

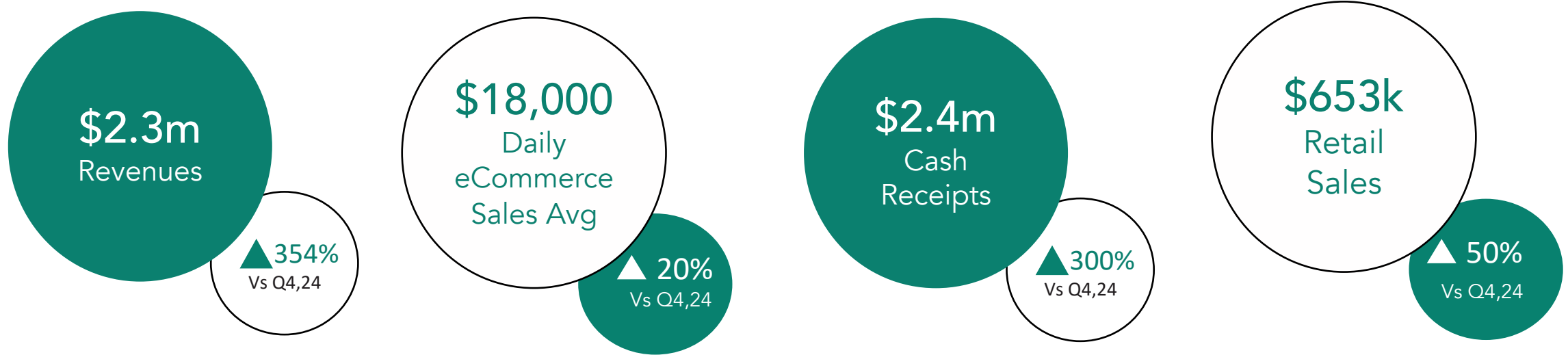


FOCUSSING ON NATURAL PRODUCTS THAT  
PROMOTE CALMNESS, SUPPORT MIND &  
MUSCLE RELAXATION & IMPROVE SLEEP

FY25 Q1  
RESULTS PRESENTATION



# Q1 TRADING SNAPSHOT



## Operating Highlights

### Strong Total Sales Growth

Quarterly total global sales of \$2.3m delivered **28% quarter on quarter growth** as the business continues to rapidly expand in geographic markets and products.

Australian eCommerce continues to be our leading sales driver.

### Coles Expands Ranging by 40%

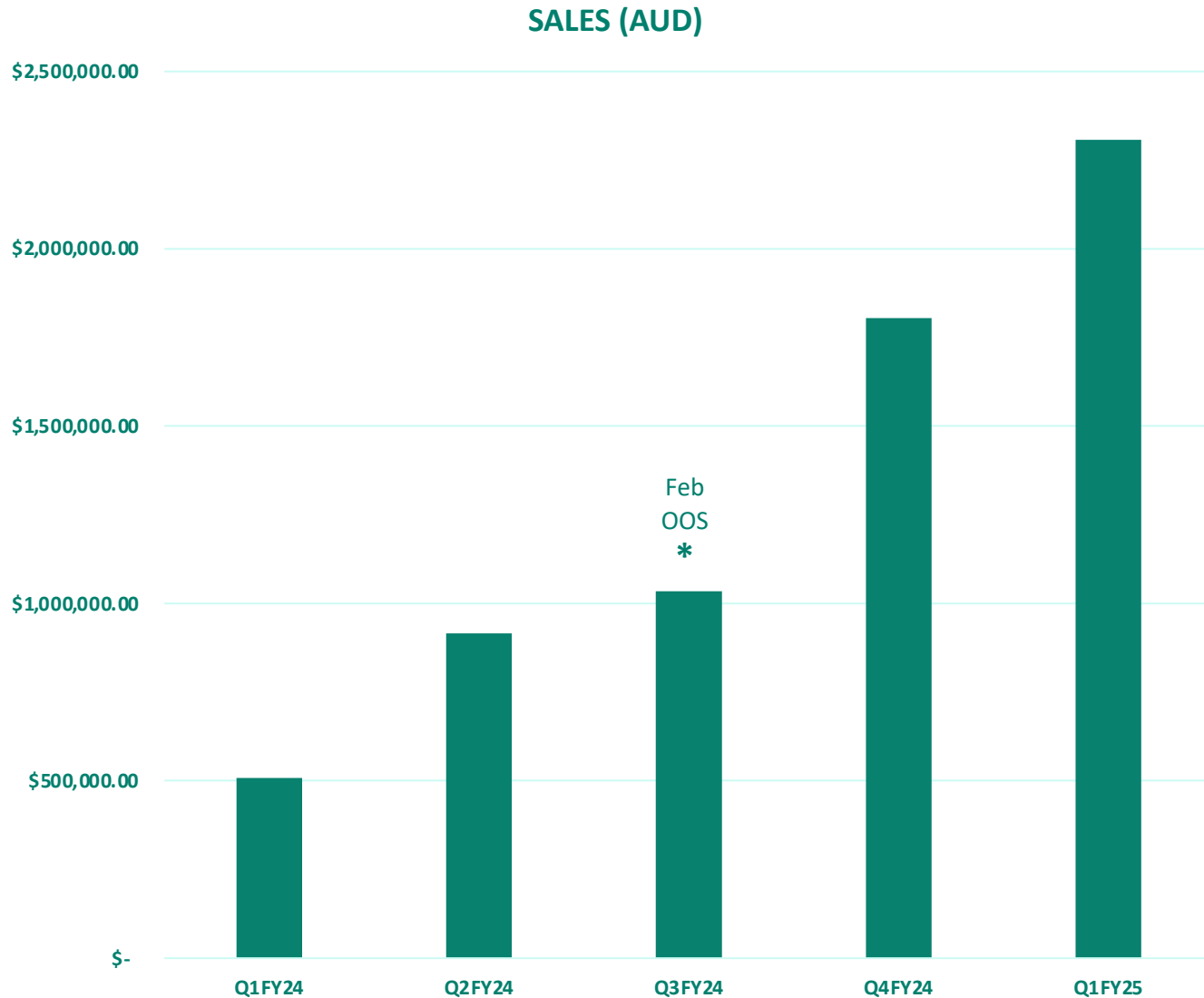
Coles have extended ranging of both Fiji Kava and Taki Mai Shots from 1,563 to 2,183 listings across 752 Coles locations Australia wide.

Retail sales has now grown to **28%** of total global sales.

### Navua Facility Acquired

The Navua Processing Facility and freehold land has been acquired from Kai Ming Agro Processing subject to finance.

# GLOBAL SALES BY QUARTER



Total global sales continued to accelerate **growing 28% this quarter** and 354% vs pcp.

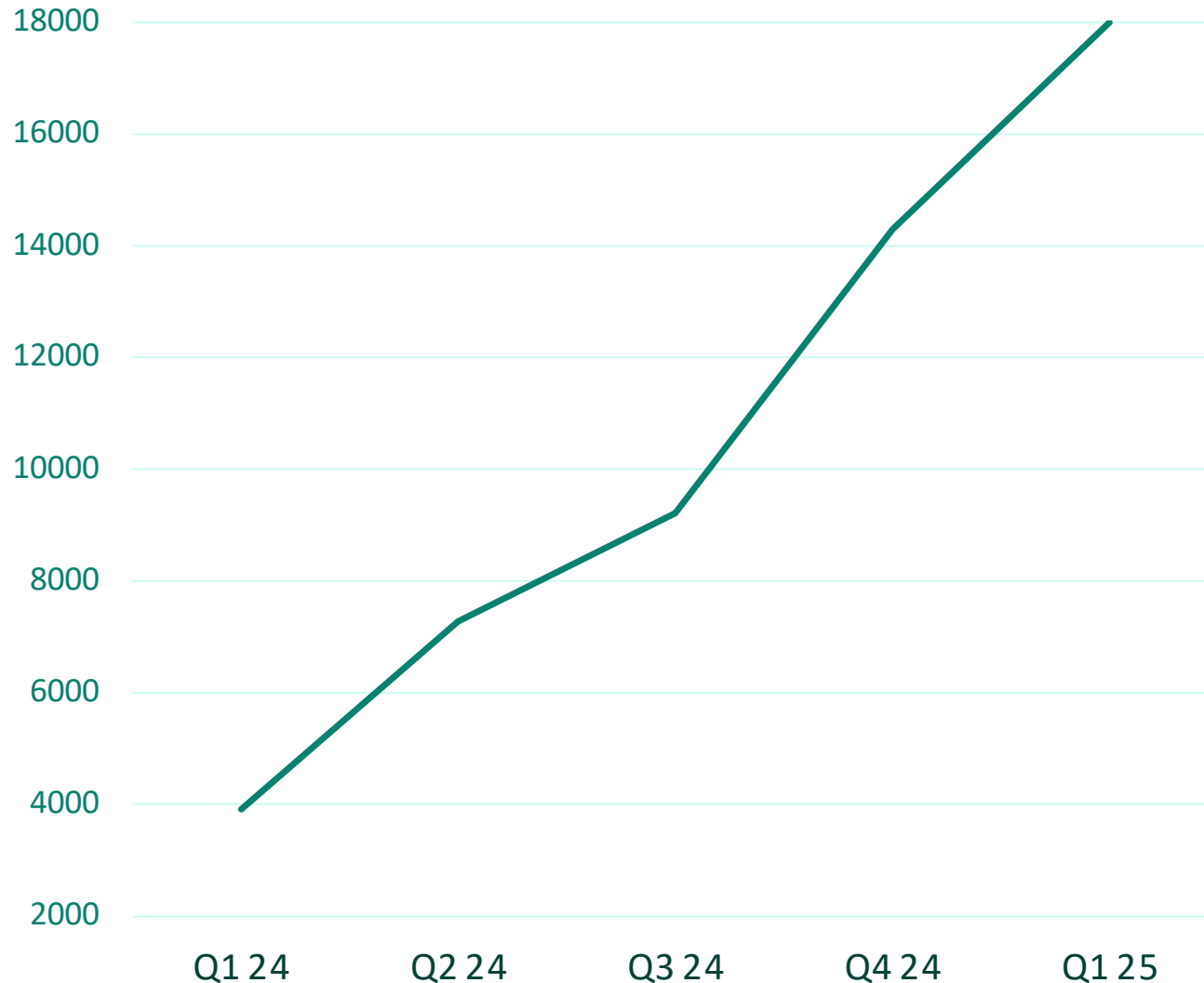
eCommerce continues to dominate with average daily sales of \$18,000

Retail sales are a growing category as Coles expands its listings. **Retail comprised 28% of overall sales this quarter.**

Wholesale is a reliable channel delivering 4% of our total sales this quarter.

# ECOMMERCE SALES BY QUARTER

Average Daily eCommerce By Quarter



## Ecommerce Continues to Boom

eCommerce sales grew to 1.57m in Q1, up from \$1.3m in Q4, FY24 representing a **growth rate of 21% quarter on quarter.**

Daily eCommerce sales in Q1 were just under \$18,000 per day.

Global daily eCommerce sales includes all online sales including proprietary Shopify stores, Amazon, AliBaba and Walmart eCommerce.

Digital marketing tests continue in the USA as we commence our roll out strategy.



# RETAIL DISTRIBUTION & COLES

The business has rapidly expanded its retail footprint with Coles this year as the supermarket extended our products into 752 Coles locations. Overall Coles has expanded its ranging by 40%.

As a result, this period we were able **to grow our retail sales by 50%**

Complementing eCommerce sales with blue chip retail is a strategy we will look to take into the US market with Walmart and Amazon.



**coles**



# FLAVOURS LAUNCH

After 9 months in planning The Calmer Co launched 'flavours' in this period.

In Australia Peach and Mango flavours are sold as a separate flavoured add on products, whereas in the USA we are able to premix and sell flavoured kava products direct to consumer.

The business is working on a flavoured 'Ready to Drink' product to take to the US market that will come to market under a new Taki Mai brand in 2025 and will include shots, flavoured stick packs and new tincture products in the Fiji Kava range utilizing the Danondan tincture production system.



1 x PEACH  
FLAVOUR BOOST  
(50g)

FijiKava  
100% AUSTRALIAN  
PEACH POWDER

LOW GI  
SOURCE OF  
VITAMIN C  
RICH IN  
FIBRE  
NET WT. 50g

1 x MANGO  
FLAVOUR BOOST  
(50g)

FijiKava  
100% AUSTRALIAN  
MANGO POWDER

LOW GI  
SOURCE OF  
VITAMIN C  
RICH IN  
FIBRE  
NET WT. 50g

~~\$57.00~~  
Introductory Price:  
**\$39.00**

GRAB **\$18.00 OFF**  
BEFORE IT ENDS!

SHOP THE BUNDLE

# NAVUA FACILITY ACQUISITION

We have negotiated to acquire our manufacturing facility in Navua Fiji. This includes an entire manufacturing plant along with freehold land for AUD\$2.93m. This deal is subject to finance.

The freehold land parcel is 5,856m<sup>2</sup> encompassing the facility and several residential dwellings, which will be used as staff quarters. The internal floorspace of the facility totals 1,930m<sup>2</sup> including office space, a laboratory, two cold rooms, a blast freezer and mezzanine level storage.



## 3X Capacity Upgrade

After current plant upgrades our capacity will expand by a factor of 3x and we will be able to process 25MT of kava per week.

High throughput machinery will provide economies of scale that will improve gross margins by lowering cost of goods from Q3.



# OUR VISION

## Sales Records for 5 Consecutive Quarters

We are well funded and powering ahead with growth plans. We have set sales records in 5 consecutive quarters.

## Manufacturing Ownership

We plan to own our own manufacturing plant. Our processing capacity in Fiji will grow 3X following the current factory upgrades.

## US Market Focus

Led by a strong digital campaign and ongoing Amazon sales, our US market entry is underway.



## Walmart Partnership

As part of our US plan we have partnered with Walmart.com in Q4 and sales have commenced.





# CEO's Comment



**ANTHONY NOBLE**  
[a.noble@thecalmerco.com](mailto:a.noble@thecalmerco.com)

The team has delivered another strong quarter of sales growth, and importantly we are now well underway with expanding our production capacity and product lines to ensure continued ability to meet the growing demand for our product that our marketing efforts are driving.

Australian eCommerce was extremely strong, and sales into the expanded number of Coles supermarkets in Australia meant we also had the strongest quarter yet in our retail channel.





# THE CALMER CO.

Investor Relations & Media Enquiries

**Matthew Reede**

**+61 414 483 054**

[matt@dominion.partners](mailto:matt@dominion.partners)