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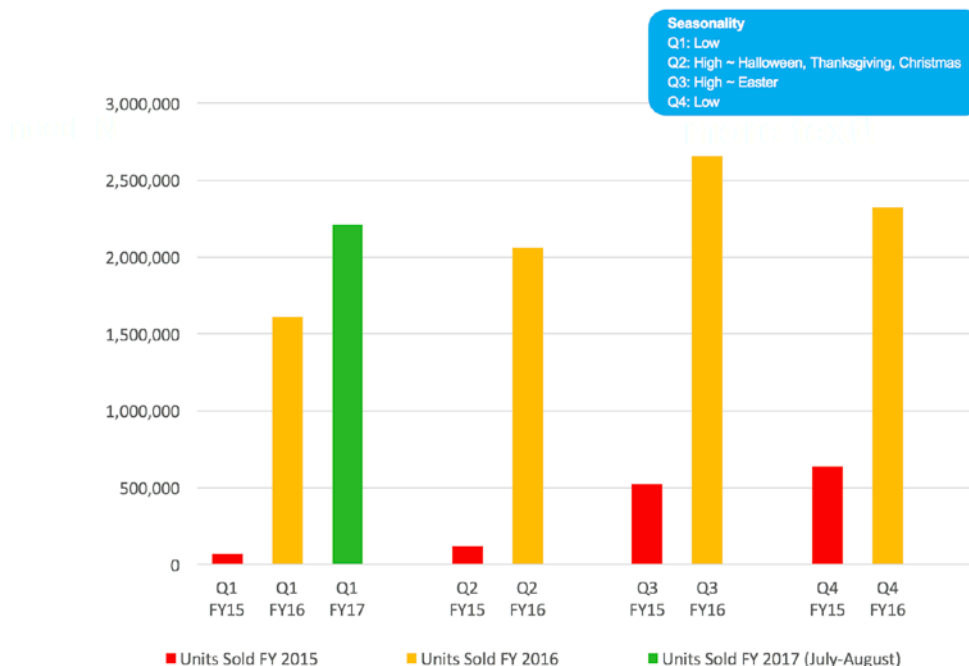
September 5, 2016

ASX Market Announcements  
ASX Limited  
20 Bridge Street  
Sydney NSW 2000

## YOWIE OFF TO STRONG START IN NEW FINANCIAL YEAR

Yowie Group Ltd (the “Company” or “Yowie”) is pleased to announce a strong start to the new financial year with sales results for the month of July being the strongest single month performance on record for the company.

### Unit Volume Sales Comparison by Quarter 2015/16/17



An exceptional July result combined with a better than budgeted result in August sets the scene for a positive first Quarter outlook.

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The strong July result was contributed to by the launch of the new second series of Yowie limited edition collectables – the 'All American Series' with a bonus American Eagle – together with expansion of Yowie distribution into Convenience stores. Yowie U.S. Convenience channel distribution now sits at \*5.4% of the Convenience channel with sales registered in 6750 Convenience stores nationwide. Once sold out the U.S. launch series of Yowie collectables will be no longer available or rereleased into the US market. The new 'All American Series' poster is now available for collectors to download from [yowieworld.com](http://yowieworld.com) and a new 'Collector' section launched to assist Yowie fans in managing their collections. (\*Nielsen Total U.S Convenience: Latest 13 Weeks ending July 16, 2016)

Yowie has also launched a 'My Protected Species' collectable in the U.S. market in parallel with the All American series launch. U.S. consumers are being invited to send in a photo of their family pet together with some details of their pet. Each submission will have the opportunity to be considered for selection to become a Yowie limited edition collectable. Sweet, lovable Eric launches the 'My Protected Species' and this new Yowie initiative. More details are available at [yowieworld.com](http://yowieworld.com).

### **New Yowie 'All American Series' point of sale tray display unit**



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'All American Series' in store display



'My Protected Species' Eric the Bulldog



Yowie looks to build on the successful start to the 2017 financial year with further innovative initiatives through its U.S. market program and in pursuit of global market expansion plans.

Yours sincerely

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 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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