



30 April 2025

ASX RELEASE

Appendix 4C Cashflow Statement and Quarterly Activities Report

30 April 2025, Brisbane, Australia: The Calmer Co. International Limited (ASX:CCO) submits the following Activities Report and Appendix 4C Cash Flow Statement for the three-month period ended 31st March 2025 (Q3 FY25).

Highlights

- **The Calmer Co continued to make progress in Q3 FY25 towards its objective of sustainable and profitable growth, with improved gross margins, reduced operating losses, and early momentum in higher margin channels.**
- While revenue for the quarter was \$1.8 million, down 12.8% vs Q2 FY25, due to reduced spend in lower margin sales channels, the business delivered a **61% increase in gross profit after promotions** to \$388k. This reflects the strategic repositioning of the sales mix and disciplined cost management across the business.

Key achievements during the quarter include:

- **Gross margin expansion** driven by stronger product mix, improved pricing strategies in retail, and a reduction in promotional discounting.
- **Operating loss reduced by 31%** to (\$923.8k), reflecting the positive impact of rationalised marketing spend and a more focused approach to channel investment.
- **Retail channel performance improved**, with Coles sales increasing by 35% vs Q2 FY25, supported by record sales volume growth in kava shots.
- **Amazon USA revenue increased 20%** with further growth anticipated following new product launches in Q4.
- **Wholesale revenue increased by 49%**, underpinned by orders from IMCD and Two Valley, validating our expanded B2B strategy.
- The Group ended the quarter with **cash on hand of \$1.64 million**, with a further \$2.2 million in capital expected to be received in May to support ongoing growth initiatives, including a full transition to Acuity-managed direct to consumer (DTC)



operations and the launch of new products and websites across the Australian and US markets.

- Management remains focused on improving unit economics, expanding scalable revenue channels, and executing its margin-led strategy with a clear path toward breakeven.

CEO of The Calmer Co, Zane Yoshida, said: “This quarter marks a turning point for The Calmer Co as we shift decisively towards sustainable, margin-led growth. While we made the conscious decision to reduce revenue from lower margin sales channels, we achieved a considerable increase in gross profit and significantly narrowed our operating loss by over 30% quarter-on-quarter.

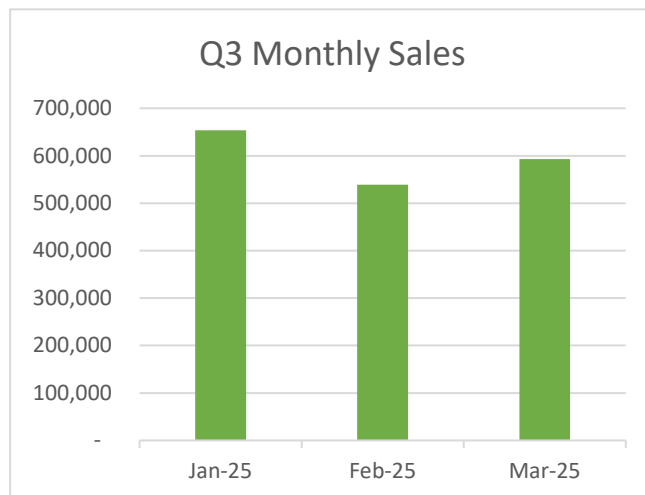
Our retail performance, particularly at Coles, continues to strengthen with record kava shot sales, and momentum is building across Amazon and wholesale. **These results affirm our strategic focus on scalable channels that drive profitability.**

With new product launches in the US market ahead, streamlined operations through Acuity, and a sharpened execution strategy across all markets, we are well-positioned for a strong finish to the financial year and continued progress toward breakeven.”



Financial Overview

Revenue was steady in the quarter and reached \$1.8m in total sales. This result was driven by focusing on profitability in our eCommerce channels in Australia and continued sales to the Coles retail channel over the quarter.



Cash receipts for the quarter were \$2.16 million, reflecting a reduction in line with reported sales. Including a receivable of over \$170,000 from Coles as at 31 March 2025, cash collections remain well aligned with sales performance for the period.

Total cash operating outflows decreased by 12% compared to the prior quarter, demonstrating effective cost control across the business. This reduction is in line with the 14% decrease in sales and

16% decline in cash receipts, maintaining proportionality across key cash flow metrics.

Inventory at quarter end was \$1.47 million. While this is below the Group's >90-day stock coverage target for some sales channels, inventory levels are expected to increase in Q4 FY25 to meet anticipated demand from US marketplaces and retail channels.

Advertising and marketing spend reduced by 63% quarter-on-quarter, following a strategic review of digital advertising effectiveness in the Group's direct-to-consumer channels. A revised performance marketing strategy is being implemented to optimise ROAS (Return on Advertising Spend), with a view to increasing investment in Q4 to support profitable revenue growth.

According to ASX LR4.7C.3, the Company advises that \$4,650 was paid to James Tonkin as fees for his role as a Director of Fiji Kava Inc. USA.



Sales Analysis

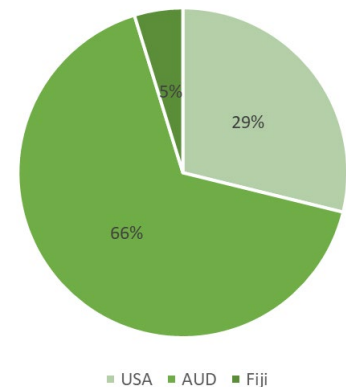
BY REGION

Australian and New Zealand sales totaled \$1.19 million for the quarter, primarily driven by continued strong performance from retail partner Coles, the Company's Shopify-powered eCommerce platform, and established wholesale partnerships. New revenue channels during the period included the addition of QUIKSTOP convenience outlets and expanded product listings on Amazon Australia.

Sales in the United States grew by 17% quarter-on-quarter to \$305,000, underpinned by continued growth in Amazon Marketplace sales, supported by portfolio expansion and targeted promotional activity.

Sales in the Fiji market accounted for approximately 5% of total quarterly revenue. This included both wholesale transactions and retail sales within the tourism channel, which remains a valuable contributor to brand visibility and local market penetration.

Sales by Region



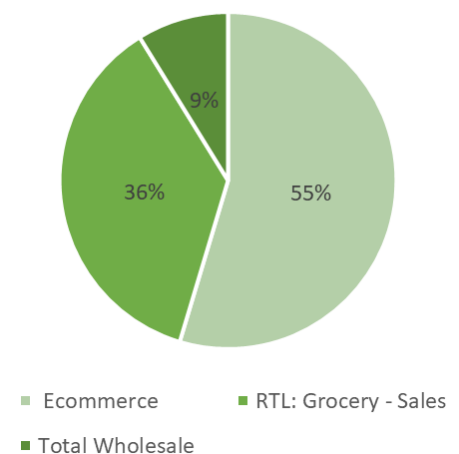
BY CHANNEL

eCommerce channels contributed 55% of total sales for the quarter, with Amazon.com delivering 24% quarter-on-quarter growth as portfolio expansion and promotional activity continued to gain traction.

Retail accounted for 36% of total revenue, driven primarily by ongoing growth in Coles Australia orders, supported by strong performance in kava shots across the quarter.

Wholesale contributed just over 9% of total sales, with revenue of \$155,000. This includes supply to key partners such as IMCD for Kavaton® extract, highlighting early traction in the Company's B2B and ingredient strategy.

Sales by Channel





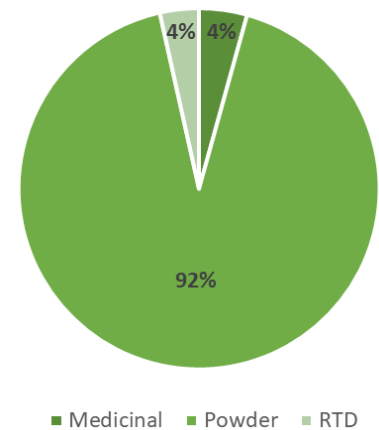
BY FORMAT

Traditional kava powder remains the core revenue driver across all channels, representing over 90% of total sales for the quarter, reflecting continued consumer preference for the authentic drinking experience.

Medicinal format products, including tablets and capsules, are sold exclusively in the United States and contributed approximately 4% of total quarterly sales.

Ready-to-Drink (RTD) products, including the Taki Mai kava shots, were distributed through Coles Australia and QUIKSTOP convenience outlets during the quarter, collectively accounting for 4% of total revenue.

Sales by Format



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Ends.

This release has been approved by the Board of Directors



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 is also the distributor of Leilo kava drinks 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 Fiji Kava. These factors may cause actual results to differ materially from those expressed in the statements contained in this announcement.



Appendix 4C

Quarterly cash flow report for entities subject to Listing Rule 4.7B

Name of entity

THE CALMER CO. INTERNATIONAL LIMITED (ASX:CCO)

ABN

Quarter ended ("current
quarter")

40 169 441 874

31 March 2025

Consolidated statement of cash flows		Current quarter \$A'000	Year to date (9 months) \$A'000
1. Cash flows from operating activities			
1.1 Receipts from customers		2,166	7,121
1.2 Payments for			
(a) research and development		-	-
(b) product manufacturing and operating costs		(1,821)	(5,341)
(c) advertising and marketing		(223)	(1,431)
(d) leased assets		-	-
(e) staff costs		(459)	(1,376)
(f) administration and corporate costs		(618)	(1,888)
1.3 Dividends received (see note 3)		-	-
1.4 Interest received		3	11
1.5 Interest and other costs of finance paid		(17)	(17)
1.6 Income taxes paid		-	(172)
1.7 Government grants and tax incentives		-	-
1.8 Other (B.A.S. Refunds)		(0.3)	(11)
1.9 Net cash from / (used in) operating activities		(969)	(3,104)
2. Cash flows from investing activities			
2.1 Payments to acquire:			
(a) entities		-	-
(b) businesses		-	-



Consolidated statement of cash flows		Current quarter \$A'000	Year to date (9 months) \$A'000
	(c) property, plant and equipment	-	(175)
	(d) investments	(235)	(372)
	(e) intellectual property	(80)	(80)
	(f) other non-current assets	-	-
2.2	Proceeds from disposal of:	-	-
	(g) entities	-	-
	(h) businesses	-	-
	(i) property, plant and equipment	-	-
	(j) investments	-	-
	(k) intellectual property	-	-
	(l) other non-current assets	-	-
2.3	Cash flows from loans to other entities	-	-
2.4	Dividends received (see note 3)	-	-
2.5	Other (provide details if material)	-	-
2.6	Net cash from / (used in) investing activities	(315)	(627)

3.	Cash flows from financing activities		
3.1	Proceeds from issues of equity securities (excluding convertible debt securities)	767	4,391
3.2	Proceeds from issue of convertible debt securities	-	-
3.3	Proceeds from exercise of options	-	-
3.4	Transaction costs related to issues of equity securities or convertible debt securities	-	-
3.5	Proceeds from borrowings	-	711
3.6	Repayment of borrowings	(109)	(504)
3.7	Transaction costs related to loans and borrowings	(29)	(107)
3.8	Dividends paid	-	-
3.9	Other (provide details if material)	-	-
3.10	Net cash from / (used in) financing activities	629	4,491



Appendix 4C
Quarterly cash flow report for entities subject to Listing Rule 4.7B

Consolidated statement of cash flows		Current quarter \$A'000	Year to date (9 months) \$A'000
4.	Net increase / (decrease) in cash and cash equivalents for the period		
4.1	Cash and cash equivalents at beginning of period	2,315	879
4.2	Net cash from / (used in) operating activities (item 1.9 above)	(969)	(3,104)
4.3	Net cash from / (used in) investing activities (item 2.6 above)	(315)	(627)
4.4	Net cash from / (used in) financing activities (item 3.10 above)	629	4,491
4.5	Effect of movement in exchange rates on cash held	(6)	15
4.6	Cash and cash equivalents at end of period	1,654	1,654
5.	Reconciliation of cash and cash equivalents at the end of the quarter (as shown in the consolidated statement of cash flows) to the related items in the accounts	Current quarter \$A'000	Year to Date \$A'000
5.1	Bank balances	1,669	1,669
5.2	Call deposits	-	-
5.3	Bank overdrafts	(16)	(16)
5.4	Other (provide details)	-	-
5.5	Cash and cash equivalents at end of quarter (should equal item 4.6 above)	1,654	1,654
Payments to related parties of the entity and their associates		Current quarter \$A'000	
6.1	Aggregate amount of payments to related parties and their associates included in item 1	5	
6.2	Aggregate amount of payments to related parties and their associates included in item 2	-	

Note: if any amounts are shown in items 6.1 or 6.2, your quarterly activity report must include a description of, and an explanation for, such payments

Payments to related parties \$4782 paid to James Tonkin as fees for his role as a Director of Fiji Kava Inc. USA.



7. Financing facilities

Note: the term "facility" includes all forms of financing arrangements available to the entity. Add notes as necessary for an understanding of the sources of finance available to the entity.

	Total facility amount at quarter end \$A'000	Amount drawn at quarter end \$A'000
7.1 Loan facilities	-	-
7.2 Credit standby arrangements	-	-
7.3 Other (Convertible Notes – Fijian Dollar)	1286	1,286
7.4 Total financing facilities	1,286	1,286

7.5 **Unused financing facilities available at quarter end** -

7.6 Include in the box below a description of each facility above, including the lender, interest rate, maturity date and whether it is secured or unsecured. If any additional financing facilities have been entered into or are proposed to be entered into after quarter end, include a note providing details of those facilities as well.

7.3 refers to the convertible note instrument form BSP-Life (Fiji) for 2million FJD with a term of 5 years and a 5% interest rate, converting to equity at 15c.

8. Estimated cash available for future operating activities	\$A'000
8.1 Net cash from / (used in) operating activities (Item 1.9)	(969)
8.2 Cash and cash equivalents at quarter end (Item 4.6)	1,654
8.3 Unused finance facilities available at quarter end (Item 7.5)	-
8.4 Total available funding (Item 8.2 + Item 8.3)	1,654
8.5 Estimated quarters of funding available (Item 8.4 divided by Item 8.1)	1.71

If Item 8.5 is less than 2 quarters, please provide answers to the following questions:

1. Does the entity expect that it will continue to have the current level of net operating cash flows for the time being and, if not, why not?

Answer: The operating cashflows are expected to improve over the coming quarters in line with continued sales growth and focus on higher margin channels.

2. Has the entity taken any steps, or does it propose to take any steps, to raise further cash to fund its operations and, if so, what are those steps and how likely does it believe that they will be successful?

Answer: The company has completed an options issue that raised \$766k that will be followed by a rights issue to raise \$2.2m.

3. Does the entity expect to be able to continue its operations and to meet its business objectives and, if so, on what basis?

Answer: Yes



Compliance statement

- 1 This statement has been prepared in accordance with accounting standards and policies which comply with Listing Rule 19.11A.
- 2 This statement gives a true and fair view of the matters disclosed.

Date: 30 April 2025

Authorised by: By the board
(Name of body or officer authorising release – see note 4)

2.4 Notes

1. This quarterly cash flow report and the accompanying activity report provide a basis for informing the market about the entity's activities for the past quarter, how they have been financed and the effect this has had on its cash position. An entity that wishes to disclose additional information over and above the minimum required under the Listing Rules is encouraged to do so.
2. If this quarterly cash flow report has been prepared in accordance with Australian Accounting Standards, the definitions in, and provisions of, *AASB 107: Statement of Cash Flows* apply to this report. If this quarterly cash flow report has been prepared in accordance with other accounting standards agreed by ASX pursuant to Listing Rule 19.11A, the corresponding equivalent standard applies to this report.
3. Dividends received may be classified either as cash flows from operating activities or cash flows from investing activities, depending on the accounting policy of the entity.
4. If this report has been authorised for release to the market by your board of directors, you can insert here: "By the board". If it has been authorised for release to the market by a committee of your board of directors, you can insert here: "By the [name of board committee – eg Audit and Risk Committee]". If it has been authorised for release to the market by a disclosure committee, you can insert here: "By the Disclosure Committee".
5. If this report has been authorised for release to the market by your board of directors and you wish to hold yourself out as complying with recommendation 4.2 of the ASX Corporate Governance Council's *Corporate Governance Principles and Recommendations*, the board should have received a declaration from its CEO and CFO that, in their opinion, the financial records of the entity have been properly maintained, that this report complies with the appropriate accounting standards and gives a true and fair view of the cash flows of the entity, and that their opinion has been formed on the basis of a sound system of risk management and internal control which is operating effectively.