

24 January 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 the following trading update for the 13 weeks ended 31 December 2017.

Total Group revenue for the period increased 15 per cent compared to the prior year.

Retail, digital and wholesale channels all achieved growth. The business opened 10 new stores during the six months ended December, and there are now 100 stores in the UK.

Trading since December continues to be in line with management's expectations. The Board expects to announce the Group's results for the six months ended 31 December 2017 on 21 February 2018.

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

"We performed well, our new store openings contributed 6% of our growth in the period, with the balance of the growth coming from existing stores, digital and wholesale channels.

"Constant innovation saw our largest ever seasonal range in Christmas 2017 and we maintained strong availability of products to capitalize on the last minute rush, without any excess stock overhang.

"Highlights included a successful cocoa beauty launch, with a strong story behind it; rooted in our Caribbean eco-hotel and plantation. The launch of Supermilk Pure, our first-ever no-added-sugar milk chocolate, was also very successful and resonated strongly with customers seeking wellness and authenticity without compromise."

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 distinct 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 thorough 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.