



FOCUSSING ON NATURAL PRODUCTS THAT PROMOTE  
CALMNESS, SUPPORT MIND & MUSCLE RELAXATION &  
IMPROVE SLEEP

**Investor Lunch Presentation June 2025**



# ABOUT THE CALMER CO.

The Calmer Co. International Limited (ASX:CCO) is a fast-growing CPG and Ingredients company 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 traceable and transparent 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, and the Pacific Islands.



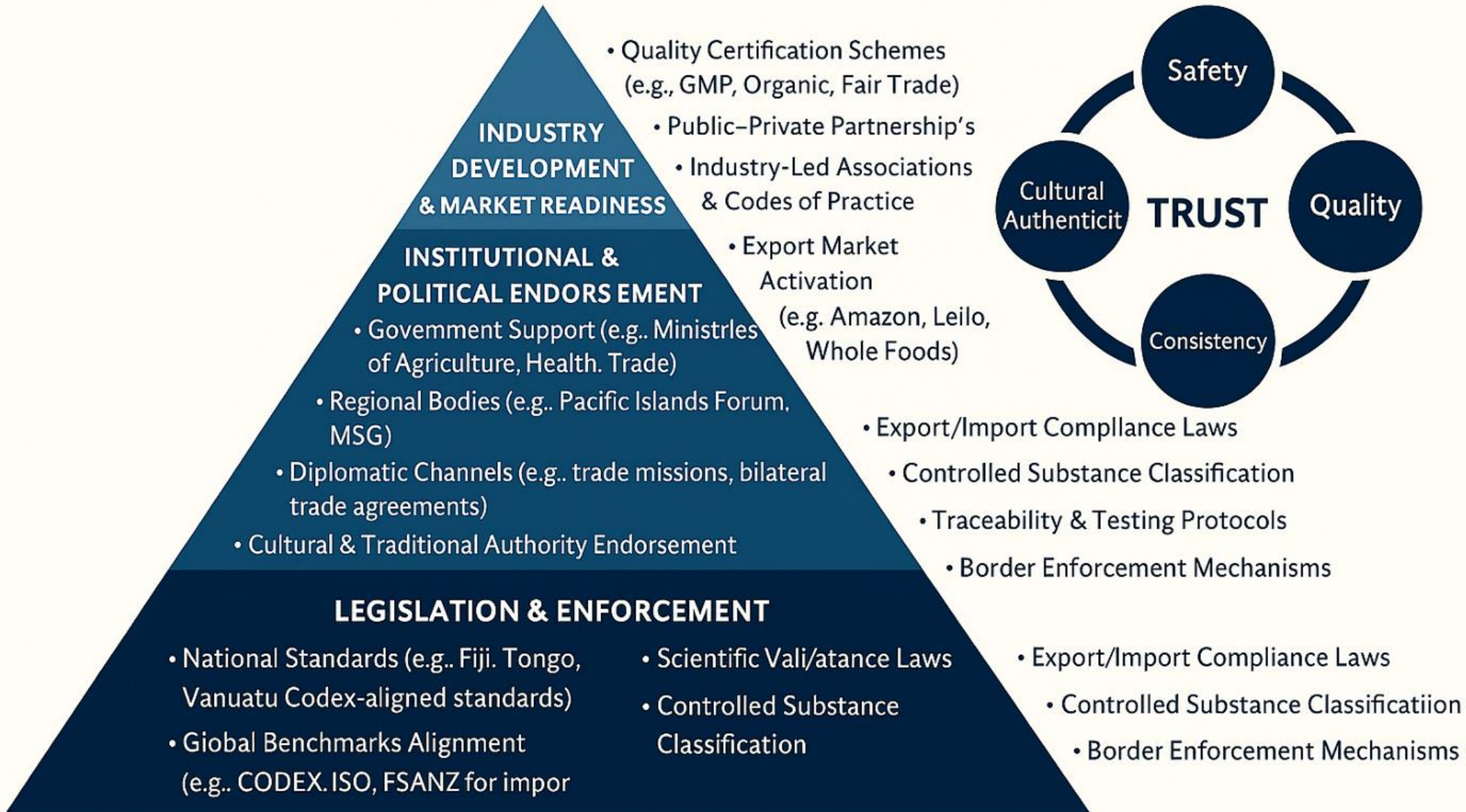


*The global kava root extract market size reached **USD 1.6 Billion** in 2024. Looking forward, IMARC Group expects the market to reach **USD 5.6 Billion** by 2033, exhibiting a growth rate (CAGR) of **14.11%** during 2025-2033. The significant growth in the food and beverage (F&B) industry, increasing product utilization in the cosmetics and personal care industry, and extensive research and development (R&D) activities are some of the major factors propelling the market.*

*<https://www.imarcgroup.com/kava-root-extract-market>*



# FOUNDATIONS FOR SUCCESS – KAVA INDUSTRY



# STRATEGIC PILLARS

## The Calmer Co.

“The world’s leading natural relaxation company”

### STRATEGIC PILLARS



#### Regional Sourcing & Mfg Excellence

- Fiji, Tonga, PNG, Solomons
- CO<sub>2</sub> extraetion
- ESG story



#### Direct-to-Consumer incl. Amazon

- Amazon USA, Shopify website
- High-margin DTC focus



#### Profitable Scalable Retail

- Coles, Woolies, Pharmacy, Mass Retail
- Repeat sell-thru
- AU/Global



#### Wholesale Channel (Bulk Ingredients)

- IMCD, Leilo US brands
- Functional bevs
- Private label

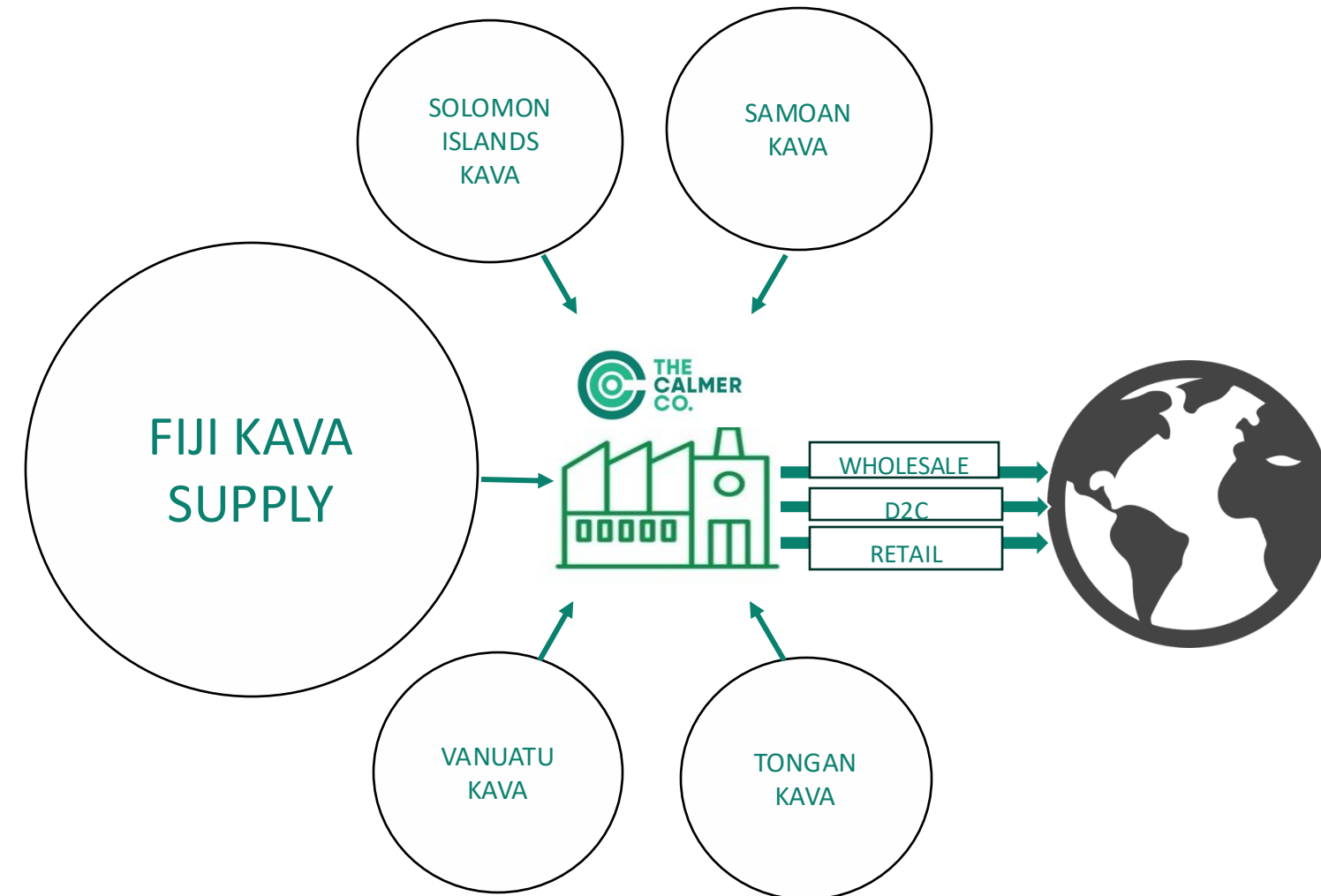
Tāki Mai

FijiKava®

DANODAN  
— HEMPWORKS™ —



# REGIONAL SOURCING & INNOVATION



The Regional Kava Development Strategy (RKDS) is a comprehensive plan developed collaboratively by the Pacific Islands Forum (PIF) and the Pacific Community (SPC), with guidance from the Forum Kava Working Group.

It serves as a roadmap to establishing **a globally competitive and sustainable kava industry**. It emphasizes **quality standards, innovation, regulatory improvements, and market expansion**.

The Calmer Co is well positioned to support a regional supply chain given increased global demand for kava which will further de-risk against adverse weather events and any anticipated pricing volatility.

# COMMERCIAL CHANNEL PILLARS

## KAVA IN GROWTH

- Strong US demand creating new customers and consumers while ANZ markets in steady growth
- Channels are evolving quickly from online to retail and hospitality

## CAPITALISE ON PILLAR 1

- Grow our core brands through effective and efficient channels, utilising our innovation advantage and agility
- Take advantage of the growing complimentary medicine market and rapidly immersing beverage brands

**Direct to Consumer  
(D2C)**

**Strategic Retail  
(B2C)**

**Wholesale  
(B2B)**

**Regional Sourcing & Innovation**



# ONLINE: D2C & MARKETPLACE

## Acuity



## amazon

### REMAINS CORE CONSUMER CHANNEL

- Often original point of engagement and most valuable and ownable consumer data channel
  - Easy, fast access leveraging technology
  - Valuable consumer education and engagement
  - influence multi-channel purchase habits
- Plays a role in both consumer and wholesale

### OPEN ACCESS:

Meeting people's intent to buy,  
where they have it

D2C  
(Brand Websites)

Amazon  
(Marketplace)

Retail  
(Bricks & Mortar)

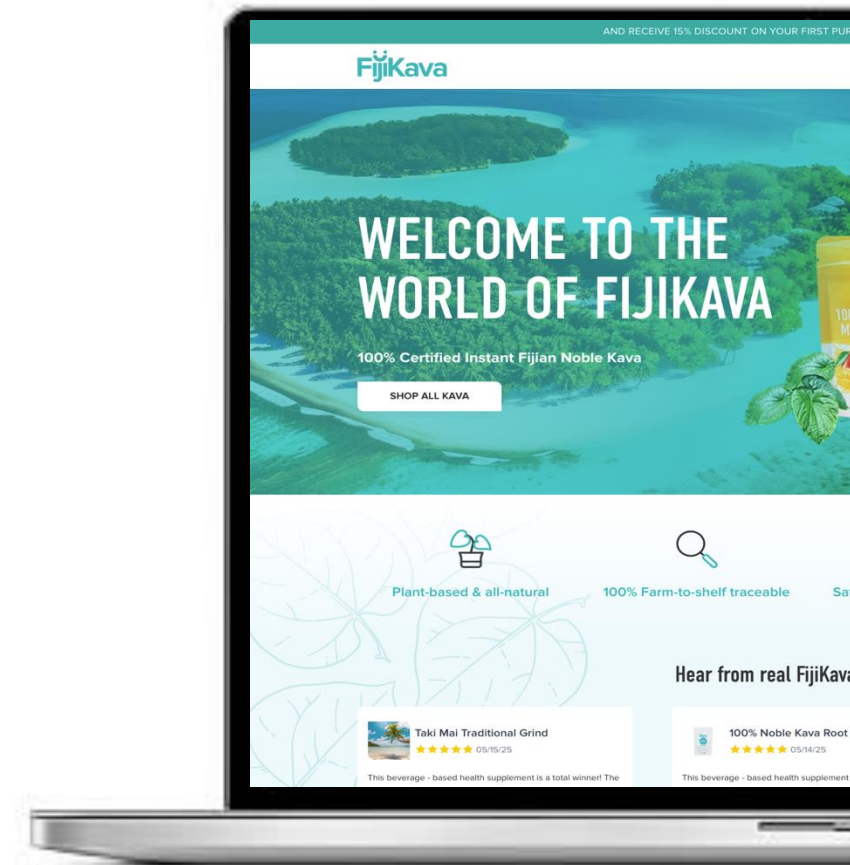




# BRANDED D2C

## CONTROL AND CONVERT

- Established a strong gross profit baseline through 2025
- Soon to launch multi region/currency websites for FijiKava, Taki Mai & Danodan with IMS digital 7 Salesforce Commerce Cloud
  - D2C to be followed by Salesforce B2B capabilities
- Implementing customer life-cycle management to improve Average Order Value (AOV) and Life Time Value (LTV), including:
  - New loyalty program & subscriptions
  - Improved SEO, retargeting & segment email management
  - New payment gateway
  - Added AI customer support
- Utilise cross channel marketing execution (retail, D2C, Amazon) with consumer education and brand awareness campaigns



# AMAZON WHY DOES IT MATTER?



# AMAZON MARKETPLACE UPDATES

Success on Amazon can be measured:

1. Share data shows we have moved from about 2.5% (2025 FY) of sales to 6% thru April 2025
2. Marketing Efficiency has been aligned towards growth and NPD launches  
Shots, Tinctures, Stick Packs
3. Auto Replenishment (SnS) moving towards 30%+ of all sales monthly.  
April data shows an increase of 80% vs April 2024
4. NPD will be our most important project in FY2026.  
April 2025, 104% YoY growth  
Getting our fair share of NPD launches will change the landscape of our Taki Mai brand on Amazon
5. NPD designed for US customer flavor profiles and convenience(shots, tinctures, and "on the go" stick packs.
6. We have earned the right to win the Traditional Kava market in the US and have started



# STRATEGIC RETAIL : PROFIT & PENETRATION

## Engaging the Mainstream

- Evolving with the consumer interest and demand > more mainstream, broadening occasions and habitual shopping
- A key platform in raising product and brand awareness, increase trial, and establish on going usage = Broaden kava-product category



## Effective But Exclusive Execution

- Focus our resources to the best platforms and partners to deliver growth & profit
- Implement strong promotional campaigns with loyal customer bases to drive trial and build habits
- Influence market expectations and drive brand leadership



# DRIVING PROFITABILITY IN RETAIL

Ongoing activity in the retail sector is focused on delivering profit, penetration and efficiencies

## PRICE

Price parity across the channels has been achieved through negotiating increases in both wholesale and RRP increases

## DISTRIBUTION & CATEGORY LEADERSHIP

Performance delivering increases in Coles distribution points (XX%) over 12months along with a successful ranging with Woolworths (50g) pouch across its national\* footprint

Coles and Woolworths collectively accounting for approximately 67% of Australia's retail supermarket sales.

## PARTNERSHIPS

Identifying **direct retail partners** and the most effective **distribution partners** in key sectors and geographies to deliver success.

\*TCC has national distribution across all states that currently allow kava to be sold as a food, NT currently reviewing its legislation.



# WHOLESALE: FEEDING THE DEMAND

## New Customers vs Limited Suppliers

- Emerging kava beverage brands combined with growth in kava bars / kava resellers – US based
- Advantage of simplified margin channel with no downstream marketing & sales expenses
- Utilising market forces as a stimulus to launch offering (tariffs and supply pressure)

## Growing Complementary Medicine

- Kava as an ingredient in both regulated and supplement space continues to grow
- Opportunity with large scale medicinal business, particularly with high potency formats in Nth America

Broaden bulk kava and extract offering, leveraging supply chain competitive advantage, farm to shelf traceability and quality



### BEVERAGE & KAVA BRANDS

Brand Owners / Co-Manufacturer



### US KAVA BARS & OUTLETS

Bulk extract & Other Products



### COMPLEMENTARY MEDICINE

IMCD KAVATON® Partnership



# WHOLESALE: FEEDING THE DEMAND

## PRODUCT & NEW BUSINESS DEVELOPMENT

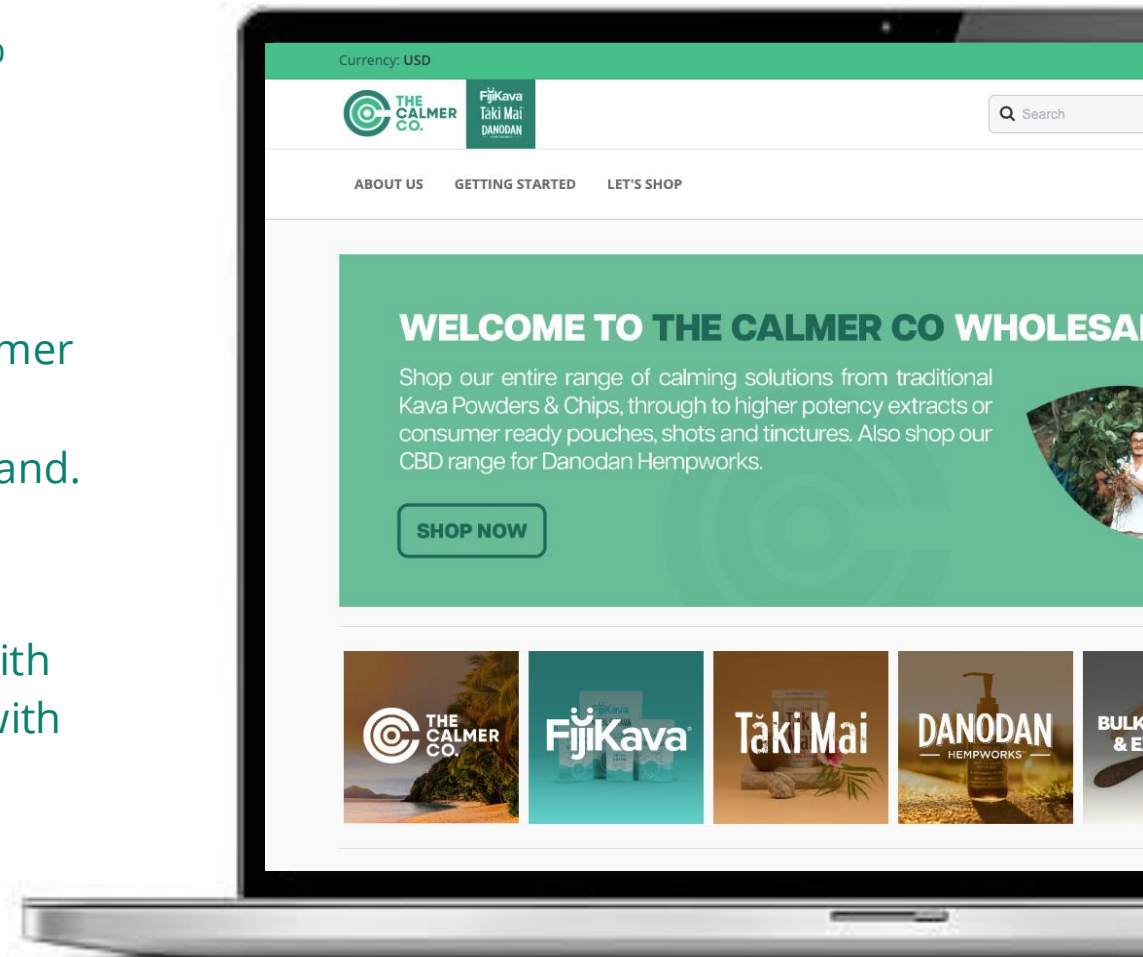
In the beverage and co-manufacturing space, 1st production of 65% CO2 Paste & 15% CO2 Flakes market ready with initial order and deposit received and multiple new business samples requested

## WHOLESALE PLATFORM & DISTRIBUTION PARTNERSHIPS

Our wholesale platform nearing launch, giving access to the full Calmer Co range and bulk products through our established 3PL, while finalising a drop-shipping supply agreement with a national kava brand.

## IMCD KAVATON® PARTNERSHIP

We continue to build and grow on a long-established relationship with IMCD on our water extract in the complementary medicine space, with new high potency opening a larger market in North America



# RYAN GORMAN

## Network Nutrition (IMCD)



Network Nutrition®



IMCD

# STRATEGIC PILLARS AND CCO TEAM



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[Link to Investor Hub](#)



**THE  
CALMER  
CO.**

**Q&A WITH MATTHEW REEDE**