



22nd November 2021

FIJI KAVA LTD ANNOUNCES NEW US BUSINESS, THE CALMER CO., TO BE LED BY BRIAN CASUTTO

- FijiKava Inc (USA), soon to be known as The Calmer Co. USA has today announced the appointment of Brian Casutto as Managing Director.
- Mr Casutto has extensive Vitamin & Supplement industry experience including key roles and Board positions at Country Life Vitamins, Allergy Research Group, MusclePharm Corporation and most recently, Vice President, Sports Nutrition at the world's #3 energy drink brand, Bang Energy
- The company announced on 5th November that they had signed letters of intention to acquire the Danodan brand and technology in Portland Oregon from 1 January 2022.
- FijiKava Inc (USA) is a wholly owned subsidiary of FijiKava Ltd (ASX:FII) and will market FijiKava's natural products to reduce anxiety and stress, improve sleep and support exercise and recovery in the USA.

22 November 2021 Brisbane Australia - FijiKava Ltd (ASX: FII), an Australian-Fijian medicinal kava company which produces natural products to reduce anxiety and stress, improve sleep and support exercise and recovery, today announced the appointment of Brian Casutto as Managing Director for USA.

The Calmer Co. will establish its own corporate footprint in the USA from 1 December 2021 with the continued guidance of our expert advisory board. The Calmer Co. USA will commence operations to sell the FijiKava suite of products and to oversee the integration of Danodan into The Calmer Co. The Calmer Co. USA team. Under the leadership of Brian Casutto, The Calmer Co USA, will be a bridgehead for product launches via retail and direct to consumer channels.

Brian's professional history includes roles as Executive Vice President, Sales and Board Member at Country Life Vitamins, Board Member of Allergy Research Group – a leading Practitioner Channel Dietary Supplement Brand, Executive Vice President of Sales and Board Member of MusclePharm Corporation and most recently, Vice President, Sports Nutrition at Bang Energy – the world's #3 Energy Drink Brand.

Today's announcement follows the formation on, 18th August 2021, of FijiKava's US Advisory Board which includes high profile industry players; Mark Rampolla; Founder of Powerplant Ventures and Zico Water, Aaron Enrico; Managing Partner at Black Bear Partners, Loretta Zapp; CEO of Applied Food Sciences LLC, and Jim Tonkin; Founder and President of Healthy Brand Builders.

FijiKava Ltd CEO, Dr Anthony Noble said "We have been working to formulate the right strategy to enter the US market. Expanding our product range and product formats, to hit the ground running

with meaningful revenue and grow our corporate capabilities in the beverage and sports nutrition space, were key considerations. The most important factor is always our people and leadership. Brian has a rare combination of skills, highly aligned to our growth plans, and I am delighted to welcome him on board. He is an accomplished, goal-oriented, creative, and strategic Sales Executive with 25 years of extensive Consumer Packaged Goods brand-building experience. He has demonstrated his leadership skills across the Natural Products, Dietary Supplement, Functional Beverage and Sports Nutrition industries in the USA. Together we will build a highly focussed, sales driven organisation, to drive revenue in the USA for the Calmer Co.'s FijiKava products, Danodan products and a suite of new products in the future. Adding the Danodan suite of products to the FijiKava range broadens our growth potential in the USA, and we want to keep building that breadth in both ingredients and formats, while remaining focussed on Anxiety and Stress reduction, Sleep and Sports nutrition."

Brian Casutto said: "FijiKava's strategic and timely formation of The Calmer Co., truly capitalizes on some of the highest consumer needs states in this day & age. Those being the critical necessity for restful sleep, anti-stress, anti-anxiety and recovery. I am truly inspired by this rare and exciting opportunity to lead The Calmer Co. on our first to market category approach offering subject matter expertise, purposely targeted brands and product assortment solutions."

Brian will begin work from 1 December 2021 and will join Anthony Noble, Bill Star, Ryan Gorman and Wolfgang Kuchen on the FijiKava Inc USA Board of Directors in 2022.

This release has been approved by the Board of Directors

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About Fiji Kava

FijiKava Ltd (ASX: FIJ), an Australian-Fijian medicinal kava health & wellness company, producing natural products for the natural medicine market, estimated to exceed USD \$210 billion by 2026 globally.

As the first foreign company with approval from the Fijian Government to operate in the kava industry. FijiKava has established a global leading sustainable and 100% traceable, certified organic supply chain of 'noble kava' including a nucleus farm in Levuka, on the island of Ovalau, Fiji.

FijiKava is focussed on expanding the availability of noble kava products throughout western markets to provide a natural alternative to prescription medicines to promote sleep, soothe and calm the nerves, support muscle relaxation and relax the mind

Backed by years of independent research, Fiji Kava medical kava products are produced by high-quality GMP and are TGA and FDA compliant.

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.