



6th November 2024

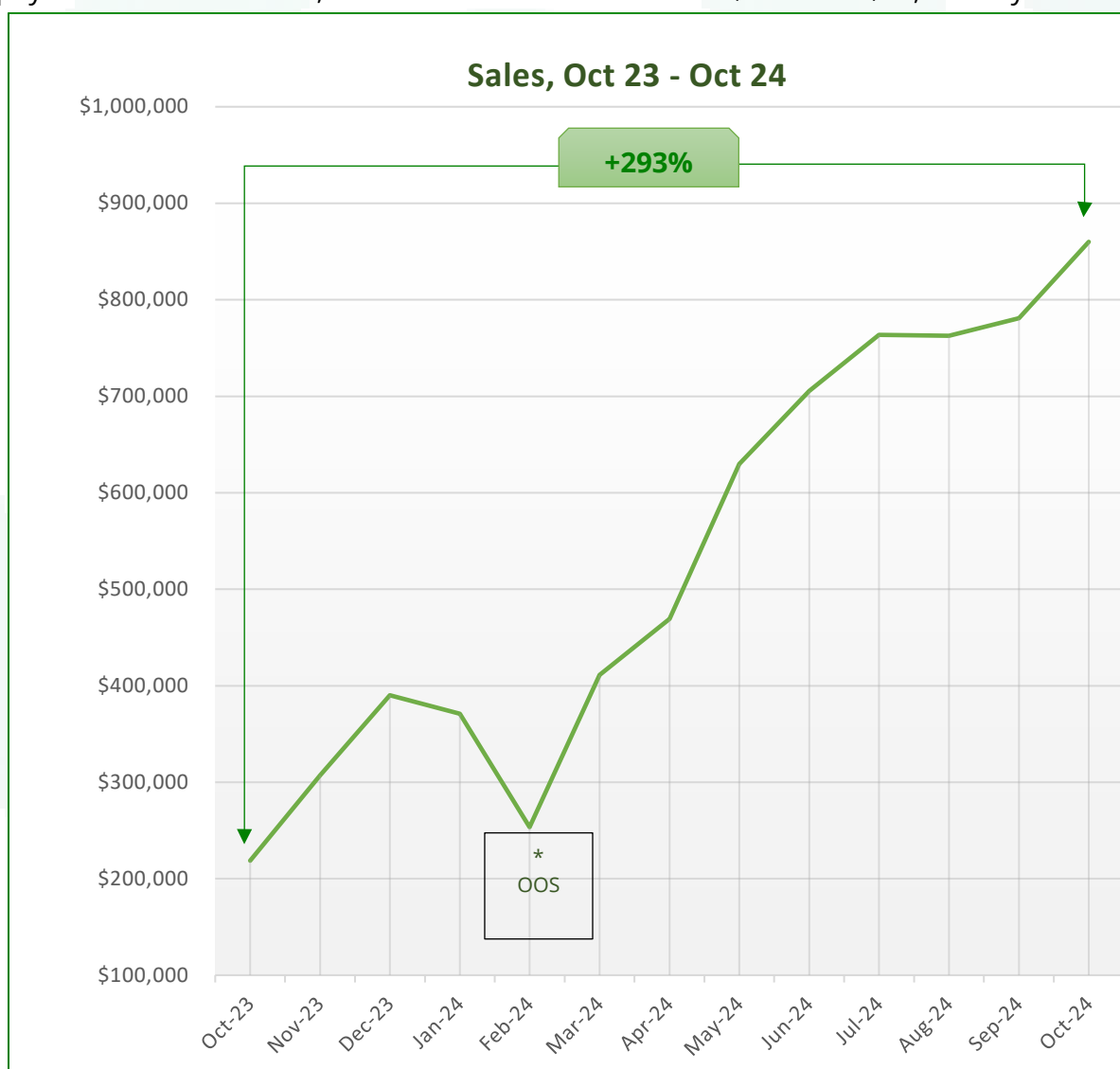
ASX RELEASE

Sales surpass \$10m annualised revenue in October

6 November 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 reports a record breaking result in October surpassing \$860k in revenue equating to an annualised rate of >\$10m per annum.

Highlights

- The company has achieved record revenues of over \$860k in October representing an annualised revenue rate of >\$10m AUD (preliminary unaudited results) more than tripling vs. October 23.
- The result was driven by record monthly sales in both the Amazon USA channel and the Australian Shopify eCommerce channel, with total eCommerce sales of \$670k or >\$21,500/day.



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Managing Director, Anthony Noble said, “We continue to push through previous record sales results as we enter Q2. The October result was driven by eCommerce and Australia retail sales. The marketing team has also been hard at work on several new product launches to support Amazon in the USA and importantly on the launch of our new Taki Mai Brand, flavoured dietary shots and flavoured kava stick packs for the USA. Australian sales online were very strong, with our Taki Mai cold press juice shots, mango and peach flavour boosters and kava drinking accessories all contributing to by far our best month in that channel. We have good stock levels as we begin the peak consumer spending period in ecommerce that spans Black Friday, Cyber Monday and the Christmas period. Beginning the quarter with such a strong month bodes well for an exceptional result for Q2, when our new product line will begin to come online in the USA to drive further growth.”

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.