15th February 2024 **ASX RELEASE**

Initial Orders for new Kava-shot RTD and Instant Kava products ship to Coles Australia

15 February 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 provides further information following from the price sensitive announcement released on 21 November 2023, "Taki Mai kavashot and FijiKava 150g to be nationally ranged in Coles Supermarkets", specifically that after shipping delays that the initial orders for pipeline fill of 150g FijiKava® instant and 50mL Taki Mai® Kava-shot have been received and are currently being fulfilled into Coles Distribution Centres around Australia.

Highlights

- More than 500 Coles locations will be shortly receiving Taki Mai® Kava-shot 50mL and more than 300 of the fastest selling Coles locations will receive 150g Instant Kava pouches to complement the existing 50g Instant Kava product which continues to be listed nationally in Coles.
- Processing delays in customs and quarantine delayed the expected launch date of January 12th, and stock sufficient for pipeline fill is now in warehouse.
- Taki Mai® Kava-shot is the first Ready to Drink kava product to hit the market in Australia.

CEO, Anthony Noble said "Shipping out of Fiji for our new products into Coles was on time in December, however significantly increased wait times for inspection slots at the border has delayed our launch up until now. We are grateful to the Coles team for working constructively with us to ensure we can get onto shelf as soon as possible with our new SKUs. 50g Instant Kava and single serve 50mL kava-shot are ideal ways for consumers to try kava for the first time, and both products are only sold via Coles to help drive customer trial. We expect the RTD format to be a key growth driver for the company as consumers looking for alternatives to alcohol continue to flock to kava as the only functional and fun alternative currently on the market."

This release has been approved by the Board of Directors

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.