



# Breakfast Presentation

---

Morgans Financial Ltd Perth W.A.

July 2015

# 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





# Yowie Group Limited

A new global brand  
licensing company



# Yowie Capital Structure

<b>Ordinary fully paid shares</b>	
- Quoted	143,521,198
<b>Total on issue</b>	<b>143,521,198</b>
<b>Listed Options (15/12/2015; 20 cents)</b>	
- Quoted	24,177,077
<b>Total on issue</b>	<b>24,177,077</b>
<b>Unlisted Options</b>	
Director Options	
- 15/12/2015; 23 cents	2,500,000
- 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	2,225,000
- 31/12/2017; \$1.05	2,675,000
- 31/12/2017; 76.6 cents	1,850,000
<b>Total on issue</b>	<b>15,450,000</b>
<b>Market Capitalisation (17 July 2015 – \$1.17)</b>	<b>A\$167.9 million</b>
<b>Cash position as at 30 June 2015</b>	<b>A\$11.06 million</b>
<b>Debt position as at 30 June 2015</b>	<b>A\$0.0</b>

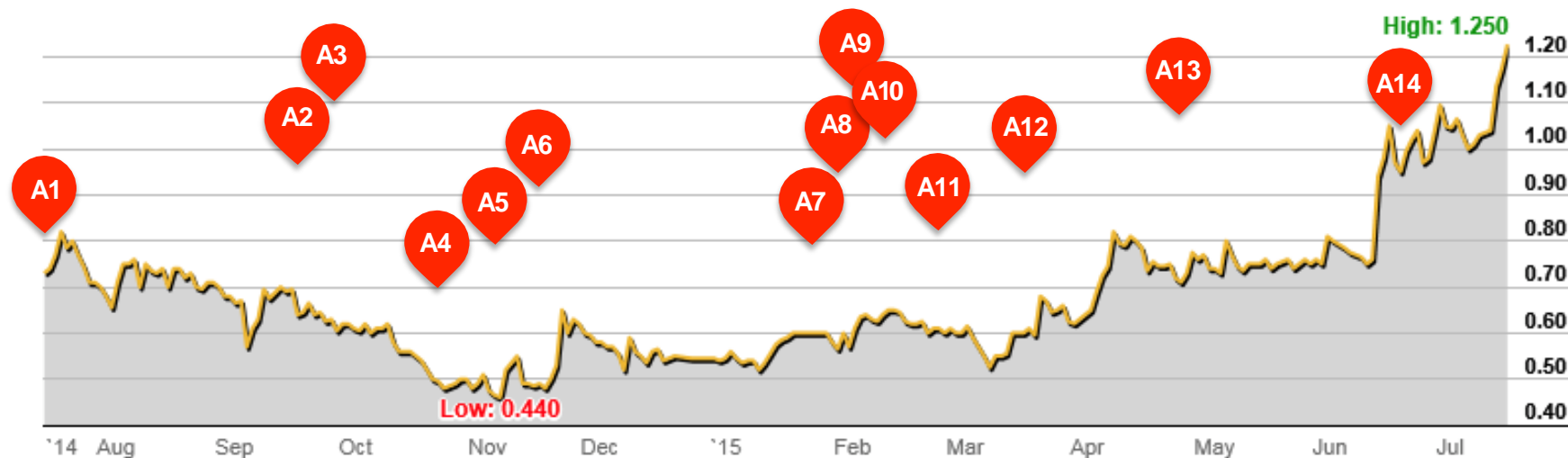


# Shareholder Overview

	Shares	%
<b>Top 40 Shareholders</b>	<b>78,881,589</b>	<b>53.88</b>
<b>Top 5 Shareholders</b>	<b>34,649,307</b>	<b>24.52</b>
National Nominees Limited	7,706,196	5.73
JP Morgan Nominees Australia Ltd	7,455,563	5.20
HSBC Custody Nominees (Australia) Ltd – A/c 2	7,356,528	5.13
K.P. Hudson	6,464,353	4.51
Abdullah Hani Abdallah	5,666,667	3.95
<b>Total</b>	<b>34,649,307</b>	<b>24.52</b>
<b>Related Party Holdings</b>	<b>Shares</b>	<b>Options</b>
Wayne Loxton	5,870,000	2,400,000
Patricia Fields	368,572	3,550,000
Trevor Allen	50,000	-
<b>Total held by directors</b>	<b>6,288,572</b>	<b>5,950,000</b>
<b>% held by Directors</b>	<b>4.38%</b>	<b>15.01%</b>
<b>Approximate % held by Institutions</b>	<b>20.00%</b>	



# Share Price Performance Review



- A1** Yowie secures National Convenience Account – 21 July 2014
- A2** Yowie goes on sale in Walmart Texas – 17 September 2014
- A3** Yowie US Market Update – 24 September 2014
- A4** Yowie US Market Update – 17 October 2014
- A5** Yowie goes on sale in Second Tier 1 US retail chain – 12 Nov 2014
- A6** Appointment CEO Yowie North America – 17 November 2014
- A7** US Market Update – 28 January 2015

- A8** \$10m Capital Raising to rollout Yowie in US – 30 January 2015
- A9** Appointment of Foster Stockbroking & EAS Advisors LLC – 4 Feb 2015
- A10** Successful Yowie Walmart Trial Leads to US Rollout – 10 Feb 2015
- A11** Yowie Achieves National Ranging in US Safeway – 18 February 2015
- A12** US Market Update – 18 March 2015
- A13** Successful Middle East Yowie Supermarket Trial – 23 April 2015
- A14** Full US Rollout to over 4300 Walmart Stores – 17 June 2015



# 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 20 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 : 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 Yowie North America 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.

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

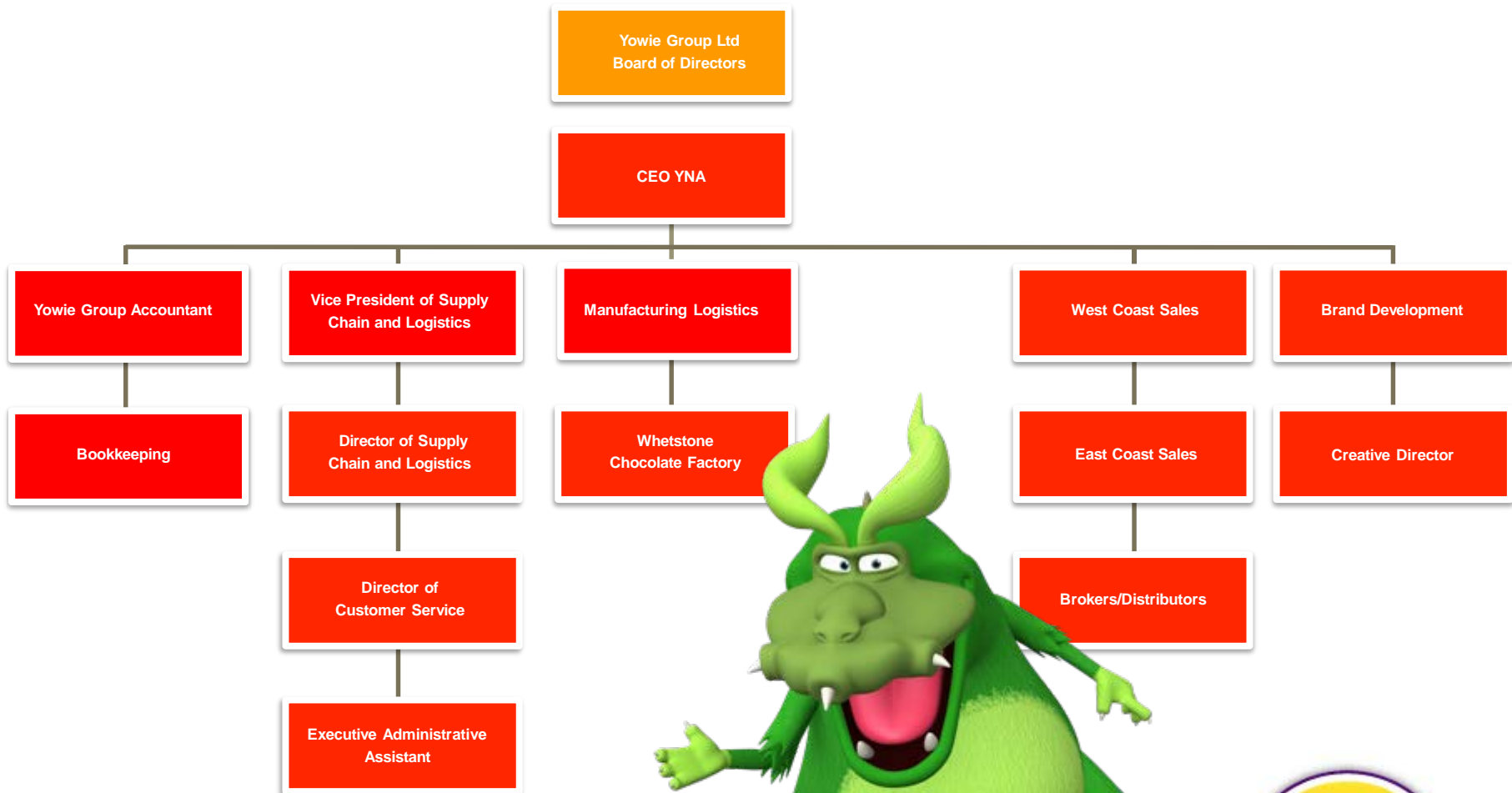
- Fred is an experienced sales and account management senior executive with leadership experience in the food, beverage, consumer packaged goods and automotive industries and across all retail trade channels including with wholesale and distributors. Fred also brings to YNA a strong network of customer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

## **Vice President Sales : West Coast : Recruitment in progress**





# YNA Organisational Structure



# Yowie Key Objectives

**1.**

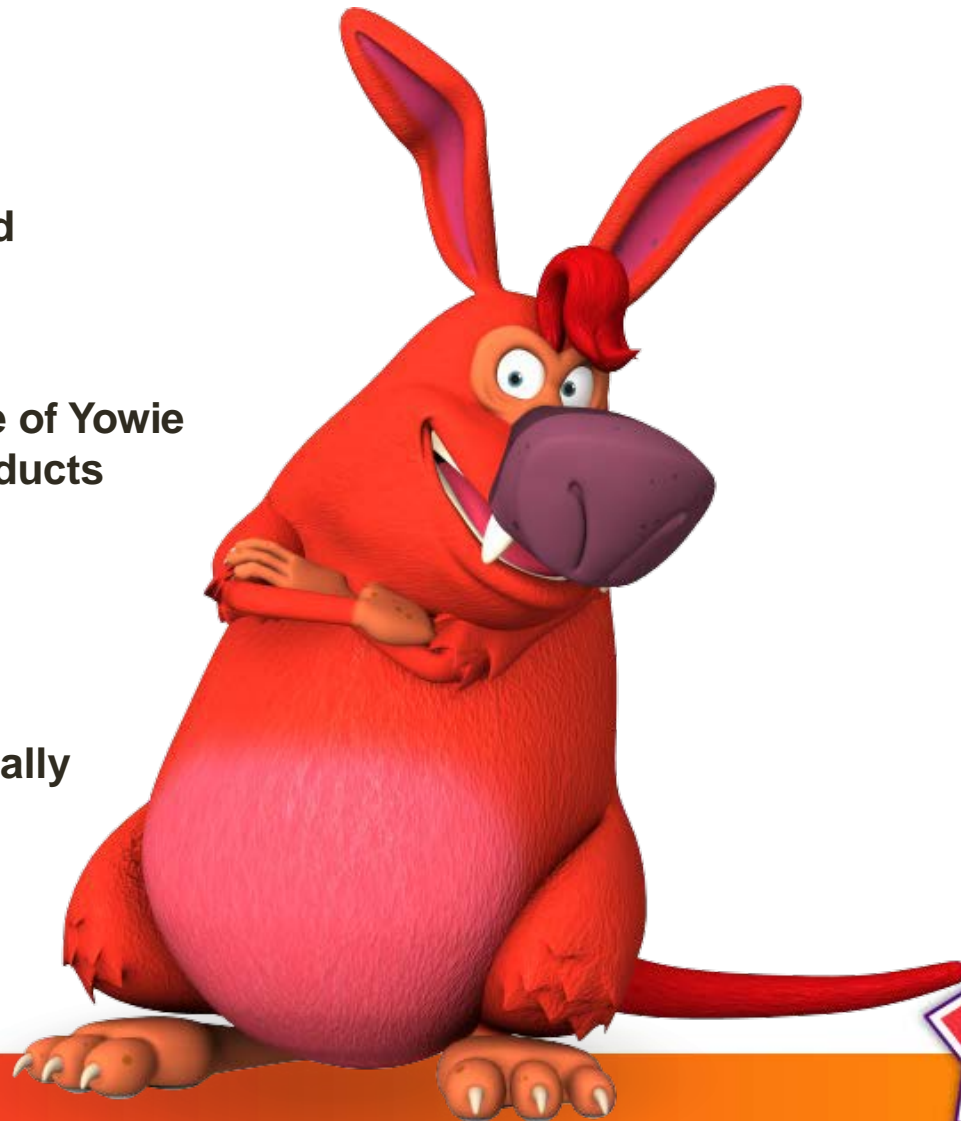
Build a confectionery  
led global Yowie brand

**2.**

Launch a broad range of Yowie  
branded licensed products  
worldwide –  
food & non food

**3.**

Establish a commercially  
successful Yowie  
digital platform



# Yowie Key Achievements 2015

- ❖ Completed A\$10 million equity capital raise to fund rollout of Yowie in the US – *30 January 2015*
- ❖ Achieved National Ranging in 1318 US Safeway stores – *18 February 2015*
- ❖ Continued to grow national U.S. distribution and sales – see *18 March 2015 US Market Update*
- ❖ Successful completion of initial Middle East Supermarket Trial – *23 April 2015*
- ❖ Launch of Sponsored Level 1 ADR program through BNY Mellon in the US to increase exposure to US investment community – *8 June 2015*
- ❖ Achieved National Ranging in over 4300 Walmart stores in the US – *17 June 2015*



# Yowie Key Objectives 2016

- 🐾 Permanent planogram fixture locations in store with priority Tier 1 retail
- 🐾 Secure additional seasonal category retail program
- 🐾 Achieve national U.S. distribution - breadth and depth
- 🐾 Establish a fully optimized national U.S. broker distribution network
- 🐾 Launch **Series 2** Limited Edition Yowie Collectables
- 🐾 National launch Yowie social media program
- 🐾 National media promotional engagement
- 🐾 Continue Market expansion – beyond U.S. market





# Yowie

A new global brand  
licensing opportunity





# Yowie Brand Positioning



## Save the Natural World

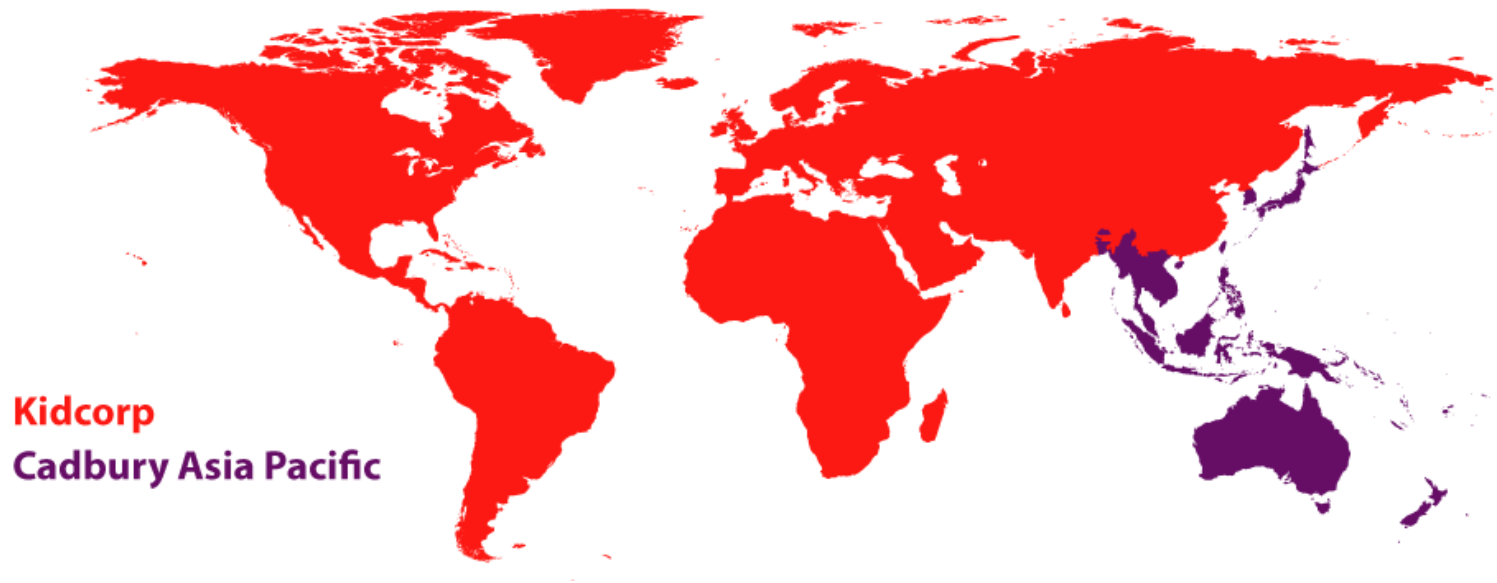
- Helping children know, understand and experience the wonders of the natural world learning through play

## Target market

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



# Yowie Brand Ownership



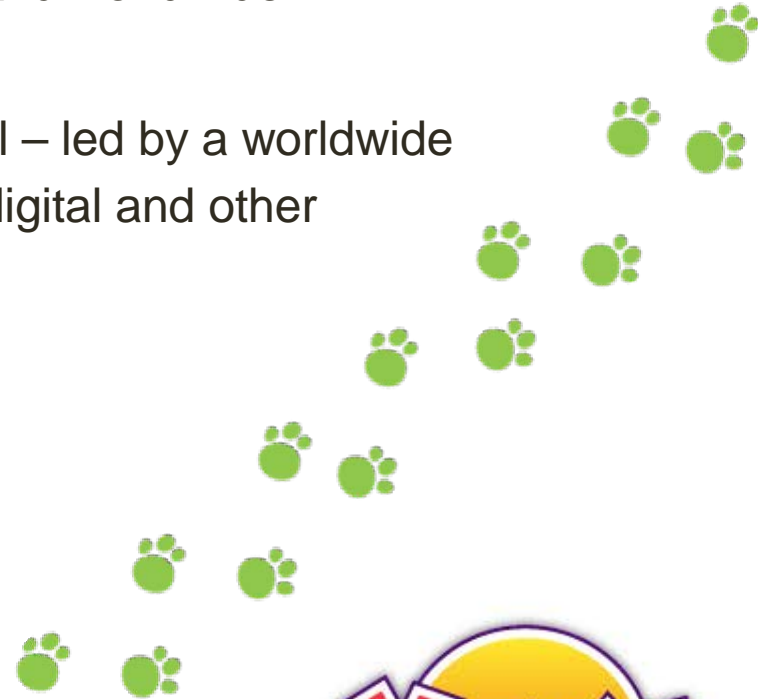
- 1992 Partnership formed between Kidcorp (brand creators) & Cadbury
- Cadbury owned parts of Asia Pacific (only) – excluding China/India from 1995 – 2004 when Yowie removed from shelves as Cadbury moved to global Cadbury owned core brand investment focus
- Kidcorp retained ownership to the rest of world including key growth opportunity markets of India, China & US





# Yowie Brand Ownership by YGL

- 🐾 In 2012 YGL secured full Yowie brand buyback 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 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 and one of the most successful brands in Cadbury history



# 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



*Yowie are mythical creatures from the other side of sunset.  
Each Yowie character is a guardian of a natural domain.*

These natural domains 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 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 cult following
- 🐾 Play & Learn proposition
- 🐾 Unrealised 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 halves 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 Confectionery Product



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

**‘Save the Natural World’**





# Yowie Character Foils



*1 oz. of unique fun characters with strong visual impact*



# Yowie Collectables

- 🐾 Limited edition Yowie collectables 24 in Yowie U.S. Launch Series including six Yowie
- 🐾 Natural replica animal inclusions
- 🐾 Hand painted with food grade non toxic lead free paint
- 🐾 Each premium quality, carefully detailed to exacting scientific specification
- 🐾 Each with fun facts leaflet including animals eco status
- 🐾 Manufactured to international safety standards
- 🐾 See Yowie collectibles come alive at [YowieWorld.com](http://YowieWorld.com)!



**Penguin**



**Clownfish**



**Fennec  
Fox**



**Owl**



**Giant Panda**



**American  
Buffalo**



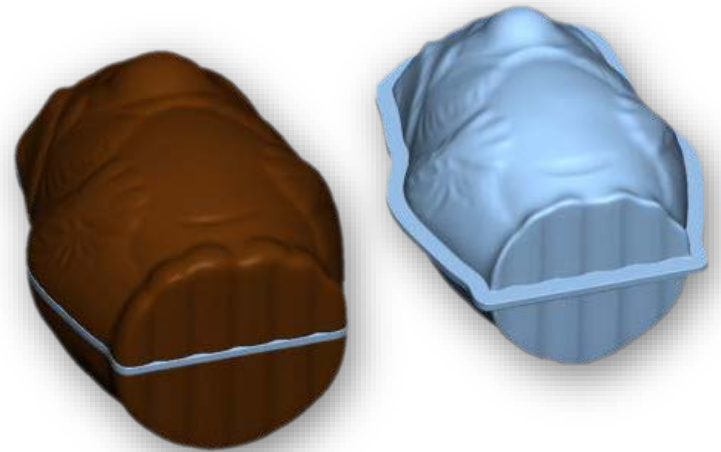


**Yowie**  
**North America**  
**new category opportunity**



# Yowie Unique Capsule Design

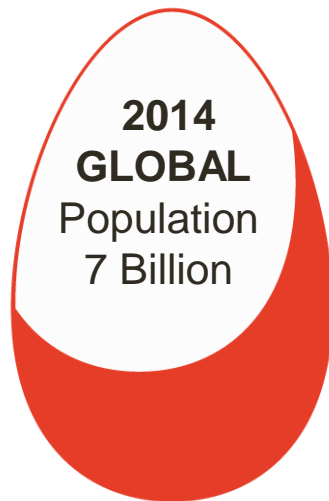
- ✔ US Patent protected Yowie capsule design
- ✔ Yowie exclusive U.S market patent licence valid until April 2018
- ✔ Compliant with U.S FDA legislation as a non-embedded food
- ✔ Unique Yowie character design capsule
- ✔ Tamper proof safety locking device



# 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



# Yowie Marketing Program

## Yowie Marketing is Digital

- \$2M+ digital marketing ongoing investment through YowieWorld.com including 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; You Tube; 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 Student
- Information Kits
- Social Media and PR





# U.S. Market Retail Accounts Update

## Accounts by Trade Channel



- ✔ **Mass Merchandiser:** Walmart from successful trial to national rollout
- ✔ **Drug:** Tier 1 pharmaceutical retailer
- ✔ **Fuel & Convenience:** 2 national groups
- ✔ **Grocery:** Safeway national rollout in progress
- ✔ **General Retail:** Cost Plus World Market
- ✔ **Distributors:** 6 Distributors delivering coverage across 49 U.S States
- ✔ **Specialist Candy:** Including Dylan's Candy Bars
- ✔ **Leisure & Entertainment:** Zoos and Resorts
- ✔ **Also Selling On Line:** It's Sugar & Cost Plus World Market



# 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. on schedule
- ✔ Tier 1 strategic approach to retail ranging challenge proving successful
- ✔ Yowie product presence in 49 US States including Hawaii
- ✔ Substantial 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
- ✔ Discussions advancing with interested parties in relation to Yowie animated feature film and other Yowie Licensing opportunities
- ✔ Distribution requests for markets outside U.S under consideration by YNA



# Walmart Update

## National Rollout to 4300 Stores



- ✔ Yowie progressive rollout to 1505 stores is now complete
- ✔ In store modification was completed in April (post Easter)
- ✔ 100% of the 1505 stores achieved Yowie sales
- ✔ Consistent sales performance led to invitation for national rollout to 4300 stores
- ✔ Nationwide ranging has now commenced in all 4300 Walmart stores across all states
- ✔ Yowie is ranged on 10 checkouts stands per store
- ✔ Prime in store location for impulse purchase on assisted and self check out stands
- ✔ National rollout has commenced with completion of in store ranging expected by September/October





# Yowie In Store Merchandising



## WALMART



## COST PLUS





# Yowie Off Location Display



## WALMART FREEZER SECTION



# Yowie In Store Merchandising

In store visibility is key



## WALGREENS



## WALGREENS





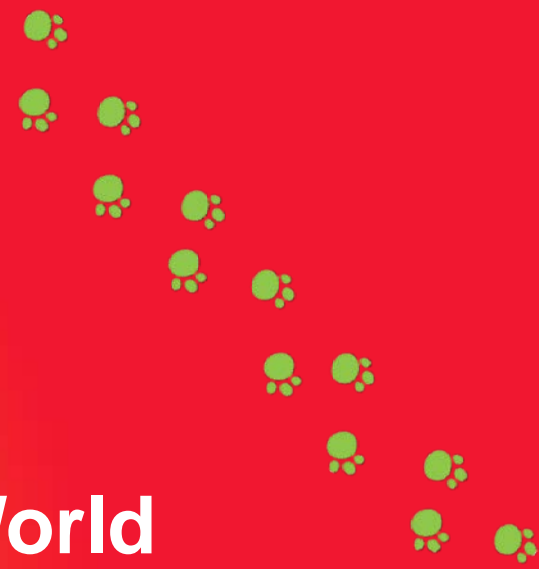
# Yowie Impulse Display



## LOLLI & POPS







# Yowie World

## Digital Revenue Stream



# Yowie World has 4 Main Features



- 🐾 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 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





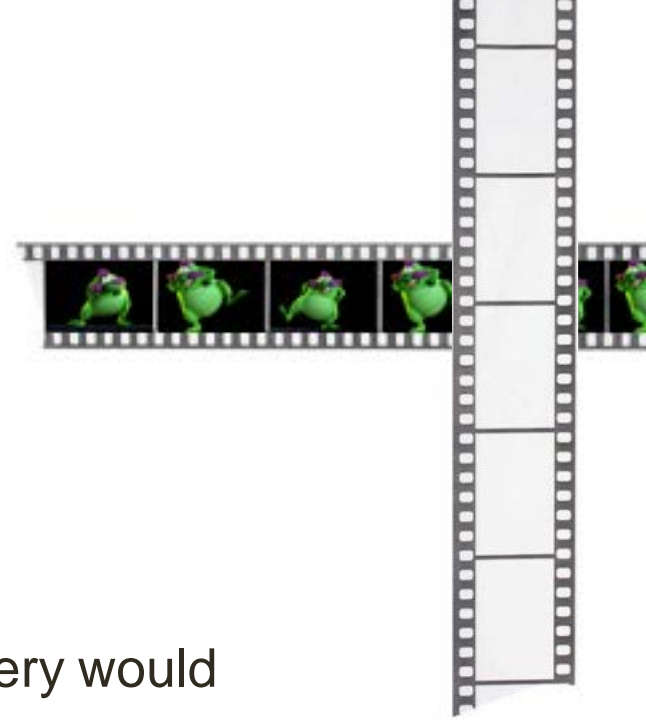
# Yowie

A new global brand  
licensing opportunity



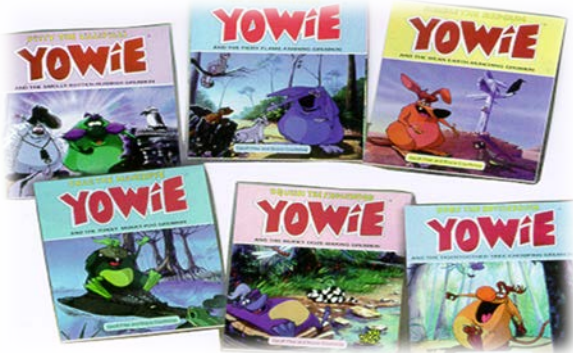
# Yowie Animated Film Development

- 🐾 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 opportunities Yowie confectionery would generate through 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 Licensing – Food & Non Food



Books



Music  
CDs &  
Games



Puzzles



Pencil Cases & Bags



Hats







**Invest for success in Yowie today!**

