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ASX RELEASE

Fiji Kava® Launches in China on Alibaba's Tmall

24 October 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, in partnership with RooLife Group (ASX:RLG), have officially launched their flagship store for Chinese consumers on Alibaba's Tmall Global Platform.

Key Highlights

- The Calmer Co. International has today opened a Tmall Flagship store on Alibaba's Tmall site, meaning that Chinese consumers can now order Fiji Kava products in Chinese language for delivery in China.
- The Calmer Co's Tmall Flagship store can be found at: <https://fijikava.tmall.hk>
- The initial products offered on the Tmall Flagship store are Fiji Kava's Noble Sleep® and Noble Kava® Capsules in 30 and 60 count formats
- New products will be made available through the Tmall Flagship store in future and the Flagship Store model allows other Calmer Co. brands to launch in China
- The launch of the store was marked by an official signing event hosted by Trade & Investment Queensland, who have facilitated The Calmer Co. and Chinese market partner RooLife Group (ASX:RLG) to extend their marketing efforts to include participation in an upcoming Trade Delegation to China centered around the CIIE Expo in Shanghai which will take place from 5th – 10th November
- The launch event in Brisbane yesterday afternoon was attended by:
 - Mr Justin McGowan, CEO Trade & Investment Queensland,
 - Ms Leata Alaimoana, Queensland Trade Commissioner for the Pacific,
 - Mr Pier Smulders, Australia & New Zealand General Manager of Alibaba,
 - Mr Hong Zhen, Alibaba Business Development Manager,
 - Mr Bryan Carr, CEO of RooLife Group,
 - Dr Anthony Noble, CEO of The Calmer Co.



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Fiji Kava Tmall Flagship is now live on Alibaba's Tmall ecommerce site in China at <https://fijkava.tmall.hk>

Leata Alaimoana, Queensland Trade Commissioner for the Pacific said “Trade and Investment Queensland congratulates The Calmer Co. on their Tmall launch with Alibaba and launch into China. The Calmer Co. are a Brisbane-headquartered company who source their Kava product from Fiji communities and partner with a Brisbane contract manufacturer to produce their nutraceutical products. Trade and Investment Queensland is proud to support both Fijian and Queensland businesses in achieving this milestone of export into China. This deal will empower Fijian businesses by elevating their global exports and strengthens business relations between Queensland, the Pacific and China.”

Justin McGowan, CEO, Trade and Investment Queensland said “Queensland is considered Australia's Pacific State and is forging ahead with business in the Pacific Region. Trade and Investment Queensland's dedicated teams are constantly engaging with our Pacific partners and supporting Queensland businesses to build stronger regional connections and enter new markets. Trade and Investment Queensland congratulates all involved with The Calmer Co's entry into the \$2.3 trillion China e-commerce market. We have a strong relationship with Alibaba and look forward to seeing more Queensland businesses in their Tmall. Trade and Investment Queensland will continue to support The Calmer Co. as they grow their presence in China. They will form part of the Queensland delegation at the upcoming China International Import Expo (CIIE) in Shanghai, with a dedicated branded booth at the Queensland Pavilion.”

Alibaba Australia & New Zealand General Manager, Pier Smulders said “Alibaba's Tmall Global is the leading platform for consumers in China to discover and buy premium international branded products. It currently features more than 39,000 international



brands. Alibaba's China ecommerce marketplaces serve more than 1 billion annual active customers per year,. Health and wellness is a growing category, as is sports nutrition, and The Calmer Co. range of products will fit well into this growing segment."

RooLife Group CEO, Bryan Carr said "RooLife's role is to assist businesses enter into and sell their products in the lucrative China market and with our strong focus in the health and wellbeing sector we are delighted to add FijiKava to our portfolio. We are excited to be launching their online store in China I look forward to seeing this digital channel come to life for FijiKava in the months ahead. RooLife also has a growing partnership with Shanghai No1 Pharmacy, which we see as a promising avenue for potential growth for The Calmer Co.'s product sales in the years to come, following the establishment of robust online sales channels."

The Calmer Co. CEO, Dr Anthony Noble said "Building on our success in ecommerce in the USA where FijiKava Instant is now the number 1 product in its category on amazon.com and strong sales growth online in Australia, the entry into the Chinese market represents the next significant, untapped international opportunity for FijiKava's products. This is the culmination of six months dedicated work by the RooLife and FijiKava digital teams which has been tightly coordinated in the Australian and China markets. We have successfully established our online presence and pricing strategy in Australia, providing a strong foundation for a successful launch in the Chinese ecommerce market today"



Bryan Carr, Pier Smoulders, Anthony Noble and Justin McGowan at the Launch Ceremony at Trade Invest Queensland



About Alibaba's Tmall

Tmall (天貓), formerly Taobao Mall, is a Chinese-language website for business-to-consumer (B2C) online retail, spun off from Taobao, operated in China by Alibaba Group. It is a platform for local Chinese and international businesses to sell brand-name goods to consumers in Greater China. It has over 500 million monthly active users, as of February 2018. In the last few years, it has opened its features to brands, not only for online sales but also for developing brand awareness. According to Alexa Rank, it is the third most visited website globally in 2021.^[1]

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.

About Trade Investment Queensland

Trade and Investment Queensland is the Queensland Government's dedicated global business agency, helping Queensland exporters take their products to world markets and promoting Queensland as the perfect place for investment.

About RooLife Group

The RooLife Group (ASX: RLG) provides fully integrated digital marketing and customer acquisition services, focusing on driving online sales of products and services for its clients. RooLife provides personalised, real-time, targeted marketing. With a key focus on driving sales in Australia and China the Company's online e-Commerce marketplaces assist businesses to sell directly to Chinese consumers and accept payment via the WeChat and Alipay mobile payments platforms. RooLife's key positioning is about knowing and remaining connected with Chinese consumers, allowing brands to effectively sell products to Chinese Consumers based on their profiles and purchasing behaviours.

This announcement has been approved by the board of directors.

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For further information

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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.