29 November 2023 **ASX RELEASE**

Metagenics USA launches MetaSleep™ powered by Kavaton®
Amended announcement

The attached announcement contains an amendment to the announcement released earlier today.

The quote by CEO Anthony Noble now contains text that was not present in the original announcement.

ends

29th November 2023 ASX RELEASE

Metagenics USA launches MetaSleep™ powered by Kavaton®

29 November 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 informs shareholders that leading US practitioner supplements brand, Metagenics, has launched MetaSleep™ utilising the Kavaton® extract produced by The Calmer Co and distributed in partnership with Network Nutrition.

Key Highlights

- MetaSleep™ is a proprietary formula including Kavaton® and Melatonin
- Metagenics is the leading practitioner brand in the USA marketing personalised lifestyle medicines and professional-grade supplements intended to support good health.
- The USA practitioner nutraceutical market represents more than 4bn USD[1] in sales and is one of the fastest growing segments in the natural products industry[2].
- Metagenics has the exclusive rights to Kavaton® in the practitioner channel in the USA.

CEO Anthony Noble said, "This launch has been the culmination of more than a year of business development work with the Network Nutrition team. Having Kavaton® presented in a blue-chip brand portfolio such as Metagenics a huge win for the partnership and will open a significant new segment for our kava extract in the fast growing practitioner nutraceutical market."

Network Nutrition Brand Director Ryan Gorman said "Metagenics' new launch is a positive step forward and we're encouraged by the support of such a prominent and well-established global brand, throwing their weight behind the virtues of Kavaton®."



This announcement has been approved by the board of directors.

ends

1. www.nutraceuticalsworld.com/issues/2003-05/view_columns/healthcare-practitioner-market-medical-professiona/
2. www.nutraceuticalsworld.com/issues/2021-09-01/view_columns/healthcare-practitioner-channel-dynamics-a-thriving-market/

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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.

About Network Nutrition

Network Nutrition was launched in 2004 to supply high-quality ingredients to the complementary medicine industry. Following its acquisition by Dutch multinational IMCD Group [IMCD Group B.V.] it has expanded to have a global presence in over 50 markets internationally, supplying over 70 countries; with a range of more than 200 products; inclusive of ingredients sourced from supply partners, such as Fiji Kava.

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.