

Following the success of KITKAT DARK block: Now launching into bar format



Unique blend of the finest cocoa from Ecuador and Côte d'Ivoire for an intense flavour with lingering fruity and floral notes

- Dark chocolate segment is growing faster than total chocolate*
- Dark chocolate is under represented in Convenience in both share and range*
- KITKAT blocks have **grown by 10%** since launch of KITKAT Dark in grocery**
- KITKAT is the largest bars brand in convenience and is growing at **13.5%*****

*Source: Nielsen ScanTrack Australia Grocery & Convenience MAT 30/04/17

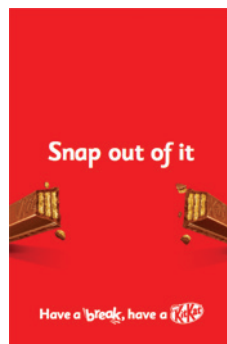
** Source: Nielsen ScanTrack Australia Grocery MAT 30/04/17

***Source: Nielsen ScanTrack Australia Convenience MAT 30/04/17

KITKAT SUPPORT



EQUITY TVC



OOH



FACEBOOK
"teaser" and "launch" post to drive awareness via Social



FACEBOOK
360 degrees competition to drive engagement via Social

POS SUITE



2017 KITKAT DARK 5 SHELF TOWER IMPULSE HEADER CARD
POS CODE 104052537

2016 GENERIC CHOC BAR 5 SHELF TOWER V2
POS CODE 103878565

Trade Standards
Shelf 1 KITKAT Dark 45g
Shelf 2 KITKAT Core 45g
Shelf 3 KITKAT Tiramisu 45g
Shelf 4 KITKAT Chunky 50g/
KITKAT Chunky Caramel 55g
Shelf 5 MILKYBAR 50g Core/
MILKYBAR Baked Cookies 50g

2017 KITKAT DARK COUNTER UNIT IMPULSE HEADER CARD
POS CODE 104069266



2015 KITKAT GENERIC COUNTER UNIT
POS CODE 103625669



2017 KITKAT DARK IMPULSE DOUBLE SIDED WOBBLERS PK 5
POS CODE 104069353

IN STORE AUGUST 2017