

Investor Presentation Hong Kong

August 2014

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Cadbury Schweppes PLC and Cadbury PLC mentioned in this document are now owned by the Kraft Foods Inc.

Prepared for Yowie Group Ltd for the Yowie TM Label





Yowie Group Limited

A new global brand owner
and licensing company



Yowie Capital Structure

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Ordinary fully paid shares	
- Quoted	93,782,846
- Restricted (Escrowed until 21/12/2014)	24,124,353
Total on issue	117,907,199
Listed Options (15/12/2015; 20 cents)	
- Quoted	15,036,399
- Restricted (Escrowed until 21/12/2014)	13,754,677
Total on issue	28,791,076
Unlisted Options	
Director Options	
- 15/12/2015; 23 cents	3,500,000
- 30/06/2017; 28.5 cents	4,200,000
Employee/Consultant Options	
- 31/12/2017; 90 cents	200,000
- 31/12/2017; \$1.05	300,000
Total on issue	8,200,000
Market Capitalisation (7 August 2014 – 71 cents)	A\$83.7 million
Cash position as at 31 July 2014	A\$7.1 million
Debt position as at 31 July 2014	A\$0.0



Shareholder Overview

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	Shares	%
Top 40 Shareholders	72,508,002	61.50
Top 5 Shareholders	28,667,096	24.32
K.P. Hudson	12,034,353	10.21
Abdullah Hani Abdallah	5,666,667	4.81
National Nominees Limited	4,366,799	3.70
Daleford Way Pty Ltd	3,500,000	2.97
RBC Investor Services Australia Nominees Pty Ltd	3,099,277	2.63
Total	28,667,096	24.32
Related Party Holdings	Shares	Options
Wayne Loxton	5,290,667	5,450,000
Mark Avery	1,350,000	3,075,000
Patricia Fields	300,000	2,550,000
Total held by directors	6,940,667	11,075,000
% held by Directors	5.89%	29.94%



Board & Management Team

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Executive Chair : Wayne Loxton

- Extensive corporate executive experience spanning over 30 years at M.D. & Director level across companies, disciplines and international markets

Executive Director COO : Mark Avery

- A former CEO of ThemeSTAR (AEGIS), division of Anschutz Entertainment Group who operate 100+ venues globally with revenues of \$1billion annually. Over 30 years experience in the entertainment industry across global market operations and leveraging entertainment intellectual properties

Non Executive Director : Patricia Fields

- Led the development & commercialization of the Yowie brand for Cadbury Schweppes Asia Pacific into \$100million retail brand. Over 20 years commercial and brand experience in FMCG industry, an ex Global Director for Cadbury Schweppes Plc.



Yowie Brand History

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- First launched in ANZ market in 1995
- 31 million units sold in 20 weeks (surpassed FY projection)
- 65 million units sold in first full year (\$100 million retail)
- Over 2 million children's books sold
- Yowie achieved No 1 in sales in children's book category
- Yowie rolled out into Singapore, Japan & UK markets
- Extensive licensing program – across food & non-food
- Yowie stole 30% market share from global and local established market leader Kinder Surprise
- In less than two years Yowie achieved 36.2% value share of Australian's children's confectionery market
- Yowie became the No 1 selling single unit confectionery line in the ANZ market



Yowie - An Award Winning Brand

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1997 Sial D'or International Industry Trade Show

- Best new global supermarket product
- Best new global confectionery product

Australian Market Awards

- Best in the Business - Business Review Weekly
- Best New Aus. Supermarket Product
- Best New Product - Safeway Food Stores
- Most Innovative & Best New Product - Foodweek Magazine



Yowie Brand Ownership

- 1992 Partnership formed between Kidcorp (creators) & Cadbury
- Cadbury owned parts of Asia Pacific (only) – excluding China/India
- Kidcorp retained ownership to the rest of world including key growth opportunity markets of India, China & US



Yowie Brand Ownership

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- Cadbury had no interest in non food licensing (non-core business)
- Licensing was key to Yowie award winning success
- Cadbury investment and interest focused on company owned core brands - investment in Yowie was not supported
- Kidcorp secured full buyback in 2012 with Kraft takeover of Cadbury
- YGL now pursuing Yowie global brand potential – led by a worldwide confectionery rollout with extensive licensing & digital opportunities



Yowie Brand Profile

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- International award winning brand
- Best in class creative
- Global market potential
- Worldwide appeal across gender, age and culture
- Cross category licensing opportunities
- Relevant and timely ecology/environmental positioning – ‘Save the Natural World’
- Premium brand positioning
- Collector cult following
- Play & Learn proposition



Yowie Key Objectives

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- Build a confectionery led global brand
- Launch a broad range of licensed products worldwide
- Establish a commercially successful digital platform



Six Yowie Characters

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BOOF

SQUISH

CRAG

NAP

DITTY

RUMBLE



Yowie Confectionery Product

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Yowie Chocolate



- Rainforest Alliance Certified recipe
- Palm Oil Free
- No High Fructose Corn Syrup
- Nut and Gluten Free
- 100% Milk Chocolate
- A Natural Product

Blommer CHOCOLATE COMPANY



'I liked it because it is sweet and creamy and really smooth. It melts in your mouth.'



Yowie Collectable Inclusions

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- Limited edition collectables – 24 in Series 1
- Natural replica creature inclusions
- Hand painted, high quality, carefully detailed to exacting scientific specification
- Each with story and eco status
- Linked to Yowie Digital World



Caracal



Clownfish



Alpaca



Owl



Giant Panda



**American
Buffalo**



U.S. Market Opportunity

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- Yowie has exclusive rights to US Patents #5,925,321 & #6,099,872 valid until April 2018
- Patents allow FDA approved production of non imbedded chocolate toy product
- US market opportunity represents >315 million people



U.S. Market Update



- ✓ Current production capacity 20 million units p.a. with growth capacity available to 100 million units p.a.
- ✓ Substantial digital marketing strategy through YowieWorld.com including FREE App download
- ✓ Underpinned by Yowie social media activities
- ✓ Distribution - Yowie has product presence in 20% of US States
- ✓ Discussions advancing with interested parties in relation to Yowie animated feature film



U.S. Market Update



New YOWIE Retail Accounts by Trade Channel include:

- ✓ **Convenience:** Valero Corner Stores (1100 stores/235 store trial)
- ✓ **Tourism:** Dylans Candy Bar
- ✓ **Leisure:** St Louis Zoo
- ✓ **Premium:** LolliandPops
- ✓ **Impulse:** Sweetie Candy
- ✓ **Travel:** Summerwinds Resort
- ✓ **Pending:** Purchase orders imminent from two Tier 1 national retailers



Yowie – An Account Winner!

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LolliandPops : Candyopolis : Powells Retail Group

‘Purveyors of Sweetness’

- 50+ units per store per week at launch
- 35 – 40 in steady state
- 100+ units in top turnover store
- Inventory is key!

‘Since launch Yowie has been one of our most popular products ...’



Lolli AND Pops
PURVEYORS of SWEETNESS

CANDYOPOLIS



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Play & Learn Online Engagement

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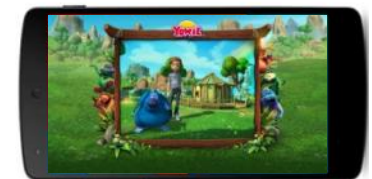
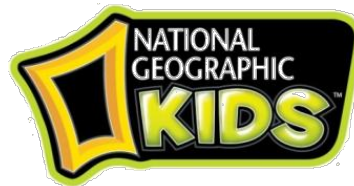
YowieWorld.com

- Multi-million dollar digital entertainment asset
- Interactive educational gaming site for kids
- Messaging and resources for parents and retail partners
- Opportunity to promote retail partners and link to their sites



Nat Geo Kids Digital Ad Buy

- Impressions: 2.6 million
- Month-long media buy planned for *Nat Geo Kids* games site to drive awareness of Yowie brand
- Opportunity for Yowie game hosted on Nat Geo Kids games site



YowieWorld.com

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- Yowie World is a multiplatform experience, designed to engage and delight Yowie fans both young and old.
- The immersive 3D world will be playable as an app on **iOS** devices such as iPhones, iPads and iPods, as well as on **Android** devices and through all web browser on PCs and Macs.
- It is being built by award winning digital agency Amuzo who are also LEGO's app creating agency of record.



Yowie World has 4 main features

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- A Yowie Ranger avatar and gamification engine to retain and build loyalty
- A suite of games aimed to engage and entertain
- A “virtual sticker book” that enables you to keep track of your inclusion collection
- A 3D environment that brings the world of Yowie to life and provides learning opportunities

And 3 sub features

- The partner section, linking out to our partners
- A parent section, outlining the site and the product to parents
- A help section that provides a FAQ style help to users



Yowie Investment Opportunity

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Yowie is a significant new value creating growth opportunity

- Exclusive patent rights to US market – biggest consumer market in the world
- YowieWorld digital platform including stickers, games, virtual collectables plus a FREE Yowie mobile app!
- Global brand licensing opportunities
- Global new markets/product expansion & growth opportunities
- Yowie is a proven brand winner ready to take its place on the world stage





Invest for success in Yowie today!

