1st December 2023 ASX RELEASE

Fiji Rugby Kava and kava-shots to launch in 2024 as part of expanded FRU partnership

1 December 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 they will soon begin marketing Fiji Rugby branded drinking kava and kava-shot products as part of an expanded 3-year partnership with Fiji Rugby Football Union Trust Board ("Fiji Rugby").

Key Highlights

- Fiji Kava and Taki Mai will continue to be the official kava of Fiji Rugby, Flying Fijians (Men's), Fiji Sevens (Men's), Fijiana Sevens (Women's) and Fijiana (Women's) teams
- The renewed sponsorship agreement includes a new provision for the production and co-marketing of Fiji Rugby branded kava products including drinking kava and kava-shots!
- The renewed sponsorship agreement signed today will run throught to November 2026.



The expanded partnership includes new Fiji Rugby branded kava products

THE CALMER CO.

CEO Anthony Noble said, "The company has had a long standing partnership with Fiji Rugby. As part of an expanded and deepening partnership we are delighted to announce that Fiji Kava and Taki Mai will continue to be the official kava of the Flying Fijians, Fiji Sevens and both Fijiana teams. Most excitingly our new agreement will include the launch of a new range Fiji Rugby branded products including drinking kava and a Fiji Rugby special edition of our new kava-shots. We are sure these will be a hit with the Fiji Rugby fans in Fiji and all around the world. Kava and Rugby - a match made in heaven!"



FijiKava and Taki Mai will remain the official kava of all national teams

This announcement has been approved by the board of directors.

ends

For further information

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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.