



Canaccord Growth Conference - Boston USA

YOWIE GROWTH ROADMAP

August 2016

Disclaimer

This presentation (the “Presentation”) is confidential and its content may not be copied, reproduced, redistributed, quoted, referred to or otherwise disclosed, in whole or in part, directly or indirectly, to any third party, except with the prior written consent of Yowie Group Ltd (the “Company”).

This Presentation is for informational purposes only, and does not constitute or form part of an offer, solicitation or invitation of any offer, to buy or subscribe for any securities, nor should it or any part of it form the basis of, or be relied in any connection with, any contract or commitment whatsoever.

This Presentation contains interpretations and forward-looking statements that are subject to risk factors associated with the confectionary and retail industries. You are cautioned not to place reliance on these forward-looking statements, which are based on the current views of the Company on future events. The Company believes that the expectations reflected in the presentation are reasonable but may be affected by a variety of variables and changes in underlying assumptions which could cause actual results to differ substantially from the statements made.

The Company and its Directors, agents, officers or employees do not make any representation or warranty, express or implied, as to endorsement of, the fairness, accuracy or completeness of any information, statement, representation or forecast contained in this presentation and they do not accept any liability for any statement made in, or omitted from, this Presentation.

The information contained in this Presentation noted above are subject to change without notice. This presentation is intended only for the recipients thereof and may not be forwarded or distributed to any other person and may not be copied or reproduced in any manner.

Kinder Surprise is copyright of Ferrero 2009 and a licensed trademark of the FERRERO INTERNATIONAL S.A.

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



Executive Summary – The Yowie Appeal

- Unique multi-category offer – confectionery, collectible, gift, associated branded merchandise
- Strong brand mission – save the natural world
- Collectibility and surprise
- Digital engagement, play and learn
- Premium price point
 - Value for consumers – confectionery, plus collectible, plus Free App
 - High profitability for retailers



Executive Summary – Yowie Well Positioned for Strong Growth

- Unique product and brand
- First mover advantage in US
- Significant white space growth opportunity for retailers
- Huge market opportunity – 320m population, estimated market opportunity 700-800m units, >\$2bn estimated sales value
- Present in >40k US outlets, still only an estimated 10% of addressable retailers
- #1 selling immediate consumption chocolate item in US
 - Achieved in less than 2 years and with minimal marketing spend
- US\$32m cash and no debt – flexibility to ramp up marketing spend and manufacturing to capture the opportunity





A global brand
licensing company



Yowie Key Objectives

1. Build a confectionery led global Yowie brand with focus on US and other Tier 1 International markets
2. Launch a broad range of Yowie branded licensed products worldwide into food & non food merchandising categories
3. Establish a commercially successful Yowie digital platform: web site, paid gaming, webisodes, movies



Yowie Growth Pillars



SALES

- Channel expansion - U.S market
-
- Increased customer base
-
- Increased breadth & depth of distribution
-
- Market expansion – global

MARKETING

- Trial, test & learn strategy (as per sales)
-
- Build investment based on results
-
- Mixed media & key market testing
-
- Communication for kids created by kids/tested on kids

PEOPLE

- Increase sales force
-
- Strengthened specialist capability
-
- Increase merchandising support in store

DIGITAL

- Unlock growth opportunity business model
-
- Gaming

LICENSING

- Food & Non-Food
-
- Publishing
-
- Webisodes development
-
- Film & Cartoon

Yowie Brand Positioning

SAVE THE NATURAL WORLD

Learn through Play – Educating children to protect the environment and endangered animals

TARGET MARKET

Children, parents, guardians, grandparents, family and friends – for treat and everyday gifting



Significant year 1 progress! 2016 Achievements

January - Category Success

- 🐾 Yowie achieves success in US candy market
 - 🐾 # 1 selling front end novelty candy item
 - 🐾 # 8 selling item in total candy front end
 - 🐾 # 10 selling item in convenience with only 5.4% distribution
(Nielsen 13 weeks ending July 16 2016)

March - Manufacturing Expansion

- 🐾 Yowie secures listing national Drug Chain, third tier 1 account since launch
- 🐾 Commissions new state of the art high speed robotic manufacturing plant in Rockaway Bay New York
- 🐾 Launches successful pre Easter social media campaign

April - Beyond Confectionery

- 🐾 Yowie becomes #1 selling and fastest growing novelty candy in US market (Nielsen Total USxAOC: Latest 52 weeks ending 26/3/2016)
- 🐾 Yowie appoints award winning film producer Bruce Davey as Global Creative Advisor



Significant year 1 progress! 2016 Achievements

May - Distribution Breadth & Depth

- Successful capital raising AUD\$32M to expand US operations
- Yowie signs Yo-kai Watch Licensing Agreement
- Yowie purchases additional high speed wrapping machine to expand system capacity to 40 million units
- Participant with Eby-Brown Smart Store Program to reach 10k convenience outlets
- Participant with McLane Virtual Trade Show potential reach 20k convenience, military and travel outlets

June - Major Capability Ramp Up

- Appointment Bert Alfonso as Global CEO Yowie Group Ltd
- Appointment Mark Schuessler as Global COO Yowie Group Ltd



U.S. Market Retail Accounts Update



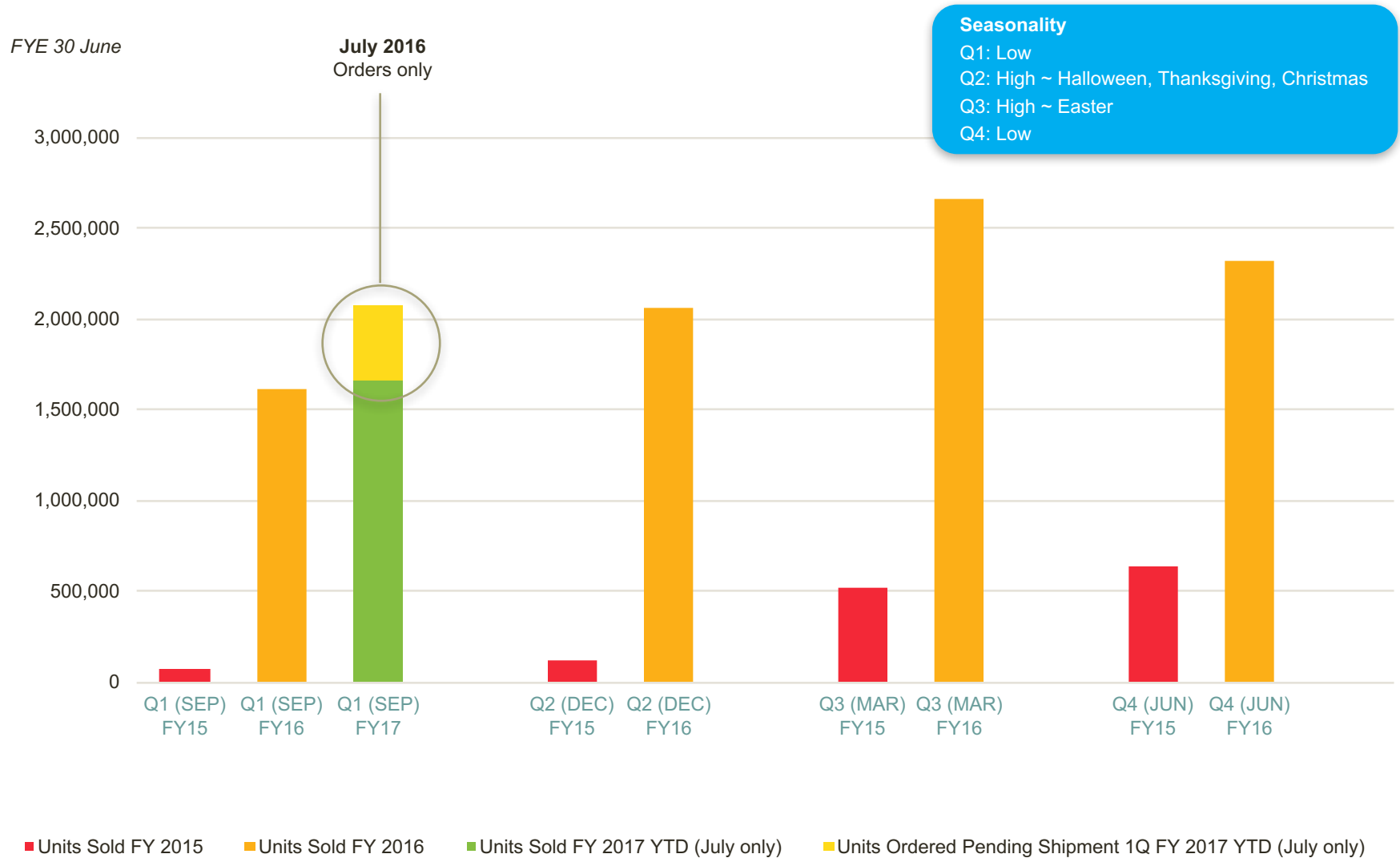
In only two years Yowie has achieved ranging in three tier one national retail accounts, over 40,000 stores with sales recorded across 50 current active accounts and/or account groups.



- **Mass Merchandiser:** from successful trial to national rollout to over 4,500 stores
- **Drug:** national pharmaceutical retailer 6,500 stores
- **Fuel & Convenience:** 2 national groups
- **Grocery:** national grocer rollout to 1,318 stores
- **General Retail:** Cost Plus World Market
- **Distributors:** 6 Distributors delivering coverage across 50 U.S. States
- **Leisure & Entertainment:** Zoos and Resorts
- **Also Selling On Line:** two on-line retailers
- **Store Expansion:** reached over 40k stores in 2016 fiscal



Unit Volume Sales 2016 Versus 2015 by Quarter

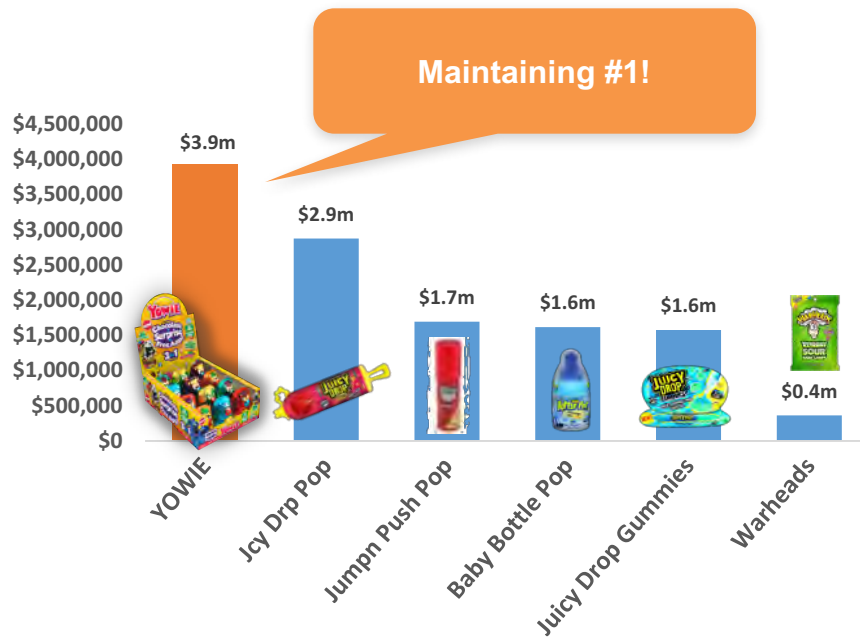


National Retailer: Yowie # 1 novelty brand and growing!

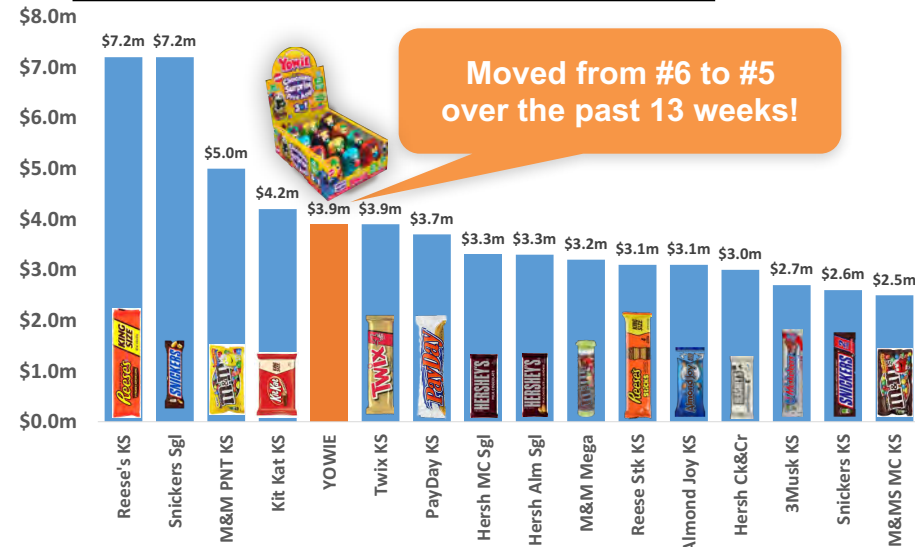


- #1 Ranked Novelty Candy Item on the Front-end
- #5 Ranked Chocolate Item on the Front-end

Front-End Novelty Candy Total Sales \$\$\$



Front-End Chocolate Total Sales \$\$\$



YOWIE! #1 item in Total US

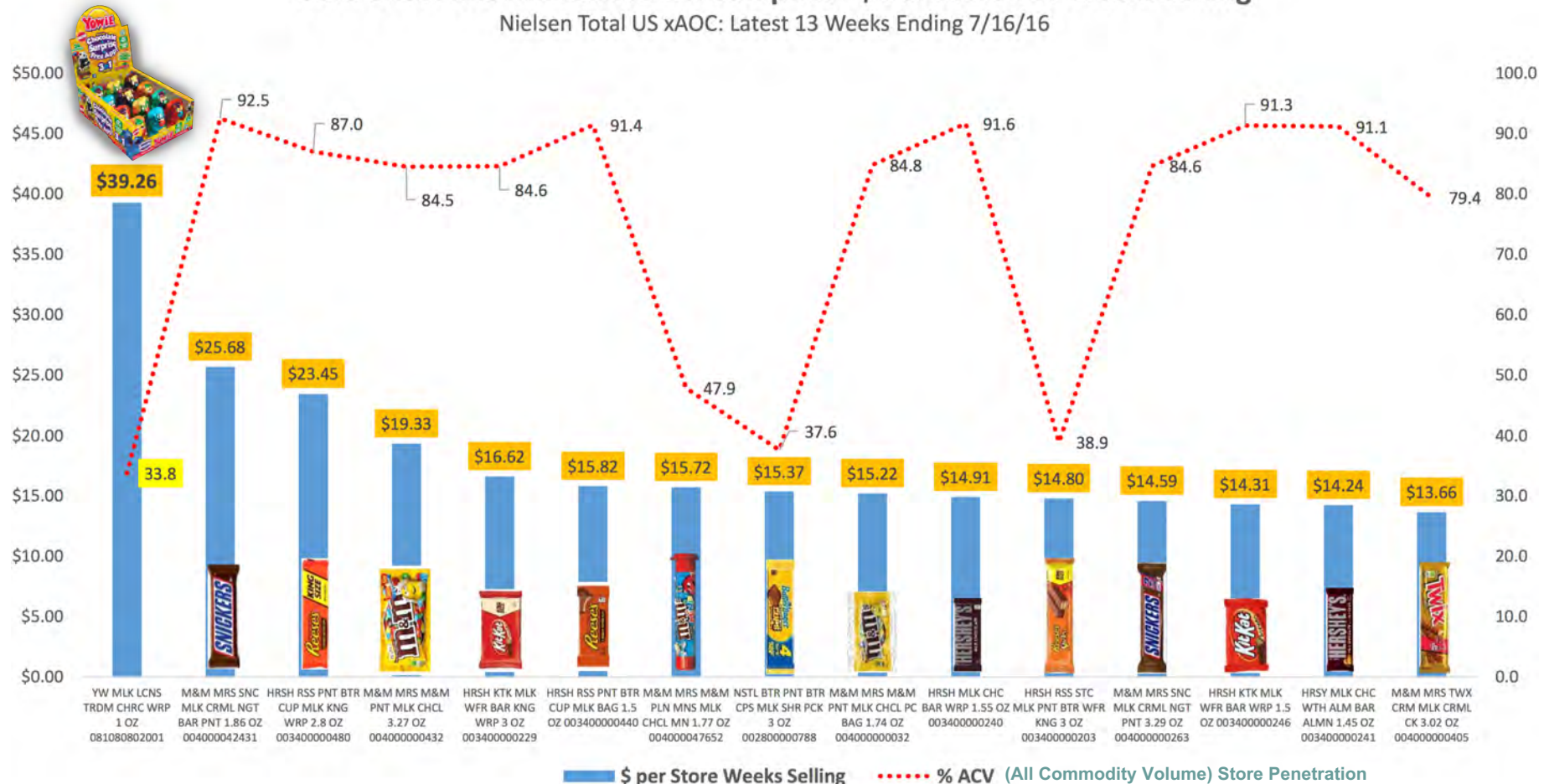
All Outlets Combined (excludes convenience)



- YOWIE! #1 performer in \$ per store, per week over the past 13 weeks
- Almost 2x the productivity of Reese & Snickers King Size, in 34% of Stores

Core Chocolate Immediate Consumption: \$ Per Store Per Weeks Selling

Nielsen Total US xAOC: Latest 13 Weeks Ending 7/16/16



■ \$ per Store Weeks Selling % ACV (All Commodity Volume) Store Penetration

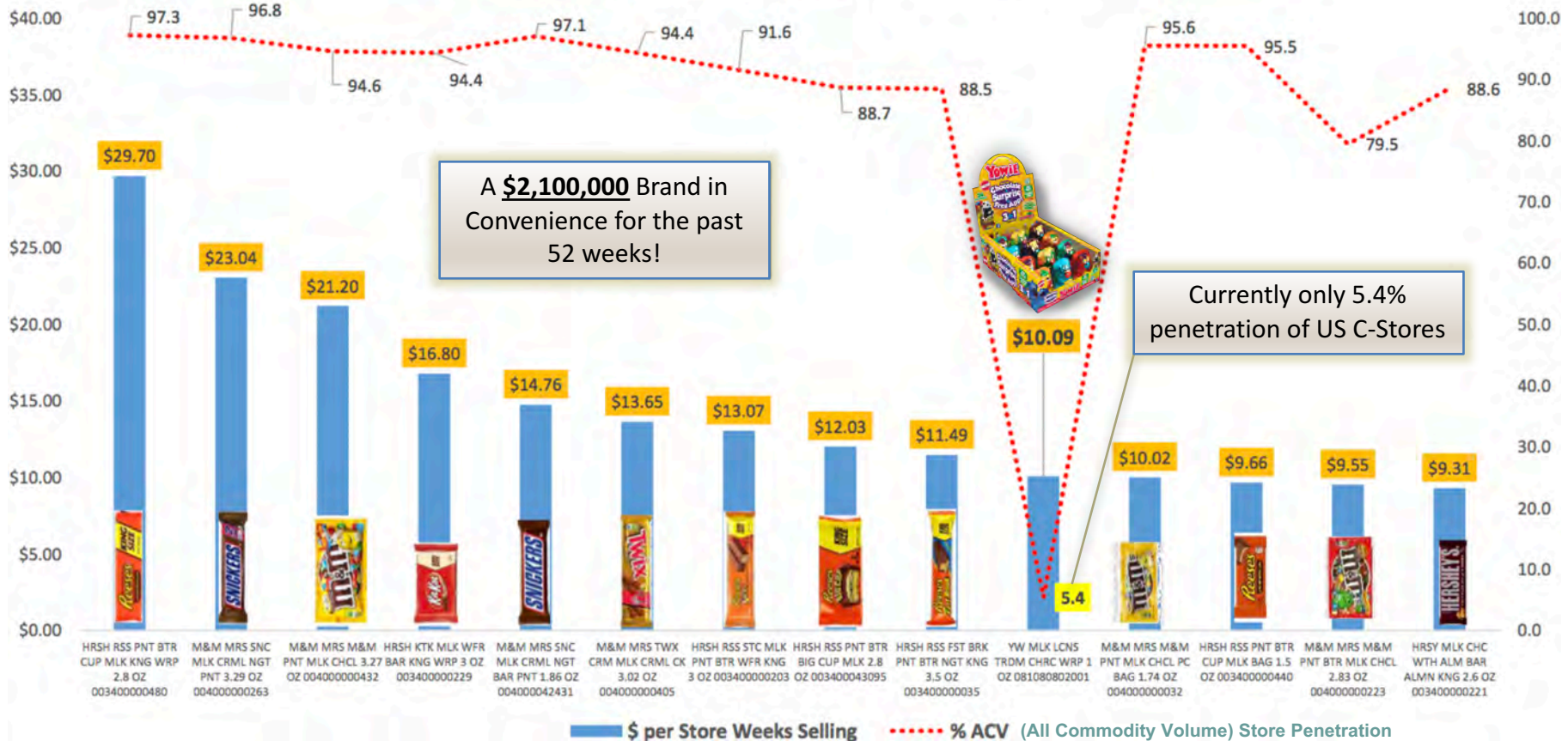
YOWIE! Top Item in Total US Convenience



- Yowie is a top 10 selling item in total US Convenience while currently available in only 5.4% of stores
- More productive than M&Ms Singles and Hershey Almond!

Core Chocolate Immediate Consumption: \$ Per Store Per Weeks Selling

Nielsen Total US Convenience: Latest 13 Weeks Ending 7/16/16



Yowie Tier 1 Partners in the US-Today



Yowie Key Objectives 2017

- ❧ Outlook: Double revenue versus 2016 with breakeven profit within reach
- ❧ Strengthen brand awareness through aggressive marketing initiatives
- ❧ Permanent planogram placement at major US retailers
- ❧ Achieve breadth and depth national U.S. distribution
- ❧ Establish a fully optimized national U.S. broker distribution network
- ❧ Launch Series 2 'All American Series' and Series 3 'Yowie World' Limited Edition Yowie Collectibles
- ❧ Launch pre Halloween & pre Easter advertising campaigns
- ❧ Launch Yowie publishing
- ❧ Expansion into new markets beyond US



Off to a great start in first month of 2017!

July

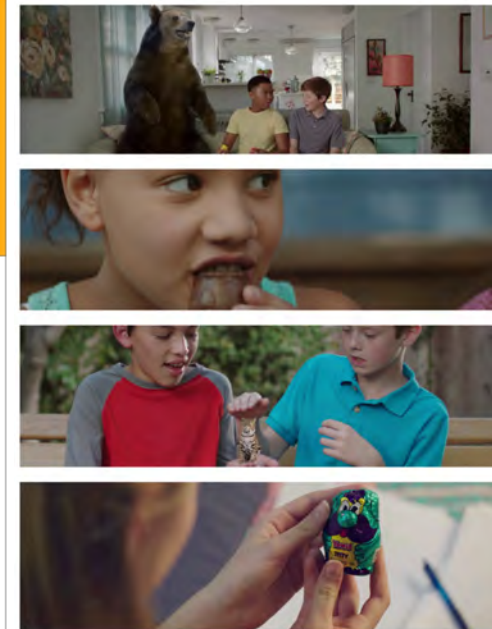
- ❧ Record number of sales orders received
- ❧ Reached 20 million dollar sales since launch
- ❧ Continue to expand into new accounts in US
- ❧ Strong shipments of Series 2 for September launch
- ❧ Plans for international expansion underway
- ❧ Yowie World website refresh & relaunch commenced



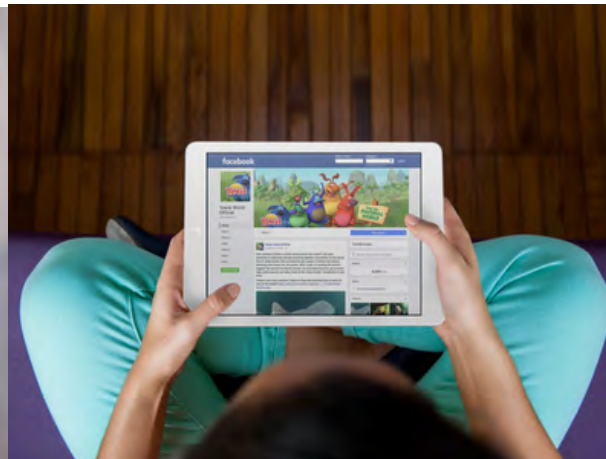
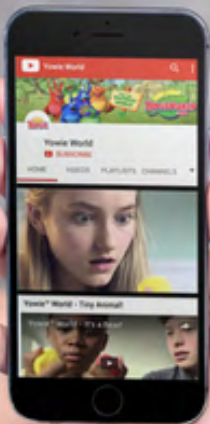
Increased Marketing Investment in 2017

Aggressive success driven marketing spend

- \$2M+ digital marketing ongoing investment through Yowieworld.com including FREE Yowie App
- \$1.5M+ in advertising support with kids making Yowie ads for kids
- Invitation to discover Yowieworld.com is in every Yowie chocolate candy
- Yowieworld.com is supported 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
- Local Yowie Collectors 'Swap Meets' – to trade, swap and share
- Free Yowie Posters detailing limited edition collectables
- Social Media and PR



ADOLESCENT.



New US Manufacturing Plant

- **State of the art chocolate molding and packaging line supports significant expansion capability**
- **100 million units p.a. molding capacity**
- **Ability to optimize costs going forward**
- **Expansion to 40 million p.a. packaging by November 2016**
- **Ability to quickly add packaging capacity to match molding capacity**
- **Strong Quality Control**



New Plant Provides Global Expansion Capability

- ❧ Dedicated nut free manufacturing plant located in New York
- ❧ High speed, high volume, automated, robotically driven
- ❧ Capability to produce 100 million units for global expansion



Strong Balance Sheet

- Net cash position at US\$32.4 million on July 31, 2016
- No debt provides no interest charges
- Working capital well managed
- Accounts receivable 98% current, collected within 30 days
- Building inventory in Q2 fiscal year to service expanding customer base





Category Innovator



Yowie Publishing

Six New Books!

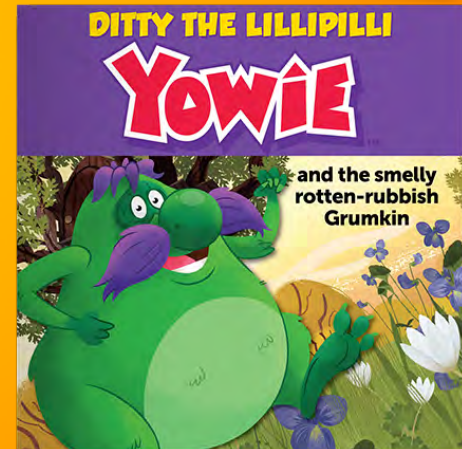
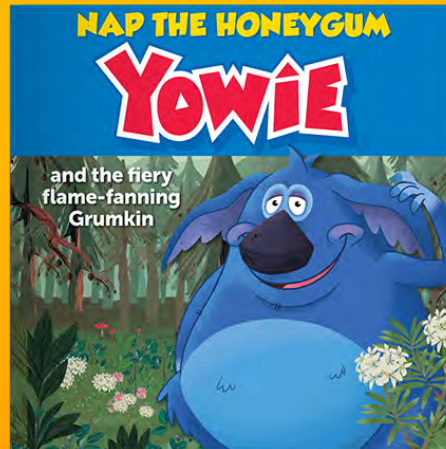
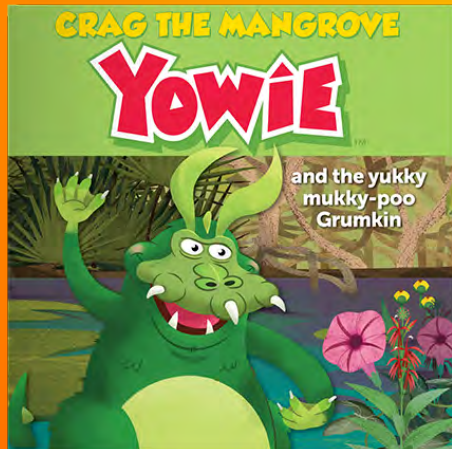
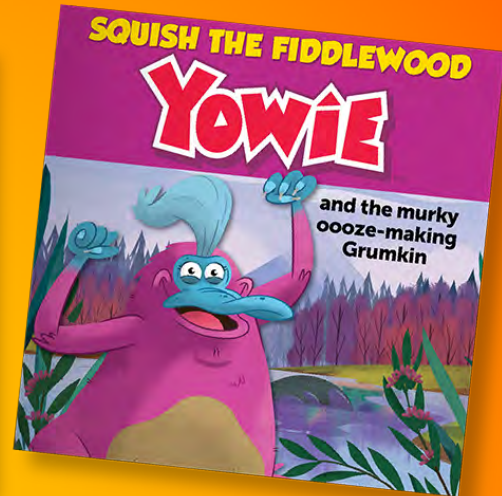
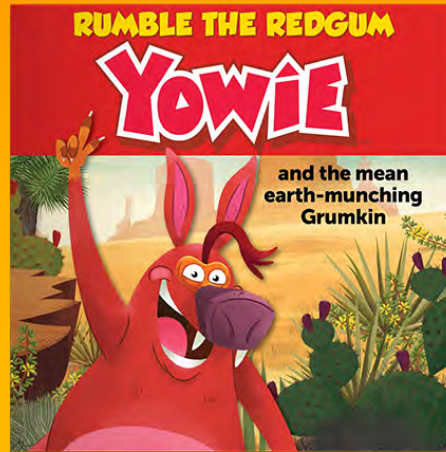
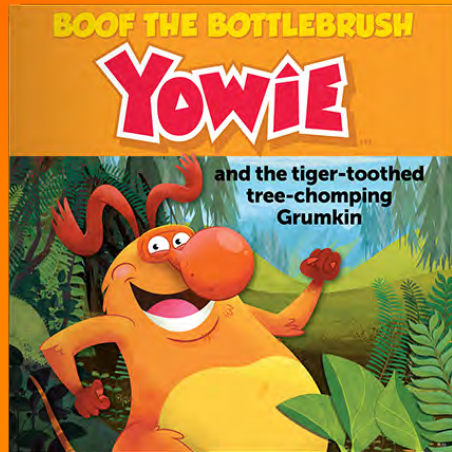


Crag the Mangrove
YowieTM

and the yucky
mukky-poo
Grumkin



Yowie Publishing to launch in 2017 fiscal



Publishing

Yowie Animation & Film Development



ICON

- Meetings progressing with animators, studios and distributors
- Studios and distributors are excited by the potential of the Yowie creative
- Yowie confectionery generates unique marketing opportunities through retail network distribution
- Currently in negotiation with experienced Hollywood film script writer identified for development of Yowie webisodes, animated series and feature film script.





HOME BRANDS NUTRITIONAL INFORMATION WHERE TO BUY CONTACT

Yow
Brands Ltd

THE
ANGRY BIRDS
MOVIE

HURRY TO COLLECT ALL
12 CHARACTERS!
SELLING FAST!

BRAND

SURPRISE
INSIDE!

YowTM

Brands Ltd

www.yowbrands.com

WHERE TO BUY

ANGRY BIRDS™



Yow™
Brands Ltd



YO-KAI WATCH™



Yow™
Brands Ltd



Corporate Profile



Board 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. Non-Executive Director on 4 ASX listed companies including Yowie. Audit & Risk committee on 3 of those Boards.



New Global Management Team



Chief Executive Officer : Bert Alfonso

- Global senior executive with 30 years experience in improving operating performance and meeting shareholder value
- Winning track record at Hershey, Cadbury Schweppes and Warner Lambert
- Accomplished in business turnarounds, driving top line growth, merger and acquisition and restructuring to increase shareholder value
- Global consumer brands experience, healthcare industry, international markets and cross discipline operational experience

Chief Operating Officer: Mark Schuessler

- Experienced senior executive with over 30 years broad U.S and international markets experience
- Extensive cross discipline and cross category operational leadership experience in consumer packaged goods industry with Doumak Inc., The Campbell Soup Company, Proctor & Gamble and printing and banking industries
- President & COO of Doumak Inc. a \$100m privately held confectionery manufacturer with brand distribution globally in over 70 countries
- Responsible for international market development for Yowie



Key Management



Chief Executive Officer Yowie North America : Sal Alvarez

Sal is Chief Executive Officer of Yowie North America since November of 2014, and brings more than 30 years experience in consumer sales, marketing and innovation to Yowie North America, having worked in confectionery (Cadbury Schweppes and Warner Lambert), consumer products (Unilever, Sara Lee), pharmaceuticals (Johnson & Johnson, Pfizer) and spirits (Brown Forman) 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 consistent superior business results.

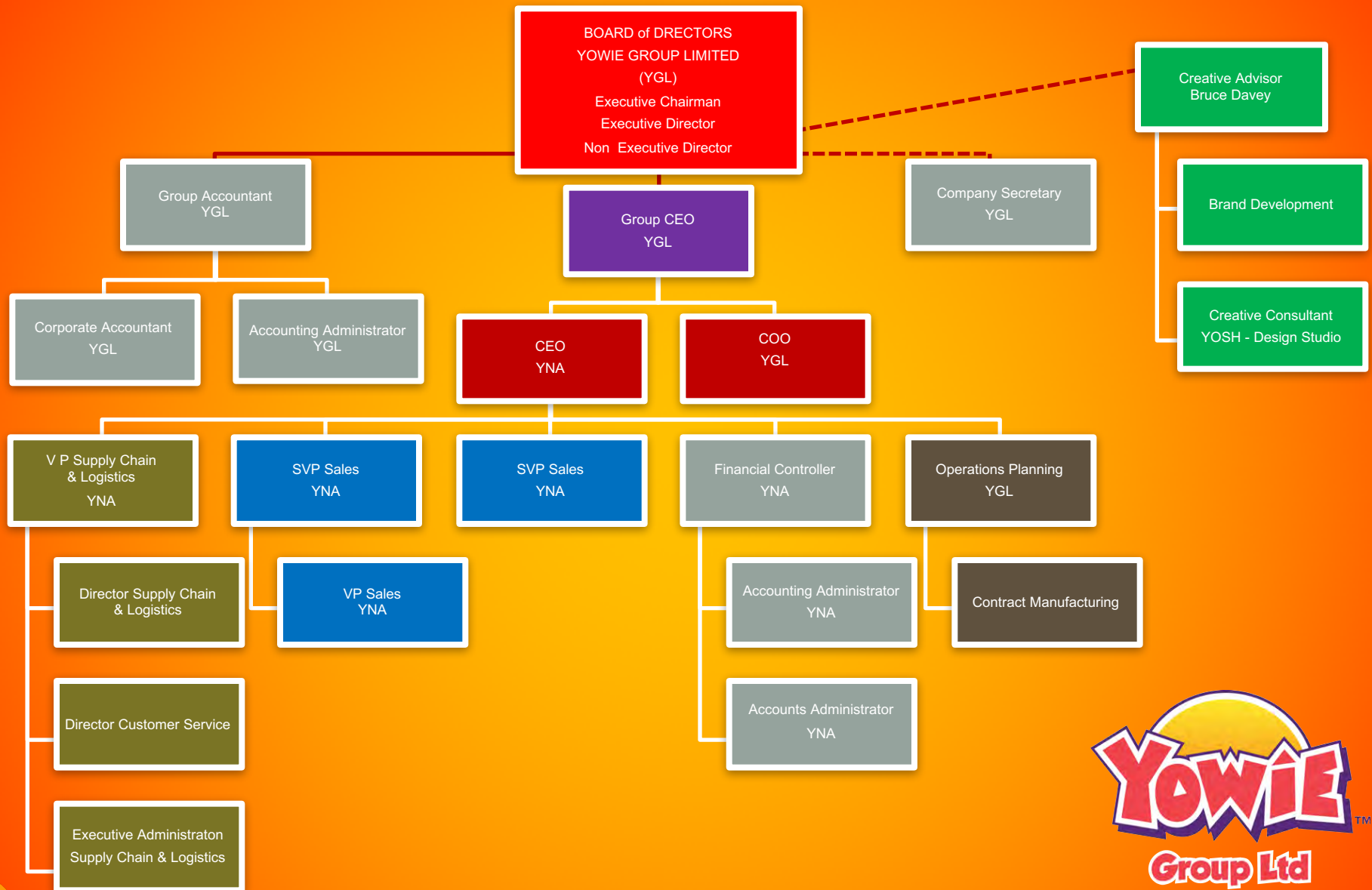
Global Creative Adviser : Bruce Davey

With over 25 years of experience in the film, television and entertainment industry, Bruce is uniquely placed to provide creative guidance and direction to the Group as it moves to open up other categories beyond confectionery including publishing, film and animation.

Born in, and based out of Sydney, Australia, Bruce brings to Yowie Group a wealth of experience and extensive contacts in the entertainment industry in the U.S, having been a resident of Los Angeles for 18 years, and across the world. Bruce is currently Chairman of Icon Group.



Group Organisational Structure



Yowie Capital Structure



Ordinary fully paid shares	
- Quoted	206,372,375
Total on issue	206,372,375
Performance Rights	
Achievement Award Performance Rights expiring 30 January 2017	2,991,324
LTI Award Performance Rights expiring 31 August 2017	320,499
LTI Award Performance Rights expiring 31 August 2018	320,499
Service Rights expiring 31 December 2017	100,000
Service Rights expiring 31 December 2018	100,000
Total on issue	3,832,322
Unlisted Options	
Director Options	
- 30/06/2017; 28.5 cents	4,200,000
- 31/12/2017; 76.6 cents	2,275,000
- 31/12/2017; 90 cents	375,000
- 31/12/2017; \$1.05	425,000
Employee/Consultant Options	
- 31/12/2017; 90 cents	2,050,000
- 31/12/2017; \$1.05	2,350,000
- 31/12/2017; 76.6 cents	1,350,000
- 31/12/2017; \$1.15	320,000
- 31/12/2017; \$1.25	640,000
- 24/08/2018; \$1.51	200,000
- 24/08/2018; \$1.63	400,000
- 08/09/2018; \$1.40	75,000
- 08/09/2018; \$1.51	125,000
Total on issue	14,785,000
Market Capitalisation (31 July 2016 – A\$0.775)	A\$159.9 million
Cash position as at 31 July 2016	US\$32.4 million
Debt position as at 31 July 2016	US\$0.0

Shareholder Overview



	Shares	%	
Top 40 Shareholders	131,775,217	63.9	
Top 5 Shareholders	41,631,026	24.4	
HSBC Custody Nominees (Australia) Ltd	29,235,648	14.2	
Citicorp Nominees Pty Ltd	16,026,990	7.8	
JP Morgan Nominees Australia Ltd	11,161,947	5.4	
National Nominees Ltd	8,387,017	4.0	
BNP Paribas Noms Pty Ltd	6,445,669	3.1	
Total	71,257,271	34.5	
Related Party Holdings	Shares	Options	Performance Rights
Wayne Loxton	5,870,000	2,400,000	2,136,660
Patricia Fields	1,518,572	2,400,000	1,495,662
Trevor Allen	50,000	1,075,000	-
Total held by directors	7,438,572	5,875,000	3,632,322
% held by Directors	3.6%	39.7%	
Approximate % held by Institutions	38.0%		

Share Price Performance Review



A1 Full rollout to Walmart announced June 2015

A2 Partnership with American Zoos Association SAFE Program – 30 June 2015

A3 Walmart national rollout completed - October 2015

A4 Announced change in manufacturer

A5 Launch social media advertising campaign – 15 March 2016

A6 National distribution in 6500 Walgreens stores – 23 March 2016

A7 Bruce Davey appointed Global Creative Advisor – 5 April 2016

A8 Yowie #1 selling & fastest growing novelty candy in US market – 28 April 2016

A9 \$32m Capital Raising to fund continued rollout in US market – 16 May 2016

A10 Appoint Global CEO Bert Alfonso – 14 June 2016

A11 Appoint Global COO Mark Schuessler – 14 June 2016



Brand
Opportunities



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



- 🐾 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



**U.S.
2015**

**Population
320 million**

Yowie In Store Merchandising



Walmart 




COST PLUS
WORLD MARKET.



Yowie Off Location Display



Walmart 



Yowie In Store Merchandising



In store visibility is key

Walgreens



Yowie Impulse Display



Lolli AND Pops

PURVEYORS of SWEETNESS





Brand Proposition



Discover Yowie World – Download Yowie App for Free!



- 🐾 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 collectibles
- 🐾 A 3D environment that brings Yowie World to life and provides learning opportunities through play



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



Yowie - An Award Winning Brand

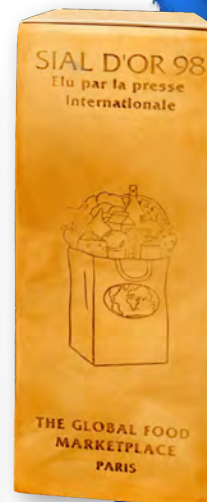


1998 Sial D'or International Industry Trade Show

- 🐾 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



BOOF 🌿

DITTY ✨

SQUISH 💧

CRAG ⚡

RUMBLE 🌪️

NAP 🌙

**Yowie are mythical creatures
from the other side of sunset.**

Each Yowie character is guardian of a natural habitat;

- 🐾 **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 fan club
- 🐾 Play & Learn proposition
- 🐾 Unrealized global market potential

PLAY & LEARN



Consumer Benefits – Kids Love Yowie & so does Mum!



- 🐾 Responsible ecology positioning 'Save the Natural World'
- 🐾 Play & Learn proposition
- 🐾 100% all natural milk chocolate
- 🐾 Chocolate made in the USA
- 🐾 Nut, Gluten & GMO Free
- 🐾 Kosher & Halal Certification
- 🐾 No high fructose corn syrup or palm oil
- 🐾 U.S FDA & CPSC compliant – not embedded – no small parts – no choking hazards
- 🐾 Tamperproof locking device capsule
- 🐾 Recyclable/ reusable unique Yowie character shape capsule
- 🐾 Portion Controlled 1 oz. single serve in two chocolate halves to enjoy, share or save
- 🐾 Ethically sourced & traded chocolate with Rainforest Alliance Certification
- 🐾 COPPA compliant digital platform (Children's On Line Privacy Protection Act)



COPPA
Children's Online Privacy
Protection Act

Yowie Confectionery Product



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

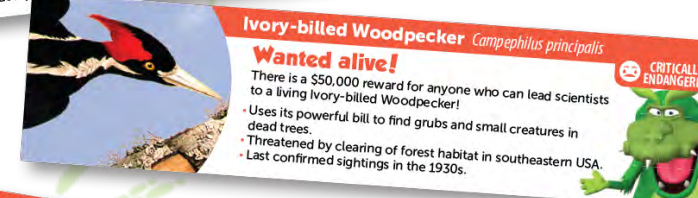
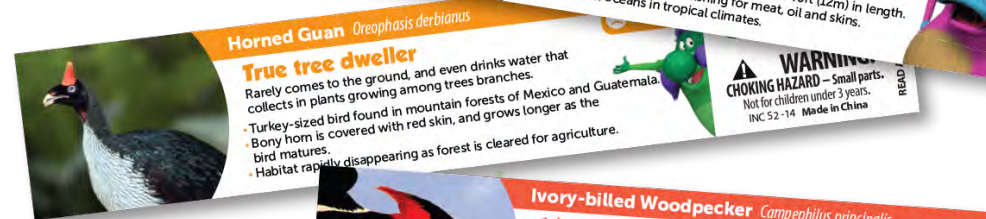
Save the Natural World



Yowie Collectibles



- 🐾 Limited edition Yowie collectibles 24 per Series
- 🐾 Hand painted with food grade non toxic lead free paint
- 🐾 Each premium quality, detailed to exacting scientific specification
- 🐾 Each with Wow! fun facts leaflet including animals eco status
- 🐾 Manufactured to international safety standards
- 🐾 Discover Yowieworld.com to see your Yowie collectibles come alive!





Invest for success in Yowie today!

