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ASX RELEASE

Woolworths Launches Fiji Kava® Across Australia

16 June 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 its Fiji Kava® 50g Instant Kava product has now launched in Woolworths supermarkets (ASX: WOW) across Australia, with the exception of the Northern Territory.

Highlights

- Initial **Woolworths orders** have been fulfilled for the ranging of the **50g Fiji Kava® Instant Kava**. Woolworths is Australia's largest supermarket chain, with **over 1,100 stores** and more than 35% market share of annual retail supermarket sales in the country.
- Builds upon strong national footprint in Coles supermarkets, where **Fiji Kava®** and **Taki Mai®** products are ranged in **over 800 stores**.
- Reinforces leadership position in the **functional relaxation** and **natural alternatives to alcohol** category.
- Supports The Calmer Co's broader **omnichannel growth strategy** across **Australia, the USA, and the Pacific Islands**.

Following the April 2025 announcement of the national ranging in Woolworths, initial orders for Fiji Kava® 50g Instant Kava have now been fulfilled for ranging in **Woolworths supermarkets nationwide** with the exception of the Northern Territory.

This milestone builds on The Calmer Co's strong existing foundation in Coles supermarkets where Fiji Kava® and Taki Mai® products are ranged in over 800 locations and further cements the company's leadership position in the rapidly emerging functional relaxation category.



Zane Yoshida, Founder & CEO of The Calmer Co, said: “Fulfilling our first national orders with Woolworths is a significant achievement. It is a testament to the trust our retail partners place in the category and the strong consumer demand for kava based solutions. This achievement supports The Calmer Co’s broader **omnichannel growth strategy, which spans e-commerce, major retail, and wholesale distribution** across key markets, including Australia, the USA, and the Pacific Islands.”

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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.