



ABN 98 084 370 669

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ASX Market Announcements
ASX Limited
20 Bridge Street
Sydney NSW 2000

YOWIE APPOINTS VICE PRESIDENT OF WORLD TRAVEL RETAIL

Yowie Group Ltd (ASX: YOW, OTC ADR: YWRPY) (the “**Group**” or “**Yowie**”) wishes to advise the appointment of **Amy J. Wilson** as Vice President of World Travel Retail for Yowie Group Ltd.



Prior to joining Yowie and since 2015 Amy was World Travel Retail Regional Director Europe/Middle East/Strategy for The Hershey Company with responsibility for Hershey’s travel retail business through leveraging strategy, insights, and executive level account penetration. In her time in this role Amy grew Hershey’s travel retail market share, spearheaded delivering aggressive net sales, operating income, and key market expansion goals and negotiated global agreements with key customers while fostering global partnerships. Prior to this role Amy worked for two years as Manager Insights & Retail Excellence in World Travel Retail for The Hershey Company. In this role Amy produced Hershey’s travel retail app and category scorecard to drive retail merchandising excellence.

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Previous roles within The Hershey Company included Manager Category Insights, Category Development Manager (including strategy development and key account business partnership), collaborative planner and order management representative. Outside of Hershey Amy has previously worked as an analyst with both Armstrong World Industries and Tyco Electronics.

Amy has a Bachelor of Science Degree Bachelor of Commerce (Hons) from Pennsylvania State University and a Graduate Certificate in Supply Chain and Information Systems from Pennsylvania State University.

Amy is excited to join the Yowie team because 'I see Yowie as the ideal global brand to create new excitement and engage shoppers in the travel retail channel. I look forward to partnering with retailers and captivating shoppers with the unique Yowie experience.'

'We are delighted to have the capabilities Amy brings through her solid consumer brands background and retail development capabilities. Her expertise will contribute significantly to our ability to develop the exciting world travel channel opportunity for Yowie' said Bert Alfonso CEO Yowie Group.

The Yowie team extends a warm welcome to Amy and looks forward to reaping the rewards of her experience and expertise in launching Yowie into the global retail channel.



Bert Alfonso
Global CEO/Managing Director
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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 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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