



ABN 98 084 370 669

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ASX Market Announcements
ASX Limited
20 Bridge Street
Sydney NSW 2000

SWEETS & SNACKS EXPO KICK STARTS ORDERS FOR YOWIE IN THE U.S.

Yowie Group Ltd (the “**Company**” or “**Yowie**”) is pleased to announce receipt of the first order for Yowie confectionery product in the US market.

The order was received from an 18 store specialty candy retail chain and came as a result of the Company’s participation at the recent Sweets & Snacks Expo in Chicago. The order quantity was for 68 cases (4,896 units) which represents an average of 272 units per store.

The response to the Yowie product exceeded expectations. The Company is delighted to have received over 30 solid enquiries across the three days of the Expo including multiple order requests which are now being processed.

International enquiries were received from markets including Turkey, Canada, South Korea and New Zealand.

The Company has significantly advanced its position with major national and regional retail chains to secure orders and expects to make further announcements in the coming weeks.

Yours sincerely

Wayne Loxton
Executive Chairman
Yowie Group Ltd

*Photo of Yowie booth at NCA Sweets & Snacks Expo attached

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*Photo Yowie booth at NCA Sweets & Snacks Expo Chicago May 2014

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 company information visit www.yowiegroup.com

To experience Yowie World visit www.yovieworld.com

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