

**Nicholas Simms joins the Board of Fiji Kava
to help guide domestic and global consumer strategy**

10 September 2019 – Brisbane, Australia – Fiji Kava Ltd (ASX: FIJ), an Australian-Fijian medicinal kava consumer goods company, has today announced the appointment of Nicholas Simms to its Board as a Non-Executive Director. Mr Simms will commence immediately.

Mr Simms has more than two decades of experience as an FMCG specialist, including most recently as Chief Executive Officer of Bubs Australia, where he oversaw the highly successful transition from a small private entity to an ASX Top 500 company. Prior to this, Mr Simms was General Manager International at PZ Cussons, and held senior management positions over two decades at leading FMCG organisations five:am, HJ Heinz and Mars Inc.

Mr Simms has received many awards in the food industry, both as an advisor and for product innovation.

Fiji Kava Founder and Managing Director, Zane Yoshida said: “In addition to being a highly respected and experienced consumer goods specialist, this is an ideal moment for Nick to join Fiji Kava, as we plan to accelerate our growth in both domestic and international markets.

“We see the obvious synergies between Fiji Kava’s current ambitions and Nick’s leadership in establishing the Bubs’ brand and product range on the international stage. We will look to leverage this experience in growing the Fiji Kava brand.”

Fiji Kava Chair, Dr Andrew Kelly said: “This appointment reflects the Board’s ongoing commitment to targeting the right people and capabilities to support the company through its next phase of activity. We will continue to be judicious in adding the necessary skills and experience to our Board and management team in due course.”

Mr Simms said: “As the first foreign company to be granted a license by the Fijian government to sell medicinal kava, Fiji Kava has a major opportunity to build awareness of the benefits of kava, and the health and wellness role it can play in the everyday lives of today’s increasingly busy consumers.

“I am delighted to be joining at an extremely exciting time for Fiji Kava, and look forward to working with the Fiji Kava team to realise the company’s strategic ambitions.”

Mr Simms’ terms include 750,000 options which the Board is recommending for approval at the AGM.

The appointment of Mr Simms adds further experience to the Fiji Kava Board, which also consists of Non-Executive Chairman Dr Andrew Kelly, Founder and Managing Director Zane Yoshida, Executive Director Stephen Copplin and Non-Executive Director and Company Secretary Jay Stephenson.

ENDS

For investors	For media
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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 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 Fiji Kava and Taki Mai branded medical kava products. 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.”