



ABN 98 084 370 669

February 6, 2017

ASX Market Announcements  
ASX Limited  
20 Bridge Street  
Sydney NSW 2000

## YOWIE RETURNS TO AUSTRALIA & NEW ZEALAND

**Yowie Group Ltd** (ASX: YOW, OTC ADR: YWRPY) (the "**Group**" or "**Yowie**") is pleased to announce that a purchase order has been received from **Universal Candy**, our Australian based distribution partner for Yowie product for sale in Australia and New Zealand.

The first containers are expected to depart from the Madelaine Chocolate Company's (MCC) manufacturing facility by the end of February.

The re-launch of the Yowie brand in Australia represents a significant milestone for the Group. "Australia was a logical choice to begin our expansion outside of the US because of strong residual brand awareness and affinity for the product" said Bert Alfonso, Global Chief Executive Officer.

The Yowie confectionary was originally sold in Australia during the 1990's. At its peak 65m units of the product were sold in a single year representing over 3 units per capita. In addition to Australia, the Group also aims to enter an additional market before the end of FY17.

Yours sincerely

A handwritten signature in black ink, appearing to read "Wayne Loxton".

Wayne Loxton  
**Executive Chairman**  
**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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