



13<sup>th</sup> October 2021

## CHEMIST WAREHOUSE COMPLETES FIRST INVESTMENT MILESTONE IN FIJIKAVA

- Chemist Warehouse and FijiKava Ltd announced a Strategic Partnership on 27<sup>th</sup> July 2021 which included a \$1.43m investment over two tranches.
- The initial onboarding activities and commercial milestones outlined in the Strategic Partnership Agreement have now been completed.
- The first investment tranche saw Chemist Warehouse purchase 6,497,727 shares at 11c.

**13 October 2021 Brisbane Australia** - Fiji Kava Ltd (ASX: FIJ), an Australian-Fijian medicinal kava company which produces natural 'noble kava' products to reduce anxiety, promote relaxation and improve sleep, today announced completion of the first tranche of funding under their Strategic Partnership agreement with Chemist Warehouse. Tranche 2 is conditional on Chemist Warehouse meeting performance targets in FY23.

The partnership sees Chemist Warehouse receive up to 12,995,454 shares in Fiji Kava in a strategic association that has expanded Fiji Kava's presence in Chemist Warehouse stores in Australia, complementing the existing national distribution in Coles supermarkets. The partnership will also see Fiji Kava products in Chemist Warehouse online.

As a platinum supplier, Fiji Kava will also receive greater marketing and promotional support across Chemist Warehouse's global network, in return for a marketing and promotional fee, to be paid via the equity agreement.

**Fiji Kava CEO, Anthony Noble said:** "Our recent record quarterly results were in large part due to strong sales in Chemist Warehouse, where we have had our first full quarter stocked in their Australian stores. We have built a constructive relationship with the Chemist Warehouse team at the corporate and operational levels. Their insights and support are improving our sales performance. Further specific marketing activities and a continued expansion of our product range and distribution in the coming months and years will be a key pillar to FijiKava's growth."

This release has been approved by the Board of Directors

**ENDS**

For personal use only

## For Further Information

### For Investors

Jay Stephenson  
Fiji Kava  
investors@fijikava.com

### For Media

Anthony Noble  
Fiji Kava  
anthony@fijikava.com

## About Fiji Kava

**Fiji Kava Ltd** (ASX: FIJ), an Australian-Fijian medicinal kava health & wellness company, producing natural 'noble kava' 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, Fiji Kava has established a global leading sustainable and 100% traceable, certified organic supply chain of 'noble kava' including an 111-acre nucleus farm in Levuka, on the island of Ovalau, Fiji.

Fiji Kava 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.