



14 August 2023

ASX RELEASE

## Naturally Elevated Partnership

**14 August 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 entered into a partnership with Naturally Elevated, trading as On-Schedule Speciality Logistics, a boutique distribution company targeting the medical cannabis, pharmaceutical and wellness market.

### Key points

- On-Schedule will make The Calmer Co.'s range of products available via direct marketing to their network of more than **14,000 established customers through their online Telehealth portals.**
- On-Schedule Logistics will distribute The Calmer Co's products to **a network of up to 2,000 pharmacies and 5,000 niche retailers around Australia.**
- The companies are collaborating to explore the required logistics for manufacture and **distribution of the DANODAN® range of products in Australia** and the Asia Pacific (pending regulatory approvals).

**CEO Anthony Noble said** of the partnership, "This partnership unlocks multiple fresh avenues for The Calmer Co's product distribution across Australia. Leveraging the expertise of the Naturally Elevated team in directly marketing products to a consumer base well-acquainted with medicinal cannabis aligns seamlessly with our objective of expanding awareness and access to our kava product range.

We are also optimistic about the potential for our full product range to succeed in niche retail distribution through On-Schedule. Our medicinal range of products targets a similar set of consumer needs that are typically addressed by medicinal cannabis. Kava also enjoys a more liberal sales environment, thereby offering a solution to these needs without encountering equivalent access barriers.

The team at Naturally Elevated are experts in the field of medicinal cannabis distribution and we have had constructive discussions on how we might work towards bringing the DANODAN® CBD products to Australia and what manufacturing models can be used to facilitate this process when regulatory approvals allow it."

**Naturally Elevated CEO David Maddigan said** "We couldn't be more proud to partner with The Calmer Co. Along with their exceptional products, the team deliver a level of expertise, passion and authenticity we seek in our collaborative endeavours. Moreover,



their existing FijiKava range, along with the plans to enter the medicinal cannabis industry, speaks directly to the hundreds of pharmacies we are aligned with, the thousands we speak with weekly and, most importantly, the end users we are engaged with on a daily basis.”

Naturally Elevated is a vertically integrated distribution network in the Australian Medicinal Cannabis, pharmacy and wellness industries. Comprising of an inhouse range of Medicinal Cannabis products under “Elevated Extracts”, a TeleHealth platform “Canwell”, their distribution centre “On-Schedule”, Naturally Elevated is the one-stop-shop of plant medicines and affiliated hardware.

More information: <https://naturallyelevated.com.au>

## Key Contract Terms

The Calmer Co.’s range of products will be provided to On Schedule on a consignment basis.
Sales via direct to consumer, wholesale and distributor channels are reported and paid monthly.
Retailer customers of On-schedule ill be exclusively supplied under the agreement
New products and territories may be added by mutual consent
The agreement term is for an initial 3-year period and may be terminated by 30 days’ notice in the event of a breach of the contract terms by either party.

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.