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18 June 2013

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YOWIE GROUP KEY MILESTONES **QUARTER 3, 2013**

Yowie Group Ltd (the "**Company**" or "**Yowie**") today outlined the Company's scheduled key milestones for Quarter 3, 2013.

July

- Commissioning of high speed wrapping machine at Yowie manufacturing facility, St Augustine, USA commences.
- Gold Seal approval (final stage production) of Yowie 'Series 1' inclusions.
- Yowie digital platform strategy finalised in partnership with The Little Big Partnership, London, UK.
- Yowie confectionery distribution schedule, sales and marketing plan final details confirmed.

August

- Production commences of 'Series 1' Yowie inclusions at China factory.
- Appoint successful digital agency partner with capacity and capability to surpass Yowie digital vision, production quality expectation and deliver on the Yowie scheduled November 2013 site 'Go Live' deadline.

September

- Commissioning of US manufacturing plant in St Augustine completed.
- First Shipment of the 'Series1' Yowie inclusions arrive at US manufacturing site in St Augustine, Florida ex Hong Kong.
- First production of the Yowie market ready product commences.

Yowie Group remains committed to meeting the above key milestones in full, on time and on budget.

Adherence to the successful completion of Yowie's Qtr. 3 schedule is important to realising the Company's planned rollout into the US market, reinforcing Yowie Group Ltd.'s strategy and commitment to becoming a respected and successful global brand company.

Yours sincerely,



Wayne Loxton
Executive Chairman
Yowie Group Ltd

About Yowie

Yowie Group Ltd is a brand licensing company that owns intellectual property rights and intends to use these rights to outsource the manufacturing and distribution of the Yowie chocolate confectionery product, digital platform and Yowie branded licensed consumer products. The Company's vision for the Yowie brand is to distribute the Yowie product initially in North America with further expansion planned into Australia, New Zealand and the Asia Pacific region 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.