THE CALMER CO.

FY24 Q3 RESULTS PRESENTATION

OUR VISION IS TO BE THE MOST DOMINANT KAVA COMPANY IN THE WORLD

PRODUCING THE HIGHEST QUALITY PRODUCTS, BOTH ETHICALLY AND SUSTAINABLY, WHILST ENCOURAGING CONSUMER ACCEPTANCE OF THEIR RECREATIONAL AND THERAPUETIC BENEFITS

Q3 TRADING SNAPSHOT

RESULTS OVERVIEW

Revenues	**$1.07m**	+200% Vs Q3,FY23
Cash Receipts	**$915k**	+240% Vs Q3, FY23
E-Commerce Sales @Mar24	**$10,256/day**	+376% Vs Apr23
Net Cash Used In Operations	$926k	-233% Vs Q3, FY23

OPERATING HIGHLIGHTS

E-commerce sales booming in both US and Australia

The online kava boom continues with no signs of online orders slowing**. A new online sales record was set in March with sales over $325,000.**

Our e-commerce focus turns to USA in 2024 with the launch of our own Shopify store.

Out of Stock Event February

Strong e-commerce sales led to an out of stock event in Australia in February which limited our sales growth.

Inventory levels have now increased to more than **$1.5m with over A$1m investment in manufacturing and operations** in the quarter while all other costs remain tightly controlled.

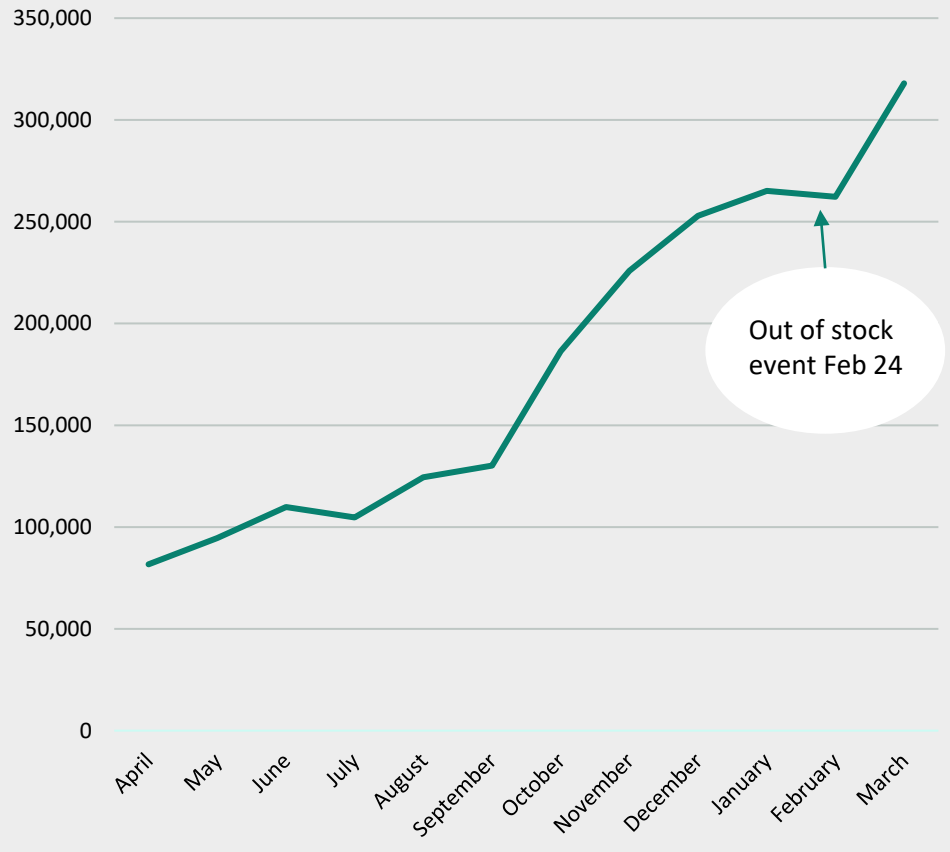
Taki Mai Shots Launch In Coles

The Taki Mai kava shots are on shelves. **Coles is continuing with weekly orders** to restock the kava shots, indicating strong sell through on launch.

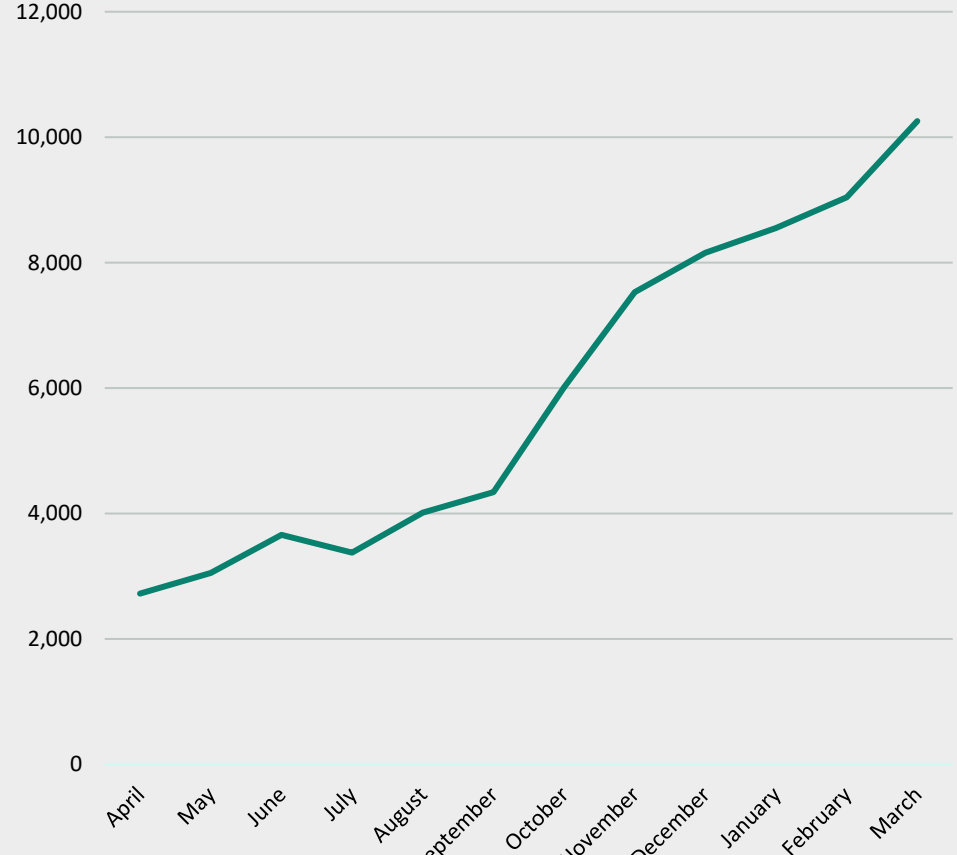
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E-COMMERCE SALES IN FOCUS

Global E-Commerce Sales by Month



E-Commerce Sales Daily Average



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E-COMMERCE SALES BOOMING & BLUE CHIP RETAIL PARTNERSHIPS BLOOMING

E-COMMERCE

Global e-commerce sales have grown 376% to an average of >$10,000 per day.

E-Commerce is now focused on the US market where our Shopify store is open direct to consumer.

COLES

Taki Mai kava juice shots are ranged in Coles from March 2024.

Weekly orders from Coles indicate strong uptake of the shots and new 150g SKU.

WALMART

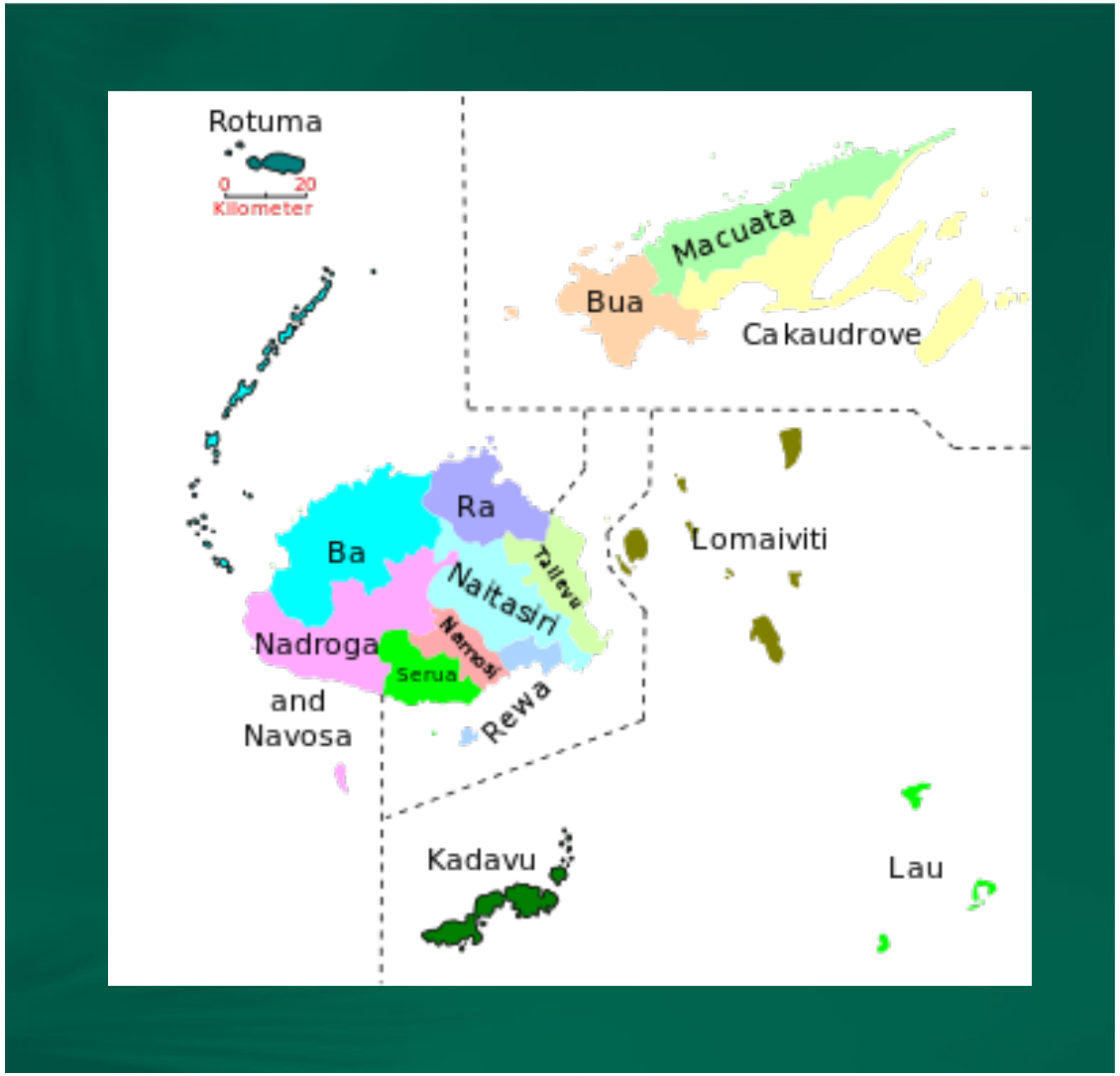
Walmart has now launched Fiji Kava's products on Walmart.com

Walmart is the worlds largest omni-channel retailer and receives 6.7m visitors per week to the health and wellness category on Walmart.com.

ROBUST FIJIAN SUPPLY CHAIN

“The Calmer Co. now sources kava directly from farmers across ten provinces across Fiji.

They are; Cakaudrove, Kadavu, Lomaiviti, Bua, Macuata, Naitasiri, Ra, Namosi, Ba and Serua accounting for **91.6% of kava farmers in Fiji.**



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REGIONAL ENGAGEMENT

The company recently participated at a Workshop on the Implementation Plan of the Regional Kava Development Strategy and the Geographic Indication for Kava.

In 2023 the Forum Trade Ministers endorsed the Regional KAVA Development Strategy (RKDS) in principle pending its validation which took place in Port Vila, Vanuatu from 27 - 30 November 2023. To operationalise the strategy, the workshop on the Implementation Plan (IP) was held on the 25th–28th of March 2024 in Nadi, Fiji.

The Fiji government led by Deputy Prime Minister Manoa Kamikamica has met with industry stakeholders ahead of a proposed review of the Fiji Kava Bill which once enacted will establish the Fiji Kava Council for the purpose of regulation and management of the kava industry and for related matters.

The Calmer Co. may consider a regional sourcing strategy of kava once the proposed regionalisation and standardisation of Noble kava is further advanced.

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CEO's Comment



ANTHONY NOBLE
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Over a year of consistent sales growth continued in Q3 with the business recording record revenues of over $450,000 in March and exceeding $1m for the quarter.

While our quarterly trading figures show a vast improvement, they were also curtailed as surging sales triggered an out-of-stock event in February. We committed to further increase production expenditure and are restocked at higher inventory levels going forward.

Over the period, the business also delivered pleasing growth initiatives as Taki Mai shots were launched in Coles, our products were launched on Walmart.com and the Shopify store was opened for the US market.

The business is maturing as a fast-growing FMCG business and I look forward to delivering ongoing growth and improved value for all shareholders.



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