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FIJI KAVA TO BE RANGED IN AUSTRALIA'S LARGEST PHARMACY RETAILER CHEMIST WAREHOUSE

- Australia's largest pharmacy retailer, Chemist Warehouse is to stock Fiji Kava products, greatly enhancing retail points of distribution and availability of Fiji Kava.
- Rollout of Fiji Kava products to more than 300 Chemist Warehouse stores across Australia and New Zealand, throughout April and May.
- The agreement includes Fiji Kava's full range of Noble Kava™ – including Noble Kava™ extract capsules and three uniquely formulated Noble Kava varieties of Noble Sleep™, Noble Calm™ and Noble Body™
- Fiji Kava research, identifies Pharmacy as the #1 shopping channel and one of the most trusted sources of information, for people seeking sleep, mind and body ailments¹

7 April 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 complementary and alternative medicine market, today announces ranging in Australia's largest pharmacy retailer, Chemist Warehouse.

The agreement will see Fiji Kava's suite of Noble Kava™ 60 vegan capsules including Noble Kava™ Extract, Noble Sleep™, Noble Calm™ and Noble Body™, be merchandised in Chemist Warehouse's Australia and New Zealand network of more than 300 retail stores and Chemist Warehouse online

To coincide with the announcement, Fiji Kava confirms receipt of the initial purchase order from Chemist Warehouse for fulfillment, enabling the anticipated rollout and merchandising of Fiji Kava Noble Kava™ capsule range in Chemist Warehouse stores nationally throughout April and May.

This is a key milestone for Fiji Kava with the pharmacy network being the single largest domestic channel for Australian consumers purchasing complementary and alternative medicines¹; with 45% of people buying vitamins, minerals or supplements going to Chemist Warehouse².

Fiji Kava interim CEO, Nicholas Simms said: "Pharmacists are a key trusted source for people seeking remedies for sleep, mild anxiety other mind and body ailments. It's therefore not surprising that pharmacies represent the most prominent route to market opportunity domestically for Fiji Kava's natural Noble Kava products; with our research indicating that more than 40% of all sleep, mind and body health need purchases take place in this channel¹.

"Securing ranging of Fiji Kava in Chemist Warehouse, the largest and most established pharmacy retailer in Australia, significantly expands our retail footprint in Australasia and enables us to reach more consumers of Kava and individuals seeking natural alternatives for issues such as sleep, anxiety and muscle relaxation."

Following this announcement of which the terms and conditions are commercial in confidence, Fiji Kava now has an established retail presence with key retail leaders in Pharmacy via Chemist Warehouse and Green Cross Health NZ and leading Supermarket retailer Coles, significantly growing the overall availability of Fiji Kava in Australia and New Zealand.

References

¹ Fiji Kava Sleep, Calm and Body Consumer Health Need-State Research – December 2020

² Roy Morgan Single Source (Australia), April 2019 – March 2020, n=13,208.

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About Fiji Kava

Fiji Kava Ltd (ASX: FIJ), 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 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.