



1st December 2023

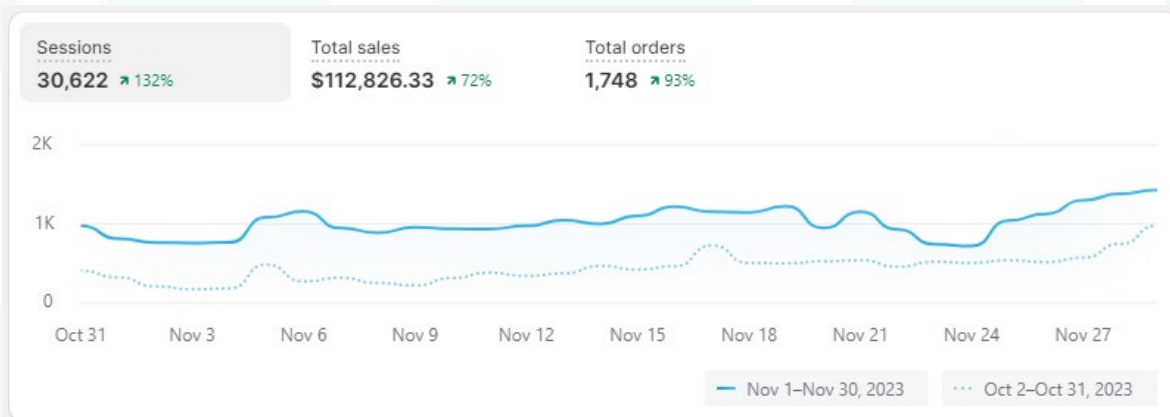
ASX RELEASE

Ecommerce sales jump 70% in November for Australia, to more than \$110,000.

1 December 2023 Brisbane, Australia: The Calmer Co. International Limited (ASX:CCO), a health and wellness company focussing on natural products that promote calmness, support mind & muscle relaxation and improve sleep informs shareholders that November ecommerce sales in Australia have risen to over \$110k in November, a 70% increase.

Key Highlights

- Month on month growth of ecommerce sales in Australia for November was 70% vs October which was itself a record month with sales of \$66,000 in the channel.
- Black Friday and Cyber Monday promotions contributed to the exceptional result and despite discounting, average order value for the channel has risen for the month.
- Shipping to New Zealand from the Australia Shopify store www.fijkava.com.au commenced on 25th November, with promising initial indications on demand from NZ.



CEO Anthony Noble said, "Excellence in ecommerce is our first growth pillar, and the focus for the team is on the Australian Shopify platform this quarter. The marketing strategy has been extremely well targeted and we have seen increasing sales order volume and increasing basket value across the month. We continue to see strong sales in the USA via Amazon.com and from February we will roll out a similar strategy for online sales via Shopify on www.fijkava.com in the USA which will build on the Amazon.com success using the proven effective methodologies we have been honing in the Australian market."

"We were also very pleased to see the implementation of cross border shipping into the New Zealand market from our Australian warehouse start in the last week. We have very positive initial indications that there is significant demand for kava in NZ."



This announcement has been approved by the board of directors.

ends

For further information

Investor & Media Relations

Matthew Reede

Dominion Communications

matt@dominion.partners

+61 414 483 054

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.

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.