



ABN 98 084 370 669

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ASX Market Announcements  
ASX Limited  
20 Bridge Street  
Sydney NSW 2000

## **YOWIE ANNOUNCES IDO LEFFLER AS CORPORATE ADVISOR**

**Yowie Group Ltd** (ASX: YOW, OTC ADR: YWRPY) (the “**Group**” or “**Yowie**”) is pleased to announce the appointment of **IDO LEFFLER** as strategic advisor to the Yowie Board, management and operations team.



A successful, serial entrepreneur, Ido has experience in launching and growing consumer goods businesses in the US market. As advisor to Yowie, Ido will provide guidance and direction to the Yowie Board, work with management and the operating team in ensuring strategic focus, prioritized execution and optimization of resources, coaching and mentoring, help forge new partnerships and alliances as well as leveraging his network relationships to drive growth.

Ido's early success was with natural beauty products company Yes To, which became the second highest selling natural beauty product in the US and Yoobi, producing 'fun' school and office supply products that have a sustainable/social element. This has been replicated in other businesses such as homewares company Cheeky Home. Most recently, Ido has co-founded the disruptive consumer packaged goods business Brandless. This business was written up in Fortune Magazine in 2016. In addition to being a serial

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entrepreneur, Ido is a published author and has co-hosted a cable TV series for entrepreneurs in the US. He is a member of the UN Foundation Global Entrepreneurs Council and was named one of Fast Company's "1000 Most Creative People in Business".

Ido has extensive experience as a Non-Executive Director and Chairman of high growth unlisted businesses in the US that he has either founded or co-founded. From 2013 to 2016 Ido was a Dell Global Entrepreneur-In-Residence (EIR) Advisory Board Member. He is currently Chairman of Soma Water and Brandless. He has also served as a Non-Executive Director of Joyus.com and a Board Member of apparel business Ruby Ribbon. Ido joined the Board of Spark NZ (previously Telecom NZ) in 2014, his first foray into a Non-Executive Director role for a listed corporate. Ido currently splits his time between the US and Australia in a variety of executive and non-executive capacities having recently returned to Australia following years being based on the US West Coast.

Ido became known to Yowie through the process of recruitment for a new company Chair. Although not in a position to take on such a role due to current business commitments Ido was willing to become an advisor to the Group. The company welcomes this opportunity.

Ido is excited by the opportunity to take an Australian FMCG brand into offshore markets. 'I believe Yowie have something special with the Yowie brand. The brand proposition aligns with my belief that offering innovative and responsible choices for consumers can lead to incredible success. I see an opportunity to do more with Yowie' said Ido.

"We are very excited to have Ido join the Yowie team and we welcome his assistance in maximizing every opportunity to fulfill the vision and global ambition we have for the Yowie brand", said Bert Alfonso Global CEO and Managing Director.

Yours sincerely



Bert Alfonso  
**Global CEO & Managing Director**  
**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 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](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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