



September 4th, 2025

ASX RELEASE

## July and August Sales Momentum Builds on H2FY25 Operational Turnaround

**4th September, Brisbane:** The Calmer Co. International Limited (ASX: CCO), a leading consumer packaged goods company specialising in kava and other natural products that promote relaxation, support sleep, and offer a healthier alternative to alcohol, is pleased to provide an update on July and August trading performance following the release of its FY25 Annual Report.

The recently reported Full Year FY25 Results under a successful pivot to a leaner, more efficient cost base in H2 FY25, after strong growth in H1, as demonstrated by:

- Total expenses reduced by 27% in H2 (\$3.22M vs \$4.43M in H1), driven by \$800k lower advertising spend and significantly reduced people costs following the transition to the Acuity eCommerce platform.
- Operating Loss was improved by 33% to \$(1.56m) in H2 vs \$(2.36m) in H1, as a result of tighter expense controls and early benefits from retail price increases in Coles and Woolworths that were introduced late in Q4.

### Highlights

- July sales reached \$715k, up from \$690k in June, marking a fourth consecutive month of growth under the rebased model.
- August delivered sales of \$838k, a 17% increase on July, returning the Company to an annualised sales run-rate of over \$10m.
- Amazon USA sales grew from AU\$192k in July to AU\$214k in August, a 12% month-on-month increase, fueled by the first full month of sales for the new Taki Mai flavoured kava shots. This saw the Company's market share on Amazon



increase to 7% of the US kava category on the platform, an increase from 3% in the prior year. Subscriptions now represent 28% of sales and organic search visibility up 674% YoY, reflecting strong brand loyalty.

Zane Yoshida, Founder & CEO, said: "Our Annual Report highlighted the operational improvements delivered in H2 FY25. July and August now show the benefit of this leaner model, with accelerating sales growth across retail, B2B, and Amazon USA channels. The launch of our kava tinctures and new flavoured Taki Mai shots in mid-July has driven early sales gains in the US market while Australian retail continues to strengthen. With this momentum, we are well positioned to carry strong growth across all channels into the months ahead, underpinned by our continuing commitment to cost control and reducing cash burn as we drive towards break-even."

**Key Value Drivers for FY26, include;**

- Scaling Amazon USA sales through product innovation and digital marketing.
- Driving retail sales velocity across Coles and Woolworths stores in Australia.
- Expanding B2B ingredient sales into the US health and wellness market.

**Ends**

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



## For further information contact:

Investor & Media Relations  
Matthew Reede  
Dominion Communications  
matt@dominion.partners  
+61 414 483 054

## About the Calmer Co.

The Calmer Co. International Limited (ASX:CCO) is a fast-growing CPG 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.