



20th August 2024

ASX RELEASE

Investor Presentation Cover Note

20 August 2024 Brisbane, Australia: The Calmer Co. International Limited (ASX:CCO), a health and wellness company whose mission is to be the most dominant kava company in the world, informs shareholders that the investor presentation which follows contains price sensitive information; being – Record Monthly July Sales Result of \$764k, preliminary full year expected sales results for FY24, details of new products to be launched in FY25 and a breakdown of eCommerce Sales for the full year by channel.

This announcement has been approved by the board of directors.

ends

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.



THE
CALMER
CO.

ASX:CCO

vision

To be the most *dominant* kava company in the world

mission

To produce the highest quality products both ethically and sustainably whilst encouraging consumer acceptance of their recreational and therapeutic benefits



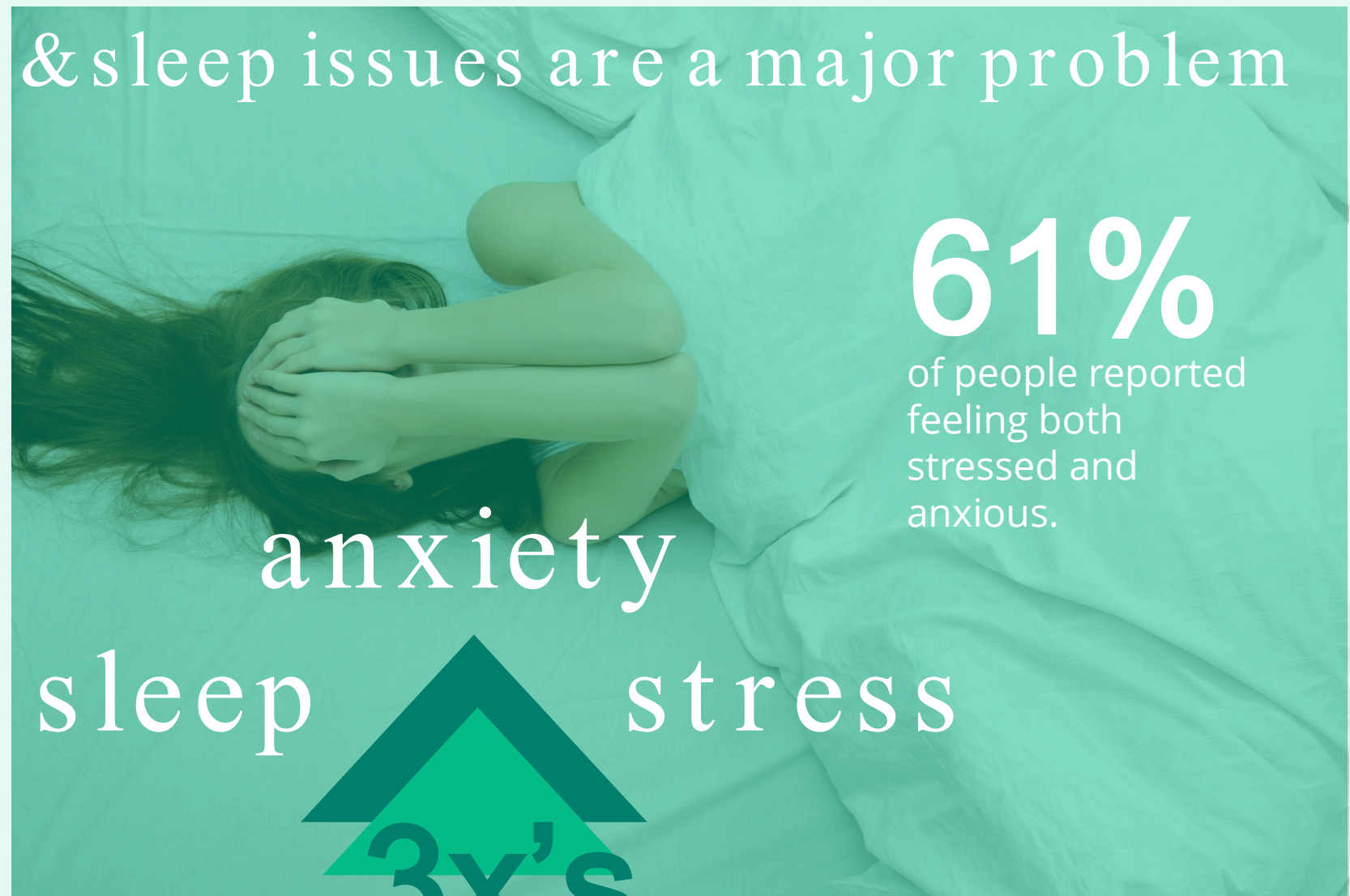
stress, anxiety & sleep issues are a major problem

74%

of young people have felt so stressed they have been overwhelmed or unable to cope.

37%

of adults report fatigue or feeling tired because of stress.



61%

of people reported feeling both stressed and anxious.

anxiety

sleep

stress

3x's

more younger people feel that they cannot manage their stress compared to older people.



Kava has a strong evidence-base as a natural medicine



A Cochrane review of 11 Clinical Trials (60mg–280mg of kavalactones) in anxiety revealed kava's anxiolytic activity

A meta-analysis of seven randomised controlled trials (RCTs) using the Hamilton Anxiety Rating Scale (HAMA) demonstrated reduced anxiety significantly over placebo, with a strong clinical effect.



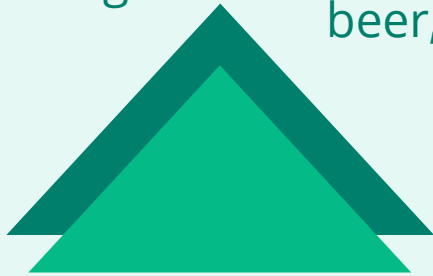
recreational benefits of kava vs. alcohol driving growth

33%

of GenZ in the USA report not drinking alcohol

>30%

Under 30 y.o.a. in the UK do not consume beer, wine or spirits!



From 2007 to 2019:
14-17-year-olds choosing not to drink rose from

39% to 73%

No-Low Alcohol
11bn USD Category
(+7% growth)



our brands: fiji kava



our brands: taki mai



Financial Performance (FY24)

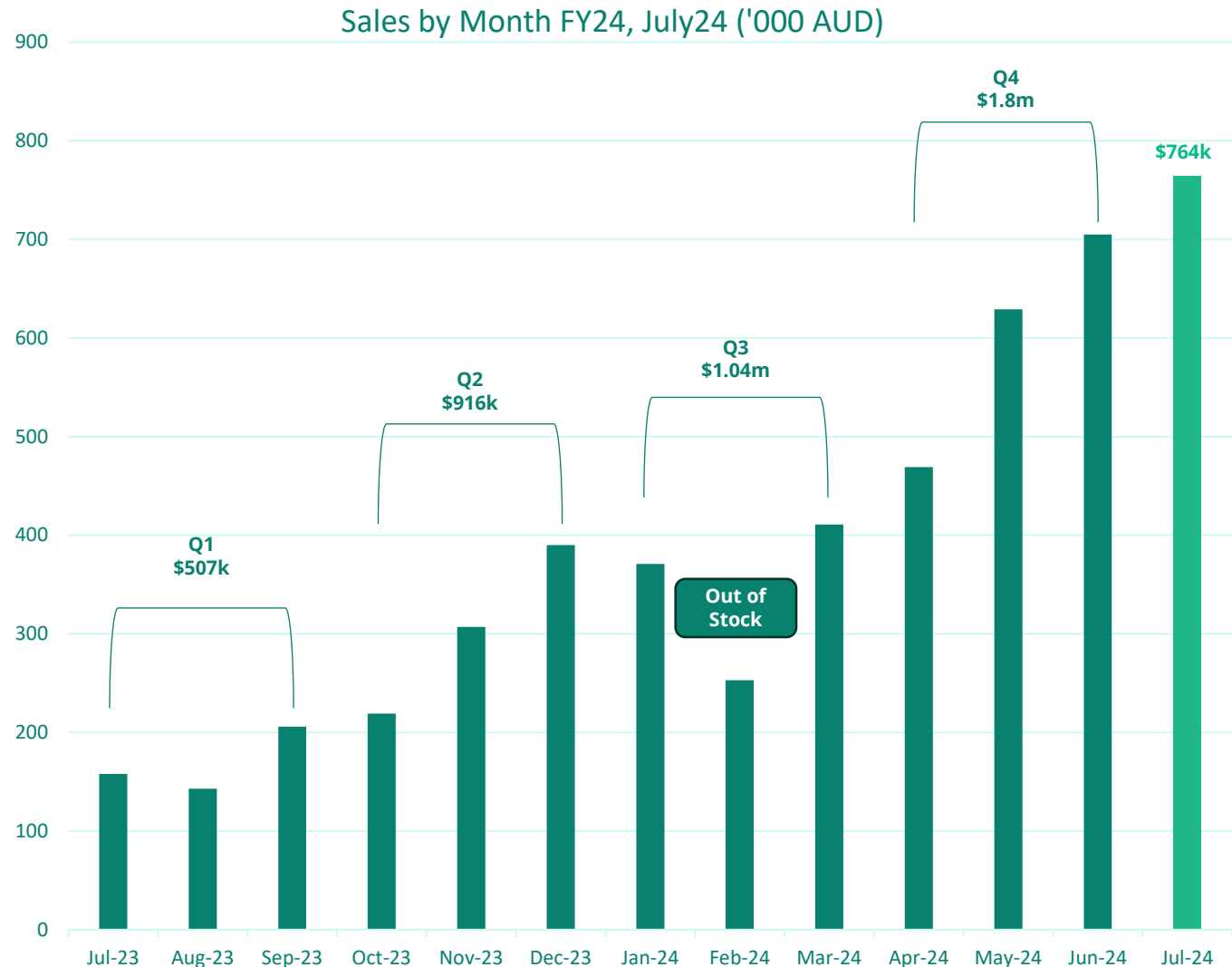
Full year sales for FY24 of \$4.26m (+142% vs.FY23)

Steady growth across the full year, only arrested by an out-of-stock event in January and February after stronger than expected demand in B.F.C.M. and Christmas periods.

Continued sales growth in FY25 with record sales of \$764k in July 2024, building on the full year results.

Profitability improving by circa >30% vs FY23, as the company has removed low margin, high-cost sales channels over the course of FY24.

The company remains committed to maintaining cost controls, via delivering key marketing and innovation functions in house and to building new products and markets that are suited to an eCommerce focus, supported by complementary retail channels.



eCommerce Breakdown FY24

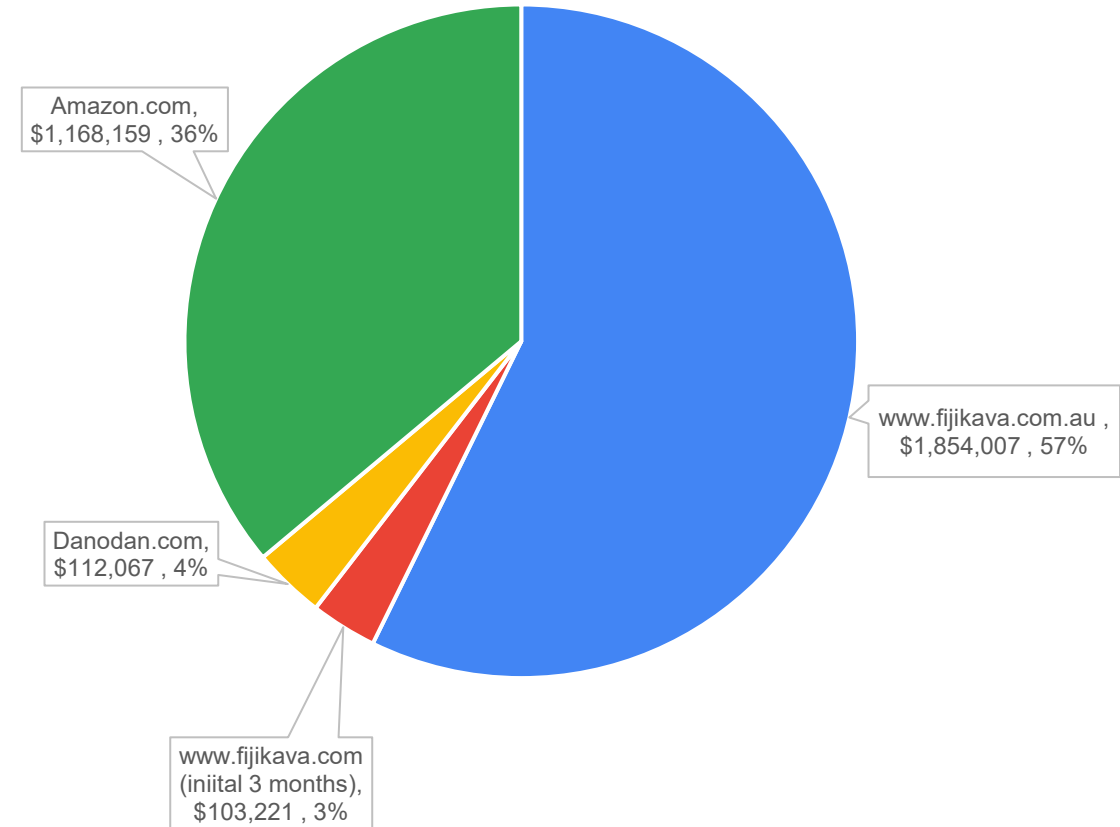
Global eCommerce sales were \$3.25m (76%)

- **#1 on Amazon USA** in the Instant Kava category
- **Walmart.com** has listed products with referrals coming into the Shopify platform.
- **Shopify** platform sales driven by our own Social and Search advertisings is now account for 60% of total eCommerce sales in Australia and the USA and our the most profitable channel (+30% vs 3rd Party platforms).

Innovative New Products will drive the growth in FY25

- Taki Mai Kava Shots, which were exclusively in Coles since March 2023, are now offered online at www.fijikava.com.au
- Flavoured kava shots are under development for launch in the USA market and will be the key NPD delivered in FY25
- Flavour enhancing “boosters” in Mango and Peach will launch in Australia in Q1 alongside kava drinking accessories including a cordless kava blender

FY24 eCommerce Sales Breakdown



Complementary Retail Footprint Growing

Coles Australia

- Ranging in Coles Australia encompasses most stores for all products across Australia*
- Targeted out-of-home digital advertising and online advertising work together to drive in store purchase
- Taki Mai shots have been developed in Shelf Ready packaging that will support 'at register' positioning

Fiji Tourist Channel Retail (inc. Leilo®)

- Many US and Australian consumers will encounter kava for the first time on vacation in the Fiji Islands
- New Fiji Rugby branded products utilising coconut and kava juices will launch in Q2 in resorts & airport in Fiji.
- Leilo RTD drinks have been launched in the Fiji Islands in Jack's of Fiji.

*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.

Feeling

Emotional On Edge Angry

Try This

TakiMai
RELAX WITH
KAVA
100% NIUELE
FIJI KAVA
50ML

www.fijikava.com.au

OUR COMPANY HAS INVESTED MORE THAN A DECADE AND OVER \$10M IN DEVELOPING A TRANSPARENT, FAIRTRADE SUPPLY-CHAIN IN THE FIJI ISLANDS THAT IS BOTH A COMPETITIVE ADVANTAGE AND A BARRIER TO COMPETITION

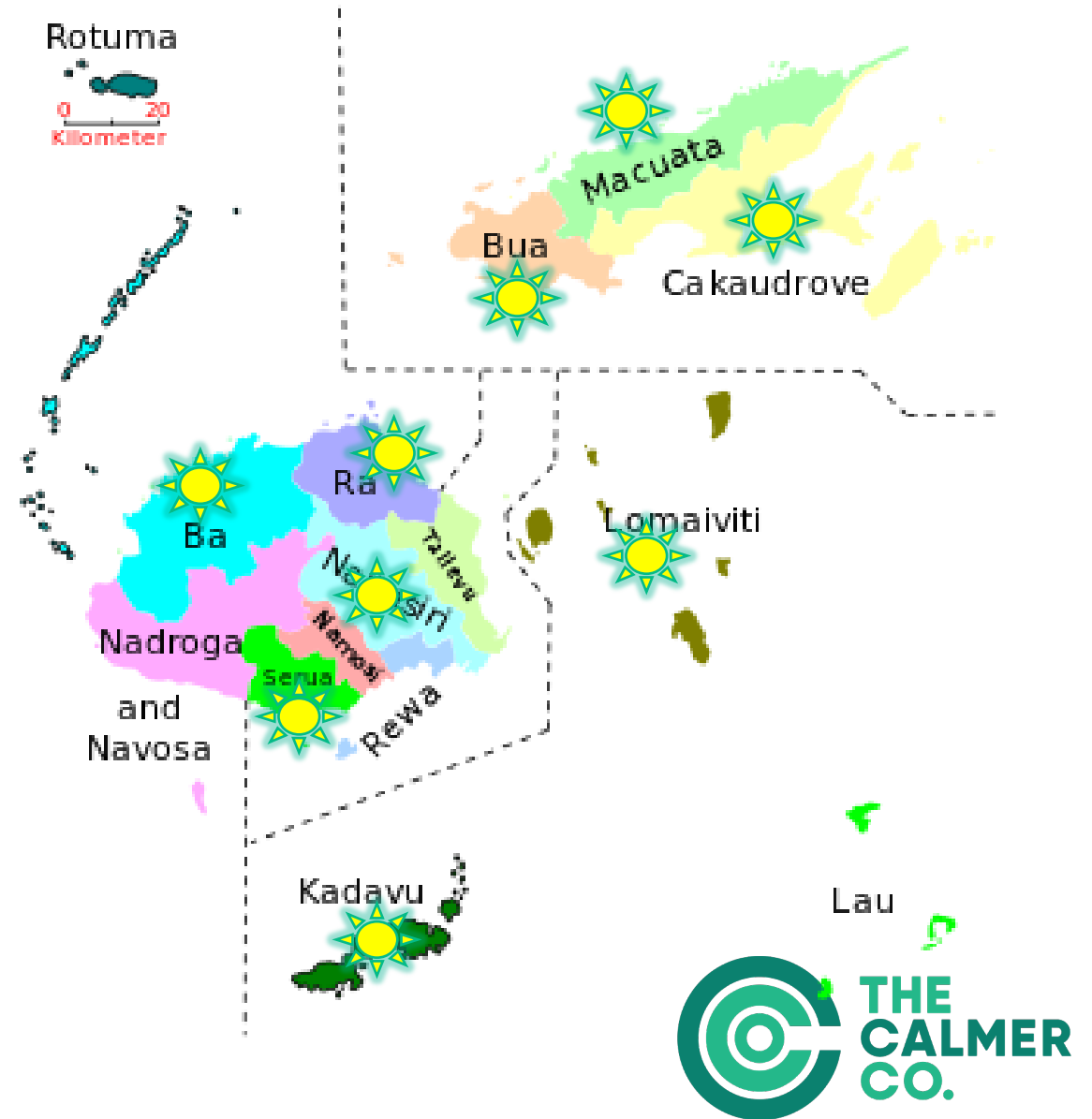


- ZANE YOSHIDA, FOUNDER

Robust Noble Kava Supply Chain

The Calmer Co. now sources kava directly from farmers across ten provinces across Fiji.

*They are; Cakaudrove, Kadavu, Lomaiviti, Bua, Macuata, Naitasiri, Ra, Namosi, Ba and Serua accounting for **91.6% of kava farmers in Fiji.***



Upgrade of Navua Facility to enable processing of up to 25 tonnes of green kava per week

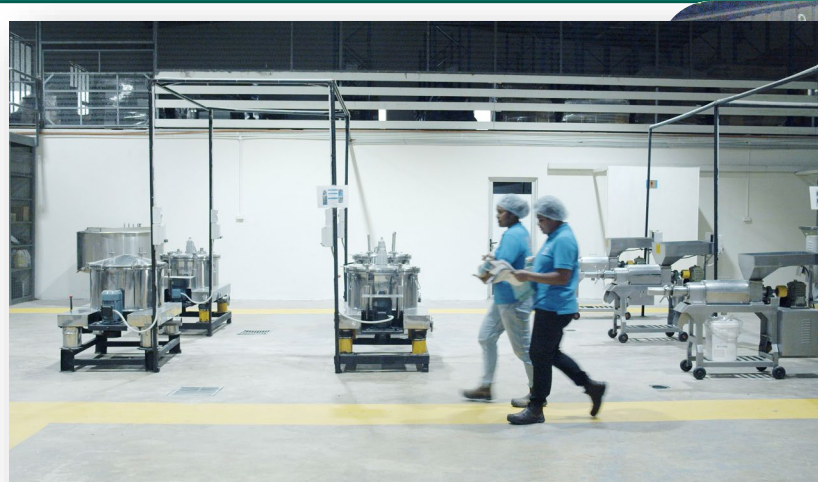
Commencing in November 2024

Production Equipment Upgrades increase output;

- Mesh Belt continuous drying system
- Automated packaging lines
- In line milling, sieving and blending
- Improved quality assurance laboratory with HPLC proposed

Our expanding range of products will be enabled via the expanded factory footprint and upgrades;

- Micronised Instant Kava
- Traditional Grind drinking kava
- Taki Mai Juice shots
- Medicinal Grade extract
- Fresh Frozen Kava for beverage applications
- Flavoured kava shots



The Traseable (sic) Solutions Fiji Kava App



Complete, Digital Traceability

Kava is tracked from the farm gate, including Geolocation of the individual farm at the time of collection by sourcing officers



Electronic Authorisations

Purchasing of kava from farmers is conducted via Mpesa digital payment technology, allowing immediate payments are removing cash from supply chain, increasing compliance



Real Time Analytics

Individual batches and lots of kava roots and rhizomes are tracked through the cleaning, milling, extraction and centrifugation processes on the Traseable app in real time



Ultimate Transparency

Consumers in the USA or Australia will soon be able to scan a QR code on pack and see the individual farmer and village who supplied them and potentially donate to social impact projects via blockchain in that village

our team



James Dack, Non-executive Chairman

Mr Dack started in the real estate industry as a founding partner in real estate agency brands in Australia. He left the real estate industry in 2014 to pursue other ventures, and began his own private investment company where he has taken a position in many entities including public companies listed locally. He has experience in the public sector, where he started his career as a porter at St Vincent's Hospital before being responsible for coordinating the entire NSW Public Hospital Payroll System in the industrial relations division of the Department of Health.



Anthony Noble, Chief Executive Officer

Formerly, C.E.O. Australian Biotherapeutics, and spent more than 10 years at Soho Floridis International (SFI) which includes Klair Labs, Prothera & Complementary Prescriptions (USA), Ginsana SA (Switzerland), Floridis (Australia) and Potters Herbals & Equazen (UK). Anthony held the roles of Global Head of Innovation, Head of North Asia and Managing Director of SFI Research Pty Ltd, the group's innovation incubator and investment company. Anthony has a PhD in Cell Biology and an MBA from AGSM exchange to the Wharton School (U Penn).



Zane Yoshida, Executive Director, Founder

Zane is an experienced start up entrepreneur, having successfully launched companies from R&D through to commercialisation and scale across Asia, the United States, and the Pacific. Zane has completed a Bachelor of Mechanical Technology, Post Graduate Diploma in IT, and a Master of Business Administration (MBA) from the Queensland University of Technology. He is currently a Vice President of the Australia Fiji Business Council (AFBC), Fiji Kava Taskforce, and a Member of the Australian Institute of Company Directors (AICD).



James S Tonkin, Non Executive Director

James is a 40 year veteran, is a private sector brand marketing and beverage development professional who has designed and implemented national infrastructure for his clients in the food and beverage industry. In the last 15 years, Tonkin has promoted brand and marketing programs for many clients in the bottled water and functional food/beverage industries. His expertise spans the gamut from domestic cheese to potato chips, fortified pet waters to nutraceutical- functional and enhanced beverages.



Griffon Emose, Non Executive Director

A Fiji citizen, Griffon is the Managing Director of Kontiki Capital. He was previously the Manager Public Awareness & Investor Education at the Capital Markets Development Authority. He is licensed by the RBF as an Investment Adviser Representative and serves as a Director of the South Pacific Stock Exchange and on several other Boards.

Griffon graduated with a Bachelor of Commerce from the University of Auckland. He is a member of the CFA Institute and earned the CFA Charter in 2005.



Pravinesh Lala, Chief Financial Officer

Prav has over 20 years' success in leading financial management activities at organizations across Fiji, New Zealand, and Australia in shipping and logistics, agricultural supply chains and manufacturing companies. Before joining Fiji Kava Ltd, he worked with Red Bull NZ as well as Nutrano Produce Group and Neptune Shipping.



THE
CALMER
CO.

Vinaka
(thank you)