



Yowie Annual Shareholder Meeting

Perth, Australia

NOVEMBER 2016

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Prepared for Yowie Group Ltd for the Yowie TM Label

Executive Summary – Yowie Well Positioned for Strong Growth

- Unique product and brand brings innovation to the category with contemporary relevant positioning
- Strong growth realization in US, with Global opportunities
- #1 selling immediate consumption novelty chocolate item in US
- Potential to expand into digital and entertainment categories
- Building on talent base
- US\$30m cash and no debt – flexibility to ramp up marketing spend and manufacturing to capture the opportunity



The Yowie Appeal

- Unique multi-category offering – confectionery, collectible, education through play & learn website
- Strong brand mission – save the natural world
- Collectibility and surprise
- Digital engagement, play and learn
- Premium price point
 - Value for consumers – confectionery plus collectible
 - Strong profit proposition for retailers



Yowie Brand Positioning

SAVE THE NATURAL WORLD

Learn through Play – Educating children to protect the environment and endangered animals

TARGET MARKET

Children, parents, guardians, grandparents, family and friends – for treat and everyday gifting



Yowie Key Objectives 2017

- ❧ Strong top line growth
- ❧ Strengthen brand awareness through innovative marketing
- ❧ Permanent planogram placement at major US retailers
- ❧ Achieve breadth and depth national US distribution
- ❧ Launch Series 2 'All Americas Series' and Series 3 'Yowie World' Limited Edition Yowie Collectibles
- ❧ Launch pre Halloween & pre Easter advertising campaigns
- ❧ Launch Yowie publishing
- ❧ Expansion into new markets beyond US
- ❧ Double US foiling capacity

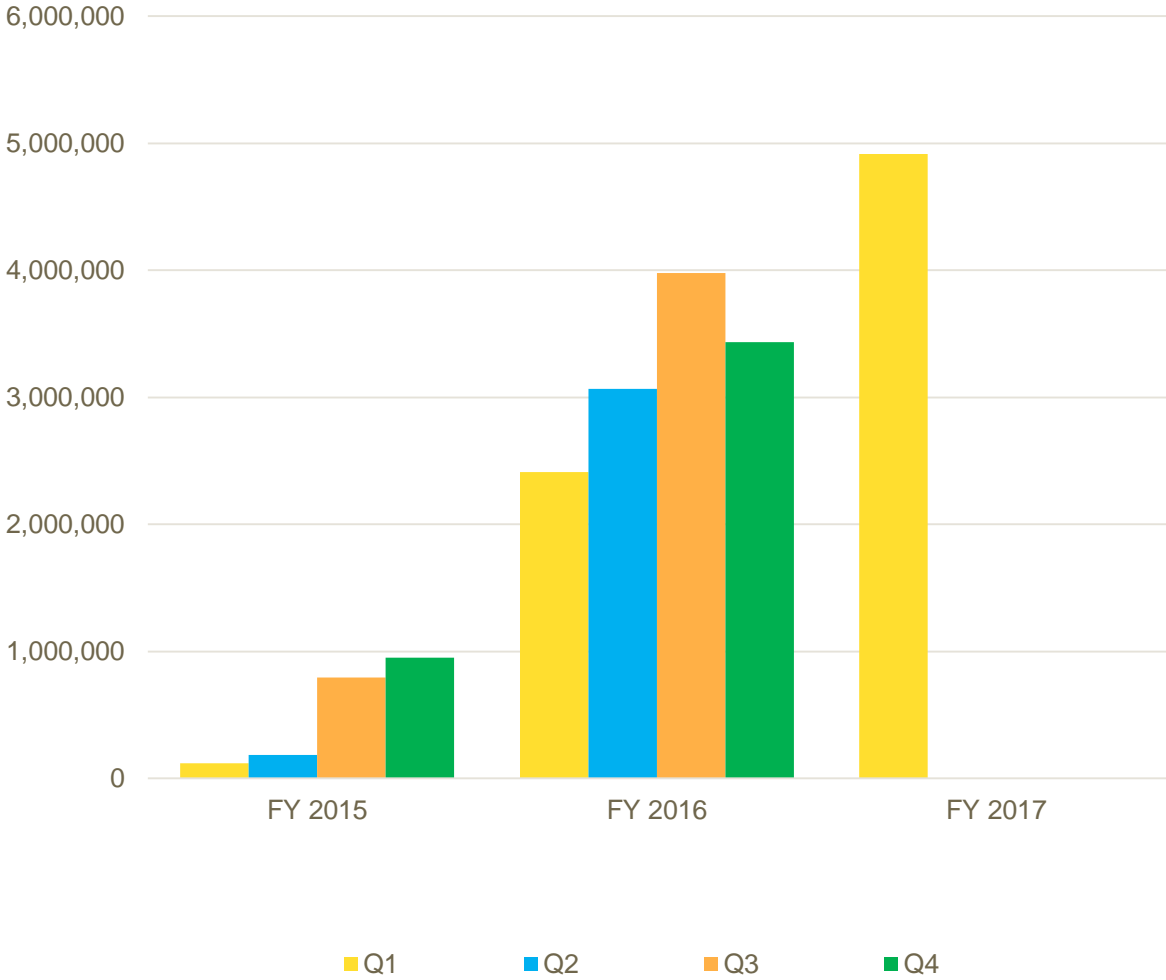


Highlights from Q1 Performance



- Appointed Cove Overlay as CMO supporting global brand focus
- Achieved record Net Sales of \$4.9M a 104% increase over Q1 2016 on gross margin of 53%
- Launched Series 2 in US
- Reached highest US xAOC market share of 0.7%
- #1 Novelty item and #4 chocolate item on front end at our top account
- Produced a record 2.9M units
- Initiated Fall marketing campaign on social media, TV and sampling
- Continued distribution expansion into new retailers
- Progressed work on new market entries and publishing

Net Sales FY17, FY16 and FY15 by Quarter



Strong Balance Sheet

- Net cash position at US\$30million ending Q1 2016
- No debt
- Accounts receivable 98% current, collected within 30 days
- Building inventory in Q2 fiscal year to service larger number of customers
- Low fixed asset position



Yowie Growth Pillars



SALES

- Channel expansion - U.S market
 - Increased customer base
 - Increased breadth & depth of distribution
 - Market expansion – global
 - Increase merchandising

MARKETING

- Trial, test & learn strategy (as per sales)
 - Build investment based on results
 - Mixed media & key market testing
 - Increase brand awareness
 - Develop world conservation partnerships

PEOPLE

- Acquire and develop talent
 - Strengthened support functions
 - Increase sales force

SUPPLY

- Ensure a reliable and efficient supply chain
 - Reduce cost of production as scale increases
 - Seek new sources of supply

DIGITAL

- Create new revenue streams in new categories
 - Publishing
 - Webisodes development
 - Film & Cartoon

Significantly Expand Distribution in US



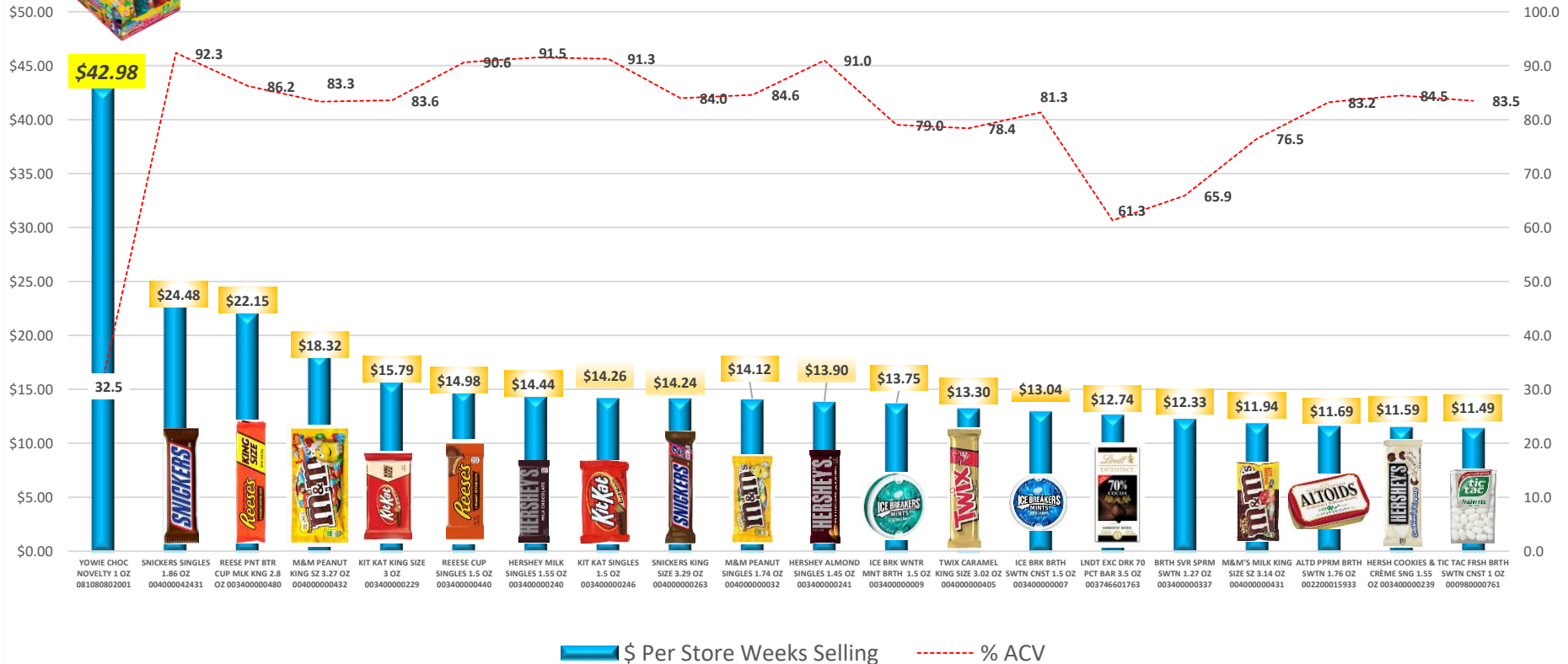
- Added 9 new accounts in Q1
- Increasing US sales resources
- Merchandising units sold in Q1 reached 17,500 X 48 count units providing increased merchandising at US retailers
- Achieved 0.7% market share in Nielsen xAOC latest 52 weeks
- Participated in McLane customer Trade Show to reach new customers

YOWIE! A Top Novelty Item in Total US xAOC



Immediate Consumption Confectionery: \$ Per Store Per Weeks Selling

Nielsen: Total US xAOC Latest 52 Weeks Ending 10/8/2016



2x the productivity of leading brands with only a 32.5% ACV

YOWIE!

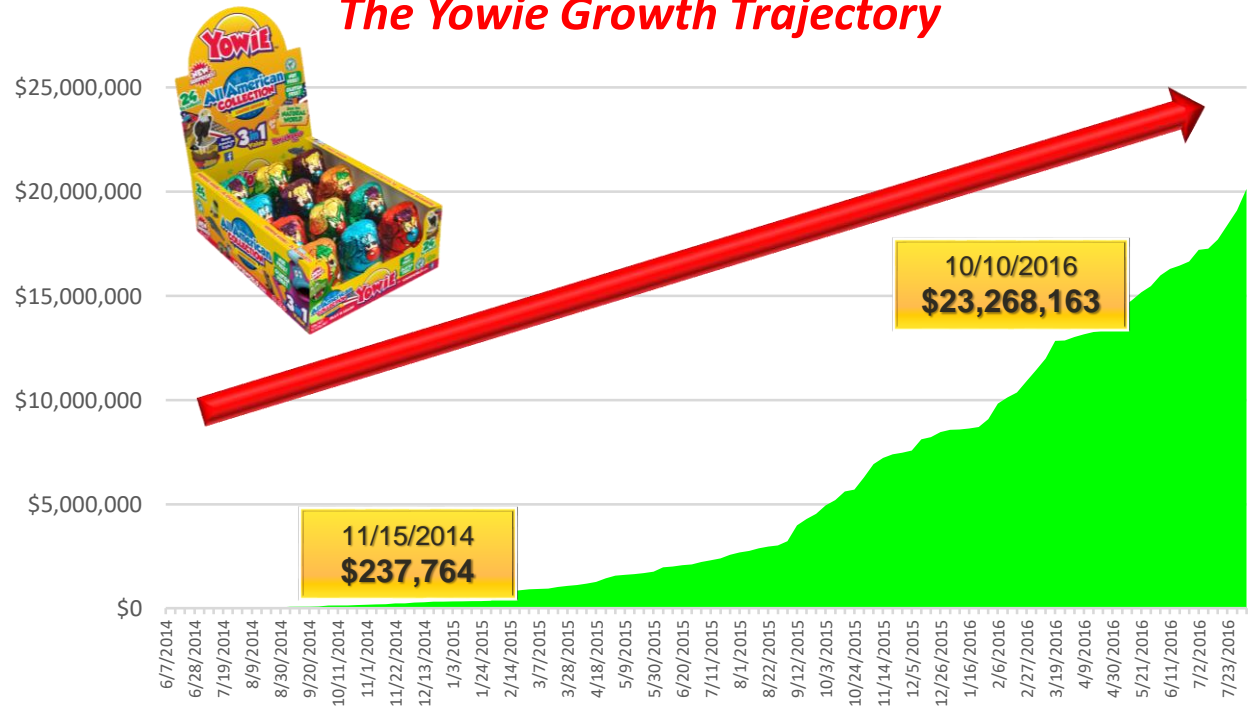
The Fastest Growing Novelty Brand in the US!



🐾 Yowie is a Multi Million \$ Brand in the US!

🐾 \$23 Million in CUM \$ sales since launch!

The Yowie Growth Trajectory



Yowie Tier 1 Partners in the US-Today



U.S. Market Retail Accounts Update



In only two years Yowie has achieved ranging in three tier one national retail accounts, over 40,000 stores with sales recorded across 50 current active accounts and/or account groups.



- ✔ **Mass Merchandiser:** From successful trial to national rollout to over 4,500 stores
- ✔ **Drug:** National pharmaceutical retailer 6,500 stores
- ✔ **Fuel & Convenience:** 2 national groups
- ✔ **Grocery:** National grocer rollout to 1,318 stores
- ✔ **General Retail:** Cost Plus World Market
- ✔ **Distributors:** 6 Distributors delivering coverage across 50 U.S States
- ✔ **Leisure & Entertainment:** Zoos and Resorts
- ✔ **Also Selling On Line:** 2 on-line retailers
- ✔ **Store Expansion:** Reached over 40k stores in 2016 fiscal

Ensure Reliable & Cost Efficient Supply Chain

- State of the art chocolate molding and packaging line supports significant expansion capability
- 90 million units p.a. molding capacity
- Ability to optimize costs going forward
- Expansion to 40 million p.a. packaging by mid-November 2016
- Strong Quality Control Systems
- Exploring alternate supply sources



Enter New Markets

- ❏ Developing market research for North America expansion
- ❏ Conducted Focus Group research in Asia
- ❏ Developing distribution plan for Australia
- ❏ Assessing distribution partners in Europe
- ❏ Exploring lower priced product for price segmentation
- ❏ Developing launch plan for 2 new markets in 2017

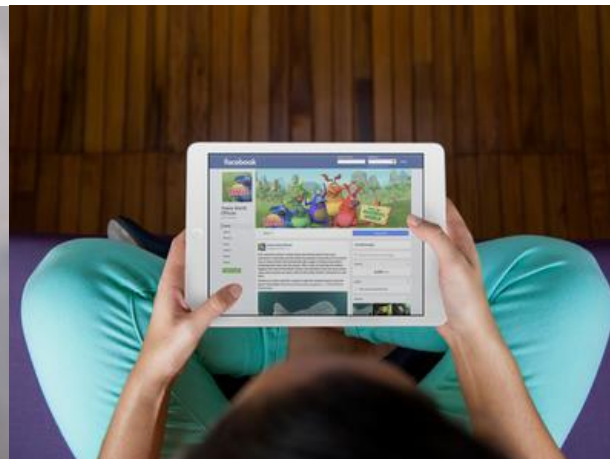
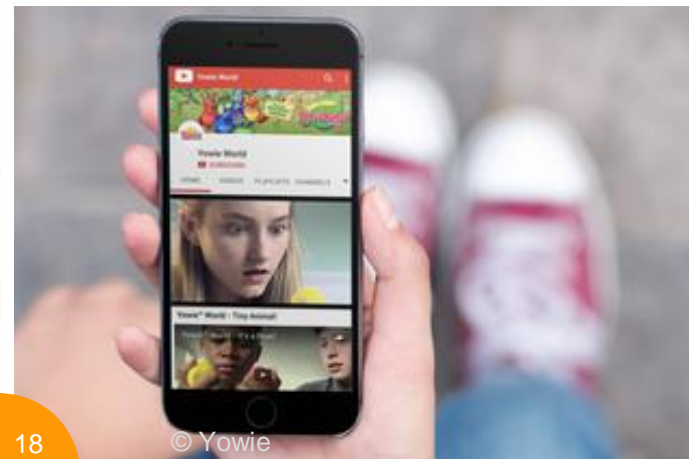


Build Global Brand Awareness through Innovative Marketing

- 🐾 Next stage development Yowieworld.com
- 🐾 Increased advertising investment in US of \$2M+, including TV
- 🐾 Expanded Yowie Collectibles program
- 🐾 New Yowieworld.com Collectors Zone
- 🐾 Seasonal promotion activities
- 🐾 New “my protectedspecies” consumer promotion
- 🐾 Partnerships and Aliances with conservation entities
- 🐾 Affiliation with local Zoos, Aquariums and Ecology-based ve
- 🐾 Market research



ADOLESCENT.



Fall Marketing Campaign

- ❃ Key objective of the Fall campaign is raising brand awareness
- ❃ Social media campaign near 50M impression on Facebook and YouTube
- ❃ Pre-Halloween includes 10 Yowie Viral videos (50K views in first 2 days)
- ❃ TV ads in 2 cities on popular networks: Nickelodeon, Nick@Nite, Cartoon Network, NBC
- ❃ Sampling to consumers at zoos
- ❃ Use of Bus Kings in 2 cities to reach mass audience



360° Yowie \$1.1 Million Advertising Campaign



84.5 Million Total Impressions



On Air Broadcast
2.0 M Impressions
Illinois & Texas

nickelodeon



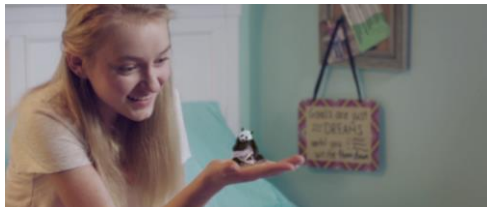
38.8M
Impressions



10.8M
Impressions



4.2M Impressions
Mobile Video



HELLO
my name is
Influencer



50 Bus Kings
Illinois & Texas

Bus Kings

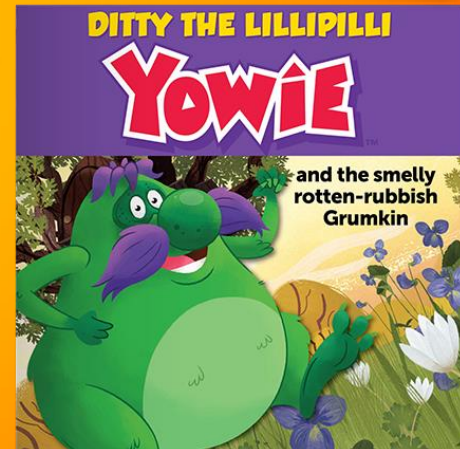
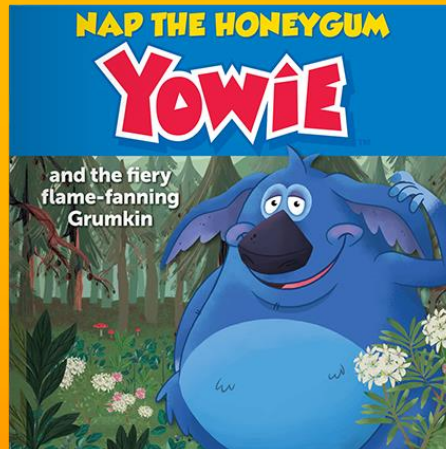
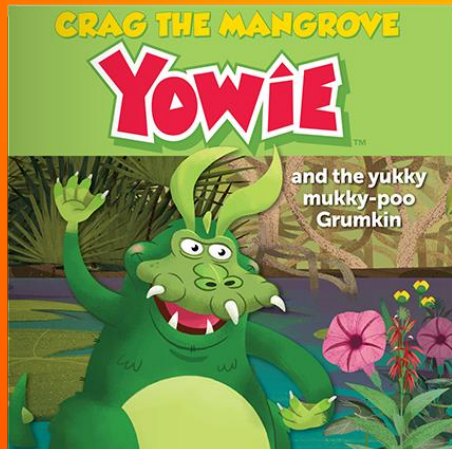
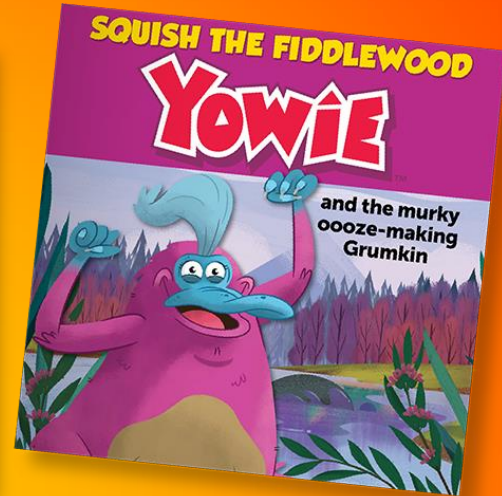
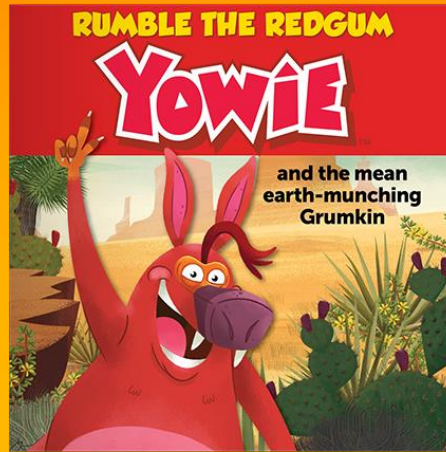
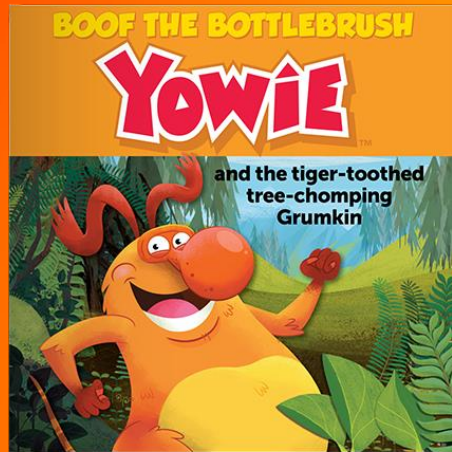




Create new
revenue streams
in new categories



Yowie Publishing to launch in fiscal 2017



Publishing

Investing in YowieWorld.com



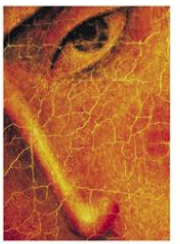
- 🐾 Next stage development using new insights and learning
- 🐾 New content, new and better gaming
- 🐾 New creative considering publishing animation
- 🐾 Exploring live footage of animals in their natural habitat

NEW! Tabs:

- 🐾 “Collectors” tab to organize your Yowie collection
- 🐾 “Video” tab features all the latest advertising materials
- 🐾 “My Protected Species” tab featuring new consumer promotion



Yowie Animation & Film Development



ICON

- 🐾 Meetings progressing with animators, studios and distributors
- 🐾 Studios and distributors are excited by the potential of the Yowie creative
- 🐾 Yowie confectionery generates unique marketing opportunities through retail network distribution
- 🐾 Currently in negotiation with experienced Hollywood film script writer identified for development of Yowie webisodes, animated series and feature film script.

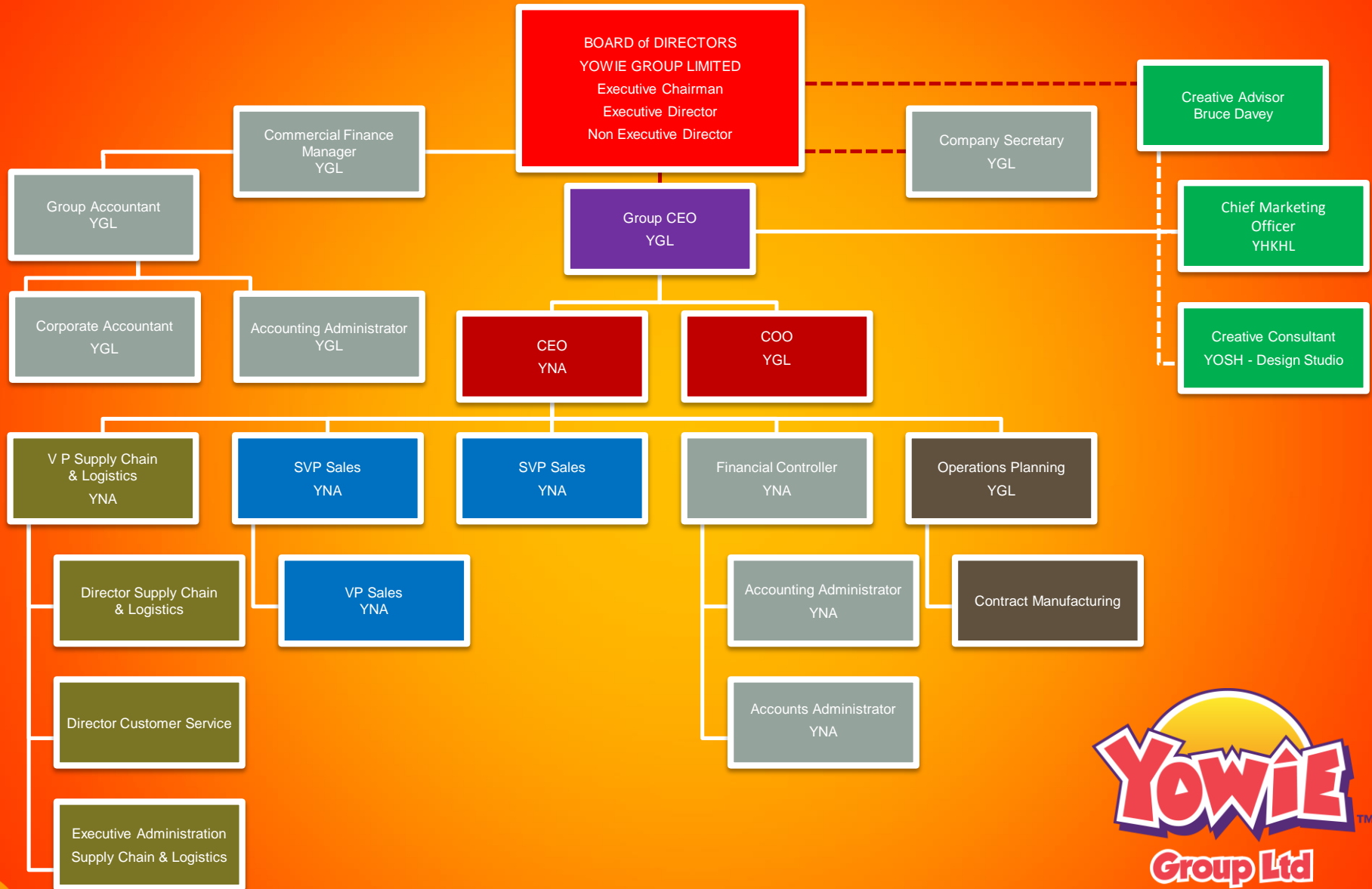




Acquiring & Developing Talent

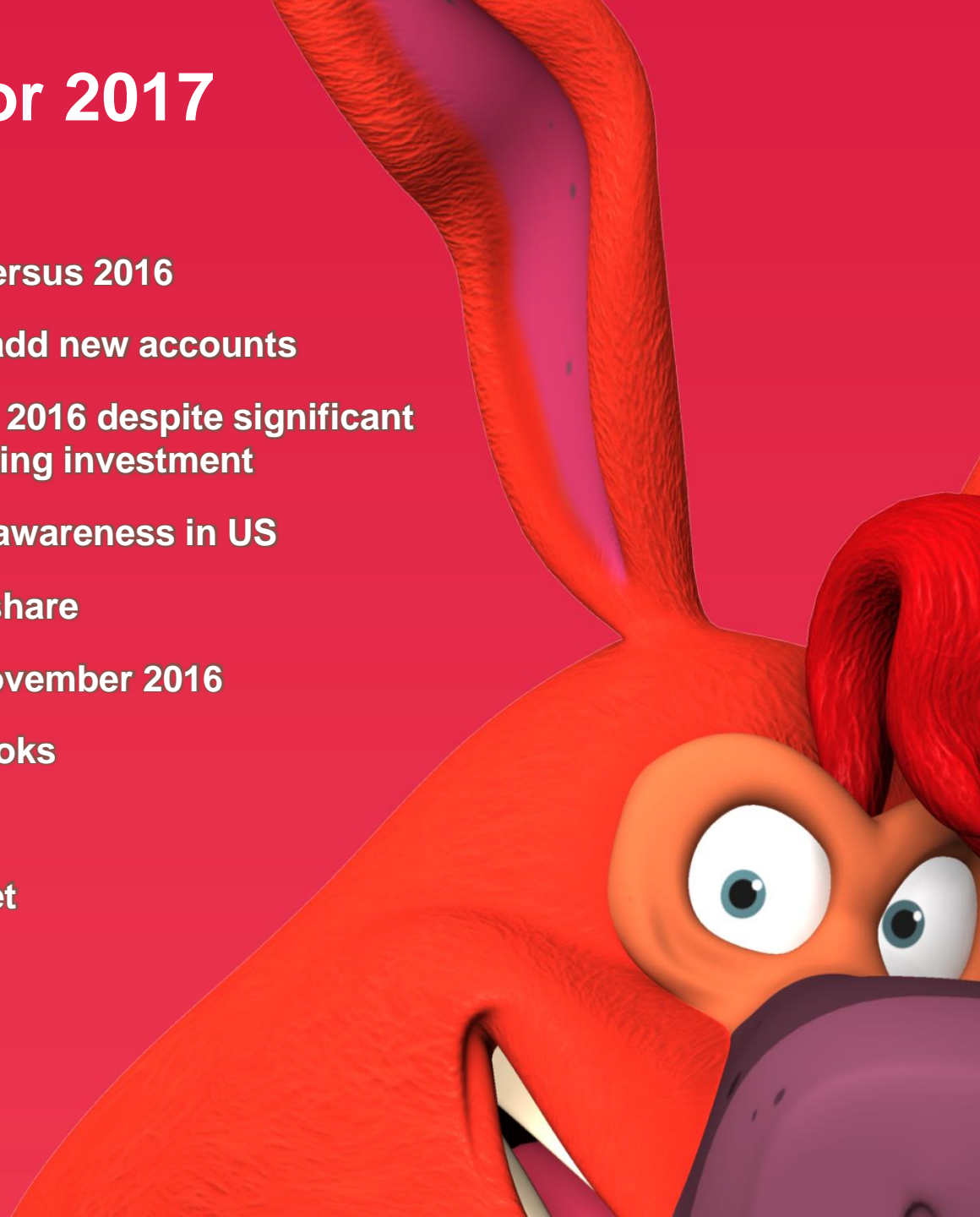


Group Organizational Structure



Our Objectives for 2017

- 🐾 **On track for strong growth versus 2016**
- 🐾 **Increase US sales team and add new accounts**
- 🐾 **Improve cash outflow versus 2016 despite significant talent acquisition and marketing investment**
- 🐾 **Significantly increase brand awareness in US**
- 🐾 **Continue to gain US market share**
- 🐾 **Double foiling capacity by November 2016**
- 🐾 **On track to publish Yowie books**
- 🐾 **Enter new markets**
- 🐾 **Maintain strong balance sheet**



Yowie™

Group Ltd

Invest for success in Yowie today!

