



5 February 2024

ASX RELEASE

FY24 Results Highlights and Investor Roadshow

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 that CCO will attend investor meetings on 6 February 2024 in Brisbane.

Anthony Noble CEO will deliver a presentation highlighting the preliminary half-year results and financial pathway to breakeven analysis.

This announcement has been approved by the Board of Directors of The Calmer Co International Limited

ends



for further information

Investor & Media Relations

Matthew Reede

Dominion Communications

matt@dominion.partners

+61 414 483 054

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 is also the distributor of Leilo kava drinks in the Fiji Islands.

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.



THE
CALMER
CO.

ASX:CCO

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vision

Our vision is a happier world where people take better care of themselves

purpose

We exist to provide powerful natural solutions to reduce stress and anxiety and support sleep and recovery

mission

To lead the market for natural products that bridge the therapeutic and recreational space to become globally synonymous with calm



Corporate Snapshot

FY24 RESULTS HIGHLIGHTS



Revenue Growing
\$1.45m (+91%)
H1 Revenue
Vs 746k H1FY23



Profitability Improving
(\$1.6m) (+32%)
H1 EBITDA
Vs. (2.37m) H1FY23

ASX OVERVIEW

CCO.ASX
ASX Ticker Code

.006
Share Price 30Jan2024

857,495,182
Shares on Issue

\$5.1m
Market Capitalisation

HIGHLIGHTS

>\$8,000/day (5x increase over 2023)
Daily e-commerce sales globally in Dec 23

\$4.7m
Annualised sales based on December 23 [>390k]

35%
Gross Profit Margin

34%
Reduction in Net Cash Used in Operations
(\$1.2m in H1FY24 vs \$1.9m in H1FY23)



our brands: fiji kava



our brands: taki mai



our brands: danodan



Calm

Strength against occasional stress and tension



Energy

For stamina, vitality, and focus, to get it done



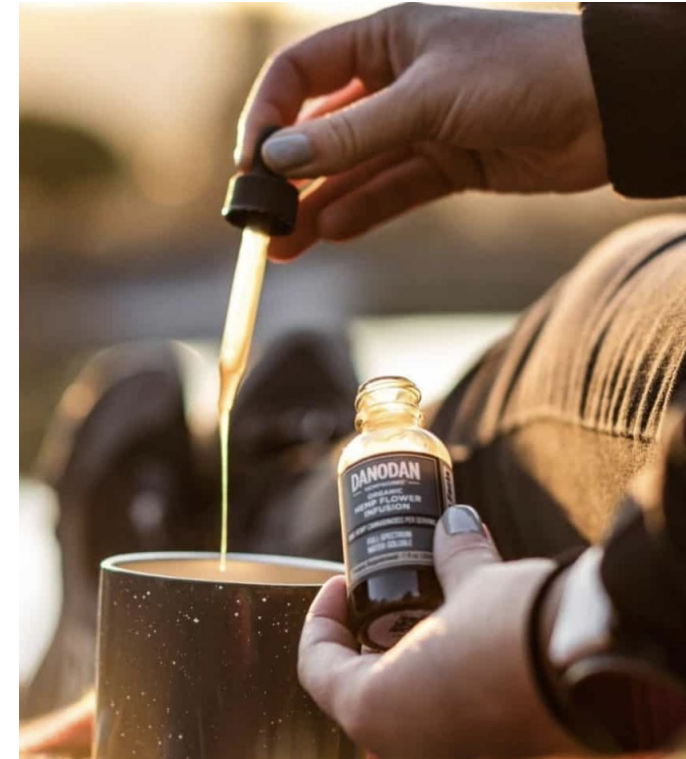
Active

Exercise recovery support, so you can get back to it



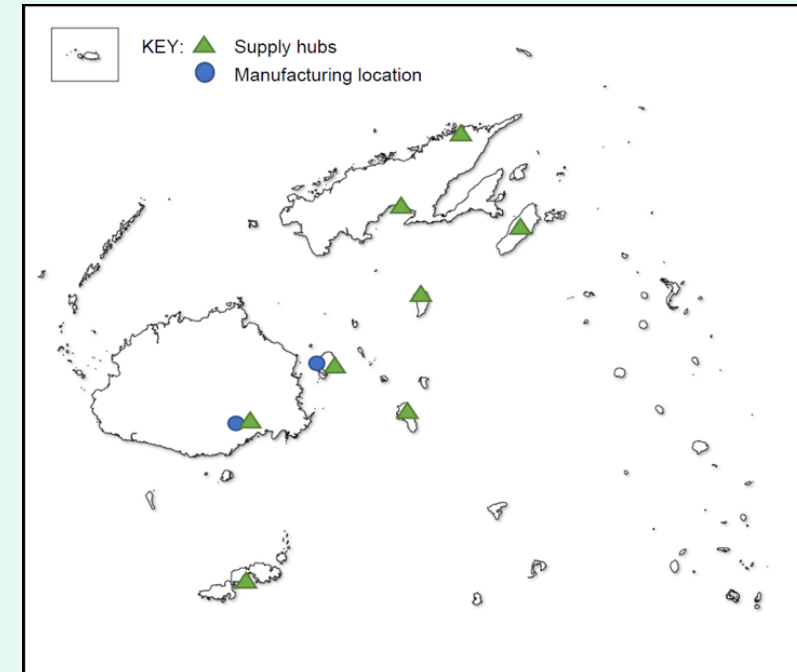
Sleep

Potent, effective formula for nightly sleep support



Transparent, Fairtrade Supply Chain is our core competitive advantage

- Over 10 years and \$10m has been invested to build a supply chain that would be especially difficult to replicate for any other company in the industry.
- Commercial supplier relationships across the 8 major provinces in Fiji.
- Partnership with iTaukei Trust Fund Board & Tutu Agricultural College provides a conduit to 60-70% of kava farmers in Fiji (via Cakaudrove Province)
- Digitisation of supply chain with Traceable Solutions being rolled out
- Partnership with KaiMing Agricultural Processing (KAP) in place for co-processing, new product development and envisages corporate acquisition
- Facility and supply-chain working towards **5x in the coming year** with modest Cap-Ex upgrading key production steps (drying, milling and pouch-fill)



Operating Highlights 2023



Ecommerce growth

Fiji Kava is now the number 1 instant kava brand selling on Amazon.com¹ sales exceed \$3,000/day. Global ecommerce sales are now over \$8,000 per day

CJ Patel distribution deal

Targeting AUD11m over initial 3-year term with one of the Pacific region's most recognised distribution partners across 17 countries. First sales orders valued at FJD \$300k (AUD \$210k) received and shipped in July.

Leilo global partnership

The Calmer Co. signed a deal to distribute Leilo ready to drink beverages in a number of global markets. Distribution has commenced in tourist and resorts channels in Fiji.

Coles Australia – Profitable Retail Strategy

Sales of 50g pouches of powdered drinking kava grew strongly in 2023

Coles has now listed the Taki Mai 50mL kava-shot from Q1 2024

Coles has added the larger 150g Drinking Kava SKU to around half of all stores in the next planogram changeover in 2024



¹ Acosta/OeP Amazon data 2023

ECOMMERCE FOCUS IN 2024

Global ecommerce sales \$8500/day in January

Ecommerce sales grew 86% from Q1 to Q2 FY24!

USA

Fiji Kava Instant Kava remains the **#1 on Amazon USA**
Sales are consistently above **USD2000/day**

Shopify USA will deliver more than 30% greater profitability vs. Amazon USA and will be a focus in 2024

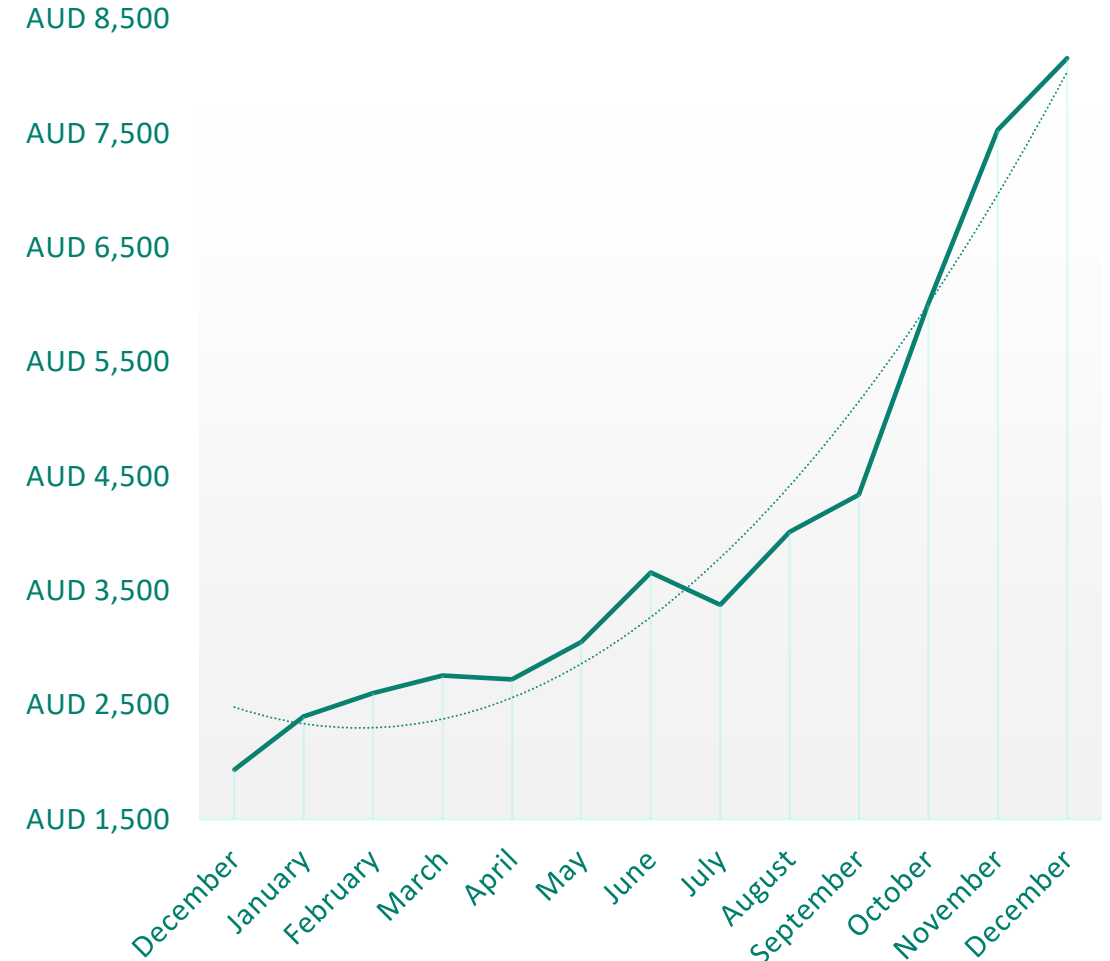
Australia

Meaningful investments in SEO, Organic Search and Meta has shown good results since April on www.fijikava.com.au

China

Fiji Kava Global Flagship Store is now live on Alibaba's Tmall

Global Daily Ecommerce Sales



PROFITABLE RETAIL

Coles Australia

First major Australia retailer to launch drinking kava following the announcement of the commercial importation pilot. Sales through Coles are profitable and growing .

Taki Mai Cold Pressed Kava 50mL Shots and 150g SKU will be ranged in Coles nationally in March.

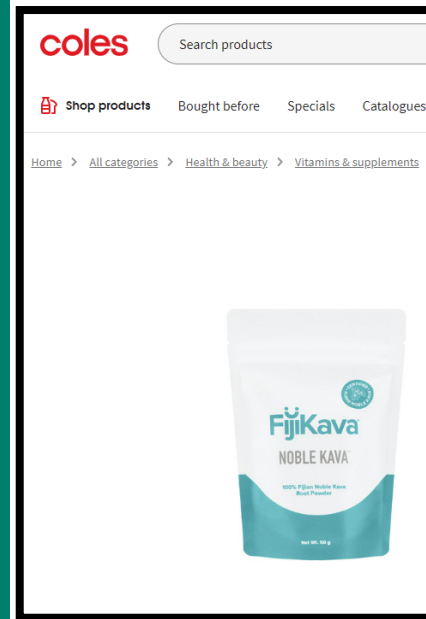
CJ Patel – Taki Mai®

- Fiji and 12 Pacific Islands Launched in May 2023
- New Zealand Launched June 2023

Jack's of Fiji – Leilo®

First orders of Leilo for the Fiji resorts and tourist channel has shipped from USA, arriving in Fiji end of month.

Leilo launched into tourist stores and resorts!



USA KAVA BAR MARKET

Rapidly Growing Direct & B2B Sales

An untapped opportunity

- Hundreds of kava bars now operating in the USA and numbers growing fast
- The supply of kava to these retailers is unreliable
- Demand is estimated to be 70MT per year

Ready to start in 2024

- **1.5MT** of Fiji Kava bulk kava has arrived in the USA
- Sales and Marketing activation is completed
- Faire.com B2B Sales platform enabling repeat purchase
- First orders are now being taken from kava bar clients

Additional Value adds to Kava Bar Clients

- Bulk sales for Danodan CBD tinctures products
- Taki Mai Juice Shots are an ideal long life take-away
- Merchandise and Shopfitting products



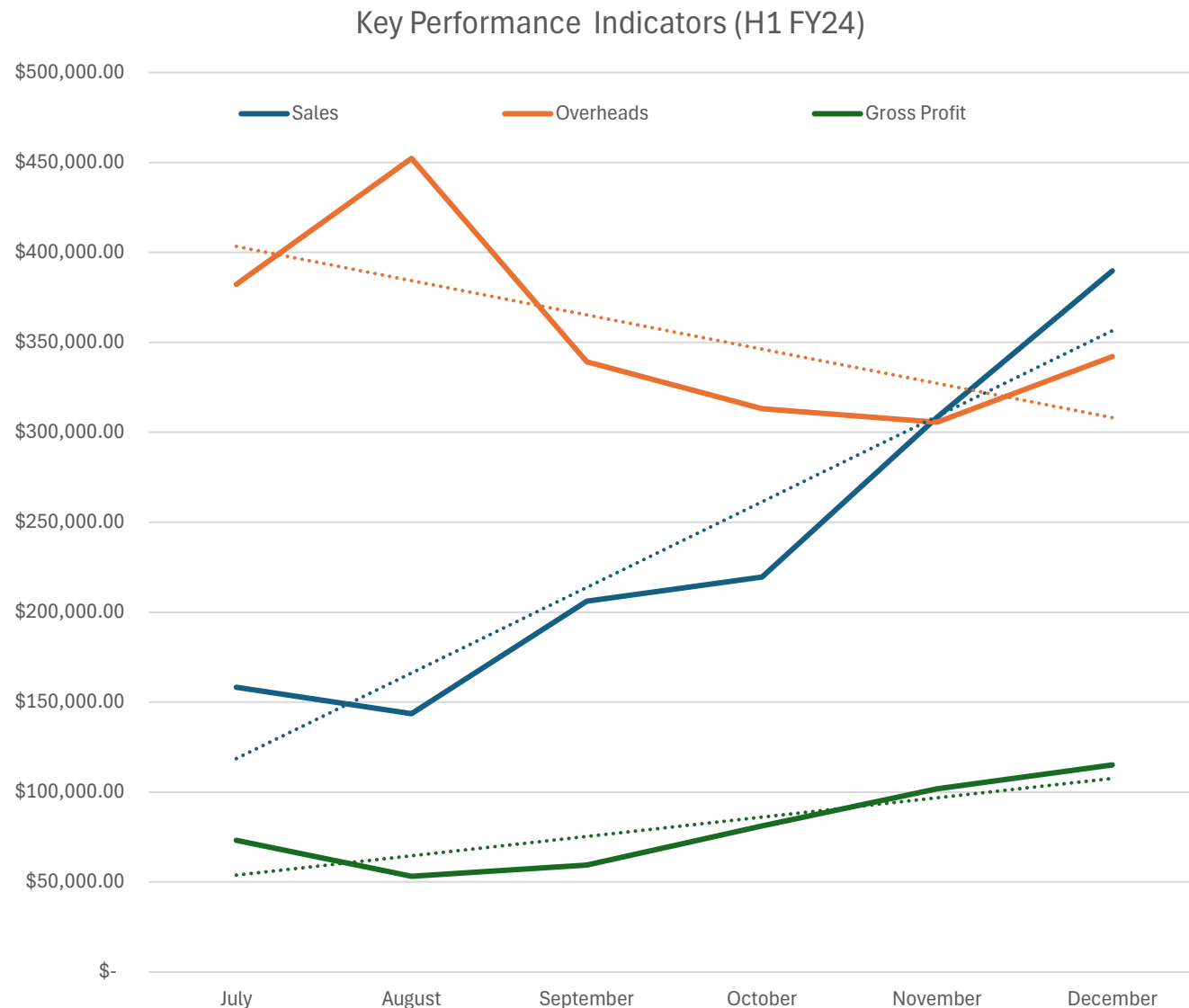
Group Performance shows turnaround

All numbers trending in right direction

- Revenue growth accelerating over H1
- Expenses on steady downward trend
- Gross Profit improving month on month
- **Growth only limited by capital required to rapidly expand inventory**

Segmental performance improving

- US business now profitable on monthly basis
- Fiji business largely self-sustaining
- Australia business has been transformed with massive sales uplift on www.fijikava.com.au and focus on profitable smaller SKUs at Coles (50g and single shots) to support consumer trial

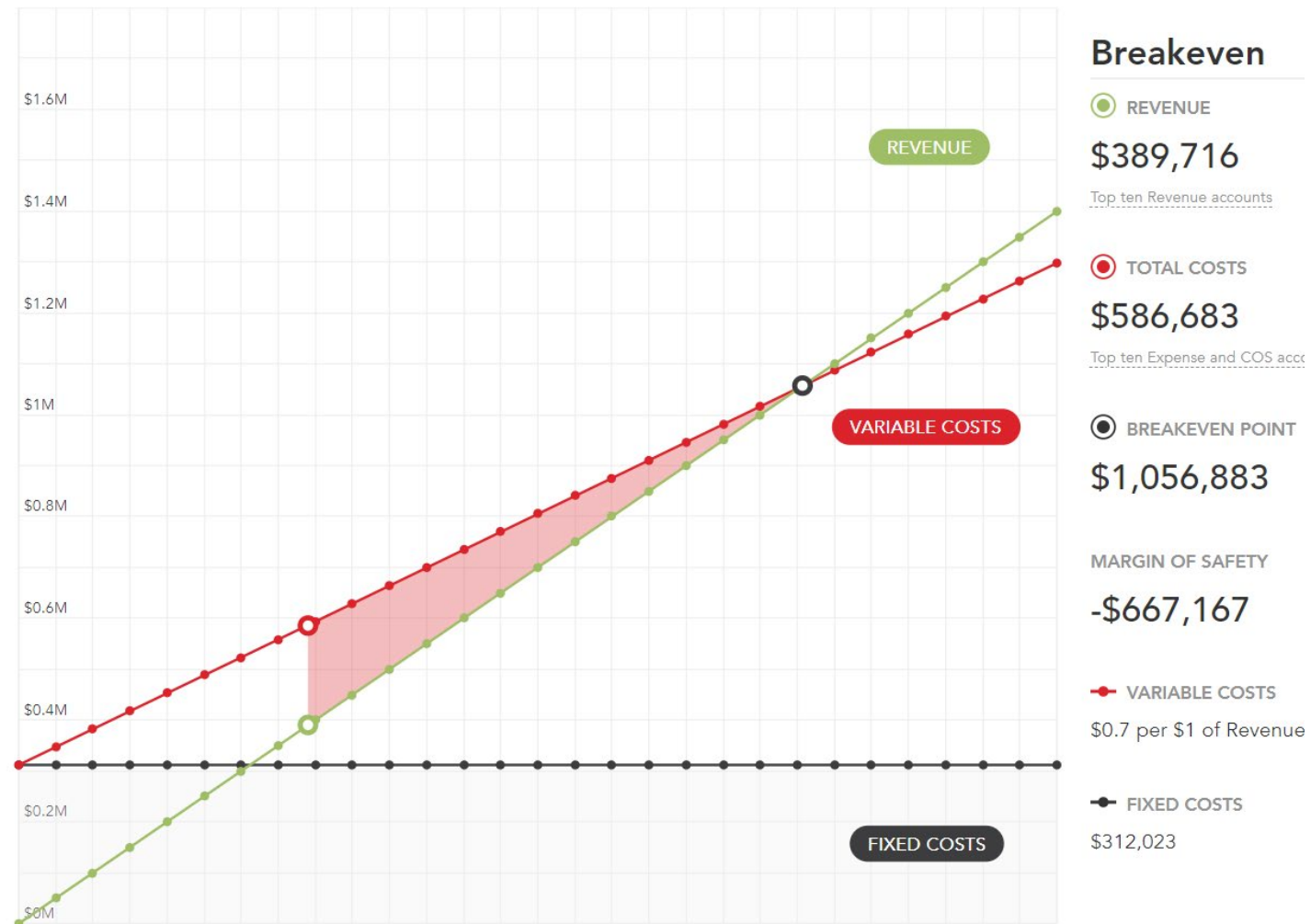


Pathway to Breakeven

Strong Sales growth in defined channels demonstrates path to breakeven at sales of \$1m per month

- Grow Australian ecommerce to 500k per month from base of 150k in December (3x)
 - Monthly average growth rate was 15% in 2023 globally.
 - 2023 growth was >10x in the Australian market²
- USA ecommerce to 300k per month from base of 100k per month in December (3x)
 - Amazon grew 2x in 2023, we add our own Shopify channel in 2024 with learnings from Australia
 - USA market size is significantly larger than Australia!
- Retail and B2B Sales globally to 200k per month from average of 90k per month in H1 of FY24 (2x)
 - Coles Australia, USA Kava Bars channel, CJ Patel Pacific Distribution, Fiji Tourist Channel, IMCD, Alibaba Tmall China

² sales average 7k in Q1 (Jan-Mar) to 140k in Q4 (Oct – Dec)



Breakeven Analysis*



our team



James Dack, Non-executive Chairman

Mr Dack started in the real estate industry as a founding partner in real estate agency brands in Australia. He left the real estate industry in 2014 to pursue other ventures, and began his own private investment company where he has taken a position in many entities including public companies listed locally. He has experience in the public sector, where he started his career as a porter at St Vincent's Hospital before being responsible for coordinating the entire NSW Public Hospital Payroll System in the industrial relations division of the Department of Health.



Anthony Noble, Chief Executive Officer

Formerly, C.E.O. Australian Biotherapeutics, and spent more than 10 years at Soho Flordis International (SFI) which includes Klaire Labs, Prothera & Complementary Prescriptions (USA), Ginsana SA (Switzerland), Flordis (Australia) and Potters Herbals & Equazen (UK). Anthony held the roles of Global Head of Innovation, Head of North Asia and Managing Director of SFI Research Pty Ltd, the group's innovation incubator and investment company. Anthony has a PhD in Cell Biology and an MBA from AGSM exchange to the Wharton School (U Penn).



Zane Yoshida, Executive Director, Founder

Zane is an experienced start up entrepreneur, having successfully launched companies from R&D through to commercialisation and scale across Asia, the United States, and the Pacific. Zane has completed a Bachelor of Mechanical Technology, Post Graduate Diploma in IT, and a Master of Business Administration (MBA) from the Queensland University of Technology. He is currently a Vice President of the Australia Fiji Business Council (AFBC), Fiji Kava Taskforce, and a Member of the Australian Institute of Company Directors (AICD).



James S Tonkin, Non Executive Director

James is a 40 year veteran, is a private sector brand marketing and beverage development professional who has designed and implemented national infrastructure for his clients in the food and beverage industry. In the last 15 years, Tonkin has promoted brand and marketing programs for many clients in the bottled water and functional food/beverage industries. His expertise spans the gamut from domestic cheese to potato chips, fortified pet waters to nutraceutical- functional and enhanced beverages.



Griffon Emose, Non Executive Director

A Fiji citizen, Griffon is the Managing Director of Kontiki Capital. He was previously the Manager Public Awareness & Investor Education at the Capital Markets Development Authority. He is licensed by the RBF as an Investment Adviser Representative and serves as a Director of the South Pacific Stock Exchange and on several other Boards.

Griffon graduated with a Bachelor of Commerce from the University of Auckland. He is a member of the CFA Institute and earned the CFA Charter in 2005.



Pravinesh Lala, Chief Financial Officer

Prav has over 20 years' success in leading financial management activities at organizations across Fiji, New Zealand, and Australia in shipping and logistics, agricultural supply chains and manufacturing companies. Before joining Fiji Kava Ltd, he worked with Red Bull NZ as well as Nutrano Produce Group and Neptune Shipping.



Vinaka
(thank you)