



Welcome to the World of Yowie

February 2014

Yowie Capital Structure

Ordinary fully paid shares	
- Quoted	79,774,870
- Restricted (Escrowed until 21/12/2014)	24,124,353
Total on issue	103,899,223
Listed Options (15/12/2015; 20 cents)	
- Quoted	16,044,375
- Restricted (Escrowed until 21/12/2014)	13,754,677
Total on issue	29,799,052
Unlisted Director Options	
- 15/12/2015; 23 cents	3,500,000
- 30/06/2017; 28.5 cents	4,200,000
Total on issue	7,700,000
Market Capitalisation (17 February 2014 – 45 cents)	A\$46.75 million



Shareholder Overview

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	Shares	%
Top 40 Shareholders	67,591,916	65.05
Top 5 Shareholders	27,185,480	26.16
K.P. Hudson	12,034,353	11.58
Abdullah Hani Abdallah	5,666,667	5.45
Daleford Way Pty Ltd	4,000,000	3.85
C&L Lubich Family PF	2,750,000	2.65
HSBC Custody Nominees (Australia) Pty Ltd	2,734,460	2.63
Total	27,185,480	26.16
Related Party Holdings	Shares	Options
Wayne Loxton	5,290,667	5,450,000
Mark Avery	1,350,000	3,075,000
Patricia Fields	300,000	2,550,000
Total held by directors	6,940,667	11,075,000
% held by Directors	6.68%	29.53%





A Totally Unique New Brand Opportunity!



Yowie Confectionery Product

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Nap
Forest

Ditty
Woodland

Rumble
Deserts & plains

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6 Yowie Characters

Each a guardian of a natural domain



Crag
Wetlands

Boof
Rainforest

Squish
Rivers & streams



Yowie Brand

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- ✓ Play & Learn about your Natural World
- ✓ A chocolate, a collectible toy, games and an immersive world of discovery



Yowie – A History of Success

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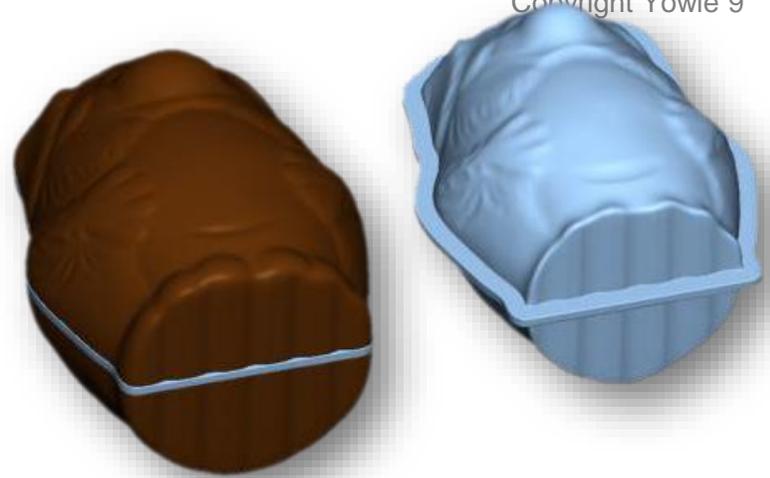
- First launched in Australian & New Zealand markets in 1995
- 65 million units sold in first full year
- 3:1 units sold per head of population
- Collector cult following
- Discontinued due to misalignment with Cadbury global brand strategy



Yowie Opportunity

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- US Patent protected capsule design
- FDA and CPSC approved



- **Global:** Ferrero sells 2 billion Kinder Surprise eggs annually per year ~\$3.5 billion retail sales
- **Australia:** Yowie sold 65 million units in Australia in one year alone (pop. 20 million)

Annual Sales



Yowie Chocolate



- Rainforest Alliance Certified recipe
- Palm Oil Free
- No High Fructose Corn Syrup
- Nut free factory
- 100% milk chocolate

'I liked it because it is sweet and creamy and really smooth. It melts in your mouth.'

Blommer CHOCOLATE COMPANY



Yowie Collectable Inclusions



Caracal



Clownfish



Alpaca

it Yowie 11

- Limited edition collectables – 24 in Series 1
- Natural replica creature inclusions
- Hand painted, high quality, carefully detailed to exacting scientific specification
- Each with story and eco status
- Linked to Yowie Digital World



Play & Learn Online Engagement

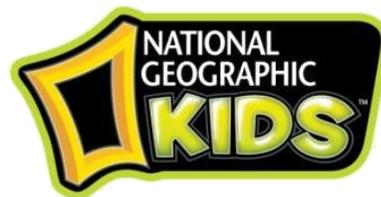
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YowieWorld.com

- Multi-million dollar digital entertainment asset
- Interactive educational gaming site for kids
- Messaging and resources for parents
- Opportunity to promote retail partners and link to their sites

Nat Geo Kids Digital Ad Buy

- Impressions: 2.6 million
- Month-long media buy on *Nat Geo Kids* games site to drive awareness of the Yowie brand
- Yowie game hosted on Nat Geo Kids games site



YowieWorld.com

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Yowie World is a multiplatform experience, designed to engage and delight Yowie fans both young and old.

The immersive 3D world is playable as an app on iOS devices such as iPhones, iPads and iPods, as well as on Android devices and through all web browsers on PCs and Macs.

It is being built by award winning digital agency Amuzo who are LEGO's app creating agency of record.



Yowie World has 4 main features

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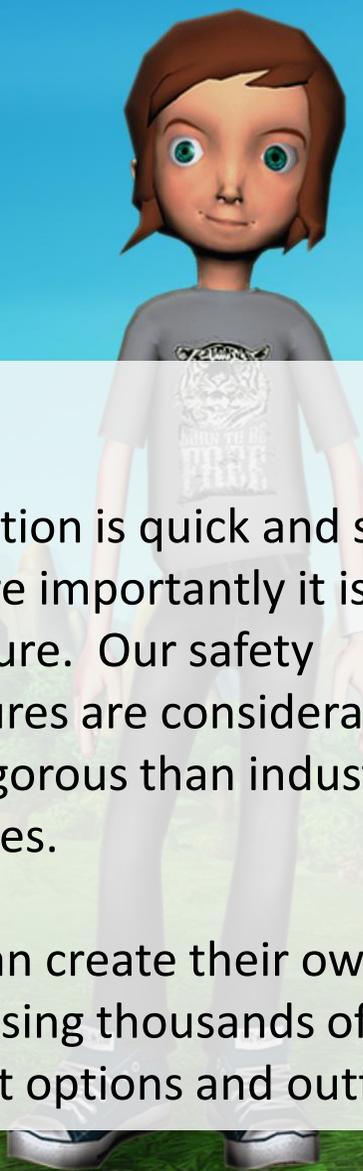
- A Yowie Ranger avatar and gamification engine to retain and build loyalty
- A suite of games aimed to engage and entertain
- A “virtual sticker book” that enables you to keep track of your inclusion collection
- A 3D environment that brings the world of Yowie to life and provides learning opportunities

And 3 sub features

- The partner section, linking out to our partners
- A parent section, outlining the site and the product to parents
- A help section that provides a FAQ style help to users



8 12



Avatar

Registration is quick and simple but more importantly it is safe and secure. Our safety procedures are considerably more rigorous than industry guidelines.

Users can create their own avatar using thousands of different options and outfits.

SAVE YOUR RANGER

RANGER NAME

SusanRanger55



CHANGE

Be safe - don't use your real name!

PASSWORD



SHOW

PARENT'S EMAIL

parent@parent.com



CONFIRM EMAIL

parent@parent.com



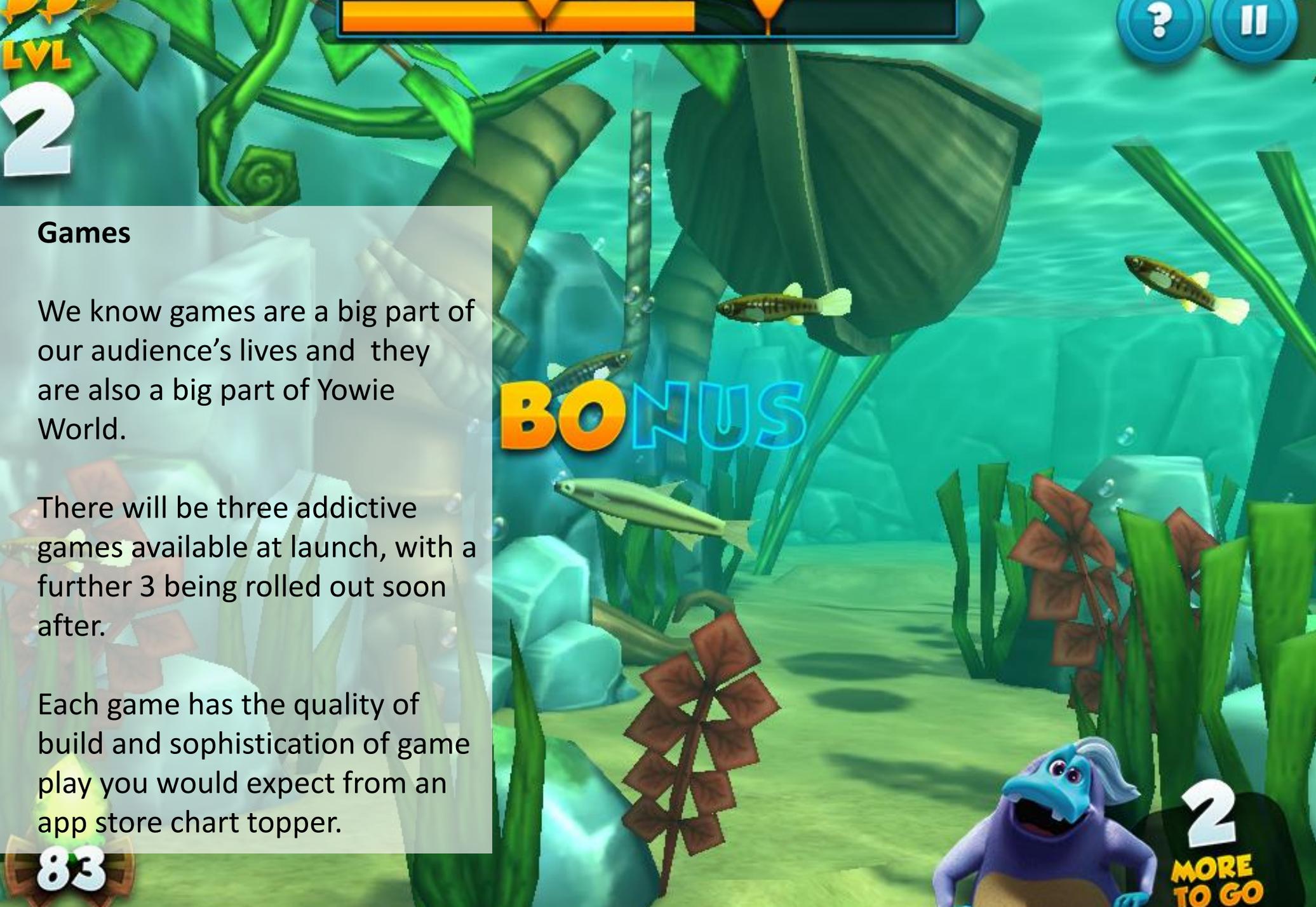
SKIP

SAVE

1

2

3



Games

We know games are a big part of our audience's lives and they are also a big part of Yowie World.

There will be three addictive games available at launch, with a further 3 being rolled out soon after.

Each game has the quality of build and sophistication of game play you would expect from an app store chart topper.

Virtual Sticker Book

When you buy a Yowie, the inclusion you have in the product can be unlocked and seen in your virtual sticker book.

The bigger your collection the more rewards you get.



OUR FIRST ANIMAL!



NEW

1 5

2 8



2 8



3D Environment

The Yowie World is brought to life through an incredibly detailed 3D environment that can be explored, where users can meet the Yowie characters.



CRITICALLY
ENDANGERED

NEW ANIMAL RESCUED!

LORD HOWE ISLAND STICK INSECT (*Dryococelus australis*)**Status:** Critically endangered

For 70 years the Lord Howe Island Stick Insect was thought to be extinct after it had been wiped out on its home island by introduced rats. Then in 2001 scientists discovered a tiny population surviving on a small rocky island not far from the species' original home. A breeding program is building up numbers with the hope of one day reintroducing the insect to its native island.

Found: Ball's Pyramid, off the coast of Australia.
Extinct on Lord Howe Island

Eats: Leaves of trees and bushes

Conservation: Threatened by introduced rats

Education

Education remains really important to Yowie and the experience will be full of interactive learning opportunities, from fact sheets, like shown here, to a daily quiz.

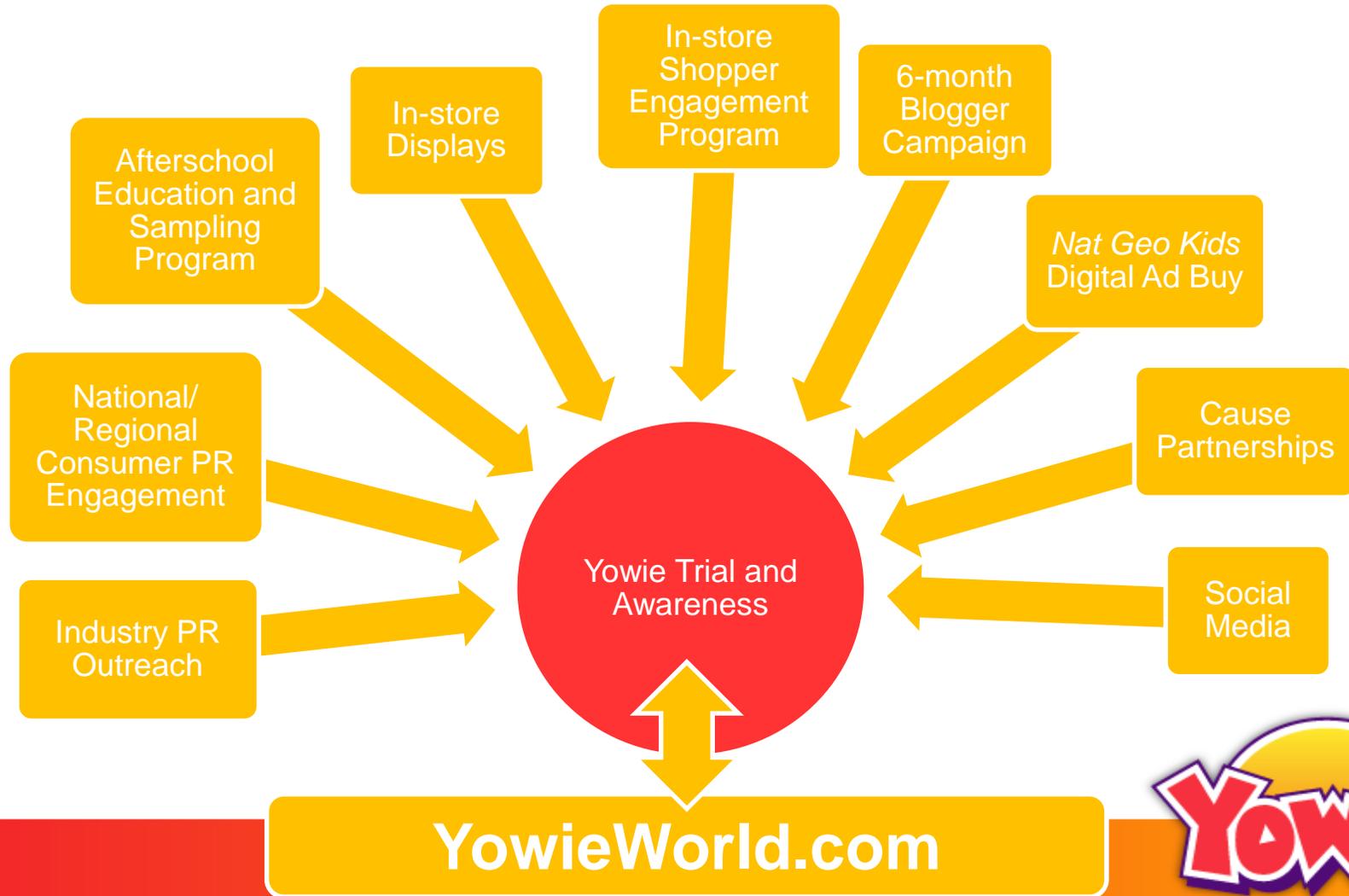
NEW



Yowie Launch Marketing Support

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\$2+ million investment in digital entertainment
6+ million estimated impressions in the first 6 months



Yowie Manufacturing

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- Dedicated factory in Florida
- Nut Free factory
- “Frozen Cone” manufacturing plant

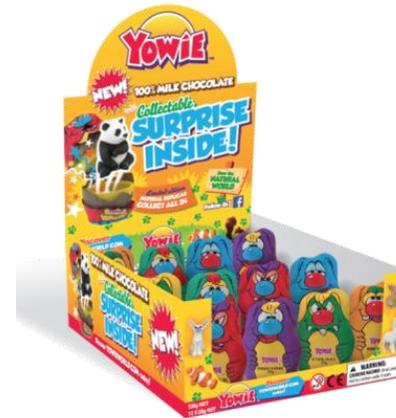


- Rasch manufactured high speed foiling & wrapping
- Current capacity 20 million units with room for fast expansion



In-Store Shopper Engagement

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- Show Carton
- Shippers
- Powerwings
- Customized Merchandising Materials



Squish Rumble Crag Ditty Boof Nap



An Award Winning Formula

- ★ Six endearing Yowie characters
- ★ Portion controlled at 1 ounce of chocolate
- ★ High definition character personality foils
- ★ Yowie leaflet inclusion with ecology story & trading value
- ★ Premium quality collectable inclusions
- ★ Yowie World digital experience
- ★ Play & Learn proposition
- ★ Patent Protected

