



15<sup>th</sup> May 2024

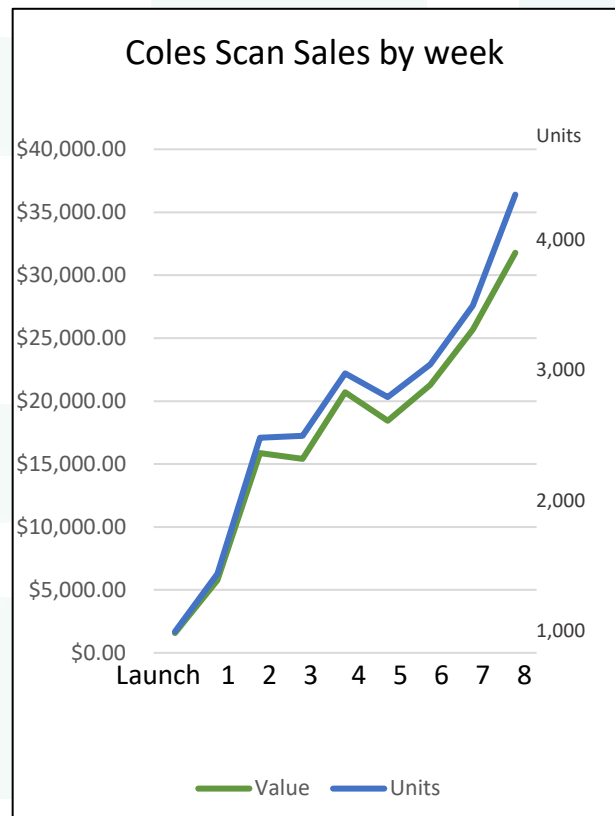
ASX RELEASE

## April Sales Update on eCommerce and Coles

**15 May 2024 Brisbane, Australia: The Calmer Co. International Limited (ASX:CCO)**, a health and wellness company focussing on natural products that promote calmness, support relaxation and improve sleep informs shareholders that April ecommerce sales have continued to grow strongly and have now surpassed \$11k per day and provides an update on the initial 8 weeks post launch, of retails sales to Coles Australia of the Taki Mai kava shots, 150g FijiKava Instant Kava and restock of 50g FijiKava Instant Kava.

### Highlights

- Coles scan sales over the initial launch period exceed \$150k and were running at over \$30k per week and >4600 units per week, in week 8 after launch (5<sup>th</sup> -11<sup>th</sup> May).
- eCommerce Sales continue to grow month-on-month and now exceed \$11,000 per day.





**CEO Anthony Noble** said, "Excellence in ecommerce is our primary growth pillar. We have continued to grow month-on-month in these channels, with both Shopify and Amazon contributing. Shopify USA sales in April were more than 4x the March baseline indicating that our strategy in the USA is showing similar promising signs to the early days in the Australian market for Shopify."

"Profitable Retail is our second growth pillar and Coles Australia has been our primary partner in this channel. The initial sales results seen for the new range of three products in Coles are extremely promising and this is now backed up by scan data showing a rapid acceleration in both value of retail sales and units sold across the discount cycle in Coles."

"The company will continue to focus on the most profitable and sustainable sales channels over the coming year."

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. The company also distributes the Leilo kava RTD products 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 The Calmer Co. These factors may cause actual results to differ materially from those expressed in the statements contained in this announcement.