



4th May 2021

FIJI KAVA APPOINTS ANTHONY NOBLE AS CEO

- **Fiji Kava appoints Dr Anthony Noble as its new Chief Executive Officer, effective 31 May 2021**
- **Dr Noble joins Fiji Kava from his position as Managing Director and CEO of Australian Biotherapeutics, while earlier in his career Dr Noble spent a decade in senior positions at premium natural healthcare company, SFI Health**
- **Extensive experience in establishing and expanding business operations both domestically and in international markets, including the USA, Canada, China, Korea and Indonesia.**
- **Interim CEO Nicholas Simms will transition back to his Non-Executive Director position on the Fiji Kava Board, following a period of support to enable a seamless transition**

4th May 2021, Brisbane Australia - Fiji Kava Ltd (ASX: FIJ), an Australian-Fijian medicinal kava health and wellness company which produces natural 'Noble Kava' products for the natural medicine market, is pleased to announce the appointment of Dr Anthony Noble as its new Chief Executive Officer.

Dr Noble is currently the Managing Director and CEO of Australian Biotherapeutics, a developer and manufacturer of live biotherapeutics, a new class of advanced probiotic raw materials. He is a proven company builder with extensive experience leading and growing the operations of Australian Biotherapeutics. His background in natural product development, sales and operations management is strongly aligned to overseeing the continued growth of Fiji Kava.

Dr Noble has spent a decade working at global natural healthcare company SFI Health, which specialises in microbiome and cognitive health. Anthony served in several roles including Managing Director of SFI Research, Global Head of Innovation, and Head of North Asia, GM of their Chinese Joint Venture and Global Head of Business to Business.

The appointment will take effect from 31 May 2021, enabling a seamless transition from Mr Nicholas Simms who has been acting as interim CEO. Mr Simms and Mr Yoshida will both continue as a Non-Executive Directors on the Fiji Kava Board.

Fiji Kava Chairman, Dr Andrew Kelly said: "The Board is excited to secure Dr Noble as its new CEO."

"Following an extensive and robust recruitment process, we are absolutely delighted to have secured Anthony Noble as Fiji Kava's new CEO during what is a period of ongoing growth for the company," Dr Kelly said.

"His experience and background in the natural products and biotechnology industries is directly transferrable to Fiji Kava, including operational supply chain excellence and in growing the availability of our Fijian Noble Kava across key international markets with new and existing partners.

"We were extremely impressed by the success of Australian Biotherapeutics under the leadership of Anthony including the role he played in securing investment and commissioning their \$10m greenfield production facility in Queensland.

"I also want to take the opportunity to thank Nicholas Simms for his outstanding contribution as interim CEO over the past six months. We look forward to Nick continuing to play an instrumental role as NED on our Board."

Interim CEO and Non-Executive Director, Mr Simms said: "It's an absolute pleasure to welcome Anthony to Fiji Kava, further strengthening our experience and capabilities at an Executive and Board level. We believe he is the ideal candidate to build on our continued growth both domestically and internationally and capitalise on the strong foundations for growth, that have been laid."

"Including the establishment of retail presence with key retail leaders in Pharmacy via Chemist Warehouse and Green Cross Health NZ and leading Supermarket retailer Coles, and the continued growth of Fiji Kava's Specialty Ingredients channel, including receipt of its first purchase order to pilot Fiji Kava's Noble Kava extract for the United States."

Dr Noble said: "Fiji Kava has an incredibly unique story and position in the market, along with a strong Board and Management team. I'm delighted to be joining at this critical juncture for the company and to continue to further its strategic ambitions in Australia and abroad."

"There are vast opportunities and I look forward to working with an experienced team to capitalise on these."

Dr Anthony Noble

Anthony Noble was appointed Managing Director and CEO of Australian Biotherapeutics in 2019.

Among his highlights at Australian Biotherapeutics, Dr Noble contracted and commissioned a best-in-class single use bioreactor facility in Queensland, which was built after securing significant government and investor funding, and a large distribution contract in the USA.

Dr Noble has strong domestic and international experience from his time at SFI Group, including as Managing Director of SFI Research Pty Ltd and Global Head of Innovation for SFI Group. Dr Noble was variously SFI Group's Head of North Asia, Business to Business and General Manager of the Group's Chinese Joint Venture. Dr Noble was instrumental in establishing and expanding business operations in Korea, Canada and the USA, while more recent roles have included close cooperation with partners in Indonesia.

Prior to the SFI Group, Dr Noble's experience in the biotechnology industry included roles as both Principal Scientist and Marketing Manager for Cryosite Ltd, Australian Cord Blood Service, where he gained new business licenses and grew the division via healthcare practitioners and consumer marketing programs.

Dr Noble earlier worked in the UK as lead inspector and regulation director for the Human Tissue Authority, leading the implementation of regulations for Advanced Therapy Medicinal Products, including cell and gene therapies, and represented the Authority on working groups in the European Medicines Agency and the MHRA.

The key terms relating to Dr Noble's employment engagement include :

- Salary of \$250,000 per annum, inclusive of superannuation
- Share Option Scheme participation, up to 4,000,000 shares over three tranches on the achievement of annual revenue milestones
- Terms of the Employment Agreement include 4 months' notice for termination.

The key terms relating to Mr Yoshida's amended employment during the transition are :

- Salary reducing from previous \$140,000 per annum to \$100,000 per annum on the commencement of the new CEO appointment will take effect from 31 May 2021
- All other conditions as per his previous contract, including 4 months' notice for termination.

This announcement is approved for release by the Board of Directors

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About Fiji Kava

Fiji Kava Ltd (ASX: FJI), an Australian-Fijian medicinal kava health & wellness company, producing natural 'noble kava' products for the complementary and alternative medicine market, estimated to exceed USD \$210 billion by 2026 globally.

As the first foreign company with approval from the Fijian Government to operate in the kava industry. Fiji Kava has established a global leading sustainable and 100% traceable supply chain of 'noble kava' via its world first kava tissue culture laboratory and 111-acre nucleus farm in Levuka, on the island of Ovalau, Fiji.

Fiji Kava is focussed on expanding the availability of noble kava products throughout western markets to provide a natural alternative to prescription medicines to promote sleep, soothe and calm the nerves, support muscle relaxation and relax the mind

Backed by years of independent research, Fiji Kava medical kava products are produced by high-quality GMP and are TGA and FDA compliant.

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 Fiji Kava. These factors may cause actual results to differ materially from those expressed in the statements contained in this announcement.