



ABN 98 084 370 669

September 24, 2014

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 product continues to attract significant interest across numerous trade channels. Although product roll out of YOWIE in the US market is at its very early stage, early indications are demonstrating positive consumer response with consistency of repeat purchase.

Further sales and distribution accounts have been signed with the following **new accounts**, which will result in YOWIE product being distributed to an additional **600 new outlets** in the first instance with potential for rollout into **over 3000 total stores**:

- Cost Plus WM – Roll out commenced to 288 stores;
- Raley’s /SSI - Roll out to 150 stores;
- Thornton Oil/Lipari – Trial in 55 stores (175 store network);
- URM Stores Inc. – Trial in 56 stores (200 store network);
- Hy Vee – Trial in 31 stores (235 store network);
- First Source LLC – Trial TBD (2,000 store network) and
- Dierbergs - Roll out to 20 stores

The table below provides a summary of accounts which have signed to date. The YOWIE product will currently be rolled out/trialed in 1,125 stores with **potential to rollout to 8,562 stores**. The Company expects to make further announcements as further purchase orders are received.

TOTAL CURRENT RETAIL ACCOUNT SUMMARY

Customer	Store Type	Total No Stores	Roll Out Stores #	Status
Walmart	National Retail Chain	4116	50	Product in all 50 Texas trial stores by mid-October
First Source LLC	National Distributor	2000	TBD	First distributor order received yet to be sold through to retail customer

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Valero	Convenience Store Chain	1100	235	Trial commenced in 235 stores with consistent initial sell through
*Cost Plus WM	Retail Chain	288	288	National rollout commenced. *Also included in separate Easter 2015 ranging
Hy Vee	Grocery Chain	235	31	In 31 trial stores by mid-October
URM Stores Inc.	Grocery Distributor	200	56	Purchase order receive for 56 trial stores
B.A. Sweetie Candy	Candy Distributor	200	200	B.A.S distribute to >200 small traders
Thornton Oil/Lipari Foods	Fuel & Convenience Chain	175	55	In 55 trial stores in the Chicago and Nashville regions
*Raley's /SSI	Supermarket Chain	150	150	National roll out to be in store by end September. *Also approved for separate Easter 2015 ranging
Lolli & Pops/ Candyopolis/ Powells Retail Group	Specialist Candy Retailer	35	35	National coverage with consistent repeat orders per store being received
Summerwinds Resort	Leisure & Entertainment	39	1	Strong sell through in the trial theme park store
Dierbergs	Grocery Chain	20	20	Full roll out to all 20 stores in Louisville stores by end September in conjunction with 'Kid City' Taste of St Louis Event & promotional activity
Dylans Candy Bar	Specialist Candy Retailer	3 in major City tourism locations	3	Successful launch and continuing consistent sales
St Louis Zoo	Leisure & Entertainment Venue	1	1	Continuing sales at our first nature aligned leisure and entertainment venue
TOTAL		8,562	1,125	

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Although early market performance is positive, national rollout is a lengthy process and building a strong sales and distribution network in the US market 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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