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ASX Announcement

Yowie Group Limited Secures Major Seasonal Licence for Violet Crumble, Polly Waffle and FruChocs

- Yowie Group Ltd enters three-year licence commencing 1 July 2026 across Australia and New Zealand
- Target net sales revenue of AUD \$6.5 million over the licence period
- Portfolio includes *seasonal* Violet Crumble, Polly Waffle and FruChocs (excludes core bar products)
- Non-exclusive licence of 16 chocolate and confectionery product types, with a focus on Easter & Christmas
- Distribution across all major retail channels including supermarkets, convenience and independents
- Utilises Ernest Hillier's upgraded manufacturing facility, increasing factory utilisation and strengthening margin mix through value-added seasonal production.
- Supports improved raw material purchasing scale, freight efficiencies and additional local employment.

Yowie Group (ASX: YOW) ("Yowie" or the "Company") is pleased to announce it has secured a three-year seasonal chocolate and confectionery licence for the Australian heritage brands Violet Crumble, Polly Waffle and FruChocs, commencing 1 July 2026.

For clarity, the licence excludes core bar products, which continue to be manufactured by brand owner Robern Menz in South Australia. The licence includes customary minimum guarantee and royalty arrangements consistent with market practice.

The non-exclusive licence provides the Company with rights to manufacture and distribute a range of seasonal chocolate and confectionery products across 16 product types into all major retail channels throughout Australia and New Zealand, with a primary focus on Easter and Christmas. The agreement targets AUD \$6.5 million of net sales over the licence term.

The Minimum Net Revenue targets are staged over the licence term, comprising AUD \$1.0 million in Year 1, AUD \$2.5 million in Year 2 and AUD \$3.0 million in Year 3, reflecting a phased market entry from initial core seasonal SKUs to broader distribution and new product innovations. The targets are based on historical sales of comparable seasonal confectionery and licensed ranges, together with Yowie Group's innovation pipeline. Under the agreement, Yowie must use its best endeavours to promote sales and achieve the Minimum Net Revenue, including manufacturing sufficient product to meet anticipated demand; however, the targets are not sales guarantees and remain subject to market conditions and customer uptake.

The agreement represents a meaningful step forward in Ernest Hillier's strategy to build a vertically integrated confectionery platform combining manufacturing capability, brand partnerships and retail execution. The Company has invested in its Coburg North facility to achieve FSSC 22000 food safety certification, SMETA ethical accreditation and expanded technical capability including chocolate moulding, panning, spinning and enrobing. These capabilities support higher-value seasonal formats while improving operational leverage through increased throughput.



The licence materially contributes to factory utilisation, strengthens procurement scale across cocoa and key inputs, and improves freight efficiency, supporting a more competitive cost base while creating additional local employment in Coburg North.

The licensed brand portfolio includes Violet Crumble, Australia's original honeycomb chocolate bar; Polly Waffle, an iconic Australian confection launched in 1947 and reintroduced in 2024 following strong consumer nostalgia demand; and FruChocs, chocolate-coated fruit confections originating in 1948 and widely recognised as a South Australian classic. Together, these brands bring strong heritage appeal and proven seasonal relevance across gifting and limited-edition formats.

Yowie Group Global CEO Jarrod Milani said:

"We couldn't be more excited to welcome these wonderful brands to our seasonal sales lineup in Australia and New Zealand. This licence is a strong validation of Ernest Hillier's manufacturing capability and broader strategy to rebuild a scaled confectionery platform.

These are some of Australia's most loved brands, and for retailers Ernest Hillier offers a flexible, locally based manufacturing partner capable of delivering engaging, high-quality seasonal ranges.

From day one, my focus has been on unlocking the value already inside this business — our people, our factory and our ability to move quickly. This agreement fills a meaningful portion of our capacity at Ernest Hillier, strengthens our input buying power across the group and supports additional local employment. It also demonstrates the calibre of opportunities we are now pursuing.

This is a great outcome for Ernest Hillier and Yowie shareholders, and an important early step in building momentum across our manufacturing and brand platform. We're moving with purpose, and shareholders can expect to hear more as further initiatives progress."

This announcement has been approved for release to the ASX by the Chairman on behalf of the Board.

About Yowie

Yowie Group Limited is an Australian-based branded consumer products company focused on the development and licensing of confectionery and related consumer products. The Company owns and manages a portfolio of intellectual property, including the Yowie surprise-inside chocolate brand, supported by in-house manufacturing capabilities through Ernest Hillier and external distribution partnerships. The Group is focused on building a scalable confectionery platform combining manufacturing, brands and retail execution. Yowie Group's core markets are North America and Australia/New Zealand.

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