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ASX RELEASE

Coles Retail Sales Up 81% in July

6 August 2025, Brisbane: The Calmer Co. International Limited (ASX: CCO), a leading consumer packaged goods company specialising in kava and other natural products that promote relaxation, support sleep, and offer a healthier alternative to alcohol, is pleased to announce a **record monthly sales result** in the Coles retail channel for July 2025.

This milestone reflects the **strong and growing consumer demand** for the company's shelf stable relaxation beverages and functional kava powders. It also highlights the success of Calmer Co's ongoing **national expansion within Coles stores**, further cementing its position as a category leader in natural wellness and alcohol alternatives.

Highlights

- **Coles retail sales increased 81% in July to \$344,000**, up from \$190,000 in June.
- This represents the highest monthly sales result in Coles since launch and exceeds the company's internal materiality threshold of 30%.
- The growth was driven by an expanded store footprint, strong sell through rates, and the success of targeted in store promotions.

As previously disclosed, The Calmer Co has significantly increased its retail footprint within the Coles network:

- **Taki Mai Kava Shot 50mL** now ranged in **797 stores**, up from 500 at launch (+59%)
- **Fiji Kava Instant Kava 150g** now ranged in **801 stores**, up from 300 at launch (+170%)

Zane Yoshida, Founder & CEO of The Calmer Co, said: "July marks a new high point in our partnership with Coles and serves as a strong validation of the growing consumer appeal for our products in the mainstream Australian market. The rapid expansion of our retail footprint, coupled with accelerating sales, underscores the strength of our national distribution platform and the increasing relevance of kava as a natural alternative to alcohol. These results reaffirm our strategy to build a profitable and scalable business, and we are proud to be at the forefront of this emerging category as we continue to grow."

The Company remains focused on driving sales velocity within major national retailers and enhancing consumer engagement across its FijiKava® and Taki Mai® brands. Growth in the Australian retail channel continues to be a key pillar of The Calmer Co.'s strategy to



deliver sustainable revenue growth and establish category leadership in the relaxation and wellness sector

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