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ASX RELEASE

Amazon USA Sales Grow 104%

08 May 2025, Brisbane: The Calmer Co. International Limited (ASX: CCO), a beverage company focused on kava and other natural products that support relaxation, aid sleep, and offer an alternative to alcohol, is pleased to announce that USA sales via its Amazon channel have grown 104% year on year to AUD\$203,000 for the month of April 2025.

Highlights

- **USA Amazon sales reached AUD203k in April 2025, reflecting a 104% year over year increase** in wholesale sales revenue. This follows robust momentum, with March 2025 having already seen a 72% YoY uplift after foreign exchange adjustment.
- **Taki Mai traditional kava stood out as the top performing product**, capturing 24% of total USA Amazon sales for the month of April.
- **Subscriptions also showed strong growth, accounting for 28% of total sales volume** in April.

Taki Mai Share of Sales Mix

The business focussed its efforts on growing consumer awareness for its Taki Mai traditional kava brand this year which yielded strong sales results.

Month	Taki Mai Sales Mix
Jan	6%
Feb	10%
Mar	16%
Apr	24%



It's also worth highlighting the significant growth in subscriptions, which now account for 28% of total sales volume as of the end of April. These repeat, pre scheduled orders serve as a strong indicator of customer satisfaction and help stabilise future revenue streams.



Global kava sales are projected to grow at over 16% annually¹, with Amazon forecasting a 45% increase in kava sales on its platform in the year ahead² — reflecting the strong momentum of this emerging category.

Andy Burger Head of e-Commerce and based in Seattle said: “Our analysis of Amazon analytics confirmed that we lead the instant kava category on the platform. However, our presence in the traditional kava market has not reached the same level. To address this, we've strategically focused on growing both our instant kava brand, Fiji Kava, and our heritage brand, Taki Mai, which resonates more strongly with the traditional market. **This dual-brand approach has already delivered results—Taki Mai is experiencing rapid sales growth**, while Fiji Kava continues to dominate its category. This marks a significant strategic shift for our team.”

Zane Yoshida, CEO, The Calmer Co said: “This marks the early stages of our expansion strategy into the U.S. market. We've already seen strong growth in Amazon sales, and **we're set to launch several new products across multiple categories in May**. At the same time, we're making significant investments in R&D to build a high-impact, scalable plan for long-term success in the U.S.”

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This announcement has been approved for release by the Board of The Calmer Co. International Limited.

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About The Calmer Co.

The Calmer Co. International Limited (ASX:CCO) is a fast growing beverage business leveraging a global opportunity in kava and other natural products that replace alcohol and support relaxation and sleep.

- ¹ IMARC Group, Kava Root Extract Market: Global Industry Trends, 2024-2029, , <https://www.imarcgroup.com/kava-root-extract-market>
- ¹ OeP, Acosta Group Fiji Kava 2024-2025 Business Review



Our products are delivered to consumers globally through e-commerce channels and blue-chip retail distribution partners, supported by a reliable farm to shelf supply chain.

The product range includes drinking powders, natural and flavoured kava shots, concentrates and capsules, sold under the brands Fiji Kava, Taki Mai and Danodan Hempworks in markets including USA, Australia, New Zealand, China and the Pacific 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.