21 July 2023 **ASX RELEASE**

Nootropic, Noble Focus® launches on www.fijikava.com

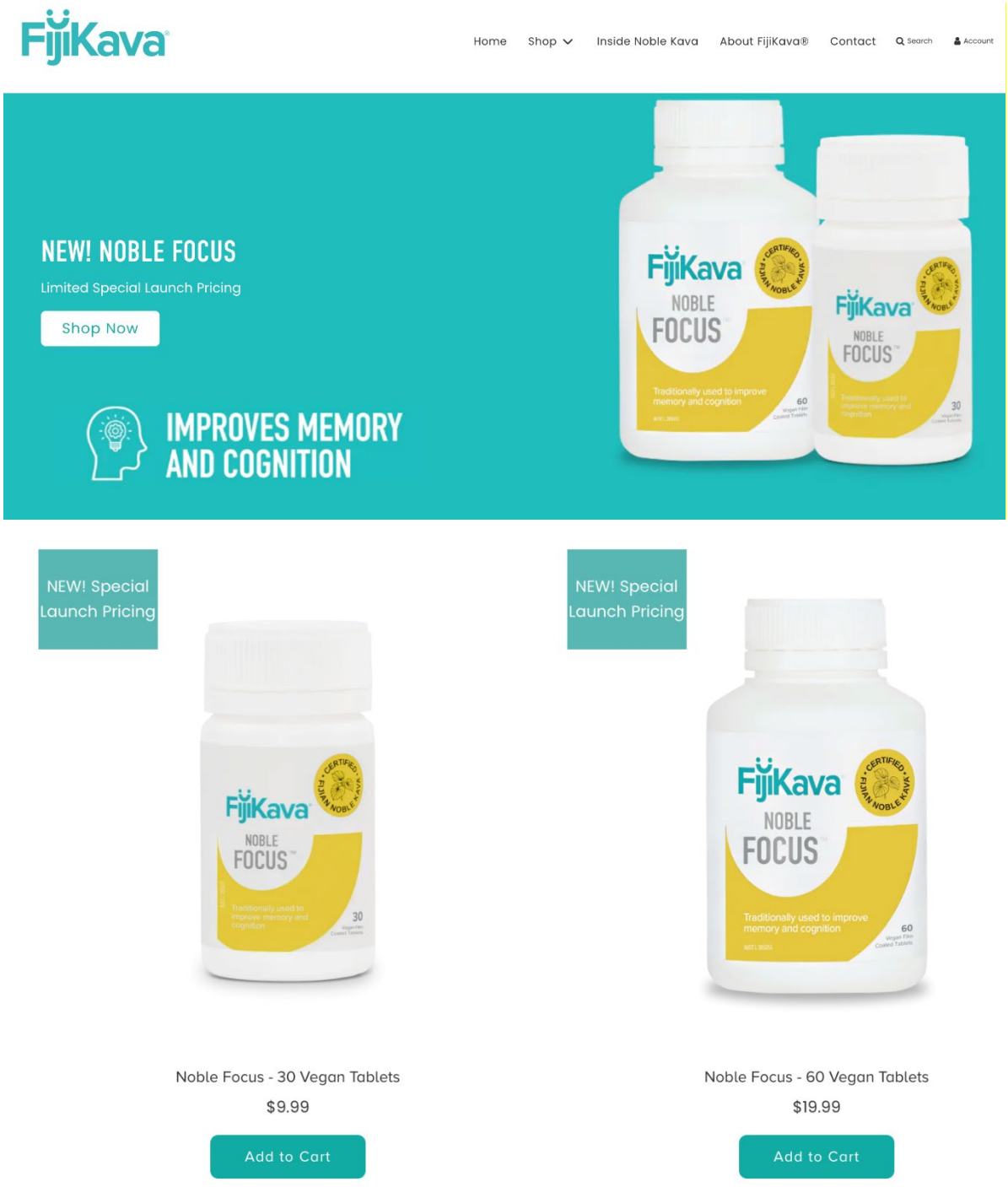
21 July 2023 Brisbane, Australia: The Calmer Co. International Limited (ASX:CCO), a health and wellness company focussing on natural products that promote calmness, support mind & muscle relaxation and improve sleep advises shareholders that their exciting new product, Noble Focus® has launched online today via www.fijikava.com

Highlights

- **Noble Focus® is a synergistic combination providing calm, focus and memory enhancement** utilising our proprietary Noble Kava water extract with Brahmi (Bacopa *monnieri*) extract.
- **Kava extract** has been shown in multiple clinicals trial to **reduce anxiety symptoms** while Brahmi has been shown to **support memory, concentration and learning function** [1-6]
- **Noble Focus® is targeting the USD4.6bn Nootropics market** which has grown at 17% to $4.6bn in 2023 and includes executives looking for an edge, e-Sports Athletes and students seeking to improve memory and recall when studying.
- **Launch on the Australia www.fijikava.com Shopify site to be followed by global rollout.** The product has debuted today on www.fijikava.com and will be rolled out to China, USA and the Pacific markets in the coming months pending regulatory approvals.

The Calmer Co. CEO Anthony Noble, explained the logic behind the synergistic formulation, "Many kava users have reported improved concentration when kava products are consumed at a low dose. Reducing the noise of a busy mind, one might say. We formulated Noble Focus with a low dose of kava alongside Brahmi which itself not only improves memory and recall, but also provides calm, clear focus. Evidence shows it can reduce nervous tension and mild anxiety too. So, this product is a truly synergistic formula, and suitable for use at any time of day to deliver Nootropic benefits. It is our first product designed for daytime use and high performance."

Noble Focus 30s and 60s launched on www.fijikava.com



This release has been approved by the Board of Directors

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References

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6. www.cochrane.org/CD003383/DEPRESSN_kava-extract-for-treating-anxiety
7. Nootropics Global Market Report 2023, The Business Research Company

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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.

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.