



A \$21 Million Brand in the U.S.



#2 Surprise Inside Item in the World
+44.5% in growth over past 52 Weeks
+35.5% growth over past 13 Weeks
Top 20 SKU in Productivity in Category
The Profit Leader in Candy Category

YOWIE SALES SUMMARY									
\$ Sales	L4 w/e 2/19/22			L13 w/e 2/19/22			L52 w/e 2/19/22		
	TY	LY	Chg	TY	LY	Chg	TY	LY	Chg
Total FMCG Retailers	\$1,080,210	\$814,768	32.6%	\$3,242,019	\$2,700,459	20.1%	\$14,453,112	\$10,418,342	38.7%
Total Convenience Stores	\$523,266	\$306,585	70.7%	\$1,722,086	\$963,719	78.7%	\$6,552,633	\$4,115,428	59.2%
Total Grocery Stores	\$520,778	\$361,326	44.1%	\$1,487,300	\$1,117,310	33.1%	\$5,583,978	\$3,983,314	40.2%
Total Drug Stores	\$65,804	\$50,746	29.7%	\$217,497	\$162,976	33.5%	\$907,749	\$669,055	35.7%

ANIMALS WITH SUPER POWERS

Sunflower Sea Star (*Pycnopodia helianthoides*)

SUPERPOWER: REGENERATION

The largest of the sea stars, at lengths over a meter, the Sunflower Sea Star lives on the sandy and rocky shores of the deeper tidal waters from Alaska to southern California.

- Adults are 15-24 cm in diameter.
- They are voracious predators.
- They can regenerate lost arms.
- They can open their mouth wide.

SPECIES OF CONCERN



Rusty Patched Bumble Bee

SUPERPOWER: MAGNETISM

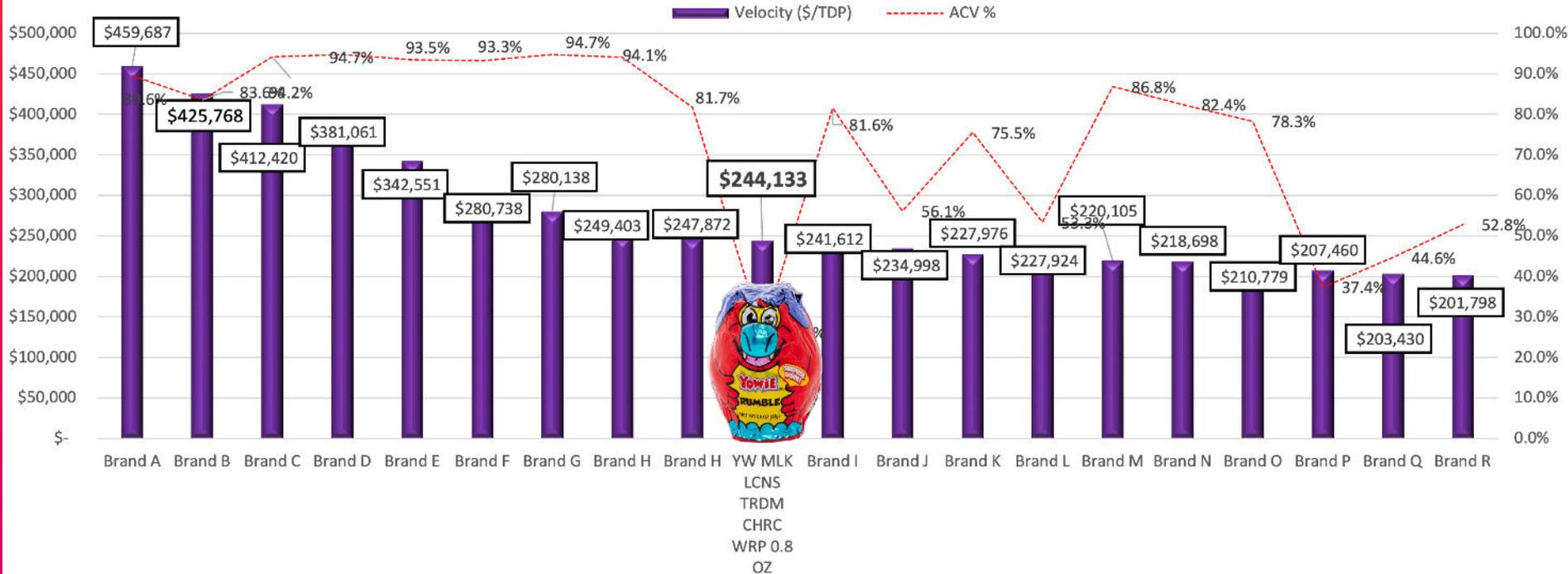
Found in the Midwest and Northeastern U.S., this bee species whose workers have a rusty colored patch on the second abdomen segment.

- Flapping their wings creates a positive electrical charge on their hairy bodies that attracts the negatively charged pollen they transfer from flower to flower.
- Their wings flap back and forth, not up and down, creating a mini hurricane.



Yowie: A Top Performing SKU in Grocery

The Yowie Brand...# 10 Velocity Item in US Grocery
Nielsen: Total US Grocery 52 Weeks 5/7/2022

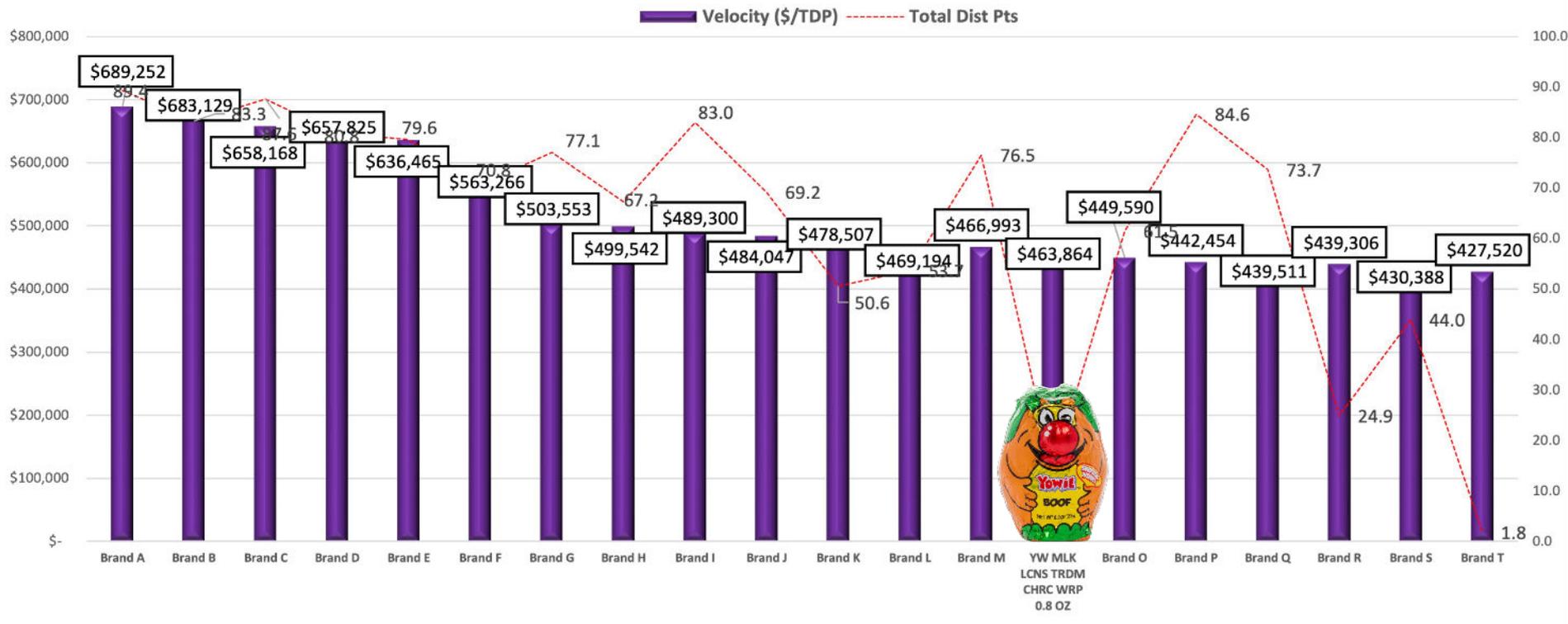


- **YOWIE... The #8 brand in Velocity in the grocery Channel**
- **As productive as the leading brands in the category**

Yowie: A Top Performing SKU in Convenience

The Yowie Brand...# 25 Velocity Item in US Convenience

Nielsen: Total US Convenience 52 Weeks 2/26/2022



- **YOWIE... The #25 brand in Velocity in the Convenience Channel**
- **As productive as the leading brands in the category**



2+1 Pack 1.6oz

Yowie Collectors Multi Pack with a BONUS Endangered Species toy

Consumers add to their collection with a rare animal from a previous series

Great value to the customer- 3 endangered species for the price of 2



Yowie Choc Surprise 2 + 1 Pack 1.6oz.	
Item Number	02258
Case UPC	810808-02258-2
Item UPC	810808-02107-3
Case Pack	5
Case Cost	17.10
Unit Cost	3.42
Retail	4.99
Margin	31.5%

Unit Dimensions
6.7" L x 2.0" W x 6.0" H

2 100% MILK CHOCOLATE TREATS!

SURPRISE INSIDE CHOCOLATE!

+ BONUS COLLECTIBLE!

YOWIE CRAG
NET WT 0.8 OZ (23g)

YOWIE DITTY
NET WT 0.8 OZ (23g)

YOWIE CRAG
NET WT 0.8 OZ (23g)

✓ NUT FREE
✓ GLUTEN FREE
✓ NON-GMO

YOWIE

SUSTAINABLY SOURCED CHOCOLATE

1.6 oz NET (2 x 0.8 oz)

100% MILK CHOCOLATE

Nutrition Facts

2 servings per container
Serving size 1 yowie (23g/0.8oz)

Amount per serving	% Daily Value*
Calories 120	
Total Fat 7g	9%
Saturated Fat 4.5g	23%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 10mg	0%
Total Carbohydrate 14g	5%
Dietary Fiber 1g	2%
Total Sugars 13g	
Includes 13g Added Sugars	25%
Protein 1g	
Vit. D 0mcg 0%	Calcium 20mg 2%
Iron 1.2mg 6%	Potas. 0mg 0%

*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. A diet of 2,000 calories a day is used for general nutrition advice.

INGREDIENTS: Milk Chocolate (Sugars, Cocoa Butter, Unsweetened Chocolate, 100% Milk Powder, Salted by WMA, See Labels for details), Natural Flavors, Cocoa.

CONTAINS MILK AND SOY

DISTRIBUTED BY:
YOWIE NORTH AMERICA, 1500 WILSON STREET, SUITE 100A,
KANSAS CITY, MO 64116
Marketed elsewhere as yowieworld.com
Yowie & Yowie World

MADE WITH 100% SUSTAINABLY SOURCED COCOA

COCOA SOURCING

SQUISH!

COLORS OF THE ANIMAL KINGDOM

20 NEW ANIMALS TO COLLECT!

HAVE FUN & LEARN ABOUT ENDANGERED ANIMALS!

DISCOVER YOWIEWORLD.COM

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2+1 Pack



YOWIE™

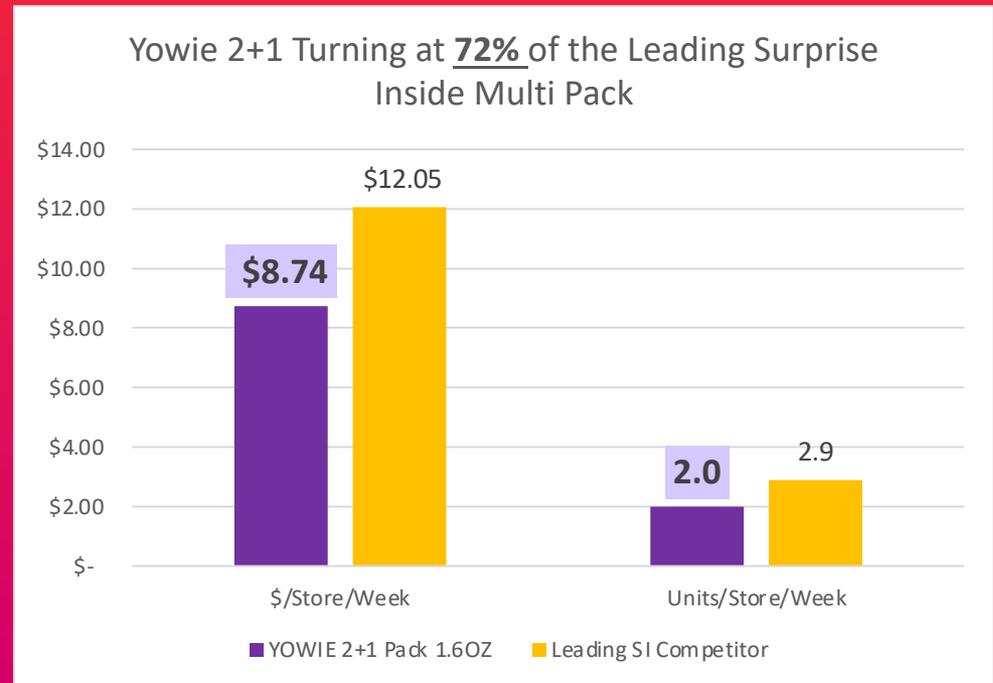


2+1 Pack Performance

Yowie 2 + 1 Bonus Pack is turning at 72% of the leading surprise-inside multipack

Fully incremental to the brand with in-aisle placement

Value priced to the customer with a bonus toy animal collectible



Nielsen: 52 Weeks 6/19/2021: Total US xAOC