

19 July 2017

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, is pleased to announce a trading update for the 53 weeks ended 2 July 2017 ("FY17").

Revenue for FY17 was £105 million. On a comparable basis, revenue for the 52 weeks ended 25 June 2017 was £104m, an increase of 12 per cent compared to the prior year\*, slightly ahead of market expectations.

Two new stores opened in the second half of the year, bringing the total to twelve new stores in FY17 which contributed 5 per cent to Group sales year-on-year. Eight of the twelve new stores feature a cafe. The new shop+cafe format is working well. A refit of the existing Milton Keynes store, due to open before the end of July will test the impact of adding a cafe to an existing location.

The spring seasonal ranges delivered encouraging results and, following successful trials, our unique cocoa-infused ice cream known as Ice Cream of the Gods, is now on sale in 37 locations. A new website launched early in 2017 offering an improved shopping experience on tablets and smartphones.

Trading since FY17 continues to be in line with management's expectations.

The Board expects to announce the Group's preliminary results for FY17 on 27 September 2017.

Angus Thirlwell, Co-Founder and Chief Executive Officer of Hotel Chocolat, said: "Hotel Chocolat has had another good year, with encouraging growth. We are excited about the progress made with our new shop+cafe format stores and our seasonal ranges continue to perform well."

\*Group revenue growth is measured on a pro-forma basis in constant currency.

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

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