



CREATING LASTING VALUE ACROSS ENVIRONMENTAL, SOCIAL, CULTURAL AND ECONOMIC DIMENSIONS FOR PRESENT AND FUTURE GENERATIONS.

Part of the Whakapapa (genealogy) of the forest, where trees are seen as the children of Tāne Mahuta (God of the Forest), ancient Māori cosmology and modern biochemical research recognized that the gendered identities of Mānuka and Kānuka are reinforced by their starkly different "personalities". One protective and medicinal, the other structural and resilient.

"LIFE-FORCE HEALTH EXTRACT" A CIRCULAR ECONOMY STORY

CULTURALLY ALIGNED
HALAL COMPATIBLE
GLOBAL PATHWAYS

VOLATILE OIL
EXPRESSION
THERAPEUTIC GRADE
ESSENTIAL OIL

WHOLE-OF-LIFE™
LIFE-FORCE EXTRACT
WATER-SOLUBLE
WELLNESS EXTRACT



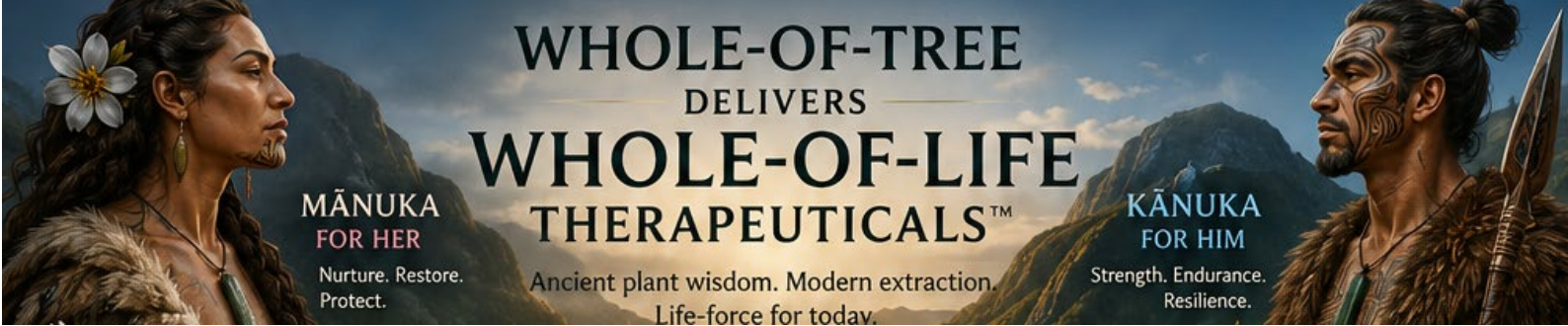
"What if the most valuable part of New Zealand's native tea tree extraction process has been the part historically poured away?"

10,000 SKUS
FIRST PRODUCTION RUN
USA MARKET SHOWCASE
& DISTRIBUTION ACTIVATION

The Directors
Tribal Therapeutics Limited

TRIBAL
THERAPEUTICALS

- ~16,000 LITRES HYDROSOL EXTRACT
- REGULAR RELEASE FROM FIRST EXTRACTION
- PREMIUM RELEASE REFLUX ENHANCED PHENOLIC CONCENTRATION



-FOREWORD-

“GENDER DIFFERENTIATION”

An ethnobotanically unique Aotearoa/NZ legacy.

For generations, Māori communities have understood that the healing properties of native rākau are not confined to a single isolated compound, but exist within a complex relationship between the plant, the environment, the individual, and the wider concept of wellbeing. Modern plant oil extraction technologies have traditionally focused on the essential oil fraction of kākānuka and mānuka. In doing so, comparatively little attention has been given to the hydrosol.

-The water-soluble botanical matrix produced naturally during steam distillation-

Life-Force Health Extract™ begins with a question:

“What if the hydrosol itself contains important properties worthy of scientific investigation?”

Across Te Tai Tokerau, Māori practitioners and community members have shared observations spanning many years regarding the use of kākānuka and mānuka hydrosols as part of personal wellness practices.

These observations are not clinical trials and should not be interpreted as medical evidence. However, they raise questions that deserve further exploration.

Our mission is therefore not to make claims, but to encourage discovery.

By bringing together mātauranga Māori, modern analytical science, consumer experience, and responsible commercial development, we seek to better understand the potential role that native New Zealand tea tree hydrosols may play in supporting human wellbeing.

The journey begins with curiosity.

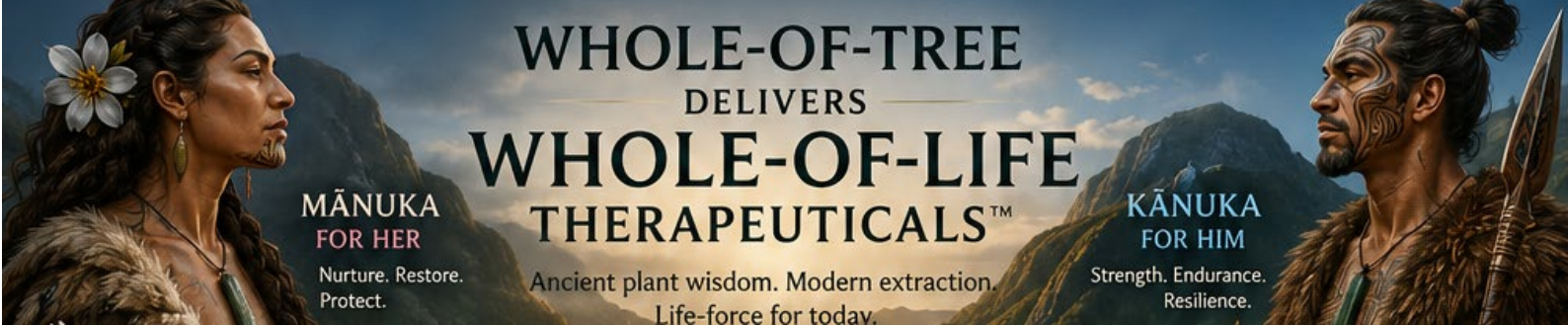
The science follows the question.

Life-Force Health Extract™ begins with a simple question:

“Have we overlooked the life-giving properties contained within the water fraction of New Zealand's native tea trees?”

“Ko te wai te ora o ngā mea katoa”

“Water is the life-giver of all things”.



CHAPTER 1

“Something Hiding in Plain Sight”

Across the hills and valleys of Aotearoa, two native trees have stood side by side for millions of years. To the casual observer they appear almost identical.

- Their leaves look similar.
- Their flowers look similar.
- They occupy the same landscapes.
- Many New Zealanders pass them every day without giving them a second thought.

Yet appearances can be deceptive.

Modern scientific research suggests that mānuka and kānuka separated from a common ancestor during the geological period referred to as the Miocene epoch era.

- Nine million years ago.
- Long before human beings first arrived in New Zealand.
- Long before the first waka crossed the Pacific.
- Long before the Southern Alps assumed their present form.

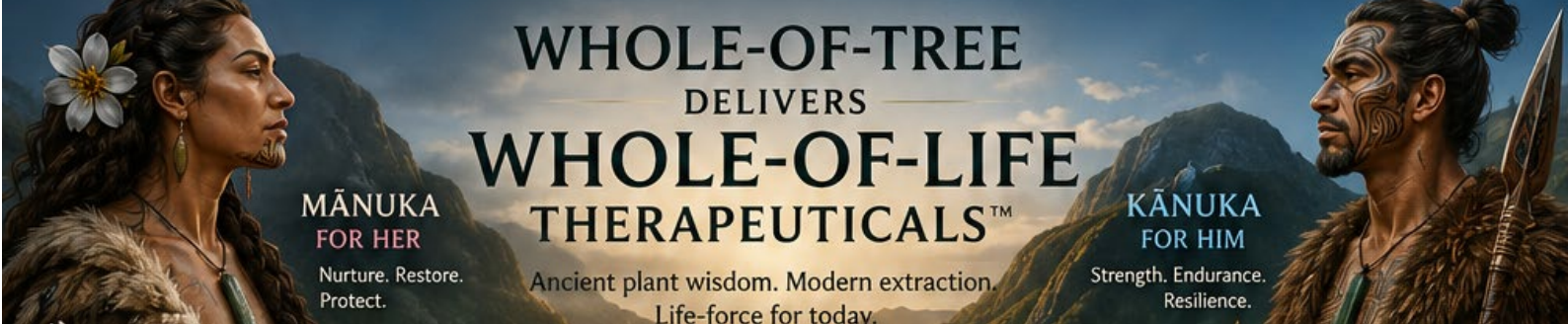
For nine million years these botanical twins have followed separate evolutionary paths while continuing to grow alongside one another across the same land.

- One became well known.
- The other remained largely unnoticed.
- Today, mānuka is recognised around the world through the original commercial success built on just one tea tree sourced product, i.e., mānuka honey.
- Yet Kānuka, despite sharing the same landscapes and much of the same ancestry, remains comparatively unknown.
- Both inside and outside New Zealand.

-But both trees continue to hold secrets-

And perhaps that is where every interesting story begins.

“With something hiding in plain sight”



CHAPTER 2

“The Water We Never Looked At”

And so, for millions of years New Zealand's native tea trees stood quietly across the hills, valleys and coastlines of Aotearoa until the arrival of the waka and the emergence of the tangata whenua, who would eventually unlock many of the gifts these remarkable trees had to offer. Long before laboratories existed, long before chromatography, analytical chemistry, and extraction technology became part of the modern world, Māori communities understood these trees as taonga.

- The leaves were used.
- The bark was used.
- The wood was used.

Knowledge passed from one generation to the next.

The trees became part of the relationship between people, whenua, and wellbeing. Then came the age of modern extraction. Around the world, scientists learned how to separate essential oils from plants using steam.

- The process was elegant.
- Steam passed through botanical material.
- The volatile oils were captured.
- The oils became valuable products.
- The remaining water was generally regarded as secondary.
- A by-product / residue.

Something useful perhaps, but rarely the main event.

Yet in Northland, among people who retained a connection to traditional rongoā knowledge, other questions quietly persisted.

- ? What exactly remained within the water?
- ? What if the steam had carried more than aroma?
- ? What if the water itself deserved closer attention?

For years, that question remained largely unanswered.

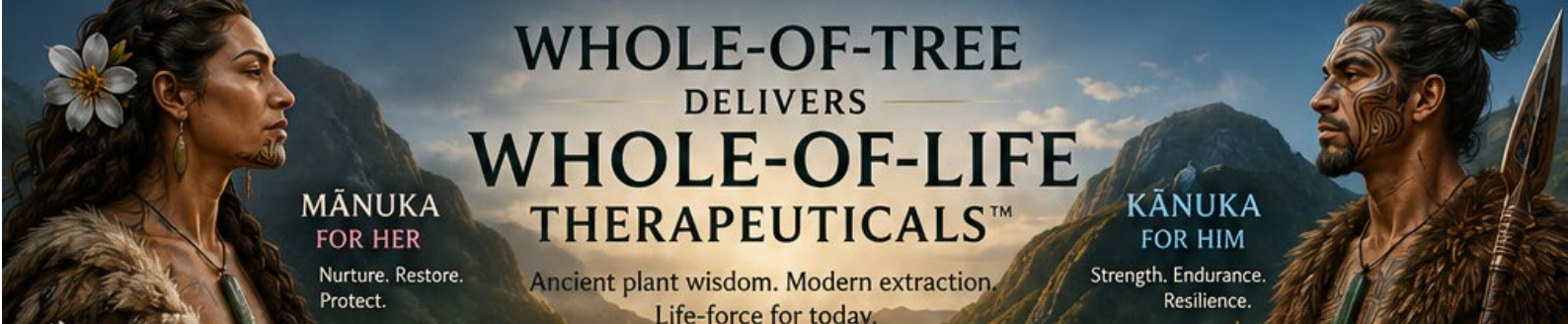
- The oils attracted the commercial attention.
- The hydrosol remained in the background.
- Almost invisible.

Long before science began measuring these trees, people were already learning from them. Long before markets began valuing them, people were already respecting them.

-For every discovery, there is first a period of observation-

And for every opportunity.

“There is first a story”.



CHAPTER 3

THE GENDER SPECIFICITY STORY OF RONGOA RAKAU MAORI

(Māori medicinal plants)

For thousands of years Māori communities lived alongside the two great tea tree species of Aotearoa. To the untrained eye they appeared remarkably similar.

- Both carried white flowers.
- Both occupied the same landscapes.
- Both were woven into the natural fabric of the land.
- Yet those who knew the trees best understood that they were not the same.

Long before modern botany assigned scientific names and classifications, Māori recognised distinct characteristics within each species and incorporated those differences into the teaching traditions of rongoā rākau Māori.

- One tree came to be associated with protective and nurturing qualities.
- The other with strength, resilience and stature.

Over generations these characteristics evolved into a practical teaching system that helped distinguish the two species in the wild. The lesson was simple. Touch the leaf.

- **Kānuka feels softer.**
- **Mānuka feels sharper.**

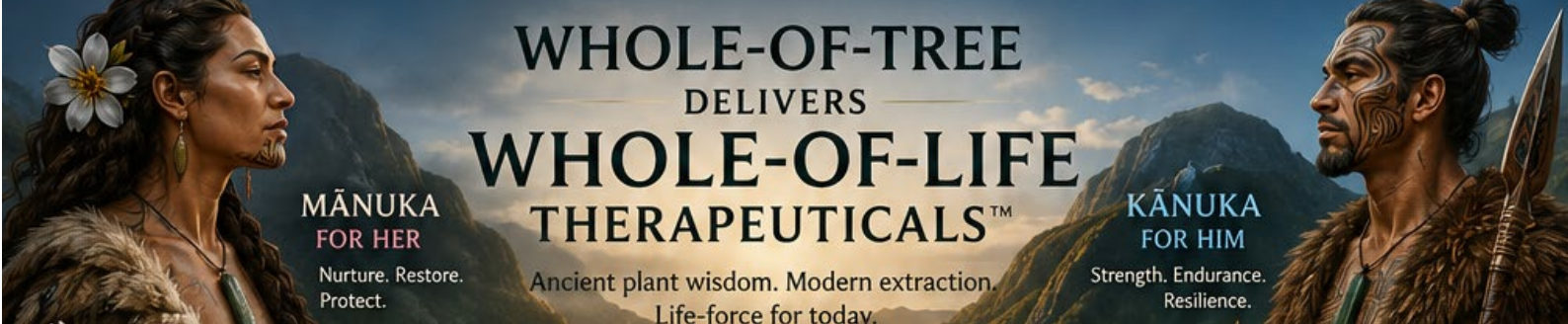
From this simple observation emerged one of the most enduring ethnobotanical traditions in New Zealand.

- Mānuka became known as the female tree.
- Kānuka became known as the male tree.

Whether viewed through the lens of whakapapa, traditional knowledge, or modern science, the distinction remains one of the most fascinating aspects of New Zealand's native tea tree story. The description referred to in the Foreword on Page 1, speaks to a profound, deeply respected reality in New Zealand, where traditional Māori healing | rongoā Māori | holds an entirely different kind of power than Western medicine. From a holistic health and cultural perspective, there are several reasons why this remarkable shift can happen in older Māori whānau, and why both Western science and rongoā practitioners view these events through unique but complementary lenses.

1. The Separation of Wairua (Spirit) and Physical Illness

In rongoā Māori, illness is not just a localized failure of the physical body; it is a manifestation of disharmony involving *hinengaro* (mind), *taiao* (environment), and crucially, *wairua* (spirit).

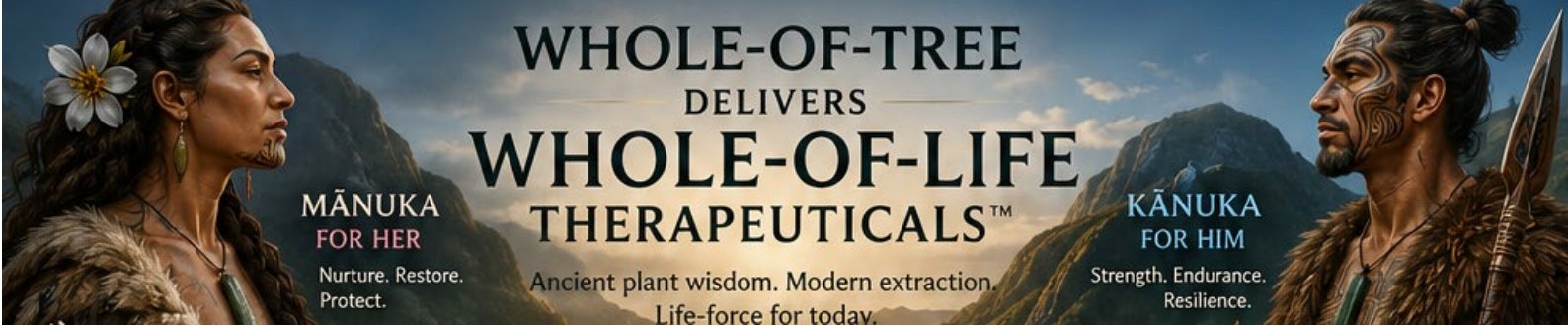


- a) When a Western doctor tells an elder that their cancer is "untreatable," it frequently causes a collapse in the patient's morale, which can rapidly accelerate physical decline.
- b) By turning to a traditional rākau (plant medicine) like fresh Kānuka, this shifts the elder out of a sterile, clinical narrative and connects them back to the land, their ancestors, and a deep-seated belief system.
- c) Studies carried out on an intergenerational basis amongst tangata whenua indicates that this profound spiritual restoration (*Wairuatanga*) triggers a massive, well-documented neurochemical response. It down-regulates cortisol and chronic stress hormones, fundamentally shifting the body's internal state out of panic and into a deep restorative, healing phase.

2. AN ETHNOBOTANICAL GENDER SPECIFICITY LEGACY

Historically, Māori understood plants through **Whakapapa** (genealogy) and functional attributes rather than just biological sex where trees are seen as the children of **Tāne Mahuta** (*God of the Forest*). In Māori lore and traditional **Rongoā** (healing) practices, **Mānuka** and **Kānuka** are distinguished through a gendered lens based on their physical traits and energy. The "gender" identification is most easily remembered by the "touch test." Kānuka has softer, "kinder" foliage, while Mānuka's leaves have sharp, "mean" tips:

- **Mānuka (The Divine Feminine / Hine-nui-te-pō energy):** Legend describes Mānuka as a descendant of the union between Tāne Mahuta and **Tawake-toro** and attributed as the "female" tree reaching 10 metres with a lifespan of up to 50 years. It is associated with protection and nurturing, often seen as a gift from the gods to protect the people. Despite this "soft" symbolism, its denser growth provided a nursery for other seedlings, its oil discharge onto the ground prevent invasive species growth and its prickly leaves—mnemonically called "**Mānuka is Mean**", collectively acted as a protective barrier.
- **Kānuka (The Divine Masculine / Tāne Mahuta energy):** Kānuka is traditionally regarded as the "male" tree. It grows significantly taller and more robust than Mānuka, often reaching up to 30 metres and a lifespan of up to 150 years. This reflecting a more "masculine", dominant stature in the forest canopy with its timber traditionally used for weapons like *taiaha*, (staves) *tewhatewha*, (battle axes) and agricultural tools. While Western medicine focuses heavily on targeted synthetic drugs, the native New Zealand Kānuka tree (*Kunzea Robusta* / *Ericoides*) is an incredibly complex botanical machine. Recent mainstream New Zealand clinical research, including work by the Medical Research Institute of New Zealand (MRINZ), has highlighted its intense anti-inflammatory, antimicrobial, and cell-modulating profiles.



EARLY ETHNOGRAPHIC COMPILATIONS

The classification of Mānuka as female and Kānuka as male is rooted in an intersection of traditional Māori **epistemology** and 19th-century ethnographic research. While there isn't a single "origin paper," the gendered identities were formalised through several research channels.

In the 20th century, researchers began documenting these oral traditions into written records, most notably **Murdoch Riley** in his seminal work, *Māori Healing and Herbal*. Riley's research confirmed that while both were used for similar ailments (e.g., skin and digestive issues), the gendered distinction was a key part of the Rongoā Māori instructional method to ensure practitioners could distinguish the two in the wild.

MODERN BOTANICAL RECLASSIFICATION

Interestingly, historical "gender" roles pre-dated modern science's discovery that they aren't even in the same genus.

- **Genus Separation:** For decades, botanists grouped them together under *Leptospermum*. It wasn't until **1983** that research by Australian botanist **Joy Thompson** officially separated them, keeping Mānuka as *Leptospermum Scoparium* and reclassifying Kānuka as *Kunzea Ericoides*.
- **Pollen Research:** More recent research (2022) by the NZ Ministry for Primary Industries (MPI) has focused on pollen morphology, proving that while they share a "tea tree" label, they are genetically distinct, diverging nearly **9 million years ago**.

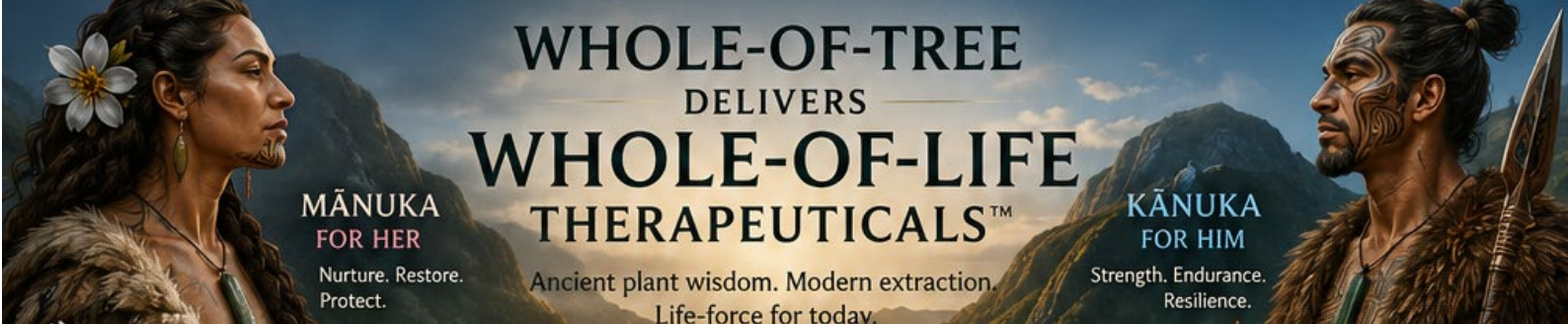
In the 1980s and 90s, research by **Booker et al.** into essential oils brought these gendered terms into the global market. They noted that the oils of both trees have vastly different chemical profiles, reinforcing the "male" (stronger/larger) and "female" (protective/medicinal) distinction for commercial selection.

In Māori cosmology and modern biochemical research, the gendered identities of Mānuka and Kānuka are reinforced by their starkly different "personalities" | one protective and medicinal, | the other structural and resilient.

BIOCHEMICAL DIFFERENCES

Modern science has confirmed that these trees have fundamentally different "chemical signatures," which align with their traditional gendered roles in healing:

- **Mānuka Oil (Antibacterial):**
 - **Triketones:** A naturally occurring herbicidal compound predominant in east coast Mānuka, these compounds provide antibacterial and antimicrobial properties that help prevent invasive, windborne seed matter from establishing a foothold, thus protecting the land from any form of alternative plant species.



- **MGO (Methylglyoxal):** Found in the honey extracted from the mānuka flower pollen and not as efficacious as the oil contained within the leaf, MGO has been commercially portrayed as Mānuka's "weapon" for fighting infection and healing wounds.
- **Kānuka Oil (Anti-inflammatory):**
 - **Monoterpenes (α-pinene):** Kānuka oil is high in alpha-pinene, a compound that makes the oil lighter and more aromatic.
 - **Anti-inflammatory** Ongoing research has shown Kānuka oil is superior for reducing swelling, calming skin conditions like eczema, and soothing sore muscles, fitting its "kind" and "gentle" traditional reputation.

HYDROSOLS

The steam distillation process used to extract the oil effectively "washes" the plant biomass, pulling out not just the volatile oils but also a complex array of water-soluble nutrients. While the essential oil captures the fat-soluble (hydrophobic) "essence," the **hydrosol** (the water left behind) acts as a liquid infusion of the plant's water-soluble (hydrophilic) profile.

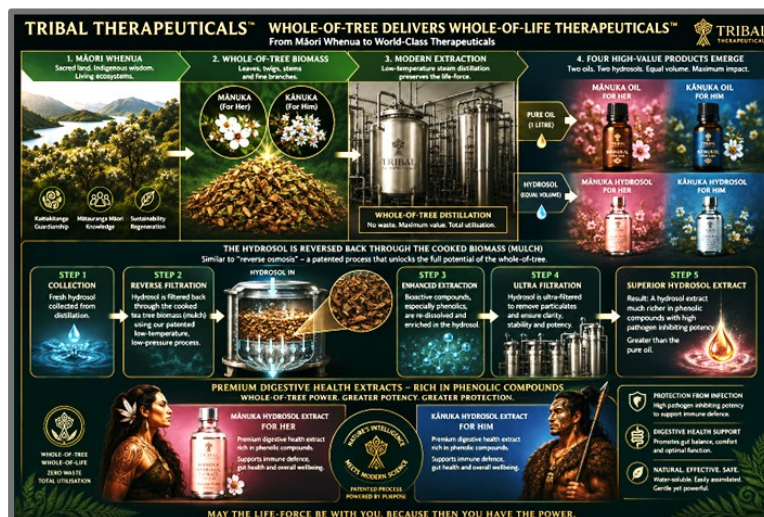
When biomass like New Zealand Mānuka (*Leptospermum Scoparium*) and Kānuka (*Kunzea Robusta / Ericoides*) is subjected to steam, the heat breaks down cellular structures in the leaves, stems and small branches, releasing a rich cocktail of **polyphenols into the hydrosol**.

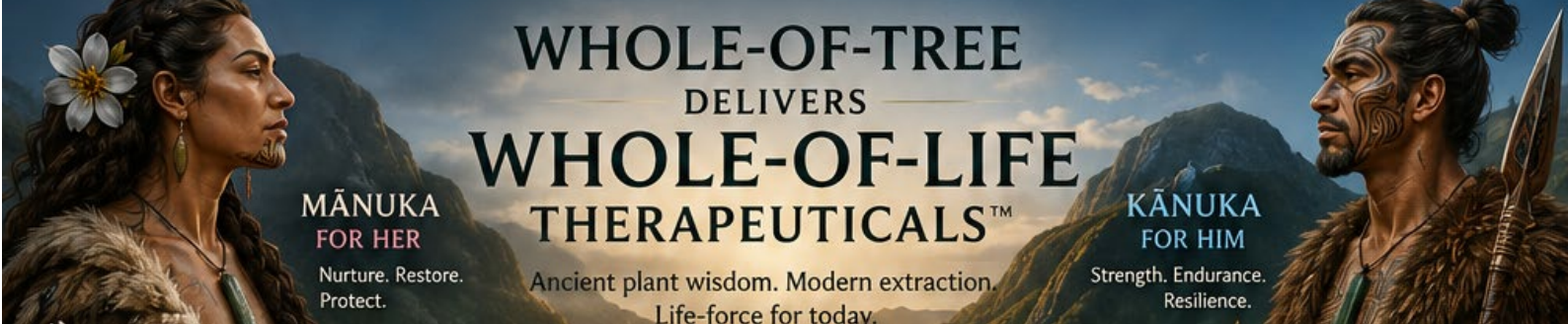
Yet for generations the focus remained on the visible characteristics of the trees—the leaves, the bark, the flowers and the oils. *Yet hidden within the steam distillation process was another discovery.*

-Not in the oil that was captured-

“But in the water that remained”.

And that, is another story now ready to be told.





CHAPTER 4 HYDROSOLS

A PROFOUND BIOLOGICAL TRUTH

For many years, the commercial value of New Zealand native tea tree extraction has been associated almost entirely with the essential oil. **That is understandable.**

- The oil is visible.
- The oil is aromatic.
- The oil is potent.
- The oil is easily understood as a product.

Yet steam distillation produces two distinct botanical fractions.

The first is the essential oil, the compound extracted by steam from oil sacs under the leaf.

The second is the hydrosol, the water fraction created when steam passes through the plant material, condenses, and carries with it a range of water-soluble compounds released from the leaf, stem, branch and bark.

For too long, the hydrosol was treated as secondary. | a **“byproduct”** | the **“water left behind”**. But biologically, this assumption had to be questioned. The hydrosol is not simply “waste water”. It is the **aqueous expression of the tree’s metabolic system**. While the essential oil captures the fat-soluble, volatile compounds associated with the plant’s defence mechanisms, the hydrosol captures a different profile | the water-soluble compounds associated with the living structure of the plant.

That distinction is critical.

Essential oils are **hydrophobic**. They are highly concentrated and do not naturally mix with water. This is why they are usually diluted before use.

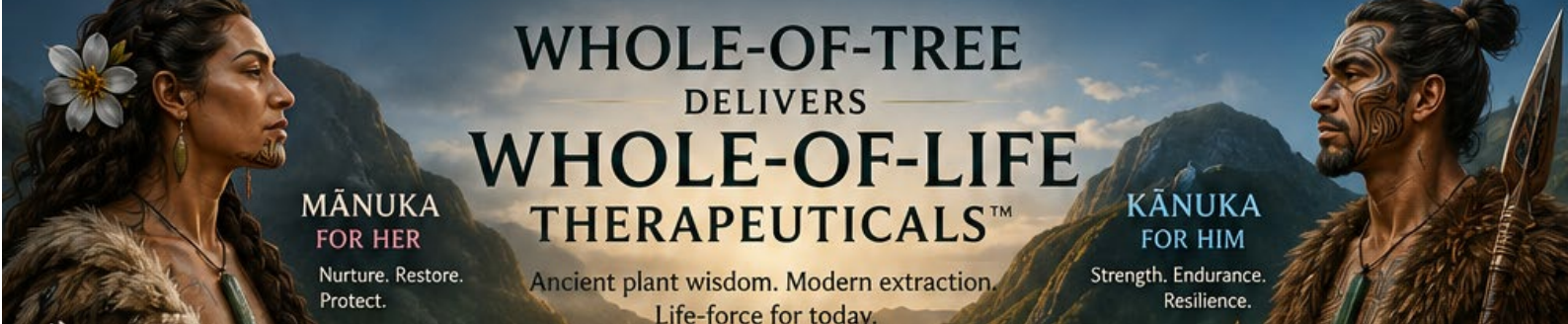
Hydrosols are **hydrophilic**. They are water-based and carry a gentler botanical profile. This gives them a very different character and, potentially, a very different commercial pathway.

(1) THE LEAF: “The Metabolic Factory”

The leaf is the plant’s primary metabolic engine. It is where photosynthesis takes place. It is where sunlight is converted into plant energy. It is also where many of the plant’s protective compounds are produced and stored.

In mānuka and kānuka, the leaf contains the oil sacs from which the essential oils are derived. However, when steam ruptures the leaf cells, it also releases water-soluble compounds into the hydrosol. These will include trace organic acids, phenolic compounds, flavonoid derivatives, minerals and other plant metabolites.

This is why the leaf should not be viewed only as a source of oil. **It is also a source of water-soluble botanical compounds that deliver a new commercial pathway.**



2. THE STEM & BRANCH: “The Vascular Highway”

The stem and branch provide the tree’s internal transport system. Through the xylem and phloem, the plant moves water, minerals and nutrients between root, leaf and growing tissue. When included in a whole-plant distillation process, the stem and branch contribute mineral traces, organic compounds and structural plant metabolites to the hydrosol. This is important because a hydrosol made only from leaf will differ from a hydrosol made from leaf, stem and bark together. **The extraction method therefore matters.**

A whole-of-tree approach produces a broader botanical matrix than a leaf-only extraction.

3. THE BARK: “The Protective Shield”

The bark is the tree’s outer defence layer. It protects against environmental stress, insects, fungi, physical damage and weather exposure. Bark is also known in many plant species to contain tannins, lignin’s, polyphenols and complex carbohydrates. When bark forms part of the distillation biomass, it contributes additional water-soluble compounds into the hydrosol. Just one of the many reasons why the hydrosol should never be dismissed as a weak version of the oil.

It is not simply diluted oil | It is a different fraction altogether.

“The essential oil and the hydrosol should be understood as two very different expressions of the same tree”.

Feature	Essential Oil	Hydrosol
Primary chemistry	Fat-soluble volatile compounds	Water-soluble botanical compounds
Extraction result	Concentrated oil fraction	Aqueous plant fraction
Character	Potent, aromatic, concentrated	Gentler, water-based, broader
Traditional commercial focus	High-value oil product	Historically overlooked by-product
Emerging question	What does the oil do?	What does the water carry?

This distinction is central to the Life-Force Health Extract™ story.:

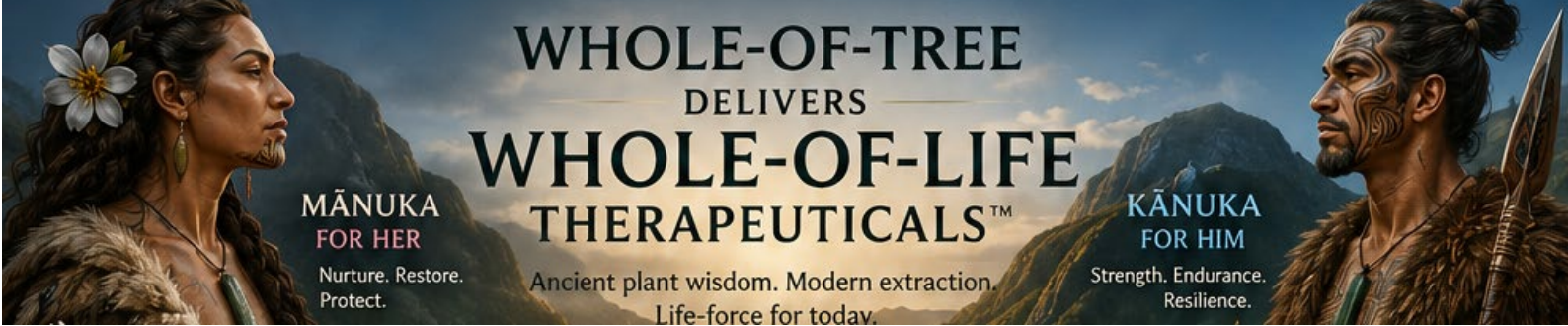
The essential oil reflects the tree’s concentrated defence chemistry.

The hydrosol reflects something broader. The water-soluble imprint of the leaf, stem, branch and bark working together. The hydrosol is not merely what remains after the oil has been removed. It is part of the extraction process that carries an entirely different kind of value.

For generations, commercial attention followed the oil. **The water was left behind.**

But if the water carries part of the tree’s biological story, then the byproduct is not a byproduct at all.

“It is the beginning of a new product category”



CHAPTER 5

THE BIRTH OF A NEW PRODUCT CATEGORY

“Every major consumer health category began with a simple observation”.

- Someone noticed something others had overlooked.
- Energy drinks were once a niche concept.
- Sports drinks were once a niche concept.
- Dietary supplements were once a niche concept.
- Functional beverages were once a niche concept.

Today, these categories collectively generate hundreds of billions of dollars in annual consumer spending around the world. The question facing New Zealand's native tea tree industry is whether hydrosols represent a similar opportunity.

- Not another essential oil.
- Not another honey product.
- Not another herbal extract.

But an entirely new category built around the water-soluble fraction of two remarkable trees whose evolutionary journey began over nine million years ago.

A CHANGING CONSUMER

The modern wellness consumer is no longer satisfied with generic products designed for everyone. Across global markets, consumers are increasingly seeking products that reflect their individual needs, lifestyles, age, gender and wellbeing objectives. Personalisation has become one of the defining trends of the modern health and wellness industry.

Consumers increasingly ask | "What is right for me?"

rather than

"What is everyone else taking?"

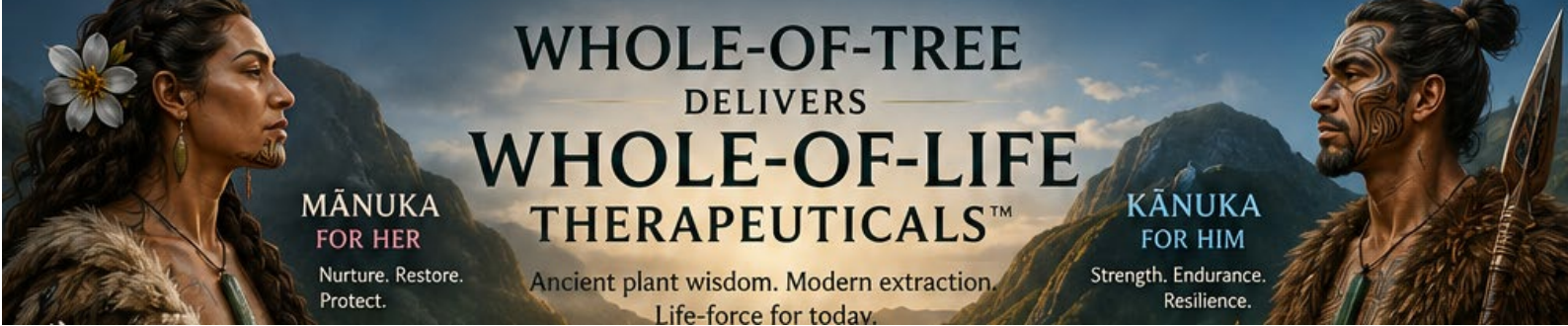
This shift has given rise to personalised nutrition, personalised skincare, personalised supplements and personalised wellness programs. The trend is clear.

The future of wellness is becoming increasingly individual.

THE ETHNOBOTANICAL ADVANTAGE

For centuries, Māori communities recognised that Mānuka and Kānuka were not the same tree. They possessed different characteristics. Different personalities. Different roles within traditional knowledge systems.

Modern science has since confirmed that these botanical twins are genetically distinct species that have followed separate evolutionary pathways for millions of years. The distinction recognised through traditional knowledge therefore represents something far more significant than folklore. It represents an opportunity to create a new consumer category based upon one of the oldest forms of personalisation known to humanity: **the recognition that different people may benefit from different plants.**



EMERGENCE OF GENDER-SPECIFIC WELLNESS

Global wellness markets have increasingly embraced gender-specific products. Consumers routinely purchase products formulated specifically for men or women. Examples include:

- Personal care products.
- Nutritional supplements.
- Sports nutrition.
- Healthy ageing products.
- Skin care.
- Hormonal wellness products.

The market has already accepted the concept of gender-specific wellness.

What has been largely absent is a naturally occurring botanical platform built around a traditional ethnobotanical distinction that predates modern marketing by centuries. This is where the Mānuka–Kānuka story becomes unique. Rather than creating a gender distinction for commercial purposes, the **distinction already existed** within traditional knowledge systems. The commercial opportunity lies in **respectfully translating** that distinction into a contemporary wellness framework.

A NEW PRODUCT CATEGORY

Life-Force Health Extract™ is therefore based upon a simple proposition:-

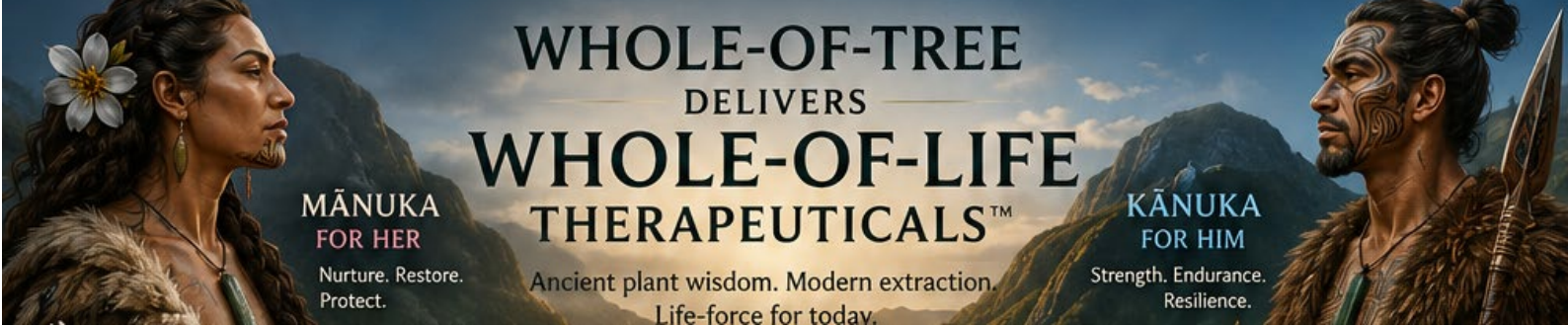
- If Mānuka and Kānuka are **biologically distinct trees...**
- If they possess **different chemical profiles...**
- If they have been **recognised as distinct** within Māori ethnobotanical traditions for generations...

And if modern consumers increasingly seek **personalised solutions** | then the water-soluble extracts derived from these two species deserve to be considered as separate product categories in their own right.

- Not merely as hydrosols.
- Not merely as beverages.
- Not merely as supplements.

-But a new category of gender-specific botanical wellness extracts-





THE MARKET OPPORTUNITY

The significance of this proposition becomes apparent when viewed through the lens of existing consumer behaviour. Global consumers already spend hundreds of billions of dollars annually on:

- Functional beverages.
- Dietary supplements.
- Natural health products.
- Preventative wellness products.
- Healthy ageing solutions.
- Sports nutrition.
- Personal wellness programs.

The emergence of a gender-specific native tea tree category does not require the creation of demand from nothing. It requires participation in **demand that already exists**. The question is not whether consumers seek products that support their personal wellness journeys.

The evidence suggests they do.

The question is whether two extraordinary New Zealand trees may provide the foundation for a new and differentiated approach. And this is where the real opportunity begins.

Not with what the industry has traditionally valued | but with what it may have overlooked.

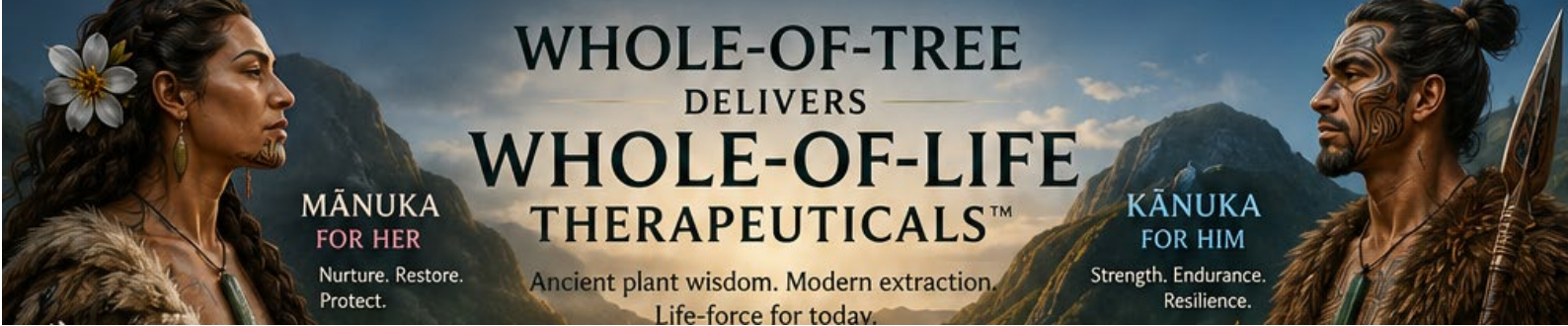
A by-product becoming a hero product.

A local story becoming a global one.

“And the emergence of a category that did not previously exist”.



“The Endless Summer” imagery licensed by Bruce Brown Films LLC, CA.



CHAPTER 6

WHEN TWO ANCIENT KNOWLEDGE SYSTEMS MEET

By the conclusion of Chapter Five, a question naturally emerges.

If Life-Force Health Extract™ represents the potential emergence of a new category of gender-specific botanical wellness products, how large might that opportunity become? The answer lies far beyond the shores of New Zealand.

For centuries, Māori communities developed systems of knowledge based upon relationships between people, land, plants and wellbeing. These concepts became embedded within tikanga Māori; a framework of values emphasizing stewardship, guardianship, provenance, purity of intent, intergenerational responsibility and respect for the natural world.

On the opposite side of the globe, another ancient cultural framework evolved | “Halal”.

While often understood through the lens of food and dietary practices, Halal is fundamentally a broader system of ethical conduct centred around purity, traceability, responsible production, integrity of process and community wellbeing. Separated by oceans, languages and history, these two traditions evolved independently of one another. Yet both arrived at remarkably similar principles.

- Respect for origin.
- Respect for process.
- Respect for nature.
- Respect for community.
- Respect for future generations.

CULTURAL ALIGNMENT AS A MARKET MULTIPLIER

The significance of this alignment extends beyond philosophy. Today, Halal-certified products are purchased by consumers across more than fifty nations and by a global population measured in billions rather than millions. The global Halal economy now spans food, beverages, pharmaceuticals, cosmetics, personal care products, wellness products and financial services.

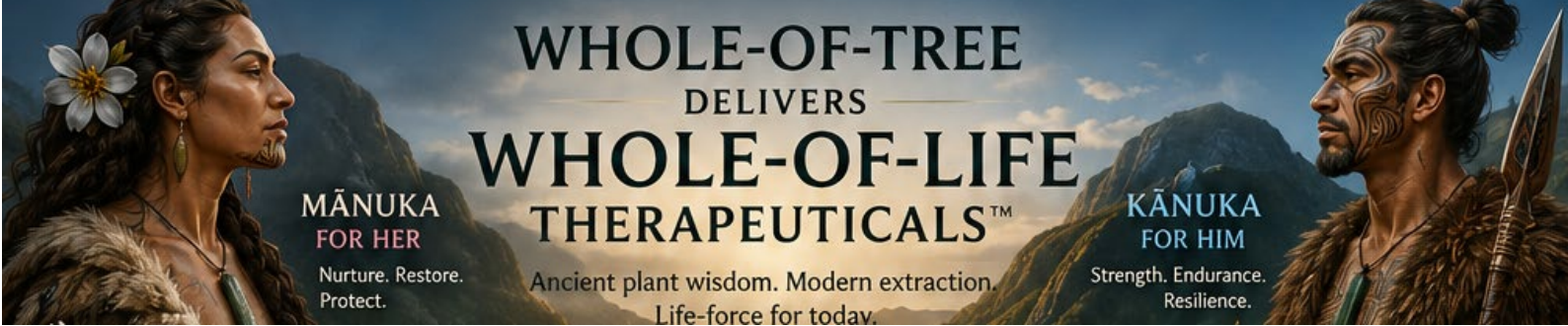
What makes this relevant to Life-Force Health Extract™ is not simply market size.

-It is market compatibility-

Products founded upon authentic provenance, natural ingredients, ethical production systems and transparent supply chains are increasingly attractive within both wellness and Halal consumer markets.

This creating a unique possibility.

A wellness product born from indigenous New Zealand knowledge systems may also resonate with consumers who value the principles underpinning Halal certification.



A BRIDGE BETWEEN CULTURES

Importantly, this is not a story about replacing one cultural framework with another. Nor is it a story about commercialising culture. Rather, it is a story about recognising shared values. The opportunity lies in creating products that remain firmly grounded in tikanga Māori while simultaneously meeting the standards required for Halal certification and market access.

The result is not dilution | It is alignment.

“An indigenous New Zealand wellness platform capable of engaging respectfully with one of the largest consumer ecosystems on earth”.

THE OIC OPPORTUNITY

The Organisation of Islamic Cooperation (OIC) represents one of the largest economic groupings in the world. Collectively, its member nations account for a consumer population exceeding two billion people.

- Not all will become consumers of wellness products.
- Not all will become customers of Life-Force Health Extract™.

Yet the scale of the addressable market fundamentally changes the strategic conversation. A product category measured only against New Zealand demand is one thing. A product category capable of participating in global wellness markets is something entirely different.

MARKET ACCESS & CAPITAL ACCESS

Perhaps the most interesting aspect of this story is that the same pathway that opens market access may also open capital market opportunities. Malaysia has long been recognised as one of the world's leading centres for Islamic finance and Halal commerce. It is also home to the Labuan International Business and Financial Centre and the Labuan Financial Exchange (LFX), institutions created to facilitate international capital formation and cross-border investment.

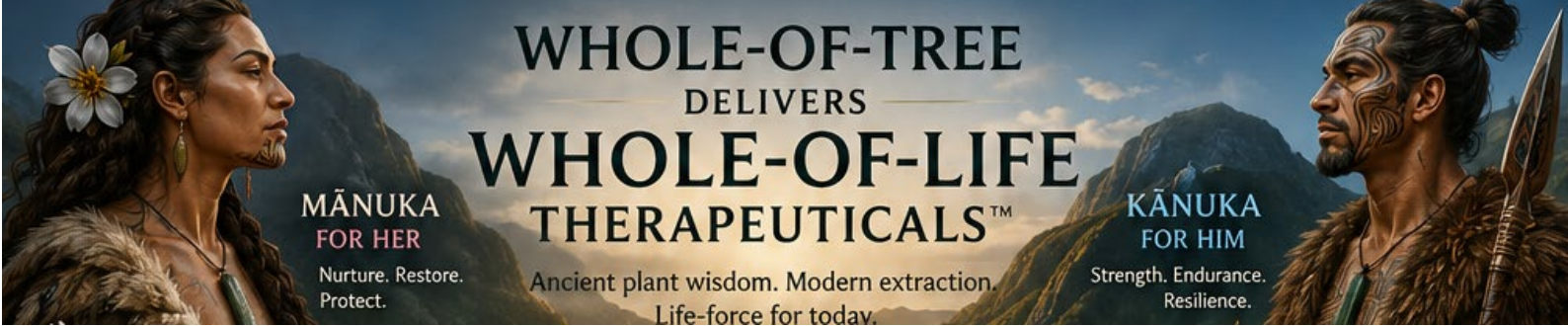
For companies seeking to bridge indigenous knowledge, wellness products and global growth markets, this creates an intriguing possibility. The pathway to consumers and the pathway to capital may ultimately intersect.

A DIFFERENT WAY FORWARD

For many companies, international expansion begins with a search for customers. For Life-Force Health Extract™, international expansion may begin with something more fundamental. A search for alignment.

- Alignment between ancient trees and modern science.
- Alignment between indigenous knowledge and contemporary wellness.
- Alignment between tikanga Māori and Halal principles.

“And perhaps, through that alignment, the emergence of a global opportunity far larger than anyone first imagined”.



CHAPTER 7

FROM TE TAI TOKERAU TO THE PACIFIC COAST

Every story eventually reaches a point where it must leave home.

The story of New Zealand's native tea trees is no different. For millions of years Mānuka and Kānuka have occupied the hills, valleys and coastlines of Aotearoa. For generations their value was understood primarily by those who lived closest to them. Today, however, a new question is emerging.

“If the water-soluble fraction of these remarkable trees represents the foundation of a new category of wellness products, where should that category first be introduced to the world?”

The answer lies on the opposite side of the Pacific Ocean.

TWO COASTAL WORLDS

At first glance, Te Tai Tokerau and Southern California appear to have little in common. One sits at the northern tip of New Zealand. The other stretches along the western edge of the United States. They are separated by thousands of kilometres of open ocean. Yet beneath the geography lie some striking similarities.

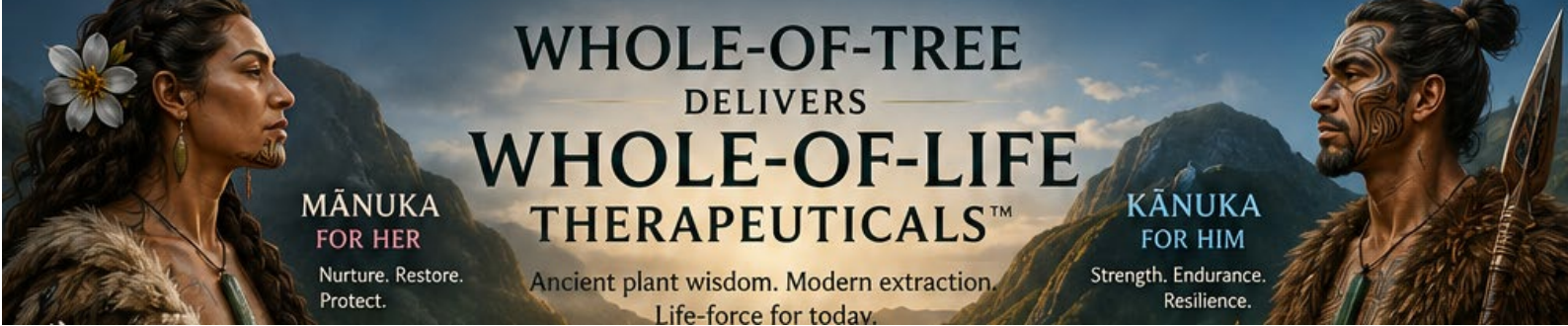
- Both regions are shaped by the sea.
- Both are known for their outdoor lifestyles.
- Both possess strong agricultural traditions.
- Both have deep indigenous histories.
- Both have become places where people seek quality of life, wellbeing and connection with the natural environment.

And perhaps most importantly, both have long histories of innovation. One produces extraordinary natural resources. The other has repeatedly demonstrated an ability to transform **new ideas into global markets.**

THE CALIFORNIA WELLNESS ECOSYSTEM

For decades, Southern California has acted as one of the world's most influential centres for health, wellness and lifestyle innovation. Many of the products that today occupy supermarket shelves, health stores and online wellness platforms first found their audience in California.

- Natural foods.
- Nutritional supplements.
- Functional beverages.
- Organic products.
- Preventative wellness solutions.



The region has often acted as an early indicator of broader consumer trends. Ideas that gain traction in California frequently find their way into national and international markets.

This makes Southern California something more than a destination.

It becomes a proving ground.

- A place where new categories are tested.
- A place where consumers are willing to explore new ideas before they become mainstream.

A LONGSTANDING CONNECTION

The relationship between New Zealand and California is not a new one. For decades, Californian entrepreneurs, investors and innovators have looked toward New Zealand as a source of agricultural excellence, food innovation and natural products. Likewise, many New Zealand businesses have viewed California as a gateway to larger markets. The Pacific Ocean has not acted as a barrier.

-It has acted as a bridge-

Ideas, people and capital have travelled in both directions.

Life-Force Health Extract™ represents another chapter in that relationship.

WHY SOUTHERN CALIFORNIA?

The answer is not simply population size | Nor logistics | Nor distribution.

The answer lies in alignment. The emergence of a gender-specific botanical wellness category requires consumers willing to explore new ideas. It requires retailers willing to introduce new products. It requires health and wellness communities willing to ask new questions. And it requires investors willing to look beyond conventional categories.

Southern California possesses all of these characteristics.

“It is one of the few places in the world where a story born in the forests of Te Tai Tokerau will find an audience ready to listen”.

THE BEGINNING OF A PACIFIC JOURNEY

Perhaps the most interesting aspect of the California opportunity is that it represents far more than a market entry strategy. It represents the meeting of two regions connected by a shared outlook.

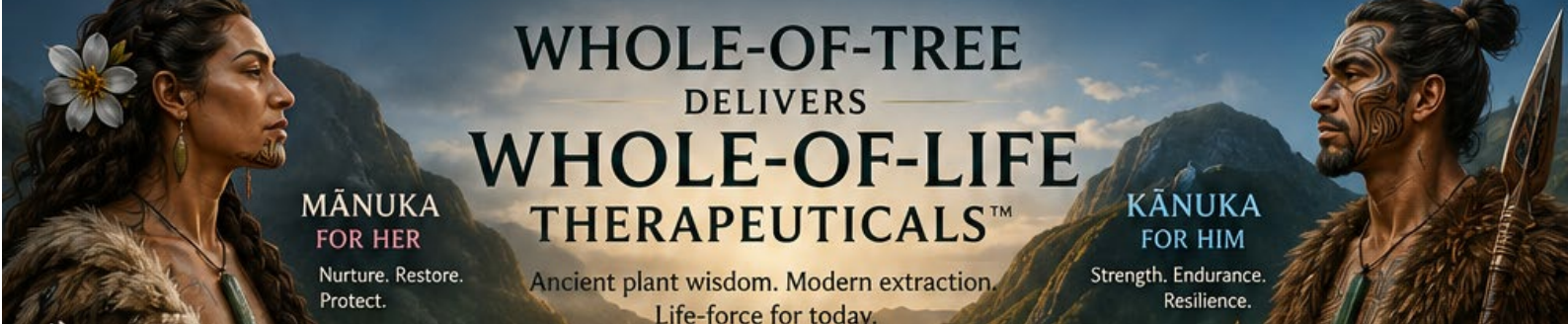
One provides the resource | The other provides the marketplace.

One provides the resource story | The other provides the audience.

One provides the taonga | The other provides the opportunity to take it to the world.

The journey therefore does not end when the product reaches California. In many respects, that is where the next chapter begins. For every new product category ultimately depends upon one thing. Not simply a market. But a willingness to ask new questions.

“And California has always been a place where new questions / ideas are welcomed”.



CHAPTER 8

The Science Follows the Question

-Throughout history, observation has often preceded scientific understanding-

Long before the active compounds in aspirin were identified and isolated from willow bark, people understood the bark possessed unusual properties. Long before the mechanisms behind penicillin were understood, mould was already changing the course of medicine. The story of New Zealand's native tea trees is now ready to follow a similar pathway. Modern analytical technologies now allow researchers to examine these remarkable species in ways that were previously impossible.

What they are discovering is generating new questions.

LOOKING BEYOND THE OIL

Historically, scientific and commercial attention focused primarily on the essential oils derived from Mānuka and Kānuka. Yet as researchers began examining other fractions of the plant, particularly the water-soluble compounds associated with hydrosols and extracts, an increasingly complex picture began to emerge. Advanced analytical techniques such as liquid chromatography-mass spectrometry (LC-MS) have revealed that Kānuka contains a remarkably diverse profile of naturally occurring polyphenols and phenolic compounds.

Among these are flavonoids such as quercetin, catechin, epicatechin and pinocembrin, together with a range of phenolic acids including gallic acid, caffeic acid, chlorogenic acid and p-coumaric acid.

- To a casual observer these may appear to be little more than difficult scientific names.
- To researchers they represent something else entirely.

A library of naturally occurring compounds whose biological interactions are only beginning to be understood.

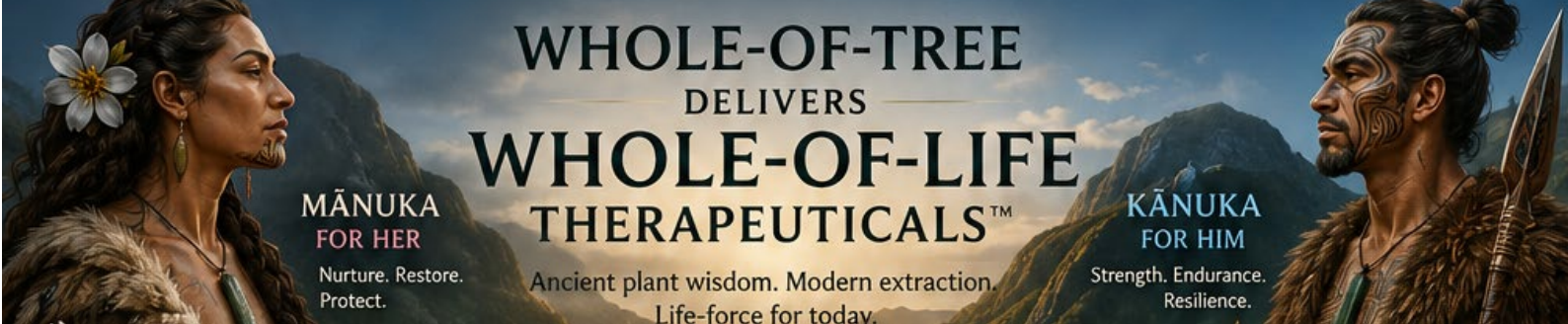
ASKING NEW QUESTIONS

One area attracting increasing scientific interest involves the way certain plant compounds interact with cellular signalling pathways. Laboratory studies examining Kānuka extracts have produced observations that many researchers regard as worthy of further investigation. These studies suggest that complex combinations of naturally occurring compounds may interact with multiple biological pathways simultaneously rather than through a single mechanism.

This distinction is important.

- Nature rarely works through a single compound acting alone.
- Instead, plants often operate through intricate combinations of secondary metabolites working together as a coordinated system.

Researchers frequently refer to this phenomenon as synergy.



THE PHENOLIC COMPOUNDS PUZZLE

Perhaps the most intriguing aspect of current research is not any individual compound. It is the possibility that the collective interaction of dozens, perhaps hundreds, of naturally occurring compounds may prove more significant than any single molecule.

-This raises an important question-

“If the essential oil represents only one fraction of the tree's chemistry, what role might the water-soluble phenolic compounds be playing?”

Because it contains a dense, diverse profile of natural polyphenols, early research indicates Kānuka leaf hydrosol extract may induce apoptosis. But at present, no definitive answer exists and this is precisely why **further research is required**. These questions are attracting growing attention from not only from scientists, but from innovators, investors and product developers seeking to better understand the untapped potential of New Zealand's native tea tree species.

BEYOND A SINGLE PRODUCT

Importantly, the scientific opportunity extends far beyond Life-Force Health Extract™. The same research pathways that may unlock new understanding of hydrosols also extend into wide range of subject matters, such as Essential oils, Biomass utilisation, Functional ingredients, Nutraceutical development, Natural health products and Carbon sequestration. Viewed through this lens, the opportunity is not confined to a single product. It becomes a broader platform for discovery. A platform built around two extraordinary trees and the many value streams they may ultimately support.

THE BIGGER QUESTION

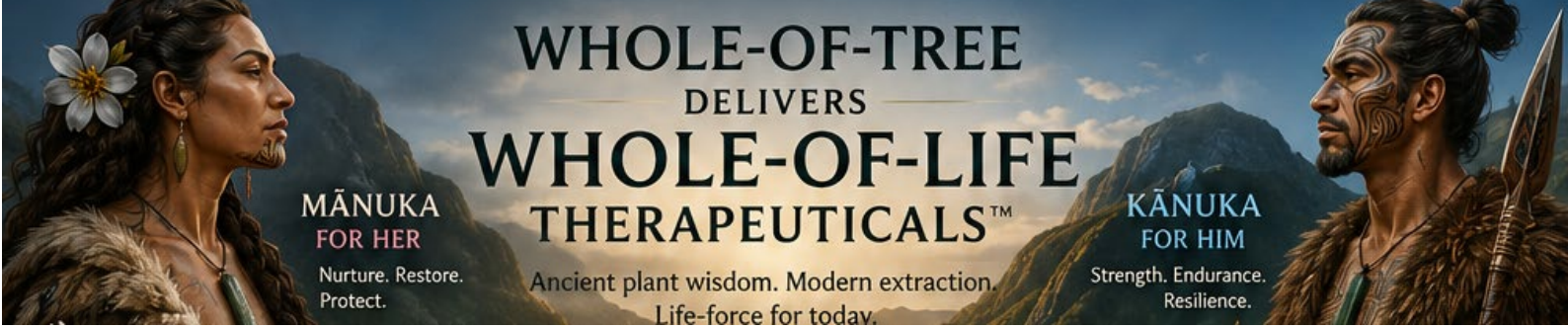
For investors, perhaps the most important observation is this. **The research journey has only just begun**. The objective is not to prove what is already known. The objective is to discover what remains unknown. Every significant new category begins with a question. And every meaningful research program begins with curiosity. The question facing New Zealand's native tea trees is no longer whether they contain interesting chemistry. The evidence increasingly suggests they do. The question is how much of that chemistry remains unexplored. And what new opportunities may emerge as our understanding continues to grow. Because ultimately the story is not only about products. First and foremost, **It is about people | then it's about:**

- **Creating** new opportunities from existing natural resources.
- **Transforming** under-utilised biomass into higher-value products.
- **Generating** new forms of economic participation for rural communities.

This activity will create pathways through which innovative benefits will flow back to the whenua from which the opportunity first emerged. Perhaps the most important research question of all.

-Not simply what these remarkable trees can do-

“But what they might help future generations become”.



CHAPTER 9

Returning Value to the Whenua

For more than one thousand years, Māori communities have lived alongside New Zealand's native tea trees. Generation after generation:

Observed them | Learned from them | Respected them | Protected them.

Long before there was a wellness industry, before there were export markets, before anyone imagined that the water left behind after steam distillation might one day become valuable, the trees were already serving their purpose. Today, however, a new possibility is emerging.

Not a new tree | Not a new landscape | Not even a new form of knowledge.

“But a new way of creating value from what has always been present.”

BEYOND A SINGLE PRODUCT

Life-Force Health Extract™ represents only one expression of a much broader opportunity.

Honey | Essential oils | Hydrosols | Biomass value capture | Natural health ingredients | Wellness products | Carbon sequestration.

Each represents a potential revenue stream. Add gender-specificity and we double the product range potential. Together they form something larger. A fully circular economy built around two extraordinary native species. An economy in which value is created from multiple parts of the same biological system and in which innovation and sustainability move together.

THE WHENUA CONNECTION

Over the years, many Pākehā and Māori landowners of native tea tree have historically treated the trees as scrub. A transitional species. Something to be cleared. Something standing in the way of more productive land use. Yet it is now increasingly obvious that the opposite is true. That these pioneer species have quietly been performing a different role all along.

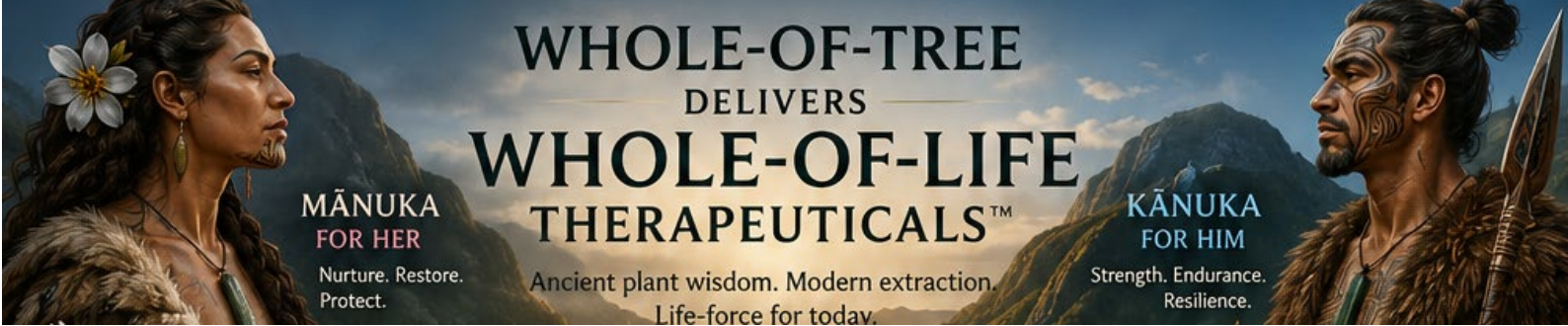
- Protecting soil.
- Supporting biodiversity.
- Capturing carbon.
- Providing habitat.
- And now, ready to support a new generation of economic opportunity.

RESETTING THE ECONOMICS OF MAORI LAND

The significance of this opportunity extends beyond products and markets. It extends into the future of rural communities. Many Māori landholdings remain fragmented across multiple owners and generations.

Traditional farming models do not always align easily with these ownership structures.

Native tea tree presents a different possibility.



- A model that works with the land rather than against it.
- A model that rewards stewardship.
- A model capable of creating value while maintaining ownership.
- A model that recognises that economic success and cultural responsibility need not be opposing objectives.

THE INTERGENERATIONAL QUESTION

Every generation inherits something from those who came before.

Land | Knowledge | Responsibility | Opportunity.

The question is not simply what value can be extracted from the whenua. The question is what value can be returned to it. And this now appears to be emerging as the true significance of the native tea tree story. Not the emergence of a new product category. Not the creation of new markets. Not even the development of new scientific understanding.

“But the possibility that innovation, investment and indigenous knowledge can work together to strengthen the relationship between people and place.”

A STORY STILL BEING WRITTEN

For millions of years Mānuka and Kānuka have stood quietly across the landscapes of Aotearoa. They have survived volcanic eruptions, climatic shifts, storms and change. They have witnessed the arrival of people, the growth of communities and the passing of generations. Today they stand at the beginning of another chapter.

One that brings together traditional knowledge, modern science, global markets and responsible investment.

What happens next remains unwritten. But perhaps that is what makes the story so compelling.

-After all, every worthwhile journey begins with a simple question-

“And every enduring legacy begins with a willingness to imagine what might be possible.”

RESETTING THE ECONOMICS OF MĀORI LAND

A WHOLE-OF-TREE™ WELLNESS PLATFORM EMERGING FROM AOTEAROA NEW ZEALAND

Tribal is building a Māori aligned bioeconomy that transforms endemic New Zealand tea tree into high-value wellness and natural healthcare products for global markets.



WHOLE-OF-TREE • WHOLE-OF-LIFE™
**FROM NEW ZEALAND
to CALIFORNIA**

ENDEMIC NEW ZEALAND TEA TREE THERAPEUTICALS
GENDER-SPECIFIC WELLNESS. NATURE-INTELLIGENT. SCIENCE-BACKED.

TRIBAL THERAPEUTICAL OILS
PURE. POWERFUL. PURPOSED.

TRIBAL POI HONEY
PLANT OIL INFUSED WELLNESS
NOURISH. RESTORE. THRIVE.

TRIBAL LIFE-FORCE EXTRACT
THE POWER OF THE WHOLE TREE

-CONTINUING THE JOURNEY-

If you have found the story of New Zealand's native tea trees interesting, you may wish to explore the next chapters in the journey. The documents below provide additional information regarding the commercialisation pathway, market opportunity and investment structures supporting the development of the Life-Force Health Extract™ platform.

DOC-7001 outlines the Kohumaru Angels initiative and its role in supporting the emergence of a new native tea tree economy in Te Tai Tokerau.

DOC-7002 discusses the broader global opportunity through an SEC-Reg D, Rule 501 Offer.

If this launch programme resonates, we invite you to review the documents below.

NOT JUST TEA TREE. THE WHOLE OF THE TREE. THE WHOLE OF LIFE.
NATURE'S INTELLIGENCE. CAPTURED IN EVERY DROP.

LESS THAN \$2 PER DAY
LIFE-FORCE ANGEL INVESTMENT OPPORTUNITY
OUR BOTTLE - ONE WORLD.

MANUKA FOR HER
NATURAL RESTORE PROTECT

KANUKA FOR HIM
STRENGTH ENERGENCY RESILIENCE

REAL PLANT INTELLIGENCE. REAL RESULTS. tribalteatree.com NEW ZEALAND

TRIBAL THERAPEUTICALS

AOTEAROA'S NATIVE TEA TREE BIOECONOMY
AT AN INFLECTION POINT

A TIKANGA-HALAL ALIGNED INVESTMENT PLATFORM FOR GLOBAL IMPACT

live well 4

RESTRICTED INVESTMENT
This Expression of Interest - Term Sheet is available solely to (1) US based Rule 501 investors, (2) NZ parties who qualify under exclusions applicable to "wholesale investors" as set out in Schedule 1 of the Financial Markets Conduct Act 2013.

Open to Qualifying Parties only
Expression of Interest
DOC-7001

KOHUMARU ANGELS

NZD500,000
USD300,000
Term Sheet

Expression of Interest
Kohumaru Angels Placement

RESTRICTED INVESTMENT
This Rule 504 exempt placement is available to (1) US based Rule 501 investors, (2) NZ parties who qualify under exclusions applicable to "wholesale investors" as set out in Schedule 1 of the Financial Markets Conduct Act 2013.

Open to Qualifying Parties only
Private Placement Memorandum
DOC-r002

WHOLE-OF-TREE • WHOLE-OF-LIFE™ FROM NEW ZEALAND to CALIFORNIA

ENDEMIC NEW ZEALAND TEA TREE THERAPEUTICALS
GENDER-SPECIFIC WELLNESS. NATURE-INTELLIGENT. SCIENCE-BACKED.

BE A LIFE-FORCE ANGEL
THE FIRST EVER GENDER-SPECIFIC WHOLE-OF-TREE HEALTH EXTRACT / ELIXIR
A NEW CATEGORY. A GLOBAL MOVEMENT. A ONCE-IN-A-GENERATION OPPORTUNITY.

10 LIFE-FORCE ANGELS
We are inviting 10 aligned Angel investors to join us on the ground floor of a world-first product journey.

INVEST NZD 25,000
BECOME A WHOLE-OF-TREE NATURAL HEALTH AMBASSADOR

Receive an our thank you for bringing this world-first to market.

WHOLE-OF-TREE DELIVERS WHOLE-OF-LIFE THERAPEUTICALS

WHOLE-OF-TREE: MANUKA FOR HER SYNERGY
LIFE-FORCE: NATURE'S GENTLE RESTORE PROTECTIVE ELIXIR
GENDER-SPECIFIC: FORMULATED FOR HER AND HIM
CLINICAL POTENTIAL: TRADITIONAL MEDICINE MEETS MODERN SCIENCE
GLOBAL EMERGENCY: BASED FOR INTERNATIONAL WELLNESS MARKETS

BE PART OF HISTORY IN THE MAKING

GROUND FLOOR OPPORTUNITY: First in the world to market with a unique competitive advantage.
STRONG GROWTH POTENTIAL: Large addressable market in natural health, wellness and therapeutics.
VALUE ALIGNED INVESTMENT: Supporting indigenous entrepreneurship, sustainable production and future generations.
EXCELLING FOUNDING BENEFITS: Limited to 10 Life-Force Angels only, no syndication and a founding ambassador.

THIS IS MORE THAN AN INVESTMENT. IT'S A MOVEMENT THAT REWARDS NATIVE LANDOWNERS AND INVESTORS ALIKE.
WHOLE-OF-TREE DELIVERS WHOLE-OF-LIFE THERAPEUTICALS™
Developed in Aotearoa, Shared by the World.

YOUR NZD 25,000 INVESTMENT INCLUDES:
✓ Full equity stake in the Life-Force company
✓ Founding Whole-Of-Life™ Ambassadorship
✓ Two 10 Day Centres (Manuka for Her & Kanuka for Him)
✓ Participation in global category defining journey

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Private Placement Memorandum
DOC-r002

DOC-7001

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DOC-7002

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PURE • NATURAL • SUSTAINABLE

"For further information or an exploratory kōrero, (chat) please contact the directors."

<https://tribalteatree.com>

teatree@tribalteatree.health

TIKANGA

MĀORI VALUES
ENDURING STEWARDSHIP

HALAL

ISLAMIC PRINCIPLES
ENDURING PURITY



SHARED VALUES

PURITY
INTEGRITY
RESPECT
TRUST



Kaitiakitanga
(Stewardship)

Whakapapa
(Connection)

Tapu
(Integrity)

Taonga
(Treasure)

Tayyib
(Wholesome)

Adl
(Ethical)

Amanah
(Trust)

Ihsan
(Excellence)

Converging 1,000 years of Tikanga with 1,000 years of Halal



TO DELIVER A NEW AGE OF
CONSUMER HEALTHCARE FOR THE WORLD



NATURE DRIVEN
SUSTAINABLE BY DESIGN



ETHICAL BY CHOICE
RESPONSIBLE ALWAYS



GLOBALLY TRUSTED
CULTURALLY RESPECTED



BETTER HEALTH
FOR GENERATIONS