



15 October 2024

MEDIA RELEASE

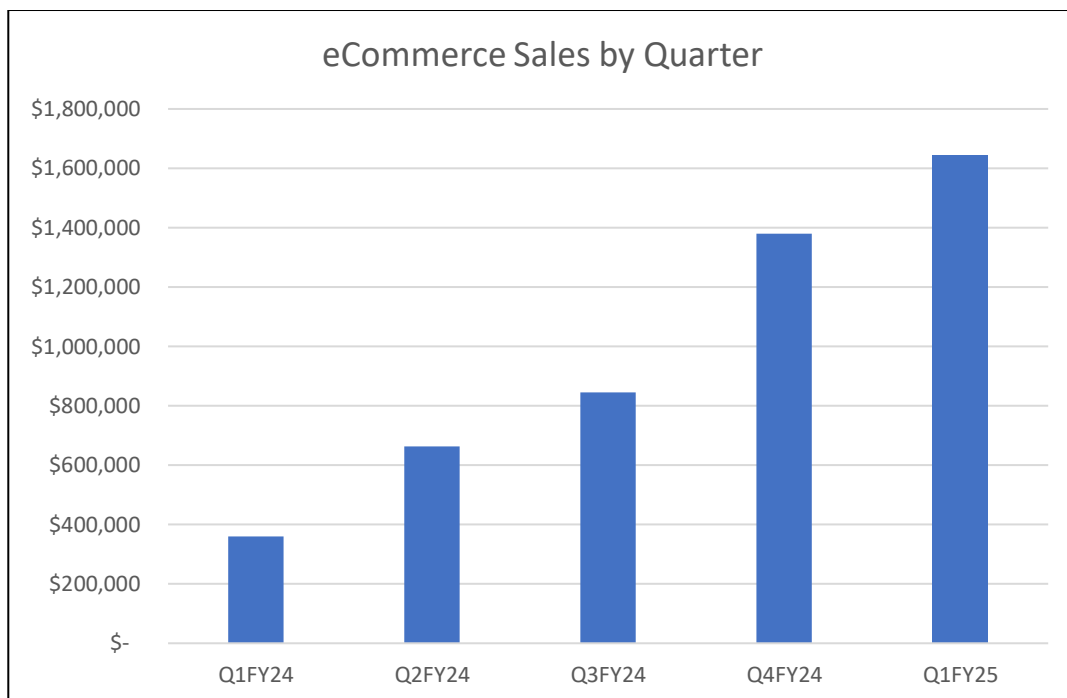
CEO Update - October

Dear Shareholders,

September was another strong month for the company, with great sales results both online and through our retail partners meaning that we will be reporting a record quarterly revenue result for Q1 with full results to be released before the end of this month.

eCommerce

The eCommerce team continues to drive exceptional results with **eCommerce sales for the quarter exceeding \$1.6m, an increase of 20% vs Q4, FY24 and an increase of over 350% vs the prior corresponding period Q1 FY24.**



The launch of our flavour boosters was very successful as were the bundle packages which were selectively offered to our existing customer database including the peach and mango flavour boosters and our portable blenders.



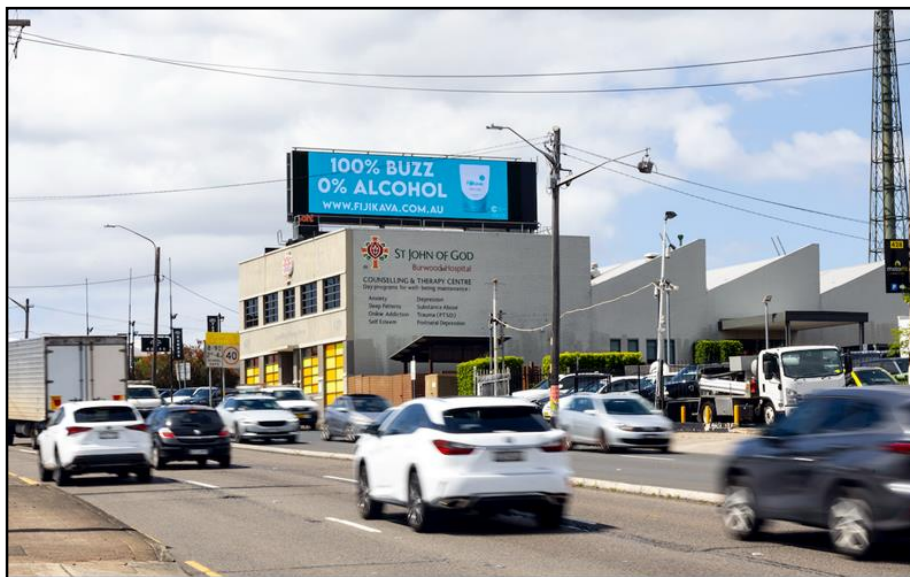
Coles

Coles made their largest ever month of orders for all three of our Fiji Kava and Taki Mai products in September.

Several shareholders and customers reported low stock levels in their local Coles locations for our Taki Mai shots and we have been working with the Coles team to resolve these issues, which were due to the Coles ERP system. We are happy to say that we believe these issues are now fully resolved.

We have now built-up our inventory of **Taki Mai shots** and we are happy to have these **available online** in the 30-pack format in time for the peak online sales period in the lead up to Black Friday / Cyber Monday and Christmas / New Years.

We also supported Coles sales with a NSW pilot program of digital adverting in shopping centres, and further expanded our Out of Home advertising investment to include large format billboards in Brisbane, Melbourne and Sydney metro areas. The latter campaign reached nearly a quarter of a million people, with the adds hitting the billboards a combined 5,533 times, while the in store digital campaign generated a huge 400,000 impressions across 50,000 displays in NSW shopping centres which have a Coles supermarket.



Out of Home advertising at 420 Parramatta Rd, Sydney.



USA Growth & Amazon

Amazon USA continued to show strong sales, and the team is now looking towards expanding the range of products on the Amazon store with new items like 'stick-pack' formats of flavoured kava in the coming months to support future growth in this channel.

Our major project in the USA is developing a 'ready to drink' Taki Mai flavoured shot which we will launch in early 2025. The project includes several new formulations, a manufacturing workstream and an exciting new brand development and marketing workstream, both of which are progressing on schedule.

Acquisition of the Navua Facility & Land

The purchase of our facility in Navua is an important step forward for the company. It has come at the right time for us, since we are in the process of installing around FJD1m of new plant and equipment and making the required upgrades to the site to accommodate this new production line; the main investment being a new 750kW transformer that is needed to power the new lines.

Owning our production facility is also an important step to strengthen the company's asset holdings and balance sheet. We are actively working with debt providers, including the Fiji Development Bank to secure financing for this acquisition. We have also had several key shareholders indicate that they are open to early conversion of CCOOA options in order to reduce the level of capital raising and debt funding required.

Visit by the Hon Manoa Kamikamica, Deputy Prime Minister of Fiji

The Chairman, James Dack and our team were delighted to host a delegation from the Fiji Government, including DPM Manoa Kamikamica alongside the Fiji Trade Commissioner and members of the Department of Foreign Affairs and Trade in our West End offices on Friday 11th October.

DPM Manoa has been engaging with the kava industry proactively since taking office and has continuously reiterated his belief that kava exports can become a "billion dollar" industry for Fiji. The team presented on the current progress and success we have had in the Australian and USA market and highlighted key issues in regulation and policy that could support the vision to build the kava industry to that billion-dollar potential.



Thanks for your support of the company as we rapidly approach 2025, which is sure to be our most exciting year ever!

With Kind Regards,

Anthony Noble
CEO and Managing Director

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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.