



June 23, 2025

ASX RELEASE

## The Calmer Co Launches Taki Mai<sup>®</sup> Kava Tinctures on Amazon USA

**23 June 2025, Brisbane:** The Calmer Co. International Limited (ASX: CCO), a beverage company focused on kava and other natural products that support relaxation, aid sleep, and offer an alternative to alcohol, is pleased to announce that its Taki Mai<sup>®</sup> 1oz and 4oz **kava tinctures have now launched on Amazon**. These tinctures are the first products in The Calmer Co.'s new US product launch, ahead of flavored Taki Mai kava shots and stick packs. This marks the next step in expanding the company's kava wellness portfolio across the United States.

### Highlights

- Taki Mai<sup>®</sup> kava tinctures in 1oz (30ml) and 4oz (120ml) bottles are now available on Amazon.
- Exclusively available on Amazon USA, with a direct digital channel launch to follow.
- Designed for direct use or mixing; fast-acting and portable.
- Produced using organic cane alcohol extraction and premium Noble Kava.
- Targets the growing Amazon tincture segment, valued at US\$11.16 million, with an annual growth rate of 18%.

These new tinctures are designed for modern wellness consumers seeking a fast and flexible kava experience. They can be taken directly or added to beverages, offering precise dosing with strong efficacy. This product launch positions The Calmer Co. at the forefront of the evolving kava category in the U.S.

**Zane Yoshida, CEO of The Calmer Co said:** "Our high potency tinctures represent the next evolution of our kava product range. We've responded to clear demand for potent, versatile products that integrate seamlessly into wellness and relaxation routines. With these tinctures leading our U.S. new product launch, we're introducing a product that's effective, premium, and well suited to the Amazon consumer."



**The US currently contributes 29% of The Calmer Co.'s revenue**, a figure expected to grow significantly with the rollout of new product formats. Amazon subscription sales now account for 28% of monthly volume and continue to rise, demonstrating strong customer loyalty and demand for ongoing wellness solutions.

With Amazon forecasting 45% growth in kava product sales and the broader market expanding at over 16% CAGR, The Calmer Co. is well positioned to become a leading player in this fast-growing space. Within this, the Amazon tincture category alone is valued at over US\$11.16 million, growing at 18% annually, providing a strategic entry point for differentiated, efficacious formats like Taki Mai® tinctures.

US fulfillment is supported through Noke 3PL, our center provider based in Houston, Texas, along with Fulfillment by Amazon (FBA). This dual approach ensures fast, reliable delivery nationwide while maintaining cost and margin efficiency."

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## ENDS

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

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

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