



ABN 98 084 370 669

July 25<sup>th</sup>, 2017  
ASX Market Announcements  
ASX Limited  
20 Bridge Street  
Sydney NSW 2000

## **YOWIE ANNOUNCES CHANGES TO SENIOR MANAGEMENT TEAM**

**Yowie Group Ltd** (ASX: YOW, OTC ADR: YWRPY) (the “**Group**” or “**Yowie**”) wishes to announce several changes to the management team of Yowie North America (YNA). Changes are effective immediately.

### **Highlights:**

- **Sal Alvarez has decided to step down as CEO of YNA to pursue other interests. The Group takes this opportunity to thank Sal for his contribution starting from Yowie earliest days in the US market.**
- **Mark Schuessler, currently President and COO, will take on the additional responsibilities as General Manager of Yowie North America. Mark has been focused on international expansion, most recently the successful Australia launch. Mark will continue to report to Bert Alfonso Global CEO.**
- **Mark’s responsibilities will include oversight of the 4-person US retail sales team. Our plans are to continue to expand in current and additional key accounts in the US and will add sales resources in response to new growth opportunities. In addition, Mark will manage the US finance and retail analysis functions.**
- **In June Mr. Leo Valle, a 30-year global veteran in the category, joined Yowie from Mondelez International, as VP Global Supply Chain Operations, replacing a consulting arrangement previously in place for the initial line commissioning at our third party US manufacturing facility. Leo will have responsibility for global manufacturing expansion, production oversight, procurement, logistics and warehousing. Leo will report to Bert Alfonso Global CEO.**

**Head Office**  
Yowie Group Ltd  
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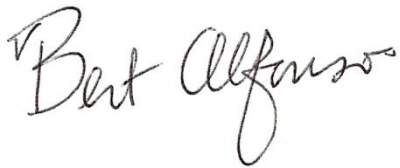
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- **Simon Washford has joined the marketing team in Hong Kong ,reporting to Cove Overley Global CMO. Simon brings considerable marketing and brand development experience as founder of Status Music, an entertainment and luxury brand consultancy based in Hong Kong.**

"I welcome Leo and Simon to the team and wish Sal, all the best in his future endeavors. As we kick-off 2018, we are well resourced to achieve our 2018 growth plans under the current organization structure. Strengthening our Supply Chain and Marketing capabilities will allow Yowie to move faster with efficiencies and innovation to compete better and Mark and the YNA team are focused on revitalizing growth in the US", said Bert Alfonso Global CEO.

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)

## **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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