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ASX RELEASE

Walmart.com to launch Fiji Kava Instant 150g

23 February 2024, USA: The Calmer Co. International Limited (ASX:CCO), a health and wellness company focussing on natural products that promote calmness, support mind and muscle relaxation and improve sleep advises shareholders that it has received approval to list Fiji Kava Instant Kava on Walmart.com.

Highlights

- Walmart, the world's largest omnichannel retailer¹ will launch Fiji Kava's best selling products on their eCommerce platform in the USA
- Walmart.com has over 120 million monthly visitors, with 6.7 million weekly visitors in the consumable health and wellness category. The online marketplace has seen 45% revenue growth year on year¹
- The unit economics of the Walmart.com platform are equivalent to Amazon.com²
- The onboarding process has already commenced with Walmart's digital operations group.

Chief Executive of The Calmer Co, Anthony Noble said: "Walmart approached us in light of the outstanding sales performance of our Fiji Kava Instant Kava 150g on Amazon.com, where we consistently maintain our position as the top-selling instant kava product, experiencing rapid sales growth culminating in a record-breaking month in January.

Walmart will showcase our Fiji Kava products on their eCommerce platform in the USA, offering extensive brand exposure and access to their vast audience of 120 million monthly visitors. This partnership with Walmart perfectly aligns with our strategic growth pillars, focusing on expanding our presence in the US market through e-commerce channels and collaborating with premier retailers in mutually beneficial arrangements

I am thrilled to embark on this partnership, which I believe will greatly complement our existing presence on Amazon and our proprietary website as we further establish and expand our brand footprint in the USA."



As this is a new sales channel in ecommerce, the Company is unable to provide an estimate for the revenue to be derived from the sale of the product. The actual revenue will be disclosed in the full year financial results.

This release has been approved by the board of directors.

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1.Data provided by Walmart.com

2.Based on platform fee agreement and terms

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.