

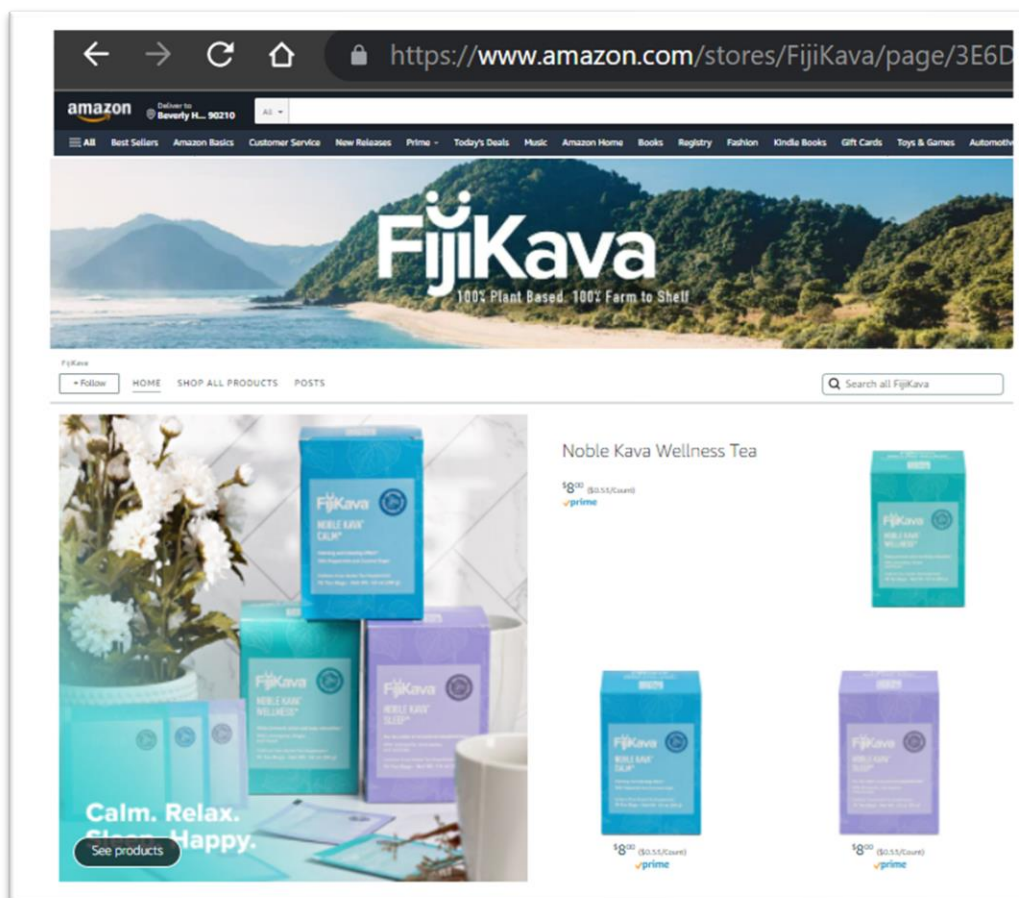
27th April 2022

FIJI KAVA TEA RANGE LAUNCHES ON AMAZON

Fiji Kava Ltd (ASX: FIJ), is a health and wellness company with operations in Australia, Fiji, and the USA. The company which produces natural products to reduce anxiety, promote relaxation, improve sleep, and support sports recovery has launched its new range of functional teas on Amazon USA.

KEY HIGHLIGHTS

- Three functional teas launched on Amazon USA today: Noble Calm® Tea, Noble Sleep® Tea and Noble Wellness Tea
- The FijiKava® tea range is the first product to market with a full therapeutic dose of kava in each serving
- The range includes Noble Fijian Kava root alongside other well known tea ingredients that are traditionally used to support sleep, digestion and immunity
- The global tea market was valued at 58 Bn USD in 2020 and is expected to grow at more than 6% per year to over 104 Bn USD by 2029¹



Fiji Kava Tea range online in the FijiKava Store on Amazon.com USA

1. Global Tea Market, By Product Type (Black Tea, Green Tea, Fermented Tea, Herbal Tea, and Others), By Distribution Channel (Hypermarket/Supermarket, Specialist Retailers, Convenience Stores, Foodservice Channels, and Others), and Region - Global Forecast to 2029¹ Prophecy Market Insights

Fiji Kava CEO, Dr Anthony Noble said: “Amazon in the USA has been a very successful sales channel for the FijiKava range with sales now exceeding twelve hundred dollars per day for our drinking kava products in March. We have established both a Fiji Kava Amazon Store and a Taki Mai Amazon Store, which is an important step in professionalising how we manage this channel, and the results are excellent. The tea range will be sold both in the dietary supplement section and amongst grocery items, a natural place for tea consumers.”

"Our range of functional teas has been in development for more than a year, and the launch of these products is extremely exciting. The launch aligns strongly with our strategy to increase focus on the USA market and products presented in drinking formats."

“Our marketing campaigns in 2021 focussed on building awareness of the medical benefits of Noble Fijian Kava, for sleep, anti-anxiety and sports recovery. As we gain greater market access and build out new drinking formats, we will shift our focus to encouraging product trial from new consumers. Tea represents an important pillar in driving consumer trial, as this format is well accepted by consumers and easy to use.”



Fiji Kava and Taki Mai Drinking Kava sales per day (AUD) on Amazon.com USA

This release has been approved by the Board of Directors.

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