



# 2014 Annual General Meeting

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Thursday November 27<sup>th</sup> 2014

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Prepared for Yowie Group Ltd for the Yowie TM Label



# Yowie Capital Structure

<b>Ordinary fully paid shares</b>	
- Quoted	93,782,846
- Restricted (Escrowed until 21/12/2014)	24,124,353
<b>Total on issue</b>	<b>117,907,199</b>
<b>Listed Options (15/12/2015; 20 cents)</b>	
- Quoted	15,036,399
- Restricted (Escrowed until 21/12/2014)	13,754,677
<b>Total on issue</b>	<b>28,791,076</b>
<b>Unlisted Options</b>	
Director Options	
- 15/12/2015; 23 cents	3,500,000
- 30/06/2017; 28.5 cents	4,200,000
Employee/Consultant Options	
- 31/12/2017; 90 cents	300,000
- 31/12/2017; \$1.05	500,000
<b>Total on issue</b>	<b>8,500,000</b>
<b>Market Capitalisation (COB 26 November 2014 – 65 cents)</b>	<b>A\$76.64 million</b>
<b>Cash position as at 30 October 2014</b>	<b>A\$5.6 million</b>
<b>Debt position as at 30 September 2014</b>	<b>A\$0.0</b>



# Shareholder Overview

	Shares	%
<b>Top 40 Shareholders</b>	<b>69,789,925</b>	<b>59.19</b>
<b>Top 5 Shareholders</b>	<b>28,197,673</b>	<b>23.93</b>
K.P. Hudson	12,034,353	10.21
Abdullah Hani Abdallah	5,666,667	4.81
National Nominees Limited	3,650,698	3.10
Daleford Way Pty Ltd	3,500,000	2.97
HSBC Custody Nominees (Australia) Pty Ltd	3,345,955	2.84
<b>Total</b>	<b>28,197,673</b>	<b>23.93</b>
<b>Related Party Holdings</b>	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
<b>Total held by directors</b>	<b>6,940,667</b>	<b>11,075,000</b>
<b>% held by Directors</b>	<b>5.89%</b>	<b>29.70%</b>



# Share Price Performance Review



- A1** Yowie Ready for World Stage – 15 January 2014
- A2** Yowie World Digital Launched – 14 February 2014
- A3** Production achieves targeted output – 25 February 2014
- A4** Successful Yowie Capital Raising Achieved – 5 March 2014
- A5** Sweets & Snacks Expo Kick Starts Orders – 3 June 2014
- A6** Yowie secures National Convenience Account – 21 July 2014

- A7** Yowie goes on sale in Walmart Texas – 17 September 2014
- A8** Yowie US Market Update – 24 September 2014
- A9** Yowie US Market Update – 17 October 2014
- A10** Yowie goes on sale in Second Tier 1 US retail chain – 12 November 2014
- A11** Appointment CEO Yowie North America – 17 November 2014





# Yowie Group Limited

A global brand owner  
and licensing company



# Board & Management Team

## **Executive Chair : Wayne Loxton**

Extensive corporate executive experience spanning over 30 years at M.D. & 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 \$100million retail brand. Over 20 years commercial and brand experience in FMCG industry, an ex Global Director for Cadbury Schweppes Plc.

## **Non Executive Director : Mark Avery**

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



# Key Management Yowie North America

## **Chief Executive Officer : Sal Alvarez**

Well positioned and qualified to become Chief Executive Officer of a new brand confectionery led company in the biggest consumer market in the world Sal brings 32 years' experience in consumer sales and marketing to YNA having worked in pharmaceutical, consumer products and spirits industries. Sal has a proven track record of leading high performance teams to achieve superior business results.

## **Senior Vice President Sales : Mike Shinkwin**

As YNA SVP Sales and with accountability for West Coast sales for YNA Mike is an experienced senior sales executive with a strong passion for success. Mike has held sales leadership roles in the confectionery, snacking, wine and spirit industries for both local and international brand companies bringing a solid customer and partner relationship network to YNA.

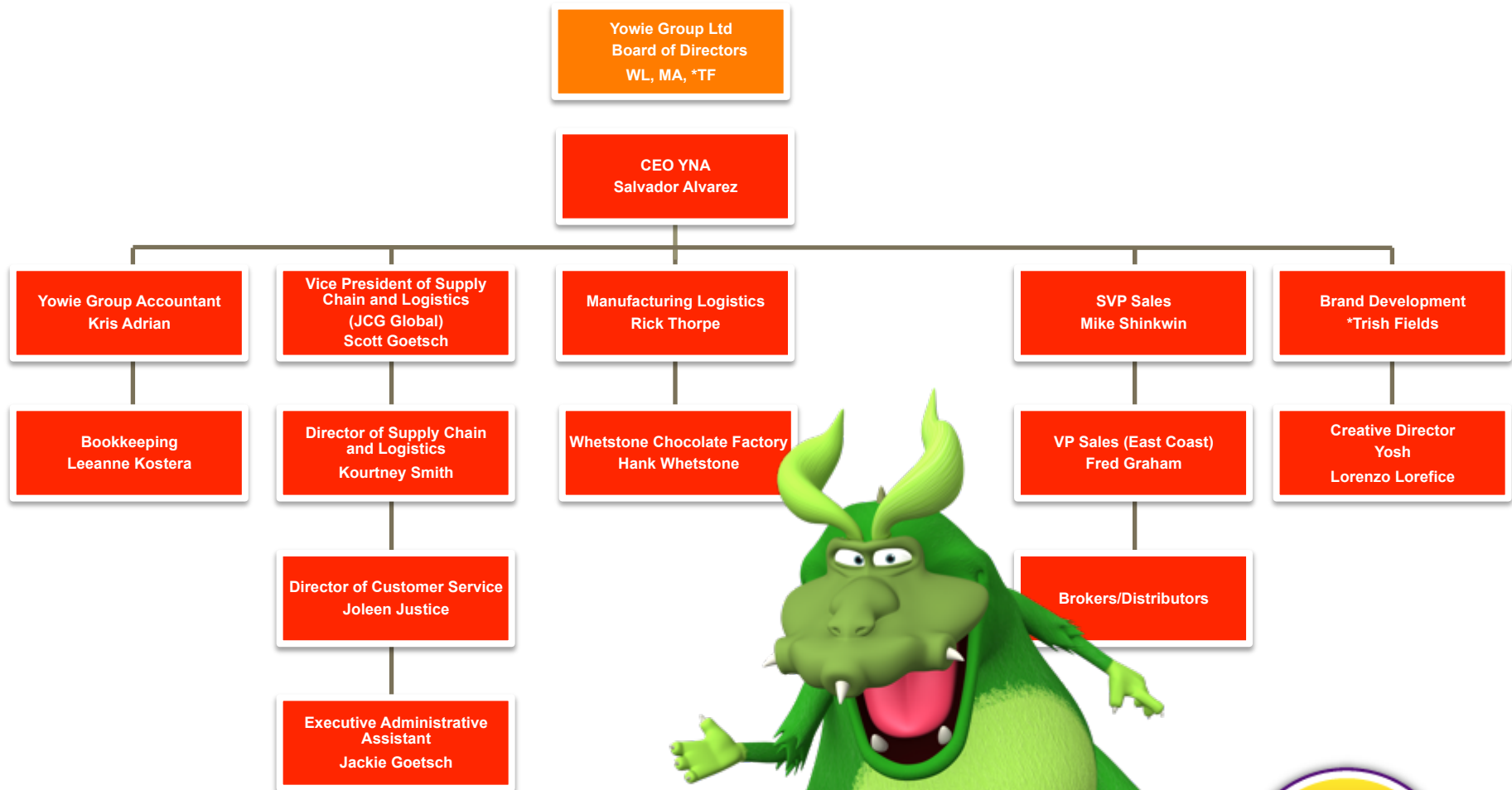
## **Vice President Sales : East Coast : Fred Graham**

Fred is an experienced sales and account management senior executive with leadership experience in the food, beverage, consumer packaged goods and automotive industries and across all retail trade channels including with wholesale and distributors. Fred also brings to YNA a strong network of customer and partner relationships throughout the US market.





# YNA Organisational Structure



# Yowie Key Objectives

1. Build a confectionery led global Yowie brand
2. Launch a broad range of Yowie licensed products worldwide
3. Establish a commercially successful Yowie digital platform



# Yowie Key Objectives 2015

- Permanent planogram fixture locations in store
- Secure additional seasonal category retail program
- Total U.S. States distribution - breadth and depth
- Fully optimized national broker distribution network
- Launch **Series 2** Limited Edition Yowie Collectables
- National launch Yowie social media program
- National media promotional engagement
- Market expansion



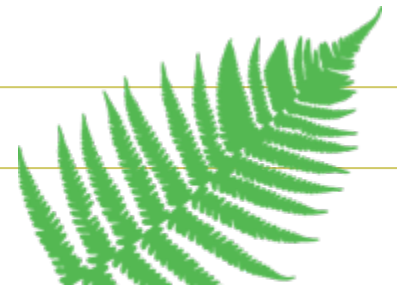
# Yowie Key Achievements 2014

- Secured trial in two Tier 1 national retail chains including Walmart with a third retailer pending
- Secured listing in biggest consumer market in the world in record time with all new customers successfully retained
- Gained listing in 19 customer groups and over 1641 stores with potential roll out to > 17,649 stores
- Established distribution network across 35 US mainland States
- Recruited management, sales & logistics team including YNA CEO
- Introduced accounting, customer data management software platform
- Manufacturing production consistently exceeding forecast
- Completed an end to end Supply Chain Review
- Efficiently managed company cash flow
- Commenced discussion with potential film production partners



# Yowie Customer Overview

Retail Channel	# Customer Groups Per Channel	# Stores Product Ranged	Total # Available Stores	Customer Trading Brand
Mass Merchandising	1	50	4116+	<ul style="list-style-type: none"> <li>Walmart Texas</li> </ul>
Drug	1	60	8217	<ul style="list-style-type: none"> <li>Walgreen N/E region</li> </ul>
Grocery	6	612	1168	<ul style="list-style-type: none"> <li>Cost Plus World Market</li> <li>Unified Grocers Distributor</li> <li>Hy Vee</li> <li>URM Stores Distributor</li> <li>Raley's Supermarket chain</li> <li>Dierbergs Louisville area</li> </ul>
Convenience	4	564	1800	<ul style="list-style-type: none"> <li>Valero</li> <li>MTC Distributing</li> <li>Core Mark New Mexico for Western Refining</li> <li>Thornton Oil/Lipari Foods Chicago &amp; Nashville regions</li> </ul>
Specialist Candy	5	353	2308	<ul style="list-style-type: none"> <li>First Source LLC for Sweet Factory stores</li> <li>B.A Sweet Candy Distributor order for &gt; 200 small traders</li> <li>Its Sugar</li> <li>Lolli &amp; Pops National Retail Group</li> <li>Dylans</li> </ul>
Leisure & Entertainment	2	2	40	<ul style="list-style-type: none"> <li>Summerwinds theme park</li> <li>St Louis Zoo</li> </ul>
<b>TOTAL</b>	<b>19</b>	<b>1,641</b>	<b>17,649</b>	



# Walmart Trial Update

- Yowie successfully achieved Walmart required sales targets by Week 3 of 5 Week trial (awaiting final sales analysis by store)
- Yowie was successful even when ranged across multiple locations in store including planned aisle end cap
- Sales momentum built progressively over each week
- Individual store managers feedback very positive
- YNA team meeting with WM to determine next steps

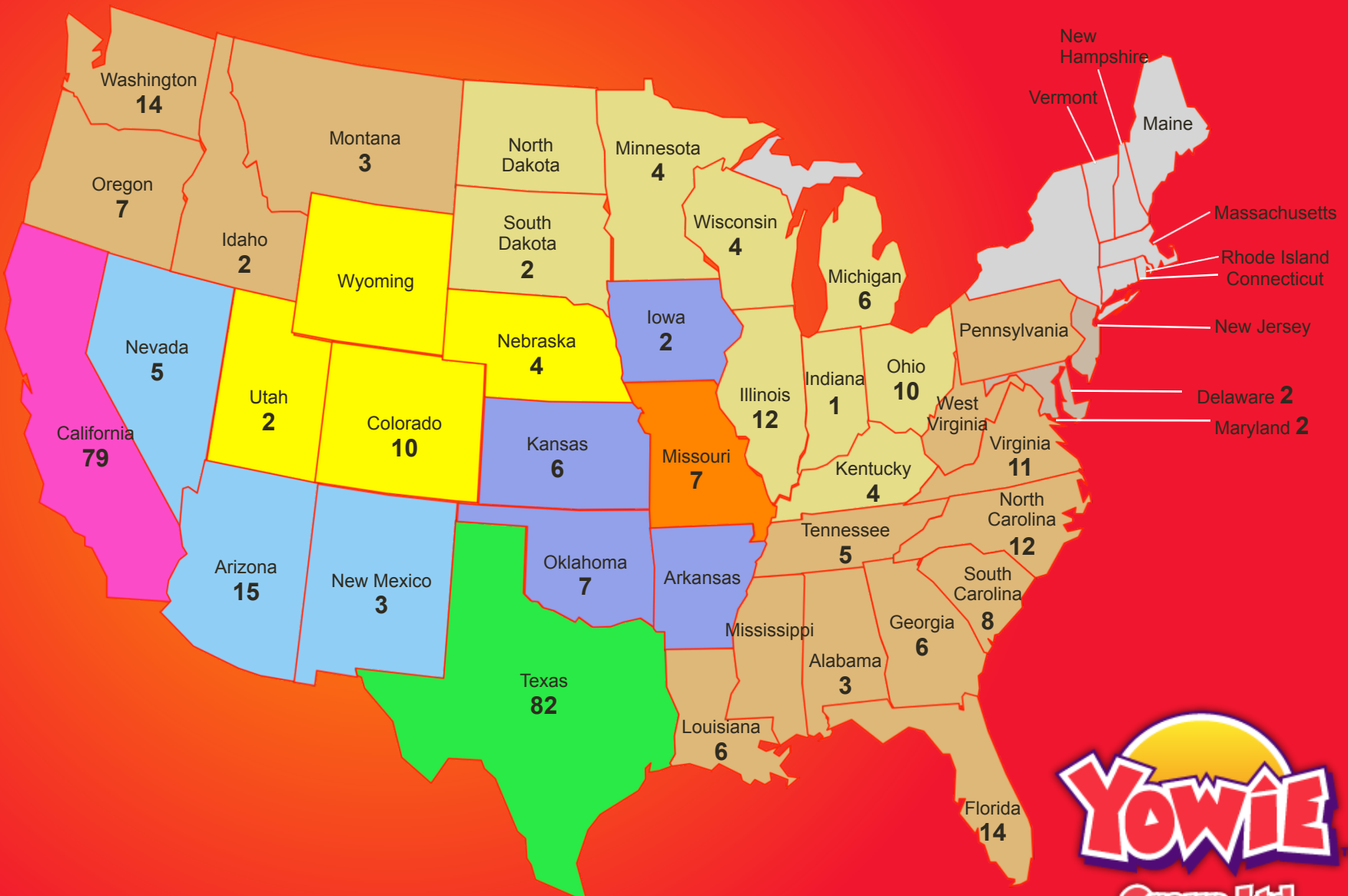


# Yowie Broker National Sales Network





# YNA Distribution by Number of Customers





# Yowie In Store Merchandising



# Yowie In Store Merchandising



## WALGREENS



## WALGREENS





# Yowie Impulse Display



## LOLLI & POPS



# Yowie Off Location Display



## WALMART FREEZER SECTION





# Yowie Trade Promotion



Sweets & Snacks Expo May 2014



# Yowie Happy Customers



**Yowie**  
Group Ltd

# Yowie Supply Chain





# Yowie World

- Over **7,500** user sessions since the site launched
- Visitors from **77** countries around the world
- Spending on average **4 mins 46 seconds** on the site
- Over **700** registered users
- **87** animals unlocked from code in product
- Recent YouTube promotion aligned to new distribution outlets





# Yowie World App

- 381 downloads of the app so far
- A 4.7/5 rating on Google Play puts it better than 97% of the top 100 selling games of all time
- Comments include
  - “Very informational on many different species.”*
  - “Great fun.”*
- Additional promotion planned to capitalise on assets



# Yowie World has 4 Main Features

- 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 product to parents
- A help section that provides a FAQ style help to users



# Yowie Animated Film Development

- Meetings have been held with several top Hollywood film studios and distributors
- Interest expressed in seeing feature film script
- Hollywood studios and distributors are excited by the potential of the Yowie creative
- Plus marketing platform the Yowie confectionery product would generate through the retail distribution
- Experienced ex - Hollywood Studio executives identified for future development of a feature film script
- Development of feature film script will take approximately 12 months
- Next steps involve Yowie Board evaluating funding of feature film script development



# Yowie Brand Profile

- International award winning brand
- Best in class creative
- Global market potential
- Worldwide appeal across gender, age and culture
- Cross category licensing opportunities
- Relevant and timely ecology/environmental positioning – ‘Save the Natural World’
- Premium brand positioning
- Collector cult following
- Play & Learn proposition



# Yowie Brand Ownership

- Secured full Yowie brand buyback in 2012 with Kraft takeover of Cadbury
- YGL now owns 100% global rights to Yowie brand worldwide
- YGL now pursuing Yowie global brand potential – led by a worldwide confectionery rollout with extensive licensing, digital and other opportunities



# Yowie Investment Opportunity

- Yowie is a significant value creating growth opportunity
- Exclusive patent rights to US market – biggest consumer market in the world
- YowieWorld digital platform including stickers, games, virtual collectables plus a FREE Yowie mobile app!
- Global brand licensing opportunities
- Global new markets/product expansion & growth opportunities
- Yowie is a proven brand winner securing its place on the world stage







**Invest for continued success in Yowie today!**

