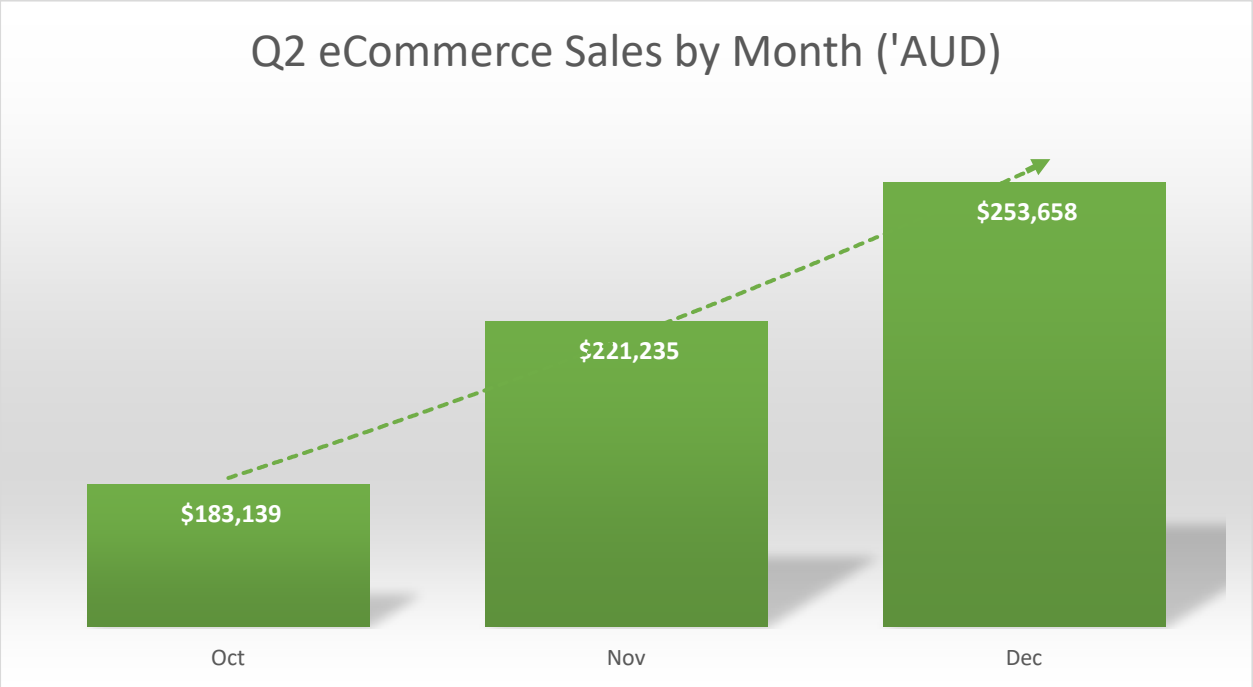
23rd January 2024 ASX RELEASE

Ecommerce sales pass $250k in December

23 January 2024 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 December ecommerce sales have again materially increased and now have surpassed $250,000.

Key Highlights

- Daily ecommerce sales surpassed **$8,000 per day** in December with total global ecommerce sales of more than $250,000.
- December's digital marketing plan focussed on the **Australian market** where **sales of over $150,000** were achieved for the month **(a 38% month on month increase),** despite out of stock events for key SKUs (150g and 500g Instant Kava).



THE CALMER CO.

CEO Anthony Noble said, "Excellence in ecommerce is our first growth pillar, and the focus for the team is on the Australian Shopify platform this quarter and the results have been impressive. We were disappointed that shipments of two key SKUs which arrived in December, have taken much longer than the previous shipments to clear processing and inspection by AQIS and BorderForce. We expect to be back in stock in late January and early February for 150g and 500g respectively and to launch TakiMai® kavashot online in late February."

This announcement has been approved by the board of directors.

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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.