

Found only in New Zealand. Mānuka ("For Her") & Kānuka ("For Him") Tea Tree Oil – the world's only "Gender Specific" natural infection control remedies, tribally used for over 1,000 years.



NZ TEA TREE DISTRIBUTION PARTNERING INVITATION

Equity-Licensing Structured

EXPRESSION OF INTEREST EOI

An absolutely and uniquely, New Zealand based opportunity to participate in the convergence of market opportunity, cultural narrative, ecological advantage, and therapeutic potential that few, if any global natural health products can match in the global infection control market via **botanically distinct trees with a gendered ethnobotanical legacy.**

The Directors
Tribal Therapeutics Ltd

-FOREWORD-

“Whole-of-Tree integrity as the foundation for “Equity-Licensing” structured, long term distribution arrangements in the five ICANN regions”

The global natural health and wellness market has reached an inflection point. Clearly evident in New Zealand where more than **NZD500M has been lost** by the first generation NZ tea tree sector players who myopically invested in NZ tea tree mānuka honey only. A self-inflicted loss created by these players who **(a)** ignored the fundamental 1,000 year cultural narrative and **(b)** the duality of the NZ tea tree (manuka and kanuka) and the **multiple revenue streams** available from this ethnobotanically unique native taonga, (treasure).

*Our approach to New Zealand tea tree botanicals has been built in direct response to this global shift in health preferences as today, both distributors and consumers alike are increasingly seeking products that are **verifiably authentic**, ethically sourced, and grounded in real provenance rather than abstract therapeutic claims.*

Rather than extracting value from a single output or commoditised ingredient, (i.e. honey), we have adopted a **whole-of-tree ethos**. One that recognises the full value of the NZ mānuka / kānuka tea tree through the flower, leaf, hydrosol and polyphenol derivatives available via a patented reflux process, that seeks to emulate and reflect customary practice. Respecting resource integrity of the resource while mitigating risk through diversification via resilient product development beyond reliance on any single category.

Central to this ethos is “Provenance”.

For one master, international distribution partner operating in each the **ARIN, APNIC, RIPE, AFRINIC (MENA), and LACNIC regions**, provenance is not a philosophical concept — it is a commercial one. Clear origin, traceability, and custodianship provide confidence in:

- product integrity,
- supply continuity,
- brand differentiation,
- long-term licensing value.

The **provenance** framework outlined in the following summary has been designed to support this need. Through a structured system that documents **where material grows, when it is harvested, and how it is transformed**, we ensure that every product entering international markets is grounded in a verified chain of custody that **begins on Māori whenua in Aotearoa / New Zealand**. This culturally grounded system supporting global partners in telling an authentic, defensible story in their own markets while protecting against imitation, misrepresentation, and value dilution.

The pages that follow explain how this provenance framework operates, and how it underpins a **licensable, scalable, whole-of-tree botanical platform** suitable for responsible distribution through the five global regions as per the ICAAN / MENA structure.

Public Provenance Summary

How We Protect the Integrity of NZ Tea Tree Botanicals

At the heart of our approach to New Zealand tea tree botanicals is a simple principle, “**authentic products require verifiable origins**” and this is what we will ensure with every product we ship from Aotearoa/NZ to our distributor’s home base.

To ensure transparency, cultural integrity, and consumer confidence, all tea tree material used within our platform is **documented through a two-stage provenance system** designed specifically for **whenua-sourced taonga**. This system provides traceability from **land to extraction**, while respecting both tikanga Māori while protecting sensitive information.

1. TAONGA PROVENANCE RECORD (TPR) — “Where It begins”

The **Taonga Provenance Record (TPR)** documents the origin of the tea tree biomass at the point of harvest. Each TPR records:

- the **Māori land-block** from which the material is sourced,
- the **whānau or hapū custodians** of that whenua,
- the **time, date, and location of harvest**,
- environmental conditions at the time of harvest, and
- confirmation that harvesting occurred under **tikanga-aligned agreements**.

This record ensures that the plant material is not anonymous or commoditised. Instead, it remains connected to **place, people, and history**, including the land’s whakapapa and its journey through the colonial and post-colonial era. For consumers and investors, the TPR provides assurance that the source material is:

- genuinely New Zealand grown,
- lawfully and ethically sourced,
- supplied by Māori landowners as long-term partners, not price-takers.

2. TAONGA EXTRACTION RECORD (TER) — “How It Is transformed”

The **Taonga Extraction Record (TER)** documents what happens next — the transformation of the harvested material into botanical outputs. Each TER records:

- the extraction date and facility,
- the method used (e.g. steam distillation),
- the batch number created,
- how the extracted material is stored and handled.

The TER links directly back to one or more TPRs, creating a **continuous chain of custody** from whenua to batch. No therapeutic or medicinal claims are recorded — only process, handling, and traceability. This approach aligns with regulatory expectations while ensuring that every sample or shipment can be traced back to a specific harvest event.

3. WHAT WE SHARE PUBLICLY — “and what we protect”.

Not all provenance information is made public.

For public, investor, and regulator reference, we provide:

- confirmation of **land-based origin**,
- verification of **tikanga-aligned sourcing**, and
- evidence of **batch-level traceability**.

Sensitive cultural, commercial, and personal details are held securely and disclosed only where appropriate. This balance ensures **transparency without exploitation**.

4. WHY THIS MATTERS – “for consumers”

For consumers, this system provides confidence that:

- the product is not generic or mass-sourced,
- its story is grounded in **real whenua and real whānau**, and
- it reflects a **cultural narrative more than 1,000 years in the making**, supported by modern processing standards.

This is not marketing mythology.

It is **documented provenance of a products endemic to Aotearoa/New Zealand**.

5. WHY THIS PREVENTS CLONING & IMITATION

While disreputable operators can copy packaging, language, or even formulations, but they **cannot replicate**:

- specific, intergenerationally owned Māori land-blocks,
- documented harvest events,
- tikanga-based custodianship, or
- a verified chain of custody recorded at source.

The TPR-TER system creates a **provenance moat** that protects New Zealand tea tree botanicals from offshore imitation and misrepresentation, while preserving value for Māori landowners and legitimate producers.

In Summary

Our provenance system is designed to do three things:

1. **Protect consumers** through transparency and traceability
2. **Uphold cultural integrity** through tikanga-aligned sourcing
3. **Safeguard New Zealand’s advantage** by making imitation impractical

By documenting origin, process, and custodianship at every step, we ensure that New Zealand tea tree botanicals remain **authentic, trusted, and non-replicable** — now and for generations to come.

Closing Summation & Participation Rationale

An Invitation to partner in a major reset of the NZ Tea Tree Sector

“The New Zealand tea tree sector stands at a key turning point in its history”.

“Me whakahoki te mauri kia ora ai te rāngai”.

(Restore the life force so the industry may thrive).

For twenty years, global attention focused narrowly on mānuka honey. That single-product strategy has now run its course. What emerges in its place is something far more powerful: a **whole-of-tree, dual-species platform** built on mānuka *and* kānuka, grounded in Māori customary knowledge, and designed for modern global markets.

This is not an incremental extension of a legacy industry. **It is a structural reset.**

WHY THIS MATTERS TO A REGIONAL DISTRIBUTION “EQUITY-PARTNER”

By participating as an **equity-aligned, regional distribution partner**, such party is not simply taking on another product line. They are securing a position at the **front of a new natural health and wellness category**, with multiple layers of value, i.e.:

1. First-Mover Advantage in a New Category

This platform introduces the world’s first **gender-specific, tea tree-based infection control and wellness products**, derived from the **duality of New Zealand’s native tea trees**, i.e.:

- Mānuka (For “her”)
- Kānuka (For “Him”)

This gender-specificity / positioning is grounded in customary use narratives and supported by modern processing and provenance systems. It creates **immediate differentiation and category leadership** in markets where natural health products are already well understood, but true innovation is rare.

2. Exclusive Regional Rights with Long-Term Value

Under the APNIC, ARIN, RIPE, AFRINIC (MENA), and LACNIC licensing model, upon closing of a mutually agreeable “equity-Licensing” structure, partners will secure **defined, sole regional distribution rights**, allowing a distributor to:

- **Build** a defensible trading business,
- **Shape** market education and brand leadership in your region, and
- **Capture** long-term recurring value from a protected supply chain.

This is a **platform relationship**, not a transactional supply arrangement.

3. AUTHENTIC PROVENANCE = PREMIUM PRICING

Every product entering your region is backed by a documented **Taonga Provenance Record (TPR)** and **Taonga Extraction Record (TER)** — a chain of custody that begins on Māori whenua and follows the product through harvest and processing.

This provenance:

- Builds trust with regulators and consumers,
 - Protects against imitation and misrepresentation, and
 - Supports premium positioning in sophisticated markets.
- X** It is **not** marketing mythology.
- ✓** It is **verifiable origin**.

4. CAPITAL GROWTH PATHWAY PARTICIPATION

In addition to regional trading rights, partners are participating in a broader value-creation journey that includes:

- A New Zealand **Series A**, NZD2M crowdfunding campaign.
- A follow-on SEC regulated, **Series B**, USD5M crowdfunding campaign.
- A targeted pathway to a **Series C** listing on the **New Zealand Stock Exchange (NZX)**.

This structure provides exposure not only to operating margins within your region, but also to **capital appreciation** as the platform scales globally and matures into a publicly listed enterprise.

5. A NEW GLOBAL EXPRESSION – “RONGOA RAKAU MAORI” (Plant based Māori remedies)

At its core, this platform introduces the world to a new expression of **Rongoā Rākau Māori**, plant-based products derived from native trees, produced with respect for tikanga, whenua, and intergenerational stewardship.

For international partners, this offers:

- A powerful cultural narrative that resonates with modern consumers,
- Alignment with ethical sourcing and indigenous enterprise, and
- The opportunity to be associated with a genuine reset of how value is created from an ethnobotanically unique native resource, i.e. NZ mānuka & kānuka tea tree.

IN CLOSING:

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”.

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

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**.

Leadership at the Source

"This reset is led from Māori owned whenua from where New Zealand's tea tree is sourced"

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 his whānau** (family) 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 with an estimated retail market value in excess of **NZD250M**.

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 simply a supplier. 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.

Next Steps — An Invitation to Kōrero (Early Stage Due Diligence)

This is an opportunity **to lead — not follow** — the second commercialization phase of the New Zealand tea tree agribiz sector on an intergenerational basis.

We invite interested distribution partners to begin a **confidential kōrero** (chat) to explore:

- Sole regional distribution licensing opportunities,
- Equity participation structures.
- Commercial and cultural alignment required for long-term partnership.

Initial enquiries may be directed to **Eric Lloyd**, (Chief Operating Officer) or **Luke Shepherd** (Chief Executive Officer) who will coordinate introductions with the wider team and provide further detail on provenance, supply, and partnership frameworks.

ABOUT

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 family **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**, making it one of the oldest continuously family-held farms in Aotearoa. This enduring presence reflects a deep responsibility to the land and a commitment to intergenerational stewardship.

INITIAL EXPRESSION OF INTEREST CONTACT POINT

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

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