:** Certain phenolic compounds show potential for protecting against neurodegenerative diseases like Alzheimer's.
- **Antidiabetic:** They may help manage metabolic syndrome and the risk of type 2 diabetes

### THERAPEUTICALS – REDEFINING ANCIENT REMEDIES

Traditionally used over the millennia by the native tribes of New Zealand as rongoā, the **phenolic compounds** found in both **mānuka** and **kānuka hydrosols** offer a **wide range of health benefits**, making them a highly valuable resource for creating therapeutic, natural wellness products. The combination of **antioxidant, anti-inflammatory, antimicrobial, and skin-healing properties** makes these hydrosols and their extracts highly sought after in the **natural medicine** industries, giving rise to “therapeutics”. Natural, customary usage, plant based remedies.



## PHENOLIC COMPOUNDS – “THERAPEUTICALS”

### Transforming / creating an industry

Through its access to NZ mānuka / kānuka tea tree biomass and its agreement with a well-established Australian distributor with a global reach, Tribal Therapeutics Ltd. is uniquely positioned to transform the New Zealand tea tree agribusiness sector through the innovative extraction of phenolic compounds.

By unlocking the full potential of mānuka and kānuka hydrosols, this is a **game-changing evolution** in New Zealand’s tea tree agribusiness through the novel **production of phenolic compounds**. This innovative approach to value-adding presents a unique market opportunity that has **never been commercialized in New Zealand**, positioning our company at the forefront of a global health and wellness trend.

#### A NEW FRONTIER IN NZ AGRIBIZ

Historically, the New Zealand tea tree agribusiness sector has focused primarily on the production of mānuka honey and mānuka essential oil, with kānuka oil being a much lesser-known product. Despite the immense global interest in New Zealand’s tea tree products, the phenolic compounds found in both mānuka and kānuka hydrosols have remained unexplored. These bioactive compounds—rich in antioxidant, anti-inflammatory, and antimicrobial properties—offer a new dimension to the tea tree agribusiness that could redefine the sector and open untapped markets.

Through our proprietary reflux process, we will extract and concentrate these phenolic-rich hydrosols into high-value active compounds. This creates a product that is distinctive, novel, and highly marketable—representing the next big thing in the growing global market for natural and functional wellness products.

#### EMPOWERING MAORI LANDOWNERS / CREATING ECONOMIC IMPACT

By working with Māori landowners, we are not only enhancing the value derived from the native biomass of mānuka and kānuka, but also creating **long-term, sustainable financial returns** for the owners of New Zealand’s precious taonga. Historically, Māori landowners have not always received an equitable share of the financial benefits derived from the resources grown on their lands. Our approach will increase their returns, empowering them to become active participants in the value-added, high-margin product space of phenolic-rich extracts.

This is more than just an economic opportunity. **It’s about restoring equity** and ensuring that New Zealand’s indigenous communities share in the prosperity generated by their native land. Our work with Māori landowners will ensure that the sustainability of the mānuka and kānuka industries is preserved for future generations while maximizing the financial value of their resources.



## PRODUCT DISTRIBUTION

### **A strategic partnership that de-risks commercialization & accelerates global market entry**

A critical challenge facing early-stage natural health companies in New Zealand has always been **(a) distance from major markets** and **(b) lack of domestic scale**. These structural issues have historically limited profitability and investor confidence. Recently culminating in the collapse of certain New Zealand tea tree ventures in early 2025 that have now created a “vacuum moment” for this nascent industry.

Tribal Therapeutics Ltd has solved this problem at inception through its exclusive distribution and strategic production partnership with Golden Grove Naturals Pty Ltd (GGN), a long-established Australian enterprise with over 40 years of global trading experience in natural oils and plant-based extracts.

#### **1. Immediate Access to Global Markets**

Golden Grove Naturals operates an extensive international distribution network spanning North America, Europe, Asia, and the Middle East. By securing a AUD4M Letter of Intent for the purchase of bulk kānuka tea tree oil, we have guaranteed early revenue and direct access to global buyers from day one. This bypasses the need for Tribal Natural Healthcare to build costly export channels or marketing infrastructure, dramatically reducing time-to-market risk.

#### **2. Shared Production Capability and Biomass Security**

Golden Grove owns and operates its own Australian tea tree plantations, ensuring a secure and scalable biomass supply for phenolic compound extraction. This dual-nation supply chain combining New Zealand’s premium mānuka and kānuka with Australia’s *Melaleuca alternifolia*, provides both continuity of production and risk diversification across two stable jurisdictions. This arrangement eliminates the single-supply vulnerability that crippled earlier New Zealand ventures.

#### **3. Proven Operational and Commercial Experience**

With four decades of market presence, GGN brings deep operational know-how, established regulatory pathways, and trusted relationships with international buyers. Their track record in quality assurance, export compliance, and global logistics ensures that Tribal Natural Healthcare’s products reach international markets efficiently and credibly. This experience translates into lower execution risk, stronger buyer confidence, and faster revenue realization.

#### **4. Economies of Scale and Cost Efficiency**

By integrating our production into GGN’s existing global infrastructure, i.e. manufacturing, warehousing, logistics, and marketing, Tribal Natural Healthcare avoids



the heavy capital costs that typically burden early-stage companies. This enables us to operate with **lean overheads** while achieving **global scale** from inception, improving margins and capital efficiency.

## 5. Strengthened Investor Confidence

The partnership directly addresses the two issues that historically deterred investment in the sector, i.e., (a) **distance from market** and (2) **lack of scale**. Investors can take confidence that:

- A **proven global operator** is driving distribution and market entry.
- **Revenue is underpinned** by an existing Letter of Intent and long-term purchasing relationship.
- The venture is backed by a **diversified, resilient supply chain** and **experienced commercial partner**.

## SUMMARY

The Golden Grove Naturals partnership transforms Tribal Natural Healthcare from a typical early-stage New Zealand venture into a **de-risked, globally connected enterprise** with:

- Guaranteed **international distribution** from day one;
- Secure, scalable **biomass supply** across New Zealand and Australia;
- Proven **commercial expertise and export infrastructure** and
- A clear path to **sustainable profitability** and potentially;
- A listing on a recognized Stock Exchange

Together, this partnership **neutralizes the historical risks** of the New Zealand natural health sector and positions Tribal Therapeutics Ltd as the first truly global, scalable player in the **next evolution of the tea tree and phenolic compound industry**.





## INTELLECTUAL PROPERTY

*Building a High-Value Intangible Asset Base Through Intellectual Property  
Transforming Traditional Knowledge into a Scalable Modern IP Portfolio*

At the heart of Tribal Therapeutics Ltd lies an unprecedented opportunity to create a new class of intellectual property assets derived from the **reimagination of customary native remedies** through modern natural health science and innovation. The creation of proprietary intellectual property from New Zealand's native tea tree species and the commercialization of its phenolic compounds represents one of the most exciting and scalable new asset classes in the natural health sector.

Our Research and Development (R&D) will be structured within a dedicated Special Purpose Vehicle (SPV). A model designed to capture and protect all resulting intellectual property generated through our reflux extraction, compound identification, and bioactivity validation programs. This ensures that the value creation from innovation directly accrues as intangible asset growth on the company's balance sheet.

### 1. The IP Opportunity: "Therapeutics" A New Asset Class in Natural Health

While traditional New Zealand tea tree ventures focused on physical products such as mānuka honey and essential oils, our phenolic compound production introduces a new high-value intangible dimension. The discovery, protection, and commercialization of novel bioactive compounds.

Each newly identified or characterized phenolic compound, each formulation method, and each bioactivity validation study can be registered, trademarked, or patented. These steps convert scientific innovation into registered, defensible intangible assets, creating a self-reinforcing moat around the company's future product portfolio.

As awareness grows around our customary-based innovation model, the market value of our IP and the company itself will rise significantly. This positions our SPV not only as an operating entity but as a creator of enduring intangible capital that can underpin future valuation uplifts, joint ventures, or licensing opportunities.

### 2. IP as a Catalyst for Balance Sheet Growth

The IP generated through our phenolic research and extraction process represents a non-depreciating, appreciating asset class. Unlike physical plant or equipment, intangible assets such as patents, trademarks, proprietary formulations, and protected compound libraries increase in value as:

- Scientific validation confirms efficacy or novelty.
- Brand equity and provenance (New Zealand, Māori customary origin) gain recognition.
- Market adoption of derived products accelerates globally.

These assets in turn;



- Strengthen the company's balance sheet, improving investor confidence and valuation multiples.
- Provide collateral value for future funding or expansion rounds.
- Create licensing or royalty revenue opportunities independent of physical production.
- Establish a long-term value base for potential trade sales or IPO positioning.

By structuring IP ownership under an SPV, the company ensures that this value is ring-fenced, transparent, and measurable, providing clarity for investors and partners.

### **3. Proprietary Knowledge from Customary Origins**

Our work is anchored in the customary knowledge and use of native plants by Māori communities. A knowledge base that is both deeply rooted in New Zealand's heritage but largely untapped in modern wellness science.

- By applying advanced techniques such as reflux extraction, reverse osmosis purification, and compound isolation, we transform this traditional foundation into scientifically validated, proprietary formulations.
- This fusion of customary and contemporary knowledge creates a *new category of IP*. Culturally derived, scientifically validated intellectual capital that is both ethically grounded and commercially defensible.

Such IP not only enhances our competitive edge but also establishes New Zealand's leadership in a global movement toward natural, culturally informed therapeutics.

### **4. Future Revenue and IP Monetization Pathways**

The intellectual property portfolio we develop will unlock multiple revenue channels beyond direct product sales, including:

- Licensing agreements with international nutraceutical, cosmetic, and pharmaceutical companies.
- Royalty income from proprietary formulations or branded ingredient use.
- Joint research ventures with universities and biotech partners.
- Strategic partnerships with global wellness brands seeking access to New Zealand-origin compounds.

This model ensures a diversified, asset-based income structure, reducing reliance on commodity sales and elevating Tribal Natural Healthcare into a knowledge-based enterprise.

### **5. Financial Impact: From Early-Stage Innovation to Enduring Asset Value**

As Tribal Therapeutics Ltd matures, the intangible asset component of the balance sheet will become one of its most powerful value drivers. Investors can expect to see:

- Rising asset valuations through recognized IP capitalization;



- Improved enterprise value multiples, typical of IP-rich health and wellness firms;
- Reduced risk exposure, with asset protection held under a secure SPV structure;
- Enhanced investor exit options, including trade sale, licensing, or IPO routes.

In essence, every scientific breakthrough, every validation of a phenolic compound, and every formulation derived from our mānuka and kānuka research will accrete measurable financial value to the business. Value that compounds over time as global awareness of our innovation and brand story grows.

#### **SUMMARY:**

Through our SPV structure, patent strategy, and culturally rooted innovation, we are building an intangible asset base that will:

- **Strengthen** Tribal Natural Healthcare's balance sheet;
- **Increase** investor confidence through measurable asset growth;
- **Secure** long-term competitive advantage; and
- **Create** pathways for global expansion and monetization.

This is not just product development. It's asset creation. Each discovery adds enduring value, positioning Tribal Therapeutics Ltd as a next-generation IP company redefining how New Zealand's natural heritage translates into modern, high-value global health solutions.



## INVESTMENT SYNOPSIS

### NZD2M

#### Investment Opportunity:

We are seeking a total of **NZD2M** by way of an equity crowdfunding campaign in NZ to be followed by a USD5M SEC, REG-CF campaign in the US. The NZ campaign structured as follows:

1. **NZD500k Minimum Subscription** - NZD250k by way of equity kicker, NZD250k underwritten to support NZ crowdfunding campaign. Capital applied to **(a) produce first 20,000 SKU's** for shipment to the distribution facility in California, **(b) produce product samples** for university research collaboration, **(c) start fulfillment** under an **AUD4M** letter of intent from an Australian plant oils distributor.
2. **NZD1.5M balance** - To **(a) expand production** in New Zealand, **(b) expand distribution in the US**, **(c) bring to market**, gender-specific wellness extracts created from phenolic-rich NZ manuka, kanuka and Australian melaleuca hydrosols.

#### Company Overview:

Tribal Therapeutics Ltd. is a pioneering company that is combining ancient Māori and Aboriginal wisdom with modern science to create a new category of gender-specific wellness products derived from the bioactive compounds found in New Zealand's native mānuka / kānuka and Australia's native tea tree. These products, ranging from therapeutic oils, hydrosols, to phenolic extracts—will be used for health and wellness applications, including high-demand products in the natural medicine and emerging, natural therapeutics sector.

#### Untapped Market:

Tribal Therapeutics Ltd. is positioned to **lead the market** in phenolic-rich products derived from mānuka, kānuka and melaleuca tea tree. These bioactive compounds, which have long been used in traditional Māori and Aboriginal medicine, are now becoming the focus of scientific studies due to their antioxidant, anti-inflammatory, and antimicrobial properties.

#### The key differentiator:

We are creating gender-specific wellness products that leverage these bioactive compounds, a concept that has **never been commercialized** in the New Zealand or Australian markets. Combining these unique bioactive extracts within the cultural context of Māori and Aboriginal healing traditions, we will offer products that speak to a global audience looking for ancient, natural remedies rooted in authenticity.

#### Strategic Partnerships: Māori Landowners / Australian Distributors

1. **Māori Landowners:**





The core of our model involves Māori landowners, who will benefit from expanded commercialization of their taonga (natural resources) in a fair and equitable revenue-sharing model. Historically, Māori landowners have seen limited returns from their native biomass, such as mānuka and kānuka. Our venture will change that, allowing them to capture additional revenue by supplying mānuka and kānuka biomass for both traditional products (honey, oils) and high-value phenolic extracts. This partnership offers both financial empowerment and cultural respect.

## 2. Australian Distributor:

We have secured an AUD4M letter of intent from a major Australian distributor, who owns an Australian tea tree plantation and plans to integrate native Aboriginal storytelling into the global branding of the products. The distributor's connection to the Aboriginal cultural heritage and their focus on tea tree phenolic compounds creates a powerful synergy with our gender-specific wellness products derived from New Zealand's mānuka and kānuka.

This collaboration with the Australian distributor allows us to capture a global market, especially with growing demand for authentic, sustainably sourced products in natural wellness and cosmeceuticals.

### Revenue Projections and Scalability:

- **Series A – Minimum Subscription (NZD500k):** By fulfilling the first orders under the AUD4M LOI, the company will start generating **wholesale revenue** which will be reinvested into scaling production to meet the growing wholesale division demand from our Australian distributor.
- **Series A Balance (NZD1.5M):** With expanded production capacity, we forecast shipping 100,000 SKU's in year one, generating USD4.9M in **retail revenues** through our US distribution facility.

### Exit Strategy:

- With increasing demand for natural wellness and bioactive extracts, potential acquisition offers from larger companies in the health, wellness, and cosmeceuticals / nutraceutical industries are highly likely as we scale our global footprint.
- Alternatively, IPO is a longer-term possibility as the company reaches higher profitability and establishes itself as a global leader in bioactive, culturally-inspired wellness products.

### Social and Cultural Impact: Empowering Māori Communities

- Our business is built on the principle of economic fairness for Māori landowners, providing them with greater financial returns on the mānuka and kānuka biomass grown on their lands.



- By developing high-value phenolic extracts and hydrosols, we offer landowners the opportunity to enjoy additional income from phenolic product development. Biomass supply agreements priced to ensure that they receive equitable compensation for their taonga resources with their deep cultural significance.
- This model is a direct response to the historical inequities Māori landowners have faced in extracting value from their natural resources.

### **Cultural and Ethical Sourcing:**

- Our production processes respect the principles of kaitiakitanga (environmental stewardship) and whanaungatanga (partnerships), ensuring that landowners are at the center of the supply chain, benefiting from both traditional knowledge and modern science.
- By integrating Māori cultural values into our products, we empower Māori communities and create an ethical business that not only serves global markets but also uplifts indigenous communities.

### **A Unique Investment Opportunity**

Tribal Therapeutics Ltd. offers a compelling investment opportunity at the intersection of traditional knowledge, cutting-edge wellness science, and cultural empowerment. By partnering with Māori landowners and Aboriginal-led distributors, we are creating a business model that generates substantial financial returns while fostering social equity and cultural respect.

The **NZD2M** investment will position Tribal Therapeutics Ltd. to work towards becoming a regional leader in the emerging phenolic-rich wellness market, while offering investors the chance to participate in a unique growth story that has the potential to impact the world of natural health and wellness for generations to come.

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## About Golden Grove Naturals (GGN)

<https://www.goldengrovenaturals.com>

Golden Grove Naturals (GGN) is a large-scale, organic tea tree plantation and essential oil producer in New South Wales, Australia, located near Ballina. It was one of Australia's first commercial tea tree farms, with its origins dating back to the early 1980s. Today, GGN is a premium farming and production facility that emphasizes a "soil to oil" process, sustainable practices, and produces tea tree oil for the global market.

### Company and location:

GGN is a prominent Australian organic producer of essential oils, with its primary plantation and distillation facilities located in NSW.

### History:

The company originated as a tea tree farm and is considered one of the first commercial plantations in Australia, with roots in the early 1980s.

### Production:

GGN's combined resources allow it to offer a significant amount of tea tree oil to the market each year. The company also produces other Australian essential oils.

### "Soil to Oil" ethos:

GGN emphasizes a sustainable and complete process from harvesting and distilling to packaging, distribution, and in-house research and development.

### Sustainability:

Their sustainable farming practices include regenerative agronomy, soil health monitoring, and the use of organic materials.

### Products:

In addition to tea tree oil, GGN offers a range of pure and natural essential oils and other related products for cosmetic, perfumery, and therapeutic applications.



## Benefits traditionally associated with Phenolic Compounds

The phenolic compounds found in mānuka and kānuka hydrosols are believed to offer a wide range of health benefits, primarily due to their antioxidant, anti-inflammatory, and antimicrobial properties. Here are some of the key benefits now widely accepted as being associated with plant based polyphenols:

### 1. Antioxidant Activity

Phenolic compounds are potent antioxidants, which means they can help neutralize free radicals in the body. Free radicals are unstable molecules that can cause cellular damage and are linked to chronic diseases such as cancer, heart disease, and aging. By reducing oxidative stress, ongoing research indicates that phenolic compounds may help protect cells from damage and reduce the risk of these conditions.

- Prevention of oxidative damage to cells.
- Anti-aging effects (e.g., reducing the appearance of wrinkles, fine lines, and promoting skin health).
- Supporting cardiovascular health by preventing oxidative damage to blood vessels and arteries.

### 2. Anti-inflammatory Properties

Phenolic compounds in tea tree hydrosols, especially flavonoids and phenolic acids, have anti-inflammatory effects. They can modulate inflammatory pathways and reduce the production of pro-inflammatory cytokines, which are responsible for many chronic inflammatory diseases.

- Relieving chronic inflammation, which is linked to conditions like arthritis, autoimmune diseases, and inflammatory bowel diseases.
- Pain relief and reduced swelling (useful for conditions like arthritis or muscle pain).
- Improved gut health by reducing inflammation in the digestive system.

### 3. Antimicrobial and Antiviral Activity

Tea tree oils, including those derived from mānuka and kānuka, are well known for their antimicrobial and antiviral properties. Phenolic compounds like caffeic acid, gallic acid, and flavonoids exhibit strong activity against bacteria, fungi, and even viruses.

- Antibacterial action, particularly against skin infections (e.g., acne, eczema, fungal infections like athlete's foot).
- **Antiviral** properties that may help in preventing or treating viral infections such as **cold sores** or **flu**.
- Helping in **wound healing** by preventing infection and promoting faster recovery.



#### 4. Cardiovascular Health

Some studies suggest that phenolic compounds, such as those found in **mānuka** and **kānuka** hydrosols, can help support **heart health** by reducing **blood pressure**, improving **cholesterol levels**, and decreasing the risk of **atherosclerosis** (hardening of the arteries).

- **Reduction in blood pressure.**
- **Improvement in cholesterol profiles** (lower LDL, higher HDL).
- **Reduced risk of heart disease** by preventing damage to blood vessels.

#### 5. Anti-Cancer Potential

Recent research into the **anticancer properties** of phenolic compounds has shown promise. Certain phenolics like gallic acid and quercetin have been found to induce **apoptosis** (programmed cell death) in **cancer cells** while leaving normal cells unharmed.

- **Reduced risk of cancer** through **suppression of tumor growth**.
- **Inhibition of cancer cell proliferation**, particularly for cancers like **breast cancer**, **colon cancer**, and **lung cancer**.

#### 6. Skin Health and Healing

Tea tree hydrosols, particularly those from **mānuka** and **kānuka**, are often used in skincare products due to their **healing** and **antioxidant properties**. The phenolic compounds help repair and protect the skin from environmental stressors, making them beneficial for treating wounds, burns, and other skin conditions.

## Scientific rationale for using mānuka and kānuka hydrosols

### 1. Established medicinal properties

- **Mānuka hydrosol:** Mānuka (*Leptospermum Scoparium*) is already a globally recognized product, primarily for its honey and essential oil which is known for its antibacterial and antifungal properties, making it a natural fit for our project. While the essential oil contains the well-studied antibacterial compound methylglyoxal (MGO), the hydrosol will contain different, water-soluble phenolic compounds that also contribute to its bioactivity. Compounds that have never been commercially exploited.
- **Kānuka hydrosol:** Kānuka (*Kunzea Ericoides*) has gained increasing scientific interest for its powerful properties, with recent Asian research indicating that in a number of malicious pathogen inhibition applications, it surpasses the therapeutic efficacy of mānuka. Research has shown that kānuka leaf extracts are a rich source of polyphenolic compounds, including gallic acid, quercetin, and chlorogenic acid.

### 2. Distinct compound profiles

- **A new set of unknowns:** Just as Australian tea tree hydrosol produces a high percentage of unidentified compounds, mānuka and kānuka hydrosols will have their own unique mix. Because they are different species, their phenolic profiles will vary significantly from each other and from Australian *Melaleuca alternifolia*.
- **Kanuka's unique potential:** Kānuka is particularly exciting. Beyond its essential oil compounds, research has indicated that its oil contains beneficial arabinogalactan proteins (AGPs) that stimulate immune response. Furthermore, a recent preprint study confirmed that kānuka leaf extracts are rich in polyphenols and exhibit potent cytotoxic and antioxidant effects, particularly against certain types of cancer cells.

### 3. Product Elevation: Novel and potent concentrations

- **Increased phenolic concentration:** The reflux / reverse osmosis process will concentrate the water-soluble phenolic compounds from the hydrosols. This is a critical step, as many phenolic compounds are present in low concentrations in raw hydrosol. A concentrated extract will allow for a higher dose in the final product, which early research suggests far greater therapeutic efficacy.
- **Different bioactivity:** The bioactivity of a hydrosol is not the same as its essential oil. Hydrosols contain a wide range of water-soluble compounds like acids and other phenolics, which can have anti-inflammatory and other therapeutic effects that complement or differ from the essential oil's volatile compounds.

### 4. Market differentiation and positioning

- **Unique market proposition:** The market for mānuka honey is already mature with oils gaining increasing recognition. However, a concentrated hydrosol extract, especially

one with newly identified active compounds, represents a novel product with significant potential.

- **Premium "New Zealand" brand:** By leveraging off New Zealand's "pure and green" reputation, this provenance of New Zealand natives will give the products an immediate marketing edge.
- **Intellectual property opportunity:** A key strategic move to identify and patent any novel compounds with potent bioactivity. This securing exclusive access to those compounds and their therapeutic applications.

## 5. Strategic recommendations for Product Elevation

- Prioritize kānuka analysis:** Given the promising preclinical studies on kānuka's polyphenolic compounds and antiproliferative effects, focusing resources on kānuka hydrosol first is justified as it is expected to yield the most novel and exciting results.
- Conduct advanced analysis:** To characterize the unknown compounds, we will apply advanced techniques such as HPLC-MS/MS and NMR spectroscopy. The high percentage of unidentified compounds being a sign that the discovery process is working but requiring more sophisticated tools to reveal its secrets.
- Validate traditional claims:** The Māori people have a long history of using both mānuka and kānuka in traditional medicine (*rongoā Māori*). This traditional knowledge will be incorporated into the research through further investigation into the specific health applications recorded in traditional practice.
- Engage with indigenous partners:** Our working with New Zealand native botanicals engages us directly with Māori landowners and groups. This ensuring that the project is conducted with cultural respect and can provide economic benefits to indigenous communities, aligning with ethical business practices.
- Proceed with caution on health claims:** At all times, we shall be vigilant about making unsubstantiated health claims with the project focusing on scientific discovery and validation. As we research potential treatments for pathogens and conditions like cancer, the public and regulatory bodies will at all times be kept informed that these are research goals, not proven outcomes.

## From Early-Stage Innovation to IP-Driven Value Creation

### Overview

Tribal Therapeutics Ltd is not following the traditional commodity path of the New Zealand tea tree industry. Instead, we are building a high-value, **IP-driven natural health company**. One that combines scientific innovation, customary knowledge, and cultural authenticity to create appreciating intangible assets with global commercial potential.

The company's early growth and valuation trajectory are structured in two distinct phases — the Pre-Series A Round (**NZD 325K**) and the Series A Round (**NZD 1.6M**). This leading to a revaluation event once proprietary phenolic compounds, extraction methods and formulations are scientifically demonstrated / capitalized as IP assets.

### PHASE 1 – NZD1.925M

**Pre-Series A**                      **Validation & revenue activation (NZD 325K)**

**Series A (Stage 1)**           **Production and revenue expansion (NZD1.6M)**

**Objective:**                      To scale production and begin fulfilling bulk kākūka tea tree oil orders under the **AUD4M Letter of Intent** with Golden Grove Naturals Pty Ltd.

### Key Milestones:

- Expand pilot-scale distillation of **kākūka oil and hydrosol**.
- Commission initial **reflux process trials** for phenolic extraction.
- Generate **early revenue** from bulk oil exports via GGN's global network.
- Begin **compound profiling** and lab-based bioactivity assays at Southern Cross Uni.

### Financial Impact:

- Demonstrates **commercial traction and cash flow** from both **(a)** the wholesale and **(b)** the retail operating divisions.
- Establishes baseline **valuation uplift** from operational proof-of-concept.
- R&D outputs begin forming the **foundation of intangible assets** for capitalization in Phase 2.

### Indicative Post-Pre-Series A Valuation Range:

**NZD15–20M**, based on confirmed revenue traction and early stage proprietary data that supports revenue producing contracts / expanded distribution arrangements to be setup.

### PHASE 2 – NZD5M

**Series A STAGE 2**           **IP Expansion & Market Diversification (NZD5M)**





**Objective:** To scale production, finalize R&D within the SPV, and launch **proprietary phenolic compound extracts** as differentiated, export-ready products.

**Key Milestones:**

- Full-scale reflux / reverse osmosis processing of **mānuka and kānuka hydrosols**.
- Identification and characterization of **novel phenolic compounds**.
- Filing of **patents, trademarks, and formulation protection** under SPV structure.
- Development of **sample product lines**:
  1. Kānuka / Mānuka oil.
  2. Hydrosol extracts.
  3. Phenolic, “therapeutic” compound extract / concentrate.
- Independent **IP valuation and balance sheet capitalization**.

**Financial Impact:**

- Conversion of R&D expenditure into **capitalized intangible assets**.
- Accretion of **patent and proprietary formulation value**.
- Entry into global **high-margin natural wellness and functional ingredient markets** through GGN distribution.
- Strategic positioning for future **licensing or joint venture revenue**.

**Indicative Post-Series A Valuation Range:**

**NZD25–50M**, reflecting:

- Commercial traction via export sales;
- Capitalized IP value on balance sheet; and
- Future royalty/licensing income potential.

**PHASE 3 – SERIES B**

**IP Maturity & Global Monetization (2027–2028)**

**Objective:** To monetize the company’s proprietary phenolic compound portfolio through direct sales, licensing, and potential trade partnerships.

**Key Milestones:**

- Clinical or academic validation of compound bioactivity.
- Global branding of **New Zealand-origin phenolic actives**.



- IP portfolio revaluation and **licensing negotiations** with international nutraceutical or cosmetic firms.
- Exploration of **IPO or strategic acquisition**.

#### Financial Impact:

- Depending on patent approvals and licensing deals IP portfolio expected to be revalued in the **NZD15–25M** range.
- High-margin royalty income streams established.
- Strengthened equity base for investors, creating multiple **exit options**.

#### Valuation Growth Trajectory

Phase #	Capital Raised	Key Value Drivers	Indicative Valuation Range
<b>#1 – Seed (Pre-Series A)</b>	NZD325 K	Revenue activation, proof of process.	NZD15-20M
<b>#1 – Series A (Stage 1)</b>	NZD1.6M	IP creation, non-phenolic product launch, capitalization of early stage R&D.	NZD25-50M
<b>#2 – Series A (Stage 2)</b>	NZD5.0M	IP creation, phenolic product launch, capitalization of later stage R&D.	NZD50–100M
<b>#3 – Series B</b>	NZD10M	Expansion of production, extraction, distribution via acquisition.	NZD100-250M

#### CONCLUSION - Compounding Value Through Intangible Growth

Each phase of the company's growth:

Adds a new layer of **intangible asset strength** and **commercial validation**, transforming Tribal Therapeutics Ltd from an early-stage venture into a **globally positioned, IP-backed enterprise**.

Drives the **intellectual property portfolio** to becoming a cornerstone of the company's balance sheet. A **self-accreting asset base** that strengthens valuation, supports expansion, and provides investors with both **immediate returns** and **long-term capital appreciation**.

*This is not merely the next step in the New Zealand tea tree industry:*

It's the creation of a **new intellectual asset class** that bridges **indigenous heritage, modern science, and global market demand**.



## “Therapeutics™”

**Global Total Addressable Market (TAM) USD668B PA**  
(USD 268 B Infection Control + USD 400 B Nutraceuticals)

### A Natural Innovation Redefining the Global Infection Control & Wellness Market

**Therapeutics™** occupy the white space between these two giant sectors — combining the **preventative, bioactive, and immune-supporting benefits** of nutraceuticals with the **natural antimicrobial and restorative properties** relevant to infection control.

This dual-market positioning transforms *Therapeutics™* into a **category disruptor** capable of capturing demand from consumers, healthcare practitioners, and manufacturers seeking **plant-derived, culturally authentic, and scientifically credible natural solutions**.

### What Are “Therapeutics™”?

A new class of **natural ingestible formulations** derived from customary Māori & Aboriginal botanicals, refined through modern phenolic science and developed to support infection resilience and overall wellbeing.

Feature	Differentiation	Market Appeal
<b>Customary Origin</b>	Mānuka & Kānuka hydrosol derivatives with centuries of traditional use.	Authentic cultural story; provenance-based marketing.
<b>Scientific Backbone</b>	Phenolic compounds with documented antibacterial, antioxidant, and anti-inflammatory activity.	Aligns with infection control, immunity, and preventative wellness trends.
<b>Proprietary Innovation</b>	Patentable reflux-extraction methods and unique compound profiles.	IP defensibility; premium pricing and licensing potential.
<b>Natural Ingestible Form</b>	Safe, water-based concentrates and powders.	Expands use beyond topical and pharmaceutical applications.

**Therapeutics™** represent the **convergence of tradition and innovation**. A science-anchored product line positioned in the **multi-hundred-billion-dollar infection control and wellness markets**. As the world shifts toward **natural resilience and preventative care**, Tribal Therapeutics Limited stands at the forefront of a **category creation opportunity** with massive scalability, strong IP foundations, and deep cultural integrity.

### PAPER ENDS - COPYRIGHT

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Tribal Therapeutics Limited  
2000-2025