



3rd April 2023

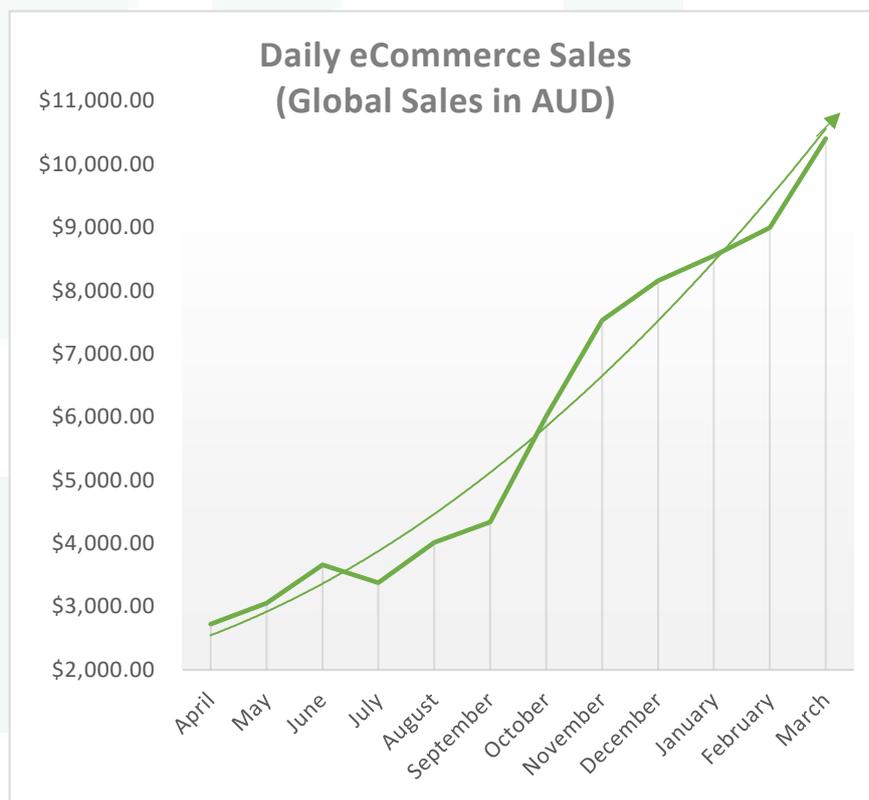
ASX RELEASE

Ecommerce sales surpass \$10k per day to more than \$320,000 in March.

3 April 2023 Brisbane, Australia: The Calmer Co. International Limited (ASX:CCO), a health and wellness company focussing on natural products that promote calmness, support mind & muscle relaxation and improve sleep informs shareholders that November ecommerce sales for March have materially increased (by 25% vs February) and now surpass 10k per day.

Key Highlights

- Month on month sales growth through eCommerce of 25% was achieved in March, driven by strong sales performance in Australia and the USA via **Amazon.com and Walmart.com**
- The company will be focussed in Q4 on building a social media platform driven eCommerce strategy to drive sales via **Shopify in the USA**, modelling the success seen in Australia via this method and platform.
- eCommerce sales in January and February both also grew despite shipping delays into Australia which have now mostly been mitigated facilitating the material uplift in March.





CEO Anthony Noble said, "Excellence in ecommerce is our first growth pillar. We have added Walmart.com to our successful Amazon.com platform and are now focussing on Shopify on www.fijikava.com in the USA which will build on the proven effective methodologies we have been honing in the Australia market via the Meta channels driven through the Shopify platform.

"We also have received a high level of consumer engagement with the launch of our Taki Mai kava shots into Coles in Australia in March, and we are working on some new innovative product formats to support both retail and online sales growth over the coming quarter, which we believe will fuel further increased sales velocity in all channels."

This announcement has been approved by the board of directors.

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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), provides natural solutions to calm nerves, support mind and muscle relaxation and induce sleep. The product range includes drinking powders, teas, shots, concentrates and capsules. Sold under our house of brands: Fiji Kava, Taki Mai and Danodan Hempworks in markets including USA, Australia, China, New Zealand and Fiji. The company also distributes the Leilo kava RTD products in the Fiji 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.