



1 November 2023

ASX RELEASE

Ecommerce Sales Eclipse \$6,000/day in October

1st November 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 is pleased to announce that global e-commerce sales have increased substantially in October to more than \$6,000/day.

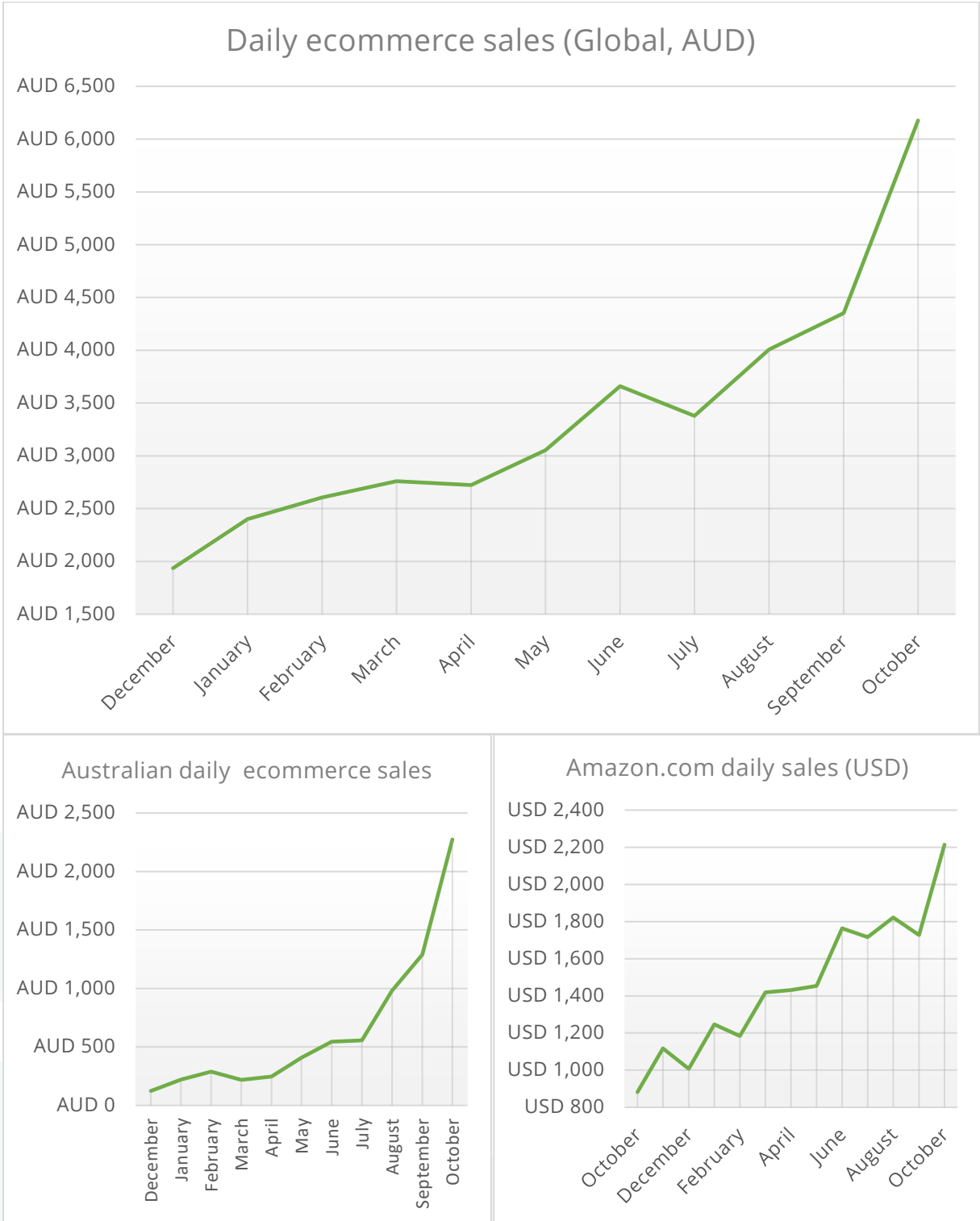
Key Highlights

- Global ecommerce sales for October were over \$190k, up 42% from a previous record high of \$130k in September.
- USA based ecommerce sales for October surpassed \$120k, up 30% vs September.
- Australian ecommerce sales for October surpassed \$70k, up 82% vs September.
- Consolidated ecommerce daily sales run rate has now reached an average of over \$6000/day based in October figures and is growing strongly in all channels.

CEO Anthony Noble said, "These ecommerce figures demonstrate the growing demand for kava on a global basis and successful execution of our first sales growth pillar; focussing on ecommerce. This is also our highest margin sales channel. With our robust and modernised supply chain in Fiji and strong distribution partners, we are in a position to leverage the global growth in demand. We continue to be the number one instant kava product on Amazon and our own proprietary flagship ecommerce stores have recorded exciting sales growth in the past month. Our ecommerce strategy now extends to China where we have launched on Alibaba's Tmall platform utilising specific China market influencers and social media promotion. It is also noteworthy that retail sales in Coles Australia, which importantly builds the high quality profile of our FijiKava brand, saw record sales in Q1 this year driven by the synergies in social media and online marketing activities with retail distribution."



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Global ecommerce daily sales, Amazon daily sales and Australia ecommerce daily sales all grew strongly across Q1 and have further accelerated in October under The Calmer Co management.

This announcement has been approved by the board of directors.



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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.