



**FOCUSING ON NATURAL
PRODUCTS THAT PROMOTE
CALMNESS, SUPPORT MIND &
MUSCLE RELAXATION &
IMPROVE SLEEP**

**Q4FY25 RESULTS PRESENTATION
Date: 31 July 2025**



ABOUT THE CALMER CO.



The Calmer Co. International Limited (ASX:CCO) is a fast-growing beverage company leveraging a global opportunity in kava and other natural products that replace alcohol and support relaxation and sleep.

Our products are delivered to consumers globally through e-commerce channels and blue-chip retail distribution partners, supported by a traceable and transparent farm to shelf supply chain.

The product range includes drinking powders, natural and flavoured kava shots, concentrates and capsules, sold under the brands Fiji Kava, Taki Mai and Danodan Hempworks in markets including USA, Australia, New Zealand, China and the Pacific Islands.

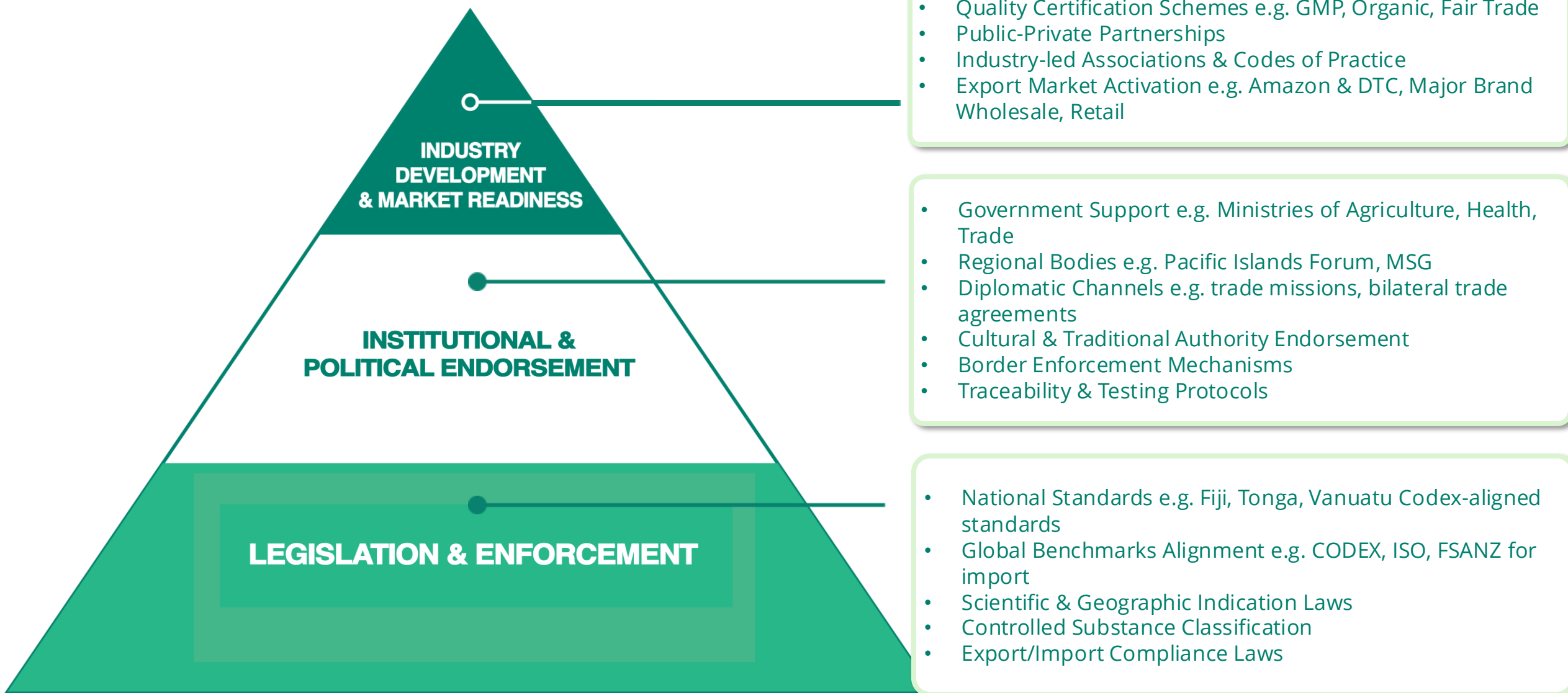


An aerial photograph of a dense, vibrant green tropical forest. A narrow waterfall cascades down a rocky ledge into a pool of water, surrounded by thick foliage and palm trees. The scene is captured from a high angle, looking down into the forest.

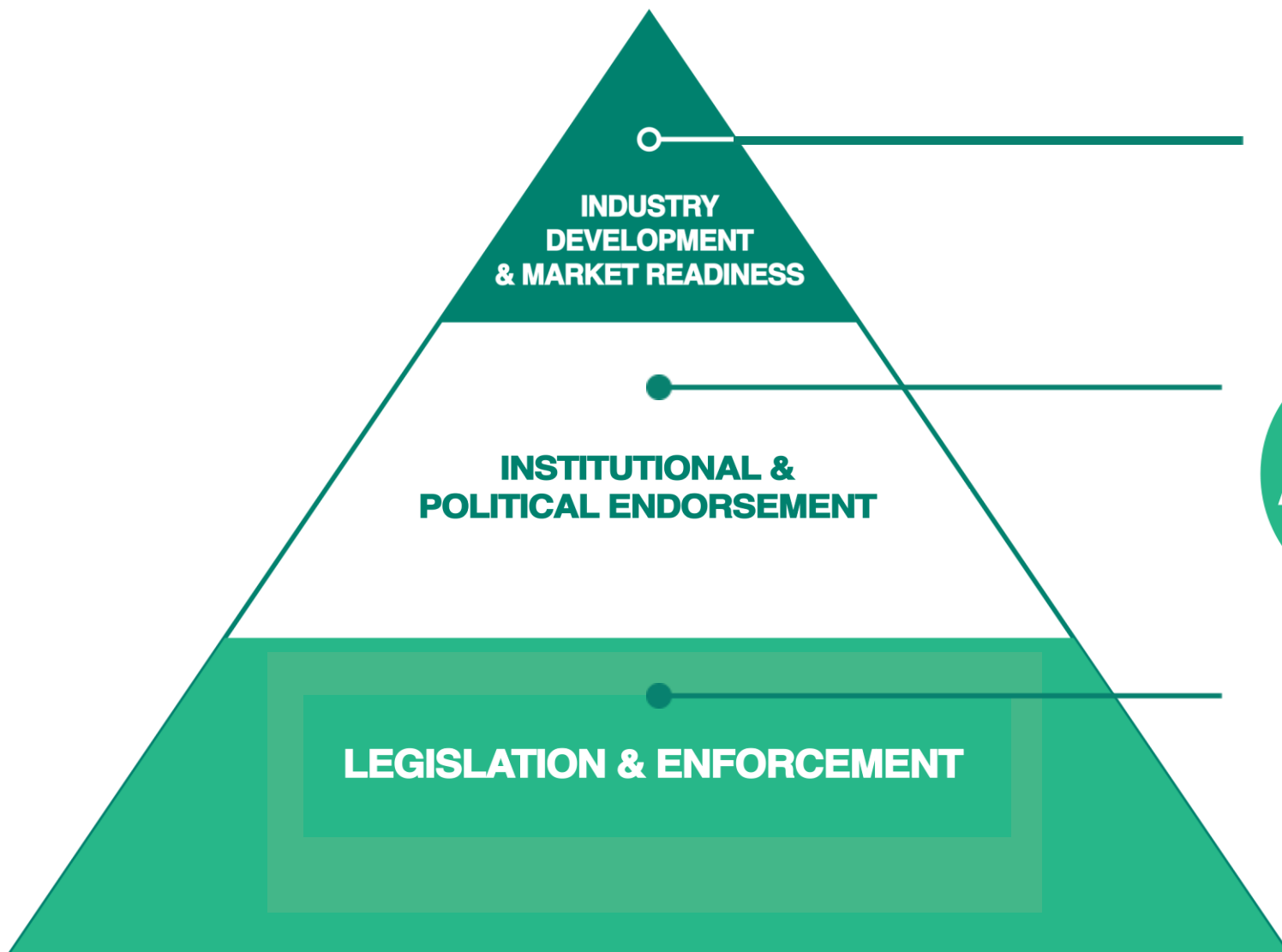
The global kava root extract market size reached USD 1.6 Billion in 2024. Looking forward, IMARC Group expects the market to reach USD 5.6 Billion by 2033, exhibiting a growth rate (CAGR) of 14.11% during 2025-2033.

Source: <https://www.imarcgroup.com/kava-root-extract-market>

FOUNDATIONS FOR SCALE & SUCCESS



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STRATEGIC PILLARS



THE WORLD'S LEADING NATURAL RELAXATION COMPANY

Regional Sourcing & Innovation



- PACIFIC ISLAND REGIONAL SOURCING
- FIJI EXCELLENCE IN QA & SERVICE
- CO2 EXTRACTION
- ESG STORY

Direct to Consumer Inc. Amazon



- AMAZON USA & AU
- SALESFORCE WEBSITES (FK, TM and DN)
- HIGH-MARGIN, HIGH-AWARENESS DTC FOCUS

Profitable & Scalable Retail



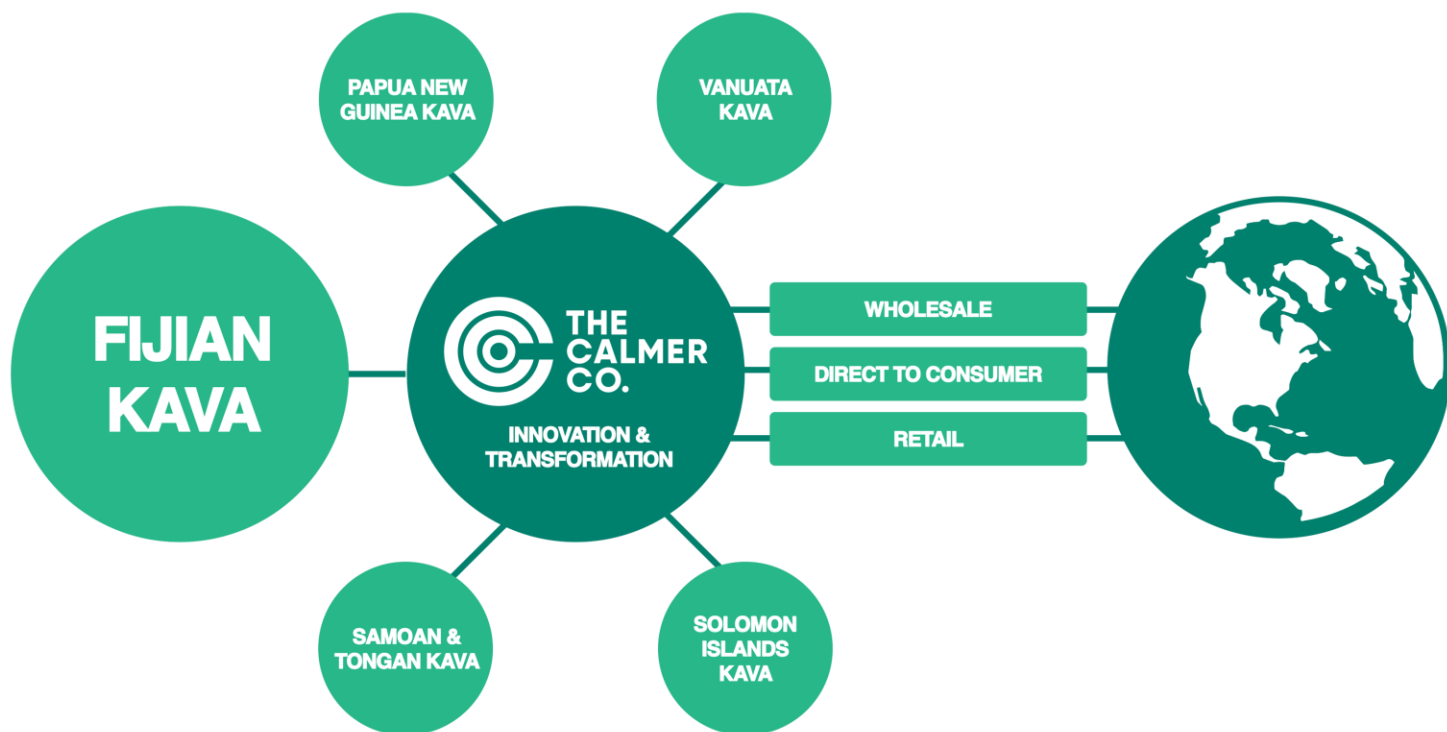
- MAJOR RETAIL
- SUPPORTING PHARMACY & NUTRITION
- HIGH-EXPOSURE, TRIAL & RESALE TO MAINSTREAM
- AU & GLOBAL

Wholesale (Bulk) Ingredients



- BEVERAGE & KAVA SNACK BRANDS
- COMPLEMENTARY MEDICINES
- CO-MANUFACTURE & FLAVOUR HOUSES
- KAVA HOSPITALITY

REGIONAL SOURCING & INNOVATION



Serves as a roadmap to establishing a **globally competitive and sustainable kava supply chain that supports quality standards, innovation, regulatory improvements, and market expansion.**

The Calmer Co is well positioned to support a regional supply chain given increased global demand for kava which will further de-risk against adverse weather events and any anticipated pricing volatility.

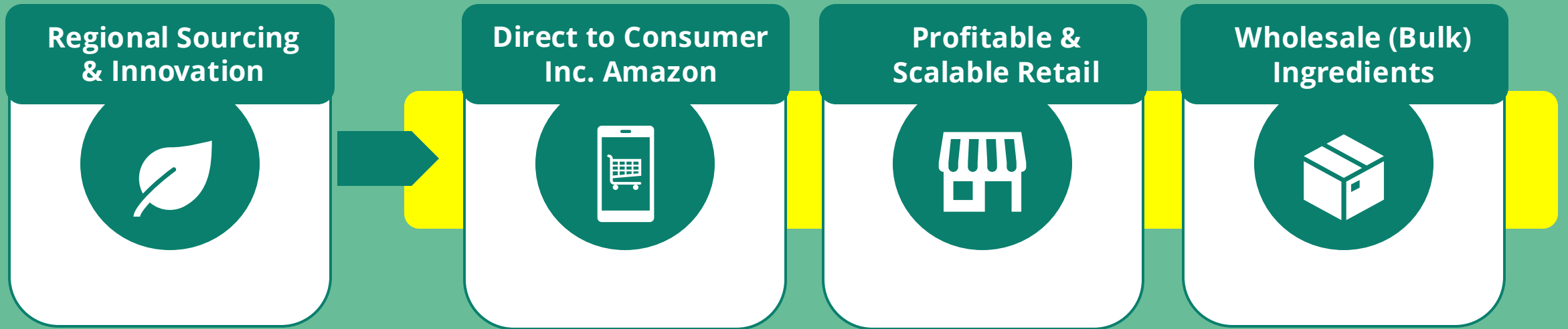
Solomon Islands kava export pathway to Fiji now open and strategic partners appointed in Solomon Islands and PNG to support regional supply.

KAVA IN GROWTH

- Growing US demand creating new customers and consumers while ANZ markets in steady growth
- Channels are evolving quickly from online to retail, hospitality and subsequent wholesale opportunities

CAPITALISE ON PILLAR 1

- Grow our core brands through effective and efficient channels, utilising our innovation and agility advantage
- Take advantage of the growing complementary medicine market and rapidly emerging beverage brands

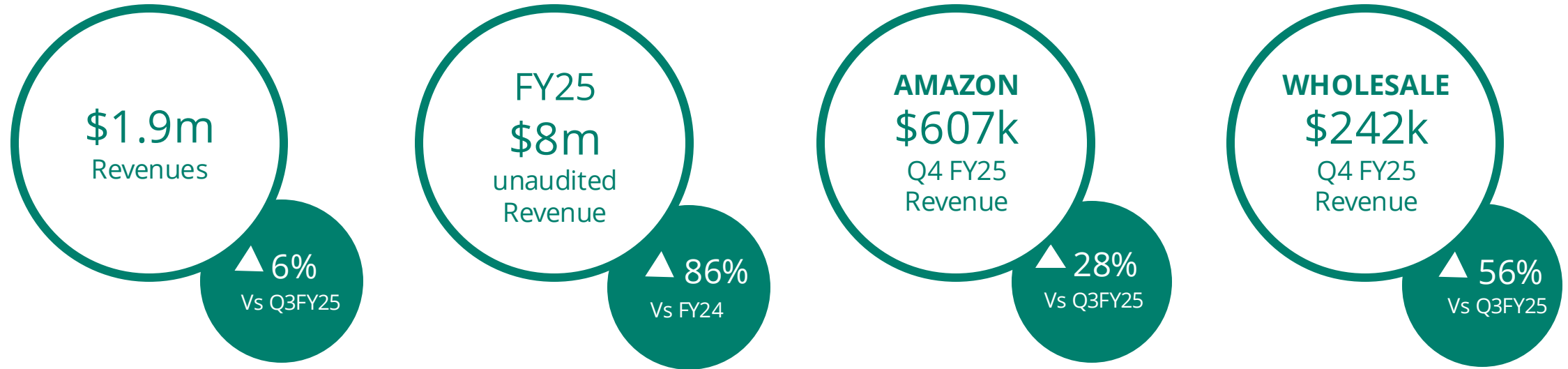




Q4 FY25

- **Platform for future profitable growth with improved GP and OP**
- **US now 41% of Sales Mix > #1 by Q1FY26**
 - Amazon forecasting 45% growth in kava / broader market expanding at over 16% CAGR
 - +500 kava bars across the USA, reflecting the broad rise in demand and acceptance
 - Strong inventory position in US
- **Spreading product and channel mix**
 - **Q4:** Online 52% Retail 35% Wholesale 13%
 - **Q4:** Powder 79% Extract 13% Other 8%

COMMERCIAL PERFORMANCE



Key Operating Insight

Revenues Up 6% in Q4 vs Q3

All channels in growth (wholesale, retail & Amazon/D2C).

FY25 unaudited revenue breaks \$8M, an 86% growth of FY24

US Market Growth

Amazon driving significant growth in USA, now supported by expanding wholesale opportunity

Broader market opportunity, including NPD 'Flavoured Kava Shots' and 'Kava Tinctures' Amazon Markets, yet to impact revenue

Wholesale Continues to Grow

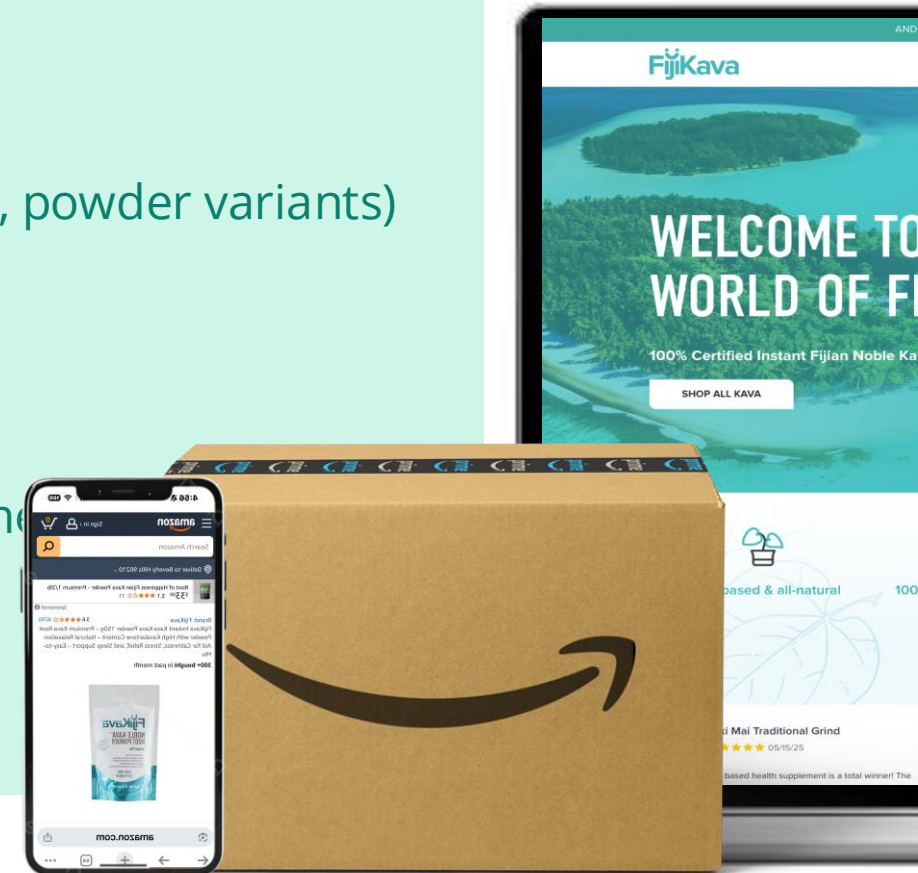
Wholesale sales climb 56% vs Q3, leading to a broader balance across the revenue mix, now accounting for 13% of the sales mix.

Powders remain #1 with 79% of sales value.

Online remains the key platforms for consumer engagement, education and conversions, with limited barriers to new products

Q4FY25 Amazon & D2C

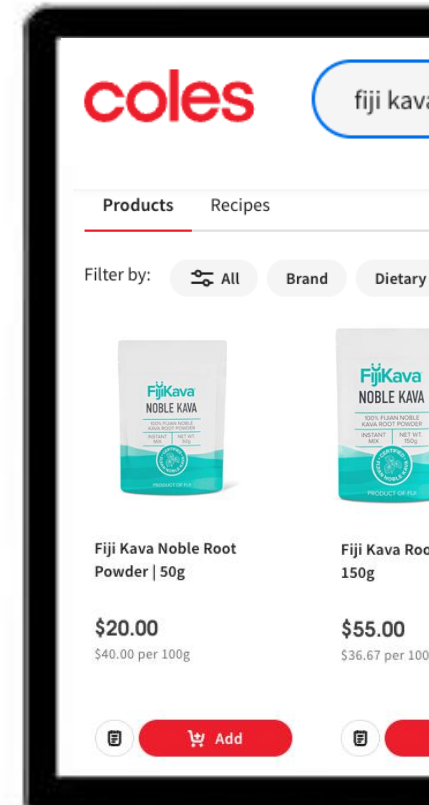
- Amazon Revenue up 28% to \$607k
- Improved marketing & portfolio
- Identify valuable sub-categories & launch NPD (shots, tinctures, powder variants)
- Building brand diversity (TakiMai now +30% vs <7% Jan 25)
- Increased share of category sales (3% to 7%)
- Subscription sales now 28% of monthly sales volume
- **D2C:** Onboarding Acuity for Advertising, Social & D2C Management including new **FijiKava.com** and **TakiMai.com** build for Q1 Launch



Key platform in raising kava-product category and brand awareness, increase trial, and establish on going usage in the mainstream.

Q4FY25 Retail

- RRP increase implemented in both majors including wholesale price increase with Coles [4th and 11th June]
- Successful ranging with Woolworths (50g), launched late June in 989 stores
- Further expanded 150g distribution in Coles (+27.1%)
- **Revenue +2.4% with improved margins and revenue from ranging and price changes to see effect in Q1FY26**



Leveraging vertical integration advantage in a market with growing customers and limited suppliers or expertise

Q4FY25 Wholesale

- **Revenue up by 56% contributing now 13% of sales volume**
- First production & sale of high potency kava extract
- Identified & formulated three core high potency extract formats for wholesale channel
- B2B Sales Platform built for US (Bars & Retail Stores)
- Pipeline of potential customers building awaiting samples of new products
- IMCD North America Complementary Medicine Focus



CEO SUMMARY



Zane Yoshida
Founder & CEO
The Calmer Co

"Q4 was another strong step toward breakeven, with revenue up 6% to \$1.9M. Amazon USA and wholesale channels delivered standout growth, while retail remained solid with Woolworths orders commencing.

We've completed our digital transition to the Acuity platform, setting the stage for scalable eCommerce growth. Margin gains from new retail pricing and our first CO₂ extract sale further validate our strategy.

With strengthened foundations and high-margin channels accelerating, we are well positioned for sustainable, profitable growth in FY26.

For the full year, we reached \$8 million in unaudited revenue, an 86% increase on FY24, and nearly **5x growth** in just two years. With higher-margin formats, scalable infrastructure, and strong momentum heading into Q1, our focus remains on delivering profitable growth and pushing toward breakeven."

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Thank you.



Q4 Results Webinar

We invite all investors to join our quarterly results webinar.

[Register for the Q4 FY2025 Investor Webinar](#)

Investor Hub

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