



18<sup>th</sup> November 2021

## AUSTRALIAN GOVERNMENT APPROVES COMMERCIAL IMPORTATION OF DRINKING KAVA FOR RETAIL SALE

- Australian Federal Minister Zed Seselja, yesterday announced that companies will be able to apply to import drinking kava to Australia from 1 December 2021.
- Imports must only utilise the safest and most effective subset of Noble Fijian Kava varieties processed in HACCP accredited facilities.
- Fiji Kava is working with our existing distributor, pharmacy and grocery customers to be the first retail products available for sale in Australia.
- Consumers will be able to pre-order FijiKava and Taki Mai drinking kava on [Fjikkava.com](https://fjikkava.com) from today.

**18<sup>th</sup> November 2021 Brisbane Australia** - FijiKava Ltd (ASX: FIJ), an Australian-Fijian medicinal kava company which produces drinking kava and natural products to reduce anxiety and stress, improve sleep and support exercise and recovery, has welcomed the announcement made yesterday by Senator Zed Sesilja that Commercial Drinking Kava importation will be possible as soon as 1<sup>st</sup> December 2021.

Since 2007, the commercial importation of drinking kava has been restricted in Australia, which has had negative cultural impacts on Pacific Island communities in Australia and caused lost revenue in businesses in the Pacific Islands, including in Fiji. The reinstatement of these imports comes has been welcomed by the Fijian Community and FijiKava Ltd.

**FijiKava Ltd CEO, Anthony Noble said:** "Estimates of the economic impact in the Pacific due to the drinking kava ban in Australia in 2007 range from \$10 - \$30 million dollars per annum. The Morrison Government's decision to reverse this ban will deliver immediate benefits to these economies that exceed those losses, since the number of Fijian and Pacific Island diaspora in Australia has grown significantly since then.

Since Prime Minister Scott Morrison flagged these changes in 2019, there has been great anticipation in the community of this new framework coming into force. In the years since 2007 when the ban was put into place there have been significant advances around the safe and responsible use of kava. Most notable is the Codex Alimentarius Commission approving a standard for kava products last year, specifying that only Noble Kava varieties be used, and mandating water-based processes for producing kava beverages.

At Fiji Kava, we have based our production technology and processes on these high standards, and we operate a certified organic, HACCP accredited supply chain, only utilising the safest and most effective subset of Noble Fijian Kava varieties. This ensures our products are entirely safe and deliver reliable benefits to our consumers.

We expect to have drinking kava products available on our website later today and in retail outlets by early 2022. All of our FijiKava and Taki Mai kava products contain 100% certified Noble Kava and we encourage consumers to look for the Certified Noble Kava seal on their drinking kava products.”

This release has been approved by the Board of Directors

**ENDS**

### For Further Information

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### About Fiji Kava

**FijiKava Ltd** (ASX: FIJ), an Australian-Fijian medicinal kava health & wellness company, producing natural products for the natural medicine market, estimated to exceed USD \$210 billion by 2026 globally.

As the first foreign company with approval from the Fijian Government to operate in the kava industry. FijiKava has established a global leading sustainable and 100% traceable, certified organic supply chain of ‘noble kava’ including a nucleus farm in Levuka, on the island of Ovalau, Fiji.

FijiKava is focussed on expanding the availability of noble kava products throughout western markets to provide a natural alternative to prescription medicines to promote sleep, soothe and calm the nerves, support muscle relaxation and relax the mind

Backed by years of independent research, Fiji Kava medical kava products are produced by high-quality GMP and are TGA and FDA compliant.

### Forward-Looking Statements

This ASX release includes certain forward-looking statements that are based on information and assumptions known to date and are subject to various risks and uncertainties. Actual results, performance or achievements could be significantly different from those expressed in, or implied by, these forward-looking statements. Such forward-looking statements are not guarantees of future performance and involve known and unknown risks, uncertainties and other factors, many of which

are beyond the control of Fiji Kava. These factors may cause actual results to differ materially from those expressed in the statements contained in this announcement.

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