



**THE  
CALMER  
CO.**

**CCO AGM 2025**

28 November 2025



(ASX: CCO)

# STRONG REVENUE GROWTH ACROSS THE BOARD IN FY25



## CHANNEL STRATEGY



# STRATEGIC PILLARS

## THE WORLD'S LEADING NATURAL RELAXATION COMPANY

### Regional Sourcing & Innovation



- PACIFIC ISLAND REGIONAL SOURCING
- FIJI EXCELLENCE IN QA & SERVICE
- CO<sub>2</sub> EXTRACTION
- BLOCKCHAIN TRACEABILITY

### Direct to Consumer Inc. Amazon



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

### Profitable & Scalable Retail



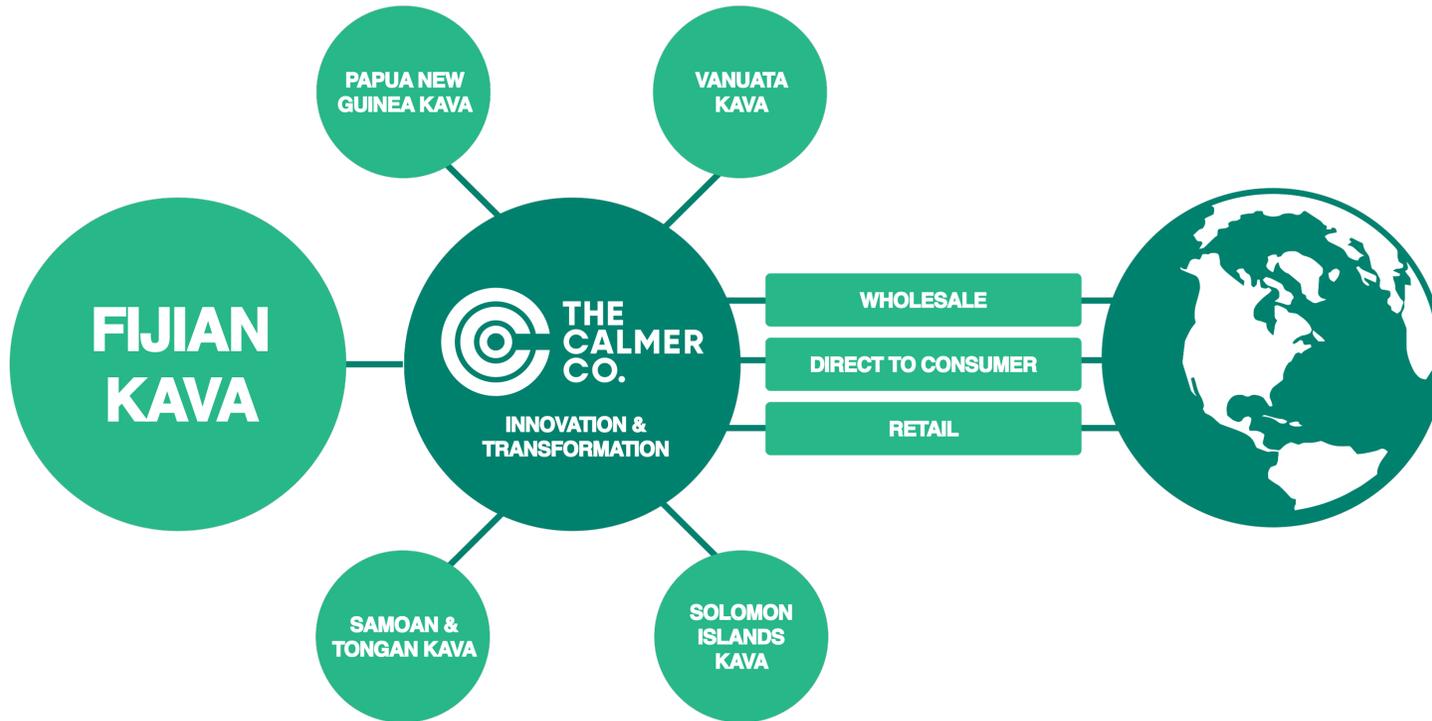
- MAJOR RETAIL
- SUPPORTING PHARMACY & NUTRITION
- HIGH-EXPOSURE, TRIAL & RESALE TO MAINSTREAM
- AU & GLOBAL

### 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.

# STRONG GROSS MARGINS IN E-COMMERCE



Rapid growth in e-commerce revenues is driving robust gross margins. Additionally, online sales in the USA have surged, fueled by the launch of new products such as flavoured kava shots



FY25 eCommerce Mix Evolution



## DIFFERENT ROLES OF SUB-CHANNEL

The Australian market continues to prefer the direct from brand purchase as Amazon is yet to take the integrated day-to-day part of life status that it has in the US.

However, Amazon dominates the purchase preference in the United States, with a high population adoption and high-speed quality service.

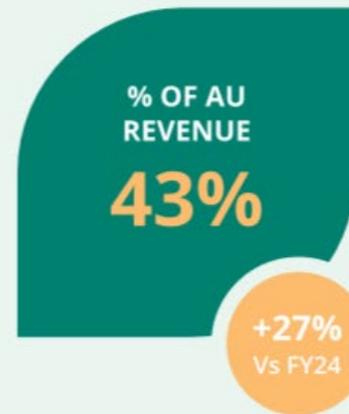
Amazon Australia has responded quickly to increased management, and with further investment from Amazon to increase penetration and speed of service it is likely to continue to grow as the overall market adoption grows.



# OUR RETAIL IS PROFITABLE AND SCALABLE



The involvement of both Woolworths and Coles enhances brand awareness and highlights widespread consumer acceptance in Western markets, a trend that has the potential to be replicated in the USA



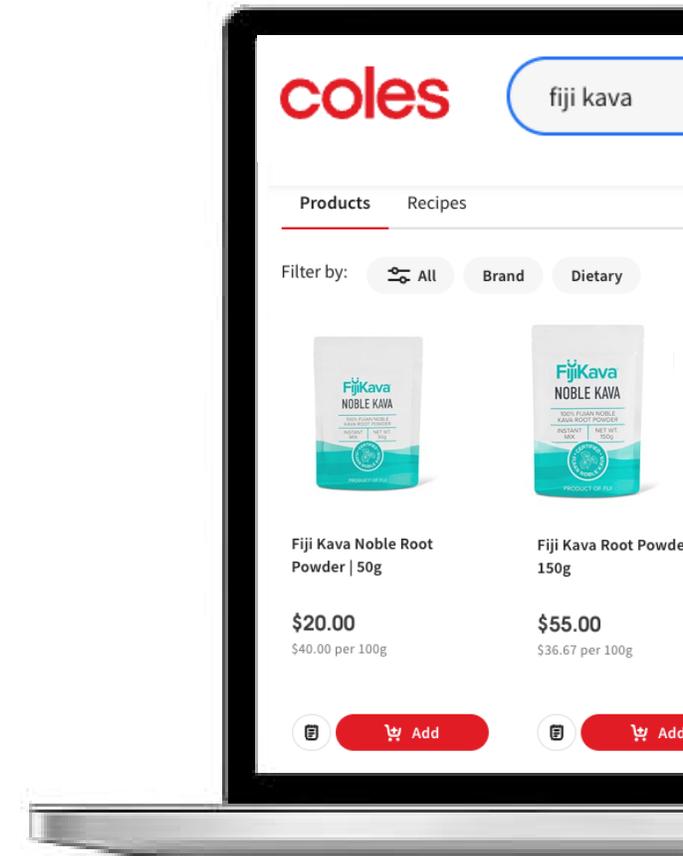
Continued Retail Growth



Broadening Revenue Mix



Total Revenue by Half Year



# WHOLESALE CHANNEL EXPANDS

The Calmer Co has invested 15 years in developing a vertically integrated supply chain that is difficult to replicate. We have also pioneered innovative wholesale product formats, including Kavaton and high-concentration CO<sub>2</sub> extracts. As the market leader supplying major distribution partner, we are well positioned to capitalise on the growing kava trend.



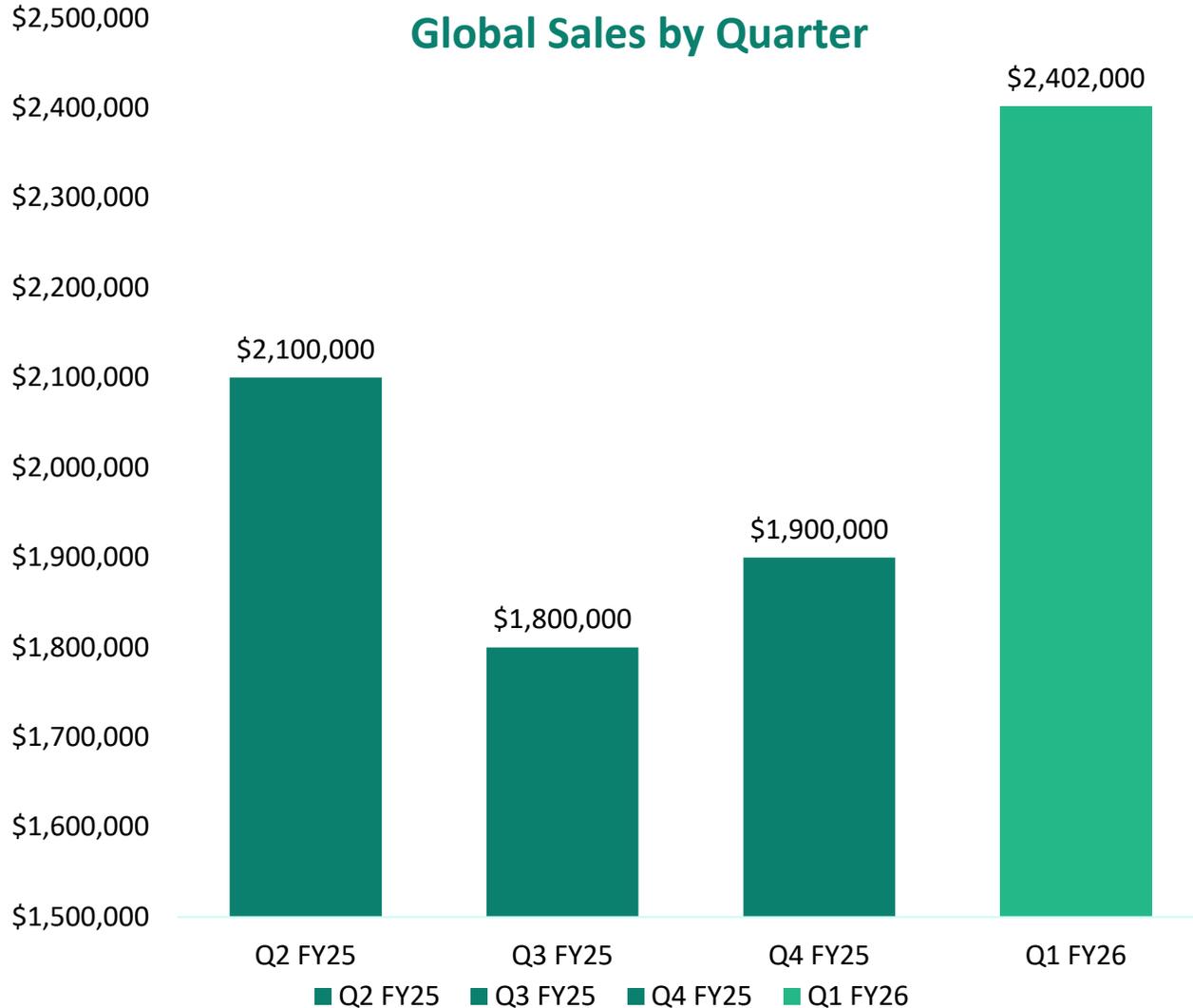
Wholesale Becomes Significant Third Channel in FY25



# TOTAL SALES UP 26%



### Global Sales by Quarter



**The Calmer Co set a new sales record of \$2.4m in Q1, FY26.** This represents a quarterly growth rate of 26% vs Q4, FY25.

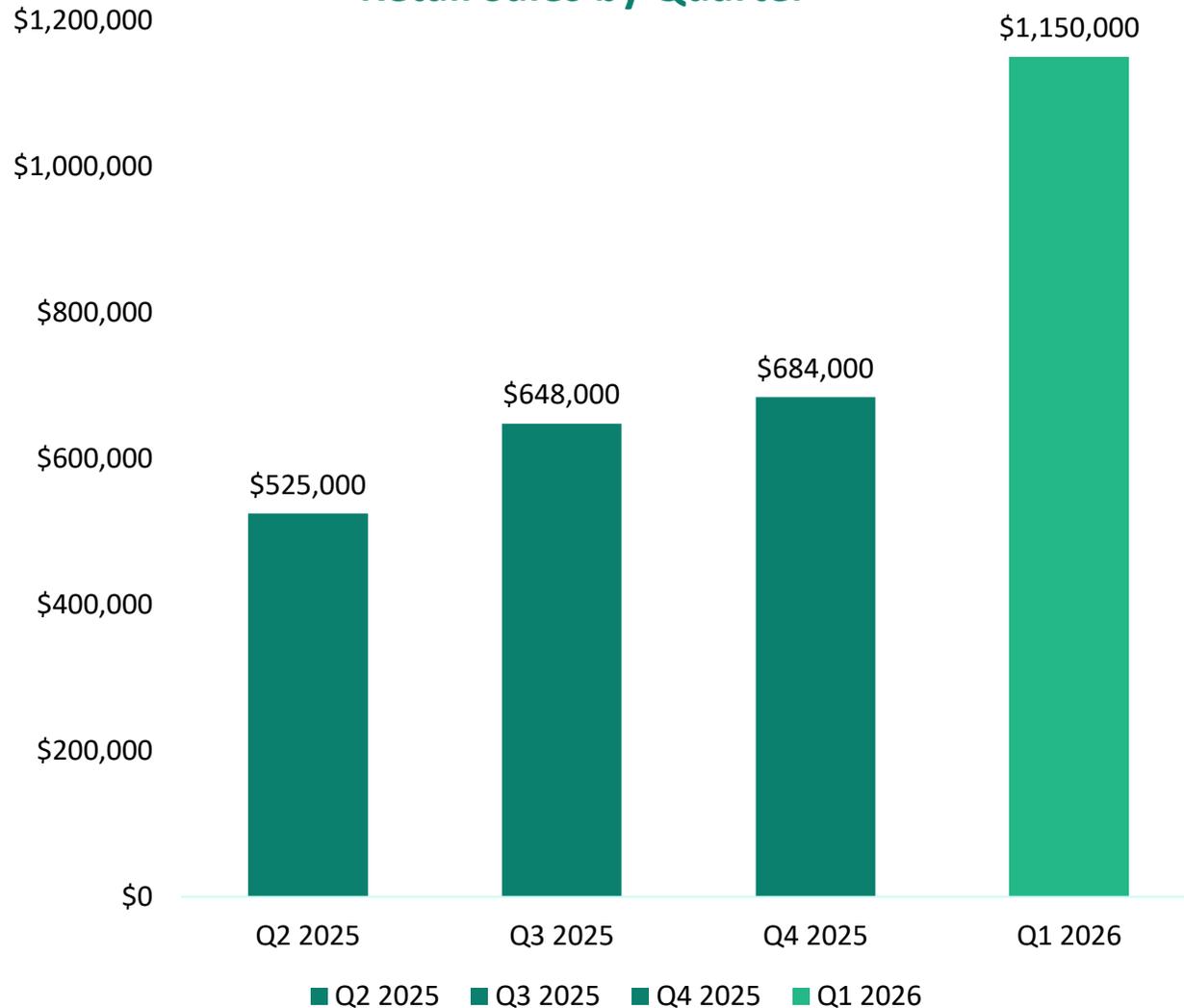
Retail sales are a growing category as Coles & Woolworths expand their listings. Retail comprised 48% of overall sales this quarter.

Wholesale is also an exciting growth channel with kavaton and new CO<sub>2</sub> high concentration extracts in high demand from retail partners. The wholesale channel set a new sales record with \$314k sales in September and accounted for 13% of total sales this quarter.



# RETAIL SALES UP 68%

## Retail Sales by Quarter



**Total retail sales we up 68% to \$1.15m on a quarterly basis.**

This growth was driven by Coles expanding their listings and a full quarter of sales via Woolworths.

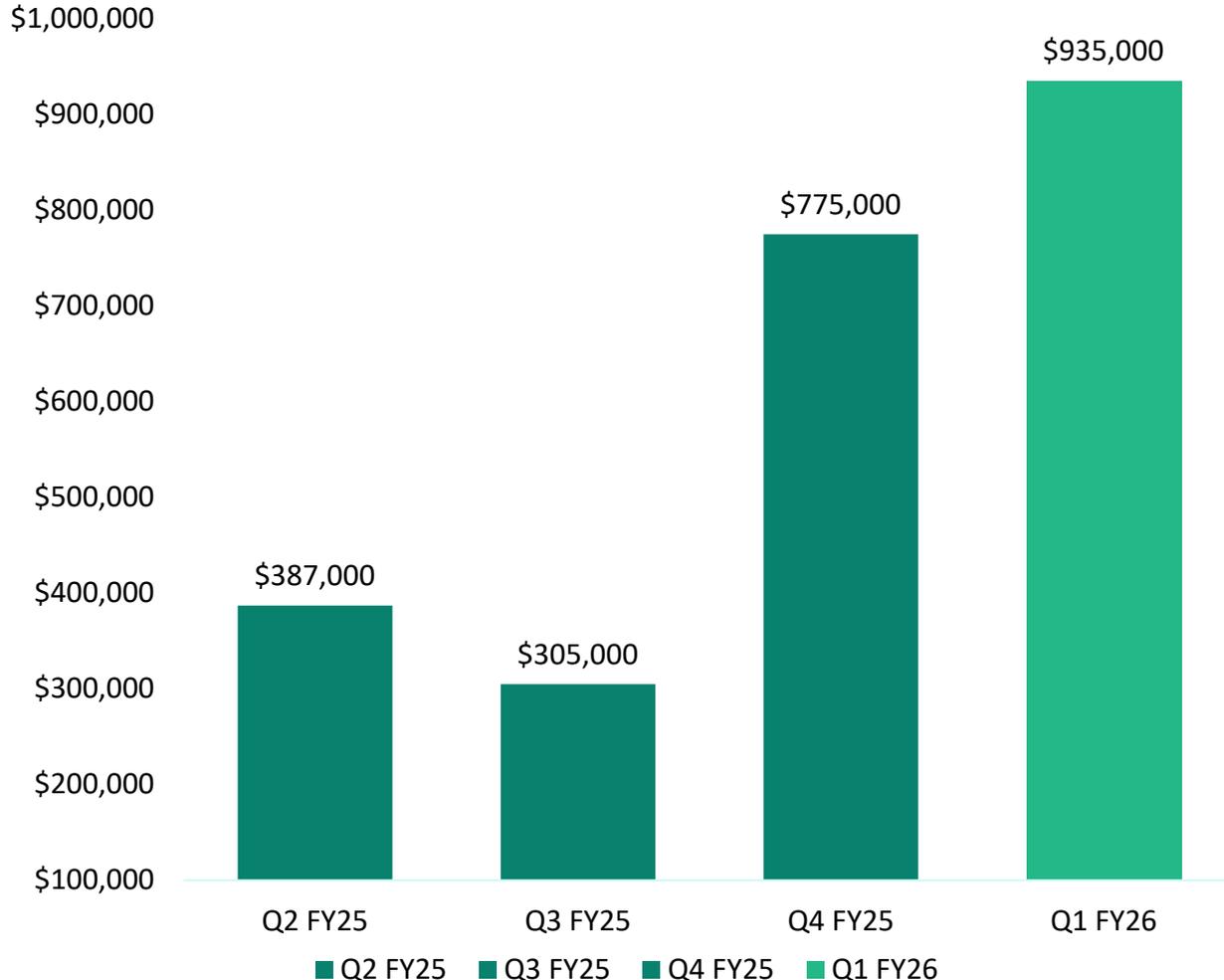
The retail channel expands consumer awareness of kava driving broader adoption.



# USA SALES UP 21%



## USA Sales



**USA based sales were up 21% to \$935k on a quarterly basis.**

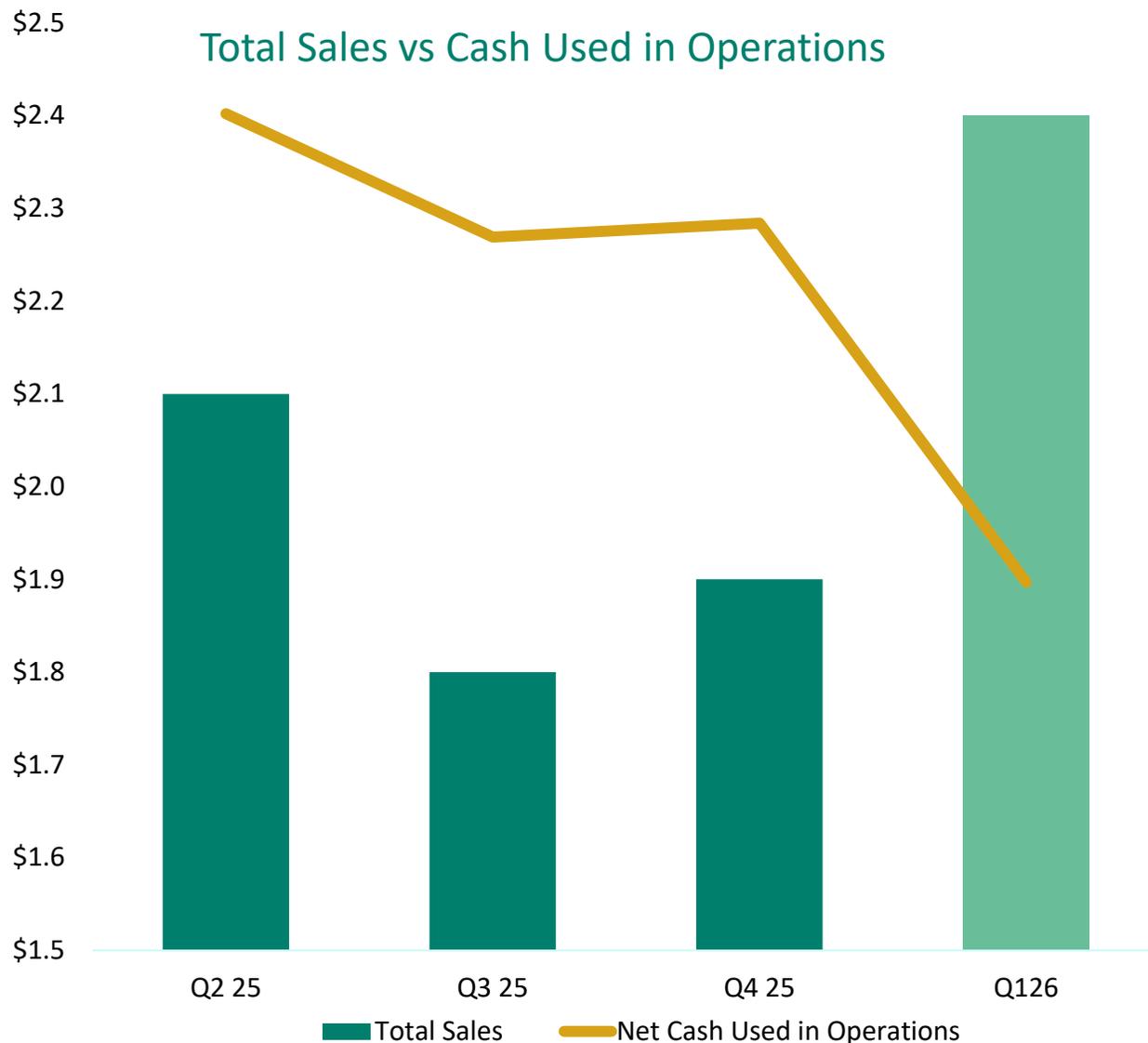
This USA growth was driven by both online and wholesale channels.

The wholesale channel set a sales record in September as retail partners ordered kavaton and high concentration CO<sub>2</sub> Extract formats.

Broad consumer adoption of new product formats in the USA in both ecommerce and wholesale drives our US growth story.



# CASH USED IN OPERATIONS DOWN 39%



\$1,200  
\$1,100  
\$1,000  
\$900  
\$800  
\$700  
\$600  
\$500  
\$400  
\$300  
\$200

**\$597k**  
Net Cash  
Used in  
Operations

▼ **39%**  
vs Q4 FY25

**Net cash used in operations was \$597k in Q1 which represents a significant 39% reduction vs the prior quarter.**

Inventory on hand at end Q1 was \$2m.

Cash on hand was \$1.37m assisted by convertible note funding which secured \$700k as tranche one of a \$1.4 million facility to support wholesale inventory build and growth initiatives.



# THE CALMER Co. IS A GLOBAL GROWTH



## STORY



**Zane Yoshida**

Founder & CEO  
The Calmer Co

Kava is rapidly emerging as one of the world's most sought-after functional ingredients, gaining strong global recognition for its natural calming benefits.

The Calmer Co achieved \$8 million in revenue for FY25, an 86% increase on FY24 and nearly fivefold growth in just two years.

In Q1 FY26, we reached a record \$2.4 million in quarterly revenue, with an annualised run rate now exceeding \$10 million. Break-even is now within reach.

In July, we launched an exciting new range of products in the expanding U.S. kava market, with early results showing strong consumer acceptance and promising growth ahead.