



The botanist of wellness and beauty



OUR STORY AND ETHICS



OUR STORY

ME Moringa For Life[®], a dream come true

The adventure of ME[®] was first a dream to create high standard organic farm and exclusive moringa products. In 2012, ME MORINGA FOR LIFE[®] was founded in order to grow, produce and market Superior Quality Organic Moringa. Jeanne Ngo Yockbag, Cameroonian entrepreneur and Manfred Schmitt, a successful businessman and German industrialist, decided then to set a luxurious standard in the world of modern industrial moringa and botanical nutritious foods.

The co-founder of ME[®], Jeanne Ngo Yockbag is a Cameroonian who grew up in West Africa and lived a long time in Europe.

Everything started years ago, after several trips to Asia. In China, Jeanne was taught the art of meditation as a way to gain inner peace. In India, she received lessons from a master in Ayurveda. That's how she became a tea connoisseur and first heard about the miraculous benefits of Moringa, the "Tree of life". At the end of this initiatic experience, Jeanne chose to adopt an holistic way of life, assuming that our overall feeling of health and wellness depends on how balanced we are on all levels of our being – body, mind and soul.

Heart and commitment

Few years later, Jeanne and Manfred went to Kenya. They both literally fell in love with this country and its incredible landscapes. During their stay, a friend of the couple, expert in herbalism, invited them to his farm... where they found the Moringa! The incredible nutritional value and unsurpassed healing properties of the plant, held the couple's attention. "I became aware of the wonderful gift of nature that moringa is," Jeanne remembers. "Let's imagine a plant capable of saving millions of lives around

the world, fighting against malnutrition in Africa and changing millions of children's life... From then on, I had only one obsession: to make this miracle accessible to everyone!" With the support of Manfred, she decided to set up an agro-industrial project around this prodigious plant for the well-being of humanity. This is how their ambitions and dream came true. ME MORINGA FOR LIFE[®] became the first global brand made in Africa, distributed in Europe, Japan, Canada and the United States. The company has established high standard in organic farming and exclusive global brand. Thanks to moringa's exceptional nutritional value, ME[®] products provide a health and balance solution for everyone to achieve harmony in their whole being.

2020, the revival

The demise of Manfred Schmitt on December 27th 2017, was a blow to ME Moringa for Life[®]. Especially for Jeanne who lost, more than a husband, a mentor. She began profound restructuring of the company, re-establishing it as a modern agro-processing nutraceutical and cosmeceutical complex. This was a challenge that the entrepreneur faced with courage and tenacity.

But nothing of it would have been possible without the

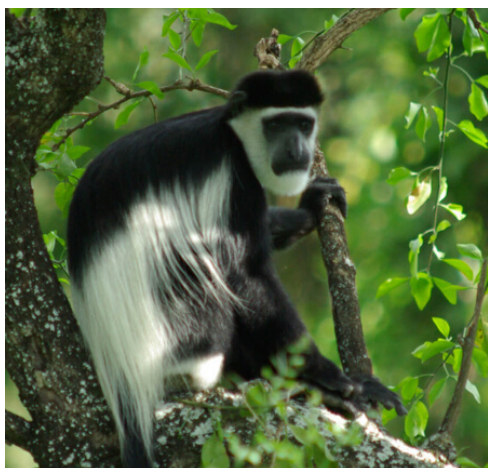


JEANNE MARGAUX NGO YOCKBAG

employees cooperation, determination and creativity. With their help, Jeanne built a strong corporate culture and created a new philosophy that places ME[®] at the heart of Msambweni and neighboring villages growth and development.

MELOSOPHY





GREENER WORLD

PRESERVING NATURE
BY IMPROVING BIODIVERSITY

The philosophy of ME Moringa For Life®,
it's all the principles and values
which govern the social model and the
ethical commitment of the company.



SOCIAL INVESTMENT

RE-ENERGIZING RURAL AND
DEVELOPING ITS POTENTIAL



HEALTHIER WORLD

ENDING MALNUTRITION AND
REDUCING CIVILIZATION DISEASES



GENDER EQUALITY

EMPOWERING WOMEN BY
PROVIDING SUSTAINABLE INCOME



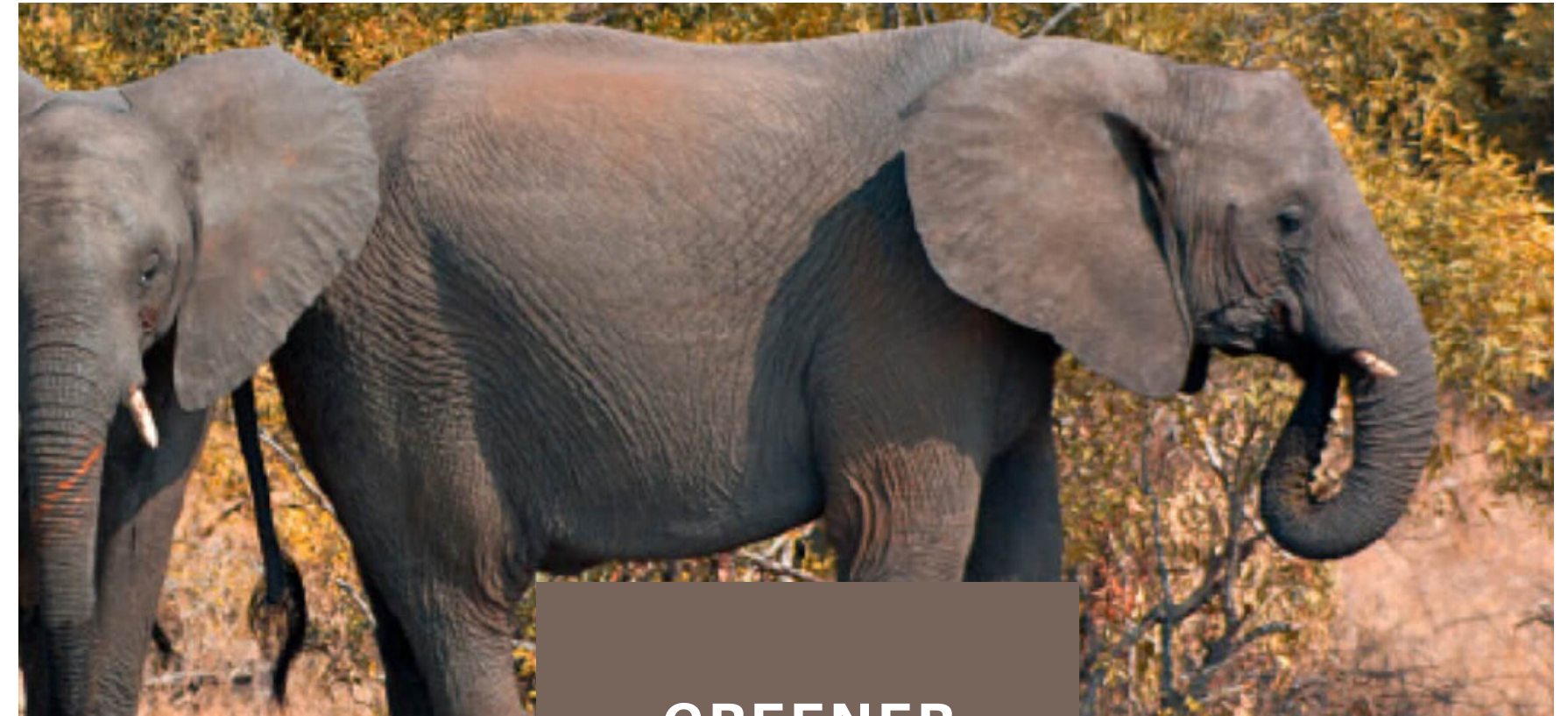
SOLIDARITY

HELPING THE MOST VULNERABLE

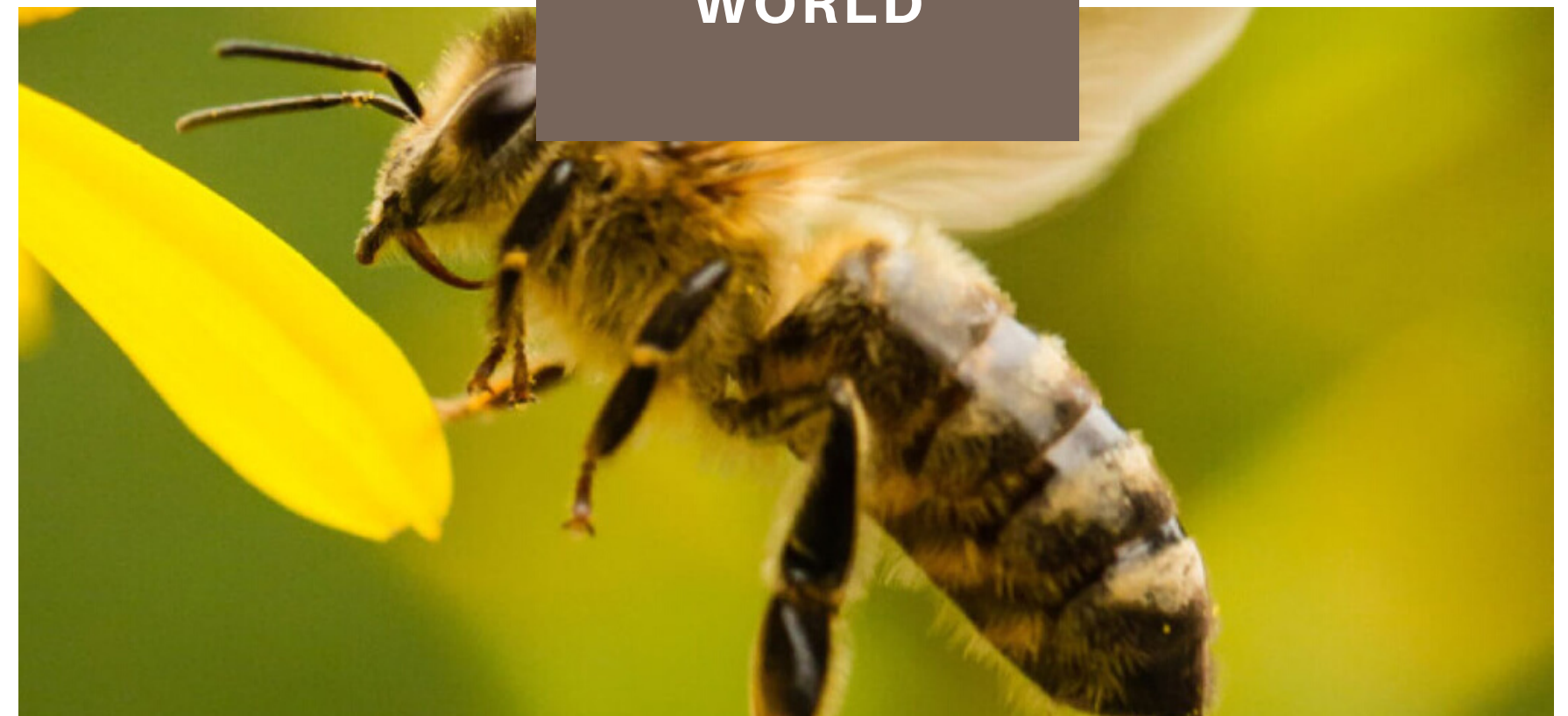
Preserving nature with sustainable development and reforestation

Once undeveloped and abandoned, the more than 32 acres of land on our Msambweni farm are managed in an eco-friendly spirit. As part of our commitment to improving biodiversity and sustainability, we have total control of our processes from farm to customer. As a result, we produce pure 100% organically grown Moringa. Compost applied on our farms is unique, made on site from fresh leaves and stalks of moringa, elephant dung (from the surrounding natural parks) and a high-performance combination of microorganisms. Certified by the Rainforest Alliance, ME® site is home to exceptional wildlife, including endangered species such as the colobus monkey, and rare birds like the great hornbill, which feed through re-planted plants. Indeed, in addition to our 450,000 trees of moringa, the farm also counts other fruit trees and plants such as mango trees, passion fruit trees and coconut trees. Finally, our beekeepers manage nearly twenty hives, shelters of more than a million healthy bees that ensure the pollination of plants. Such biodiversity is a feat in a country where 80% of the land is arid or semi-arid.

We have nothing to hide; our farm is opened to interested people to come and check the authenticity of our assertions and products. Our farm is managed according to rigorous environmental, social and economic criteria designed to conserve wildlife; safeguard soils and waterways; ensure well-being workers, their families and local communities; and increase livelihoods in rural households in order to achieve long-term sustainability.



**GREENER
WORLD**





SOCIAL INVESTMENT

Re-energizing rural and developing its potential

Msambweni region (in Kwale County, on the East coast of Kenya), like many rural and landlocked areas of Africa, faces under employment. The unemployment rate is around 80 %. That is why, although it has not received any assistance or grants from the Kenyan government, ME® has chosen to invest and contribute to the development and improvement of the community. Since its creation in 2013, the company has hired about 1,000 people from the local population. At the same time, a ME® training centre was opened with the aim of passing on the brand's agronomic know-how to rural young people, who are often encouraged to flee because of poverty and lack of prospects with the objective of widening their professional horizons. We have set up a project called Rural Green Wellbeing. Through this program ME® offers volunteer villagers who wish to grow moringa on their own lands, following the principles of organic farming. For this, we teach them our cultivation methods and provide them with moringa seeds processed to ecological standards. Thanks to our expertise, 150 farming families are currently integrated into the program to produce a high-quality organic moringa that we then buy from them (50% of their production) at a fair price. We then redistribute it to the most vulnerable populations in Kwale county to ensure them access to this miracle plant that fights against malnutrition. It's a win-win partnership that promises to improve the lives of more than 2,000 farming families and 200,000 households in the region by 2025.

Empowering women by providing sustainable income

African women farmers are at the heart of the domestic economy and the well-being of rural communities. They play an essential social role because they are key in the processing, conservation and marketing of agri-food products. Yet they have fewer rights, more limited access to rural information and services, and less mobility due to family burdens. For example, according to recent World Bank data, women spend between 15 and 22 per cent of their time on household chores (3 to 7 times more than men), limiting their access to productive and income-generating activities. In addition, all development indicators show that women living in rural Africa are more vulnerable than men to situations of crisis or climate change and are disproportionately affected by poverty.

For all these reasons, ME® favors and values the employment of women who currently represents 60 % of the company's workforce. We also plan to support as many local initiatives as possible to empower women. At ME®, women are faces of a new healthier and happier world.

GENDER EQUALITY





**HEALTHIER
WORLD**



Ending malnutrition and reducing civilization diseases

In Africa, 1 in 5 people go hungry according to a UN report in 2019. At the same time, across the continent, almost 10 million children under 5 are in overweight. Obesity is even gaining ground among adults (12%). Another alarming finding is the increase of cardiovascular disease and diabetes which, according to the WHO, is expected to cause more deaths by 2030 than HIV.

However, *Moringa oleifera* could be one of the responses to these health scourges, all linked to poor or insufficient nutrition. Indeed, the "tree of life", as it is called, is well-known for its exceptional nutritional value, its immuno-boosting power and its antihypertensive properties. Not to forget that, in Ayurvedic ancient medicine, the plant was already reputed to heal or prevent more than 300 diseases. That's why it is now promoted in numerous food or development programs as an effective weapon against malnutrition.

Although moringa grows wild in the Msambweni region, and its use in the traditional pharmacopoeia is proven, it is not widely consumed locally. At ME®, we are convinced that this prodigious gift of nature must be shared, for the well-being of all. This is why we have already distributed more than 100,000 moringa plants to the local inhabitants and encourage them to integrate it into their daily diet.

Helping the most vulnerable

We do our best to help the disadvantaged and vulnerable through various actions on the ground. Amongst our concerns is the plight of the 3 million Kenyan orphans; nearly 15% of the Kenyan households are headed by orphans. Official figures also show 25% of the population living on less than \$ 2 a day.

However, education, particularly that of girls, suffers from poverty, especially in remote counties: in order to increase family income, many children are forced to leave school to work – 26% of young people between the ages of 5 and 14 are economically active. Girls, who are engaged in household chores (including increasingly long journeys to collect water), are also under family pressure to marry – more than 25% married before the age of 18.

That is why ME® also supports the educational efforts of several schools in Msambweni.



SOLIDARITY

