



30th July 2024

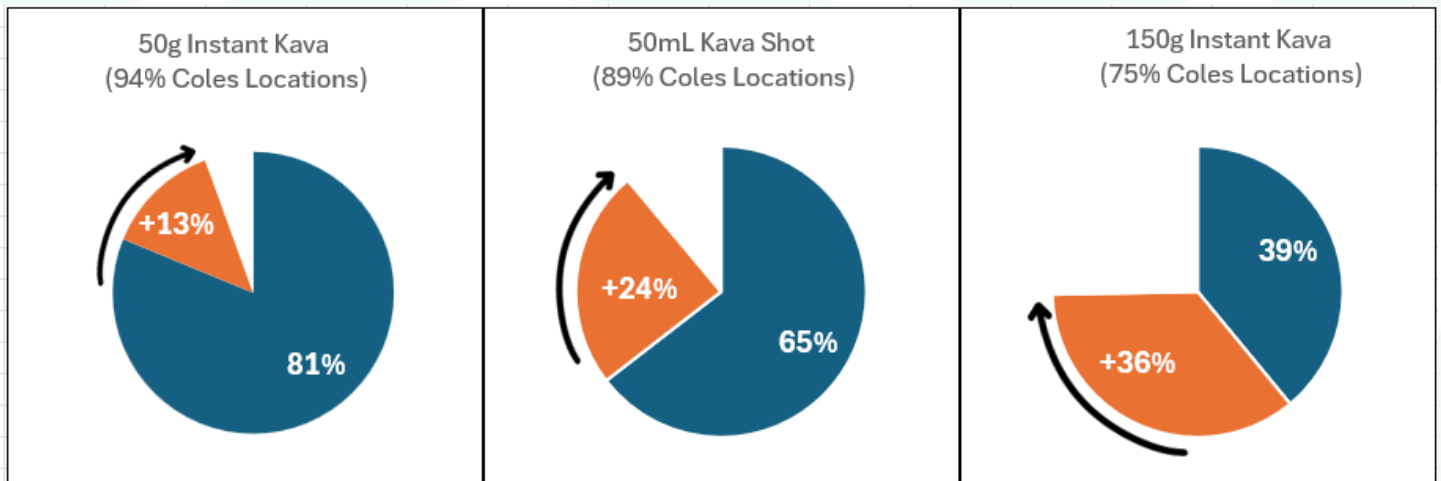
ASX RELEASE

Coles Expands Ranging by 40%

30 July 2024 Brisbane, Australia: The Calmer Co. International Limited (ASX:CCO), a health and wellness company focussing on kava and other natural products that promote calmness, replace alcohol and improve sleep, informs shareholders that effective from July 27th, Coles Australia will expand the ranging of the Calmer Co's products around Australia from 1,563 listings to a total of 2,183 listings, a 40% increase.

Highlights

- Instant Kava 150g, our most profitable product and global bestselling SKU, will now be ranged in 632 Coles locations, a 90% increase in ranging.
- Taki Mai Kava Shots have shown a fast adoption rate and will now be ranged in 752 Coles locations, a 38% increase in ranging.
- Fiji Kava Instant Kava 50g, which has been listed in Coles since 2022, will increase ranging to 799 locations.



CEO Anthony Noble said, "The bottom line is that more products will be stocked by more stores across the Coles national supermarket network. The strong sales growth at Coles demonstrates that kava is now a broader and growing health trend in Australia.

"We are very excited that Coles has elected to significantly expand the ranging of our products. We are particularly optimistic about the potential uplift in sales value from the introduction of our 150g into 90% more stores. This SKU is our most profitable and bestselling product globally and is driving eCommerce growth in Australia and the USA.



“To support the expanded ranging the company will be running a pilot, Out-of-Home advertising campaign focussed on Coles’ supermarkets in New South Wales from late August through September. The campaign will increase awareness of the products available in Coles as well as highlight in store location and the weekly specials across the range.”



Targeted Out of Home Advertising will be piloted in NSW to support the expanded ranging

The Calmer Co. range of kava products are sold nationally in Coles except for the Northern Territory and stores north of Perth in Western Australia and north of Rockhampton in Queensland.

This announcement has been approved by the board of directors.

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For further information

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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. The company also distributes the Leilo kava RTD products in the Fiji Islands.

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 The Calmer Co. These factors may cause actual results to differ materially from those expressed in the statements contained in this announcement.