24 June 2026 **ASX RELEASE**

The Calmer Co. Advances U.S. Retail Expansion Following Coles Acceptance of Fiji Kava® FZZR™ Product

Brisbane, Australia – The Calmer Co. International Limited (ASX: CCO), a leading consumer packaged goods company specialising in kava and other natural products that promote relaxation and sleep support, is pleased to confirm that Coles has accepted the ranging of a new Fiji Kava® branded FZZR™ kava product as part of its latest range review while the Company simultaneously progresses its expansion into U.S. retail channels.

Highlights

- Coles accepts ranging of innovative Fiji Kava® FZZR™ product as part of latest range review.
- New FZZR™ format enables consumers to drink, chew or consume direct-to-mouth.
- TGA complementary medicine pathway enables standardised kava water extracts and flavour innovation, including Piña Colada.
- Fiji Kava® 150g and 50g products ranked No.1 and No.3 respectively in the national Stress category at Coles.
- The Calmer Co. now distributed through both Coles and Woolworths, representing approximately 67% of Australia's grocery retail footprint.
- The Company estimates approximately 10% share of U.S. Amazon kava sales.
- Appointment of VDriven supports expansion into U.S. retail channels.
- U.S. retail expansion viewed as a natural progression following Australian retail success and growing Amazon market share.
- Fiji Kava® FZZR™ provides a platform for future flavour and format innovation under the Fiji Kava® brand.

The new Fiji Kava® FZZR™ product utilises proprietary FZZR™ technology, an innovative supplement delivery format that combines powders and effervescent granules into a versatile consumer experience. Consumers are able to dissolve the product in water as a sparkling beverage, consume it direct-to-mouth for a fizzing sensation, or chew it, creating a differentiated and highly accessible wellness format.

The product will be regulated in Australia as a complementary medicine under the Therapeutic Goods Administration (TGA) framework. This pathway enables the use of standardised kava water extracts together with flavour innovation, including a Piña Colada flavour profile, supporting a differentiated consumer offering that is not currently achievable under existing Australian food regulations for kava. FZZR™ technology has been recognised internationally for innovation within the complementary medicines industry and aligns strongly with increasing consumer demand for convenient, portable and enjoyable non-pill wellness formats.

The Company believes the format has the potential to attract new consumers to the kava category through improved convenience, flavour accessibility and portability while complementing its existing range of traditional kava products.

Subject to final commercial and operational preparations, the Company currently expects the Fiji Kava® FZZR™ product to commence distribution through Coles stores in October 2026.

The launch represents a significant extension of the Fiji Kava® product platform and further strengthens the Company's performance with Coles as The Calmer Co. continues expanding its retail footprint across Australia.

Fiji Kava® continues to perform strongly within the Australian wellness retail category, with the Fiji Kava® 150g and 50g instant powder products currently ranked the No.1 and No.3 products respectively within the national "Stress" category across Coles stores.

The Company believes successful ranging within Coles and Woolworths supermarkets, which collectively represent approximately 67% of Australia's grocery retail market footprint, provides strong validation of growing mainstream consumer acceptance of kava-based wellness products and demonstrates the scalability of the category within modern retail environments.

The Company's Australian retail success provides a proven blueprint for international retail expansion. Having established category leadership positions within Coles and secured national ranging in Woolworths, management believes the Company is well positioned to leverage its experience and growing consumer awareness of kava as it expands into the significantly larger U.S. retail market.

The Company has also established a strong position within the U.S. kava category through its Amazon USA channel, where The Calmer Co. currently estimates it holds approximately 10% market share of kava sales on the platform. The Company believes this existing consumer traction and brand awareness provides a strong foundation for expansion into physical retail channels across the United States.

Building on this success, The Calmer Co. is now progressing its U.S. retail expansion strategy, which the Company views as a natural progression of its growth strategy as consumers continue shifting toward functional wellness products and differentiated supplement delivery systems.

As part of this strategy, The Calmer Co. has appointed VDriven, a leading U.S. natural products brokerage, to support retail expansion across natural, organic and specialty retail channels.

The Company believes innovative formats such as Fiji Kava® FZZR™ align strongly with evolving U.S. consumer trends toward convenient, portable and non-traditional supplement delivery systems. Recent industry research indicated that approximately 10.7% of U.S. adults surveyed reported consuming kava within the past year, highlighting growing consumer awareness and category adoption within the United States wellness market.[1]

Zane Yoshida, Founder & CEO, commented:

"We are extremely pleased to see Coles support the planned launch of this innovative new Fiji Kava® format as part of its latest range review. The FZZR™ technology provides consumers with a highly convenient and enjoyable way to experience kava, while also broadening the accessibility of the category through flavour innovation and portability. Importantly, the complementary medicine pathway allows us to utilise standardised kava extracts together with innovative flavour profiles such as Piña Colada, creating a differentiated wellness product under our established Fiji Kava® brand. The continued strong performance of our existing Fiji Kava® products within the Coles wellness category demonstrates increasing consumer acceptance of kava-based products in Australia.

With our Fiji Kava® 150g and 50g powders currently ranked No.1 and No.3 respectively in the national Stress category at Coles, we believe the launch of Fiji Kava® FZZR™ provides an exciting opportunity to further expand the category through innovation and new consumer occasions.

Having now successfully penetrated Australia's two largest supermarket retailers, Coles and Woolworths, we believe we have demonstrated growing mainstream acceptance of kava-based wellness products and validated the scalability of the category within modern retail environments.

We have also established a strong position within the U.S. kava category through Amazon USA. Based on internal analysis of Amazon category sales data, the Company estimates it currently accounts for approximately 10% of kava product sales on Amazon USA. We view expansion into U.S. retail channels as a natural progression of our growth strategy.

Through our partnership with VDriven and continued innovation across the Fiji Kava® platform, including formats such as Fiji Kava® FZZR™, we believe we are well positioned to continue expanding the accessibility of kava-based wellness products internationally.

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[1] https://www.sciencedirect.com/science/article/abs/pii/S0378874125013091

Growing U.S. consumer awareness around kava, including recent industry data suggesting that more than 10% of U.S. adults surveyed had consumed kava in the past year, reinforces our confidence in the long-term growth potential of the category and supports our strategy of expanding the Fiji Kava® brand across both e-commerce and retail channels globally."

Please interact with management about this announcement via Investor Hub Link here: https://thecalmerco.com/link/e9Maqe

This announcement has been approved by the Board of Directors.

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For further information

Investor & Media Relations
Zane Yoshida
investors@thecalmerco.com

About The Calmer Co.

The Calmer Co. International Limited (ASX:CCO) is a fast growing beverage business 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 reliable 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.

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 Company. These factors may cause actual results to differ materially from those expressed in the statements contained in this announcement.