



ABN 98 084 370 669

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ASX Market Announcements  
ASX Limited  
20 Bridge Street  
Sydney NSW 2000

## **YOWIE SECURES NATIONAL RANGING IN TIER ONE RETAILER LARGEST DRUG CHAIN IN U.S. MARKET**

**Yowie Group Ltd** (the “**Company**” or “**Yowie**”) is pleased to announce that Yowie chocolate candy product is now available in national distribution in the largest drug retail chain in the United States.

Yowie will go on sale in around 6,500 stores from April 2016 and will be featured in the novelty section of the confectionery aisle located in the center of the store. Distribution has already commenced to stores with 10,000 cases of product in the process of dispatch. The Yowie North America dedicated account management team will be actively supervising individual store performance on an ongoing basis to ensure an agreed customer service integrity scorecard is maintained.

Yowie is pleased to have achieved national ranging in a **third premium tier one U.S retail account** in the drug/pharmaceutical channel. This comes in addition to Walmart in the mass merchandising channel and Safeway in grocery. Yowie is now ranged in between 23-25,000 stores with sales recorded across a range of 45 current active accounts and/or, account groups including mass merchandise, grocery, convenience, oil, drug, specialty candy stores, brokers and distributors. A continuing and consistent successful Yowie sales performance in the U.S market across multiple channels, combined with positive consumer sentiment and a recent strong Nielsen scan data result has contributed to securing this new account.

### **Head Office**

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The drug retailer is the largest drug retail chain in the United States in sales and profits with annual sales of over US\$76 billion in 2015, employs over 240,000 people, with more than 8,000 stores across all 50 U.S States, the District of Columbia, Puerto Rico and the U.S Virgin Islands. It is estimated approximately 76% of the United States population live within five miles of a store within this drug retail store network with total store traffic of around 8 million customers a day. Approximately 85 million customers are active members of the company's loyalty program. The company's mission includes support for environmental initiatives aligning with the Yowie brand mission to 'Save the Natural World'.

Yowie sales performance results to date have been delivered with minimal marketing investment in less than two years since product launch and within only three years from the startup of the company having listed on the Australian Securities Exchange in late December 2012. In support of this continuing consistent performance a pre-Easter social media advertising campaign has been launched across a mix of social media channels. Examples of the Yowie launch material can be viewed at <http://www.yowiegroup.com/videos/>.

A successful rollout into all national stores within this respected retail chain is an endorsement of the Company's strategic approach to the U.S. market and further reinforcement of consumer acceptance of the Yowie chocolate product.

Yours sincerely



Wayne Loxton  
**Executive Chairman**  
**Yowie Group Ltd**

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### **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 eight 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](http://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](http://www.yowiegroup.com)  
The Yowie consumer website can be found at [www.yowieworld.com](http://www.yowieworld.com)

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