



<https://tribalteatree.com>

..Taking NZ tea tree “Rongoā Māori” to the USA..

“Investment & Growth Reserve Fund Application” NZD30,000

Building Northland’s therapeutic tea tree agribiz economy.

**A Māori-economy interfaced agribiz Initiative for sustainable, recurring income
according to tikanga and intergenerational wealth preservation according to
Kaitiakitanga.**

Submission prepared for the directors:

NorthlandInc

Growing Northland’s Economy

Kia tupu ai te ōhanga o Te Tai Tokerau



From the Northland project office of Luke Shepherd, Eric Lloyd, Nic Iverson (NZ) Linda Brink (USA), ecosystem founding directors.
10 Fairway Drive, Kerikeri, 0230, PO Box 80 Kerikeri, 0245 Aotearoa/NZ
NZ office: +64-9-945 6927 Luke (mob) +64-21 024 28754, Eric (mob) +64-21-132 7185, Nic (mob) +64-21-178 7637, Linda (mob) +1-954-203 6233
luke@tribalteatree.health (Luke) nic@tribalteatree.health (Nic) harvest@tribalteatree.health (Eric) linda@tribalteatree.health (Linda)

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".

Foreword

Northland's, NZ tea tree oil industry 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 in the infection control market.

In fact, no other country in the world produces therapeutic oils from **botanically distinct trees** with a **gendered ethnobotanical legacy**.

Our business is not just about selling natural infection control oils.

As implied in **our whakatauki**, our industry, our business is about **selling ancestral intelligence**, wellness by nature, and a uniquely, **non-replicable Aotearoa-based tradition**.

Based and headquartered in Northland, Aotearoa/New Zealand where NZ tea tree agribiz taonga portends a NZD1B+ sunrise industry .

Background image
"Te Pahi" ~1760-1810
Legendary Native Northland Trader

APPLICATION RECITALS

This application by Tribal Therapeutics Ltd, ("TTL") to the directors of Northland Inc Ltd ("INC") is made within the context of the following NZ mānuka / kānuka tea tree agribiz developmental path framework / milestone recitals:

- Whereas:** The founding shareholder/ /directors of TTL have put up NZD1.15M in seed capital, investing in plant & equipment, setting up distribution channels in the US and Australia and now ready to scale from cottage to full commercial production to not only **(1)** reset the NZ tea tree agribiz sector but **(2)** fill the global supply void left when misguided players left the industry.
- Whereas:** TTL holds a NZD2.4M Letter of Intent, ("LOI") from a leading Australian based, distributor of plant based oils who interalia stated in their LOI *"we have established world markets for amongst other products, New Zealand's mānuka and kānuka oils of which their increased demand is destined to exceed our supply capacity in the near term"*.
- Whereas:** From their extensive, harvest ready, NZ tea tree biomass bushlands, the Lloyd whānau of Mangonui, are underwriting the launch shipment requirement of 400 kgs of oil, (20,000 SKU's) with a wholesale value of NZD240,000 which has a US retail shelf value of USD998k (NZD1.6M).
- Whereas:** New Zealand's leading crowdfunding portal, PledgeMe has agreed to TTL conducting a crowdfunding campaign launching in February, 2026, seeking to raise the maximum of NZD2M to fully fund large scale commercial production.
- Whereas:** TTL is reaching out to "natural capital" supportive, NZ based intermediaries seeking a NZD500k underwrite to support ramping up production and driving the crowdfunding campaign to a successful outcome.
- Whereas:** Leveraging off their 34 year relationship with an Australian tea tree oil industry / producer / owner of an FDA certified Natural Health Products (NHP) distribution facility operating out of Valencia, California, the directors have arranged for the shipment of 10,000 SKU's for immediate distribution into a well-established US customer base.
- Whereas:** Through the US incorporated, affiliated distribution company, the directors of TTL have entered into a Listing Agreement with an SEC registered, US equity crowdfunding intermediary based in Laguna Beach, CA for a USD5M campaign to follow-on from the NZ campaign.
- Whereas"** In the event of a successful closing of the two crowdfunding rounds, the directors propose to seek a listing on the NZX via IPO as a tikanga compliant. tangata whenua supplied "Natural Capital" investment holding reeking to reset NZ tea tree agribiz as an environmentally responsible sector, delivering recurring income and intergenerational wealth in accordance with kaitiakitanga through the global distribution of "Rongoā Māori customary native healthcare remedies.

APPLICATION

Application for Investment & Growth Reserve (IGR) Funding:

Category: Project Development Funding (*Delegated Authority: Northland Inc Board*),

Applicant: Tribal Therapeutics Limited (TTL) NZBN 9429051035020

Date: December 1st 2025

1. Project Summary & Funding Request

Field	Details
Applicant Legal Name	Tribal Therapeutics Limited (TTL)
Directors	Eric Lloyd, Luke Shepherd, Nic Iverson, Aaron Pollack (AU) L Brink (US)
Contact Persons Email/Phone	Luke Shepherd (CEO) 021-024 28754 luke@tribalteatree.health Eric Lloyd (COO) 021-132 7185 harvest@tribalteatree.health Nic Iverson (CFO) 021-178-7637 capital@tribalteatree.health .
Funding Sought (Excl. GST)	NZD30,000
Total Project Cost	NZD 2,000,000 (PledgeMe Crowdfunding Campaign)
Purpose of IGR Funding	To meet key initial costs (marketing, legal compliance, and promotion) associated with the NZD 2,000,000 PledgeMe Crowdfunding Campaign in February [2026].
POST FUNDING ACTIVITY	
Deployment of IGR Funding	Step 1: Launch the NZD2,000,000 crowdfunding campaign. Step 2: Launch the USD5,000,000 crowdfunding campaign.

Project Description (Brief):

- TTL is seeking **NZD\$30,000** in Project Development Funding to **de-risk and maximise the success** of its **domestic NZD2,000,000** crowdfunding campaign.
- **This NZ campaign being a key precursor** to major international expansion via subsequent **USD5M REG CF campaign** in the US – planned to open the door to a proposed **NZX listing**. **USD5k Listing Agreement fee has been paid–refer to the US intermediary site: [Title3Funds](#)**
- The overall goal is to take "**NZ Tea Tree Rongoā Māori customary native healthcare remedies to the world**", directly connecting a high-value, Māori-led, primary sector product to global markets.

DEPLOYMENT OF FUNDING

The NZD30,000 from the Investment and Growth Reserve Fund will be allocated to cover critical aspects of TTL's PledgeMe crowdfunding campaign. Specifically, the funding will be used to:

- a) **Market the Campaign:** Targeted digital marketing, media outreach, and influencer partnerships to ensure the campaign reaches a wide audience and generates the necessary backing.
- b) **Platform and Technical Fees:** Cover the costs of utilizing the PledgeMe platform and associated professional and technical services to develop / run a successful campaign.
- c) **Investor Relations and Communications:** To build relationships with potential investors, including the creation of marketing materials, investor decks, and campaign updates.

This investment will enable TTL to build momentum for our product launch and ensure that we secure the necessary funding to fulfill our commitments to our distributors, stakeholders, and customers.

2. Strategic Alignment & Economic Impact

This section addresses the IGR requirement for projects to increase jobs, average household income, and GDP.

IGR Criteria	TTL Project Alignment & Impact
Regional Sector Development	TTL directly aligns with the 'Tuputupu Grow Northland' primary sector by transitioning Northland-grown Mānuka and Kānuka tea tree oil from bulk commodity to a high-value, consumer-ready, exported product underpinned by Māori values (<i>Rongoā Māori</i>).
Long-Term Economic Viability (GDP & Jobs)	The successful NZD\$2M raise and subsequent US REG CF will fund the scale-up needed to meet the NZD4M forecast requirements under (1) a Letter of Intent /indicative order profile from an Australian distributor (2) US distribution of retail-shelf ready SKU's, supported by interalia an established natural health products distributor based in Valencia CA. This supporting a multi-year export pipeline, resulting in sustained, high-value demand for Northland primary products and creating skilled regional processing/supply chain jobs.
Leveraging Further Investment	The NZD\$30,000 acts as Development Capital that unlocks the NZD\$2M from the PledgeMe campaign, which in turn de-risks the USD\$5M US crowdfunding and the NZX listing . This small investment facilitates a multi-million dollar capital injection into a Northland-based company supporting the Māori economy.

3. Investment-Readiness and Project Background

This section justifies the need for the funding by demonstrating the advanced stage of the project and the critical role the NZD\$30,000 plays.

Tribal Therapeutics Limited (TTL) is Production/Revenue Ready:

Development Milestone	Status & Financial Commitment
Seed Capital Investment	NZD1.15M has already been invested in seed capital, making TTL production and revenue ready. This de-risks the investment and demonstrates significant private commitment.
International Sales Pipeline	TTL holds a 4,000 kg Letter of Intent (LOI) , with an FOB value of NZD2.4M , from a large Australian plant oils distributor, confirming major international market interest / demand in NZ tea tree oils.
Underwriting/Māori Partnership	Our Māori co-founder shareholder family is underwriting NZD240,000 worth of oil stock to support the launch shipment required to commence meeting both LOI and US export launch requirements. This signifies robust commitment and a strong Māori economic partnership providing a tikanga compliant biomass supply template for other tangata whenua landowners to earn recurring, contractually based income that delivers an intergenerational wealth creation model.
US Distribution Setup	A crucial distribution facility in Valencia, CA has been arranged, establishing the logistical foundation for direct entry into the lucrative US consumer market.
Capital Raising Strategy	The NZD\$2M PledgeMe campaign is the essential bridge funding to service the LOI and prepare for the follow-on USD5M REG CF crowdfunding campaign through a US related affiliate.

4. Conclusion and Commitment

TTL is committed to building a vertically integrated global company that uses **Northland-grown resources** and **Mātauranga Māori** to create significant, intergenerational long-term wealth and employment within the region.

- a) The NZD30,000 from the IGR Project Development Fund is a small, catalytic investment that directly supports a NZD2M capital raise which will fund the scale-up needed to **(a)** deliver on a NZD2.4M export LOI **(b)** export inhouse branded, retail shelf ready product sales, paving the way for a public listing on the **NZ Stock Exchange**.
- b) We request that the Directors of Northland Inc Limited approve this funding to ensure the successful execution of this pivotal, regional economic delivery, defining capital raise.



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.

Cover DOC-2005

The untouched phenolic compounds story

ADDENDUMS

(All addendum images are hyperlinked to underlying document)

Northland Inc – Funding Capability

Addendum 1

A synopsis of the funding programs that Northland Inc has available for delivery.

Project Development Funding

Addendum 2

The sector within the funding programs that applies to this application.

Te Tai Tokerau Impact Fund 2025 Grant Round

Addendum 3

A new fund recently established that provides funding to entities that meet the requirements applicable to the fund.

Tuputupu Grow Northland

Addendum 4

This is a funded strategic initiative and the framework under which specific, funded projects are executed to support initiatives in the primary sector.

NZ Tea Tree Agribiz “White Paper”

Addendum 5

Cover of TTL internal document # DOC-2001, delivered to Northland Inc management, a dissertation re the huge opportunity that NZ tea tree agribiz can bring to Northland

NZ Tea Tree V exotic pinus radiata

Addendum 6

Cover of TTL internal document # DOC-1990 comparing the ecological advantages of NZ native tea tree over imported exotic pine trees.

Newsletter “The Tribal Beat”

Addendum 7

Cover of our inhouse newsletter.

ADDENDUM 1

NORTHLAND INC

Indepth research indicates that the kaupapa of Northland Inc is to **make a purposeful economic development impact that builds resilience and improves the prosperity, wellness, and equity of Te Tai Tokerau Northland**, working towards an economy that respects people, the environment, and the dual heritage of the region by focusing on three strategic priority areas, i.e.

- (1) **Investment and Infrastructure,**
- (2) **Tourism and Destination Management.**
- (3) **The Primary Sector.**

Tuputupu Grow Northland, this including to actively support Māori economic development, environmental sustainability, and small-to-medium business growth.

FUNDING INITIATIVES /CAPABILITIES

1. The Investment & Growth Reserve (IGR)

Northland Inc administers the Investment & Growth Reserve on behalf of the Northland Regional Council. Funding is made available to projects that potentially align with this reserve's criteria in terms of leading to demonstrable economic growth

- **Objective:** To provide funds for **strategic investments** that lift the long-term growth of the Taitokerau Northland economy, supporting strong communities and environmental sustainability.
- **Focus Areas:** Projects that will increase:
 - Jobs in Taitokerau Northland.
 - The average weekly household income of Northlanders.
 - The GDP of Taitokerau Northland.
- **Funding Categories:**
 - **Project Development Funding:** For developing, proving, and/or planning for the success of projects to make them **investment ready**.
 - **Enabling Investment:** For projects that lift economic performance through the construction of **public or community-held infrastructure**.

2. Te Tai Tokerau Impact Fund

This is a more recent, targeted fund established in partnership with NorthChamber and supported by Transpower and Omexom. This fund is focused on initiatives that are getting off

the ground or scaling up and a key source of early-stage investment for developments that can demonstrate a benefit to the community and economy.

- **Grant Range:** This fund offers grants typically between **NZD5,000 and NZD20,000**.
- **Focus:** It supports forward-thinking projects that benefit Northland's businesses, communities, and economy, specifically initiatives that foster **collaboration, innovation, and sustainability**.
- **Who can apply:** Small businesses, business associations, and community groups.

3. Business Support and the Regional Business Partner (RBP) Network

Northland Inc is the local delivery partner for the Government's Regional Business Partner (RBP) Network.

- **Growth Advisors:** A free Discovery Session with a Northland Inc Growth Advisor who can help entrepreneurs:
 - Identify your next steps for business growth.
 - Connect you with the most appropriate **funding opportunities**, including those from central government.
- **Capability Development Vouchers:** Through the RBP Network, entrepreneurs may qualify for **Management Capability Fund** vouchers. These provide up to a **50% subsidy** towards the cost of business training and coaching services. This is a crucial source of *non-project-specific* funding for business development.

4. Other Specific/Temporary Funds

Northland Inc also administers other specific funds, often tied to central government initiatives like the Regional Events Fund or business recovery grants following major weather events like Cyclone Gabrielle. These are usually time-limited and have specific criteria.

They assess specific projects and are positioned to connect entrepreneurs with the most relevant and currently open funding scheme(s)

ADDENDUM 2

PROJECT DEVELOPMENT FUNDING

With the directors of Northland Inc having the authority to approve investments up to NZD100,000 for **Project Development Funding** category within the **Investment & Growth Reserve (IGR)**, this application is fully investor ready, meeting all IGR requisites.

Key Details on Delegation of Authority

1. **Funding Source:** This approval limit relates to the **Investment and Growth Reserve (IGR)**, which Northland Inc administers on behalf of the Northland Regional Council and the other shareholder councils (Far North District Council and Kaipara District Council) through the **Joint Regional Economic Development Committee (JREDC)**.
2. **Specific Category:** The delegation is for **Project Development Funding**. This funding is intended to support the development, proving, and planning of projects to make them "investment ready" for larger funding opportunities.
3. **Approval Limit:**
 - Decisions on funding any single Project Development costing **less than NZD100,000** are **delegated** from the JREDC to the **Board of Northland Inc Limited**.
 - Decisions on funding any single Project Development of **NZD100,000 or more** require a **resolution of the Joint Regional Economic Development Committee (JREDC)**, along with a recommendation from the Northland Inc Board.

In summary, the NZD100,000 threshold acts (1) as the **delegated authority limit** for the Northland Inc Board when it comes to early-stage project planning funding, (2) this streamlining the approval process for smaller, necessary development costs such as those now required by TRL to conduct a major crowdfunding campaign that takes an early stage Northland business to full export capability, leveraged off native taonga.

ADDENDUM 3

Te Tai Tokerau Impact Fund 2025 Grant Rounds

The fund, which launched in early 2025, made two funding rounds during the year, distributing a total of **\$430,000** to **32 projects**.

Round	Date Announced	Number of Projects Funded	Total Amount Allocated	Focus Areas Mentioned
Round 1	May 22, 2025	17 projects	\$200,000	Education, business development, events, and community projects. (47% Māori-led projects)
Round 2	July 14, 2025	15 projects	\$230,000	Community wellbeing, promotion of districts, and Mātauranga Māori. (A third Māori-led projects)

Total: 32 projects supported with **\$430,000**.

Examples of Funded Initiatives

Public Domain information mentioned the following initiatives:

- **Girls Who Grow:** Launching its climate-positive agriculture programme for young women into Taitokerau Northland.
- **Kerikeri District Business Association and Bay of Islands Business Association:** Rolling out a joint initiative (specifics not fully detailed).

The grants were between **\$5,000** and **\$20,000**.

They are / were made available to small businesses, business associations, and community groups for projects that created wide-reaching benefits for Northland, focusing on:

- (1) Collaboration,
- (2) Innovation,
- (3) Sustainability.

Within the context as described above, the Company meets the required parameters to qualify for funding support for its NZ crowdfunding campaign. The kaupapa of this paper.

TUPUTUPU GROW NORTHLAND

“Pou Rua”

Tuputupu Grow Northland is the name of **Northland Inc's strategic primary sector initiative**.

Its overarching vision is to see the people and environment of Te Tai Tokerau Northland thrive through **(a) adaptation and innovation**, which leads to **(b) sustainable and optimal land use choices**, **(c) the commercialization of new opportunities**, and **(d) development of value-added products and manufacturing**.

In essence, it is the programme dedicated to:

- Helping landowners adapt to a changing environment (e.g., climate change, regulatory requirements).
- Diversifying the region's primary industries (e.g., moving beyond traditional pastoral farming).
- Supporting new commercial ventures, particularly through its flagship workstream, **Pūtake Whakatupu (Foundation for Growth)**, which commissions market opportunity studies for new, high-value crops like bananas, pineapples, turmeric, and soy.

The initiative is guided by a quadruple bottom line, focusing on:

1. **Economic,**
2. **Environmental,**
3. **People,**
4. **Cultural outcomes**, with a strong commitment to partnering with Māori for sustainable land development.

The Tribal Therapeutics kaupapa meets all aspects this strategic economic initiative.

ADDENDUM 5

Copy of cover of “White Paper” delivered to the management of Northland Inc describing how NZ tea tree can deliver a top line of NZD77,000 per hectare as value added products.




<https://tribalteatree.com>

“White Paper”

NZ Tea Tree

“From Northland Seeds to Global Shelves”

Building Northland’s therapeutic tea tree agribiz economy.

A Māori-economy interfaced agribiz Initiative for sustainable, recurring income according to tikanga and intergenerational wealth preservation according to Kaitiakitanga.

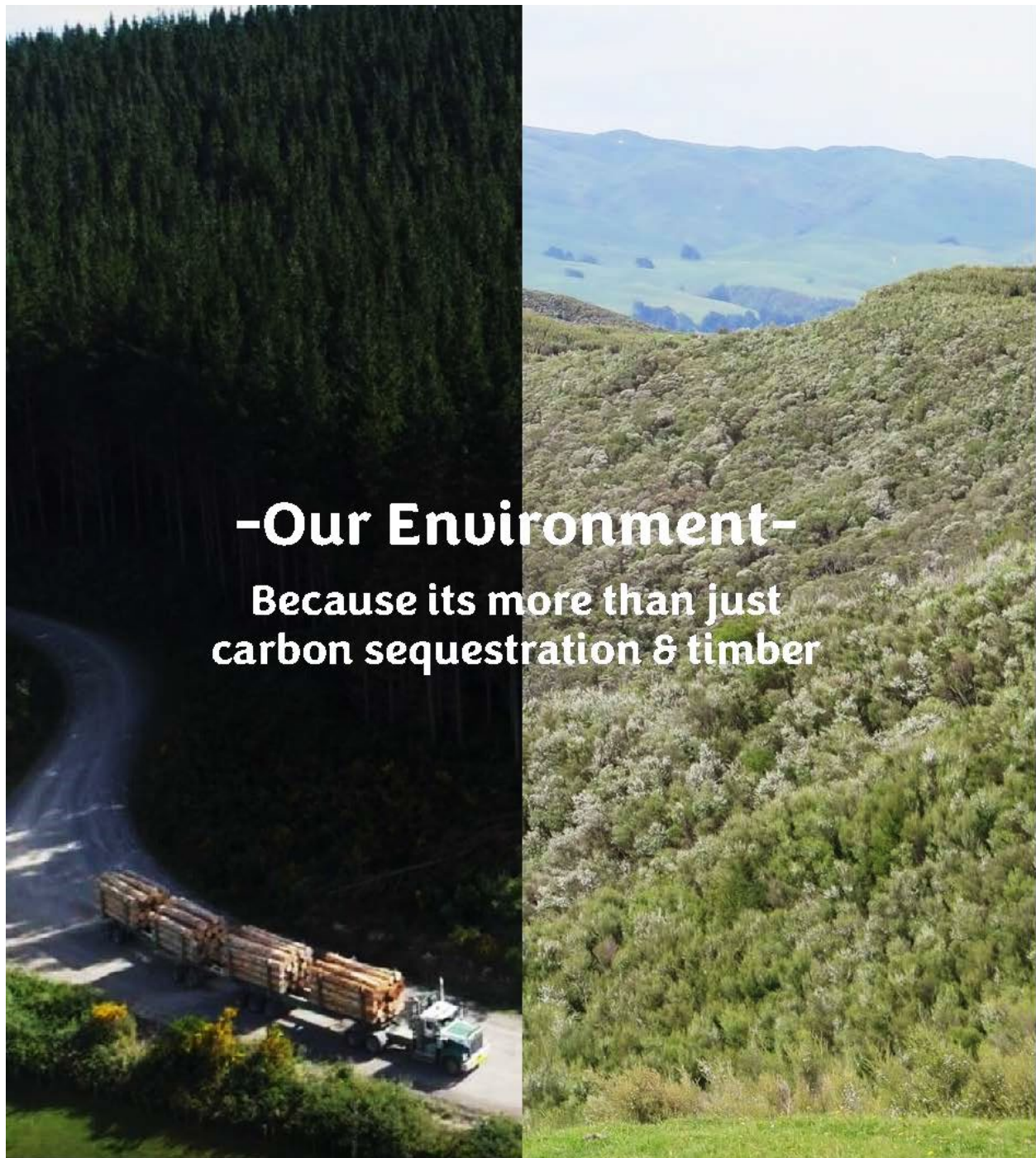
Submission prepared for:

NorthlandInc
Growing Northland’s Economy
Kia tupu ai te ōhanga o Te Tai Tokerau

DOC-2001

ADDENDUM 6

“The case for farming NZ native manuka and kanuka tea tree over exotic pinus radiata”.



-Our Environment-
Because its more than just
carbon sequestration & timber

Exotic Pine Forests V Native NZ Tea Tree Bushland

A commercial, environmental and biodiversity matchup.

An AI Perspective

DOC-1990

Cover of our most recent inhouse newsletter.

"THE TRIBAL BEAT"

NZ export launch issue

DOC-2026

NZ Spring / US Fall 2025 issue newsletter www.tribalteatree.com

NZD4,000,000+ in export orders in the pipeline!



Luke Shepherd

Exciting update from our NZ operations director, Luke Shepherd

We're thrilled to share that our ops director, Luke Shepherd, is currently managing orders and Letters of Intent for the export of gender specific NZ mānuka & kānuka tea tree oil, with an FOB value of over NZD4M.

What's driving this strong demand? Early research from Asia indicates that kānuka, customarily known by the native tribes of NZ as the "male" tree, demonstrates superior efficacy over mānuka oil in inhibiting a range of malicious pathogens and controlling infections. As a result, kānuka represents over 70% of the orders Luke is working to produce and ship to our Australian-based global distributor.



There are huge tracts of mānuka / kānuka bush-land around the farm & throughout the area.

Housed on Luke's family farm in the Whangaroa Harbor area to the north of Kerikeri, "The Beast" extracts oil from the leaf of the plant through a steam distillation process.

(Luke & Linda viewing "The Beast")



Let's put this "beast" to work.

The recent closures of two New Zealand tea tree agribiz sector companies have led to a significant shortage in the availability of mānuka and kānuka oils for export. This gap in the market presents a unique opportunity for Tribal Natural Healthcare Ltd to step in and quickly fill the void left by these company failures. With the successful closure of our funding rounds, the company will be in a strong position to rapidly scale harvesting/extraction operations. Quickly establishing ourselves as the leading global exporter of these exceptional, naturally occurring infection-control oils.

Our late Kaiārahi said that there are three great reasons why a landowner, should plant, grow and harvest Mānuka and Kānuka on their whenua according to Tikanga for oil production for export.



Protect your waterways

Tea Tree joins the battle to protect waterways

Recent Plant & Food research indicates planting tea tree could reduce the impacts of farming on waterways, as well as giving farmers an additional income stream.

In addition to the fertiliser applied to support pasture growth, animal urine adds nitrogen to soil at rates in excess of the ability of pasture to use it. Plant & Food Research scientists have contributed to a programme which found that, after heavy application of urea, the soil around mānuka and kānuka trees contained dramatically less nitrate than around radiata pines which were used for comparison.

The research found less nitrous oxide gas escaped from the mānuka and kānuka soil than from the pine pots. It also found that just 2kg of nitrates a hectare drained from the mānuka and kānuka pots, compared with 53kg a hectare from the pine tree pots.

The results have boosted the growing national interest in bringing native species back into farming to support biodiversity, and protect surface waters, replacing exotics that are destroying our environmental eco-system.

Earn recurring income

Tea Tree oil delivers farm gate income

Environmental chemistry professor Brett Robinson says better use of mānuka and kānuka could offer an all-round win.

"Using native mānuka and kānuka as part of a farm system supports biodiversity, nutrient cycling efficiency, animal welfare and farm income and will help contribute to sustainable agriculture."

Plant & Food Research's Dr Craig Anderson says the difference doesn't come from mānuka and kānuka taking up more nitrogen but from the effect of the trees on the microbes in the soil because mānuka and kānuka seem to have an inhibiting effect on the microbes in the soil that mediate the nitrogen cycle.

\$5,400+ GROSS INCOME PER HA

This is the potential gross income per ha based on an Annual Farm Gate Price (AFGP) of NZ\$300 per litre of oil extracted from foliage **delivered by the landowner to the farm gate** for oil extraction. Sustainable farming methodology will ensure recurring income from both mānuka & kānuka every year.