

CSM GROUP LIMITED

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NZX Limited
WELLINGTON

CSM GROUP LIMITED PROVIDES UPDATE REGARDING THE ACQUISITION OF WELLNESS BRAND, ME TODAY

The directors of CSM Group Limited (NZX: CSM) wish to provide the following update to the market regarding the prospective acquisition of The Good Brand Company Limited, a sales and marketing business and Me Today Limited (which represents the wellness brand **Me Today**[™]), both of which operate in the health and wellness sector (the “Transaction”).

Timetable for the Transaction

CSM Group, The Good Brand Company Limited and Me Today Limited are currently preparing the Notice of Meeting for CSM Group shareholders, together with the Profile Document, which documents shall provide extensive disclosures about the Transaction, The Good Brand Company Limited, and Me Today Limited, as required by the *NZX Guidance Note – Backdoor and Reverse Listing Transactions*.

In addition, CSM Group has appointed Simmons Corporate Finance Limited to prepare an independent adviser report for the purposes of the Takeovers Code and the NZX Main Board Listing Rules.

It is anticipated that the Transaction documents will, once they have been approved by the regulators, be sent to CSM Group shareholders in mid-February 2020, to enable them to vote on the transaction at a shareholders’ meeting in mid-March 2020.

Subject to the appropriate approvals being obtained, the completion date for the Transaction is expected to be 1 April 2020.

Restructure of Capital Raising Initiative

CSM Group previously announced that, in conjunction with the acquisition, the Company was proposing to raise between \$1 million and \$1.5 million via a combination of a renounceable rights issue and a placement to wholesale investors.

Unfortunately, due to the prevailing regulatory regime which applies to reverse takeover transactions, CSM Group has formed a view that the legislative framework precludes CSM Group

from offering shareholders the opportunity to participate in a renounceable rights issue for a period of not less than three months after the date on which the Notice of Meeting and Profile document are released to the market. This being the case, CSM Group has resolved, in conjunction with the stakeholders in The Good Brand Company Limited and Me Today Limited to not proceed with the rights issue, and to restructure the capital raising initiative into a placement of not more than 300 million new CSM Group shares at an issue price of \$0.005 per share, raising not more than \$1.5 million in aggregate from wholesale investors.

CSM Group is disappointed that existing retail shareholders in CSM Group will not have an immediate opportunity to invest into the Company via the rights issue given the current regulatory framework applicable to the Company.

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For further information on CSM and the acquisition transaction, please contact:

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For further information on Me Today, please contact:

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For media assistance including imagery, please contact: Jackie Ellis on 027 246 2505 or email

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ABOUT ME|TODAY

www.metoday.com

Me Today is a New Zealand health and wellness brand that produces premium quality products clearly linking supplements and natural skincare, ultimately making it easier for consumers to shop. Me Today products are formulated using highly absorbable forms of ingredients and, where possible, are either vegetarian or vegan friendly. The Me Today range offers a modern solution to modern problems.

Me Today was founded by Grant Baker, Stephen Sinclair and Michael Kerr. Grant and Stephen have a long history of success in business start-ups, being involved in the successful listings of 42 Below and Ecoya, as well as Ecoya's acquisition of skincare brand Trilogy, together with a significant investment in Turners Automotive Group. Michael has a vast amount of experience in the healthcare and wellness sectors and was responsible for establishing the Swisse brand in NZ and, more recently, was the general manager of the skincare brand, Trilogy.

ABOUT THE GOOD BRAND COMPANY LIMITED

Established in 2018 to grow agency brands. Specialists in the Health, Natural Skincare and wellness spaces. Currently selling products in Pharmacy (Green Cross Health, Chemist Warehouse, Independent Pharmacy) and Health stores, with a dedicated national sales team. On behalf of its brand partners currently The Good Brand Company has products in over 300 stores around New Zealand.

As part of the service provided, The Good Brand Company is also a commercial partner to brands, offering services such as: key account management, supply and demand reviews, 4pl warehousing & logistics options, go to market strategy input, trade marketing, brand marketing and ultimately a good level of understanding of the New Zealand retail environment.

The Good Brand Company has positioned itself as the New Zealand sales partner for brands wanting an effective yet efficient way to sell into New Zealand retailers.

The Good Brand Company believes in working with Good Brands, has Good people and offers Good service.

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