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ASX RELEASE

Significant Growth in Demand for Taki Mai® 50ml Kava Shots and 150g FijiKava® Instant Kava at Coles (ASX:COL)

26 May 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 a significant expansion in distribution for its flagship kava products at Coles Supermarkets over the past 15 months as part of its July range review.

Highlights

- Distribution of Taki Mai® Kava-shot 50mL has expanded to 797 Coles stores, up from 500 at launch – **a 59% increase in store coverage.**
- Distribution of FijiKava® Instant Kava 150g has expanded to 801 Coles stores, up from 300 at launch – **a 170% increase in store coverage.**
- Consumer demand for shelf-stable kava products continues to grow strongly as consumers seek functional alternatives to alcohol.
- Taki Mai® Kava-shot remains **the first and only shelf-stable RTD kava beverage** available in Australian supermarkets.

Since launching in February 2024, The Calmer Co.'s Taki Mai® and FijiKava® products have experienced rapid growth in national ranging across Coles stores, driven by increasing consumer demand for natural wellness and relaxation solutions. The Ready-To-Drink (RTD) kava-shot format in particular continues to resonate strongly with consumers seeking convenient alternatives to traditional alcoholic beverages.

Founder and CEO Zane Yoshida commented: "The expansion of our distribution footprint at Coles reflects the strong and growing demand for our products in the Australian market. We're proud to lead innovation in the kava space and are encouraged by the enthusiastic response from consumers seeking a calming alternative to alcohol. This continued ranging expansion is a strong validation of our brand, our products, and the category's long-term potential. We're proud to be the first to bring shelf-stable RTD



kava to the Australian market and see this growth as clear validation of our strategy and category leadership."

The Calmer Co. continues to expand retail distribution with Coles and Woolworths, covering 67% of the Australian retail channel and strengthen brand awareness as it delivers on its mission to share the traditional benefits of kava in modern, consumer-friendly formats. Its products are not sold in the Northern Territory or north of Rockhampton in the state of Queensland and north of Perth in Western Australia.

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ENDS

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

For further information
Investor & Media Relations
Matthew Reede
Dominion Communications
matt@dominion.partners
+61 414 483 054

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.