



5<sup>th</sup> June 2024

ASX RELEASE

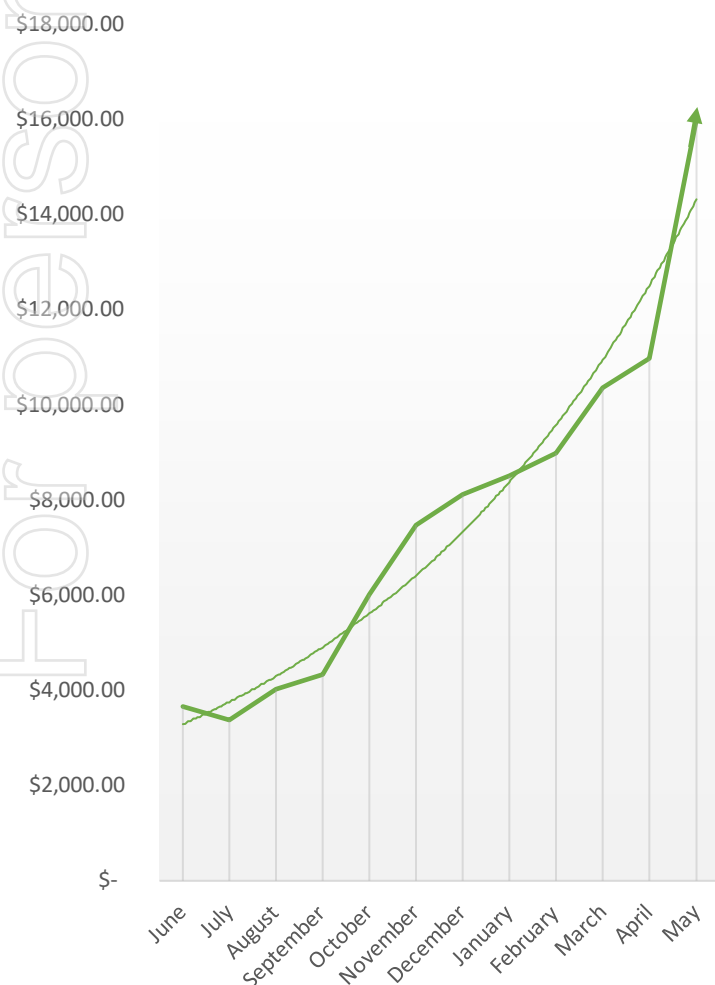
## eCommerce Sales up 45% to \$16,000 per day

5 June 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 May sales have materially increased with ecommerce sales up by 45% to \$496k over the month or \$16k per day.

### Highlights

- Total revenues up 28% and will exceed \$610k in May (April \$470k)
- eCommerce sales up 45% to \$16,000 per day in May. 10 months of consecutive online sales growth and strengthening.
- Sales via Coles Australia also continue to grow with orders topping 38k units across 3 SKUs in May, up from 23k units in April and 16k units in March.

Previous 12moths eCommerce Sales per day ('AUD)



Coles Monthly Order Value by SKU





**CEO Anthony Noble** said, “Shopify Australia, Amazon USA and Shopify USA all had record months in May, with our global digital marketing strategy now firing on all cylinders with full stock levels in our warehouses across the board. We continue to see strong sales through Coles Australia and in our Fijian Tourist channel retailers; Jacks of Fiji, Tappoos and Prouds, all of which provide an important way for customers to discover and try our products for the first time.”

“The company will continue to prioritise those products and channels with the highest margins and scalability. We are increasingly confident that our eCommerce led strategy with complementary retail exposure in Australia and the Fiji Islands, will show continued success, and that the Shopify USA channel will soon be the major engine for growth in the worlds largest kava market where the regulatory framework supports launching new innovative products in the future.”

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.