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ASX RELEASE

Fiji Kava® Expands US Market Presence with New e-Commerce Store

22 June 2023 Brisbane, Australia: The Calmer Co. International Limited (ASX:CCO), a health and wellness company focussing on natural products that promote calmness, support mind & muscle relaxation and improve sleep has announced the launch of its new e-commerce store in the United States for its FijiKava® brand.

Previously, FijiKava® products were sold online exclusively through the Amazon marketplace in the US. However, due to the consistently **strong sales performance over the past three months, with an average daily sales figure of more than \$2,400**, the company has decided to establish its own online store to further expand its presence in the market.

The new store will be located at www.fijikava.com which will now redirect US customers automatically to a dedicated US storefront.

Highlights

- **Strong Sales Performance:** FijiKava® products have experienced accelerating sales on the Amazon e-commerce marketplace, with an average of \$2,400 in daily sales over the last quarter.
- **Hero Product:** The FijiKava® Instant Noble Kava150g has been a standout product, retailing at USD\$41 per pouch and now averaging 24 units per day, and growing.
- **Diverse Product Range:** Both Taki Mai® and FijiKava® products will continue to be available on their dedicated branded stores in the Amazon marketplace, offering customers a wide selection of products in Instant and Traditional Grind kava.
- **Enhanced Profit Margins:** The launch of a dedicated FijiKava® e-commerce store in the USA, powered by the Shopify platform, will allow for direct sales without Amazon merchant fees. Fulfilment will be handled by Calmer Co.'s Danodan team based in Portland. The new e-commerce channel will have significant margin improvements, while maintaining the same retail prices for customers online.



CEO Anthony Noble, expressed his enthusiasm about the growth potential for both the Taki Mai® and FijiKava® brands in the US e-commerce market. He stated, "We believe there is tremendous opportunity to further expand the reach of our traditional Taki Mai brand and to continue growth of our instant FijiKava brand in the USA. Both brands have dedicated "Amazon Brand Stores" which are performing well. With our newly established online store at www.fijikava.com, US customers will now be able to buy and subscribe directly from us. Margins will be even higher for this channel without the Amazon merchant fees and with Danodan handling fulfillment from our Portland site."

"Increasing our focus on e-commerce, along with full implementation of our previously announced cost control measures, has meant that the FijiKava USA business unit has now been profitable since March. Seeing the FijiKava® range growing at circa 20% quarter on quarter since 2022, underlines why we will now focus on e-commerce, which has lower and more scalable cost to service versus conventional retail channels."

By launching its own FijiKava® e-commerce platform, The Calmer Co. USA will strengthen its direct-to-consumer sales channel, broaden its customer base, and maximize its market presence in the United States. Danodan and FijiKava will also introduce new product offerings in CBD topicals and kava dietary shots online later this year in the USA.



This release has been approved by the Board of Directors

ends



For further information

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About The Calmer Co.

The Calmer Co. International Limited (ASX:CCO), provides natural solutions to calm nerves, support mind and muscle relaxation and induce sleep. The product range includes drinking powders, teas, shots, concentrates and capsules. Sold under our house of brands: Fiji Kava, Taki Mai and Danodan Hempworks in markets including USA, Australia, China New Zealand and Fiji.

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.