



ABN 98 084 370 669

March 18, 2015

ASX Market Announcements
ASX Limited
20 Bridge Street
Sydney NSW 2000

YOWIE US MARKET UPDATE

Yowie Group Ltd (the “Company” or “Yowie”) is pleased to provide an update on sales and distribution progress in the US market.

The YOWIE confectionery product continues to make steady progress across a broad range of trade channels. Roll out of YOWIE in the US market is currently at commencement of a national launch phase, positive consumer response to the product offer continues to grow supported by consistency of repeat purchase and social media endorsement.

Further sales and distribution accounts have been signed with the following **new accounts**, which will result in YOWIE product being distributed to an additional **3,099 new outlets** in the first instance with potential for rollout into **over 19,000 additional stores**:

- **Walmart** – National rollout into 1505 Walmart stores at prime impulse purchase location on checkout stands with 10 points of distribution per store commenced during March;
- **Safeway** – National rollout into 1318 Safeway stores across checkout stands (# to be confirmed) also commenced during March;
- **AWG Brands** - Rollout into 123+ grocery co-operative stores commenced during March
- **7/11** - Roll out to 58 Seven Eleven (7/11)Hawaii based stores with potential for a further 5000+ stores on the US mainland;
- **CVS Pharmacy** - Orders have commenced to 50 CVS Hawaii based stores with potential for 6000+ stores on the US mainland;
- **Unified Grocers** – Two new grocery chain accounts added to Unified Grocers with John’s Market (10 store chain) and Super Kin market (15 store chain);
- **Stark Foods, Mandel Distributors & Matty’s Toy Shop** - orders commenced to 45 specialty stores from within a potential distribution network of 1000+.

The following table provides a summary of accounts which have been secured to date. The YOWIE product is being rolled out/trialed in **5,089 stores** with **potential to rollout to 31,419 stores**. The Company expects to make follow-up announcements as further purchase orders are received.

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YOWIE U.S RETAIL ACCOUNT SUMMARY

Retail Channel	# Groups per Channel	# Stores Product Ranged	Total # Available Stores	Customer Trading Brand	Status
Mass Merchandiser	1	1505	4300	Walmart	>800 stores have recorded sales to date
Drug	2	60	4000	Walgreen	North East Region trial continuing
		50	6000+ Mainland US	CVS - Hawaii	Hawaii distribution commences end of March
Fuel & Convenience	4	234 225	1100 225	Valero Western Refining	Expected in store nationally in June
		58	5000+	7/11	7/11 Hawaiian based stores initially
		55	175	Thornton Oil/Lipari Foods	On sale in Chicago & Nashville regions
Grocery	6	1318	1318	Safeway	National rollout in progress
		58	300	Unified Grocers	Two new chain accounts added with John's Market (10 stores) and Super Kin Market (15 stores)
		214	3000	AWG Wholesale	Rollout commenced
		31	235		Consistent reorders
		20	20	Hy Vee	Distribution in all stores in Louisville Kentucky area
		80	125	Dierbergs	National distribution now in place with separate Easter ranging.
			Raley's/SSI	<u>Highlight:</u> Yowie inaugural U.S IRI industry market data measure recorded within Raley's data catchment (Information is commercially confidential to Raley's)	
General Retail	1	288	288	Cost Plus World Market	National roll out with swift stock turnover Now also successfully selling 'Yowie On Line'

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Distributors	6	45	2000	First Source LLC	For distribution in Sweet Factory stores
		50	300	MTC Distributing	Convenience store specialist distribution
		162	300	Unified Grocers	Distribution on front end racks. New accounts secured – John’s Market (10 stores) and Super Kin Market (15 store chain)
		225	225	Core Mark New Mexico	Order received Dec 2014. Awaiting order from Core Mark Sacramento (potential 1600 store retailer)
		56	200	URM Stores	Independent grocery stores in North West
		200	200	B.A. Sweetie	Distributor to >200 small traders
Specialist Candy	4	70	70	It’s Sugar	Consistent reorders being received. Now also successfully selling ‘Yowie On Line’
		45	1000+	Stark Foods, Mandel & Matty’s Toy Shop	Orders have commenced
		35	35	Lolli & Pops/ Candyopolis/ Powells Retail Group	National coverage with consistent reordering. Executing Yowie displays with excellence in some stores. Displays being featured independently on social media.
		3	3	Dylan’s Candy Bar	Consistent sell through continuing. Stores in major city tourism locations
Leisure & Entertainment	2	1	39	Summerwinds Resort	Strong sell through continues in theme park store. Franchised outlet group.
		1	1	St Louis Zoo	Consistent sales continuing in first Yowie nature aligned venue
TOTAL	26	5,089	31,419		

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Yowie North America (YNA) has appointed a Walmart experienced retail merchandising supplier. The supplier will service the Walmart national account to ensure a Yowie/Walmart agreed customer service integrity scorecard is maintained. Supplier management of the Walmart customer service process is enabled through real time internet connectivity.

Results to date for the Walgreens trial have exceeded threshold sell through rates. YNA have been notified that Walgreens next modular reset is during October and as such a permanent product listing shall be considered at that time.

The Yowie Florida based manufacturing facility is currently operating at a production rate of 7m units per annum, with a current capacity of 20m units pa. The plant has scope to increase to 40m units at a cost \$600K with a 16 week lead time. The plant has an overall capacity of 100m units.

Consumers can find out 'Where to Buy' Yowie in their local area through regular store location updates together with mapping guidance and individual store addresses from within the top navigation bar at www.yowieworld.com

Building a strong, focused sales and distribution network in the US market and servicing all accounts to the optimum remains the No 1 priority for the Company in the US market.

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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