

30 April 2019

Chief Marketing Officer appointed to commercialise Fiji Kava brand

- Leading marketer, Franc Zvonar joins the Fiji Kava leadership team to oversee the upcoming product launch, effective 1 May 2019
- Franc brings 20+ years' senior marketing experience across the Australian and Fijian markets from his previous roles at Fiji Airways, Virgin Australia, Flight Centre and Lite n' Easy
- His appointment represents a strategic turning point for the Company, enabling it to fully capitalise on the growing market in Australia

Fiji Kava Limited (ASX: FIJ) (**Fiji Kava** or the **Company**), an Australian kava company, is delighted to announce it has appointed Franc Zvonar as Chief Marketing Officer, effective 1 May 2019.

Franc Zvonar is a highly experienced marketer with over 20 years' experience in the consumer sector in both Fiji and Australia. He founded Cherryielding, a branding, digital marketing and e-commerce agency, and most recently held the position of Marketing General Manager at Fiji Airways.

Frank has extensive experience working within large and growing companies having held senior roles at Virgin Australia, Flight Centre and Lite n' Easy, also giving him an in-depth knowledge of the Australian and Fijian consumer markets.

His extensive experience in the consumer industry, and in Fiji provides him a deep understanding of the key drivers for commercial growth and a large network of industry contacts to be leveraged to increase exposure and ensure sales of the Fiji Kava branded products in Australia and in subsequent geographies.

Franc will be responsible for working with the Company's Board and publicists to project manage the outbound marketing, advertising and publicity campaigns to ensure the successful launch of Fiji Kava capsules. He will also develop and implement strategies to drive subscriber growth, build the consumer targeting roadmap and work with the product development, supply chain and operations teams.

His appointment represents a strategic turning point for the Company and supports its growth strategy of bringing Fiji Kava branded products to the Australian and international markets by ensuring a strong exposure campaign and sales operation.

Fiji Kava Managing Director, Zane Yoshida, comments:

"Franc's appointment and the upcoming launch of Fiji Kava Capsules coincides with research recently published suggesting 1 in 8 Australians are addicted to anti-depressants. This unfortunate statistic demonstrates how severe the need for a safe and non-addictive alternative to anti-depressants and benzodiazepines is. This being true, provides the perfect climate and location for our Fiji Kava capsules and subsequent product range to thrive in the Australian market."

"Franc brings extensive experience successfully bringing products and services to consumers in Australia and across the South Pacific, supporting the Fiji Kava commercialisation strategy and ensuring immediate sales to capitalise on the growing market."

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About Fiji Kava

Fiji Kava is a medical kava company based in Australia and the first foreign company with approval from the Fijian Government to operate in the kava industry. The Company has complete control over its vertically integrated supply chain in a true farm-to-shelf operation and has established a 120-acre nucleus farm in Levuka, on the island of Ovalau, Fiji. Fiji Kava is focussed on expanding the distribution of kava throughout western markets to provide a natural alternative to anti-anxiety prescription medicines such as Valium and Xanax. The Company sells its range of TGA and FDA compliant Taki Mai branded medical kava products in Fiji and is preparing to launch under the Fiji Kava brand in Australia in early 2019. Fiji Kava's products are backed by years of independent research. The Company plans to conduct human clinical trials to test the efficacy of Fiji Kava's products and specific kava cultivars, targeting a range of medical conditions.

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