



ABN 98 084 370 669

March 24, 2016

ASX Market Announcements
ASX Limited
20 Bridge Street
Sydney NSW 2000

UPDATE ON TIER ONE RETAILER

Yowie Group Ltd (the “**Company**” or “**Yowie**”) refers to its announcement on 23 March 2016 titled “Yowie Secures National Ranging in Tier One Retailer – Largest Drug Chain in US Market”.

Yowie is pleased to announce Walgreens as the Tier One Retailer.

Walgreens is the largest drug retail chain in the United States in sales and profits with annual sales of over US\$76 billion in 2015, employs over 240,000 people, with more than 8,000 stores across all 50 U.S States, the District of Columbia, Puerto Rico and the U.S Virgin Islands. It is estimated approximately 76% of the United States population live within five miles of a store within this drug retail store network with total store traffic of around 8 million customers a day. Approximately 85 million customers are active members of the company’s loyalty program.

Yours sincerely

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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 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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