

THE CALMER CO.

ASX:CCO

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vision

To be the most *dominant* kava company in the world

mission

To produce the highest quality products both ethically and sustainably whilst encouraging consumer acceptance of their recreational and therapeutic benefits

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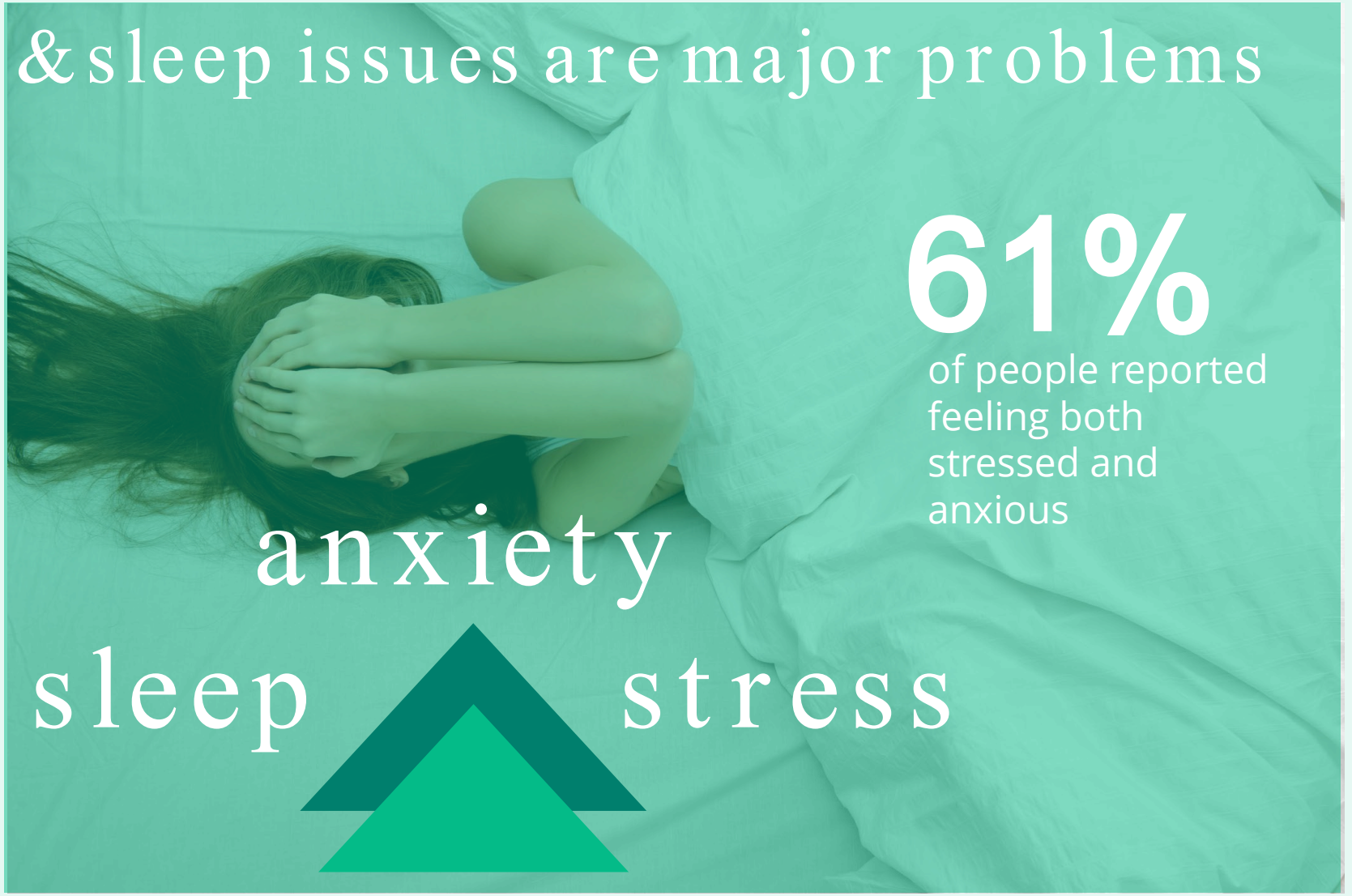
stress, anxiety & sleep issues are major problems



74%
of young people have felt so stressed they have been overwhelmed or unable to cope

61%
of people reported feeling both stressed and anxious

3x's
more younger people feel that they cannot manage their stress compared to older people

37% of adults report fatigue or feeling tired because of stress.

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https://www. mentalhealth.org.uk/Stress: statistics -Mental Health Foundation, 2016 study 'The Fundamental Facts about Mental Health Report
American Psychological Association -Stress in America Report 2022
American Psychological Association
Stress in America 2023 Sleep and Stress https://www.apa.org/news/press/releases/stress/2013/sleep

Kava has a strong evidence-base as a natural medicine



A Cochrane review of 11 Clinical Trials (60mg–280mg of kavalactones) in anxiety revealed kava's anxiolytic activity

A meta-analysis of seven randomised controlled trials (RCTs) using the Hamilton Anxiety Rating Scale (HAMA) demonstrated reduced anxiety significantly over placebo, with a strong clinical effect

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the recreational benefits of kava vs. alcohol are driving growth

33%
of GenZ **in the USA** report not drinking alcohol

>30%
Under 30 yoa **in the UK** do not consume beer, wine or spirits!

From 2007 to 2019: the share of 14–17-year-olds choosing not to drink rose from

39% to 73%



https://www.theiwsr.com/no-and-low-alcohol-category-value-surpasses-11bn-in-2022/
https://www.mentalhealth.org.uk/Stress: statistics -Mental Health Foundation, 2016 study 'The Fundamental Facts about Mental Health Report
American Psychological Association -Stress in America Report 2022
Anxiety & Depression Association of America -https://adaa.org/understanding-anxiety/facts-statistics

our brands: fijikava







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our brands: takimai





Financial Results

HIGHLIGHTS

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REVENUE ACCELERATION CONTINUES

Q3 Revenue

$1.07m (+270%)

Q3 Revenue
Vs. 374k Q3FY23

H1 Revenue

$1.45m (+91%)

H1 Revenue
Vs 746k H1FY23

INVENTORY BUILD ONGOING

1.1m AUD invested in Q3 and growing
+20% in Q3 vs Q2 & +>100% April vs Q3

1.5m Inventory Position (>90 days)
Inventory position at 31 December $917,460.

FijiKava Taki Mai DANODAN HEMPWORKS™

Q4 REVENUE SURPASSED Q3 IN MAY

$7.3m
Annualised sales based on May 24 [>$610k]

$16,000/day **(+500%)** vs May 23
Daily e-commerce sales globally in May 23

ASX OVERVIEW

AU~$9m
Market Capitalisation

CCO.ASX
ASX Ticker Code

.006
Share Price 4Jun2024

1,514,887,409
Shares on Issue

ECOMMERCESALES FOCUS

$16,0000/day in May across all global channels

Exceptional growth of >500% over 12 months

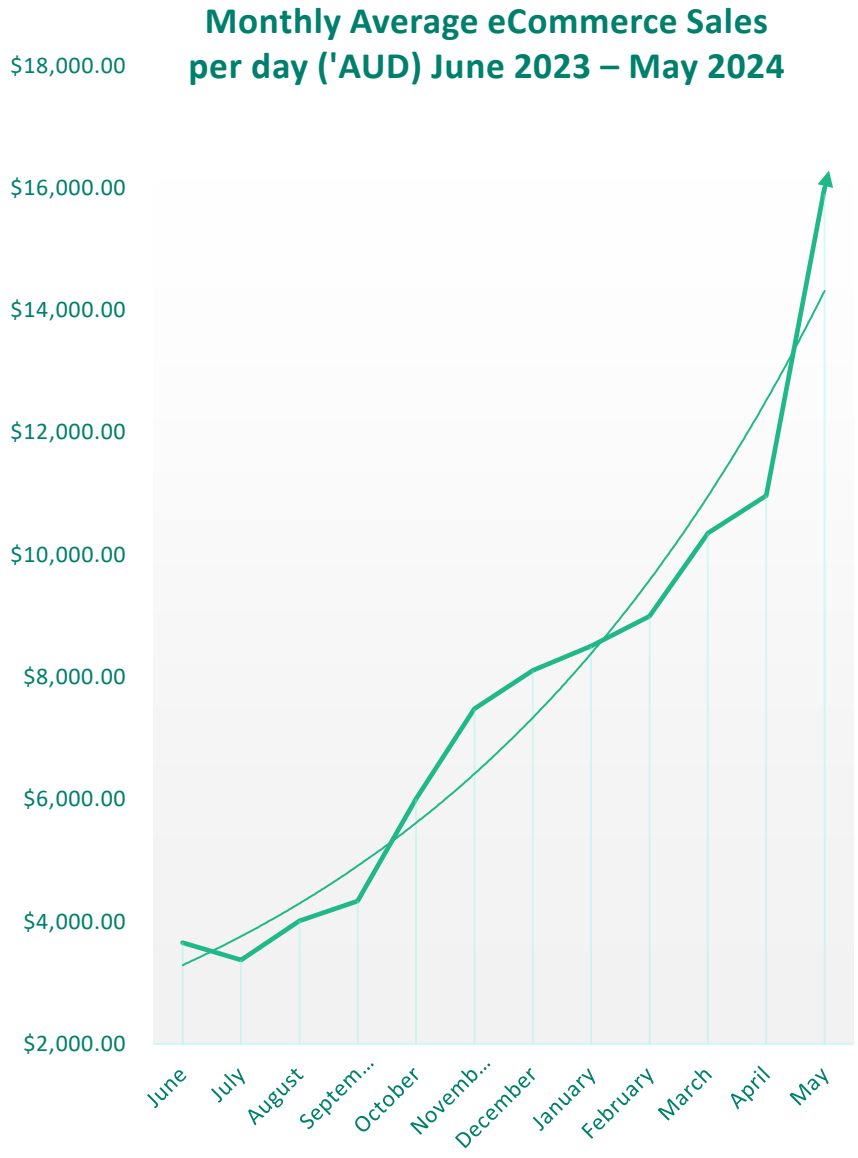
USA

Fiji Kava Instant remains the **#1 on Amazon USA** with sales tracking at $4,000 per day via Amazon in May

- **Walmart.com** has listed our products and is now feeding orders through our Shopify platform
- **Shopify USA** is doubling month on month since March and delivers 30% greater profitability vs. Amazon USA

Australia

- Sales are now over $300k per month in Australia and are still growing very strongly
- Return on Advertising Spend and Cost of Acquisition are at industry leading levels
- Customer Lifetime Value enhancing activities are live



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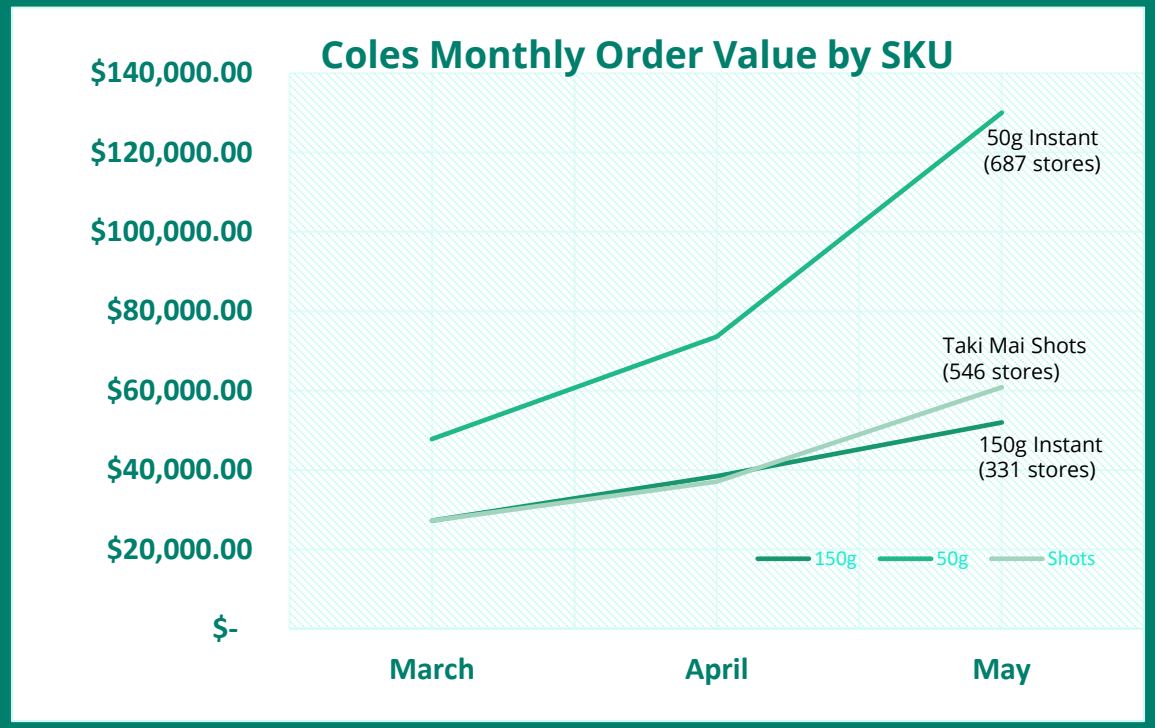
PROFITABLE RETAIL DRIVING AWARENESS AND TRIAL

Coles Australia

- Strong initial monthly order volumes for new Taki Mai kava-shots and 50g and 150g instant kava SKUs



Fiji Tourist Channel Retail (inc. Leilo®)

- A natural entry point for consumers discovering kava for the first time in the Pacific, whilst on vacation

jack's of fiji

coles









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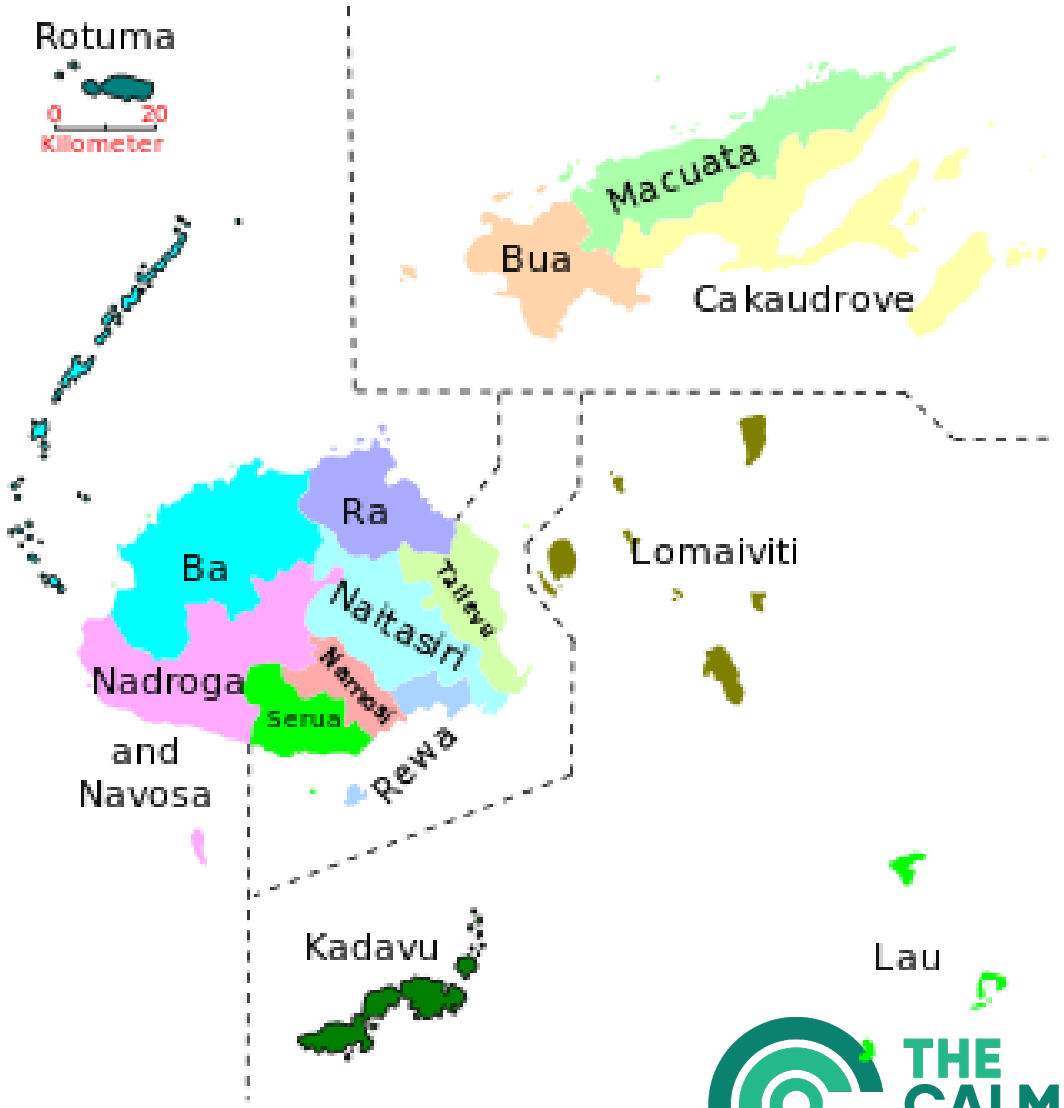
We process around 3% of kava produced in Fiji and will grow to ~6% in FY25

- There are more than ***10,000 kava growers*** in Fiji (1 in 8 rural households)
- Producing circa ***4500 tonnes of dry kava per year*** (being over 20,000 tonnes of green kava)
- >80% of kava produced is consumed locally in Fiji
- The Calmer Co. ***purchases fresh green kava*** at farm gate and processes using our proprietary unique method
- Funds from the current Rights Issue on foot will enable upgrades to allow for processing ***up to 25 tonnes per week (up from 7-10 tonnes),*** which will support 2-3x current sales levels from our facility in Navua



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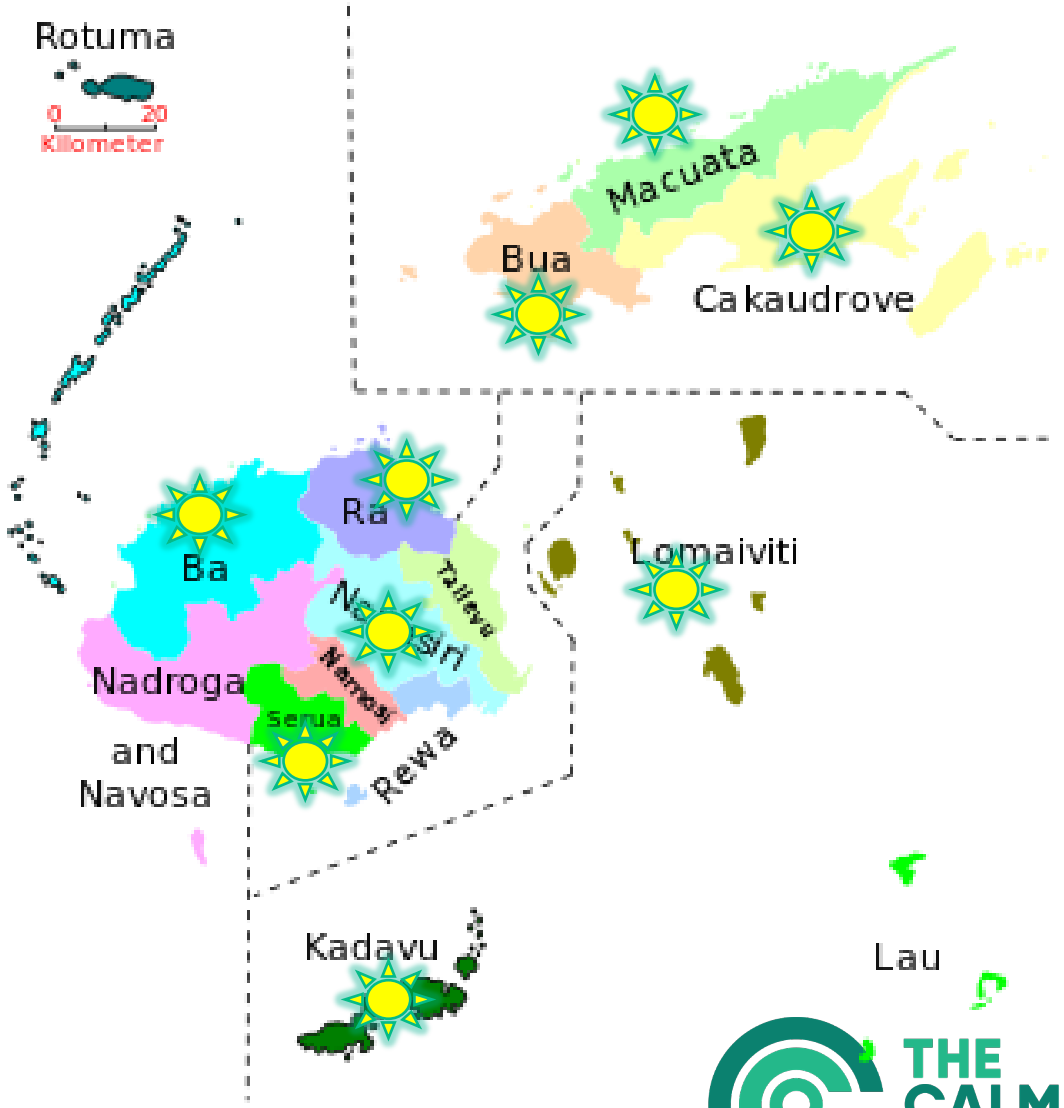
Fiji Kava Value Chain Analysis, Pacific Horticultural and Agricultural Market Access (PHAMA) program

Our sourcing locations cover more than 90% of kava farmers across Fiji

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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Changing Lives in the Pacific via our Fairtrade, Transparent Supply Chain

Tutu Agricultural College

- Tutu is the most successful agricultural training center in Fiji, whose graduates account for 30% of total kava farmers in the country who are located mostly in Cakaudrove Province.
- The Calmer Co. is working with Tutu College to offtake kava in exchange for building materials, kit homes, and solar units - enabling new kava farmers to build their own business in their home region and securing new suppliers for the company each year.

iTaukei Trust Fund Board (TTFB)

- The Calmer Co has an MOU with TTFB, which is the peak organisation that supports the economic and social advancement of indigenous Fijians through commercial activities.
- TTFB provides support to Fijian farmers including additional training, access to desirable Noble Kava plantlet varieties and aids their transition to larger scale operations over time.

BSP-Life (Fiji)

- Our partnership with BSP-Life, who is major investor in The Calmer Co, extends to partnering with farmers to establish bank accounts and access financial services. BSP Life (Fiji) officers often accompany The Calmer Co sourcing team on supplier qualification visits to farms.

Digitisation of our supply chain with Traseable Solutions *[sic]*

- The company has now mapped and geolocated our supplier farm network on a proprietary application which tracks the kava harvested through processing and to the finished product.
- In the future, customers will be able to directly identify their kava's source on the app, through a QR code to appear on products and may then be able to directly contribute to social and community impact projects in that specific area.



Founder Zane Yoshida at Tutu Agricultural College, inaugurating a new greenhouse donated by The Calmer Co to enable single node propagation of our preferred varieties of kava (*yangona vula casa laka*)

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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.

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Vinaka
(thank you)