3rd July 2024 ASX RELEASE

eCommerce sales exceed $18,500/day in June marking >500% growth over FY24

3 July 2024 Brisbane, Australia: The Calmer Co. International Limited (ASX:CCO), a health and wellness company whose mission is to be the most dominant kava company in the world, informs shareholders that June eCommerce sales have increased to $555k up from $496k in May and now surpass $18,500 per day.

Highlights

- Average daily eCommerce sales grew by $2,500, to over $18,500 per day in June, showing month on month growth over the full financial year of FY24.
- Sales via eCommerce channels grew at an average of 17% monthly over the full FY24 year with an aggregate annual growth rate of 540%.



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CEO Anthony Noble said, "We continue to see robust growth in the Australian eCommerce business, now surpassing a substantial monthly sales baseline of $300,000. Amazon in the USA complements this consistently generating over $100,000 in monthly sales. Notably, our Shopify channel in the USA experienced a twofold increase in sales in June, demonstrating that our strategy to replicate the success of the Australian market through Shopify USA is gaining traction. This strategy will be our focus in FY25, alongside introducing new product lines. We plan to prioritise products and channels with the highest margins and scalability. The decision to discontinue our capsule range domestically will streamline Australian operations in terms of logistics and regulatory compliance. Our Noble Kava capsules will continue to be available in Fiji and the USA and new dose-forms will follow there."

"We remain focussed on growth and the company is preparing to launch exciting new products in the coming months that will further drive revenue growth and enhance the lifetime value of our more than 30,000 customers. These new products will include fruit flavours and our Fiji Rugby co-branded coconut kava product lines."

This announcement has been approved by the board of directors.

ends

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. The company also distributes the Leilo kava RTD products 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 The Calmer Co. These factors may cause actual results to differ materially from those expressed in the statements contained in this announcement.