



ABN 98 084 370 669

May 9, 2016

ASX Market Announcements
ASX Limited
20 Bridge Street
Sydney NSW 2000

YOWIE NOW AVAILABLE TO 20,000 NEW CONVENIENCE, MILITARY AND TRAVEL OUTLETS IN U.S. MARKET

Yowie Group Ltd (the “**Company**” or “**Yowie**”) is pleased to announce the Yowie chocolate candy product is now included in the McLane ‘Virtual Trade Show’ (VTS) a leading edge technology solution that helps grocery customers and suppliers buy better, sell smarter and profit more. The ‘Virtual Trade Show’ reaches over 20,000 Convenience Store, Military and Travel outlets in the US. Yowie will commence its first VTS show in May to accelerate entry into these trade channels.

Inclusion and successful customer ordering from McLane’s ‘Virtual Trade Show’ will expand Yowie customer base to over 60,000 active customer accounts and/or, account groupings. Invitation for Yowie to join McLane’s VTS is a direct outcome of consistent Yowie sales and market share performance results to date and further reinforcement of consumer acceptance of the Yowie chocolate candy product in the U.S. market.

McLane Company, Inc. is a \$48 billion supply chain services leader, providing grocery and foodservice supply chain solutions for convenience stores, mass merchants, drug stores and chain restaurants throughout the United States, including Yowie distribution into Walmart stores. McLane, through McLane Grocery, McLane Foodservice and wholly owned subsidiary, Meadowbrook Meat Company, Inc., (MBM), operates 80 distribution centers across the U.S. and one of the nation’s largest private fleets. The company buys, sells and delivers more than 50,000 different consumer products to nearly 90,000 locations across the U.S. In addition, McLane provides alcoholic beverage distribution through its wholly owned

Head Office

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

PO Box 7315, Perth WA 6850
Phone +61 8 9486 7066
Fax +61 8 9486 8066
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subsidiary, Empire Distributors, Inc. McLane is a wholly owned unit of Berkshire Hathaway Inc. (NYSE: BRK) employing more than 20,000 people.

Yours sincerely



Wayne Loxton
Executive Chairman
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 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 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

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