



THE
CALMER
CO.

**FOCUSSING ON NATURAL
PRODUCTS THAT PROMOTE
CALMNESS, SUPPORT MIND &
MUSCLE RELAXATION &
IMPROVE SLEEP**

**FY24 HALF YEAR
RESULTS PRESENTATION**

SNAPSHOT

RESULTS OVERVIEW

Revenues **\$1.43m** +91%
Vs \$746k HY23

Operating Profit **(\$1.6m)** +31%
Vs (\$2.37m) HY23

E-Commerce Sales **>\$8.2k/day** +430%
@Dec22 Vs \$1.9k Dec22

Cash Receipts **\$1.5m** +97%
Vs \$763k HY23

Net Cash Used In Operations -11%
Vs HY23

Gross Margins 59%

COMPELLING INVESTMENT PROPOSITION

Real product efficacy and growth in consumer awareness

Kava is increasingly becoming a replacement to alcohol along with its therapeutic uses to treat anxiety, stress and sleep disorders.

Consumer awareness is growing rapidly on a worldwide basis.

E-commerce sales booming in both US and Australia

Rapid sales growth shows no signs of slowing. Kava is a niche product that shows strong repeat purchase behaviour and campaigns have industry leading Return on Ad Spend

E-commerce focus turns to USA in 2024.

Material leverage from fixed cost base

The upgrade to our Navua facility provides large latent capacity for greater production. Forward orders are now set to deal with accelerating sales.



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E-COMMERCE SALES BOOMING & BLUE CHIP RETAIL PARTNERSHIPS BLOOMING

E-COMMERCE

Global e-commerce sales have grown 430% to an average of >\$8,000 per day at year end HY24.

Recent growth led by Australia with expansion plans for US market in progress for 2024.

amazon

COLES

Taki Mai kava juice shots join our range at Coles from March 2024.

Coles have also increased our footprint by adding Fiji Kava 150g pouches to be sold at fast moving outlets.

coles

WALMART

Walmart to launch Fiji Kava instant drinking kava products on Walmart.com

Walmart is the worlds largest omni-channel retailer and receives 6.7m visitors per week to the health and wellness category on Walmart.com.

Walmart

KAVA JUICE SHOTS IN FOCUS

Taki Mai Kava Juice Shots will be on shelves in Coles from March 2024.

This brings together a long R&D project positioning The Calmer Co as the only organisation with a manufacturing process to deliver a cold pressed green kava shot to the consumer market at scale.

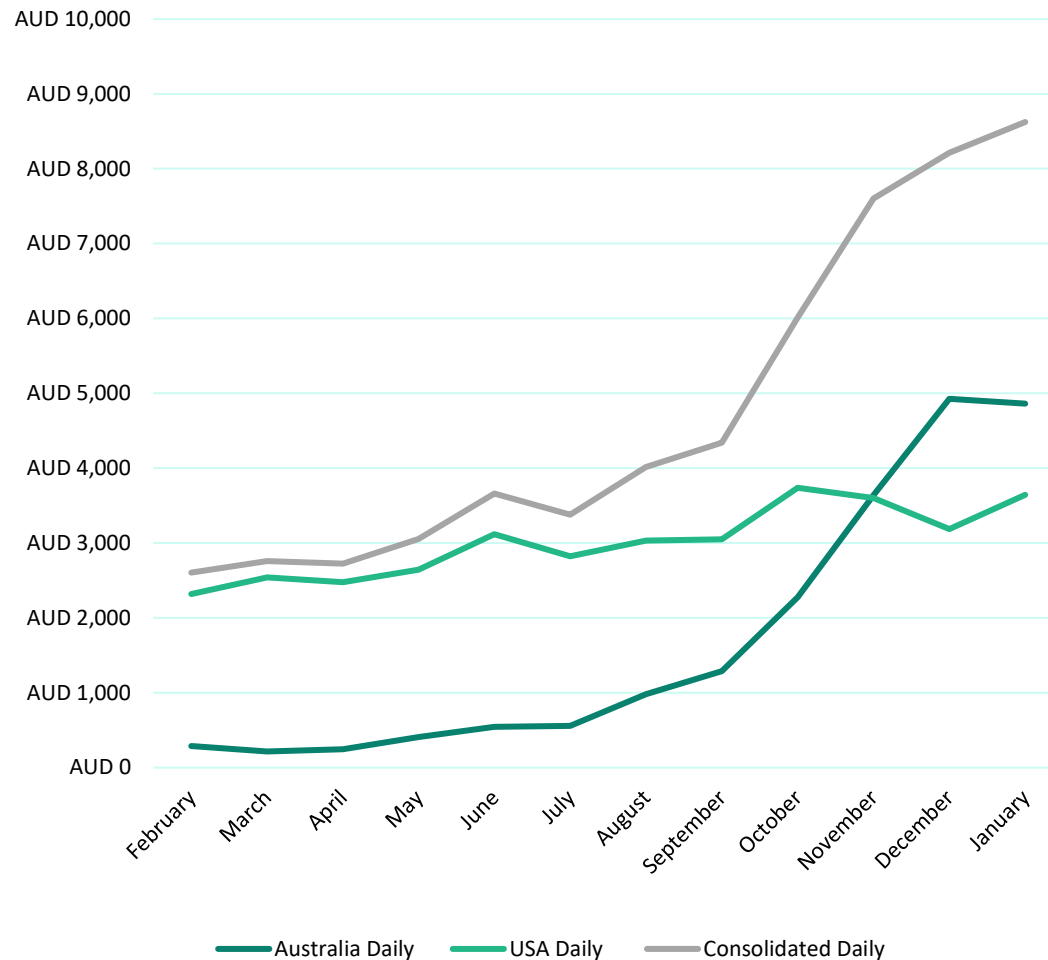
The juice shots are vegan, high in potassium and contain only 1g of fat and have less than 5 Calories, making these a compelling health conscious alcohol alternative, either as a shot or as the basis for a “mocktail with a buzz”

Introduction of kava juice shots in partnership with Coles marks our entry into the ready to drink category. Entry into the Fijian tourist market and the USA market for this format will follow over 2024.



E-COMMERCE SALES IN FOCUS

Daily E-Commerce Sales by Market in AUD



Booming E-Commerce

Global e-commerce sales have climbed to >\$8,500/day at Jan 24.

AUSTRALIA

Rapid sales growth Sept-Dec was halted by a lack of inventory due to shipping delays. The business has now prepared larger forward orders to keep pace with sales demand and longer customs clearance times, and is back in stock for all SKUs on www.fijikava.com.au.

USA

Fiji Kava Instant Kava remains the number 1 selling instant kava with sales consistently >\$3,000/day. A new focus is in place to grow US online sales in 2024 with our own Shopify store that delivers a 30% margin improvement. Walmart.com will complement this channel.

REMARKETING

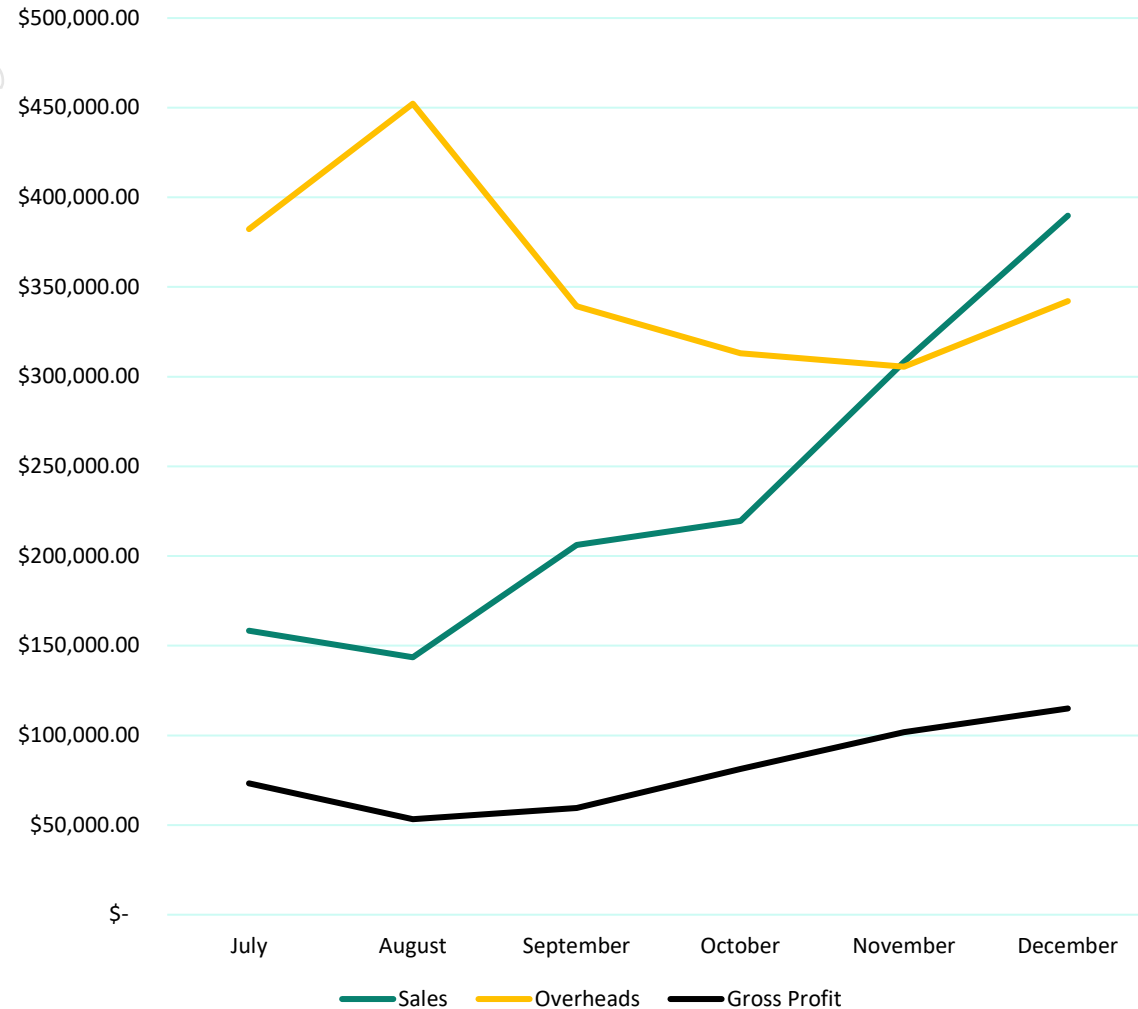
The Calmer Co is building a large database of customers and prospective customers and has commenced remarketing campaigns to brand aware consumers to increase lifetime value.



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TRADING SNAPSHOT

Key Performance Indicators in AUD



Positive Indicators for Sales, Overheads and Gross Margin

AUSTRALIA

The Australian business made big steps forward in HY24 boosted by the rapid growth in e-commerce sales which are fulfilled at our Brisbane warehouse. The launch of Taki Mai® kava shots in Coles from March is expected to grow sales further.

USA

Our US business is now profitable. The Walmart channel and kava bars channel are expected to grow sales further.

PACIFIC ISLANDS

The business is self sustaining in Fiji. CJ Patel has begun to expand distribution throughout the Pacific islands and has entered New Zealand. Leilo drinks are on sale through Jacks of Fiji in the tourism channel.

OTHER HIGHLIGHTS

Leilo RTD in Tourism Channel in Fiji

Jacks of Fiji now stocks Leilo ready to drink beverages in shops for Fijian tourism resorts.

First Orders are in Progress with Kava bars in Florida

500+ kava bar market identified in USA. Sales trip completed and first orders are in progress.

Navua Facility Automation

New machinery and automation project phase 1 complete in Navua with phase 2 upgrades to mid-year

Capital Raise Oversubscribed

\$1m placement followed by top up of \$515k led by Novus Capital.

The business is rebased and funded.

CJ Patel takes Taki Mai to New Zealand

In addition to 12 Pacific Island locations.

Our Fiji business is self sustaining.

Network Nutrition to include Metagenics USA

Metagenics USA now uses our Kavaton® as an active ingredient in its products.

Effervescent Range in Planning Phase

Ongoing R&D progress with a view to launching effervescent in late 2024.

Market Deregulation

Several global markets investigating further deregulation for kava.

CEO's Comment



ANTHONY NOBLE

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“The latest half-year performance indicates encouraging progress resulting from the strategic initiatives undertaken over the past year.

Rapidly escalating sales have demonstrated the efficacy of kava as both a replacement to alcohol and a supplement to help address stress and anxiety. The rapid adoption of our products in western consumer markets demonstrates the growing awareness of kava in global markets.

Our current challenges revolve around expanding our supply chain and optimizing inventory management, rather than generating demand.

It is a very exciting time for our business as we grow rapidly and launch Taki Mai® cold pressed kava shots into the market and penetrate further into the USA with the support of both Amazon and Walmart. These initiatives along with expansion into the burgeoning kava bar market in Florida and California provide a solid plan to expand in the USA.

The business has been rebased and recapitalised and sales are growing strongly. We see a bright future for shareholders.”

our team



James Dack, Non-executive Chairman

Mr Dack started in the real estate industry as a founding partner in real estate agency brands in Australia. He left the real estate industry in 2014 to pursue other ventures, and began his own private investment company where he has taken a position in many entities including public companies listed locally. He has experience in the public sector, where he started his career as a porter at St Vincent's Hospital before being responsible for coordinating the entire NSW Public Hospital Payroll System in the industrial relations division of the Department of Health.



Anthony Noble, Chief Executive Officer

Formerly, C.E.O. Australian Biotherapeutics, and spent more than 10 years at Soho Flordis International (SFI) which includes Klaire Labs, Prothera & Complementary Prescriptions (USA), Ginsana SA (Switzerland), Flordis (Australia) and Potters Herbals & Equazen (UK). Anthony held the roles of Global Head of Innovation, Head of North Asia and Managing Director of SFI Research Pty Ltd, the group's innovation incubator and investment company. Anthony has a PhD in Cell Biology and an MBA from AGSM exchange to the Wharton School (U Penn).



Zane Yoshida, Executive Director, Founder

Zane is an experienced start up entrepreneur, having successfully launched companies from R&D through to commercialisation and scale across Asia, the United States, and the Pacific. Zane has completed a Bachelor of Mechanical Technology, Post Graduate Diploma in IT, and a Master of Business Administration (MBA) from the Queensland University of Technology. He is currently a Vice President of the Australia Fiji Business Council (AFBC), Fiji Kava Taskforce, and a Member of the Australian Institute of Company Directors (AICD).



James S Tonkin, Non Executive Director

James is a 40 year veteran, is a private sector brand marketing and beverage development professional who has designed and implemented national infrastructure for his clients in the food and beverage industry. In the last 15 years, Tonkin has promoted brand and marketing programs for many clients in the bottled water and functional food/beverage industries. His expertise spans the gamut from domestic cheese to potato chips, fortified pet waters to nutraceutical- functional and enhanced beverages.



Griffon Emose, Non Executive Director

A Fiji citizen, Griffon is the Managing Director of Kontiki Capital. He was previously the Manager Public Awareness & Investor Education at the Capital Markets Development Authority. He is licensed by the RBF as an Investment Adviser Representative and serves as a Director of the South Pacific Stock Exchange and on several other Boards.

Griffon graduated with a Bachelor of Commerce from the University of Auckland. He is a member of the CFA Institute and earned the CFA Charter in 2005.



Pravinesh Lala, Chief Financial Officer

Prav has over 20 years' success in leading financial management activities at organizations across Fiji, New Zealand, and Australia in shipping and logistics, agricultural supply chains and manufacturing companies. Before joining Fiji Kava Ltd, he worked with Red Bull NZ as well as Nutrano Produce Group and Neptune Shipping.



BULA VINAKA

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