

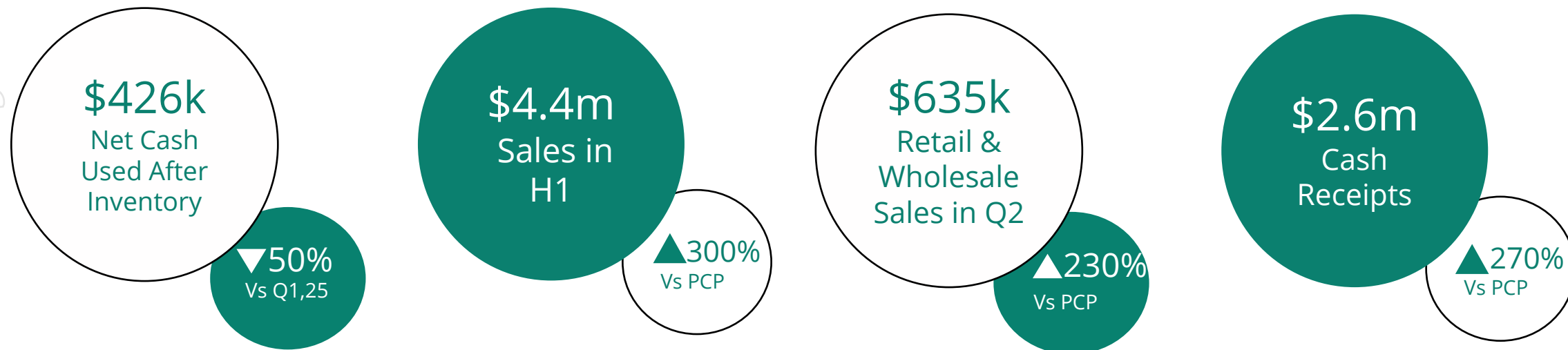


FOCUSSING ON NATURAL PRODUCTS THAT  
PROMOTE CALMNESS, SUPPORT MIND &  
MUSCLE RELAXATION & IMPROVE SLEEP

**Q2 2025 Results Presentation**



# Q2 TRADING SNAPSHOT



## Operating Highlights

### Cash Burn Cut by Half in Q2 vs Q1

Net Cash Used in Operations, after inventory build, has been reduced to \$142k/month in Q2 from \$284k/month in Q1 demonstrating progress toward break even.

### First 6 months of Sales in FY25 eclipse FY24 Full Year

We have delivered strong sales with reduced advertising spend. H1FY25 revenue of \$4.4m represent sales that are more than our full year of sales in FY24 and we remain on track to double the business year-on-year.

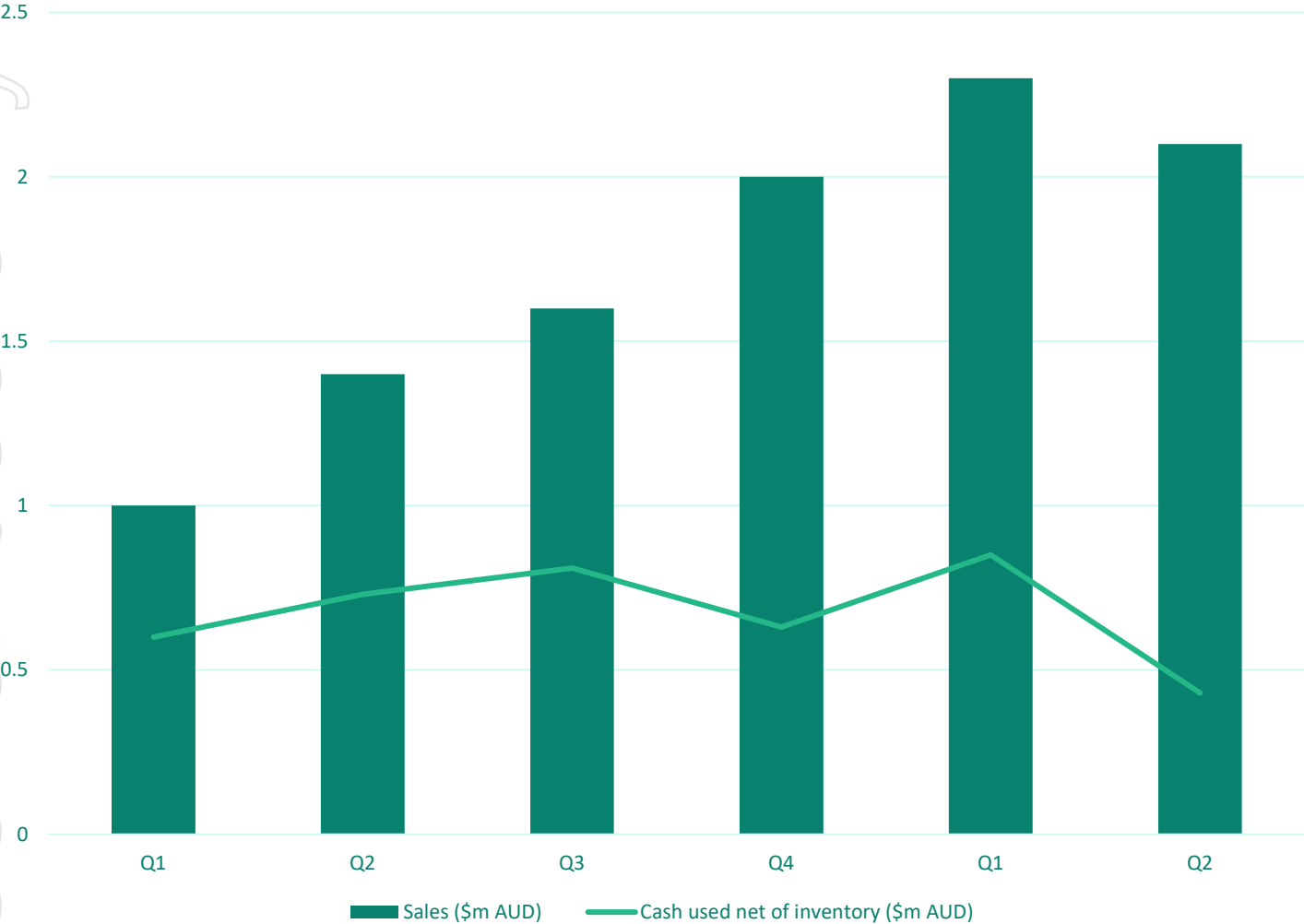
### Retail Sales to Consumers are Growing

Retail Sales have grown by 17% at checkout in Coles in Q2 vs Q1 with no advertising spend and now represent 25% of our sales mix. We have added QuikStop to our retail partnerships in Q3.

Note: Total net cash used in operations reported includes \$675k in inventory build.



# TOTAL SALES vs. NET CASH USED AFTER INVENTORY



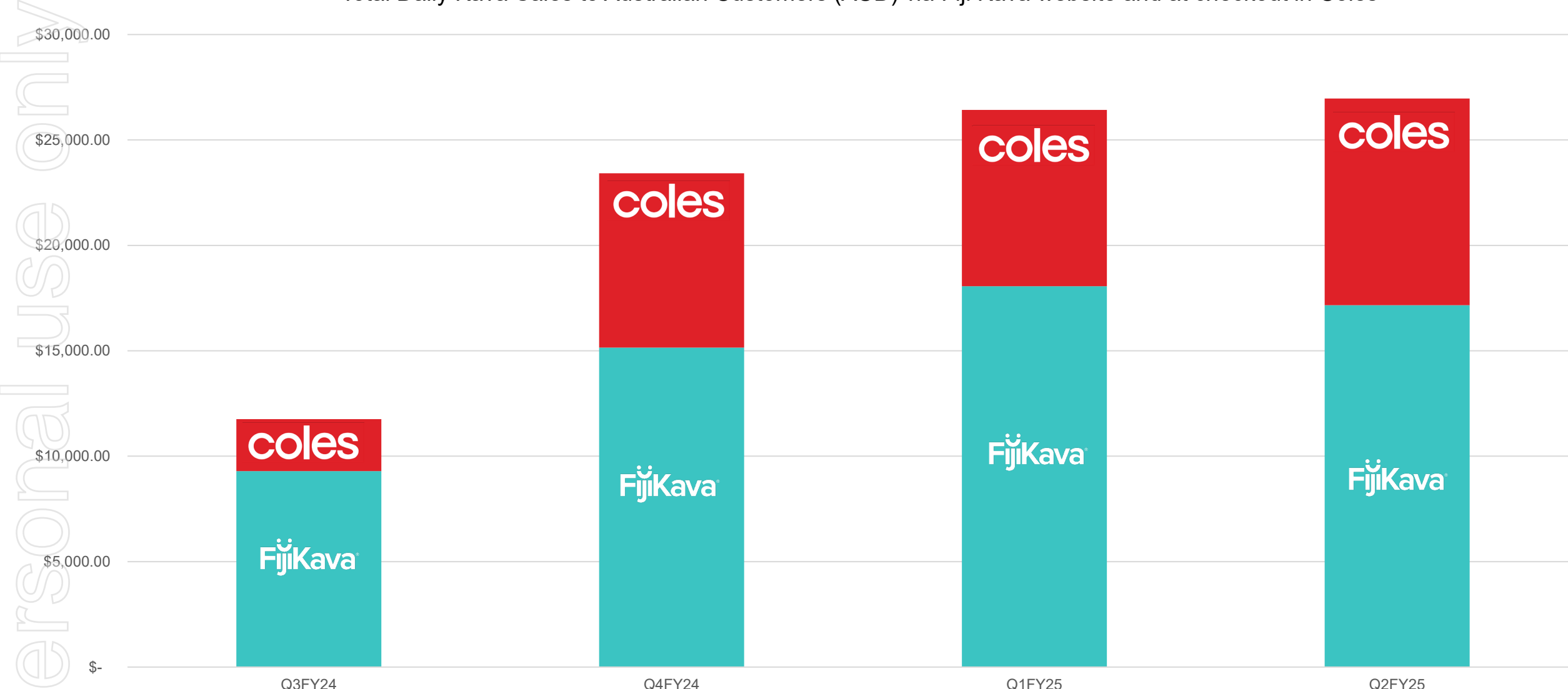
While Q2 total sales have reduced slightly, **net cash used in operations after adjusting for inventory has been reduced by 50% to \$427k for the quarter**

This pivot to focus on break even point and onwards to profitability is a priority for management.

The company sees a significant growth opportunity in the US market and intends to balance ad spend and drive toward break even.

# ONLINE AND RETAIL SALES TO CONSUMERS ARE STABLE ABOVE \$25K / DAY IN AUSTRALIA

Total Daily Kava Sales to Australian Customers (AUD) via Fiji Kava website and at checkout in Coles





# RETAIL DISTRIBUTION & COLES



In Q1 Coles expanded its ranging by 40% to offer our products in 752 Coles locations and this has now expanded further in 2025, with Taki Mai shots in 846 stores and Fiji Kava Instant powders ranged in 885 stores.

We grew **our retail sales by 50% in Q1** and we have **maintained this in Q2** without any advertising spend.



We have recently completed a distribution deal with Quikstop to deliver Taki Mai kava shots to their **national network of 22 convenience stores**.



# USA SET TO LAUNCH IN Q3

Sales to the USA were \$374k in Q2 or 18% of our global sales mix. **We consider the USA to be the key to our future with huge growth opportunities for The Calmer Co.**

After establishing our Fiji Kava brand on Amazon and launching our own Shopify store we plan to expand our offering to the US market strongly in 2025.

**In Q3 we will launch our flavoured 'Ready to Drink' Taki Mai shots and flavoured stick packs in Mango, Coconut, Choc-Banana, Guava and Pineapple flavours.**

## TAKI MAI KAVA SHOTS

On-the-go Calm in Every Drop



ORDER YOURS



## WANT A FLAVOUR BOOST?

Choose Between Tropical Mango  
or Refreshing Peach



ORDER YOURS

# CASH POSITION



The company ended the quarter with \$2.3m cash and equivalents at bank representing a good funding runway based on improving operational cash requirements.



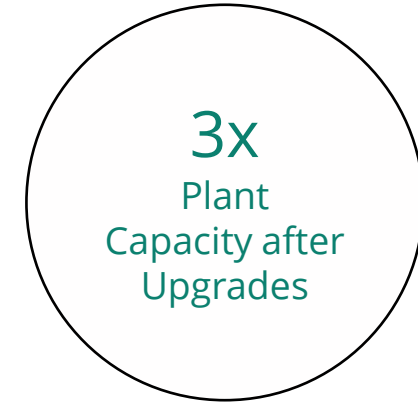
# INVENTORY



Net Inventory >\$2.2m which equates to more than \$4m at sales value. Net inventory position was further increased by \$675k in Q2.



# FACTORY UPGRADE



Current plant upgrades mean our capacity will expand by a factor of 3x to process 25MT of kava per week. COGS will reduce and gross margins will improve from Q3.





# BOARD & MANAGEMENT

**Mr Zane Yoshida**, the founder of the company, will transition to the role of CEO effective from the 1<sup>st</sup> February.

**Dr Anthony Noble**, will remain an Executive Director for the month of February supporting a smooth transition of the CEO and transition to a Non-Executive Director in March.

**Mr John Homewood** has commenced his role as Non-Executive Chairman. John is the largest individual shareholder in the company and has full shareholder alignment.

**USA and Australia sales leadership roles** are being recruited to support the new CEO, in line with an increasing focus on sales and marketing execution in future.



*“The company is at a very exciting pivot point. We have halved our cash burn after adjusting for inventory build in Q2 and we are ready to launch our new products into the burgeoning US market in Q3. As we move into the US market and other countries de-regulate I see an exciting future for The Calmer Co.”*



# OUR VISION

## Break Even

We have reduced our net cash used in operations and managing the business toward break even.

## Inventory

We have grown inventory levels to >\$2.2m as we prepare to enter the US.

## US Market Launch

Our flavoured Taki Mai Shots and Stick Packs are expected to launch into the USA in Q3.

## Cash Position

We have >\$2.2m cash at bank and we have halved our burn rate. There are also \$1.8m in options due to be exercised before 31 March 2025.



## CEO's Comment



**ANTHONY NOBLE**

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Our brands have solidified their positions as market leaders in Australia and on Amazon USA. Currently, our products are available in over 885 Coles stores nationwide and we launched our first convenience store distribution partnership.

As we transition to the next phase of our growth strategy, our primary focus will shift towards achieving break even and onwards to profitability. We've significantly reduced net cash usage in operations, while both our eCommerce and retail channels continue to deliver strong year-over-year sales growth.

With upgraded factory capabilities, enhanced production capacity, and robust inventory levels, we are well-positioned for our highly anticipated expansion into the US Ready-to-Drink market, supported by a pipeline of exciting new product launches.



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**THE  
CALMER  
CO.**

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