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YOWIE ANNOUNCES THE RELEASE OF ANIMATED SHORTS

Yowie Group Ltd (ASX: YOW, OTC ADR: YWRPY) (the “**Group**” or “**Yowie**”) in partnership with Icon Animation (Mel Gibson and Bruce Davey) has completed a series of short animations based around the inspiring story of the Yowie characters; Rumble, Nap, Squish, Boof, Ditty and Crag. Six of the 7 episodes introduce each of the star characters and the seventh is an ensemble piece with all characters working together to save the natural world as per the mission spirit of the Yowie brand. The launch of this series culminates nearly 2 years of planning, story-writing and character development and leverages Yowie Group’s marketing expertise and discipline around investments to drive results for shareholders.

“We are pleased to announce the release of the Yowie Animated Shorts and excited to promote this series as inspiring and yet irreverent edutainment pieces,” said Mark Schuessler, Yowie Group Chief Executive Officer and Group Managing Director.

“We are pleased to be part of this important Yowie project and look forward to seeing the Yowie team of characters come to life.” said Bruce Davey Partner, Icon Animation.

“The release of this project marks an important milestone in the development of the Yowie storyline and awareness-building of these lovable characters. As we grow the Yowie global brand, we understand the clear need to be loved by and to inspire children to be better citizens of the natural world. The Yowie story is a story that needs to be told,” said Cove Overley, Yowie Global Chief Marketing Officer. The Yowie Animated Series will premiere online April 22nd, 2018 “Earth Day” on the Yowie World YouTube and Facebook channels as well the Yowie World home page and partner sites at 8PM USA Eastern standard time.

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Yours sincerely

A handwritten signature in black ink, appearing to read "Mark Schuessler".

Mark Schuessler
Global CEO & Managing
Director - Yowie Group Ltd

About Yowie

Yowie Group Ltd is a global brand licensing company specializing in the development of consumer products designed to promote learning, understanding and engagement with the natural world through the adventures and exploits of six endearing Yowie characters. Educating children and adults about the environment and ecology is at the heart of the Yowie proposition.

Yowie Group employs its company-owned intellectual property rights in the outsourcing of the manufacturing and distribution of the Yowie chocolate confectionery product and in the development of a Yowie digital platform and Yowie branded licensed consumer products. The Company's vision for the Yowie brand includes distribution of Yowie product in North America, with further expansion planned into Australia, New Zealand and throughout Asia, where the Yowie brand is known and brand equity remains strong, even with the brand not having been active in the market for around ten years. Expansion into Europe and the Middle East are key strategic priorities for a second-stage brand rollout.

Yowie Group Ltd was first listed on the Australian Securities Exchange www.asx.com.au in December 2012 under code name 'YOW'. The Company's registered head office is in Perth, Western Australia.

For more information on the company go to www.yowiegroup.com The Yowie consumer website can be found at www.yowieworld.com

DISCLAIMER

This Announcement contains interpretations and forward-looking statements that are subject to risk factors associated with the confectionery and retail industries. You are cautioned not to place reliance on these forward-looking statements, which are based on the current views of the Company on future events. The Company believes that the expectations reflected in the announcement are reasonable but may be affected by a variety of variables and changes in underlying assumptions which could cause actual results to differ substantially from the statements made.

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