



ABN 98 084 370 669

April 28, 2016

ASX Market Announcements  
ASX Limited  
20 Bridge Street  
Sydney NSW 2000

## **YOWIE IS NUMBER ONE SELLING AND FASTEST GROWING NOVELTY CANDY ITEM IN U.S. MARKET - NEW NIELSEN RESULTS CONFIRM**

**Yowie Group Ltd** (the “Company” or “Yowie”) is pleased to announce the following Nielsen latest release market update results for the U.S. market as at 26 March 2016:

### **TOTAL U.S. CONFECTIONERY MARKET**

- **Yowie is #1 selling Novelty Candy item in U.S. market** delivering twice the dollar value sales to retailers than some leading global confectionery brands (Chocolate and Novelty Candy/Total U.S./excluding Walmart/\$ value sales for 52 weeks ending 26 March 2016)
- **Yowie is #3 selling item in Total U.S. Candy** (Total U.S. Candy P.O.S. /\$ value sales for 52 weeks ending 26 March 2016)
- **Yowie is the fastest growing Novelty item in the U.S. market**

### **CONVENIENCE**

- **Yowie is #1 selling Candy item in \$ sales per store per week** with only 3.7% Nielsen recorded national distribution in this channel (%ACV = All Commodity Volume. Total U.S Convenience/ \$ per store/per week 13 weeks ending 26/3/2016)
- **Yowie is #9 in Top 10 selling core chocolate candy in the U.S.** single serve/immediate consumption

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**The Nielsen Company** is a leading global information and independent consumer market measurement company. Nielsen is a world leader in measurement of what consumers and shoppers buy using retailer scanner-based sales and causal information gathered weekly from thousands of retail outlets across the U.S.

Yowie is delighted with these latest Nielsen results and continuing success in overall U.S. market performance. Yowie looks to an even more successful 2016 through the combination of its U.S market program and global market development and company expansion plans.

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](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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