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ASX RELEASE

## \$8m FY25 Revenue Result Achieved -up 86% vs FY24; Launches Flavoured Taki Mai® Kava Shots on Amazon USA

**3 July 2025, Brisbane:** The Calmer Co. International Limited (ASX: CCO), a Consumer Packaged Goods company focused on kava and other natural products that support relaxation, aid sleep, and offer an healthier alternative to alcohol, is pleased to announce that it has concluded FY25 with preliminary unaudited revenue surpassing AU\$8 million, marking a third consecutive year of strong growth across key sales channels.

Building on this momentum, The Calmer Co is also proud to announce the **launch of its new flavoured Taki Mai® Kava Shots on Amazon USA**, further accelerating its expansion into the high-potential US market.

### Highlights

- FY25 revenue exceeded AU\$8 million, representing 86% year-on-year growth from FY24 (AU\$4.3 million), and a 153% increase from FY23 (AU\$1.7 million).
- Revenue for FY25 was generated across a diversified mix of channels:
  - Direct-to-Consumer: 39%
  - Retail: 30%
  - Amazon USA: 23%
  - Wholesale: 8%
- Expanded national retail presence with<sup>1</sup>:
  - Coles: Taki Mai® Kava shots in 797 stores and 150g FijiKava® Instant Kava in 801 stores.
  - Woolworths: Successful national launch of 50g FijiKava® Instant Kava into Australia's largest supermarket chain (1,100+) stores and more than 35% market share, further strengthening national distribution and brand leadership.



- Amazon USA subscriptions now account for 28% of total Amazon sales volume, highlighting strong customer loyalty and repeat purchasing.
- Taki Mai® brand share on Amazon increased from 6% in January to 24% in April 2025.
- Amazon forecasts a 45% increase in kava sales over the next 12 months, aligning with The Calmer Co's strategic growth focus in this key market<sup>2</sup>.
- Strengthened wholesale channel through growth with IMCD and entry into the US kava bar market via partnership with Leilo, supporting long-term channel diversification and volume growth.

### Flavoured Taki Mai Kava Shots Launch

Following the successful launch of Taki Mai® tincture extracts, The Calmer Co has expanded its US product portfolio with the launch of **five new flavoured Taki Mai® Kava Shots** on Amazon USA.

Key Details:

- **Flavours:** Coconut, Choc Banana, Guava, Pineapple, Mango
- **Formats:** 6-pack single flavour and 10-pack mixed flavour
- **Availability:** Exclusively on Amazon USA; direct digital channel to follow

These 2.5oz (75ml) ready-to-drink shots are designed to make kava more enjoyable and accessible for American consumers seeking natural, alcohol-free relaxation alternatives. The flavoured range supports The Calmer Co's global growth ambitions and expansion of its ready-to-drink (RTD) portfolio.

#### **Andy Burger, Head of E-commerce at The Calmer Co, said:**

"Flavoured kava shots are an exciting step forward for our US digital strategy. These new formats give consumers even more ways to enjoy kava. With Amazon subscriptions and customer retention growing, we're confident this launch will build strong momentum through our online channels."

#### **Zane Yoshida, Founder & CEO of The Calmer Co, said:**

"Crossing AU\$8 million in revenue for FY25 is a landmark achievement and reflects the strength of our multichannel strategy and the dedication of our team. Our new flavoured kava shots deliver on consumer demand for taste, convenience, and functionality as we continue to scale globally."



## Strategic US Expansion

The United States is a consumer market 13x larger than Australia, with a growing and increasingly mainstream audience for kava. There are now more than 500 kava bars across the country, reflecting the rising demand for natural, non-alcoholic alternatives in social and wellness settings.

Amazon's projected 45% growth in kava sales over the next 12 months highlights the momentum behind this emerging category. The Calmer Co manages its US logistics through Noke 3PL, a Houston-based fulfilment centre provider, alongside Fulfilment by Amazon (FBA). This dual-channel approach enables fast, cost-effective nationwide shipping while supporting scalable operations and strong product margins.

## Product Mix Transformation

This launch is expected to contribute to a rebalancing of the company's revenue composition. As of May, ready-to-drink (RTD) formats account for 7.3% of revenue.

With flavoured shots now available alongside tinctures, The Calmer Co expects the RTD category to experience significant growth in the year ahead.

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## ENDS

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

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<sup>1</sup>Kava is not permitted to be sold in the Northern Territory

<sup>2</sup> OeP, Acosta Group Fiji Kava 2024-2025 Business Review



## 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.