



9<sup>th</sup> December 2021

## FIJIKAVA (AUSTRALIA) TRADING PTY LTD RECEIVES FIRST APPROVAL FROM COMMONWEALTH DEPARTMENT OF HEALTH FOR IMPORTATION OF DRINKING KAVA

- Fiji Kava (Australia) Trading, a wholly owned subsidiary of Fiji Kava Ltd (ASX:FII) has today received approval for its first commercial import of Drinking Kava to Australia
- Trade Minister Dan Tehan's office formally announced on 1<sup>st</sup> December that companies will be able to apply to import drinking kava to Australia from that date
- Fiji Kava (Australia) Trading Pty Ltd will be importing bulk drinking kava to be packaged and sold under their FijiKava Instant Kava and Taki Mai Traditional Grind Kava brands
- Strong consumer demand for Noble Fijian drinking kava has been demonstrated by significant pre-orders on FijiKava.com and product could be shipped to consumers as early as Christmas

**9<sup>th</sup> December Brisbane Australia** - FijiKava Ltd (ASX: FII), an Australian-Fijian company that produces natural products to reduce anxiety and stress, improve sleep and support exercise and recovery, yesterday received formal notification of its approval for the commercial importation of drinking kava from the Commonwealth Department of Health's Drug Control Section.

The company will begin marketing drinking kava in Australia through their FijiKava Instant Kava and Taki Mai Traditional Grind brands in 2022 with Coles confirming a first order of FijiKava Instant Kava to be stocked on shelves from January, in selected locations.

FijiKava's medicinal kava products, which are listed complementary medicines, are currently sold at Coles and Chemist Warehouse nationally.

**Fiji Kava CEO, Anthony Noble said:** "FijiKava's drinking kava range is our best seller in the USA and in the Fijian market, where sales outpace capsules by 5:1. With both our FijiKava Instant Kava and Taki Mai Traditional Grind brands we will have products that can align to multiple consumer needs and use occasions aligning strongly with traditional and ceremonial use. We have seen very strong pre-sales in Australia which demonstrate the latent demand for safe and high-quality Noble Fijian drinking kava.

"The Australian Government's steps to execute this Commercial Pilot program, initially operating for two years, will mean a great deal to Australian residents with South Pacific Island heritage and in particular to the Fijian diaspora, for whom drinking kava is an extremely culturally important practice. Fiji Kava (Australia) Trading is honoured to be able to facilitate the commercial supply of safe and high quality Noble Fijian Kava to this new customer group.

Interestingly, the Government's own documentation released in the recent consultations estimated the volume of kava being imported to Australia in 2007, the year prior to the ban, was around 70 metric tonnes per year. Given that the number of Australians with South pacific heritage has more than

doubled since then this indicates that the expected demand for Noble Fijian Kava in Australia could be very significant indeed."

This release has been approved by the Board of Directors

## ENDS

### For Further Information

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### About Fiji Kava

**Fiji Kava 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, 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.