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ASX RELEASE

The Calmer Co Appoints Andy Burger as Head of E-Commerce as it Expands in the USA and Business Update

13 March 2025, USA: The Calmer Co. International Limited (ASX:CCO), a company whose mission is to enhance wellbeing worldwide by delivering premium natural and sustainable health products that promote calmness, relaxation and better sleep, is pleased to announce the **appointment of former senior buyer at Amazon, Mr Andy Burger as Head of E-Commerce**. Mr. Burger will lead the company's direct-to-consumer (DTC) expansion and oversee a significant transition to the Acuity e-commerce platform for DTC sales beyond the Amazon ecosystem.

Highlights

- Andy Burger appointed as Head of E-Commerce to drive digital marketplace growth.
- Andy brings nearly two decades of experience at Amazon, along with vast expertise in digital strategies and automation to scale e-commerce businesses.
- Kava organic search visibility on Amazon increased 44% from December to January and further increased 117% from January to February¹.
- The Calmer Co. is strengthening its digital strategy to optimise product visibility, improve customer engagement, and accelerate revenue growth across major online marketplaces in Australia and the USA.
- The company has now completed its transition to the Acuity commerce platform, developed by IMS Digital Ventures.
- Acuity is a transformative platform that helps brands create a distinct competitive advantage in their e-commerce journey. The Acuity platform leverages unrivalled technology and digital marketing to drive sales, lower customer acquisition costs, and deliver unparalleled brand experiences for today's discerning customer.
- The transition to Acuity aligns with The Calmer Co.'s digital-first strategy, offering advanced AI-driven analytics, automation, and global expansion capabilities.
- New product expansion, including Ready-To-Drink flavoured kava shots & stick packs, remains on track for Q4 2025.

¹ OeP, Acosta Group Fiji Kava 2024-2025 Business Review



- 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 2025-2033.²

Andy Burger, Head of E-Commerce at The Calmer Co. said, "I'm incredibly excited to join The Calmer Co. at a time when kava's popularity is skyrocketing. Beyond Amazon, there is massive untapped potential in direct-to-consumer sales, and I'm confident that by optimising our DTC platforms, enhancing customer engagement, and leveraging data-driven strategies, we can significantly grow kava sales. Consumers are looking for high-quality, convenient ways to enjoy kava, and we are perfectly positioned to meet that demand."

Background of Mr Andy Burger

- 19+ years of e-commerce experience with Amazon, digital strategy, and marketplace growth.
- Successfully scaled multiple e-commerce companies through AI-driven marketplace strategies.
- Led successful business exits through acquisitions, including roles at OeP (sold to Acosta) and IdeoClick.
- Former Senior Buyer at Amazon, providing insider knowledge on scaling brands and optimizing marketplace performance.

Transition to the Acuity Platform

To support its accelerated e-commerce expansion, The Calmer Co. is transitioning to Acuity, an advanced commerce platform developed by IMS Digital Ventures. Acuity provides a scalable, AI-driven, and cost-efficient alternative to traditional platforms like Shopify, allowing The Calmer Co. to improve operational efficiency and customer acquisition. The Acuity platform is used by leading global consumer brands including LVMH, Lululemon, Illy Coffee, Veuve Clicquot and Australian brands such as T2 Tea, Zabars and Barefoot Wine.

Why Acuity?

- Scalability – Multi-currency, multi-language, and omnichannel commerce capabilities enable rapid international expansion.

² IMARC Group, *Kava Root Extract Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2024-2029*, , <https://www.imarcgroup.com/kava-root-extract-market>.



- Cost Efficiency – Unlike Shopify’s fixed subscription & transaction fees, Acuity’s performance-based model reduces long-term costs.
- Integrated AI-Driven Marketing – Built-in CRM, automation, and AI-powered recommendations eliminate reliance on third-party apps.
- Optimised Fulfillment & Inventory Management – Streamlines logistics, warehousing, and customer service without additional integrations.

IMS Digital Ventures Joins Forces with The Calmer Co

IMS Digital Ventures CEO Anastasios Papadopoulos said,“IMS Digital Ventures is proud to partner with The Calmer Co. team, having closely followed its viral growth in kava sales over the past year. We are excited to build upon the momentum and accelerate growth into new global markets with a scalable, data-driven digital marketing and CRM solution. Our history of working with leading global brands gives us the confidence that we can profitably position The Calmer Co.’s range of brands to mature into industry-leading positions. The Calmer Co. marks IMS’ first shift into the mid-sized growth market and highlights our confidence in executing alongside the entire Calmer Co. team.”

Zane Yoshida, Founder and CEO of The Calmer Co. said, Andy’s extensive e-commerce experience, combined with Acuity’s scalability, represents a significant milestone in The Calmer Co.’s digital transformation. Given the unprecedented demand for kava, our investment in technology and leadership will drive exceptional growth in both Australian and U.S. markets. Our established team and systems provide robust foundations for scaling, especially for upcoming ready-to-drink products and new market entries through our digital-first strategy, supported by a world-class, globally scalable technology infrastructure.

ENDS

This announcement has been approved for release by the Board of The Calmer Co. International Limited.

For further information

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