



14 December 2023

ASX RELEASE

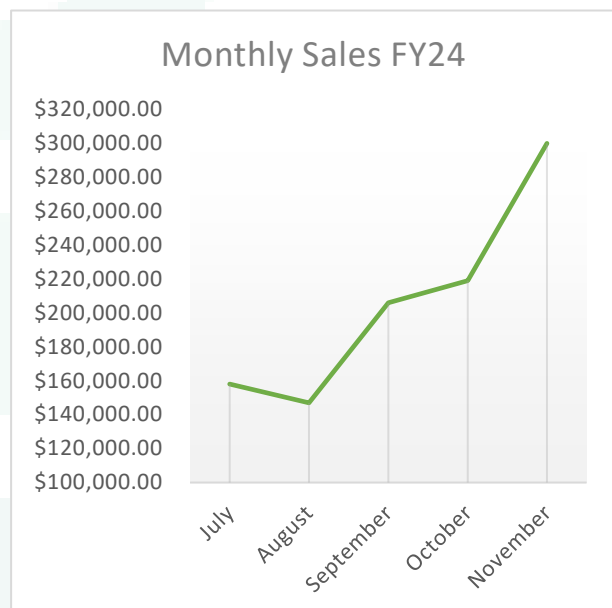
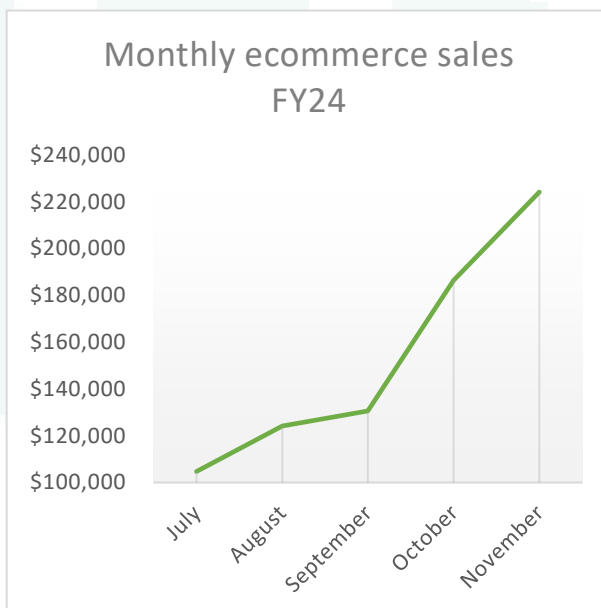
November Sales rise more than 35% to \$300k

14th December 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 informs shareholders that November sales have materially increased month-on-month.

Highlights

- Sales for November have risen by more than 35% month-on-month to \$300k, one of the highest sales results ever for the company building on a strong October.
- Global ecommerce sales for November were over \$220k, and surpassed \$7,000/day, up by more than 25% from record high sales of \$186k in October.
- Ecommerce Sales in Australia surpassed \$110k and ecommerce Sales in the USA also surpassed \$110k in November.
- Coles supermarkets are now back in stock for 50g instant kava after a significant uptick in demand, driven by digital activity, saw stock sell out in September.

CEO Anthony Noble said, "Excellence in ecommerce is our first growth pillar, and we see continued growth in the channel. Taken together with our expanded retail footprint in Australia with FijiKava 150g instant kava and Taki Mai kava-shot launching in Coles in January and first sales into Kava Bars due this month; we now see all of our growth pillars set to contribute profitable sales in 2024. With the required inventory funding now in place we are well positioned for the coming year."



Monthly revenue continues to grow materially.



This announcement 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.