



# Annual General Meeting Update

# CEO's UPDATE; ANNUAL GENERAL MEETING OF SHAREHOLDERS, 29 NOVEMBER 2024

*"I am immensely proud of what the team has been able to deliver this year. After a very tough turnaround year in FY23 that saw significant organisational change and many new projects, all under challenging market and regulatory conditions; we have now moved to a position of market dominance in Australia with tens of thousands of everyday Australians now using kava as part of their healthy lifestyle -a genuinely new market for kava."*

*"We also completed the relocation of Fijian operations into the Navua facility and are now selling at a pace taking up the full production capacity in our new site. We are poised to install a new start-of-the-art production line that will be capable of supporting the company to grow by around 3 times and this will take us past \$30m in revenues. Just this week we have again passed our HACCP audit for Australia and our FDA audit was completed in November 2023, which along with a digitised traceable supply chain means that we are firmly established as the industry leaders in product quality."*

*"The most exciting achievement for me, has been developing the sales and marketing disciplines in our eCommerce team that have driven outstanding sales growth over the last year, and which continues in FY25; well complemented by growing retail sales."*

*"The company now has all the building blocks in place to support future growth and for moving to profitability, this may be supercharged by potential future regulatory relaxation for kava, and we remain optimistic about the prospect of such changes in future."*



**CEO AND MANAGING DIRECTOR**  
**DR ANTHONY NOBLE**





# Corporate Snapshot

## FY24 FINANCIAL RESULTS OVERVIEW

REVENUES

**\$4.3m**

+139%  
vs FY23

EBITDA

**(\$3.5)m**

+35%  
vs FY23

DAILY ECOMMERCE  
SALES AUGUST 24

**>\$20,000**

+600%  
vs June23

GROSS PROFIT

**\$2.1m**

+279%  
vs FY23

## ASX OVERVIEW

**CCO.ASX**

ASX TICKER CODE

**2,050m**

SHARES ON ISSUE 30 JUNE 2024

**\$0.01**

SHARE PRICE 30 JUNE 2024

**\$20m**

MARKET CAPITALISATION

Cash Receipts

**\$4.0m**

+128% vs FY23



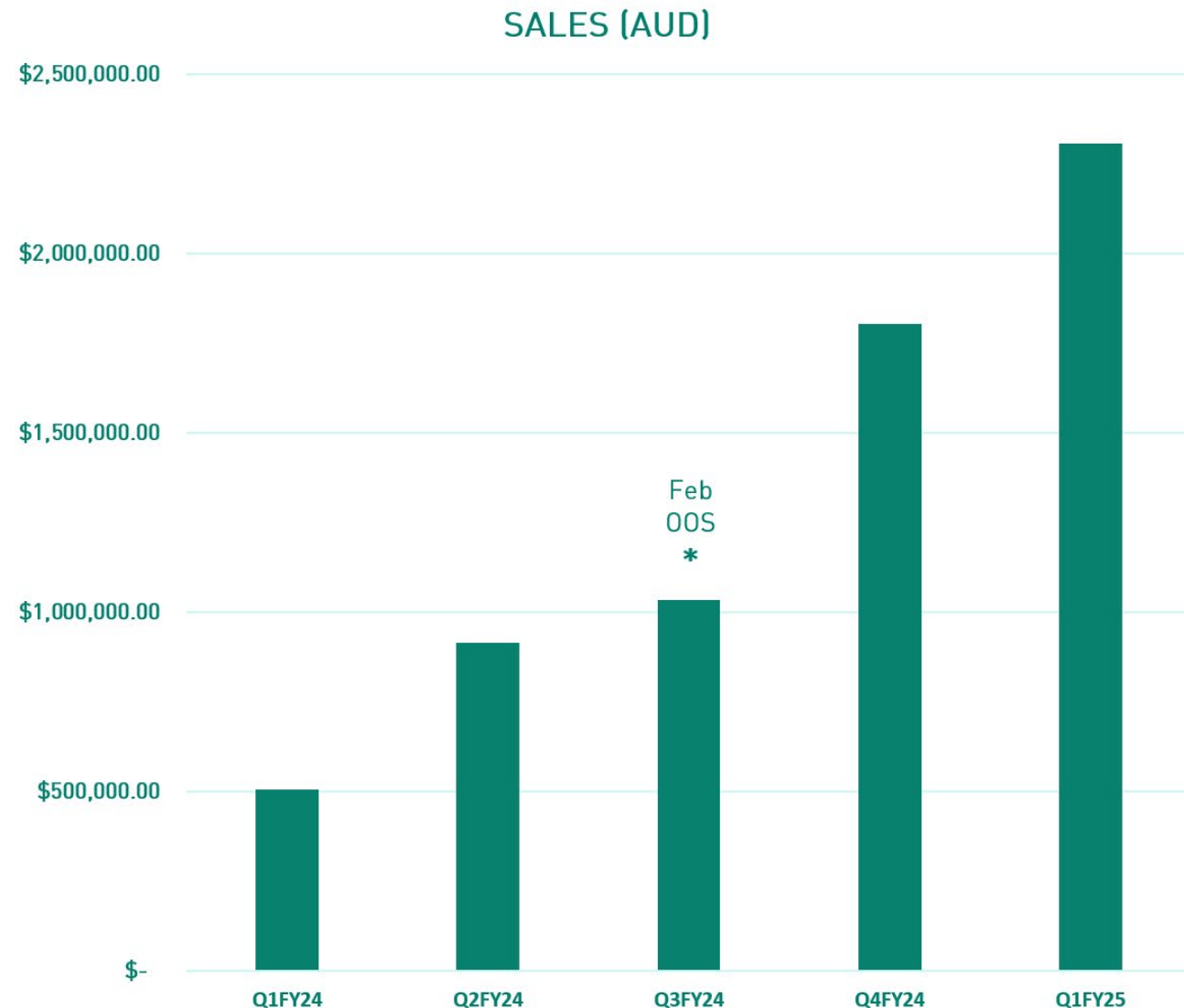
# SALES GROWTH: H1FY25 REVENUE WILL SURPASS FY24 YEAR

Steady growth across the full year, only arrested by an out-of-stock event in January and February (AQIS).

The company remains committed to maintaining cost controls, via delivering key marketing and innovation functions *in house* and to building the new products and markets through an eCommerce first focus, supported by complementary retail channels in Australia in FY25.

Continued sales growth into FY25 with record sales of \$860k in October achieved and the company is on track to surpass FY24 full year revenue by 31 December 2024.

Profitability was improved by circa >30% vs FY23 and low margin, high-cost sales channels ended in FY24





# RETAIL FOOTPRINT GROWING

## Coles Australia

- Ranging in Coles Australia encompasses most stores for all products across Australia.
- Our social and online advertising alongside targeted out-of-home digital campaigns work together to drive purchase.
- Taki Mai shots have been developed in Countertop Display packaging that will support 'at register' for convenience.

## Fiji Tourist Channel Retail

- 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 flavours and kava to launch for Christmas in resorts & airport in Fiji.
- Leilo RTD drinks have been launched in the Fiji Islands in Jack's of Fiji and are selling well in the tourist channel.

\*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.



# eCOMMERCE SALES LEAD

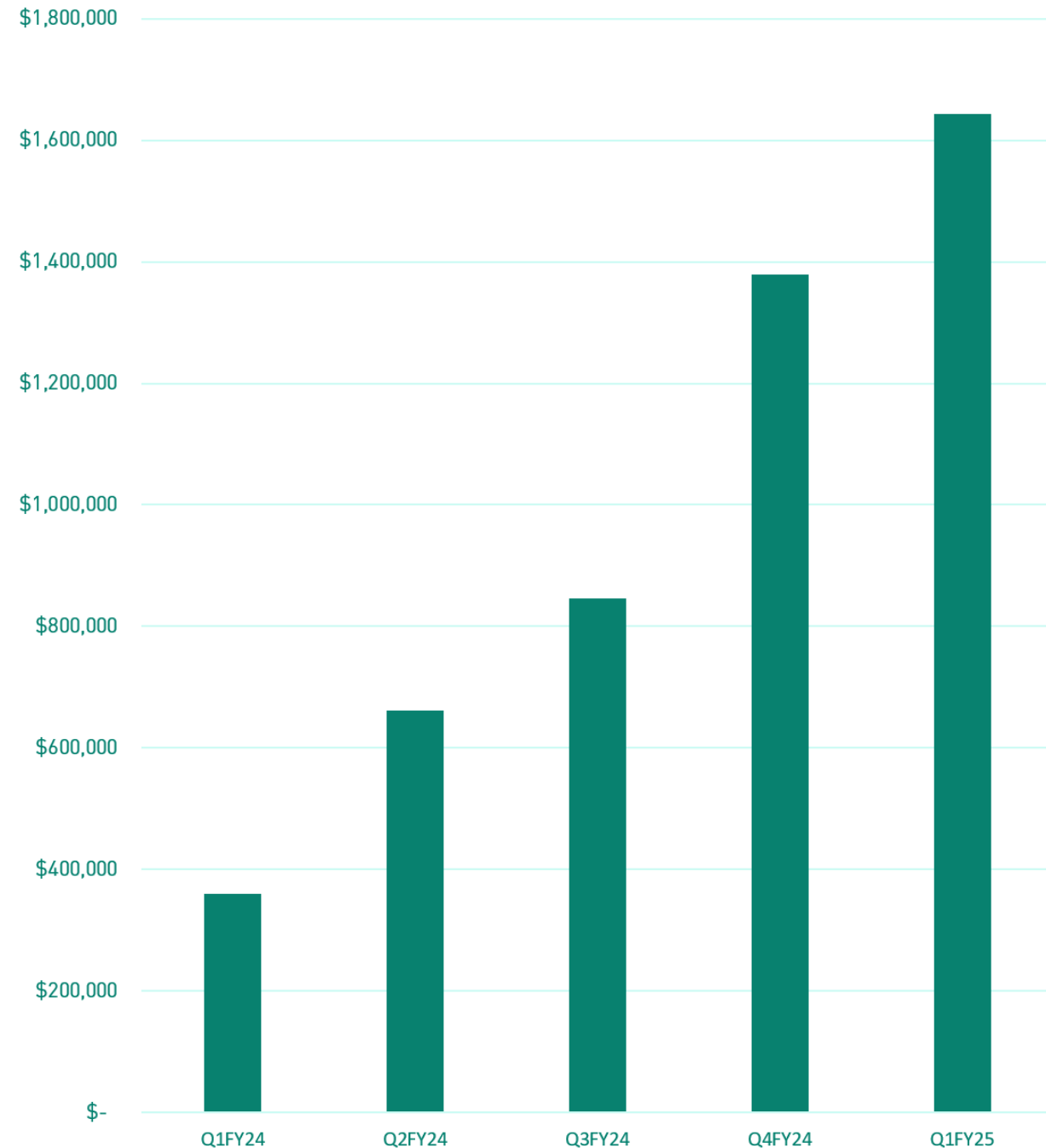
Global eCommerce sales were \$3.25m in FY24, \$1.6m in Q1FY25 and \$670k in October 2024

- #1 on Amazon USA in the Instant Kava category with record sales in October of \$90k USD (\$140k AUD).
- Walmart.com has listed products with referrals coming into the Shopify platform.
- > 70,000 Customer Database has been built over 2 years.
- Taki Mai shots were exclusively in Coles since March 2023, when offered online at [www.fijikava.com](http://www.fijikava.com) and sold out in less than 2 weeks with no advertising! Now back in stock.
- Our focus is now on Customer Lifetime Value (LTV) with new complementary products launched, including flavour enhancing “boosters” (Mango & Peach) and kava accessories like coconut cups (bilos), strainers and a mini kava blender.

Exciting New Taki Mai Products will drive the growth in FY25, starting with flavoured kava shots and stick packs

*... and we are excited to give shareholders a first look today ...*

eCommerce Sales



# **INTRODUCING THE NEW LOOK**

## **TAKI MAI BRAND ....**



# TAKI MAI





# FIJI FACTORY UPGRADE DUE TO BE COMPLETED IN EARLY NEW YEAR

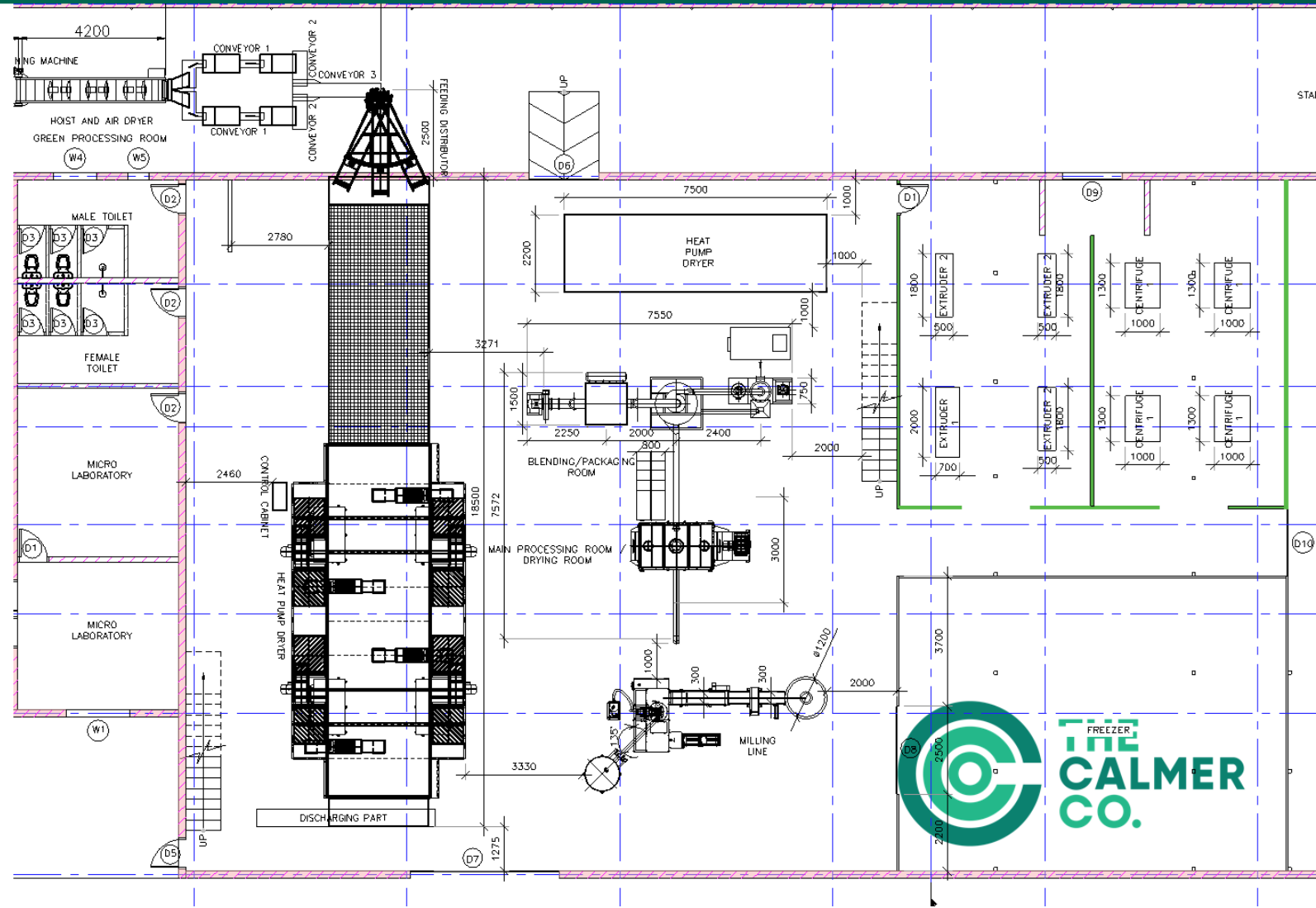
Comprehensive upgrade of the Navua Facility production line is underway.

The upgrade includes higher capacity in all steps of the production process and allows CCO subsidiary, South Pacific Elixirs, to increase weekly processing capacity from 10 tons of green kava to 25 tons of green kava per week.

Importantly, the process changes many steps to semi-automatic and automatic processing which not only improves output and increases efficiency but also will make a significant improvement to product quality.

The upgrade also increases batch size significantly which will have a meaningful impact on reducing analytical and quality testing costs.

The \$1m FJD upgrade program is fully funded



# NAVUA FACTORY AND LAND ACQUISITION IN PROGRESS

A rare freehold land parcel in Fiji of 5,856m<sup>2</sup> encompassing our current processing facility and several residential dwellings, which will be used as staff quarters, located 30m from Suva City

The internal floorspace of the facility totals 1,930m<sup>2</sup>, including office space, a laboratory, two cold rooms, a blast freezer and mezzanine level storage.

Timing aligns with completion of the factory upgrade.

Taking over the site will also allow the company to initiate in house analytical and quality testing, which will deliver a meaningful saving vs outsourced testing.

The agreed purchase price for the land, buildings and all built-in plant is 4.4m FJD (\$2.99m AUD)

## Funding Plan:

~ 50% via low interest development bank loan facility from Fiji Development Bank (application in process)

~ 50% to be funded as cash by CCO direct investment





# REGIONAL KAVA SUPPLY CHAIN

Pacific Islands Kava Producing Countries have agreed and Launched the Plan for Regional and United Kava Approach

Fiji, Vanuatu, Tonga, Samoa, Solomon Islands, PNG agree to harmonize growing, processing and export of Noble Kava (Aug 24)

Standardise kava quality across the region, ensuring products meet international standards while promoting sustainable farming practices

CCO in advanced discussions with growers in the region post testing of Noble Kava varieties

Offtake agreement proposed with regional entity for Noble Kava grown across 2,800 hectares (Centre of Excellence)





