• YOW.ASX

Fun, Nostalgia, Global.

YOWIE GROUP LIMITED

FY26 Annual General Meeting - 27th November 2026

Building a Home for Brands That Surprise & Delight

YOW.ASX

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AT A GLANCE

From Yowie to....

YOW! BRANDS

20,000+
retail outlets stocking our products

1914
Ernest Hillier founded, one of Australia's oldest chocolatiers

1 → 3
Yowie Core SKUs in 18 months

10+
Additional licenced SKUs from 2026

One Company, a Growing Portfolio of Loved Brands

Yowie

Hillier

NBA *Licensed

Australia's Violet Crumble *Licensed

Polly Waffle *Licensed

Menz FruChocs *Licensed

Brand Ownership & Licensing: Yowie and Ernest Hillier are owned brands of the Group. Other brands shown are used under licence from their respective brand owners, subject to the terms, conditions and duration of the applicable licensing agreements. The Group does not own the intellectual property rights to these licensed brands.

FY26 financial reset

FY26 audited results compared with FY25 + US$m unless stated

Revenue
US$8.76m
down 27%

Gross margin
48.3%
+7.1ppt vs FY25

Admin cost base
US$1.75m
down 51%

Metric	FY26	FY25	Movement
Revenue	8.76	12.01	(27.1%)
Gross profit	4.23	4.95	(14.5%)
Gross margin	**48.3%**	**41.2%**	**+7.1ppt**
Selling & distribution	(3.95)	(4.20)	6.0% lower
Marketing	(0.49)	(0.10)	investment ↑
Administration	**(1.75)**	**(3.54)**	**50.5% lower**
Inventory write-downs	(0.13)	(0.41)	68.3% lower
Reported NPAT	**(0.20)**	**(7.87)**	**97.5% better**

Source: Yowie Group Limited Annual Report for the year ended 30 June 2026.

Key Trends

- Revenue decline reflected reduced US ranging at single large customer and non-repeat of lower-return Australia seasonal programs due to cocoa prices. New Sales leadership implemented both in US and Australia in November 2025.
- Reported gross margin increased 7 percentage points to 48%.
- Administration expenses reduced by ~51%, evidencing reset of corporate and legacy cost base.
- Reported loss benefited from a US$1.73m non-cash loan impairment reversal; underlying LBT still improved ~30% excluding loan impairment movements.
- FY27 begins from a leaner platform with refreshed leadership, NPD pipeline and operating controls.

THE RESET

A New Era: New Board. New Management. New Vision.

1. **New Control & Board**
   Board control shifted in June 2025, with a refreshed, independent-led board driving governance and discipline.

2. **New Management**
   A new global leadership and sales team appointed to improve opportunities, sharpen execution and commercial focus.

3. **New Vision**
   Build YOW! Brands into a multi-brand confectionery group — a roll-up of loved brands with a shared manufacturing engine targeting a larger addressable market for scale.

Board & Leadership Team

Sulieman Ravell	Chair
Jarrod Milani	Global CEO
Geoff Wilson AO	Non-Exec Director
Antony Catalano	Non-Exec Director (on leave)
Jesse Hamilton	Non-Exec Director
Martyn McCathie	Non-Exec Director
Gary Miller	Non-Exec Director

THE TEAM

Management Team



Jarrod Milani

Chief Executive Officer - Global

18+ years' FMCG and listed-company experience, including co-founding ASX-listed Forbidden Foods and serving as COO and Chair. Leads Yowie's global strategy, manufacturing platform and commercial growth agenda.



Andrew Ranger

Head of Marketing & Product - Global

20+ years across FMCG, digital marketing and high-growth ventures, including five years managing Chupa Chups marketing across ANZ. Leads Yowie's global NPD, brand and collectible strategy, including the Yowie x NBA range.



Rhonda Spencer

Head of Operations - USA

Experienced US operations leader overseeing Yowie's production, supply chain, inventory and fulfilment. Provides operational continuity and execution discipline as the North American business scales.



JOINED AUG 2026

Daniela Stojanoska

Group Financial Officer & Co Sec - Global

CA with 10+ years' finance leadership across ASX-listed, multi-entity FMCG businesses. Former Group Financial Controller at SPC Global, with deep experience across reporting, audit, forecasting, treasury and governance



JOINED NOV 2025

Jack Hanselman

Head of Sales - USA

25+ years' US CPG sales leadership across Mars, J.M. Smucker and Post Consumer Brands. Proven US national-account growth across large customers like Kroger, Costco, Meijer and 7-Eleven



JOINED NOV 2025

Konrad Withers

Head of Sales - AUS/NZ

National account sales leader with experience across Woolworths, Coles Express, 7-Eleven, Ampol and Viva Energy, including responsibility for a large revenue portfolio. Leads Yowie's AUS/NZ retail expansion, ranging strategy and commercial execution across major retail channels.

Huge Untapped Potential

Yowie products are sold through **20,000+ retail doors** across the United States and Australia, including many of each country's top grocery and mass retailers.

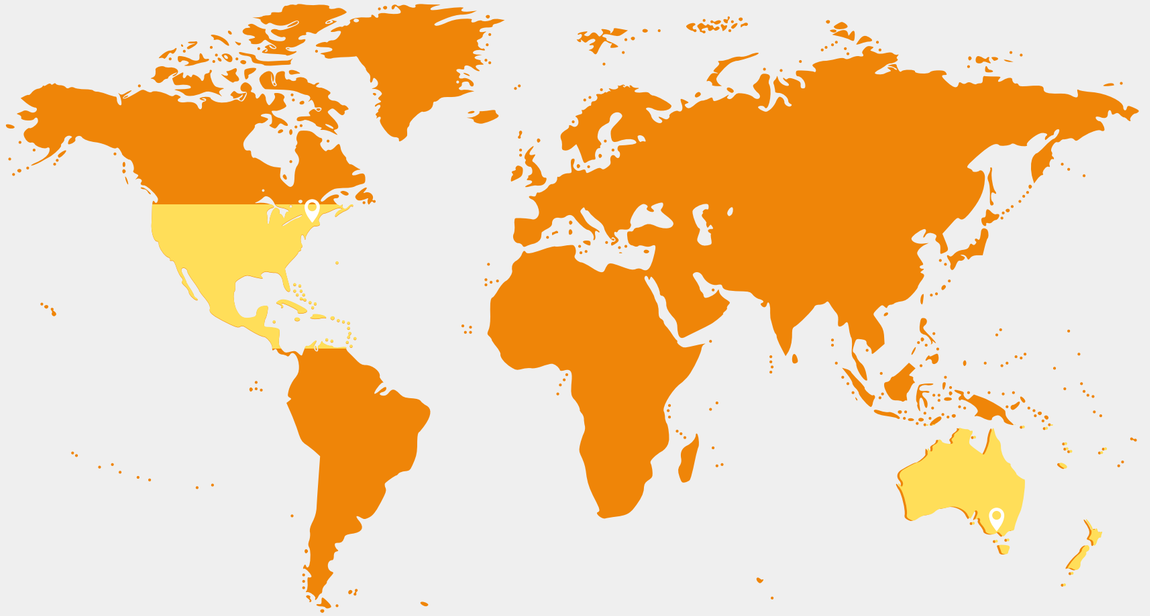
Yowie products sold in the USA are manufactured in the USA, providing consistent quality and scalable supply to meet major customer demand.

Distribution in the USA is supported by **9+ sales brokers,** enabling coverage across mass, grocery, club, convenience, dollar, drug, and specialty channels.

In Australia, operations are supported by a 2,120 m² chocolate manufacturing facility under Ernest Hillier (founded 1914), capable of producing various chocolate products under a wide array of packaging formats.

Yowie's reach is strengthened by a portfolio of licensed ranges designed to deliver incremental category growth.

Looking ahead, our focus is on selling more into existing retail partners — expanding shelf presence, securing new adjacencies, and creating products that target seasonal gifting, everyday snacking, collectibles and family sharing.



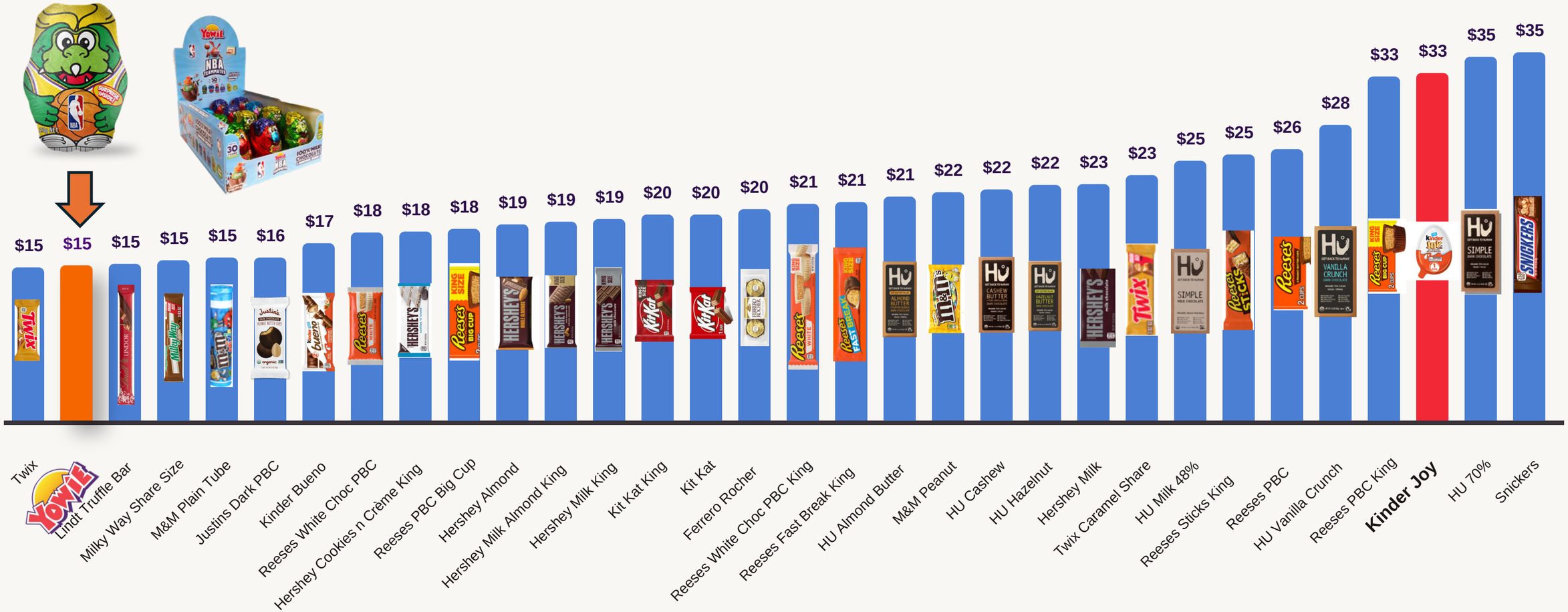
Established Retail Relationships

Walmart · HyVee Employee Owned · Albertsons · Woolworths · ALDI · Safeway · Core-Mark · Eby-Brown · WH Smith · 7-Eleven · Casey's · KeHE · Costco Wholesale · Metcash · Kmart · Circle K · coles · Family Dollar · Target

Customer logos reflect some of the Company's established retail relationships. Product ranging and distribution levels vary by retailer, including a significant reduction in Walmart ranging during FY26.

Yowie: Competitive Velocity Alongside Major US Chocolate SKUs, with Room to Grow

$15 per store per week, level with Twix, Lindt and Milky Way. Ranked #31 of single-serve chocolate SKUs in US grocery.



Source: NielsenIQ, Total US Grocery, Single Serve Chocolate, 52 wks to 1 Aug 2026; SKUs >9.5% stores selling. $PSPW = $ per store per week.

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THE PRODUCTS

New Products, SKUs, Brands



Yowie Core

23g Classic Yowie surprise eggs with endangered animal collectibles.

EXISTING

- High RRP in USA
- Core line, 10+ years
- Rotating Series
- Difficult to manufacture
- Challenging wastage
- Low supply chain control



Yowie NBA

20g NBA collectible chocolate eggs with surprise toys for the US market.

FY26

- Competitive RRP
- Sports theme licence
- Attracts an older demographic
- Easy to manufacture
- Low supply chain control



Yowie Puzzle Pack

20g affordable and easy to ship format for grocery and convenience channels.

FY26

- Competitive RRP
- Easy to manufacture
- Freight efficient
- First to market
- Volume required to make economics work



HILLIER Range

12 Premium Ernest Hillier chocolate range for Australian retail.

FY26

- Premium RRP
- Made in Melbourne
- Easy to ship
- High competition

NEW

Licensed Icons

Multiple seasonal SKUs under Violet Crumble, Polly Waffle and FruChocs licences.

FY27

- Various RRP
- Targets multiple aisles and occassions
- Fills capacity at the factory
- High competition
- Product approval required from licence owner

NEW



Yowie 2027

Australian-made SKU on new machinery for local and export markets.

FY27

- Competitive RRP
- Easy change of series/design
- Low cost to produce vs. Yowie Core
- Easy to ship with low damages

THE PRODUCTS

Just Released

Australia previously sourced its core Yowie product from North America, which made it challenging to compete sustainably on price. To improve competitiveness and diversify the supply chain, Yowie transitioned production to Europe.

The NBA range was the first product launched in Australia under the new supply model, followed by the Outback Legends range, which **launched nationally in Woolworths in August 2026** — providing a stronger platform for sustainable and competitive growth.



Major Toy Improvement

From this **To this**



- Collectability through cuteness
- Tactile and high texture feel
- Keyring hole

Outback Legends





THE PRODUCTS

YOWIE GO!

Re-engineering Yowie for **lower cost, lower risk and faster innovation** — retaining what consumers value most: the collectible toy, chocolate and characters, while simplifying the packaging and manufacturing complexity that has historically constrained margin, reliability and speed to market.

Initial production is planned at Ernest Hillier in Australia, with launch targeted for early 2027.

Following Australia, the Company will target a launch in USA in FY28.









*Illustrative concept only.

THE STORY

The Investment Thesis

1.
A New Era

New board, new leadership and new sales management following new vision installed through late 2025 — governance reset and a sharp focus on execution.

2.
#2 in Confectionery Surprise

Yowie's opportunity is to become the clear #2 in confectionery surprise. Since its US debut in November 2017, the Kinder brand has generated over US$500m in retail sales (Ferrero, 2023)[1]; even modest share capture represents a significant growth opportunity.

3.
Established Advantage

Long-standing customer relationships, established retail positions and a brand heritage dating to 1997 create a platform that is difficult and expensive to replicate from scratch.

4.
A Roll-up of beloved brands.

Yowie, Ernest Hillier, and now Violet Crumble, Polly Waffle & FruChocs (manufactured under licence) — nostalgic Australian icons under one roof.

5.
Flexible Manufacturing Platform

Established Australian manufacturing capabilities support product innovation, speed to market and scalable supply, with flexibility to optimise our manufacturing model as the business grows.

6.
Long Runway

Strong customer base, scalable systems and capable team established. A repeatable playbook: secure loved brands, find synergies, and scale across APAC and North America.

Source: 1. Ferrero USA, "Ferrero Debuting Kinder Chocolate and Other New Products at the 2023 Sweets & Snacks Expo", 23 May 2023.

KEY RISKS

Key Risks

The following are certain key risks relevant to the Company's current position and strategic priorities. This summary is not exhaustive.

Funding and going concern — The Group reported net liabilities and net current liabilities at 30 June 2026 and remains dependent on continued funding support and successful capital raising. Failure to secure sufficient funding may affect the Company's ability to meet its obligations, execute its strategy and continue as a going concern.

ASX reinstatement risk — Yowie's securities remain suspended from trading. Reinstatement is subject to satisfying ASX requirements and may be delayed or not achieved. Prolonged suspension may result in removal from the official list.

Placement and shareholder approval risk — The proposed Placement remains subject to applicable shareholder approvals and other conditions. There is no assurance that sufficient capital will be raised or that the transaction will proceed as contemplated.

Third-party manufacturing dependence — Certain Yowie products are manufactured by third-party suppliers. Production delays, capacity constraints, uncontracted supply, quality or food-safety issues, supplier failure or changes in manufacturing costs could affect product availability, margins and relationships with key retail customers.

Customer concentration — A material proportion of revenue is derived from a limited number of large retail customers. Changes in ranging, distribution or purchasing volumes may adversely affect revenue and profitability.

Licensing and product execution — Certain proposed licensing arrangements and product launches remain subject to negotiation, approvals and commercial execution. There is no assurance that these initiatives will proceed as planned.

Brand, product quality and reputation — Product quality issues, recalls, regulatory non-compliance or adverse publicity could damage Yowie's brands, customer relationships and the value of acquired brand rights.

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Thank You

Together, we're building the future of YOW! Brands.

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