



**THE**  
**CALMER**  
**CO.**

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

**FY24 Q4  
RESULTS PRESENTATION**

# Q4 TRADING SNAPSHOT

## RESULTS OVERVIEW

**Revenues**      **\$1.8m**      +195%  
Vs Q4, FY23

**Cash Receipts**      **\$1.44m**      +130%  
Vs Q4, FY23

**E-Commerce Sales** @Jun24      **>\$18,500/day**      +518%  
Vs Jun23 (\$3,378)

**Net Cash Used In Operations**      **\$843k**      +50%  
Vs Q4, FY23

## OPERATING HIGHLIGHTS

### Rapid eCommerce Sales Growth

eCommerce sales have continued to grow month to month across FY24 & now exceed \$18,500/day.

Driven primarily by eCommerce success in Australia with new products under development to be rolled out in the US market to drive further growth.

### Coles Expands Ranging by 40%

Coles have extended ranging of both Fiji Kava and Taki Mai Shots from 1,563 to 2,183 listings across 799 Coles locations Australia wide.

This greatly extends our national retail footprint and validates a broader trend to drink kava for health purposes.

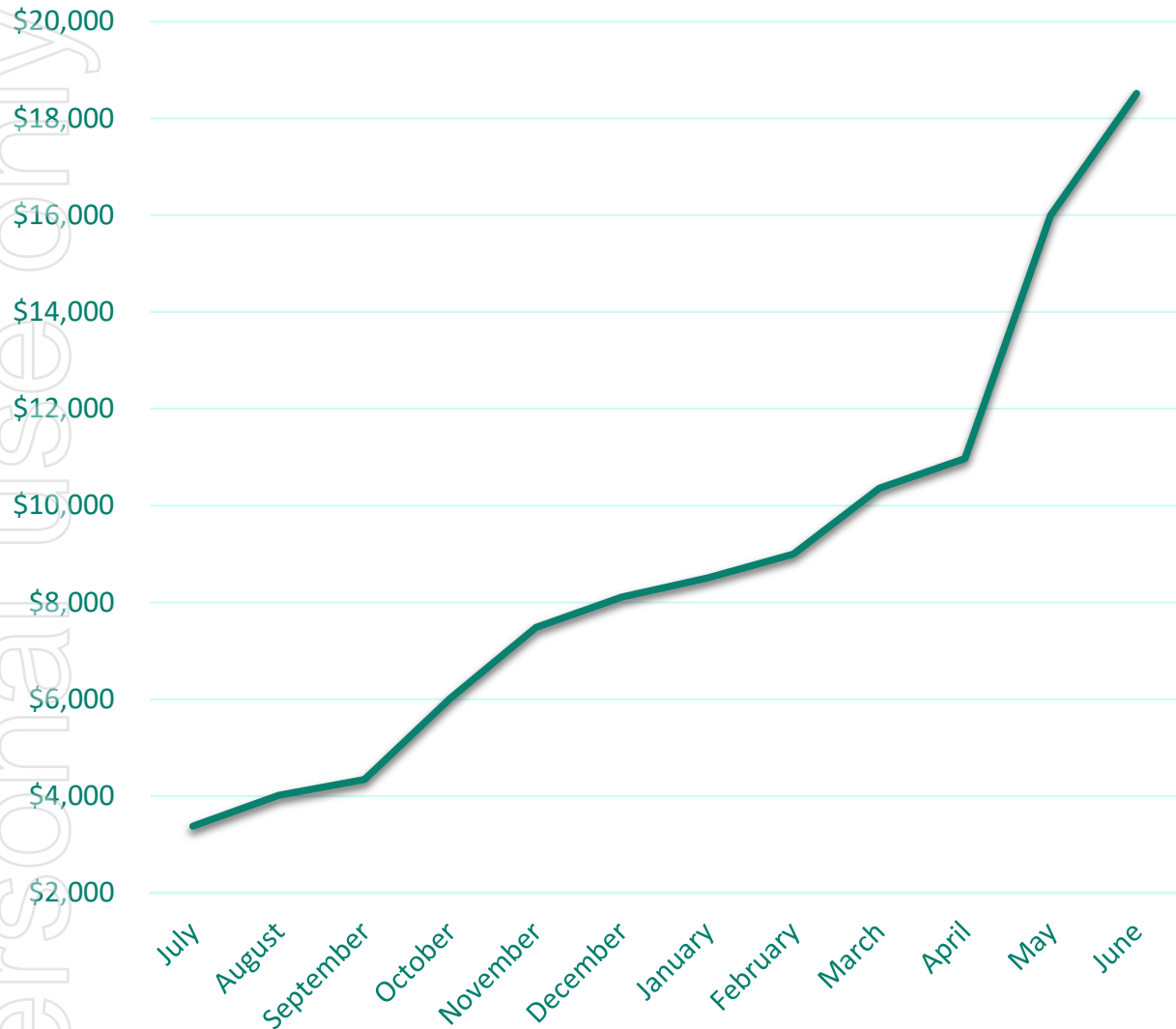
### Annual Sales >\$4m FY24

Total sales are expected to eclipse \$4m in FY24 with almost half of this revenue (\$1.8m) booked in Q4, 2024 (preliminary unaudited).



# FY24 E-COMMERCE SALES IN FOCUS

## Daily Sales by month ('AUD)



## Commentary

eCommerce sales experienced strong growth throughout FY24 and continued accelerating in Q4.

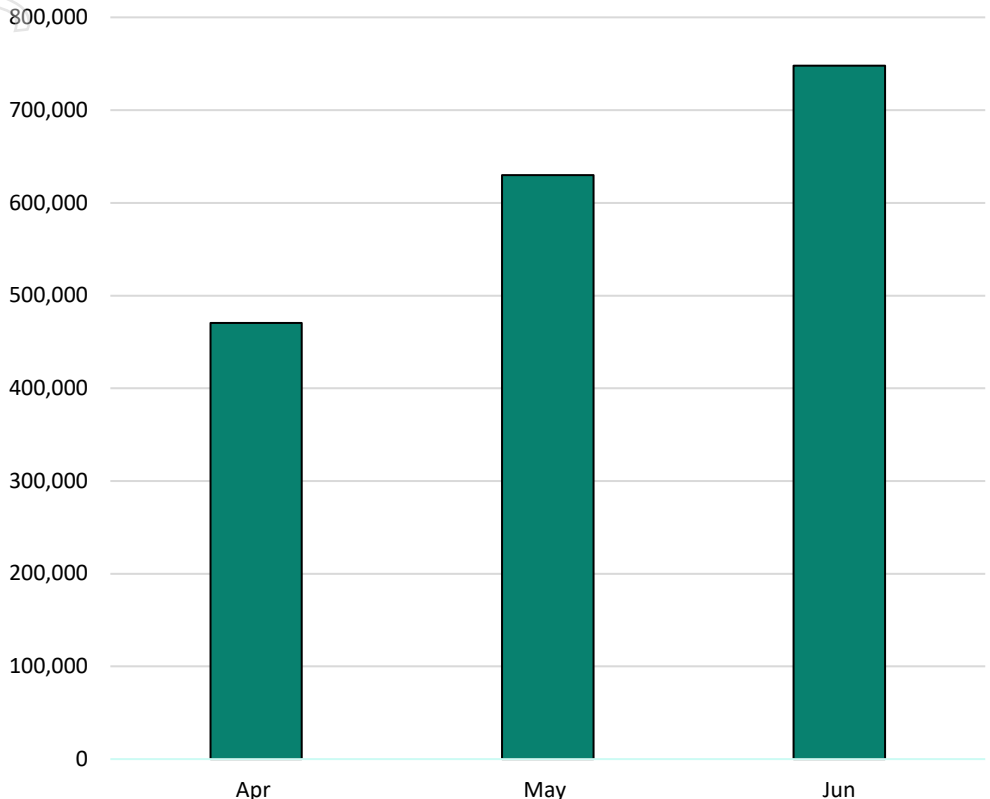
Led by the Australian market **online sales grew by >500% over the year.**

Psychographic segments driving this growth are health focused consumers looking to replace alcohol with a healthier alternative, followed by consumers looking for a supplement to reduce anxiety and aid sleep.

Driven by digital advertising primarily in Meta platforms and through Google search we have grown our database to over 30,000 customers and we have grown repeat customer sales via email remarketing campaigns in Q4.

# Q4 GLOBAL SALES IN FOCUS

Total Global Sales by Month



## Commentary

Total global sales increased to \$1.8m in Q4 with 70% of total sales being generated in the Australian market.

**Q4, FY24 sales of \$1.8m represents a growth rate of 194% vs Q4, FY23.**

Coles retail sales are now a growing line of business across 3 SKUs and we expect this to grow with Coles expanding our total listings by 40% in July.

Our digital and retail strategy in the US market are both in their infancy but we have seen some early sales traction through both our Shopify (including referrals via Walmart.com) and a full 12 months of strong performance on Amazon.com

Upgrades underway in our processing capacity in Fiji will help us meet anticipated USA demand later this year as we attempt to replicate our Australian eCommerce success in the USA.

# COLES EXPANDS RANGING BY 40%

## Fiji Kava

Coles will now sell both 50g and 150g Fiji Kava drinking powder.

150g instant kava is our best selling and most profitable SKU.

## Taki Mai Shots

Following promising early sales traction, Coles have expanded Taki Mai shot range to more stores.

## Stores

Our products will now be ranged in **799 Coles stores** (of ~840 nationally) giving us a national retail footprint with more SKUs.

## Total Listings

Our total product listings have extended from 1,563 to 2,183 representing a **40% expansion in total listings**.





# OTHER Q4 HIGHLIGHTS

## Oversubscribed Raise

The capital raise of \$2.65m was heavily oversubscribed. Funds will be used for manufacturing facility expansion and to increase inventory levels

## Manufacturing Expansion

Our processing capacity in Fiji will more than double following the current factory upgrades

## US Market Focus

Led by a strong digital campaign and ongoing Amazon sales, our US market entry is underway, including via Walmart.com

amazon

Walmart

## Dominant Position in Australian market

Sales tracking at \$500k per month in Australia, driven by eCommerce growth averaging 30% month on month and Coles launches

shopify

coles



## CEO's Comment



**ANTHONY NOBLE**

[a.noble@thecalmerco.com](mailto:a.noble@thecalmerco.com)

*"Australian eCommerce continues to outperform expectations and our retail footprint across Australia has extended significantly after Coles elected to expand our product listings and **stock Fiji Kava & Taki Mai products in 799 Coles locations Australia wide**, demonstrating again that kava appears to be part of a broader based health trend."*

*"We are now settings our sights on the US market. The oversubscribed capital raise will allow us to increase production capacity with the aim of replicating our eCommerce success in the world's biggest consumer goods market where exciting new flavoured RTD products can enable a new horizon of continued growth."*

*"It is an exciting time of rapid expansion for our company"*



**BULA VINA KA**

Investor Relations & Media Enquiries

**MATTHEW REEDE**

[matt@dominion.partners](mailto:matt@dominion.partners)