



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

## Q3 FY25 Results Presentation





*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. The significant growth in the food and beverage (F&B) industry, increasing product utilization in the cosmetics and personal care industry, and extensive research and development (R&D) activities are some of the major factors propelling the market.*

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

### **REGIONAL SOURCING STRATEGY**

Sourcing high quality Noble Kava from farmers across the South Pacific. Farm to shelf.

### **WHOLESALE B2B**

Broaden bulk kava and extract offering, leveraging supply chain competitive advantage, farm to shelf traceability and quality.

### **DIRECT TO CONSUMER**

Leveraging Acuity's scalable, AI-driven, and cost efficiency to improve operational efficiency and acquisition.

Selling Fiji Kava and Taki Mai branded product formats on Amazon that demonstrate strong demand whilst maintaining high-margins.

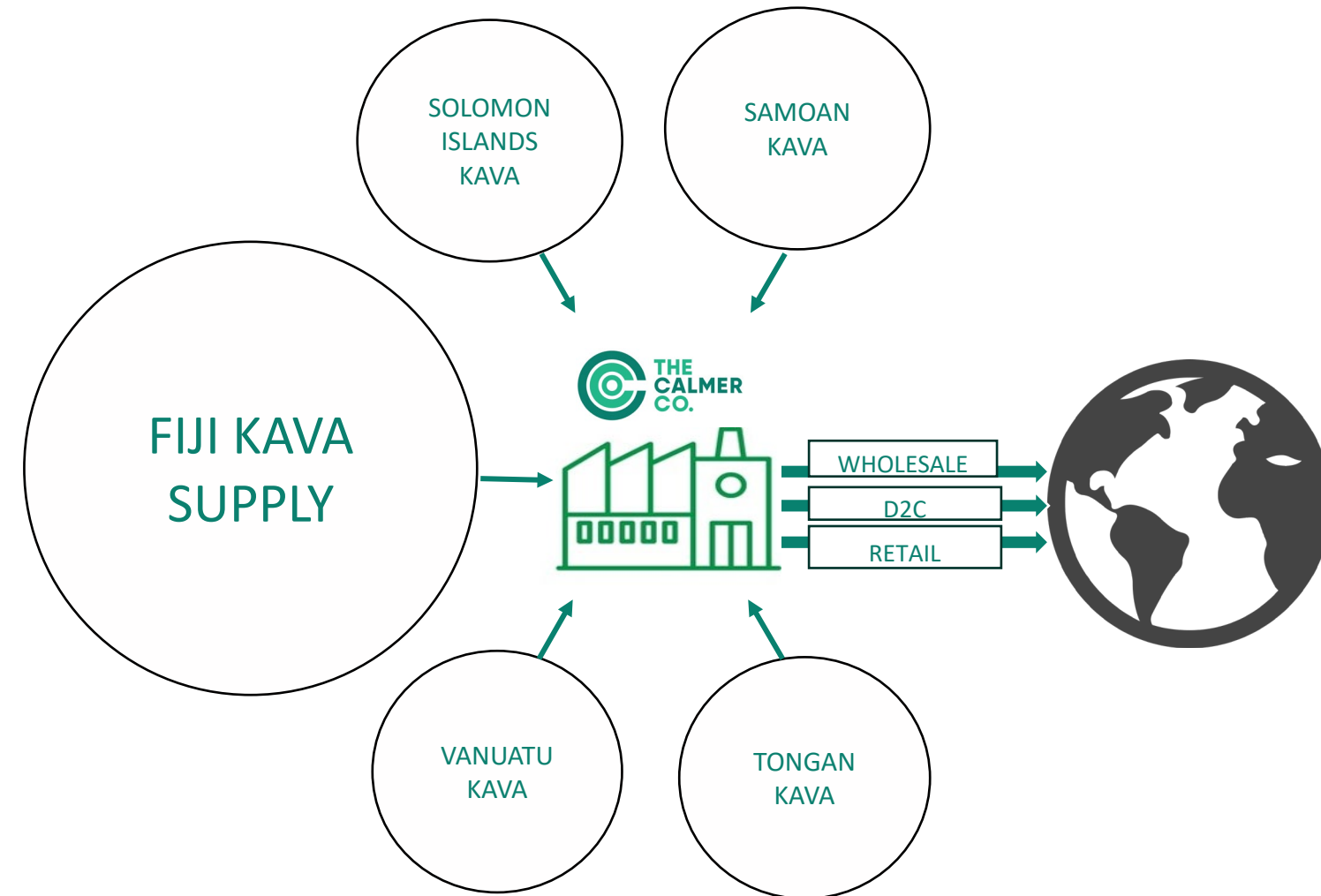
### **PROFITABLE RETAIL**

Selling Fiji Kava and Taki Mai branded products in key category expanding channels with a focus on higher margins.

# STRATEGIC PILLARS



# REGIONAL SOURCING STRATEGY



The Regional Kava Development Strategy (RKDS) is a comprehensive plan developed collaboratively by the Pacific Islands Forum (PIF) and the Pacific Community (SPC), with guidance from the Forum Kava Working Group.

It serves as a roadmap to establishing **a globally competitive and sustainable kava industry**. It emphasizes **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.

# WHOLESALE (B2B) CHANNEL MIX

## IMCD KAVATON® PARTNERSHIP - Ingredients & Bulk Capsules -

Medicinal formats  
Dose dependent formats  
Pharma channel

## US KAVA BAR & SUPPLIERS - Powders & Retail Products -

Bulk multi kg powder & extract formats  
RTD & 'bar ready' products

### B2B Customers Broader Food, Beverage and Hospitality

- Brand Owners
- Contract Manufacturers & Formulators
- Kava Bar distributors
- Ingredient companies



### EXISTING EXTRACTS

10% kL and 8% kL water extract

### HIGH POTENCY EXTRACTS

30% kL CO2 standardised extract  
80% kL CO2 standardised extract



Launch  
Timeline

Q1 FY26  
in USA

[illegible]

- Educating consumers about kava and telling our brand story
- Drive email sign-ups with first-order discounts or content downloads.
- Implement **bundling, upsells**, and **subscriptions** to increase Average Order Value (AOV) and Life Time Value (LTV).
- Launch new SKUs first for **early access exclusives**.
- Retarget visitors via **Meta/Google ads**, and build loyalty with email/SMS flows.

- Optimize listings with SEO, A+ content, and brand store.
- Use **Amazon PPC** to capture intent-based traffic.
- Leverage **Subscribe & Save** for retention.
- Use FBA to win Buy Box and improve customer satisfaction.



# PROFITABLE RETAIL

coles



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# FUTURE OUTLOOK



Sustained  
revenue growth  
through US and  
Australia  
expansion



Clear roadmap  
towards  
profitability with  
improved  
efficiency & cost  
control

Commitment  
to innovation  
& consumer  
wellness  
market  
leadership

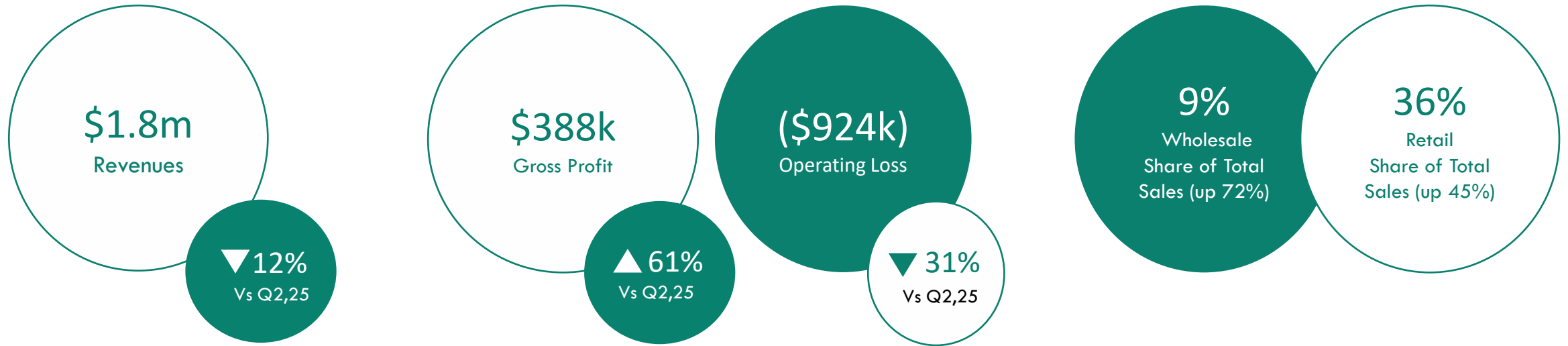


Long-term  
investor value  
through  
strategic pillars  
execution &  
market  
dominance





# Q3 FY25 FINANCIAL HIGHLIGHTS



## Operating Highlights

### Australian Online Sales Contract

The fall in online sales in Australia was anticipated and the result of a 63% reduction in digital marketing spend.

It is expected that this recalibration of D2C will be more than offset by growth in retail sales, new (USA) product sales and wholesale growth in the coming months.

### Gross Margin Focus

As advertising led sales have been scaled back the big focus has been on improved product margins.

**Gross profit margin has risen 61% net of promotions in Q3.**

### Developing A Broader Sales Mix

Retail and wholesale sales continue to climb leading to a more balanced revenue mix with online sales now accounting for only 55% of total revenues.

Both retail and wholesale addressable revenues continue to climb as the kava category expands globally

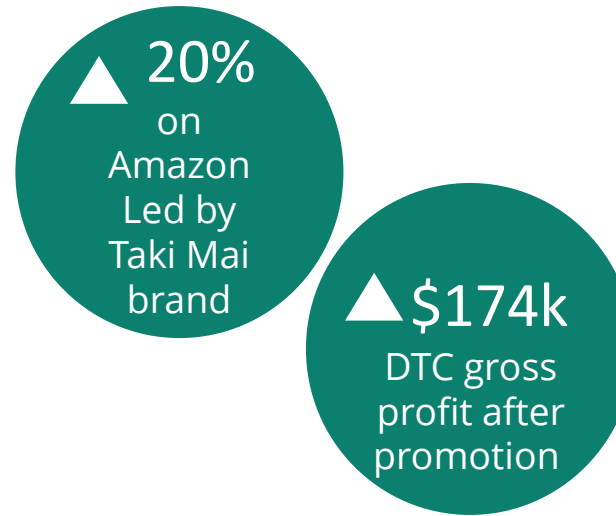
## WHOLESALE GROWTH



The Wholesale channel is showing a bright profile for the future as brands approach us for supply to keep up with global demand.



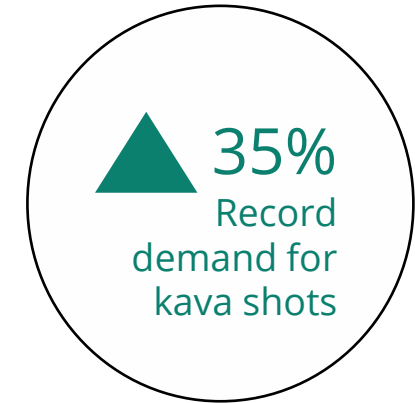
## AMAZON & D2C GROWTH



Demand for our products on **Amazon USA accelerated rapidly in March 2024** leading to a strong quarterly increase and led by our Taki Mai heritage brand for traditional grind kava.



## RETAIL GROWTH



Our Taki Mai shots continue to show strong sales growth with Coles outlets continuing to increase order quantities. We also welcome **our new retail partner Woolworths from June this year.**



# WHOLESALE (B2B) GROWTH OF ALMOST 50%

## Channel Mix Evolution

Our channel mix is changing. Retail sales now represent 36% of total revenues and our wholesale business grew 49% this period to represent 9% of our overall channel mix, with revenue of \$155,000.

## B2B Direct & Distributors

Kava bar and hospitality category growing in the US, driving sales and opportunity.

Building on current customers, a **dedicated B2B pathway** is set to launch in the USA, through **Amazon** and **direct for warehouse** ordering system.



## High Potency & High Value

Set to launch by Q1 FY26, the higher potency products open a broader customers opportunity, magnified by the current China and Tariff discussions.

- Brand Owners
- Contract Manufacturers & Formulators
- Kava Bar distributors
- Ingredient companies



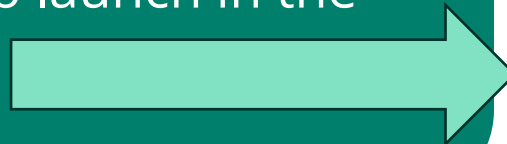


# D2C & RETAIL PRODUCT MIX EVOLUTION

## Product Mix

Our product mix is also changing. To date 94% of our sales is drawn from SKUs based around drinking traditional unflavoured powder while only 4% is earned from (US Amazon identified) higher turnover ready to drink formats.

This is set to change as Coles sales of Taki Mai shots in growth and our flavoured ready to drink shots, tinctures and flavoured powders (stick packs) all set to launch in the USA.



# Taki Mai Leads Fast Amazon Growth

**USA Amazon sales reached \$180,000 in March 2025, reflecting a 60% year over year increase** for the month of March and a 20% increase quarter on quarter.

The business has focussed its efforts on growing consumer awareness for its Taki Mai traditional kava brand this year which yielded strong sales results on Amazon.

This Taki Mai led Amazon success in the USA has continued into April.

Month	Taki Mai Sales Mix
Jan	6%
Feb	10%
Mar	16%





# Woolworths to Stock Fiji Kava Nationally



Woolworths will stock our Fiji Kava 50g Instant Kava product will be ranged nationally across the Woolworths supermarket network from June 2025.

- Woolworths is Australia's largest supermarket chain, with over 1,100 stores and more than 35% market share of annual retail supermarket sales.
- With Coles and Woolworths collectively accounting for approximately 67% of Australia's retail supermarket sales.





# CASH, FUNDING & PLANNING

## Cash on Hand

The business has \$1.64m at bank with cash receipts rising and cash outflows falling.

## Inventory

Inventory levels are strong and market entry into the USA is ready. Inventory sits at \$1.47m.

## Funding

The entitlement offer to raise \$2.2m from shareholders is in progress.

## Senior Team

The new executive team with Andy Burger and Matt Kowal is in place.

The business currently holds \$1.64 million in cash, with an entitlement offer underway aiming to raise an additional \$2.2 million. If fully subscribed, this funding will provide 12 months of runway based on the current operating run rate.

With factory upgrades complete, product development finalised, and new products set to launch in the US market, we are well positioned to capitalise on recent momentum in wholesale and retail sales.

These developments place the business in a strong position to accelerate revenue growth and stay focused on achieving breakeven.

## CEO's COMMENT

"While a decline in topline sales is never ideal, this quarter marks a pivotal step forward for our business. We delivered a **61% improvement in gross profit margin post promotions** and achieved a **31% reduction in operating loss**—clear evidence of the structural progress we're making.

Importantly, we're seeing **strong performance across core channels**, including **Amazon US**, retail, and expanding wholesale partnerships. Our strategy to focus on **high-margin, scalable channels** is working—and it's creating a solid platform for future growth.

As we look ahead, we're preparing to **launch exciting new products in the U.S.** and deepen our partnerships with key wholesale distributors. With these initiatives in motion, I'm confident that The Calmer Co. is now **positioned for long-term, sustainable growth** on a much stronger financial and operational foundation."



**Zane Yoshida**  
Founder & CEO  
The Calmer Co

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**THE  
CALMER  
CO.**

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