

NOTICE OF SPECIAL MEETING: ACQUISITION OF ME TODAY GROUP

CSM Group Limited (NZX: CSM) is pleased to confirm that it will hold a Special Meeting of Shareholders on 30 March 2020 at the offices of Link Market Services Limited, Level 11 Deloitte Centre, 80 Queen Street, Auckland, starting at 11.00am.

At the meeting, shareholders will be asked to consider, and if thought fit, to pass resolutions approving the acquisition of The Good Brand Company Limited and related transactions.

The Good Brand Company Limited owns 100% of the Me Today Group, which represents the health and wellness brand **Me Today**[™], a New Zealand founded and based health and wellness brand that produces premium quality products clearly linking supplements and natural skincare, ultimately making it easier for consumers to shop.

As well as the Me Today brand, The Good Brand Company was established to sell and market third party brands within the health and wellness space. The Good Brand Company represents Me Today and other agency branded businesses. It is actively seeking new brands to further complement its existing brand portfolio.

The Board recommends shareholders vote in favour of the Acquisition

The CSM Directors consider that the acquisition represents an exciting opportunity for CSM and its shareholders, given the business opportunity afforded to the Company by the acquisition, the exciting sector in which the Me Today Group operates, the reputation of the stakeholders behind the Me Today Group, and the prospects for the Me Today Group in the future.

Shareholders are encouraged to read the Notice of Meeting, the Profile, and the Independent Advisor's Report that will be sent to shareholders today.

Chair of CSM Group Limited, Roger Gower, commented: "We are excited about the opportunity available to our shareholders and our company through the acquisition of the Me Today Group. This is an exciting sector, with significant growth and expansion opportunities for a new and modern brand such as Me Today.

"Me Today has been founded and is backed by experienced investors who have a long history of success in business start-ups. If the acquisition is approved, these founders will join the Board which will be made up of directors with diverse yet relevant experience, networks and skills that will benefit a start up company focused on sales, marketing and brand innovation"

The proposed directors include the successful entrepreneurs and founders of Me Today, Grant Baker, Stephen Sinclair and Michael Kerr, as well Chartered Accountant and digital consulting and

marketing expert Hannah Barrett, the current chair of CSM and previous chair of Charlie's, Roger Gower, and seasoned executive, director and medical doctor by background Antony Vriens.

Accompanying this announcement are:

- The Notice of Meeting
- A Listing Profile providing details on the Me Today Group and the transaction
- An Independent Report and Appraisal Report on the proposed transaction, capital restructure and placement by Simmons Corporate Finance.

Overview of Me Today Group

The Me Today Group 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.

Grant, Stephen and Michael joined forces a year ago to create Me Today as they believe there to be significant opportunity for a new brand in the wellness space. Both the Supplements and the Natural Skincare categories in NZ and overseas have experienced significant growth in recent years. The new venture has been launched with supplements and skincare as the platform but the founders see significant opportunity to further expand the product offering and take advantage of new trends within the health, beauty and wellbeing spaces.

Consumers are seeking mental and physical wellness solutions and seem to be, more than ever before, interested in natural options, particularly natural products from countries such as New Zealand.

The Me Today range offers a modern solution to modern problems. Me Today's products have been formulated using absorbable ingredients and, where possible, are either vegetarian or vegan friendly. The Me Today Group is conscious of its responsibility towards the environment, so product packaging has been designed to minimise plastic waste and is almost entirely recyclable.

Globally, \$128 billion is spent on supplements¹ every year and, in New Zealand, circa \$150 million is spent on supplements and natural skincare in the Pharmacy channel². The most significant opportunity immediately available to the Me Today Group is sales of Me Today

¹ Nutrition Business Journal 2017

² IRI OTC Pharmacy scan sales MAT to 06/10/19

branded supplement and natural skincare products, both in New Zealand and overseas. There is also a further opportunity to expand the Me Today brand's presence in the health and wellness space, through new product development and innovation.

The Me Today supplement and natural skincare ranges are currently available in New Zealand pharmacy through the Green Cross Health network of Unichem and Life Pharmacy stores. In addition, in the near to medium term, the Group's strategy is to launch the Me Today brand into China and Australia. The Me Today range already has exposure to the Chinese market by being listed on the Unichem Tmall site. The long term vision is to eventually launch into other Asian markets, with the USA and UK to follow.

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For further information on CSM and the acquisition transaction, 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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