

15th December 2022

ANZ PHARMA APPOINTED AS EXCLUSIVE FIJI KAVA DISTRIBUTOR IN NEW ZEALAND

Fiji Kava Ltd (ASX: FIJ), 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 and performance, has appointed ANZ Pharma as exclusive distributor in New Zealand.

HIGHLIGHTS

- ANZ Pharma will launch the Fiji Kava range of capsules and drinking kava in the New Zealand market
- Retail channels will be Supermarkets, Pharmacy, Health Foods retail stores, Travel Retail, Tourism retail outlets, and Petrol, Route & Convenience.
- The Sales Performance Requirement in the contract includes a Wholesale Invoice target over 3 years of \$1.1 Million

About ANZ Pharma

ANZ Pharma are at the forefront of promoting and distributing organic, sustainable, and reliable consumer goods, pharmaceutical and health-care products in New Zealand. Empowered by our customers, focused on values, such as integrity, trust, commitment to customers, innovation, and teamwork. Excellent service, efficient stock levels, prompt delivery, and advanced ordering systems are at the heart of our wholesale business. ANZ Pharma aspires to be the company of choice for customers, suppliers, and personnel, and promise to bring the biggest, trendiest, well-known, and most celebrated contemporary brands to New Zealand at fair value and competitive prices.

Fiji Kava CEO, Anthony Noble said: “Alongside the Australian market, the New Zealand market has seen a big increase in demand for kava products over the last year. Our commitment to quality and our fully transparent supply chain gives Fiji Kava's products a clear competitive advantage. The team has worked hard to find the right partner, and working with a strong company, like ANZ Pharma who have a stable of national and multinational clients including Bondi Sands, Herbs of Gold, Unilever, Red Bull and Reckitt gives us great confidence to re-enter this important market.”

ANZ Pharma Director, Nitin Patel said: “The partnership with Fiji Kava is in alignment with ANZ Pharma's long-term strategic goal and core values to bring to market innovative

brands and high-quality products at great value to New Zealand consumers. Fiji Kava's products are on the forefront of quality, value and health."

| Key Contractual Terms | |
|------------------------------|---|
| Term | 3 years (+ 3 years if Sales Performance Targets are met) |
| Region | New Zealand |
| Sales Performance Targets | 1.1m AUD over three years |
| Payment Terms | 60 days, AUD Ex Works |
| Termination | Supplier may terminate agreement if Sales Performance Requirements are not met. Either party may terminate the agreement with 30 days notice in the event of a breach of contract |

This release has been approved by the Board of Directors

ENDS

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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. The Danodan range of CBD products contain USFDA certified hemp and non-palm derived USFDA certified glycerine. 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', ginger and turmeric, supported through partnership throughout the Fiji Islands, including with the iTaukei Trust Fund Board. Fiji Kava is focussed on developing a range of natural products based on effective natural medicine ingredients that 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.