



# Investor Presentation

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Sydney/Melbourne

October 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  
licensing company



# Yowie Capital Structure

<b>Ordinary fully paid shares</b>	
- Quoted	151,770,448
<b>Total on issue</b>	<b>151,770,448</b>
<b>Listed Options (15/12/2015; 20 cents)</b>	
- Quoted	17,655,621
<b>Total on issue</b>	<b>17,655,621</b>
<b>Unlisted Options</b>	
Director Options	
- 15/12/2015; 23 cents	1,500,000
- 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	2,125,000
- 31/12/2017; \$1.05	2,475,000
- 31/12/2017; 76.6 cents	1,350,000
- 31/12/2017; \$1.15	260,000
- 31/12/2017; \$1.25	520,000
<b>Total on issue</b>	<b>14,430,000</b>
<b>Market Capitalisation (23 October 2015 – \$1.10)</b>	<b>A\$166.9 million</b>
<b>Cash position as at 30 September 2015</b>	<b>US\$8.31 million</b>
<b>Debt position as at 30 September 2015</b>	<b>US\$0.0</b>



# Shareholder Overview

	Shares	%
<b>Top 40 Shareholders</b>	<b>88,722,976</b>	<b>58.45</b>
<b>Top 5 Shareholders</b>	<b>35,829,738</b>	<b>23.60</b>
HSBC Custody Nominees (Australia) Ltd	13,014,852	8.58
K.P. Hudson	6,420,000	4.23
Abdullah Hani Abdallah	5,666,667	3.73
HSBC Custody Nominees (Australia) Ltd – A/c 2	5,637,471	3.71
Citicorp Nominees Pty Ltd	5,090,748	3.35
<b>Total</b>	<b>35,829,738</b>	<b>23.60</b>
<b>Related Party Holdings</b>	Shares	Options
Wayne Loxton	5,870,000	2,400,000
Patricia Fields	1,518,572	2,400,000
Trevor Allen	50,000	-
<b>Total held by directors</b>	<b>6,288,572</b>	<b>4,800,000</b>
<b>% held by Directors</b>	<b>4.14%</b>	<b>14.95%</b>
<b>Approximate % held by Institutions</b>	<b>30.00%</b>	



# Share Price Performance Review



- A1** Yowie goes on sale in Second Tier 1 US retail chain – 12 Nov 2014
- A2** Appointment CEO Yowie North America – 17 November 2014
- A3** US Market Update – 28 January 2015
- A4** \$10m Capital Raising to rollout Yowie in US – 30 January 2015
- A5** Appointment of Foster Stockbroking & EAS Advisors LLC – 4 Feb 2015
- A6** Successful Yowie Walmart Trial Leads to US Rollout – 10 Feb 2015

- A7** Yowie Achieves National Ranging in US Safeway – 18 February 2015
- A8** US Market Update – 18 March 2015
- A9** Successful Middle East Yowie Supermarket Trial – 23 April 2015
- A10** Advice to market about Rollout to over 4300 Walmart Stores – 17 June 2015
- A11** National US Rollout to over 4300 Walmart Stores – 8 September 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 30 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.



# Key Management Yowie North America



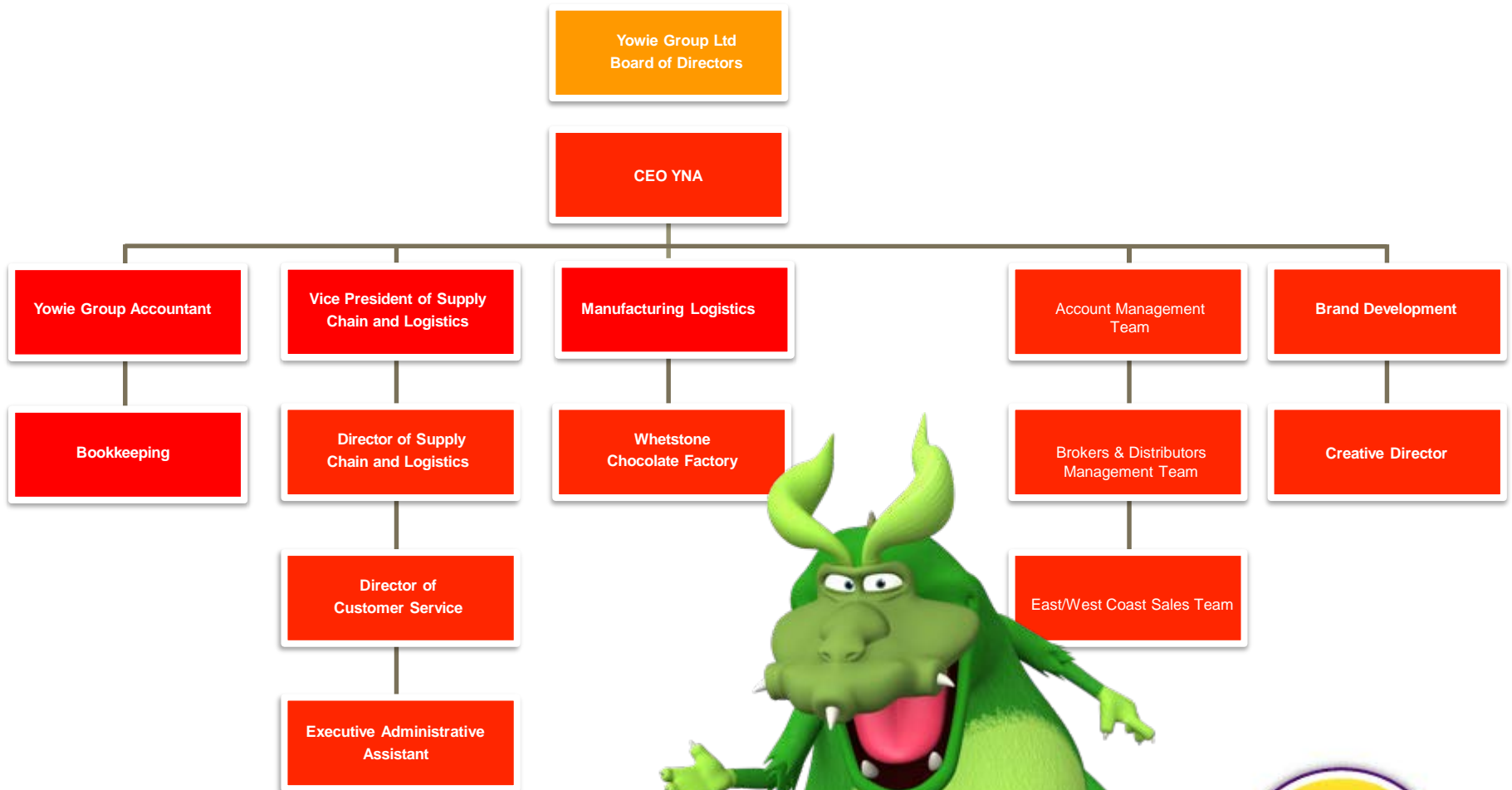
## Chief Executive Officer : Sal Alvarez

- 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.
- Supported by a recently strengthened sales, broker, distributor and account management team with confectionery and U.S. retail trade experience, plus finance, supply and logistics support together with an in store merchandising team servicing the Walmart account.





# YNA Organisational Structure



# Yowie Key Objectives

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 2015

- 🐾 Completed A\$10 million equity capital raise to fund rollout of Yowie in the US – *30 January 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*
- 🐾 Achieved National Ranging in over 4300 Walmart stores in the US – *17 June 2015*
- 🐾 Commenced National Ranging roll out into over 4300 Walmart stores – *9 Sept 2015*



# Yowie Key Objectives 2016

- ❧ 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





# Yowie

A new global brand  
licensing opportunity





# Yowie Brand Positioning



## 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

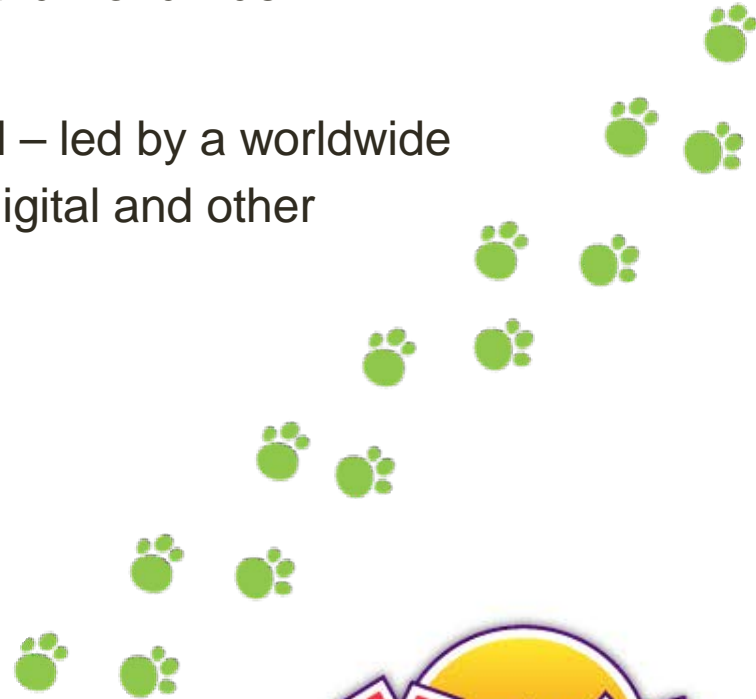


- 1992 Partnership formed between Kidcorp (brand creators) & Cadbury
- Cadbury owned parts of Asia Pacific (only) – excluding China/India from 1995 – 2004 when Yowie removed from shelves as Cadbury moved to global Cadbury owned core brand investment focus
- Kidcorp retained ownership to the rest of world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





# 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 or habitats 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
- Quality and safety brand hallmarks
- Cross category licensing opportunities in food and non-food
- Unique, relevant and timely positioning – ‘Save the Natural World’
- Premium, quality, value consumer proposition
- Collector cult following
- Play & Learn proposition
- Unrealised global market potential





# 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 Confectionery Product .... 'Save the Natural World'



*Yowie confectionery was created to carry the Yowie natural world message to the world educating children through play.*



# Yowie Character Foils



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





# Yowie Collectables

- 🐾 Limited edition Yowie collectables 24 in Yowie U.S. Launch Series including six Yowie
- 🐾 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
- 🐾 See Yowie collectibles come alive at [YowieWorld.com](http://YowieWorld.com)!



**Penguin**



**Clownfish**



**Fennec  
Fox**



**Owl**



**Giant Panda**



**American  
Buffalo**





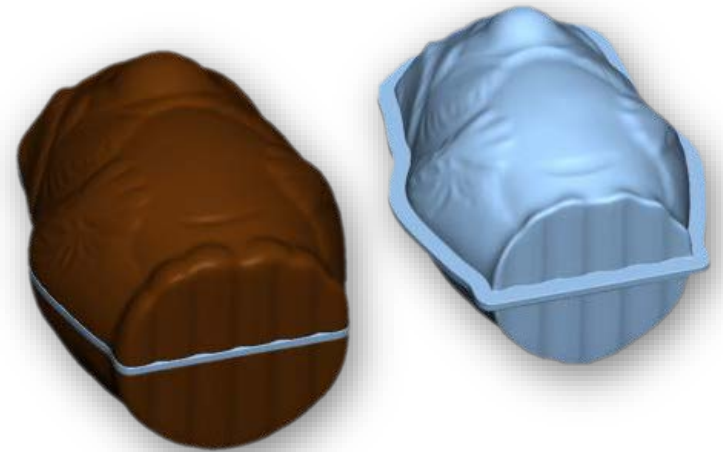


**Yowie**  
**North America**  
**new category opportunity**



# 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



## Ferrero Kinder Surprise



**2014 Global Sales (est.)**  
**2 Billion Units**

## Ferrero Kinder Surprise



**2014 Europe Sales (est.)**  
**1.2 Billion Units**  
(= 60% of K.S. global sales)



# 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



# Yowie Marketing Program

## Yowie Marketing is Digital

- ✔ \$2M+ ongoing digital marketing investment through YowieWorld.com including a FREE Yowie App to download
- ✔ Invitation to discover Yowieworld.com is in every Yowie chocolate 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

## Accounts by Trade Channel



- 🍃 **Mass Merchandiser:** National rollout in Walmart including Super Centres, Neighborhood Market stores and Walmart on line
- 🍃 **Drug:** Tier 1 pharmaceutical retailer
- 🍃 **Fuel & Convenience:** 2 national groups
- 🍃 **Grocery:** Safeway national rollout in progress **General**
- 🍃 **Retail:** Cost Plus World Market
- 🍃 **Distributors:** 6 Distributors delivering coverage across 49 U.S States
- 🍃 **Specialist Candy:** Including Lolli & Pops and Dylan's Candy Bars
- 🍃 **Leisure & Entertainment:** Zoos and Resorts
- 🍃 **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 now available in all US States including Hawaii
- ✔ Substantial digital marketing strategy through YowieWorld.com including FREE App download securing consumer engagement beyond the US
- ✔ Underpinned by launch of Yowie social media activities and (independent) Yowie Fan Club
- ✔ Advanced discussions in relation to other Yowie Licensing opportunities
- ✔ Discussions advancing with interested parties in relation to Yowie animated feature film
- ✔ Distribution requests for markets outside U.S under consideration by YNA



# Walmart Update

## National Rollout to 4300+ Stores

- ✔ Yowie progressive rollout to 4300 stores is now complete
- ✔ 100% of the 4300 stores have achieved Yowie sales
- ✔ Some newly expanded stores are outselling previous best selling Yowie stores
- ✔ Yowie is ranged on 16 checkouts stands per store
- ✔ Prime in store location for impulse purchase on assisted and speedy check out stands
- ✔ Yowie is also ranged in Walmart Neighborhood Market stores (700 stores and expanding)
- ✔ Yowie will feature in Walmart Super Centres in an end cap display in December
- ✔ Yowie is also being sold in Walmart on line





# Yowie In Store Merchandising





# Yowie In Store Merchandising

In store visibility is key



## WALGREENS



## WALGREENS





# Yowie Impulse Display



## LOLLI & POPS





# 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





# Yowie World



- 🐾 Yowie World has consistently generated around 10% growth in visits each month since launch.
- 🐾 Consumer experience remains positive with over 20% of web users return month-on-month, to play again.
- 🐾 The average app review score on Google Play is 4.3/5, which is a better score than 8 of the top 10 most popular games at the moment. Two games have a higher score both at 4.4/5.
- 🐾 The Yowie World site is currently being upgraded for mobile access



## You Tube

- 🐾 Yowie on You Tube has recently surpassed 2M video views



## Facebook

- 🐾 Facebook has served over 9,000 impressions since launch in the second quarter of this year.



## Instagram

- 🐾 Yowie is about to launch on Instagram

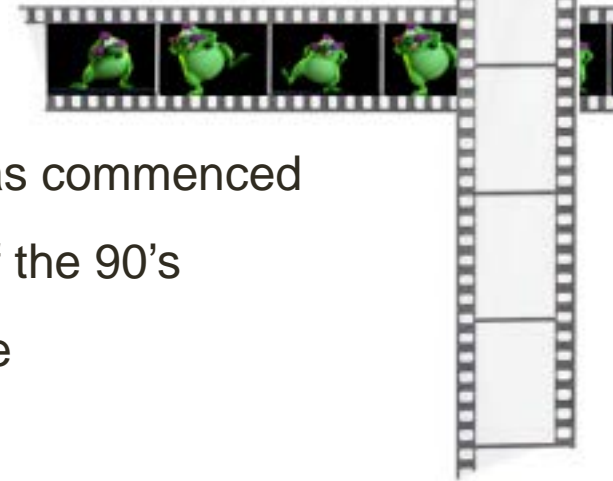


# Yowie

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# Yowie Animation & Film Development

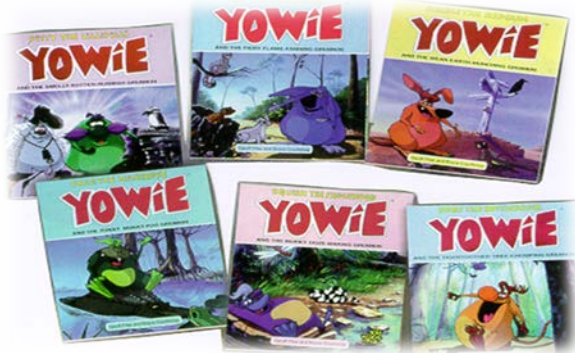


- Animation of a 3 minute Yowie Story in 3D format has commenced replicating the original Yowie Magic Kingdom story of the 90's
- Hollywood Studios and Distributors are excited by the potential of the Yowie creative
- An experienced Hollywood Studio Executive is working with a team on development of a Yowie animated series feature film script
- Animated television series is recommended as a first point of entry for Yowie big screen development

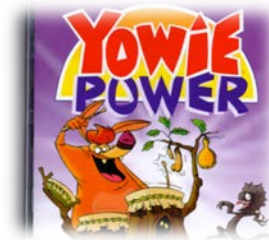




# Yowie Licensing – Food & Non Food



Books



Music  
CDs &  
Games



Puzzles



Pencil Cases & Bags



Hats



The logo for Yowie Group Ltd features the word "Yowie" in a large, stylized, red font with a white outline and a purple drop shadow. Above the letters is a yellow sun with a white outline. Below "Yowie" is the text "Group Ltd" in a smaller, red font with a white outline. A small "TM" trademark symbol is located to the right of "Yowie".

# Yowie™

Group Ltd

**Invest for success in Yowie today!**

