

ASX ANNOUNCEMENT

14 JUNE 2019

***CANDY CLUB LAUNCHES ITS E-COMMERCE STORE TO ITS DATABASE OF 250,000+ CANDY ACTIVE AND FORMER SUBSCRIBERS AND THE PUBLIC***

Melbourne, Australia, 14 June 2019 – Candy Club Holdings Limited (ASX: CLB, “**Candy Club**” or the “**Company**”) a leading premium confectionary business, is pleased to announce that it has officially launched its much anticipated e-commerce store to its database of 250,000+ candy lovers and the public.

To view the new e-commerce store, visit [shop.candyclub.com](http://shop.candyclub.com).

**Highlights**

- New e-commerce site officially live
- Re-engagement with 250,000+ existing and former subscribers without incurring customer acquisition costs
- Opens up the ability to monetise the Company’s nearly 1,000,000 social media followers

The online store features all of Candy Club’s new arrivals and best-selling products. This allows customers that have previously signed up to a subscription to purchase Candy Club products on an ad hoc basis, as well as allowing the public to buy Candy Club products without requiring a subscription.

Through direct sales and marketing via the e-commerce store, the Company can engage with its existing and former subscribers, as well as new consumers, without incurring the customer acquisition costs we would ordinarily incur in sourcing new subscribers through our other online and social media marketing channels.

The cost to build the e-commerce store has been minimal. Given that the Company has previously acquired these highly targeted customers, the cost to re-market this initiative via email to existing and former subscribers is essentially nil.

The Company will initially market via email to a fraction of its 250,000+ previous subscribers to optimise electronic direct mail (EDM). It also has the ability to market this initiative to its nearly 1,000,000 social media followers, using its in-house marketing team.

<b>Rainbow Sour Belts</b> \$14.00	<b>Strawberry Puffs</b> \$14.00	<b>Strawberry Sour Belts</b> \$7.00 - \$14.00	<b>Sour Cherry Cola Bottles</b> \$14.00
<b>Strawberry Sour Belts</b> \$7.00 - \$14.00	<b>Sour Gummy Octopus</b> \$7.00 - \$14.00	<b>Pineapple Rings</b> \$14.00	<b>Strawberry Wheels</b> \$7.00 - \$14.00



## Sour Gummy Octopus

\$7.00 - \$14.00

★★★★★ (0 REVIEWS)

Get ready for adventure! These exhilarating fruit flavored sour gummies will be swimming into your heart and your tummy. Who knew octopus could be so scrumptious?!

**ALLERGENS:** Contains gluten. Processed in a facility that handles dairy, soy, egg, peanut, tree nut (almond, pecan, and brazil nut), and wheat products.

**NET WEIGHT:** Small: 6 oz ; Large: 12 oz

Size \*

- Small
- Large

Qty:



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## Opportunity

Keith Cohn, CEO of Candy Club, said: “this initiative allows us to invite previous subscribers back into the Candy Club ecosystem to try our latest product range and value proposition. This is ideal for customers that enjoy our products but wish to buy candy for special occasions or prefer direct selection over which candies they enjoy. From a commercial perspective, the e-commerce site has

cost the company very little to create and what is most exciting is that our customer acquisition costs on sales of products through the e-commerce store will be minimal.”

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**About Candy Club:**

Candy Club is a leading specialty market confectionary company which operates a wholesale business and a direct-to-consumer subscription business. Founded in 2015 by serial entrepreneur Keith Cohn, the Company is executing on an omni-channel strategy with a vision to become the world’s leading specialty market candy company. The Company is headquartered in Los Angeles, CA.