



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



-Tribal Therapeutics Limited-

Malaysia “Halal Hub” Participant 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 Therapeutics 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 (**ḥayāʾ**), 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.

Acceptance of Gender-Specific NZ Tea Tree Healthcare Products in the Islamic World

The positioning of New Zealand mānuka and kānuka as gender-specific botanical health products is grounded in ancient customary principles that align naturally with Islamic jurisprudence (*Fiqh*), household structure and the wholesome purity concept, (*Tayyib*).

The Principle of Gender-Specific Wellness

In Islamic tradition, men and women are recognised as possessing distinct biological, emotional, and spiritual natures (*Fitra*). Wellness practices that acknowledge this natural duality are consistent with Islamic teachings on balance, modesty, and personal care.

A product platform that respectfully differentiates between “Mānuka for Her” and “Kānuka for Him” resonates with this worldview. It moves away from the Western “unisex” model, which often overlooks cultural context, and instead provides tailored solutions that honour the specific needs of each gender.

This approach reflects principles found in Prophetic Medicine (*Tibb al-Nabawi*), where personal health, purity, and spiritual wellbeing are treated as interconnected responsibilities.

Why Halal?

Halal certification as a holistic guarantee of purity and wholesomeness, (*Tayyib*) covers ethics and hygiene that supports the integrity of the entire supply chain required to distribute natural health and wellness FMCG's into the 1.9B OIC consumer market. By aligning botanical formulation with these values, the platform supports culturally appropriate wellness practices for ALL consumers while maintaining scientific integrity and regulatory compliance.

Why Malaysia?

Two of our directors lived in Malaysia for eight years and believe that Malaysia's “**Halal Hub**” delivers the world's most advanced ecosystem for developing what will be a highly disruptive, gender specific “**Plant Oil Infused**” (**POI**) honey based health and wellness extracts. A Malaysian based OIC formulation / infusion partner will enable us to:

- 1). Bypass the restrictive “honey only” regulatory metrics in NZ that stifle innovation.
- 2). Access a global market projected to reach **USD113B** by 2030.

A Statement of Candour: From Collapse to Renewal

Over the past decade, New Zealand's mānuka honey industry has experienced a profound commercial and structural failure. What was once promoted as a pathway to a billion-dollar export sector has, in practice, resulted in widespread losses, company collapses, asset impairments, and the erosion of trust across supply chains. This outcome was not the result of a lack of natural resource quality. Nor was it caused by insufficient demand.

It was caused by a **structural weakness**: an over-reliance on a single product. Honey extracted from a complex and valuable botanical system that was never designed to sustain a mono-product economy. The industry became narrowly focused on marketing metrics, certification definitions, regulatory impost and speculative pricing. Investment capital flowed into short-term expansion rather than long-term resilience. Supply chains became fragmented. Value creation was concentrated offshore. Landowners and primary producers carried disproportionate risk.

When global conditions shifted, the model failed. We acknowledge this openly and without reservation.

This Briefing Paper does not seek to minimise that history. It is presented precisely because this history exists. From our perspective as Māori landowners and long-term custodians of mānuka and kānuka resources, the collapse has reinforced a fundamental principle:

"an extractive, mono-product model cannot sustain intergenerational prosperity".

Our tribal response has not been to abandon the sector, but to culturally rebuild it correctly. This rebuilding being grounded in:

- a **whole-of-tree approach** that captures value across oils, botanicals, infusions, and formulations.
- a return to **customary stewardship and provenance**.
- disciplined capital structures aligned with partnership rather than speculation.
- long-term relationships built on mutual trust and accountability.

This is not a short-term recovery strategy. It is an intergenerational reset. Our objective is to establish a diversified, culturally grounded, and ethically governed botanical platform that can endure across decades, not cycles.

We present this opportunity with humility, transparency, and responsibility to future generations.

The following letter is from a Māori landowner who has chosen to respond to this reality not with retreat, but with leadership. By seeking long-term partnerships that honour both resource and relationship.

"Mā te tika, mā te pono, ka tū pakari ai te kaupapa."
(Through integrity and truth, a kaupapa stands strong).



Tēnā koutou katoa,

My name is **Eric Lloyd**. I am a Māori landowner in Te Tai Tokerau, New Zealand, and my whānau (*family*) are custodians of substantial mānuka and kānuka bushlands that have been cared for and protected across generations. I write to you following the **Statement of Candour** that preceded this letter, because it reflects a commercial reality that we, as landowners and suppliers, have lived through and directly suffered the fallout.

We witnessed the rise and collapse of the mānuka honey industry not from boardrooms, C-Suites or trading desks, but as owners of the whenua, (*land*) from which the honey was taken. 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.

We saw how a narrow, short-term focus on one product placed long-term pressure on land, people, and relationships. We saw how risk was transferred down the supply chain. We saw how value was captured offshore, while responsibility remained at home. For our whānau, (*family*) this was never sustainable.

- ✓ Our whenua is not a commodity.
- ✓ It is an inheritance.
- ✓ It carries history, whakapapa, (*ancestry*) and intergenerational obligation.

What we take from it must be balanced by what we return. For this reason, we made a deliberate decision: “*we would not participate in another extractive model*”. Instead, as the landowners, we chose to lead a total reset of the NZ tea tree agribiz sector.

Together with our Business Combination Partners at **Tribal Therapeutics** we have built an integrated platform that moves from stewardship of the resource to responsible production, formulation, global distribution supported by full provenance, governance, long-term supply agreements and an appropriately structured capital investment pathway.

Aligned Cultural and Ethical Foundations

Our platform is grounded in three principles that are deeply rooted in Māori tradition and closely aligned with Islamic partnership values:

1). Kaitiakitanga — Guardianship (*Amanah*)

We act as trusted guardians of the land and its resources. In both Māori and Islamic tradition, what we hold is not owned absolutely — it is entrusted to us. We are responsible for protecting its purity, sustainability, and future benefit.

2). Whanaungatanga — Relationship (*Ukhuwwah / Shirkah*)

We build partnerships based on kinship, mutual respect, and shared obligation. We do not pursue transactional arrangements. We seek enduring relationships in which success and responsibility are carried together.

3). **Rangatiratanga — Responsible Leadership (*Khilafah*)**

We accept the duty to lead with integrity, accountability, and foresight. Leadership is not a privilege for personal gain, but a responsibility to serve communities, partners, and future generations.

These shared values form the ethical foundation of our partnership model.

They guide how we grow, how we govern, and how we will engage with capable international partners in establishing, long-term relationships that have as their kaupapa (*objective*) to have a partner work with us in rebuilding this sector through diversified, halal-compliant, culturally grounded botanical products. As the owners of the whenua from which the taonga (*treasure*) is extracted, we are seeking partners who understand that this is not merely a trading opportunity. It is a commitment.

- ✓ A commitment to quality.
- ✓ A commitment to provenance.
- ✓ A commitment to ethical growth.
- ✓ A commitment to intergenerational value creation.

Through this partnership model, our whānau will provide assured, large-scale supply from some of the most significant harvest-ready mānuka and kānuka holdings in Aotearoa / New Zealand. In return, we seek partners who will invest in formulation, market development, and long-term brand stewardship. Together, we aim to develop a growing range of gender-specific, halal-compliant, natural health and wellness products that honour both Māori customary knowledge and Islamic principles of trust, purity, and stewardship.

This is how we believe that lasting value is created.

- ✓ Not by speculation.
- ✓ Not by short-term extraction.
- ✓ But by shared purpose.

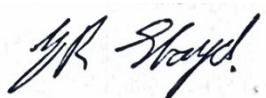
If you choose to engage with us, you will be working directly with the people who (1) own and (2) care for the resource, not intermediaries or third parties removed from its origin. You will be participating in a platform designed to endure.

We invite you to consider this opportunity carefully. To reflect on its long-term implications, To come and walk on our customary whenua. To touch the taonga and then to enter into kōrero with us in a spirit of mutual respect and integrity.

We look forward to the possibility of walking this pathway together.

“Ko te pae tawhiti whāia kia tata, ko te pae tata whakamaui kia tina.”

“Seek distant horizons, secure what is close at hand”



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 Province in 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 Therapeutics Ltd has access to the largest contiguous harvest-ready mānuka and kānuka resource in New Zealand.

4. Industry Collapse & Reset Narrative

Between 2017 and 2024, the NZ mānuka honey sector experienced over NZD500M in write-downs and losses. Key causes included:

- Overreliance on a single product category
- Regulatory fragmentation

- Excessive capital expenditure
- Weak downstream control

This collapse created the foundation for a full industry reset based on whole-of-tree utilisation and diversified product development

5. 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 .



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

6. Cultural and Religious Alignment

6.1 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.

6.2 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.

7. 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.

8. Structural Exclusivity and Non-Replicability

8.1 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.

8.2 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.

8.3 Proprietary Formulation Architecture

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

9. 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.

10. Halal Partnership & Distribution Strategy

The proposed Malaysian Halal Hub partner will:

- Operate JAKIM-certified facilities
- Lead formulation and value-adding
- Secure halal approvals
- Manage OIC distribution

Halal-by-Design Supply Chain

- Certified ingredient sourcing
- Segregated processing
- Auditable provenance (TPR/TER)
- Shariah governance

New Zealand Validation Facility

USD2M will be allocated to the relocation of the extraction equipment in New Zealand to a halal-compliant extraction facility to ensure upstream purity.



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10. Mudharabah Convertible Capital Note – Indicative Term Sheet

Issuer: Tribal Therapeutics Ltd

Investor: Malaysian Halal Hub Partner.

Instrument: Mudharabah Convertible Note.

Principal: USD5,000,000.

Term: 24 months.

Use of Funds:

- NZ Facility: USD2M.
- Working Capital & Approvals: USD3M.

Profit Share: To be agreed.

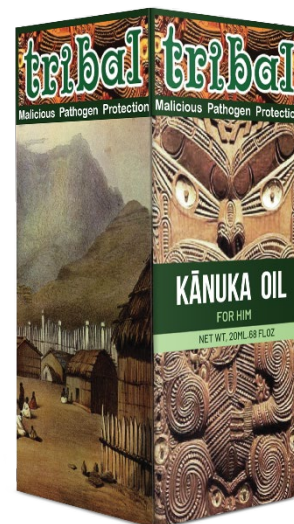
Conversion: Into equity at maturity or trigger.

Distribution Rights: Exclusive OIC region upon conversion.

Governance: Board observer → Board seat.

Shariah Compliance: Independent advisory.

Exit: Conversion / Buy-back / IPO.



11. Market Opportunity

11.1 Global Halal Economy

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

11.2 Conscious Consumer Growth

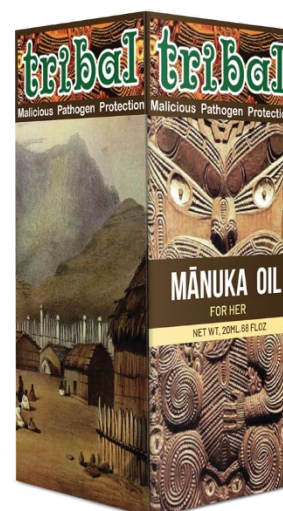
Consumers increasingly demand:

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

11.3 Premium Positioning

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

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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

Qualifying, operating parties are invited to enter confidential discussions regarding regional equity-licensing participation.

Initial engagement will include:

- Technical review
- Shariah assessment
- Commercial modelling
- Regulatory mapping

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



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15. Closing Statement

Due to the fact that no other country in the world produces therapeutic oils from botanically distinct trees with gendered ethnobotanical legacy, New Zealand's mānuka-kānuka duality, indigenous governance, halal-by-design formulation, and Syariah-aligned partnership structure creates a convergence of market opportunity, cultural narrative and ecological advantage that together, delivers a platform that cannot be reproduced or replicated by any party anywhere on earth.

This global uniqueness establishes a once-only opportunity for a qualifying partner 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

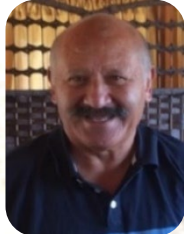
Qualifying parties who wish to engage in a confidential kōrero in the spirit of partnership are invited to contact one of the representatives listed below.

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CEO-NZ Production Ops



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COO- Biomass Ops



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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 (Distribution)

GLOBAL DISTRIBUTION

“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 (1) the OIC and (2) 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, (Malaysia) to support a party resident in the fast growing MENA region, part of RIPE (Europe) / AFRINIC (Africa) regions



57 OIC Member Countries

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

ERIC LLOYD (Ngāti Kahu) – COO & Outsource
Founder Shareholder | Māori Biomass Partner | Taonga Supply Lead

Eric welcoming us to Kohumaru



Eric Lloyd (Ngāti Kahu) is the owner of **Kohumaru Taonga Ltd**, a founding shareholder of **Tribal Therapeutics Ltd (TTL)** and the principal Māori biomass partner under TTL's **Business Combination model**.

Eric and his wider whānau are substantial landowners within the **historic Kohumaru Block**, an 11,000-acre, colonial-era landholding that remains the **ancestral tūrangawaewae of the whānau** and the home of **Kenana Marae** of the Ngāti Kahu hapū. These lands contain extensive, harvest-ready stands of **native mānuka and kānuka tea tree**, forming the foundation of Tribal Therapeutics' launch biomass supply.

Whenua-Led Experience and Land Stewardship

Eric has worked the land and farmed for nearly six decades. Beginning in the early 1970s, he was employed by the Crown as part of the team that converted forestry land into pastoral farming, contributing to the establishment of the **2,344-acre Kohumaru Station**, which adjoins his own whenua on Kohumaru Road. This experience shaped his deep understanding of land development, sustainable resource management, and long-term stewardship according to tikanga and kaitiakitanga. For more than 25 years, Eric has held a clear vision for developing a **native tree nursery and agribusiness** on his land. His vision being to create Māori-led, value-added enterprise from native resources. now sits at the core of the Tribal Therapeutics model.

Foundational Role in the Tribal Therapeutics Supply Chain

In support of Tribal Therapeutics' capital-raising and market-entry strategy, Eric has committed to **underwriting the biomass supply** required to produce the first **400 kilograms of mānuka and kānuka oil** for launch. This output will enable the manufacture and shipment of **20,000 retail-ready SKUs** to the company's US distribution facility in the US. At a farm-gate valuation of **NZD300 per kilogram**, this commitment represents a **NZD120k biomass underwrite**, providing certainty of supply and reducing execution risk at the launch phase.

Taonga Supply Leadership

As TTL's Māori biomass partner, Eric works closely with other Māori landowners across Te Tai Tokerau to establish **long-term biomass supply arrangements** under TTL's **Taonga Supply Agreement** framework. This model supports:

- collective Māori participation in value-added extraction,
- recurring income streams for landowners,
- protection of tikanga, mauri, and mana of the resource, and
- intergenerational wealth creation grounded in whenua ownership.

A Pillar of the Tribal Model

Eric Lloyd is not just a supplier of tea tree biomass. He is a **cornerstone of Tribal Therapeutics' kaupapa and commercial model**. His leadership, whakapapa, and commitment to Māori-controlled supply ensure that Tribal Therapeutics remains authentically grounded in indigenous stewardship while scaling into global therapeutics markets.

EXHIBIT 3 (Supply)

ROB MURRAY (Te Aupōuri) (Outsource)

Founder & Owner | Tai Tokerau Honey Ltd | POI Honey Extract Production Partner

Rob with hives on the whenua



Rob Murray (Te Aupōuri) together with his wife Lohnet, founded **Tai Tokerau Honey Ltd** in 2009 as a **100% Māori-owned and operated apiculture business** based in **Kaitaia, Te Tai Tokerau**. The company currently owns / manages **in excess of 3,000 hives** with a long-term vision of building a vertically integrated, tikanga-led Māori honey enterprise.

In **2016**, the business commissioned its own **food-grade extraction facility and offices**, followed in **2017** by the installation of an in-house **processing and packing plant**, securing full control over quality, traceability, and product integrity.

Proven Resilience in a Challenging Sector

Tai Tokerau Honey is one of the few Far North apiculture businesses to successfully navigate the severe industry disruption caused by changes to the mānuka honey definition and regulatory framework. An upheaval that forced many Te Tai Tokerau apiarists out of business. Through disciplined operations, quality focus, and long-term thinking, Rob and his whānau not only survived this period but emerged with the experience and capability required to participate in next-generation product innovation.

Strategic Partner in the Tribal Therapeutics Model

Tai Tokerau Honey is a core **Business Combination Partner** of **Tribal Therapeutics Ltd (TTL)**, serving as the manufacturing partner for TTL's proprietary **Plant Oil Infused (POI) honey extract range**, including the gender-specific formulations, "**Mānuka for Her**" and "**Kānuka for Him**". These POI honey based extracts representing a **disruptive evolution** of the traditional mānuka honey category. By infusing therapeutic-grade oils extracted from the **leaves** of mānuka and kānuka, rather than relying solely on nectar-derived honey, the POI range delivers **significantly enhanced antimicrobial and infection-control efficacy**. This innovation directly challenging the global market's overreliance on high MGO/UMF metrics, signaling a **reset of the NZ tea tree agribusiness sector** by TTL in supply partnership with landowning, Māori agribiz partners.

Tikanga, Sustainability, and Intergenerational Focus

Sustainability is embedded at the foundation of Tai Tokerau Honey and is reflected in everyday practice as well as long-term strategy. Rob leads his team with strong tikanga that governs land use, animal welfare, business conduct, and relationships. These principles draw on ancestral knowledge passed down through generations and ensure that commercial success is achieved without compromising cultural integrity.

A Trusted Operator in a Transformational Sector

Rob Murray brings to Tribal Therapeutics:

- over 17 years of hands-on apiculture leadership,
- proven resilience in a volatile sector,
- fully integrated production infrastructure, and
- a tikanga-driven approach aligned with Māori values and global quality expectations.

As a principal partner, Tai Tokerau Honey plays a critical role in translating Tribal Therapeutics' extraction and innovation platform into **retail-ready, exportable healthcare products**, anchoring the company's reset of the NZ tea tree industry in real-world operational excellence.

EXHIBIT 4-(Extraction)

LUKE SHEPHERD – CEO

He Rangatira Whakahaere, He Uri No Te Tai Tokerau

(An Executive Leader, a Descendant of Te Tai Tokerau)

Luke & extraction unit @ farm



Ko Luke Shepherd te Kaiwhakahaere Matua o Tribal Therapeutics Ltd, he tangata nō te whenua, nō te moana, nō ngā tīpuna kua huri atu. His leadership is grounded not only in operational expertise but in a **whakapapa that has been woven into Te Tai Tokerau for nearly two centuries**. Luke descends from a whānau whose relationship with the whenua of Whangaroa began in the **early 1800s**, long before Te Tiriti o Waitangi was signed. Their farm at **Tauranga Bay Road, Kaeo**, has been worked by his whānau for **190 years without interruption**, probably making it the oldest continuously family-held farm in Aotearoa. This enduring presence reflects a deep responsibility to the land and a commitment to intergenerational stewardship.

He Hononga Ki Ngā Rangatira o Mua

Luke's ancestor, **James Shepherd (1796–1882)**, came to Te Tai Tokerau not simply as an agriculturalist, but as someone who lived, worked, and learned alongside the great Rangatira of the time, including **Hongi Hika, Te Morenga**, me ētahi atu. He was protected and supported by these leaders, and in turn contributed to the early development of agriculture within their rohe. These relationships were grounded in respect, reciprocity, and shared purpose. values that continue in the mahi of Luke today.

He Taura Here ki Ngā Whenua Māori o Te Raki

Tribal Therapeutics is built on partnerships with **Māori landowning whānau** who supply the mōhio-rich mānuka and kānuka that form the foundation of our therapeutic products. Luke's 190-year whakapapa in the rohe creates a natural alignment with these partnerships. He understands:

- the tikanga of the land,
- the importance of mana Whakahaere,
- the **kaupapa that elevates Māori economic futures while honoring cultural integrity**.

His leadership ensures that Tribal Therapeutics operates in a way that upholds mana, strengthens whanaungatanga, and protects the mauri of the resource.

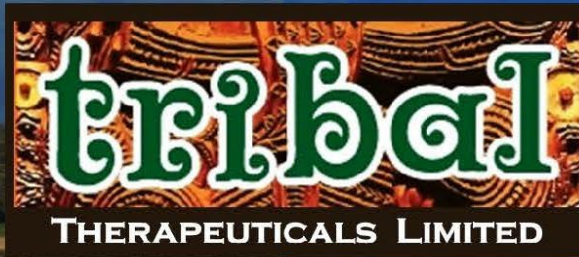
He Kaitiaki mō Tēnei Ara Hou

Luke brings a kaitiaki mindset to Tribal Therapeutics' extraction operations and future infrastructure development. As a descendant of one of the earliest agricultural innovators in Te Tai Tokerau. a man who walked alongside Rangatira during a formative period in Aotearoa's history.

Luke carries forward a legacy of **innovation, adaptation, and deep relational practice**.

"I raro i tōna arataki, ka tū Rangatira a Tribal Therapeutics hei kaupapa hou —he ara hou i te taiao rongoā Māori, he ara hou mō te whanaketanga o ngā whenua Māori, he ara hou mā ngā uri whakatipu o te Raki".

("Under his leadership, Tribal Therapeutics stands with distinction as a new initiative —a new pathway in the Māori healing/medicinal landscape, a new pathway for the development of Māori land, and a new pathway for the future generations of the North.")



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.