



30 April 2024

ASX RELEASE

Appendix 4C Cashflow Statement and Quarterly Activities Report

30 April 2024, Brisbane, Australia: The Calmer Co. International Limited (ASX:CCO) submits the following Activities Report and Appendix 4C Cash Flow Statement for the three-month period ended 31 March 2024.

Highlights

- **Record Sales of \$1.07m** demonstrate consistent sales growth (+200% vs Prior Corresponding Period [PCP], Q3FY23 and +17% vs Q2FY24), despite a slow February due to out-of-stock driven by continued strong demand online.
- **Cash receipts grew by 32%** vs Q2 to over \$915k (+240% vs PCP, Q3FY23).
- **Inventory levels now exceed \$1.5m** after increased investment in manufacturing an operations in the quarter while all other costs remaining tightly controlled.
- The company **launched two new products into Coles** supermarkets nationally, including the Taki Mai kava-shot which is showing high initial sales in the first month.
- The company listed our **first products on the Walmart.com** eCommerce platform in the USA to complement the existing Amazon.com sales channel.
- Lead times shipping Australia lead times have improved by up to 4 weeks since March, though implementing virtual inspections.

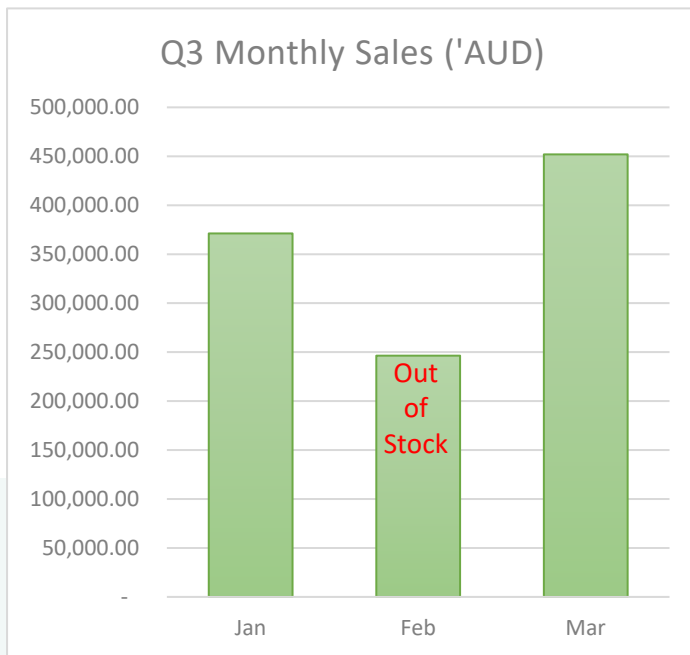
CEO Anthony Noble, said, "Strong online sales in January coupled with delays in customs and quarantine clearance times saw demand outstrip supply in February, which resulted in an out-of-stock position for several of our SKUs. The custom clearance delays were solved in March and our sales rebounded to achieve our best monthly result ever, with revenues exceeding \$450k. This indicates that when fully in stock the company can rapidly increase sales velocity.

"To support the now well-established growth trajectory and launching into new sales channels, including Shopify in the USA in Q4, we have committed significant resources to building inventory to more than \$1.5m, which is significantly higher than the position at end of half-year which was less than \$1m. Ramping up production to match demand will continue to be a focus for the foreseeable future. Initial sales velocity of our Taki Mai® kava-shots in Coles has been very encouraging and we hope to soon begin to offer these through our online channels in Australia. In the USA market we will offer the shots in flavoured and custom formulas, before the end of the year."



Financial Overview

Record revenues were recognised in the quarter of \$1.07m, with more than 55% being generated in the Australian market. This was an increase of 203% vs the prior corresponding period and an increase of 17% vs the prior quarter, despite being out-of-stock on certain key SKUs in February, which slowed growth. This result was driven by continued growth in our eCommerce channels in Australia and strong sales to the Coles retail channel where two new products were launched in March. Amazon.com remained steady despite also being affected by several weeks of out of stock, which has also now been resolved. Taki Mai is also restocked in Amazon.com. Fourteen-day payment terms with Coles and the increasing percentage of eCommerce sales in the mix has meant that cash receipts from customers in the quarter continues to improve and were \$915k, which was a 240% increase vs Q3 in FY23.



Expenses continue to be well controlled, and the company has focussed on building inventory over the quarter with \$1.1m being invested in product manufacturing and operating costs. This has translated into a meaningful increase in inventory across the fastest moving SKUs and allowed all channels to be fully in stock at the end of the period, setting up continued sales growth in Q4.

Advertising and marketing costs fell to \$182k as the company brought some of these activities in house. Investments in Advertising and Marketing will rise in line with sales over the coming months in order to support further online growth and to start to drive sales via retail Australia. Staff costs rose modestly to \$274k with dedicated staff members being recruited to support USA eCommerce and digital content creation thus building key capabilities within the company to support our highest velocity sales channel. Half-year audit, capital raising and legal costs saw administration and corporate costs rise to \$259k in the quarter.

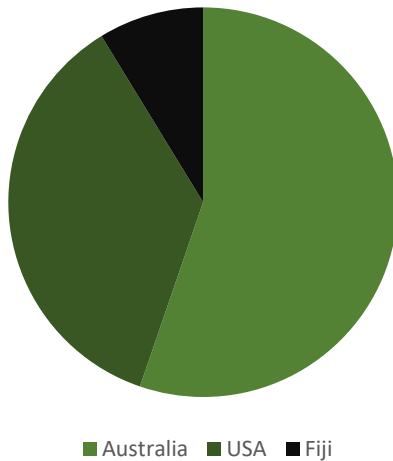
Advertising and marketing costs fell to \$182k as the company brought

According to ASX LR4.7C.3, the Company advises that there were no cash payments to related parties, with all director's remuneration now being paid as shares.



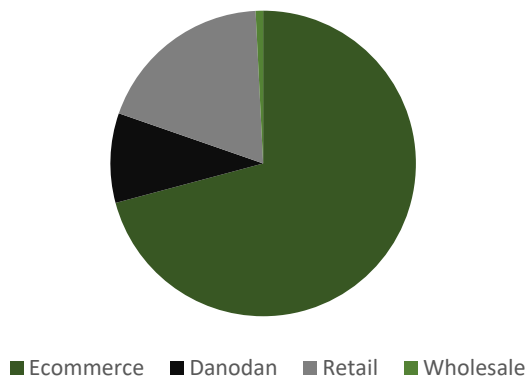
Sales Analysis

Sales by Country



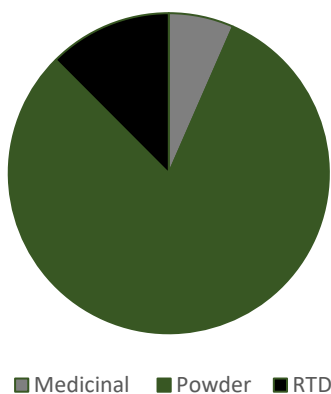
Australian Sales were \$591k in the period and were driven strongly by the Shopify eCommerce site and Coles Sales. Sales in the USA were \$385k in the quarter driven by Amazon.com, as well as Danodan revenue, which constituted more than 25% in that market. Sales in the Fiji market were just less than 10% of the total sales globally in the quarter.

Sales by Channel



Ecommerce sales constituted more than 70% of the total sales for the quarter and this trend is expected to continue into the fourth quarter. The www.fijikava.com eCommerce channel in the US commenced initial social media advertising activities in April. Retail sales represented a growing part of the mix with around 20% of sales being to Coles and the Fijian Tourist channel combined. Danodan sales exceeded \$100k for the period.

Sales by Format



Drinking kava powder continues to be the driving force behind the retail and ecommerce sales results and accounts for more than 80% of revenue across all channels. The bulk of future sales is expected to continue to be in powdered formats and inventory build has focused on these SKUs in the quarter. The RTD products are a growing part of the mix with 12% of sales accounted for in these formats. Medicinal capsule formats accounted for 7% of sales.



This release has been approved by the Board of Directors

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. The company is also the distributor of Leilo kava drinks in the Fiji Islands.

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.

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Appendix 4C - Quarterly cash flow report for entities subject to Listing Rule 4.7B

Name of entity

THE CALMER CO. INTERNATIONAL LIMITED (ASX:CCO)

ABN

40 169 441 874

Quarter ended ("current quarter")

31 March 2024

Consolidated statement of cash flows	Current quarter \$A'000	Year to date (9 months) \$A'000
1. Cash flows from operating activities		
1.1 Receipts from customers	915	2,089
1.2 Payments for		
(a) research and development	-	-
(b) product manufacturing and operating costs	(1,104)	(2,176)
(c) advertising and marketing	(182)	(771)
(d) leased assets	-	-
(e) staff costs	(274)	(739)
(f) administration and corporate costs	(259)	(567)
1.3 Dividends received (see note 3)	-	-
1.4 Interest received	1	1
1.5 Interest and other costs of finance paid	(17)	(38)
1.6 Income taxes paid	-	29
1.7 Government grants and tax incentives	-	-
1.8 Other (B.A.S. Refunds)	(7)	6
1.9 Net cash from / (used in) operating activities	(926)	(2,165)
2. Cash flows from investing activities		
2.1 Payments to acquire:		
(a) entities	-	-
(b) businesses	-	-
(c) property, plant and equipment	-	-
(d) investments	-	-
(e) intellectual property (PATENT)	-	-



Consolidated statement of cash flows	Current quarter \$A'000	Year to date (9 months) \$A'000
(f) other non-current assets (ESCROW ON PATENT)	-	-
2.2 Proceeds from disposal of:	-	-
(g) entities	-	-
(h) businesses	-	-
(i) property, plant and equipment	-	-
(j) investments	-	-
(k) intellectual property	-	-
(l) other non-current assets	-	-
2.3 Cash flows from loans to other entities	-	-
2.4 Dividends received (see note 3)	-	-
2.5 Other (provide details if material)	-	-
2.6 Net cash from / (used in) investing activities	-	-

3. Cash flows from financing activities		
3.1 Proceeds from issues of equity securities (excluding convertible debt securities)	1,274	2,087
3.2 Proceeds from issue of convertible debt securities	-	656
3.3 Proceeds from exercise of options	-	-
3.4 Transaction costs related to issues of equity securities or convertible debt securities	-	-
3.5 Proceeds from borrowings	73	326
3.6 Repayment of borrowings	(64)	(122)
3.7 Transaction costs related to loans and borrowings	(4)	(8)
3.8 Dividends paid	-	-
3.9 Other (provide details if material)	-	-
3.10 Net cash from / (used in) financing activities	1,283	2,939



Consolidated statement of cash flows		Current quarter \$A'000	Year to date (9 months) \$A'000
4.	Net increase / (decrease) in cash and cash equivalents for the period		
4.1	Cash and cash equivalents at beginning of period	567	168
4.2	Net cash from / (used in) operating activities (item 1.9 above)	(926)	(2,165)
4.3	Net cash from / (used in) investing activities (item 2.6 above)	-	-
4.4	Net cash from / (used in) financing activities (item 3.10 above)	1,283	2,939
4.5	Effect of movement in exchange rates on cash held	1	(17)
4.6	Cash and cash equivalents at end of period	925	925
5.	Reconciliation of cash and cash equivalents at the end of the quarter (as shown in the consolidated statement of cash flows) to the related items in the accounts	Current quarter \$A'000	Year to Date \$A'000
5.1	Bank balances	950	950
5.2	Call deposits	-	-
5.3	Bank overdrafts	(25)	(25)
5.4	Other (provide details)	-	-
5.5	Cash and cash equivalents at end of quarter (should equal item 4.6 above)	925	925

6. Payments to related parties of the entity and their associates

- 6.1 Aggregate amount of payments to related parties and their associates included in item 1
- 6.2 Aggregate amount of payments to related parties and their associates included in item 2

**Current quarter
\$A'000**

-

-

Note: if any amounts are shown in items 6.1 or 6.2, your quarterly activity report must include a description of, and an explanation for, such payments

7. Financing facilities

Note: the term "facility" includes all forms of financing arrangements available to the entity. Add notes as necessary for an

**Total facility
amount at quarter
end
\$A'000**

**Amount drawn at
quarter end
\$A'000**



understanding of the sources of finance available to the entity.

7.1	Loan facilities	-	-
7.2	Credit standby arrangements	-	-
7.3	Other (Convertible Notes – Fijian Dollar)	1286	1,286
7.4	Total financing facilities	1,286	1,286

7.5 **Unused financing facilities available at quarter end** -

7.6 Include in the box below a description of each facility above, including the lender, interest rate, maturity date and whether it is secured or unsecured. If any additional financing facilities have been entered into or are proposed to be entered into after quarter end, include a note providing details of those facilities as well.

7.3 refers to the convertible note instrument form BSP-Life (Fiji) for 2million FJD with a term of 5 years and a 5% interest rate, converting to equity at 15c.

8.	Estimated cash available for future operating activities	\$A'000
8.1	Net cash from / (used in) operating activities (Item 1.9)	(926)
8.2	Cash and cash equivalents at quarter end (Item 4.6)	925
8.3	Unused finance facilities available at quarter end (Item 7.5)	-
8.4	Total available funding (Item 8.2 + Item 8.3)	925
8.5	Estimated quarters of funding available (Item 8.4 divided by Item 8.1)	1

If Item 8.5 is less than 2 quarters, please provide answers to the following questions:

1. Does the entity expect that it will continue to have the current level of net operating cash flows for the time being and, if not, why not?

Answer: The operating cashflows will maintain for the time being with continued sales growth in line with trend

2. Has the entity taken any steps, or does it propose to take any steps, to raise further cash to fund its operations and, if so, what are those steps and how likely does it believe that they will be successful?

Answer: Inventory finance applications and capital raise activities in progress to support cashflow requirements

3. Does the entity expect to be able to continue its operations and to meet its business objectives and, if so, on what basis?

Answer: Yes

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Compliance statement

- 1 This statement has been prepared in accordance with accounting standards and policies which comply with Listing Rule 19.11A.
- 2 This statement gives a true and fair view of the matters disclosed.

Date: 30th April 2024

Authorised by: By the board
(Name of body or officer authorising release – see note 4)

2.4 Notes

1. This quarterly cash flow report and the accompanying activity report provide a basis for informing the market about the entity's activities for the past quarter, how they have been financed and the effect this has had on its cash position. An entity that wishes to disclose additional information over and above the minimum required under the Listing Rules is encouraged to do so.
2. If this quarterly cash flow report has been prepared in accordance with Australian Accounting Standards, the definitions in, and provisions of, *AASB 107: Statement of Cash Flows* apply to this report. If this quarterly cash flow report has been prepared in accordance with other accounting standards agreed by ASX pursuant to Listing Rule 19.11A, the corresponding equivalent standard applies to this report.
3. Dividends received may be classified either as cash flows from operating activities or cash flows from investing activities, depending on the accounting policy of the entity.
4. If this report has been authorised for release to the market by your board of directors, you can insert here: "By the board". If it has been authorised for release to the market by a committee of your board of directors, you can insert here: "By the [*name of board committee – eg Audit and Risk Committee*]". If it has been authorised for release to the market by a disclosure committee, you can insert here: "By the Disclosure Committee".
5. If this report has been authorised for release to the market by your board of directors and you wish to hold yourself out as complying with recommendation 4.2 of the ASX Corporate Governance Council's *Corporate Governance Principles and Recommendations*, the board should have received a declaration from its CEO and CFO that, in their opinion, the financial records of the entity have been properly maintained, that this report complies with the appropriate accounting standards and gives a true and fair view of the cash flows of the entity, and that their opinion has been formed on the basis of a sound system of risk management and internal control which is operating effectively.