



**THE**  
**CALMER**  
**CO.**

## **vision**

Our vision is a happier world where people take better care of themselves

## **purpose**

We exist to provide powerful natural solutions to reduce stress and anxiety and support sleep and recovery

## **mission**

*To lead the market for natural products that bridge the therapeutic and recreational space to become globally synonymous with calm*



# stress growing

# among young consumers

## 74%

of young people have felt so stressed they have been overwhelmed or unable to cope

## 67%

of Americans have reported increase stress over the course of the pandemic

## 3x

more younger people feel that they cannot manage their stress compared to older people



# anxiety is very common and largely untreated

## 61%

of people reported feeling both stressed and anxious.

## 18%

of the entire American adult population is affected by anxiety every year.

## 36%

of those suffering from anxiety receive treatment.





**37%**

of adult's report  
fatigue or feeling tired  
because of stress

**anxiety**

**sleep**

**stress**



**43%**

report that stress has  
caused them to lie  
awake at night in the  
past month

**21%**

Report feeling more  
stressed when they  
don't sleep enough



# our solutions



**kava**



**cannabis**



**ginger**



**turmeric**

# our brands: fijikava



# our brands: taki mai



# our brands: danodan



Calm

Strength against occasional stress and tension



Energy

For stamina, vitality, and focus, to get it done



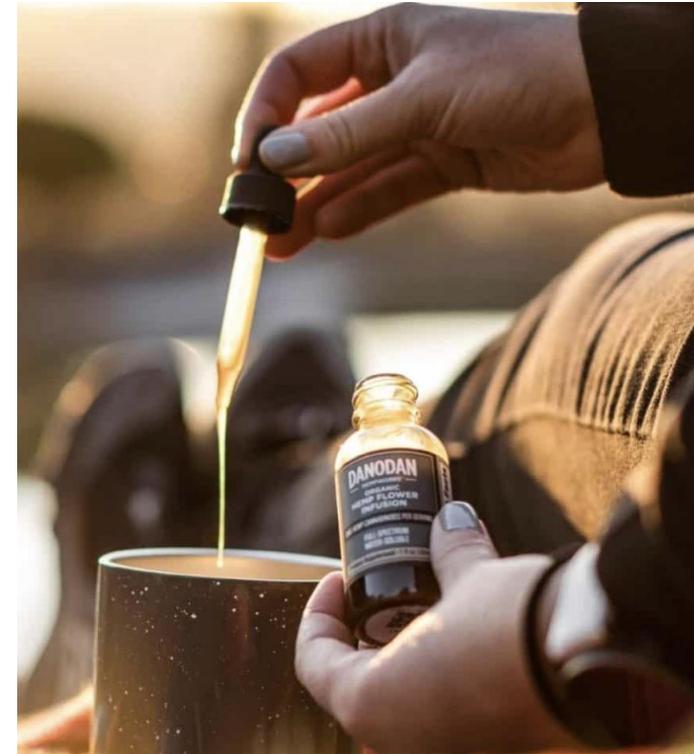
Active

Exercise recovery support, so you can get back to it



Sleep

Potent, effective formula for nightly sleep support



# market potential in the USA and China



medicinal kava  
\$750m



drinking kava  
\$1.4b



dietary shots  
\$2b



teas  
\$55b



juices  
\$120b

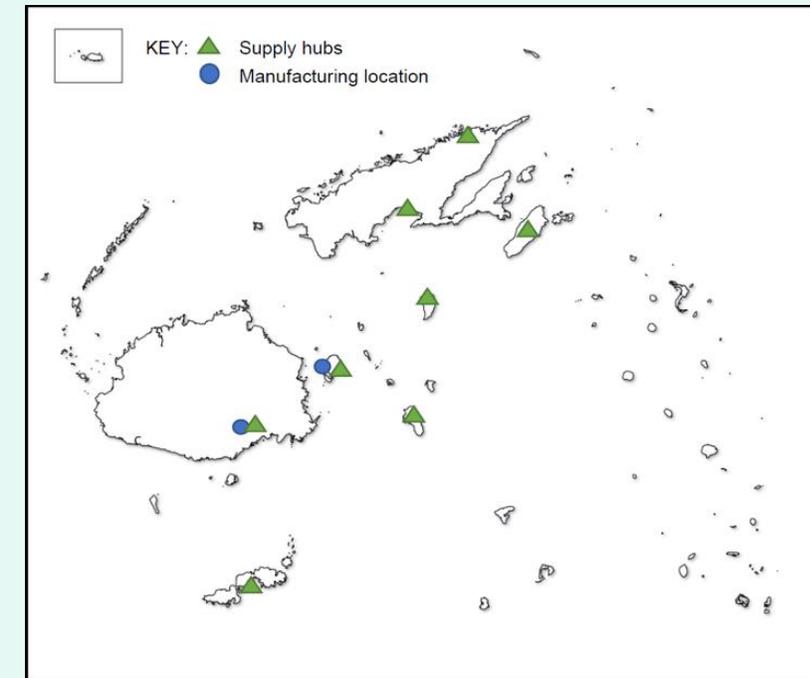


functional beverages  
\$170b

“Leveraging our medicinal roots to build everyday lifestyle brands in shots, juice and RTD functional beverages.”

# Supply chain in The Fiji Islands

- Comprehensive database of kava farmers from across Fiji
- Execution of the first commercial farming and collection hub on Taveuni Island in Cakaudrove with Tutu Agricultural Training College
- Partnership with iTaukei Trust Fund Board formalised to assist in strengthening network around Fiji
- Key commercial farm offtake agreements in Dogotuki and in Savusavu, Vanua Levu, Taveuni, and Koro
- Establishment of regional collection hubs for Kadavu and Koro Island
- Digitisation of supply chain for traceability and transparency in progress with Traceable Solutions
- Partnership KaiMing Agricultural Processing (KAP) to produce extract, drinking kava and access ginger, turmeric, and kava juices, and to consolidate key business activities



# ROOLIFE GROUP – FIJI KAVA®

## CHINA & AUSTRALIA

On the back of RooLife’s agreement to take burgeoning brand Remedy Kombucha into China including stocking the range in Alibaba’s 300 Freshippo stores, Fiji Kava signed an exclusive agreement with RooLife, to distribute its range of powders and capsules into China.

Rollout of dietary shots and RTD beverages earmarked for later in 2023.

China is a notoriously difficult market to navigate without a partners that understands the cultural nuances – we have chosen the right partner in RooLife Group.

Roolife will take over Australian eCommerce management from May and build out on the existing China Alibaba Tmall store in place with coordinated messaging, positioning and pricing.

Sales incentives are in place for **up to 15m AUD** in sales over 4 years, as follows:

- \$88k AUD worth of FIJ stock at a 5 day trailing VWAP on delivering \$1m AUD Sales, or
- \$188k AUD worth of FIJ stock at a 5 day trailing VWAP on delivering \$2m AUD Sales in FY25
- \$288k AUD worth of FIJ stock issued at 5 day trailing VWAP on delivering \$5m AUD Sales, or
- \$388k AUD worth of FIJ stock issued at 5 day trailing VWAP on delivering \$10m AUD Sales in FY26
- \$888k AUD worth of FIJ stock issued at 5 day Trailing VWAP on delivering \$15m AUD Sales in FY27



UNLOCK A WORLD  
OF POTENTIAL



# CJ PATEL PACIFIC – TAKI MAI®

## 17 COUNTRIES

Sales targets over three years are set at **A\$11m (FJD17m)** to retain exclusivity over an initial three-year term;

- FJD 3m in year 1,
- FJD 6m in year 2, and
- FJD 8m in year 3.

Territories The Fiji islands, New Zealand, Australia, PNG, Samoa, American Samoa, Tonga, East Timor, Canada, USA, Nauru, Marshall Islands, Kiribati, Cook Islands, Solomon Islands, Wallis and Futuna and Vanuatu.

Initial orders have shipped in March and launch of Taki Mai Low key in May

Branded vans, outdoor advertising and Fiji Rugby Union sponsorship investments by CJ Patel of more than FJD100k per year to support brand launch and uptake.

Taki Mai is the official Kava of the Fiji Ruby Union, Gold Medal winning Flying Fijian 7s and the Fijiana teams.



# IMCD NETWORK NUTRITION KAVATON™ – 14 COUNTRIES

- Network Nutrition is the nutraceutical arm of Dutch multinational IMCD (AMS: IMCD; Mkt Cap €8.27b)
- Appointed as exclusive distribution partner for the Calmer Co.'s Kavaton™ and Authentic Fijian Kava extracts
- USA, Canada, Australia, New Zealand and ASEAN region
- **USD3m USD** in sales required to maintain exclusivity over 3 years up to 2025
- Joint Research and Development into new extract formats for beverages utilising supercritical CO<sub>2</sub> and ethanolic process
- Initial sales results include Blackmores BioCeuticals and upcoming launches in major practitioner nutraceutical brands in the USA and other leading Australian brands
- Network Nutrition has **29 active business development projects** on foot utilising our extract globally



# kavaton™



# DANODAN-Fiji Opportunity

- Fiji Hemp Bill passed in July 2022, legalising low THC (<1%) hemp growing and processing The Fiji Islands
- As the only foreign company licensed to operate in the kava industry The Calmer Co. can access first mover advantage in low-cost Industrial Hemp processing in The Fiji islands
- Danodan's patented technology produces utilizes low CBD Industrial Hemp to produce liquid dispersible concentrates
- Utilizing this technology for both kava and CBD rich hemp will form the basis of a high value concentrate sales channel
- Hemp Fiber is a biproduct of the production process and can be further "up-cycled" to new consumer products for animal health or to replace single use plastics, now banned in Fiji.
- Retail presence in the USA for Danodan is expanding, e.g. MOMs Organic Market (PA, ND, DJ, DC) , New Season (OR), Natures Harvest (OR) and New Leaf Markets (CA)
- Potential for launch of CBD consumer products in Australia and the Pacific is being explored with partner companies.





**WE CONTINUE TO FOCUS ON  
KEY DRIVERS TO DELIVER  
MEASURED GROWTH WITH  
A FOCUS ON IMPROVING  
MARGINS**



**SUPPLY CHAIN EXCELLENCE**



**BLUE CHIP DISTRIBUTION  
PARTNERSHIPS**



**INNOVATION & PRODUCT  
DEVELOPMENT**



**LEAN CORPORATE HEAD  
OFFICE**