



7th November 2025

ASX RELEASE

Chairman Transition and USA Expansion

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, sleep support, and healthier alternatives to alcohol, advises that Mr John Homewood has today stepped down as Chairman, marking the first anniversary of his appointment to the role.

The Board extends its sincere thanks to Mr Homewood for his leadership and valuable contribution over the past year in supporting the Company's turnaround and strengthening its foundations. Under his Chairmanship, The Calmer Co. has emerged in its strongest position to date, with the right management team and Board in place to progress toward breakeven and sustainable growth.

The Board is pleased to confirm that Mr James S. Tonkin has been appointed **Chairman**, effective 7 November 2025.

Mr Tonkin has been involved with The Calmer Co. since its inception, working closely with Founder and CEO Zane Yoshida. He and Loretta Zapp, CEO of Applied Food Sciences, both served as Board members prior to the Company's IPO in 2018.

A 48-year veteran of the food and beverage industry, Mr Tonkin is an internationally recognised expert in brand marketing and beverage development. Throughout his career, he has designed and implemented business and financial strategies for leading domestic and international brands across production, manufacturing, sales, marketing and distribution.

Mr Tonkin has become widely known as *"the beverage guru"* within the functional and nutraceutical segment, having presented at major global conferences including the Australian Beverage Summit (Melbourne), Global Bottled Water Congress (Mexico City) and numerous SupplySide, Nutracon and Natural Products Expo events. Earlier in his career, he served as Vice President & General Manager of a 7-Up bottling company in California, managing leading soft-drink brands including 7-Up, A&W Root Beer, Crush and Clearly Canadian.

Since founding his own consultancy in 1986, Mr Tonkin has focused on brand management and marketing strategy for global clients, with a portfolio including Essentia Water, Zico Coconut Water, Anheuser-Busch, POKKA Corporation Japan, Arnold Palmer Tea and Fiji Natural Artesian Water.



Importantly, this transition and Mr Tonkin's appointment come at a pivotal moment for the Company's U.S. growth strategy. Recent research indicates that more than **10.7% of U.S. adults**¹ have consumed kava in the past year, highlighting a significant and expanding opportunity for noble kava-based products in North America.

Following its successful participation at SupplySide Global 2025 in Las Vegas last week, The Calmer Co. continues to expand its high-potency kava ingredients and wholesale product lines across the U.S., building on rising consumer awareness of natural, functional relaxation alternatives and strengthening relationships with major partners in the health and wellness sector.

Outgoing Chairman, Mr John Homewood commented:

"It has been a privilege to serve as Chairman during such an important stage in The Calmer Co.'s development. I'm proud of the progress the Company has made toward a more focused and sustainable growth platform. The management team, led by Zane Yoshida, together with the Board, has positioned the business for long-term success.

I am confident that James Tonkin is the right person at the right time to lead the Board as the Company enters its next phase of expansion. His deep experience in the U.S. beverage and functional wellness sectors, combined with his longstanding relationship with The Calmer Co., makes him uniquely suited to guide the Company through its next stage of growth. I remain a strong supporter and shareholder and look forward to seeing the Company's continued success, particularly in the United States market."

Incoming Chairman, Mr James S. Tonkin commented:

"I spent 37 years building a private consulting group of 23 VIP-level partners serving brand building and development – primarily in the beverage space, but also across food and technology. After retiring in 2019, I now have the benefit of fully concentrating on The Calmer Co. and its activities.

I want to acknowledge John Homewood for his leadership and dedication during a pivotal period in the Company's turnaround. He has helped lay a strong foundation for the next chapter of growth. It is an honour to follow him as Chairman and to lead the Board of Directors forward to new and exciting heights. The U.S. market presents an extraordinary opportunity, and our team is well-positioned to expand our presence as awareness and demand for noble kava continue to grow."

Mr Tonkin's holdings are summarised below:

Ordinary Shares 12,961,571 FPOS



Mr Tonkin will receive an annual Directors Fee of \$50,000 per annum, which was the fee received by Mr. Homewood.

This announcement has been approved by the Board of Directors.

Note: 1. Nutraceuticals World, "Study Reveals Prevalence of Kava Consumption in the U.S.," Nutraceuticals World – Breaking News, accessed November 2025

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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.