



# Investor Presentation New York U.S.A

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June 2015

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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

<b>Ordinary fully paid shares</b>	
- Quoted	139,145,199
<b>Total on issue</b>	<b>139,145,199</b>
<b>Listed Options (15/12/2015; 20 cents)</b>	
- Quoted	27,553,076
<b>Total on issue</b>	<b>27,553,076</b>
<b>Unlisted Options</b>	
Director Options	
- 15/12/2015; 23 cents	3,500,000
- 30/06/2017; 28.5 cents	4,200,000
- 31/12/2017; 76.6 cents	2,000,000
Employee/Consultant Options	
- 31/12/2017; 90 cents	1,475,000
- 31/12/2017; \$1.05	1,825,000
- 31/12/2017; 76.6 cents	1,300,000
<b>Total on issue</b>	<b>14,300,000</b>
<b>Market Capitalisation (1 June 2015 – 75 cents)</b>	<b>A\$104.4 million</b>
<b>Cash position as at 31 May 2015</b>	<b>A\$10.65 million</b>
<b>Debt position as at 31 May 2015</b>	<b>A\$0.0</b>

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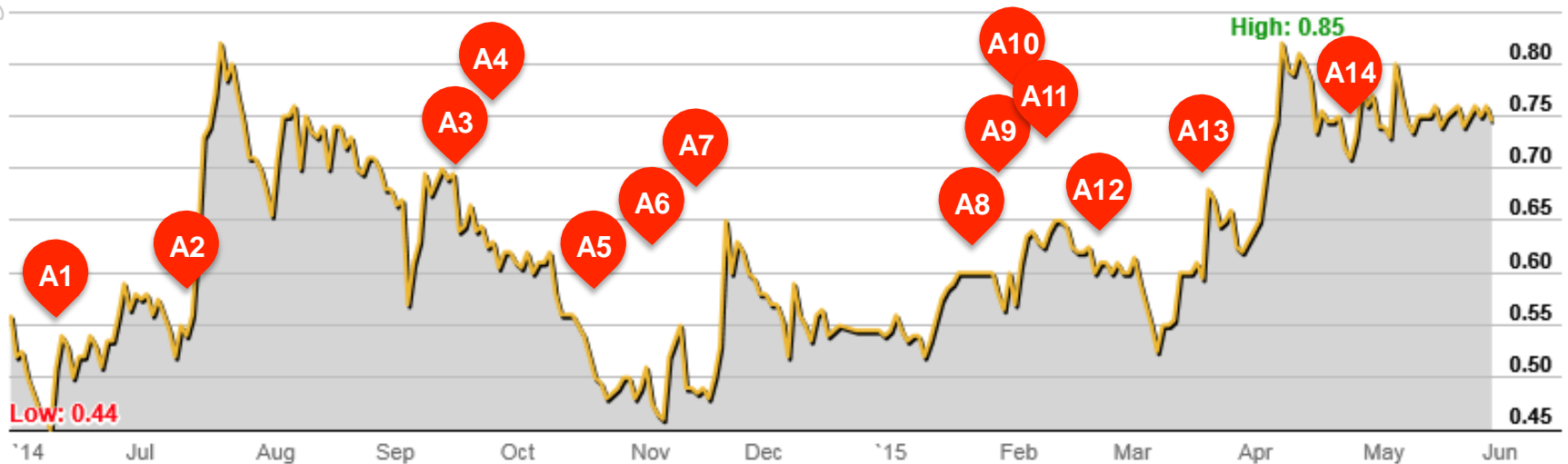
# Shareholder Overview

	Shares	%
<b>Top 40 Shareholders</b>	<b>72,898,734</b>	<b>52.39</b>
<b>Top 5 Shareholders</b>	<b>29,426,370</b>	<b>21.15</b>
HSBC Custody Nominees (Australia) Ltd – A/c 2	6,585,468	4.73
K.P. Hudson	6,464,353	4.65
National Nominees Limited	5,867,143	4.22
Abdullah Hani Abdallah	5,666,667	4.07
HSBC Custody Nominees (Australia) Ltd	4,842,739	3.48
<b>Total</b>	<b>29,426,370</b>	<b>21.15</b>
<b>Related Party Holdings</b>	<b>Shares</b>	<b>Options</b>
Wayne Loxton	5,290,667	6,450,000
Patricia Fields	368,572	3,550,000
Trevor Allen	50,000	-
<b>Total held by directors</b>	<b>5,709,239</b>	<b>10,000,000</b>
<b>% held by Directors</b>	<b>4.10%</b>	<b>23.89%</b>
<b>Approximate % held by Institutions</b>	<b>20.00%</b>	



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# Share Price Performance Review



- A1** Sweets & Snacks Expo Kick Starts Orders – 3 June 2014
- A2** Yowie secures National Convenience Account – 21 July 2014
- A3** Yowie goes on sale in Walmart Texas – 17 September 2014
- A4** Yowie US Market Update – 24 September 2014
- A5** Yowie US Market Update – 17 October 2014
- A6** Yowie goes on sale in Second Tier 1 US retail chain – 12 Nov 2014
- A7** Appointment CEO Yowie North America – 17 November 2014

- A8** US Market Update – 28 January 2015
- A9** \$10m Capital Raising to rollout Yowie in US – 30 January 2015
- A10** Appointment of Foster Stockbroking & EAS Advisors LLC – 4 Feb 2015
- A11** Successful Yowie Walmart Trial Leads to US Rollout – 10 Feb 2015
- A12** Yowie Achieves National Ranging in US Safeway – 18 February 2015
- A13** US Market Update – 18 March 2015
- A14** Successful Middle East Yowie Supermarket Trial – 23 April 2015



# Board & Management Team

## **Executive Chair : Wayne Loxton**

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

## **Executive Director : Patricia Fields**

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

## **Non Executive Director : Trevor Allen**

Has held senior executive positions at SBC Warburg and its predecessors for eight years and as a corporate finance partner at KPMG for 12 years. Commercial experience includes merger and acquisitions and business integration.

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# Key Management Yowie North America

## Chief Executive Officer : Sal Alvarez

Well positioned and qualified to become Chief Executive Officer of a new brand confectionery led company in the biggest consumer market in the world, Sal brings 32 years' experience in consumer sales and marketing to Yowie North America having worked in pharmaceutical, consumer products and spirits industries. Sal has a proven track record of leading high performance teams to achieve superior business results.

## Senior Vice President Sales : Mike Shinkwin

As YNA SVP Sales and with specific accountability for West Coast sales, Mike is an experienced senior sales executive with a strong passion for success. Mike has held sales leadership roles in the confectionery, snacking, wine and spirit industries for both local and international brand companies bringing a solid customer and partner relationship network to YNA.

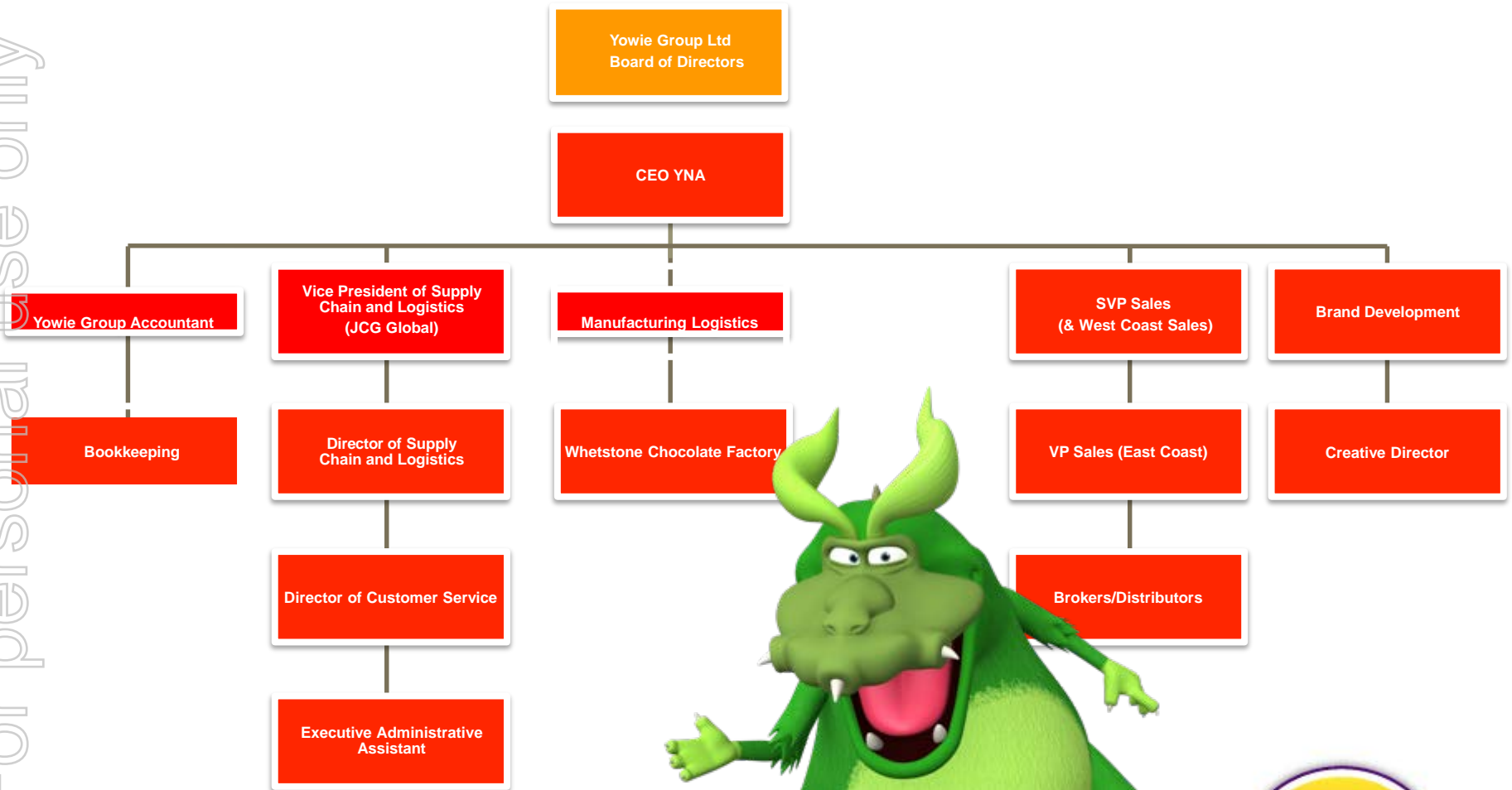
## Vice President Sales : East Coast : Fred Graham

Fred is an experienced sales and account management senior executive with leadership experience in the food, beverage, consumer packaged goods and automotive industries and across all retail trade channels including with wholesale and distributors. Fred also brings to YNA a strong network of customer and partner relationships throughout the US market.





# YNA Organisational Structure



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# Yowie Key Objectives

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**1.**

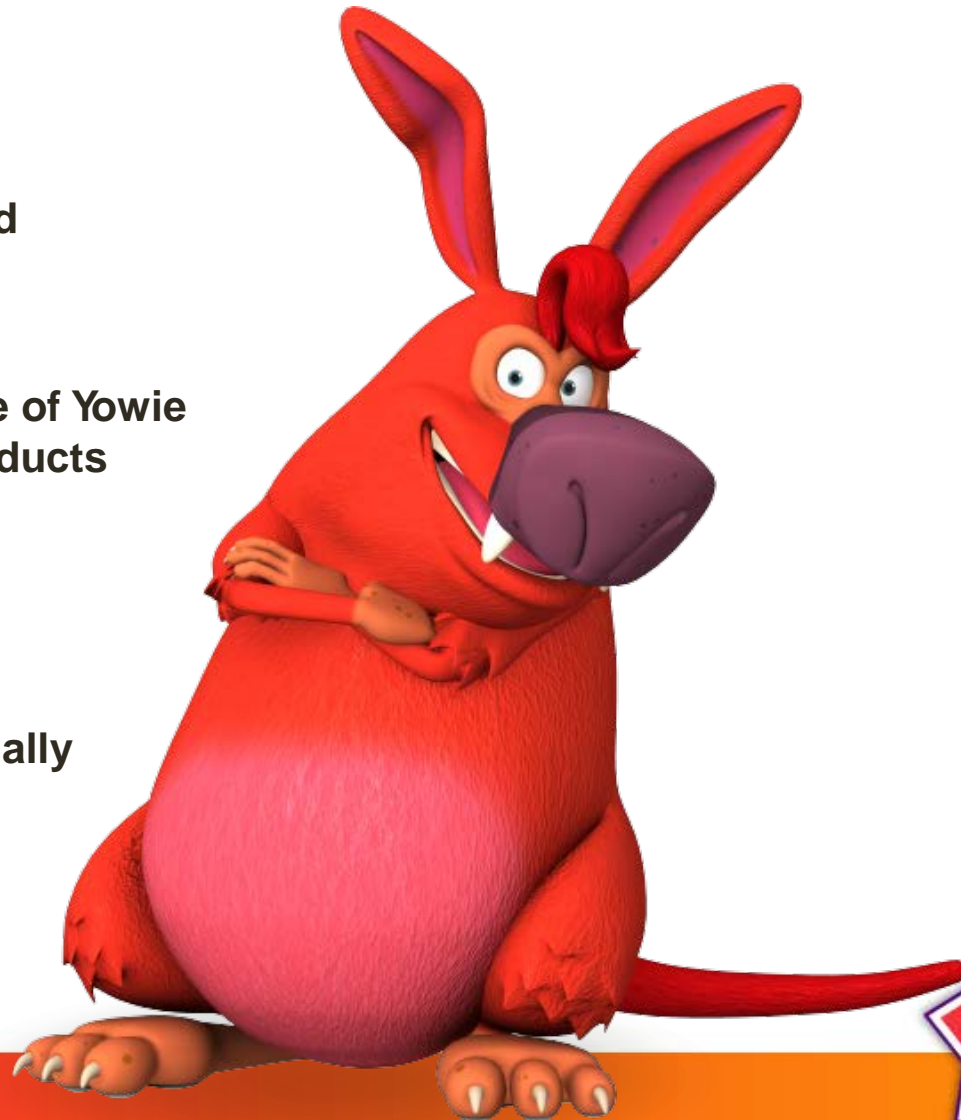
**Build a confectionery led global Yowie brand**

**2.**

**Launch a broad range of Yowie branded licensed products worldwide – food & non food**

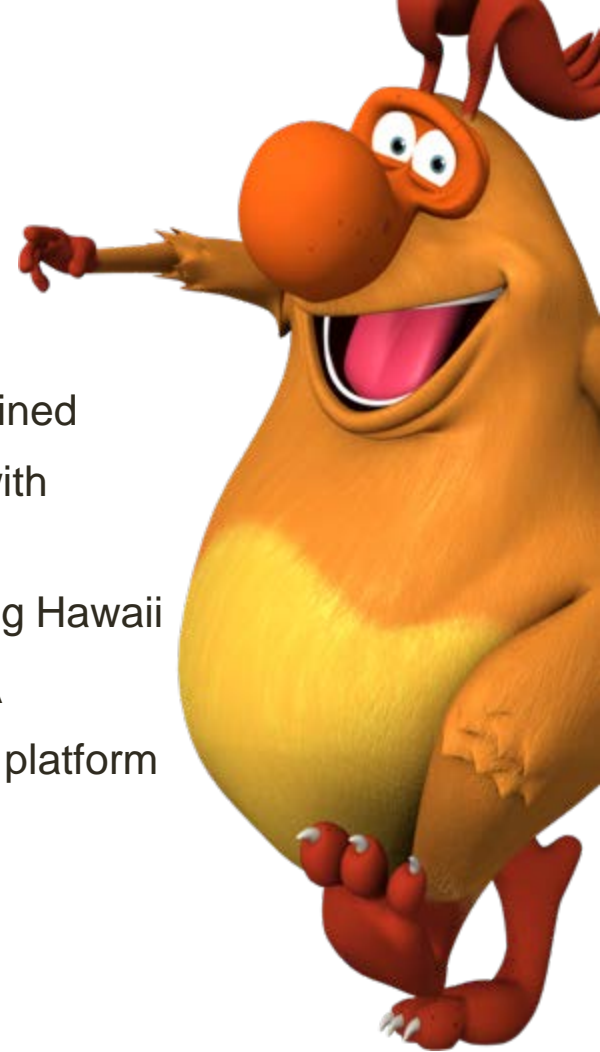
**3.**

**Establish a commercially successful Yowie digital platform**



# Yowie Key Achievements 2014

- Secured trial in two Tier 1 national retail chains including Walmart, with a third Tier 1 retailer pending
- Secured listing in biggest consumer market in the world in record time with all new customers successfully retained
- Gained listing in **26** customer groups and over **5,089** stores with potential roll out to **> 30,459** stores
- Established distribution network across 49 US States including Hawaii
- Recruited management, sales & logistics team and CEO YNA
- Introduced accounting, customer data management software platform
- Manufacturing production consistently exceeding forecast
- Completed an end to end Supply Chain Review
- Successfully executed capital raising and efficiently managed company cash flow
- Commenced discussion with potential film production partners



# Yowie Key Achievements 2015

- Completed A\$10 million equity capital raise to fund rollout of Yowie in the US – *30 January 2015*
- Successful initial trial with Walmart leading to product ranging across 1507 Walmart stores in the US – *10 February 2015*
- Achieved National Ranging in 1318 US Safeway stores – *18 February 2015*
- Continued to grow national U.S. distribution and sales - see *18 March 2015 US Market Update*
- Successful completion of initial Middle East Supermarket Trial – *23 April 2015*
- Launch of Sponsored Level 1 ADR program through BNY Mellon in the US to increase exposure to US investment community – *8 June 2015*



# Yowie Key Objectives 2015

- Permanent planogram fixture locations in store with priority Tier 1 retail
- Secure additional seasonal category retail program
- Achieve national U.S. distribution - breadth and depth
- Establish a fully optimized national U.S. broker distribution network
- Launch **Series 2** Limited Edition Yowie Collectables
- National launch Yowie social media program
- National media promotional engagement
- Continue Market expansion – beyond U.S. market



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# Yowie

A new global brand  
licensing opportunity



# Yowie Brand Positioning

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## Save the Natural World

- Helping children know, understand and experience the wonders of the natural world learning through play

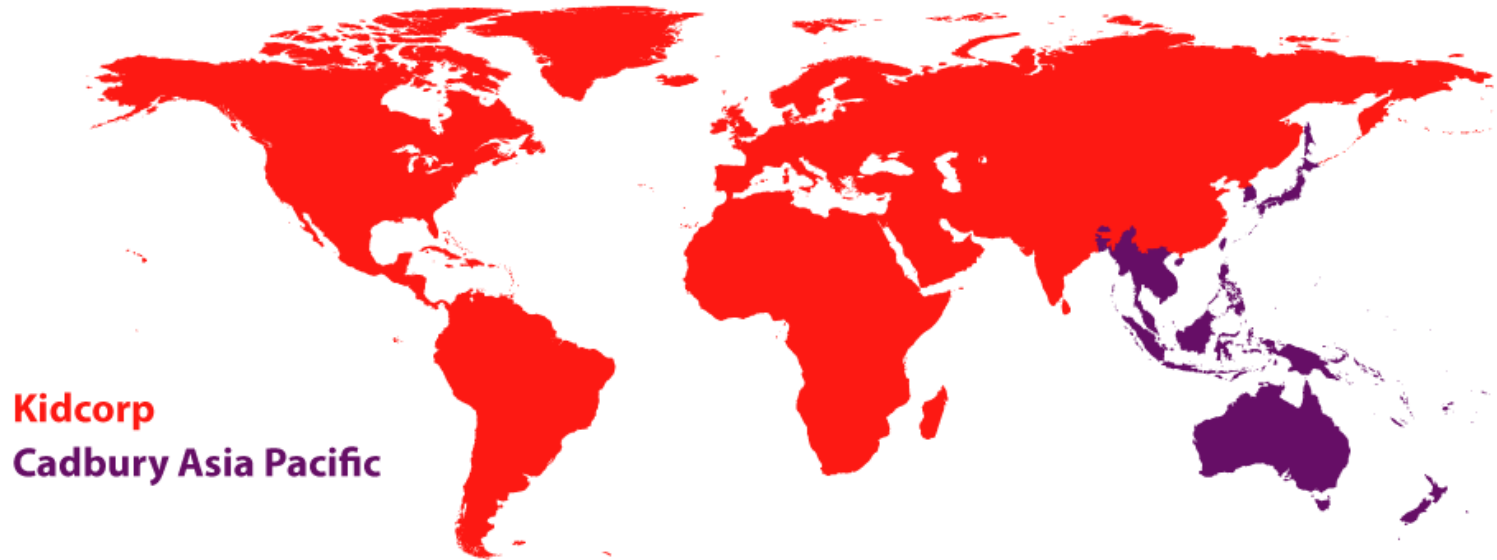
## Target market

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



# Yowie Brand Ownership

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- 1992 Partnership formed between Kidcorp (brand creators) & Cadbury
- Cadbury owned parts of Asia Pacific (only) – excluding China/India from 1995 – 2004 when Yowie removed from shelves as Cadbury moved to global Cadbury owned core brand investment focus
- Kidcorp retained ownership to the rest of world including key growth opportunity markets of India, China & US

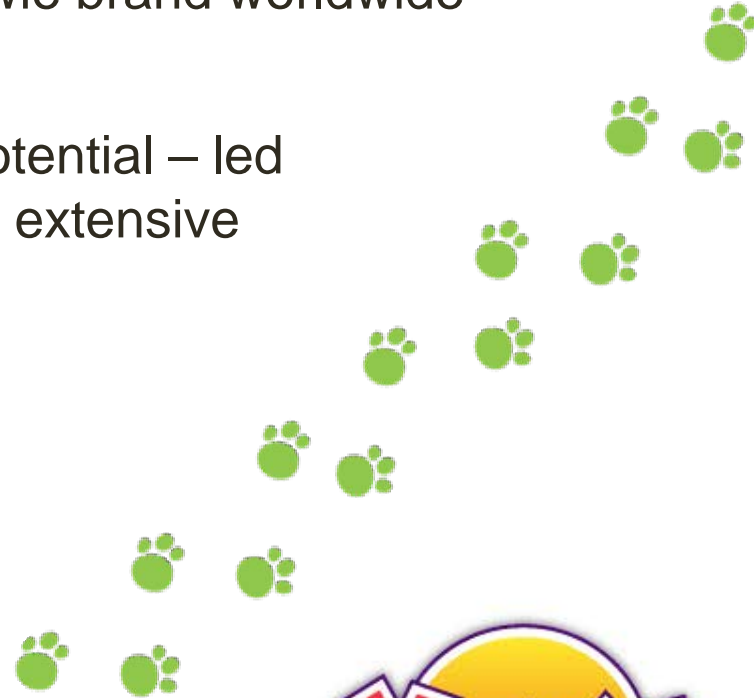




# Yowie Brand Ownership by YGL

- In 2012 YGL secured full Yowie brand buyback with Kraft takeover of Cadbury
- YGL now owns 100% global rights to Yowie brand worldwide
- YGL now pursuing Yowie global brand potential – led by a worldwide confectionery rollout with extensive licensing, digital and other opportunities

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# Yowie Brand History

- First launched in ANZ market in 1995
- 65 million units sold in first full year (\$100 million retail)
- Over 2 million Yowie children's books sold
- Yowie rolled out into Australia, New Zealand, Singapore, Japan & UK markets
- Extensive licensing program – across food & non-food
- Yowie secured >30% volume market share from global and local market leader Ferrero's 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 and one of the most successful brands in Cadbury history



# Yowie - An Award Winning Brand



## 1998 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



# Six Yowie Characters



*Yowie are mythical creatures from the other side of sunset.  
Each Yowie character is a guardian of a natural domain.*

These natural domains are found on every continent to varying degrees;

- 🐾 **Boof:** Pacific Rainforests & Rocky Mountains
- 🐾 **Squish:** Great Lakes & Waterways
- 🐾 **Crag:** Everglades, Swamp & Backwater
- 🐾 **Nap:** Treetops of the Northern Forests
- 🐾 **Ditty:** Eastern Woodland & Meadows
- 🐾 **Rumble:** Sonoran Deserts & Great Plains



# Yowie Global Brand Credentials



- 🐾 International award winning brand
- 🐾 Proven category performer over >10 years
- 🐾 New consumer benefits have improved & strengthened brand
- 🐾 Worldwide appeal across gender, age and culture
- 🐾 Cross category licensing opportunities
- 🐾 Unique, relevant and timely positioning – ‘Save the Natural World’
- 🐾 Premium, quality, value consumer proposition
- 🐾 Collector cult following
- 🐾 Play & Learn proposition
- 🐾 Unrealised global market potential



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# Yowie Consumer Benefits

- 🐾 Responsible ecology positioning 'Save the Natural World'
- 🐾 Play & Learn proposition
- 🐾 100% all natural milk chocolate
- 🐾 Chocolate made in the USA
- 🐾 Nut & Gluten Free
- 🐾 Kosher & Halal Certification
- 🐾 No high fructose corn syrup or palm oil
- 🐾 Patent protected U.S FDA & CPSC compliant – not embedded & no small parts
- 🐾 Tamper proof locking device capsule
- 🐾 Recyclable/ reusable unique Yowie character shape
- 🐾 Portion Controlled 1 oz. single serve in two chocolate halves suitable to enjoy, share or save
- 🐾 Ethically sourced & traded chocolate with Rainforest Alliance Certification
- 🐾 COPPA compliant digital platform (Children's On Line Privacy Protection Act)



# Yowie = Outstanding Value for Money

1. ENJOY



2. PLAY



3. DISCOVER



4. ADOPT



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# Yowie Confectionery Product



Yowie confectionery was created to carry the **‘Save the Natural World’** message to the world educating children through play.





# Yowie Character Foils



*1 oz. of unique fun characters with strong visual impact*



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# Yowie Collectables

- 🐾 Limited edition Yowie collectables – 24 in Yowie U.S. Launch Series
- 🐾 Natural replica animal inclusions
- 🐾 Hand painted with food grade non toxic lead free paint
- 🐾 Each premium quality, carefully detailed to exacting scientific specification
- 🐾 Each with fun facts leaflet including animals eco status
- 🐾 Manufactured to international safety standards
- 🐾 Yowie collectibles come alive at YowieWorld.com !



Caracal



Clownfish



Alpaca



Owl



Giant Panda



American Buffalo



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# Yowie Supply Chain



## Legal Compliance

- FDA & CPSC approved for sale in US market – no embedded & no small parts

## Chocolate & Foil

- 100% all natural Milk Chocolate
- Chocolate made in the USA
- Gluten & Nut free
- Kosher & Halal Certification
- Palm Oil & HFCS Free
- Ethically sourced and traded with Rainforest Alliance Certification
- Recyclable foil

## Collectable & Capsule

- Produced to Age '0' international safety standards
- Prominently labelled 'Not suitable for children under 3 Years'
- Food grade ink & paint – no lead/non toxic
- Manufactured in international standard food grade factory
- Recyclable and reusable capsule
- Tamper proof safety locking device



*"I like Yowie chocolate because it is sweet and creamy and really smooth. It melts in your mouth."*



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# Yowie Supply Chain

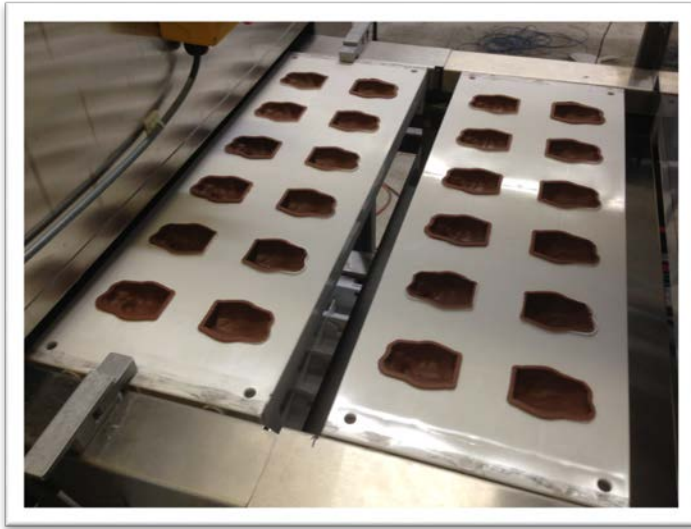


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# Yowie Manufacturing

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- Nut Free factory
- Yowie dedicated frozen cone manufacturing plant
- Dedicated factory in Florida



- Rasch manufactured high speed foiling & wrapping
- Current capacity 20 million units with room for fast expansion to 40 million and beyond



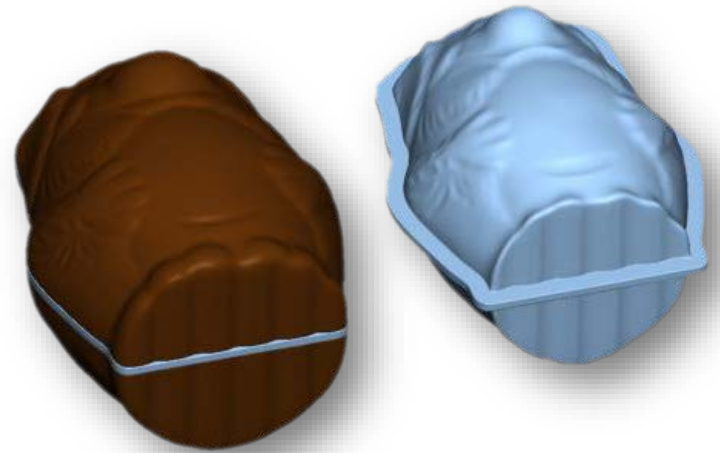


**Yowie**  
**North America**  
**new category opportunity**



# Yowie Unique Capsule Design

- ✔ US Patent protected Yowie capsule design
- ✔ Yowie exclusive U.S market patent licence valid until April 2018
- ✔ Compliant with U.S FDA legislation as a non-embedded food
- ✔ Unique Yowie character design capsule
- ✔ Tamper proof safety locking device



# Yowie U.S. Market Opportunity



*Cadbury*

1995 - 2005

**YOWIE**  
1998 sales  
65M units

**Australia**  
1998  
Population  
18 million

Yowie F.Y. 1998 sales = 65M Units  
**3:1 per head population**



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# Yowie U.S. Market Opportunity



## Ferrero Kinder Surprise



## Ferrero Kinder Surprise



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# Yowie U.S. Market Opportunity



**U.S.  
2015**

**Population  
320 million**

- YOWIE U.S. market opportunity > 320 million people
- YOWIE volume est. = 700-800m units
- YOWIE value est. > \$2 Billion
- US age demographic 0-14 Years = 63 million consumers
- New confectionery growth opportunity
- Rare 'white space' category opportunity



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# Yowie Marketing Program

## YOWIE MARKETING IS DIGITAL

- ✔ \$2 mill+ digital marketing ongoing investment through YowieWorld.com including FREE Yowie App to download
- ✔ Invitation to discover Yowieworld.com is in every Yowie candy
- ✔ Yowieworld.com is underpinned by Yowie social media activities
- ✔ Yowie Facebook; You Tube; Twitter; Instagram and a Yowie (independent) Fan Club
- ✔ In Store promotional opportunities with annual Eco Calendar e.g. World Environment Week
- ✔ Affiliation with local Zoos, Aquariums and Ecology based venues
- ✔ Local Yowie Collectors 'Swap Meets' – to trade, swap and share
- ✔ Free Yowie Posters detailing limited edition collectables
- ✔ Student Information Kits
- ✔ Social Media and PR



# U.S. Market Retail Accounts Update

## NEW ACCOUNTS BY TRADE CHANNEL

- ✔ **Mass Merchandiser:** Walmart from successful trial to rollout
- ✔ **Drug:** 2 x Tier 1 pharmaceutical retailers
- ✔ **Fuel & Convenience:** 4 groups
- ✔ **Grocery:** Safeway rollout in progress
- ✔ **General Retail:** Cost Plus World Market
- ✔ **Distributors:** 6 Distributors delivering coverage across 35 U.S. States
- ✔ **Specialist Candy:** Including Dylan's Candy Bars
- ✔ **Leisure & Entertainment:** Zoo and Resort
- ✔ **Also Selling On Line:** It's Sugar & ...Cost Plus World Market



# U.S. Market General Update



- ✔ Consumer acceptance positive with consistent repurchasing
- ✔ Early engagement with quality of Yowie collectables very positive
- ✔ Current production capacity 20 million units p.a. with growth capacity available to 100 million units p.a. on schedule
- ✔ Tier 1 strategic approach to retail ranging challenge proving successful
- ✔ Yowie product presence in 49 US States including Hawaii
- ✔ Substantial digital marketing strategy through YowieWorld.com including FREE App download securing consumer engagement
- ✔ Underpinned by launch of Yowie social media activities and independent Yowie Fan Club
- ✔ Discussions advancing with interested parties in relation to Yowie animated feature film and other Yowie Licensing opportunities
- ✔ Distribution requests for markets outside U.S being received by YNA

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# Yowie Market Share



- ✔ Inaugural Yowie U.S confectionery category \*IRI market share measure achieved
- ✔ From supermarket chain operating 130 stores in California and Nevada areas
- ✔ Yowie distribution was listed as available in 79.7% of stores
- ✔ Yowie ranked 50 of 1877 products putting it in top 3% of sales performers in the confectionery category
- ✔ Yowie ranked 9 of non seasonal impulse lines (cost \$2.99 or less)
- ✔ If Yowie ranged had been in 100% of stores it would have outsold all other impulse lines other than two top selling market leading impulse lines

\*Chicago based IRI is one of the leading market research companies operating within the U.S / 130 store sample / All measurements in \$ value / Includes all pack formats seasonal and non seasonal / 4 week measurement period / Data remains property of and commercially confidential to customer



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# Walmart Update

## TEXAS 50 STORE TRIAL



- ✔ Yowie successfully achieved Walmart required sales targets by Week 3 of 5 Week in 50 store trial
- ✔ Yowie was successful even when ranged across multiple locations in store including planned aisle end cap
- ✔ Sales momentum built progressively over each week
- ✔ Individual store managers feedback very positive
- ✔ Yowie was 'most exciting addition to new front end modular plans' (buyer)
- ✔ Invitation to move to national rollout as result of trial



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# Walmart Update

## NATIONAL ROLLOUT TO 1505 STORES



- ✔ Yowie progressive rollout to 1505 stores is now complete
- ✔ All are Walmart SuperCentres across all states
- ✔ Yowie is ranged on 10 checkouts stands per store
- ✔ In store modification was completed in April (post Easter)
- ✔ 99% of the 1505 stores have made Yowie sales with sales also recorded in Walmart stores outside the 1505 stores
- ✔ 40% of the 1505 stores hit Walmart required benchmark over the last three weeks (post Easter sales peak)
- ✔ Seasonal category consideration for Christmas 2015 due by mid June

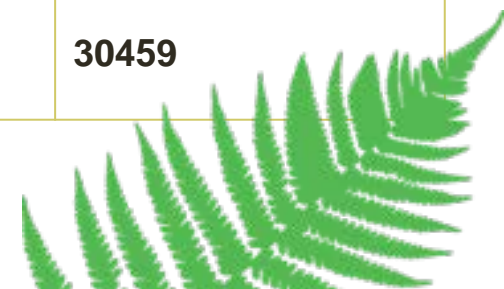


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# Yowie Customer Overview

Retail Channel	# Customer Groups Per Channel	#Stores Product Ranged	Total # Available Stores
MASS MERCHANDISER	1	1505	4300
DRUG	2	110	10,000+
GROCERY	6	1721	4998
FUEL & CONVENIENCE	4	572	6500+
GENERAL RETAIL	1	288	288
DISTRIBUTORS	6	738	3225
SPECIALIST CANDY	4	153	1108
LEISURE & ENTERTAINMENT	2	2	40
<b>TOTAL</b>	<b>26</b>	<b>5089</b>	<b>30459</b>



# Yowie In Store Merchandising



WALMART



COST PLUS



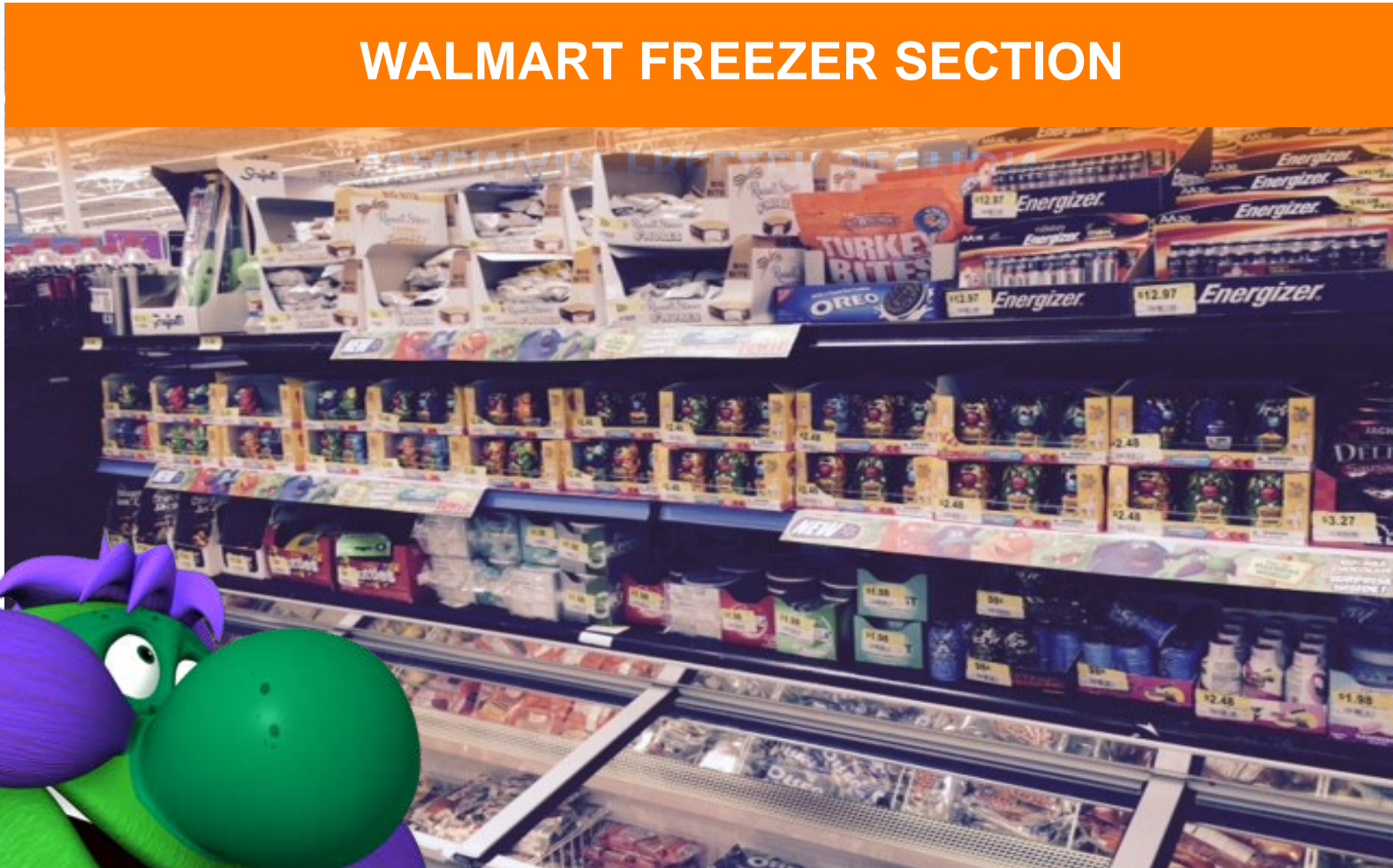
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# Yowie Off Location Display



## WALMART FREEZER SECTION



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# Yowie In Store Merchandising

In store visibility is key



## WALGREENS



## WALGREENS



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# Yowie Impulse Display



## LOLLI & POPS



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# Yowie World

## Digital Revenue Stream



# Yowie World has 4 Main Features

- A Yowie Ranger 'build your own' avatar and gamification engine
- A suite of games aimed to engage and entertain
- A "virtual sticker book" that enables you to keep track of your Yowie collectables
- A 3D environment that brings Yowie World to life and provides learning opportunities through play

## And 4 sub features

- The partner section, linking to Yowie approved partners
- A parent section, outlining the site and product to parents
- A help section that provides a FAQ style help to users
- A 'Where to Buy' shopper guide with map and store address



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# Yowie

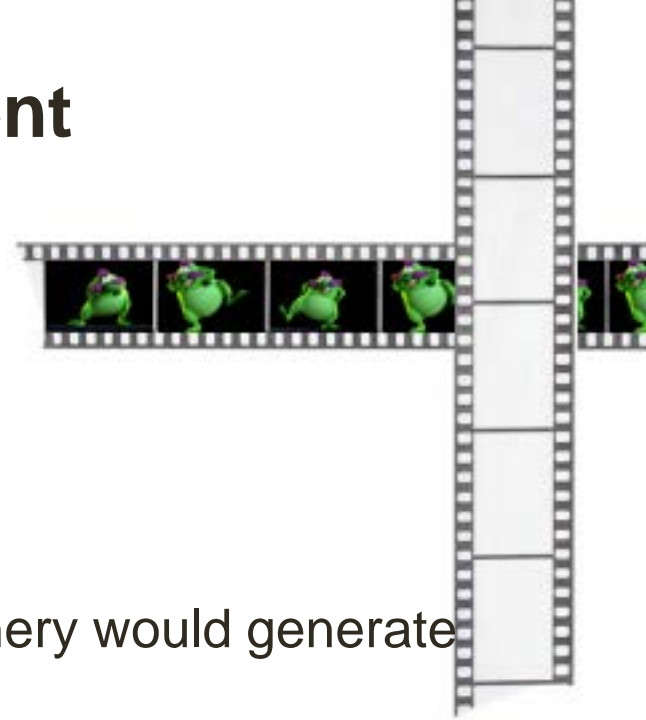
A new global brand  
licensing opportunity





# Yowie Animated Film Development

- Meetings have been held with several top Hollywood film studios and distributors
- Interest expressed in seeing feature film script
- Hollywood studios and distributors are excited by the potential of the Yowie creative
- Plus marketing opportunities Yowie confectionery would generate through retail distribution
- Experienced ex - Hollywood Studio executives identified for future development of a feature film script
- Development of feature film script will take approximately 12 months
- Next steps involve Yowie Board evaluating funding of feature film script development



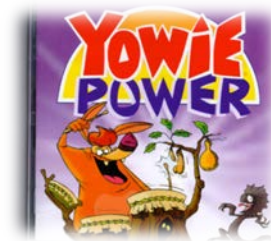
# Yowie Licensing – Non Food



Garden Seeds



Body Boards



Music  
CDs &  
Games



Pencil Cases & Bags



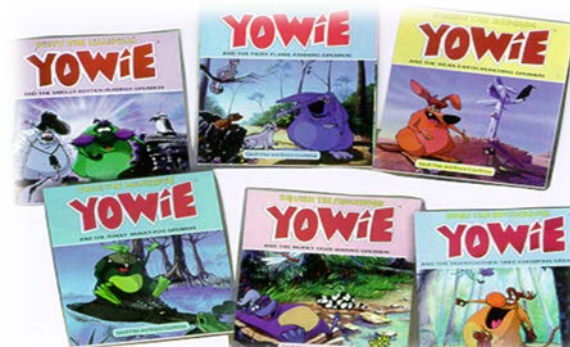
Hats



Puzzles



Children's Underpants & Socks



Books



Bubble Bath & Shampoo

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# Yowie Licensing - Food



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# Yowie Investment Opportunity

- Yowie is a significant 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 securing its place on the world stage



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**Invest for success in Yowie today!**

