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FIJI KAVA SIGNS MOU TO EXPLORE ONLINE PLATFORMS AND DIRECT NETWORKS IN CHINA

- Fiji Kava has signed a Memorandum of Understanding (MOU) to explore the marketing and distribution of Fiji Kava's products to online platforms and direct networks in China
- Yuan Long Yato is a market leading integrated marketing services provider with more than 10 branches and 800 personnel across China; with a proven record in growing international brands via direct to consumer Mini Program and WeChat Shop Operations
- Yuan Long Yato provides services, for clients such as Nestle, Wyeth Nutrition, P&G, L'Oreal, Pfizer and 2022 Winter Olympic Games
- The MOU is an important step in growing the availability of Fiji Kava's products in China's estimated RMB 149bn (AUD 30bn) Vitamin and Supplement market

28 October 2020 – Brisbane, Australia – Fiji Kava Ltd (ASX: FIJ), Australian-Fijian medicinal kava health and wellness company which produces natural 'Noble Kava' products, today announced the signing of a Memorandum of Understanding (MOU) with Shanghai listed Yuan Long Yato (SSEC: 002878) to explore planning and delivery of digital integrated marketing services to Fiji Kava in China.

Yuan Long Yato provides planning and digital integrated marketing services including social media, consumer CRM, mini program development, WeChat shop operations and product fulfilment; for industry leading clients such as Nestle, Wyeth Nutrition and 2022 Winter Olympic Games.

The Memorandum of Understanding (MOU) represents a key development as Fiji Kava embarks on entering China's estimated RMB 149bn (AUD 30bn) Vitamin and Supplement market with its branded Fiji Kava products to be sold via cross-border eCommerce marketplaces and relevant channels.

Fiji Kava Interim CEO, Nicholas Simms said: "Following the announcement of our landmark partnership agreement to enter the Chinese market with PuMate (Shanghai) Limited, we are delighted to explore online platforms and direct networks opportunities with a company of Yuan Long Yato expertise, experience and standing in the Chinese market."

Fiji Kava believes the relationship would be a real milestone, due to Yuan Long Yato's extensive capabilities and experience working with and building key domestic and international brands in China. It provides a quality partner to assist in launching the brand and promoting the medicinal benefits of Noble Kava to the Chinese market.

The Memorandum of Understanding (MOU) establishes an initial 20-week period to explore the marketing and distribution of Fiji Kava's products to online platforms and direct networks in China. A decision on any future commercial arrangements will be made prior to the conclusion of the initial period.

This release is authorised by the Board.

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About Fiji Kava

Fiji Kava Ltd (ASX: FJJ), an Australian-Fijian medicinal kava health & wellness company, producing natural 'Noble Kava' products for the complementary and alternative medicine market, estimated to exceed USD \$210 billion by 2026 globally.

As the first foreign company with approval from the Fijian Government to operate in the kava industry, Fiji Kava has established a global leading sustainable and 100% traceable supply chain of Noble Kava via its world first Kava tissue culture laboratory and nucleus farm in Levuka, on the island of Ovalau, Fiji.

Fiji Kava is focussed on expanding the availability of Noble Kava products throughout western markets to provide a natural alternative to prescription medicines to promote sleep, soothe and calm the nerves, support muscle relaxation and relax the mind.

Backed by years of independent research, Fiji Kava medicinal Kava products are produced by high-quality GMP and are TGA and FDA compliant.

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.