



Investor Presentation

September 2013 - UAE

YOWIE GROUP LIMITED



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Prepared for Yowie Enterprises Pty Ltd for the Yowie TM Label





Yowie Group Limited

A new global brand owner
and licensing company

YGL Capital Structure

Issued Capital

- Market capitalization AUD \$13 million
- 83,310,987 fully paid Ordinary shares
- 29,799,052 Listed Options - exercise price 20c – expiry Dec 15, 2015
- 9,600,000 Unlisted Director Options – (4million of which exercise price 23c, expiry 15 Dec 2015) (5.6million exercise price of 28c, expiry 30 June 2015)
- Top 40 Shareholders control over 80% of Yowie Securities





Capital Structure

Top 5 Shareholders	Shares	%
K. P. Hudson	12,034,353	14
Abdullah Hani Abdallah	5,666,667	7
Daleford Way Pty Ltd	4,500,000	5
Seefeld Investments	3,914,468	5
C&L. Lubich & Family PF	2,750,000	3
Total	28,865,488	34
Related Party	Shares	Options
Wayne Loxton	5,290,667	5,450,000
Bob Watson	4,500,000	4,650,000
Mark Avery	1,350,000	3,075,000
Patricia Fields	300,000	2,550,000
Total held by Directors	11,440,667	15,725,000
Total Shares and Options on issue	83,310,987	39,399,052
% held by Directors	14%	40%
Share Capital	Shares	Options
Total shares/options currently on issue	83,310,987	39,399,052

\$5 million Capital Raising Use of Funds

The use of funds for the \$5m raising is as follows:

- Purchase 2 wrapping machines – \$1,000,000
- Initial inventory (6 million units) – \$2,000,000
- US rollout marketing – \$500,000
- First fill chocolate, foil, cartons, trays – \$500,000
- Working capital – \$1,000,000



Board & Management Team

- Executive Chair : Wayne Loxton
- Executive Director COO : Mark Avery
- Non Executive Director : Bob Watson
- Non Executive Director : Patricia Fields



Director Bios

Executive Chairman: Wayne Loxton – extensive corporate executive experience spanning over 30 years at M.D. & Director level across companies, disciplines and international markets

Executive Director: Mark Avery – a former CEO of ThemeSTAR (AEGIS), division of Anschutz Entertainment Group who operate 100+ venues globally with revenues of \$1bill annually. Over 30 years experience in the entertainment industry across global market operations and leveraging entertainment intellectual properties

Non Executive Director: Bob Watson – a successful CEO, Company Director and entrepreneur with over 30 years experience building, managing & directing private and public companies globally. Director of Seek for 14 years from initial investor to active Director and Chairman. The Seek business grew to ASX Top 100 with \$3.5bill market capitalization

Non Executive Director: Patricia Fields – led the development & commercialization of the Yowie brand for Cadbury Schweppes Asia Pacific into \$100mill retail brand. 20+ years commercial and brand experience in FMCG industry, an ex Global Director for Cadbury Schweppes Plc.



Yowie Brand History

- 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 childrens confectionery market
- Yowie became the No 1 selling single unit confectionery line in the ANZ market



Yowie - An Award Winning Brand

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 Profile

- Outstanding international award winning brand
- Highly differentiated best in class creative
- Global market potential
- Worldwide appeal across gender, age and culture
- Cross category licensing growth opportunity
- Relevant and timely ecology/environmental positioning
- Collector cult following
- Play & Learn proposition



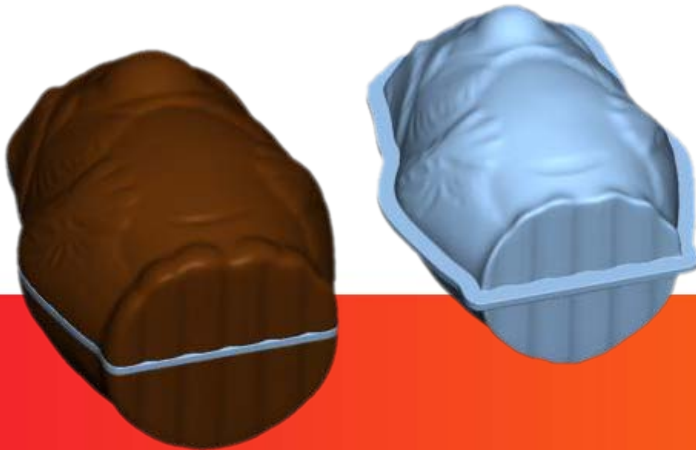
Yowie Key Objectives

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



The Yowie US Opportunity

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





US Agreements in Place

- Manufacturing : Whetstone Chocolate Company
- Patent : Hank Whetstone /Secure until 2018
- Manufacturing Technology: Hank Whetstone/Secure until 2020
- Inclusions : Perfect Productions Hong Kong Ltd
- *US Market Distribution: Broker [Carlin O'Brien]
- Digital Development: The Little Big Partnership/4T2

* At final draft



US Launch Key Dates

2013 On Schedule Program

Sept: Factory commissioning wrapping machine in Florida US

Nov: US production commences

Dec: First shipment leaves factory for retail distribution



Yowie Strengths

- Experienced Board with unique experience – key capability in entrepreneurial start-ups, global brand management, international markets, digital & licensing development
- Yowie proven brand with strong equity still remaining in ANZ market plus internet fan base
- Patent protection in the US market
- Strong, experienced manufacturing & distribution alliances in place
- Capital structure highly leveraged to share price with Top 40 controlling over 80% of securities
- Following capital raising YGL fully funded for U.S. full market Yowie rollout
- Board is committed to initially reinvest earnings for growth with an aggressive dividend policy once cash flow allows
- Short lead time to commence Yowie rollout in world's biggest consumer market

Yowie Challenges

- Need to secure faster acceleration of manufacturing output to realize full value of US market patent
- Growth and expansion to outpace competition
- New investment to increase manufacturing capacity and allow expansion into new markets – Middle East/ANZ/China/India...



Key Competitive Advantage

- US exclusive rights Patent
- Award winning proven brand
- Product offer and experience advantaged vs. worldwide market leader (Kinder Surprise)
- Global brand licensing opportunities
- Global digital platform including Mobile Apps



Yowie Confectionery Product



Yowie vs. Kinder Surprise on shelf



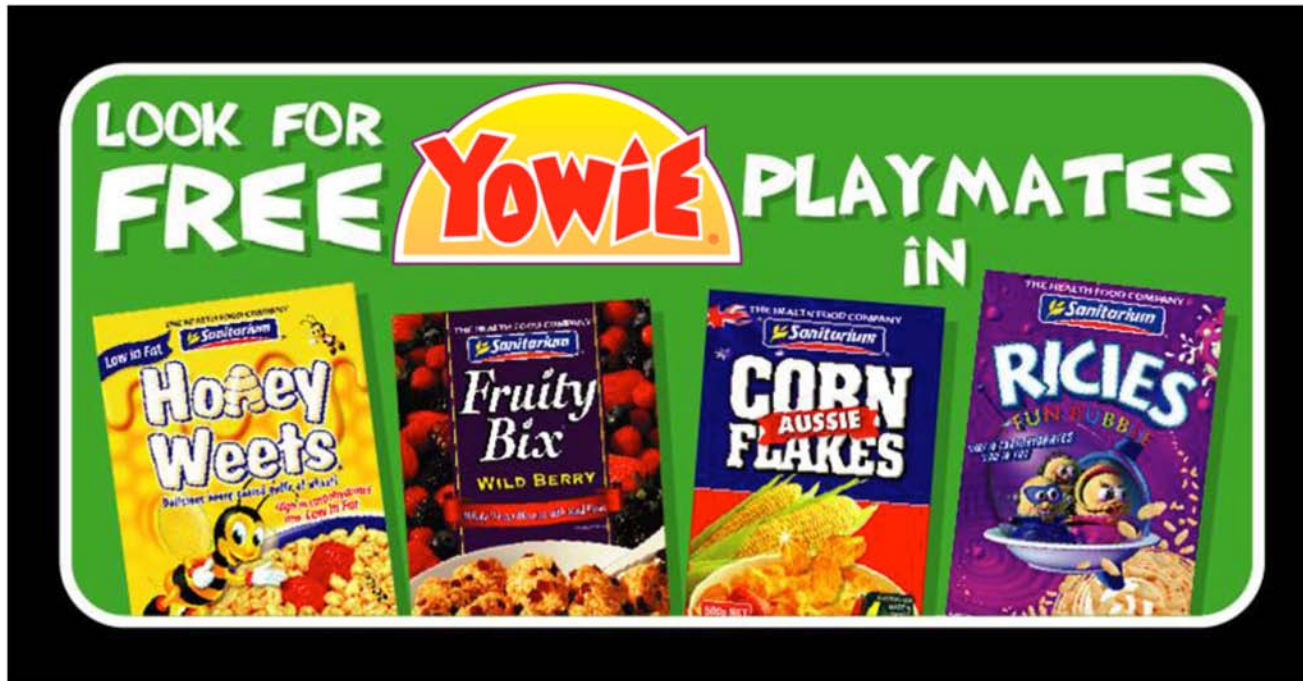


Brand Strategy

- Extensive launch sampling program
- Off location power wing displays to build stock weight in store
- Limited edition natural replica inclusions
- Mobile app & digital platform
- Cross category licensing program
- Environmental play & learn



Licensing & Digital – Core Value Drivers in Yowie Growth Strategy



Food Licensing

Non-food Licensing



Body Boards



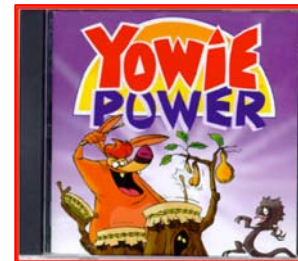
Garden Seeds



Puzzles & Games



Pencil Case & Satchel

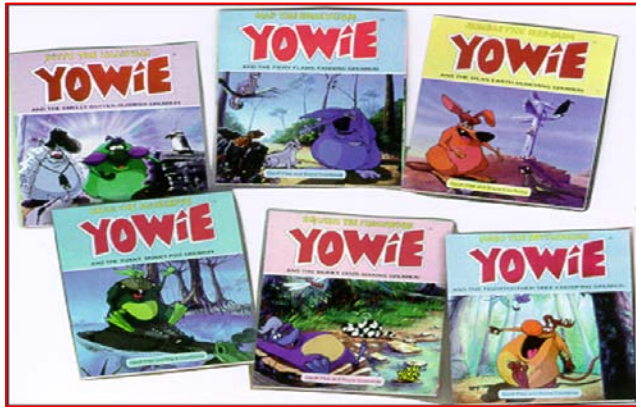


Music CDs
& Games



Jocks n Socks

Non-food Licensing



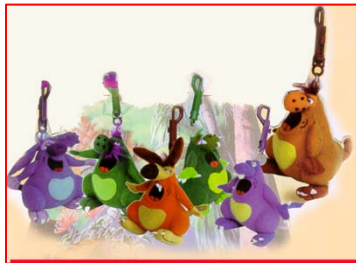
Publishing



Bubble Bath
& Shampoo



Caps



Beanies & Danglers

Digital Apps



Yowie Brand Success

- A Winning Formula:
- Six endearing Yowie characters
- Portion controlled at 28gms
- High definition character foils for market impact & shelf standout
- Token inclusion with ecology story & trading value
- Premium natural replica collectable creature inclusions
- Yowie Power Supporters Club
- Collector cult following
- Extensive licensing and digital program
- Core proposition – Play & Learn - ecology and the natural world resonated strongly with consumers

Invest in Yowie Today!

Yowie is a significant new value creating growth opportunity

- Exclusive patent rights to US market
- Global brand licensing opportunity
- Worldwide digital platform including mobile apps opportunity
- Global new markets/product expansion and growth opportunity
- Yowie is a proven brand winner ready to take its place on the world stage





Coming soon to a store near you!

