

Annual General Meeting

November 23rd 2015

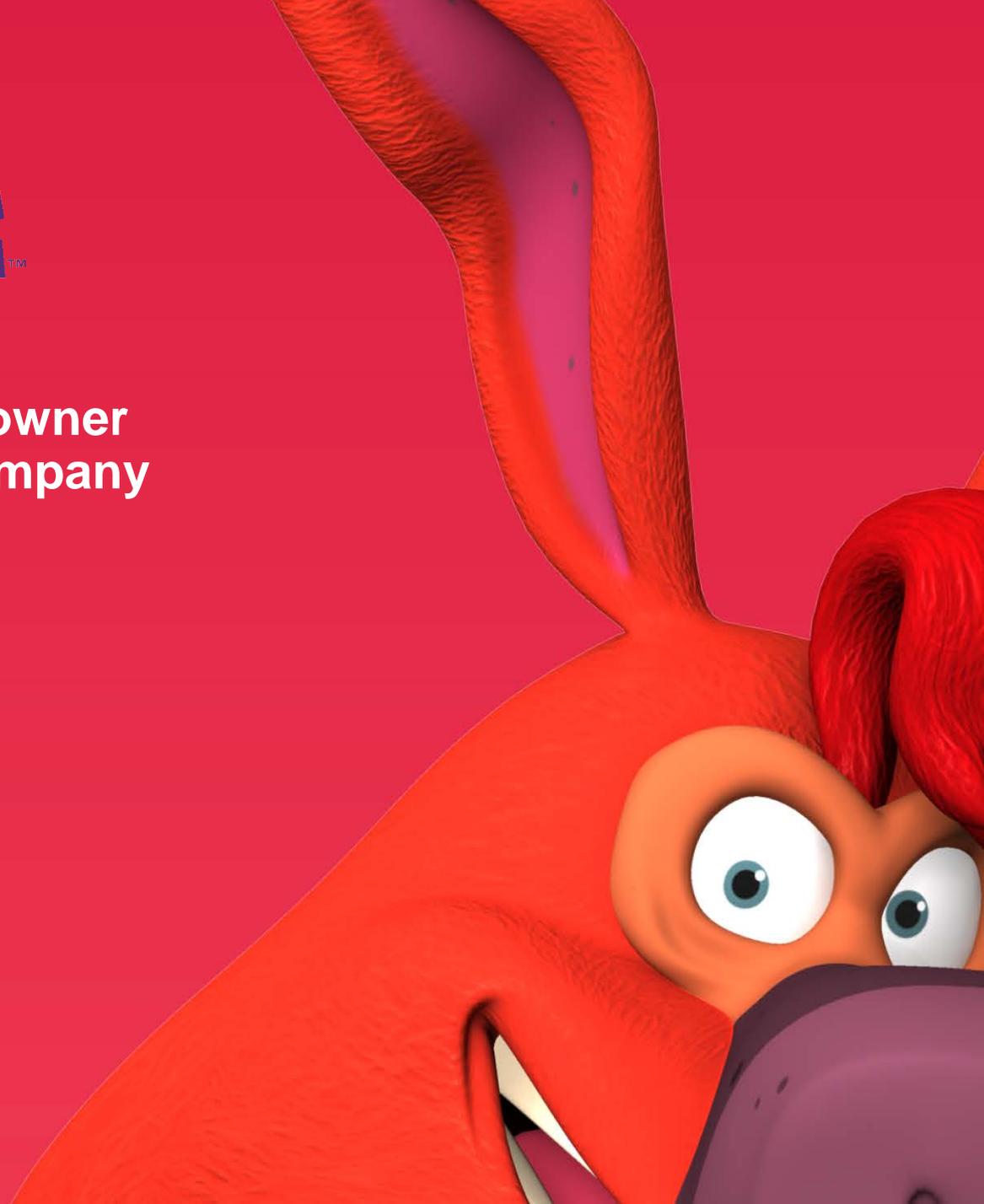
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- ✔ Cadbury Schweppes PLC and Cadbury PLC mentioned in this document are now owned by the Kraft Foods Inc.
- ✔ Prepared for Yowie Group Ltd for the Yowie TM Label





**A global brand owner
and licensing company**



Yowie Capital Structure

Ordinary fully paid shares	
- Quoted	158,238,332
Total on issue	158,238,332
Listed Options (15/12/2015; 20 cents)	
- Quoted	12,687,737
Total on issue	12,687,737
Unlisted Options	
Director Options	
- 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
Total on issue	12,930,000
Market Capitalisation (19 November 2015 – \$1.145)	A\$181.2 million
Cash position as at 19 November 2015	US\$9.91 million
Debt position as at 19 November 2015	US\$0.0



Shareholder Overview

	Shares	%
Top 40 Shareholders	93,273,750	58.94
Top 5 Shareholders	39,980,563	25.27
HSBC Custody Nominees (Australia) Ltd	14,532,725	9.18
Citicorp Nominees Pty Ltd	7,500,605	4.74
K.P. Hudson	6,420,000	4.06
National Nominees Ltd	5,860,566	3.70
Abdullah Hani Abdallah	5,666,667	3.58
Total	39,980,563	25.27
Related Party Holdings	Shares	Options
Wayne Loxton	5,870,000	2,400,000
Patricia Fields	1,518,572	2,400,000
Trevor Allen	50,000	-
Total held by directors	6,288,572	4,800,000
% held by Directors	3.97%	18.74%
Approximate % held by Institutions	30.00%	



Share Price Performance Review



- A1** Yowie goes on sale in Second Tier 1 US retail chain – 12 Nov 2014
- A2** Successful Yowie Walmart Trial Leads to US Rollout – 10 Feb 2015
- A3** Yowie Achieves National Ranging in US Safeway – 18 February 2015

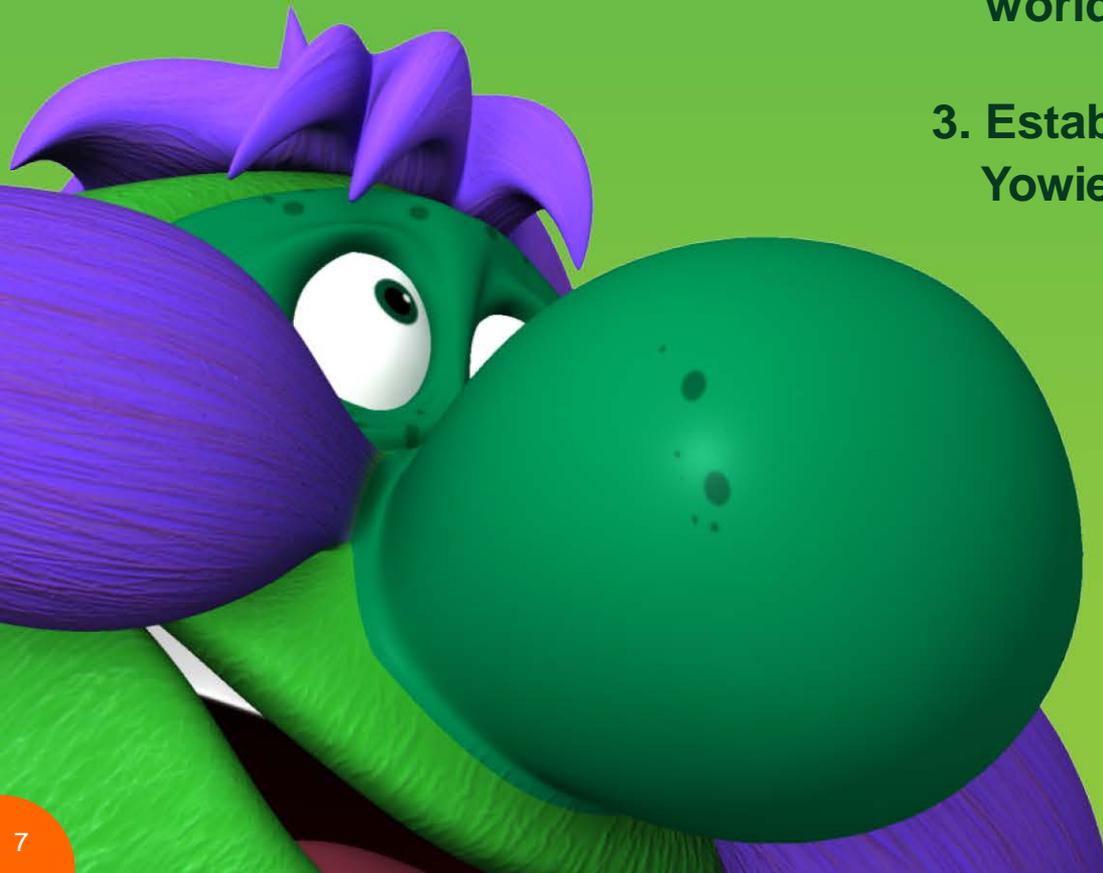
- A4** Successful Middle East Yowie Supermarket Trial – 23 April 2015
- A5** Advice to market Rollout to over 4500 Walmart Stores – 17 June 2015
- A6** National US Rollout to over 4500 Walmart Stores – 8 September 2015

Market Capitalization
 1 July '14 = \$55.3m / Share Price \$0.59c
 30 June '15 = \$136.4m / Share Price 0.98c



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



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 : Salvador Alvarez

Chief Executive Officer of YNA since November 2014 , Sal brings over 30 years' experience in consumer sales and marketing to Yowie North America having worked in pharmaceutical, consumer products including confectionery and spirits industries. Sal has prior management experience in the U.S, Latin America, Europe and Asia markets and has a proven track record of leading high performance teams to achieve superior business results.

Sal is 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 external in store merchandising team servicing the Walmart account.



A close-up, 3D-rendered image of a bear's face and paw. The bear has orange-brown fur and a large, pink tongue sticking out of its mouth. Its paw is red with white claws. The background is a solid orange color.

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



Six Yowie Characters



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

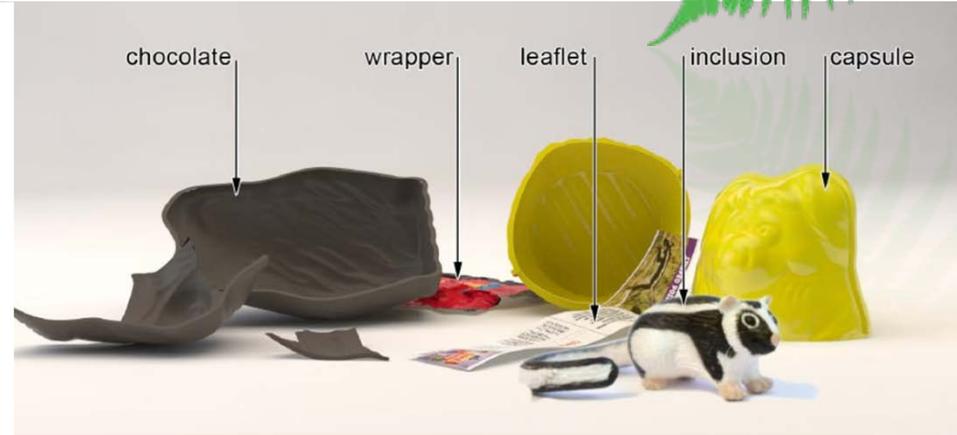


Yowie Consumer Benefits

- 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 ½ oz. portions 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 Message ... 'Save the Natural World'



Yowie chocolate candy was created to carry the save the natural world message globally - educating children through play.



Yowie Character Foils



1 oz. of unique fun characters with strong visual impact



YOWIE

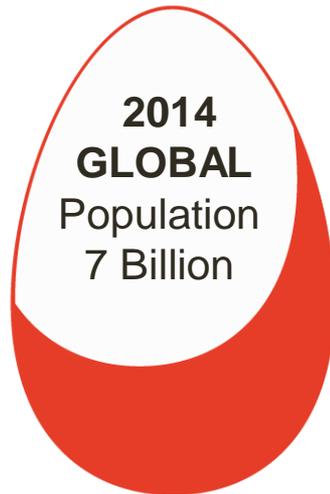
U.S Market Update



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

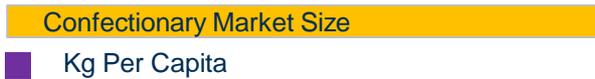
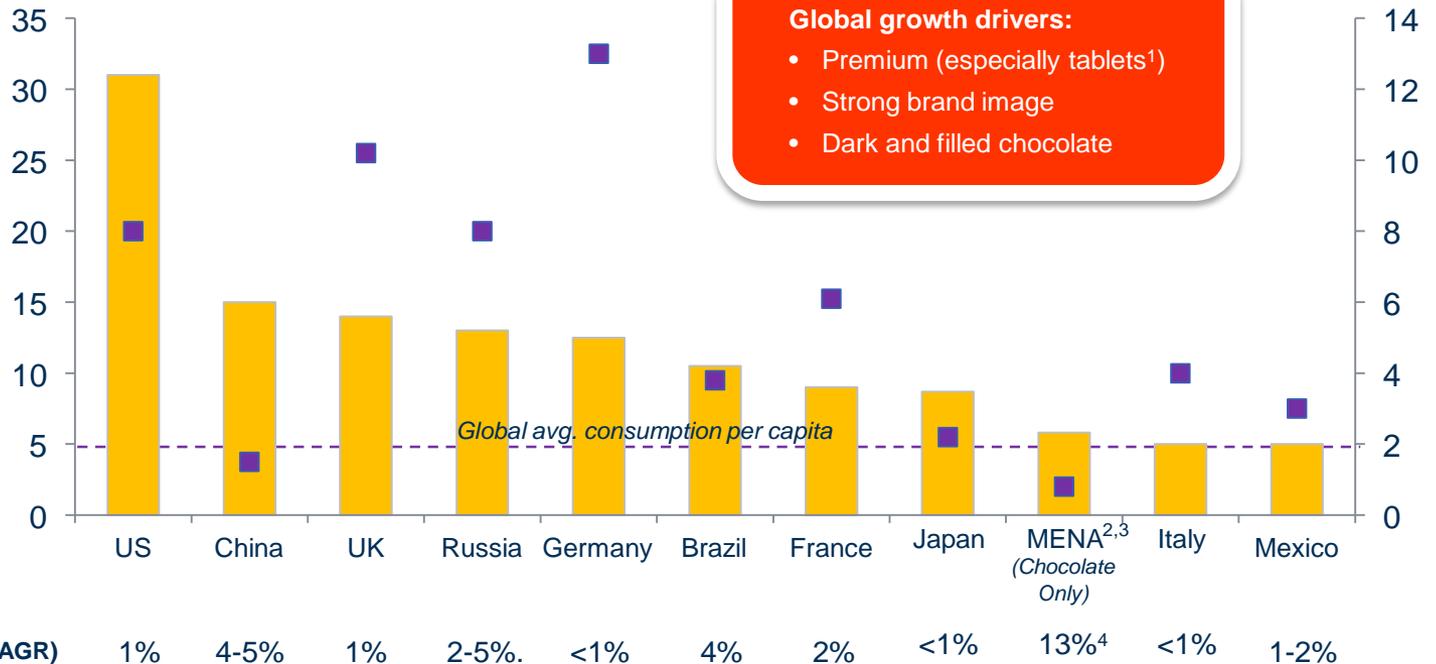


Global Confectionary Market



US is the largest confectionary market in the world (\$31B, 20% of the global market) with the 2nd highest per capita consumption (after W. Europe)

2014 Confectionary Market Size (US\$B)



1. Tablet - slabs of chocolate; 2. Middle East and North Africa; projected 2016 chocolate retail sales, 2013 chocolate kg / capita for Gulf Cooperation Council members (Bahrain, Kuwait, Oman, Qatar, Saudi Arabia, and UAE); 3. Egypt and Iran comprise 40% of MENA population; 4. 2012-2016 retail chocolate sales CAGR. Source: Euromonitor, NCA, KPMG

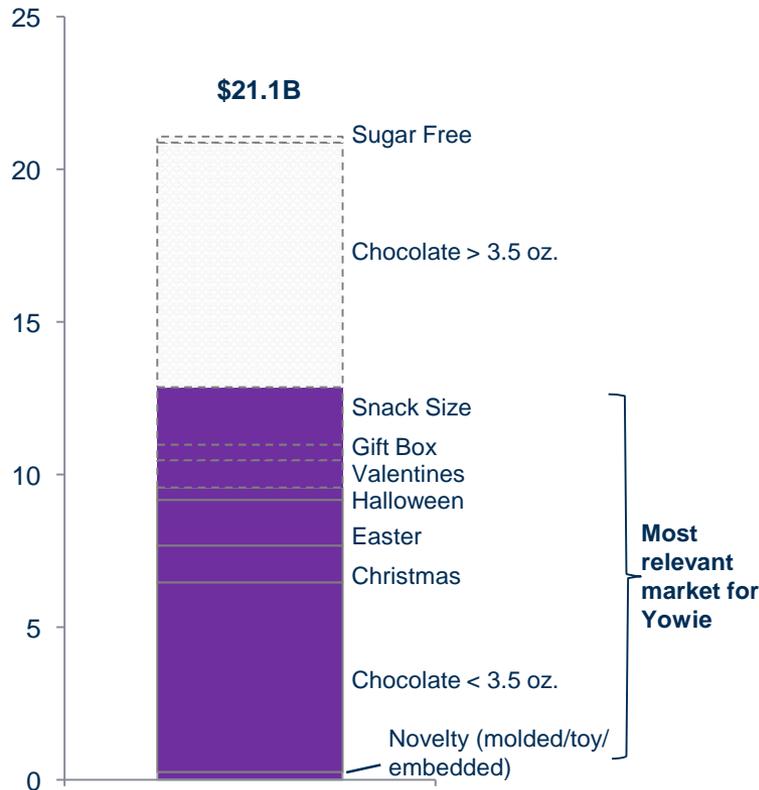


US Chocolate Market



Out of the \$21B US chocolate market ~\$13B is most relevant for Yowie

2014 US Chocolate Market¹ (USD \$B)



- Chocolate market is growing:
 - Expected to grow 2-3% p.a. over the next 5 years with some sub-segments growing faster
 - 2x the size of candy and 7x gum and taking share from both which are growing <1% p.a.
- Yowie most directly competing in Novelty (molded/toy), Bars <3.5 oz., Snack packs and Seasonal



1. Retail sales. Source: NCA 2014 Confectionary report, IRI data for 52 Weeks ending 5/17/15

Yowie Customer Focus



19 core accounts cover ~70% of the market - Mass and Drug channel highly concentrated

	Top 3 Players		2014 US Sales (\$B)	Channel Share	Channel Rank	# US Stores	Geographic Footprint
Mass	Walmart	★	288	77%	1	4500 ¹	• National
	Target		73	19%	2	1,790	• National
Drug	Walgreens		76	32%	1	8,232 ¹	• National
	CVS		68	29%	2	7,775 ¹	• National
	Rite-Aid		27	11%	3	4,570	• National
Grocery	Kroger		87	15%	1	2,625	• National
	Safeway	★	36	6%	2	1,326	• CA, TX, WA, AZ, CO
	Publix		31	5%	3	1,095	• FL, GA, AL, SC, TN, NC
	Albertsons ²		23	4%		904	• CA, TX, IL
	Delhaize		20	3%		1,295	• VA, NC, SC, MD
	Ahold		26	4%		768	• MA, RI, CT, NH, NY, NJ
	H-E-B	★	20	3%		313	• TX
	Meijer		15	3%		213	• MI, IN, IL, OH, KY
Wakefern / Shoprite		15	3%		363	• NY, NJ, CT, MD, PA, DE	
C-Store	7-Eleven	★	8	9%	1	8,278	• National
	ACT		5	5%	2	7,800 ³	• National
	Speedway		4	4%	3	2,746	• National
Club	Costco		80	53%	1	474 ¹	• National
	Sam's		58	39%	2	647 ¹	• National
Total						55,714	

★ Current accounts

1. Includes Puerto Rico; 2. Merged with Safeway as of January 2015; 3. Including licensed or dealer locations; 4. Walgreens Rite Aid Potential merger; Sources: IBIS reports



Yowie Geographic Focus

Given concentration of target consumer demand, Yowie will initially focus resources on targeting consumers in five key states (and regions they fall in)



U.S. Market General Update

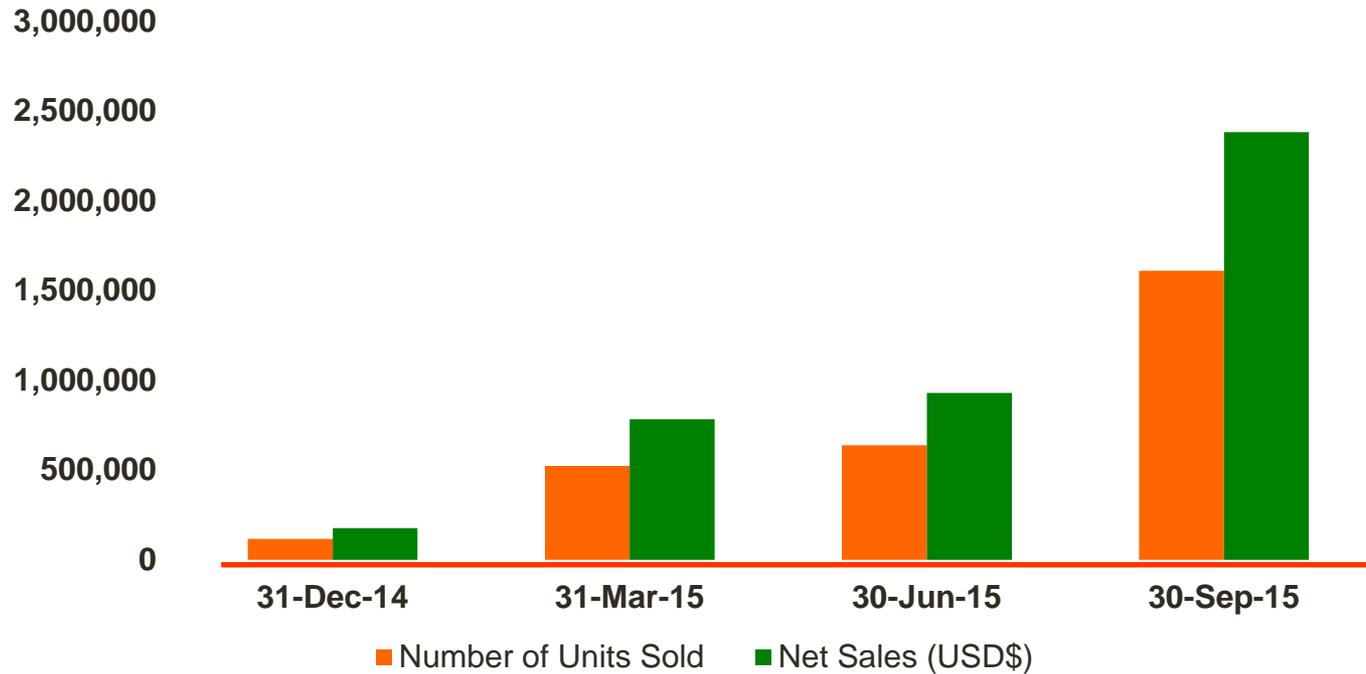


- ✔ Consumer acceptance positive with consistent repurchasing
- ✔ Early engagement with quality of Yowie collectables very positive
- ✔ Current production capacity 20 million units p.a. with growth capacity available to 100 million units p.a. remains on schedule
- ✔ Tier 1 strategic approach to retail ranging challenge proving successful
- ✔ Yowie product now available in all US States including Hawaii
- ✔ 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
- ✔ First confectionery licensing launch in development (Angry Birds) with advanced discussions in relation to other Yowie Licensing opportunities
- ✔ Discussions advancing with interested parties in relation to Yowie animated cartoon series
- ✔ Distribution requests for markets outside U.S under consideration



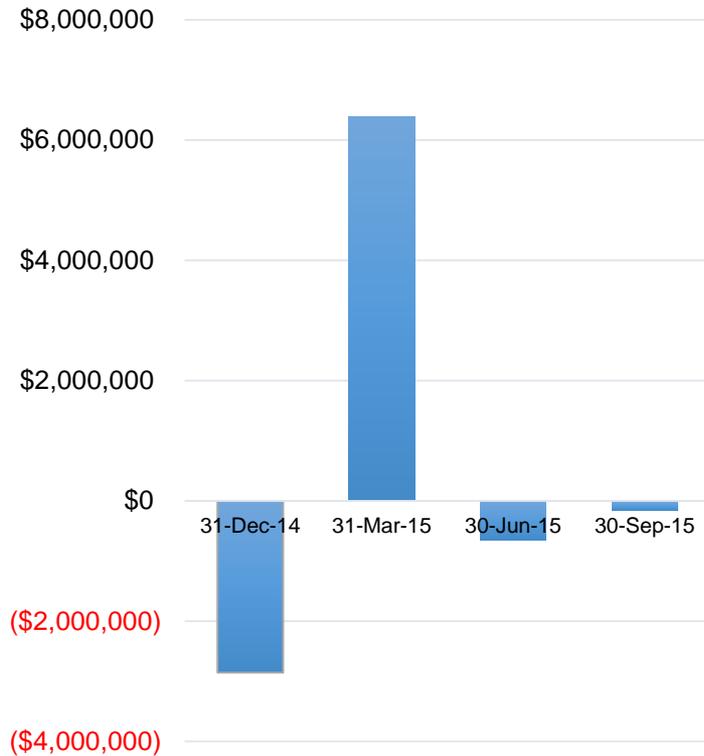
YNA Revenue Growth Trend 2014 - 15

Revenue Growth



Yowie Cash Flow Trend 2014-15

YGL (Consolidated) Cash Flow Trend



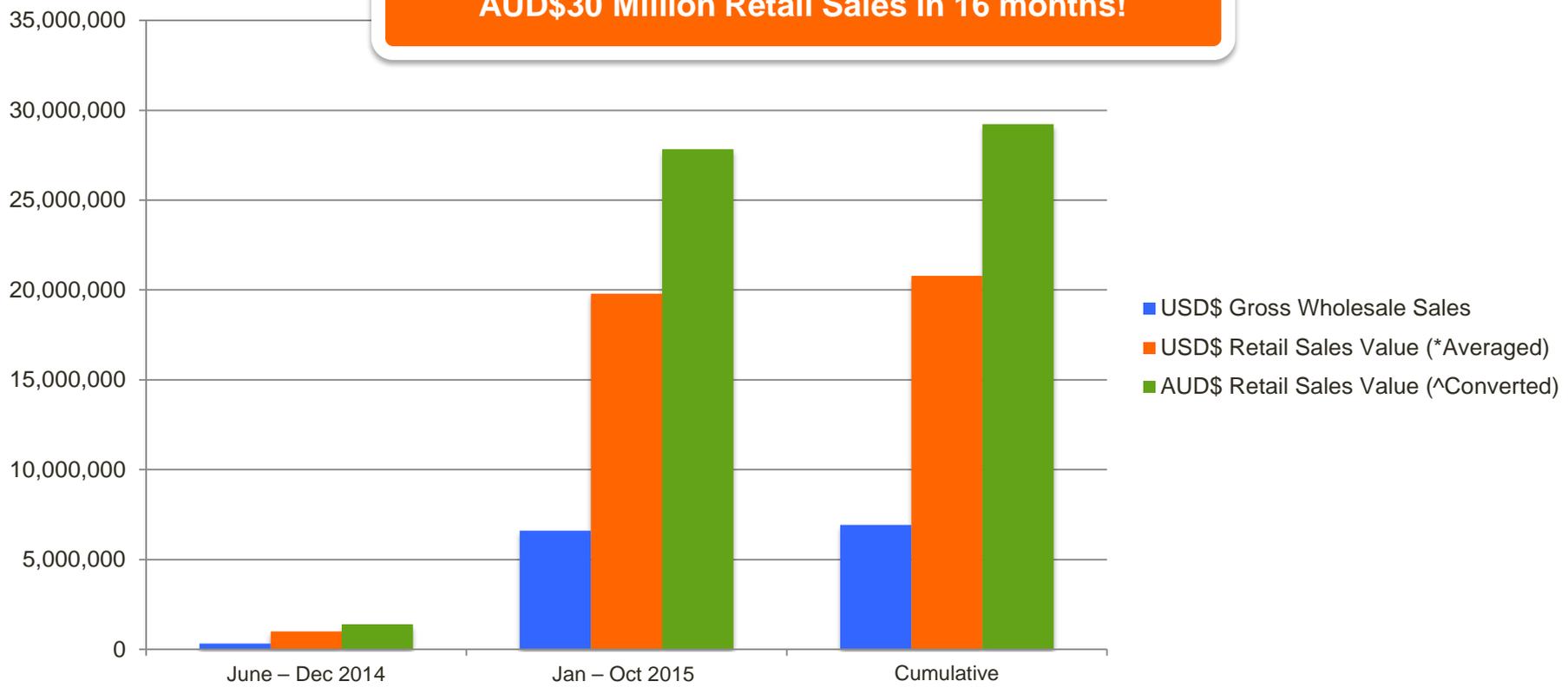
All currency: USD\$

YNA Cash Flow Trend



YNA Sales Performance Overview 2014 -15

AUD\$30 Million Retail Sales in 16 months!



Notes:
 * Based on Average Recommended Retail Selling Price (R.R.S.P) of USD\$3.00 (R.R.S.P \$2.99 Grocery/ \$3.99 Other Channels).
 ^ Based on currency conversion USD\$ to AUD\$ at 19/11/2015 www.ozforex.com.au



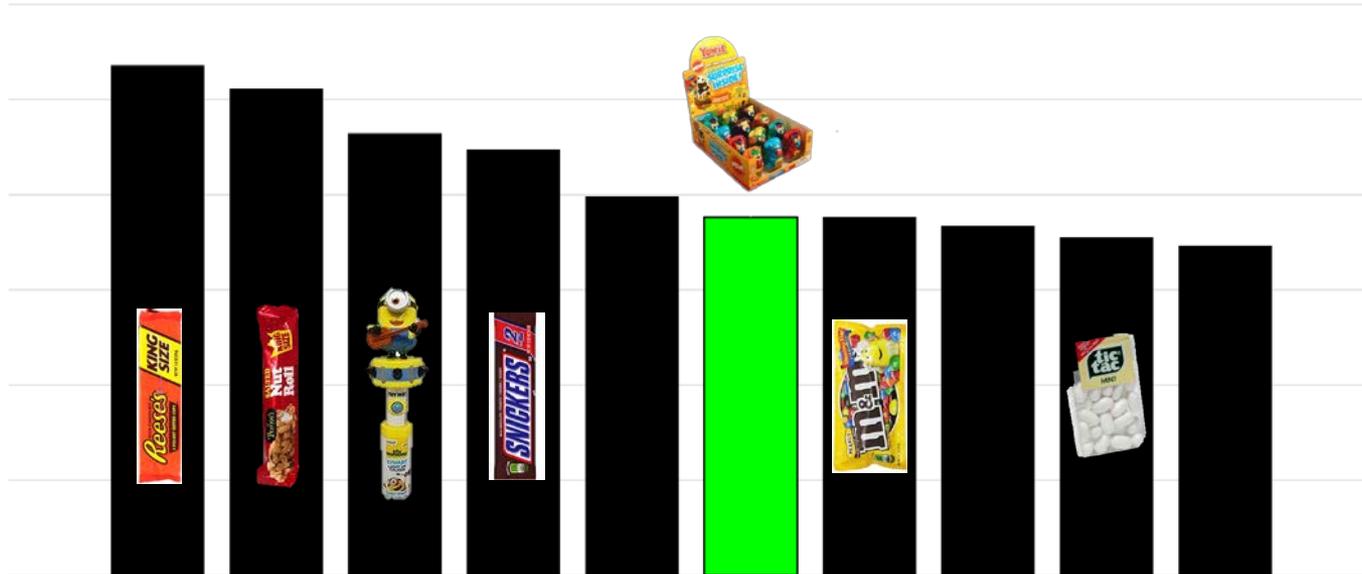
NEWS FLASH: Fastest Growing Novelty Brand in the US!



Yowie : #6 in Convenience Channel

Total US Convenience

Nielsen 9/5/2015
Latest 13 Weeks \$/Store/Week



- HERSHEY REESE PNT BTR CUP MLK KNG WRP 2.8 OZ 003400000480
- CNDY RFC PC NNCH TB 0.53 OZ 060945464708
- CHW ETS MLK PNT BT KNG SZ WRP 3.3 OZ 007097091009
- M&M PEANUT KING SIZE MLK CHCL 3.27 OZ 004000000432
- TIC TAC BRTH SWTN CNST 1 CT 000980000601

- PRSN RL NNCH BAR WRP 3.25 OZ 007729051955
- SNICKERS KING SIZE MLK CRML NGT PNT 3.29 OZ 004000000263
- **YOWIE MILK LCNS CHRC WRP 1 OZ 081080802001**
- SRS PRTZ MLK CHCL ROD CVRD 2 OZ 008637403085
- RUSSELL STOVER MLK PC BAG 3 OZ 007726009632

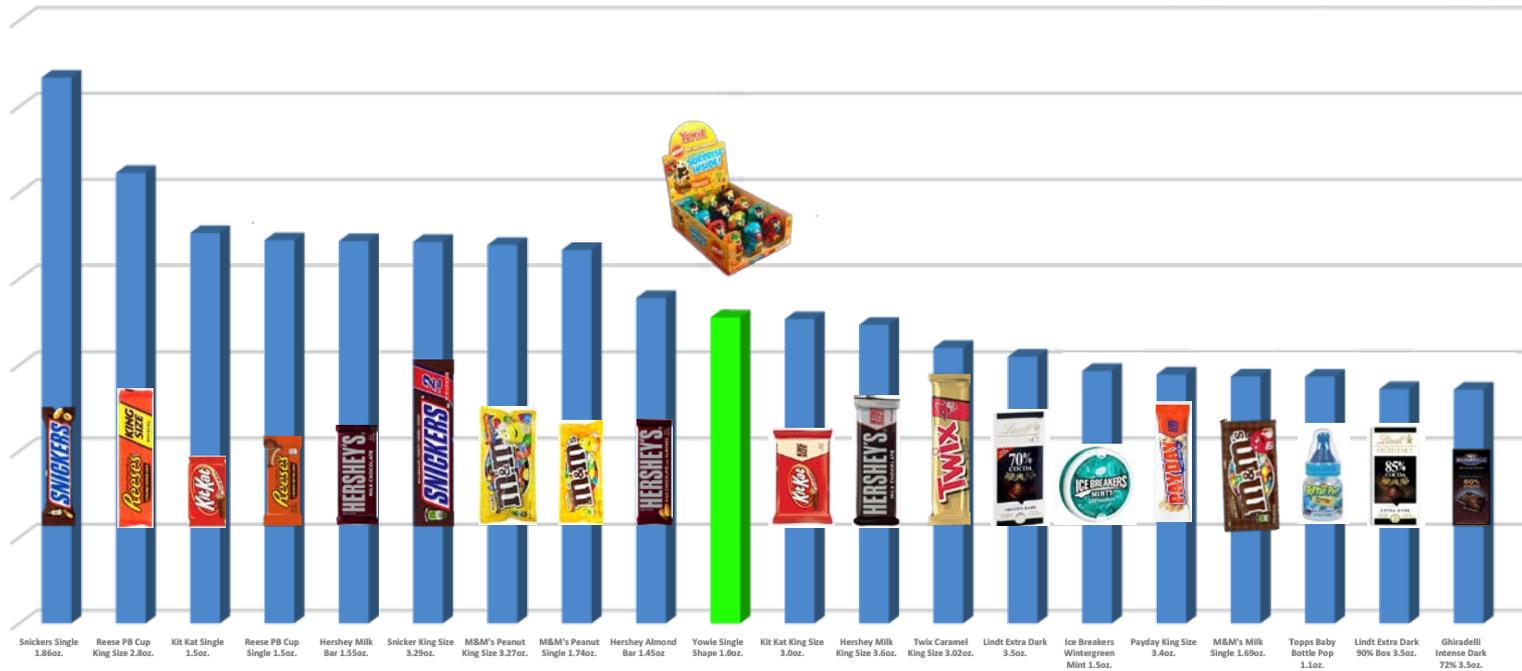
Retail Value Equal to Mars M&M's Peanut King Size

Source: *Nielsen Total US Convenience Latest 13 Weeks ending Sept 5 2015 / Single Serve, Non Seasonal Items/ Excludes Walmart sales
*The Nielsen Company, a leading global information and market measurement company.



Yowie : # 10 in Grocery Channel

Nielsen: Total US Food
13 Weeks Ending 9.5.2015
\$/ Store Weeks Selling



Outperforming Nestle Kit Kat King Size, Hershey King Size and Hershey Ice Breakers on a \$ per store, per week basis

Source: *Nielsen Total US Convenience Latest 13 Weeks ending Sept 5 2015/ Single Serve Non-Seasonal Items/ Excludes Walmart sales
*The Nielsen Company, a leading global information and market measurement company.



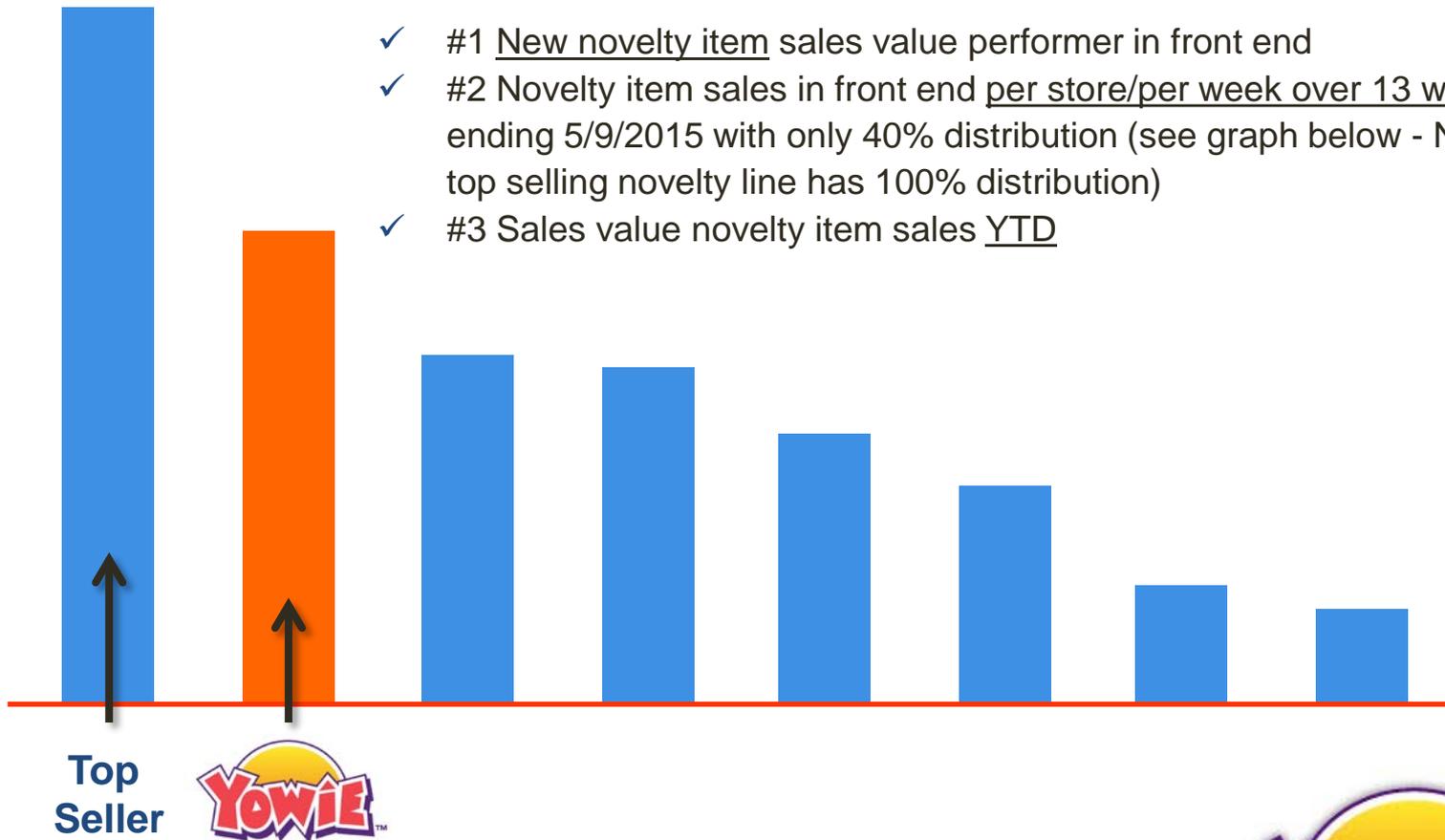
Yowie National U.S Availability – 47 Active Group & Individual Accounts including...



Tier 1 Acct - Novelty Front End Sales

Highlights

- ✓ #1 New novelty item sales value performer in front end
- ✓ #2 Novelty item sales in front end per store/per week over 13 weeks ending 5/9/2015 with only 40% distribution (see graph below - Note: top selling novelty line has 100% distribution)
- ✓ #3 Sales value novelty item sales YTD



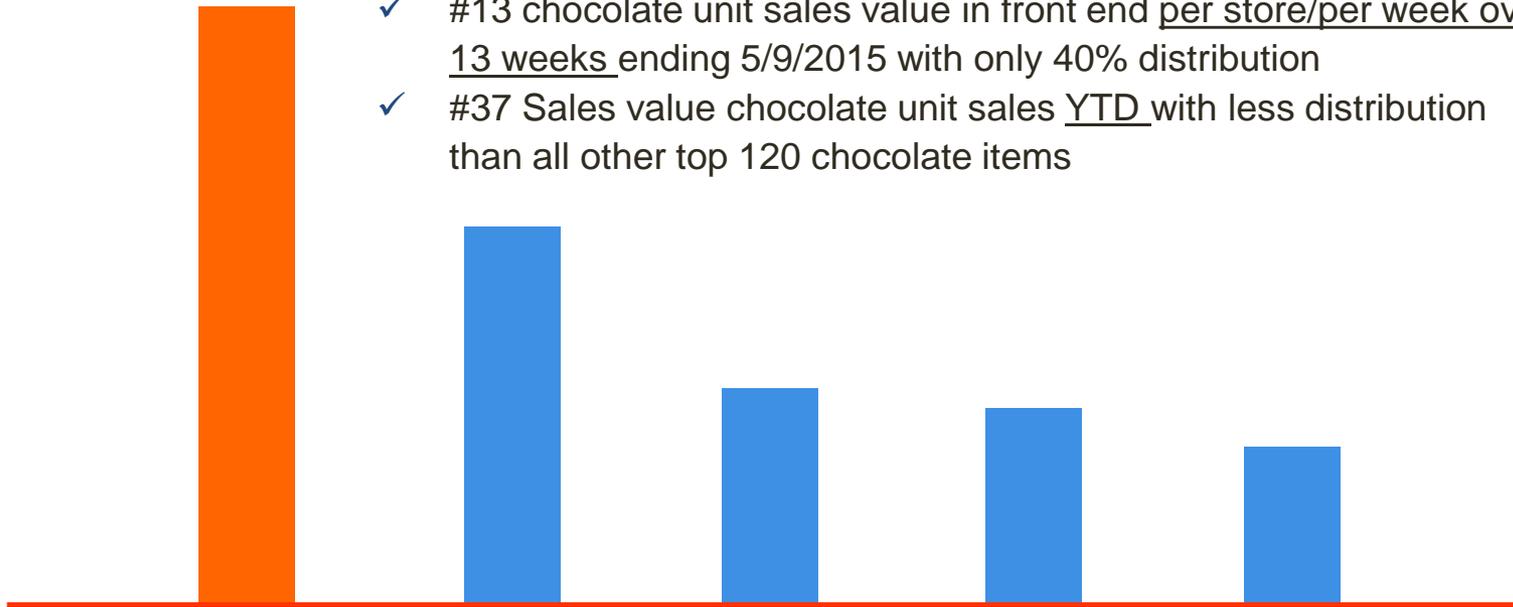
Source: Commercially Confidential Customer Data



Tier 1 Acct - Chocolate Front End Sales

Highlights

- ✓ #1 New chocolate item sales value performance in front end (see graph below)
- ✓ #13 chocolate unit sales value in front end per store/per week over 13 weeks ending 5/9/2015 with only 40% distribution
- ✓ #37 Sales value chocolate unit sales YTD with less distribution than all other top 120 chocolate items



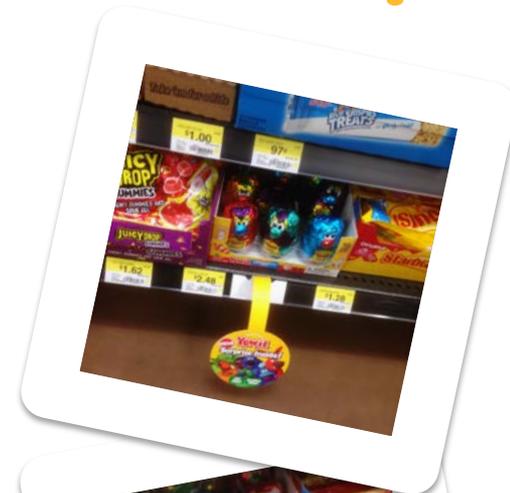
Source: Commercially Confidential Customer Data



Walmart Update



- ✔ Yowie progressive rollout to **4500+ stores** is now complete
- ✔ **100%** of the 4500+ stores have achieved Yowie sales
- ✔ Some newly expanded stores are outselling previous best selling Yowie stores
- ✔ Yowie is ranged on **16 checkout stands** average per store
(Neighborhood Markets av. 8 per store and Super Centers 10-25)
- ✔ 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 Centers** in an end cap display in December
- ✔ Yowie is also being sold in **Walmart On Line**
- ✔ Yowie is now available in **2015 Christmas** Seasonal range



Yowie Seasonal Foils – Christmas 2015



A Yowie world first - exclusively for Walmart!



Yowie In Store Merchandising

In store visibility & stock weight are key to growth

- ✔ A permanent Yowie branded in store display unit
- ✔ Minimal footprint/maximum stock weight
- ✔ Maximise volume in high traffic store opportunities
- ✔ Connector tray builds an entire system through a unique locking device
- ✔ Configure to any height - high tower/low floor stack/counter unit display/hang cell
- ✔ Configure as either - one tower standalone display or two towers back to back or four towers squared into cube
- ✔ 100% recyclable materials ships flat packed
- ✔ Branding opportunities down two sides, front strip and on top fitted header



YOWIE

Product Development
& Marketing



Yowie New Collectables Launch 2016 All Americas Series! ...Bonus American Eagle!



- ❖ 'All Americas' Collectables
- ❖ 'All Americas' Poster
- ❖ New design Yowie leaflets



Yowie Marketing



Digital

- \$2M+ ongoing 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; YouTube; 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
Free Yowie Posters detailing limited edition collectables
- Student Information Kits
- Social Media and PR
- Local Yowie Collectors 'Swap Meets' – to trade, swap and share (coming)



Advertising

- Now in development with U.S launch planned Quarter 2 2016





YOWIE WORLD

4 Main Features



- ✔ Yowie Ranger 'build your own' avatar & 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

PLAY GAMES NOW
Including Fishy Feast & Yog Racer





Yowie World & Social Media Update



- * Yowie World has consistently generated around 10% growth in visits each month since launch
- * October highest traffic month since launch in line with expanded product distribution
- * 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



 **YouTube**Yowie on YouTube has recently surpassed 3M video views

 **Facebook** Facebook has served over 28,000 organic impressions since launch in the second quarter of this year increasing by day. Yowie Collectables photo competition now running!

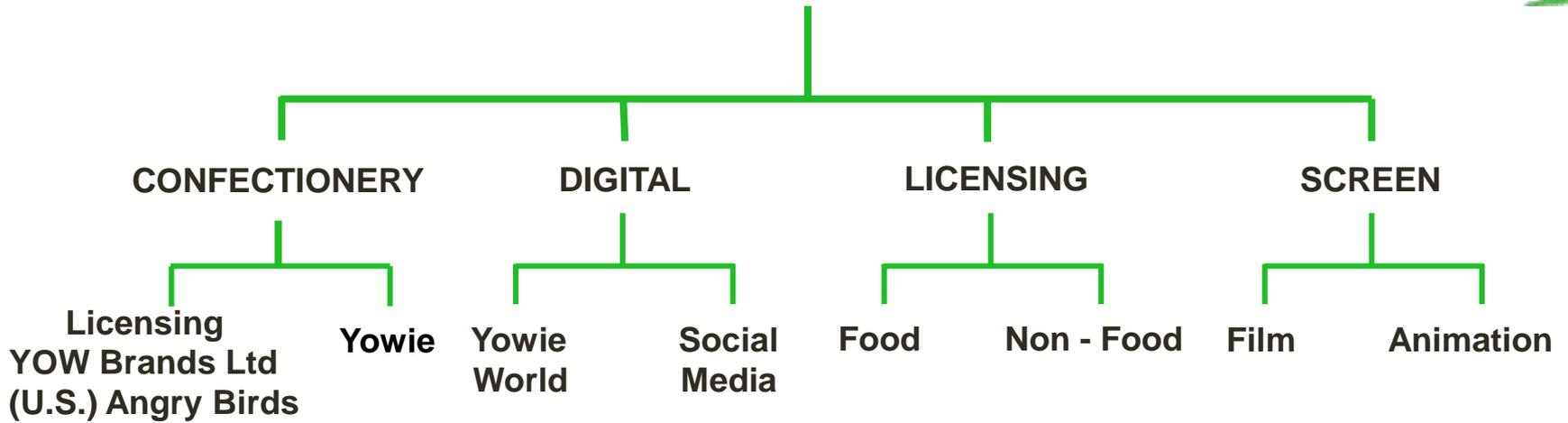
 **Instagram** ...Yowie has launched on photo sharing App Instagram

YOWIE

Licensing



Yowie Global Brand Vision



New Sony produced movie to launch

May 2016!

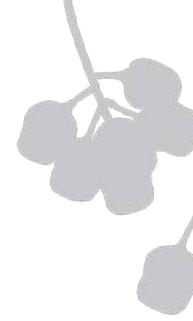


ANGRY BIRDS™

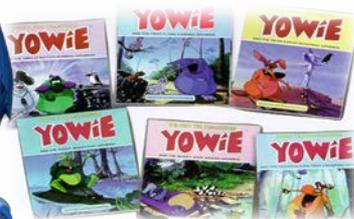
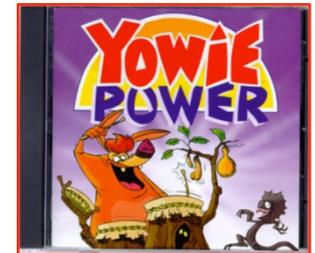


- One of the world's biggest entertainment brands
- #1 paid App of all time
- Angry Bird Toons has over 5 million video views
- Angry Birds series reached over *3 billion downloads across all platforms
- Highest downloaded freemium series of games of all time
- Over 2 billion You Tube views
- 27.5 mill Facebook followers
- >90% aided brand awareness

Yowie Licensing – Food & Non Food



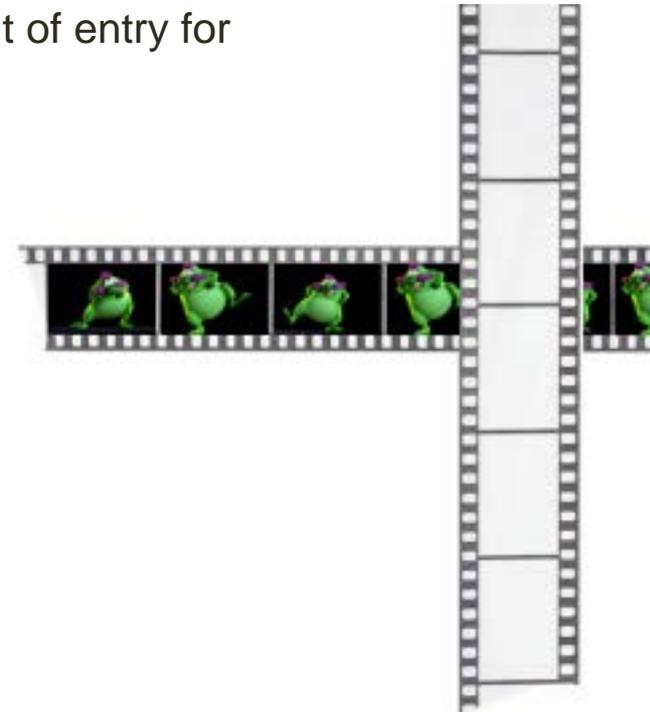
- 🐾 Books
- 🐾 Music CDs & Games
- 🐾 Pencil Cases & Bags
- 🐾 Hats
- 🐾 Puzzles



Yowie Animation & Cartoon Series Development



- Animation of a new 3 minute Yowie Story in 3D format tailored for US market 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 now working with a team on development of a Yowie animated cartoon television series script
- Animated television series is recommended as a first point of entry for Yowie big screen development



Yowie™

Group Ltd

Invest for success today!

