

18 July 2018

HOTEL CHOCOLAT GROUP PLC
("Hotel Chocolat", the "Company" or the "Group")
Trading Update

Hotel Chocolat Group plc, a premium British chocolatier and omni-channel retailer, today announces its trading update for the 52 weeks ended 1 July 2018 ("FY18").

Revenue for FY18 was £116 million, an increase of 12 per cent compared to the 52 weeks ended July 2 2017.¹

Management expects that profit before tax for FY18 will be in line with market expectations.

Operationally, the business opened 15 stores in the year contributing 6 per cent to Group sales year-on-year, added 200,000 new online buyers, and has developed a number of innovative new products for the upcoming autumn-winter season.

Trading since FY18 continues to be in line with management's expectations.

Angus Thirlwell, Co-Founder and Chief Executive Officer of Hotel Chocolat, said:

"Hotel Chocolat has had another strong year. Whilst there has been considerable recent media coverage of retail generally, we are encouraged by the performance of both our new and existing locations. Customers are continuing to respond well to our luxury brand and lifestyle propositions. During the recent heatwave in the UK, our new Chilled Chocolat drinks, unique Chocs to Chill, Ice Cream of the Gods and improved Cocoa Beers have been very popular.

The deep knowledge of our School of Chocolate-trained retail teams and our experiential Chocolate Lock-in sessions continue to underpin the allure of our multi-channel model."

The Board expects to announce the Group's preliminary results for FY18 on 27 September 2018.

1) Group revenue growth is reported in constant currency for comparable 52 week periods. The statutory reported growth for the 52-week FY18 compared to the 53-week FY17 is +11%.

This announcement contains inside information for the purposes of the Market Abuse Regulation.

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Notes to Editors:

Hotel Chocolat is a premium British chocolatier with a strong and distinctive brand. The business was founded in 1993 by Angus Thirlwell and Peter Harris and has traded under the Hotel Chocolat brand since 2003. The Group sells its products online and through a network of stores in the UK and abroad. The Group has a cocoa plantation and eco-hotel in Saint Lucia, offering complete cocoa immersion through tree-to-bar experiences and wellness treatments. The Group also has a flagship restaurant and cocoa roastery in London's Borough Market: Rabot 1745. The Group was admitted to trading on AIM in 2016.