



ABN 98 084 370 669

September 15, 2016

ASX Market Announcements  
ASX Limited  
20 Bridge Street  
Sydney NSW 2000

## YOWIE APPOINTS COVE OVERLEY AS GROUP GLOBAL CMO

**Yowie Group Ltd** (ASX: YOW, OTC ADR: YWRPY) (the “Group” or “Yowie”) is pleased to announce the appointment of **Cove Overley** as Global Chief Marketing Officer of Yowie Group Ltd.



A senior executive with over 20 years’ international markets experience in the toy and entertainment industries, Cove brings a unique set of skills and experience to the Group with a strong background in building consumer brands in growth companies, high level product development and sourcing expertise and partnership development experience across a global network. Cove has won several design awards for work in the toy industry. American born, Cove has lived and worked across Asia for over 20 years. Cove will be based out of Hong Kong.

Cove’s career has included product development roles for Marvel and Playmates for Teenage Ninga Turtles and Star Trek which registered \$980m USD sales at the time. In 2001, Cove joined Brainwave toys, later sold to Manley toys where he was Director of Product Development. Three years later he joined Re:creation as General Manager for sourcing and developing licensed brands. Re:creation was the first company to create Lego licensed products outside of Lego.

### Head Office

Yowie Group Ltd.  
Level 4, 216 St Georges Terrace,  
Perth WA 6000

PO Box 7315, Perth WA 6850  
Phone +61 8 6268 2640  
Fax +61 8 6268 2699  
ABN 98 084 370 669

In 2011 Cove joined KidZania where he set up the Hong Kong operations and was involved with growing the KidZania brand from 7 centres to 25 globally in only 5 years. KidZania is an educational entertainment environment where kids get to role play and experience "jobs" as a fireman, doctor, police officer, journalist, shopkeeper, etc. The indoor theme park is funded by "establishments" sponsored and branded by leading multi-national and local brands. As Chief Commercial Officer, Cove had responsibility for the merchandising, licensing, retail and sourcing business units.

Cove's qualifications include degrees from The Juilliard School, New York, and Pratt Institute, Brooklyn, New York and a Bachelor's Degree (BFA Toys) from the Fashion Institute of Technology, New York having graduated in the top 1%.

In the role of Global Chief Marketing Officer, Cove will be responsible for developing, enhancing and protecting the Group's global intellectual properties, brands, brand equities, values and reputation. Cove will have responsibility for providing strategic marketing leadership for the company by working with the Board and other senior management to establish long-range goals, strategies, vision, plans and policies that result in successful market execution. Cove will report directly to Yowie Group CEO, Bert Alfonso with dotted line report to Trish Fields as the Group's brands guardian.

Yowie's Executive Chairman, Wayne Loxton said "Yowie is delighted to have sourced a senior industry leader with Cove's unique experience and recognized talent within the toy and entertainment industries. We are delighted that Cove identifies with the Yowie global opportunity and is enthused by the challenge in accelerating the Yowie global brand vision and mission within and beyond confectionery".

The Yowie global team welcomes Cove and look forward to working with him in taking Yowie to cross category global success.

Yours sincerely



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

**Head Office**  
Yowie Group Ltd.  
Level 4, 216 St Georges Terrace,  
Perth WA 6000

PO Box 7315, Perth WA 6850  
Phone +61 8 6268 2640  
Fax +61 8 6268 2699  
ABN 98 084 370 669

### **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)

**Head Office**  
Yowie Group Ltd.  
Level 4, 216 St Georges Terrace,  
Perth WA 6000

PO Box 7315, Perth WA 6850  
Phone +61 8 6268 2640  
Fax +61 8 6268 2699  
ABN 98 084 370 669

