



May 2020: To infini-TEA and beyond

For over five years, Matcha Maiden has been on a mission to spread the magic of authentic Japanese matcha green tea. What started as a humble side project, born out of personal frustration, has become a bustling global network of over 1,500 stockists and a communi-tea of 300,000 followers. We are pleased to say that the gap in the market for this health-focused ancient superfood has been met.

The time has now come for Matcha Maiden to enter the next stage of business growth and as such, we are delighted to welcome the **Deasil Group** as investors and major shareholders to the Matcha Maiden family. With over 40 years of experience, Deasil brings experience, expertise and creativity to the business.

In partnership with Jeff Nadelman, a serial entrepreneur (first with his family owned and operated Baby Bunting, which was successfully sold to Black Wood Capital before listing on the ASX and more recently with MOR Boutique, a luxury cosmetic brand which he built and sold to a global cosmetic Group) and Dean Weinman (Managing Director of the Deasil Group), we are extremely excited to be starting this new chapter and exponentially growing the business with them.

To our beautiful communi-tea, rest assured that there will be no major disruptions to our operations (other than those that are unfortunately challenging most businesses at the moment due to COVID19) and we will still be heavily involved in the business, maintaining the wonderful relationships we are so grateful to have built with you and will continue to strengthen. We can't wait to see what new heights we can all reach together now we have a breadth of new skills and experience in the brains trust. Watch this space!!!

Very special thanks to Josh Kaplan and our wonderful legal team at **marshalls+dent+wilmoth** who worked tirelessly on this deal and all our ongoing business matters. Same to Paul-Anj Economedes and the team at **EP Advisors** who connected us with Deasil and helped make matcha magic!