



March 24, 2025

ASX RELEASE

Matthew Kowal Appointed as Chief Commercial Officer of The Calmer Co - Business Update

24 March 2025, Brisbane: The Calmer Co. International Limited (ASX:CCO), a beverage company focussing on kava and other natural products that replace alcohol, support relaxation and aid sleep, is pleased to inform shareholders of the appointment of Mr Matthew Kowal as Chief Commercial Officer.

Highlights

- Mr Matthew Kowal has been appointed as Chief Commercial Officer.
- Matthew has more than **20 years experience in the beverage industry with roles at Red Bull, Monster Energy, Super Drop, Naked Life and Perkii.**
- A proven expertise in growth marketing and a strong track record of scaling beverage brands in international markets.

Matthew will oversee sales, marketing, and strategic partnerships, driving our growth initiatives across Australia, the USA, and globally.

Matthew brings over 20 years of commercial leadership experience in the beverage industry, having held key roles at Red Bull and Monster Energy. He is the co-founder of SuperDrop, an independent drinks company, and most recently served as Group General Manager of Naked Life Non-Alcoholic Spirits and CEO of PERKii, an innovative probiotic functional beverage brand.

Zane Yoshida, CEO of The Calmer Co said, "We warmly welcome Matthew to The Calmer Co team. He will play a crucial role as we expand both locally and internationally with his extensive commercial expertise and proven track record in executing effective market entry strategies. His deep experience in building high-performance teams and fostering sustainable growth through strategic partnerships will be instrumental in advancing our vision to make premium quality kava accessible worldwide."

Matthew Kowal, incoming Chief Commercial Officer said, "I am thrilled to join The Calmer Co at a pivotal stage and as the company leverages strong global growth of kava as a functional beverage. With its innovative product range, The Calmer Co is poised to unlock unique commercial opportunities, and I look forward to driving growth initiatives and expanding market presence on a global scale."



With kava sales expected to grow by over 14% annually worldwide¹, and Amazon forecasting a 45% rise in kava sales on its platform in the upcoming year², the kava market is clearly on the rise and establishing its presence in a global health trend.

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ENDS

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

For further information

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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 Fiji Kava. These factors may cause actual results to differ materially from those expressed in the statements contained in this announcement.

¹ OeP, Acosta Group Fiji Kava 2024-2025 Business Review

² IMARC Group, Kava Root Extract Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2024-2029, , <https://www.imarcgroup.com/kava-root-extract-market>.