

FijiKava®



Natural solutions to calm nerves, support mind & muscle relaxation and induce sleep



HY23 Results Presentation



THE
CALMER
CO.

FijiKava®

The Calmer Co provides natural solutions to calm nerves, support mind & muscle relaxation and induce sleep.

Delivered to consumers via functional beverages, drinking powders, teas, shots and concentrates.

Under our House of Brands: Fiji Kava, Taki Mai & Danodan



Corporate Snapshot

FijiKava®



Company Overview

\$746k

Revenue HY23

(\$2.37m)

EBITDA HY23

Markets: USA, Australia, Fiji

Stock Overview Dec 22

FIJ.ASX

ASX Ticker Code

.015

Share Price Dec22

278m

Shares on Issue Dec22

\$4.17m

Market Capitalisation



Tāki Mai

DANODAN
HEMPWORKS™

HY23 Highlights

Gross Profit grew by over 4x vs H1FY22

Gross Margin grew by 5x vs. H1FY22 to 63%

Cash utilised in operations down by more than \$1m (to 2.2m vs 3.2m in H1FY22)

Growing base of quality distribution partners, including;

- CJ Patel Taki Mai® distribution deal signed with AUD\$11m minimum targets over 3 years
- ANZ-Pharma FijiKava® distribution deal signed with AUD\$1.1m minimum targets over 3 years
- IMCD Kavaton® distribution partnership with AUD US\$3m minimum targets over 3 years
- The Vitamin Shoppe dietary shots range to be launched early in FY24 under Taki Mai® brand

Our Value Proposition



Leveraging a global opportunity in natural products that aid relaxation, anxiety and sleep.

Diversified across brands, products and ingredients

Delivering strong sales with high gross margins

A true vertical supply chain from farm to shelf

Partnered with blue chip retailers and distributors

A Medicinal Product that Works & Validated by Science

The functional beverage market is growing at 9.4% to USD \$266B by 2030 ¹

Calmer Co USA House of Brands



FijiKava®

Drinking kava, teas, capsules

USP: The highest quality kava brand in the USA, Fiji and Australia with certified Noble Fijian Kava

Markets: USA, Australia, Fiji

URL: fijkava.com



Tāki Mai®

Drinking kava & shots

USP: Traditional Fijian heritage brand with distribution in 17 countries through CJ Patel Group

Markets: Fiji, Pacific Islands, USA, Australia, NZ, Canada

URL: takimai.com



DANODAN

— HEMPWORKS™ —

Broad Spectrum CBD tinctures

USP: Patented organic full spectrum organic CBD rich water soluble organic hemp flower infusions, and functional formulas

Markets: USA

URL: danodan.com



Functional Beverages. Our Focus.



Functional beverage category is exploding globally & forecast to reach a market size of \$266bn by 2030.¹

Fast consumer adoption, high sales turnover & good profit margins

Category historically dominated by energy drinks like Red Bull & V. Other nutraceuticals now on the move!

New beverages for calm and sleep show fast consumer adoption!

Kava beverage formats include ready-to-drink cans, dietary shots, tinctures, teas and powdered drinks

We can extend beyond kava into CBD, ginger, turmeric & more within this category.

¹ InsightAce Analytic, Global Functional Beverages Market- By Trends, Industry Competition Analysis, Revenue (US\$ Billions) and Forecast Till 2030 ³ Doehler Beverage Trends 2022

New Product Innovation Pipeline



dietary shots



ready to drink



powders



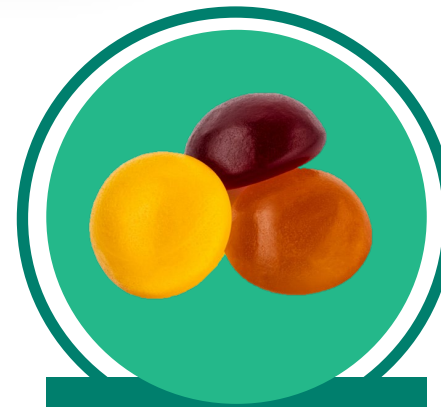
teas



tinctures



effervescent



gummies



Group & Business Unit Results

A supply chain, processing facility and distribution network capable of growing a large global functional beverage business

Group Consolidated Results HY23



Group Profit & Loss Statement HY23

	For the six months ended	
	31 December 2022 \$	31 December 2021 \$
<i>Continuing operations</i>		
Revenue	746,043	926,876
Cost of Sales	(277,410)	(826,920)
Gross Profit / (Loss)	468,633	99,956
Other Income	44,515	37,984
Administrative expenses	(653,700)	(711,632)
Depreciation	(63,521)	(78,980)
Employment expenses	(913,223)	(621,720)
Research and development expenses	(1,050)	(20,512)
Marketing Expense	(545,865)	(904,596)
Other expenses	(637,903)	(387,749)
Operating loss	(2,302,114)	(2,587,249)
Finance income / (costs)	(69,862)	(36,335)
Net finance income / (costs)	(69,862)	(36,335)
Loss before tax	(2,371,976)	(2,623,584)
Income tax benefit	-	-
Loss from continuing operations	(2,371,976)	(2,623,584)

Comments

Powder based drinking kava sales grew strongly in both USA & Australia

Online sales show ongoing and consistent growth.

Cost of customer acquisition is falling and margins are improving.

Early Kavaton[®] sales show positive signs and indicate significant partner opportunities in USA and Australia.

Capsules are now superseded by powdered formats. Capsules will remain in place with blue chip distribution partners and trade marketing costs associated with these retail channels have ceased.

Regional Results HY23



2022/2023 (YTD to Dec 2022)	Australia	USA	Fiji	Intercompany / Unallocated	Consolidated Total
PROFIT & LOSS					
Revenue	177,917	489,508	189,400	(110,782)	746,043
Cost of Sales	142,357	222,034	116,505	(68,017)	277,410
Gross Profit	35,560	267,474	72,895		468,633
Gross Margin %	20%	55%	38%		63%
Expenses	1,710,348	714,300	323,446	66,861	2,815,262
Operating Profit	(1,673,979)	(446,826)	(250,551)	66,861	(2,346,629)
Other Income	13,043	0	33,024	0	44,515
Earnings Before Interest & Tax	(1,660,936)	(446,826)	(217,527)	66,861	(2,302,114)
Interest Expenses	26,404	0	20,343	23,115	69,862
Earnings Before Tax	(1,686,973)	(446,826)	(237,870)	90,343	(2,371,976)
Net Income	(1,686,973)	(446,826)	(237,870)	90,343	(2,371,976)

Comments

Powdered drinking kava was our fastest growing product line in HY23 with strong sales growth in the USA, Fiji and Australia.

Capsules are being superseded by powdered drinking kava. Capsules remain on sale in Chemist Warehouse and fijikava.com

Strong online sales from a growing repeat customer base in the USA driven through Amazon.com and Danodan.com

Danodan accounting for 33% of USA revenues and approaching break-even

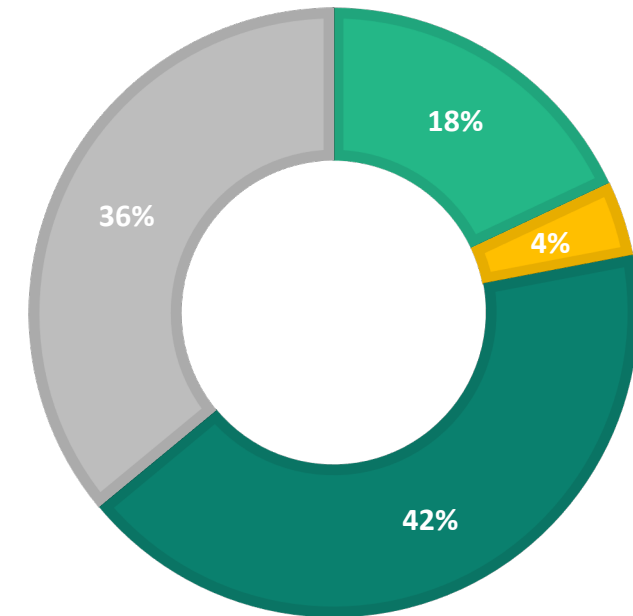


Capital Structure 31 Dec 2021



	Number	% Diluted
Ordinary shares	278,381,050	95.9%
Share Options	19,407,406	4.1%
Fully diluted	297,788,456	100.0%

Share Ownership



Fiji Kava Limited Institutional Shareholders

Chemist Warehouse
 Gormco-Network Nutrition
 Kinetic Growth Fund
 Yoshida Holdings
 ACE Holdings



- Board & Partners
- Institutions
- Professional Private Investors
- Other Retail Investors

Our Vision

To grow a functional beverage business on a global scale!



Growth Drivers Today

FijiKava®



New product formats

Gummies, shots & effervescent tablets all actively being developed for commercialisation.



US Distribution

Leverage our distribution platform in the USA across other Calmer Co brands.



Drive Online Sales

Convert customers from Amazon across to Direct to Consumer channel

Our 5 Year Vision



The next blockbuster functional beverage!

Drive exponential growth in Kava RTD worldwide. It works, it tastes great, it's low calorie, low sugar & it's on trend!

Diversify our range with new products & ingredients

We are leveraging the global movement in calmness. We started in kava. We see further opportunity in CBD (hemp), ginger, curcumin, magnesium and more. Delivered as beverages, powders, shots, teas, gummies and more.

Low cost manufacturing feeding a global sales network

Growing and refining ingredients in our low cost base, produced in the growing region of Fiji and distributing great products through our house of brands to the world as powders, syrups and oils.



New Product Planting

Kava our champion today but plans for hemp, ginger and curcumin grown in Fiji



Process to Syrup



Blockbuster



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(thank you)

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