



ABN 98 084 370 669

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ASX Market Announcements  
ASX Limited  
20 Bridge Street  
Sydney NSW 2000

## **YOWIE SIGNS YO-KAI WATCH™ LICENSE AGREEMENT**

**Yowie Group Ltd** (the “**Company**” or “**Yowie**”) is pleased to announce that Yowie has signed a three year Licensing Agreement for **YO-KAI WATCH™**, a LEVEL 5 abby Inc. entertainment property that has experienced great success in its native Japan.

The Yowie/YO-KAI WATCH™ Agreement is for the right to manufacture and distribute two chocolate candy products - a YO-KAI WATCH™ chocolate candy inclusion product with a surprise collectible inside, and a novelty chocolate bar, the “Chocobar” a favorite chocolate candy of the TV show’s main character, Jibanyan. The terms of the Yowie / YO-KAI WATCH™ agreement give Yowie licensing rights up until December 31, 2018 for the North American market and was granted by LEVEL -5 abby Inc., who as the Licensor market the brand worldwide. The license agreement was brokered by Evolution USA, LLC acting as LEVEL -5 abby Inc.’s licensing and merchandising agent in North America.

YO-KAI WATCH™ is a phenomenon in its native Japan. The animated TV series, manga, comics, and video game property have sold more than \$2 billion in licensed retail merchandise sales in fifteen months. The YO-KAI WATCH™ series has been the top rated animated show for kids ages 4 to 12 years old on TV Tokyo, and more than 10 million Nintendo 3DS video game units and 200 million medals have been distributed in Japan. The YO-KAI WATCH™ series is distinguished from other Japanese animated predecessors in its use of humor and innovative consumer product offerings.

### **Head Office**

Yowie Group Ltd.  
Level 45, 108 St Georges Terrace,  
Perth WA 6000

PO Box 7315, Perth WA 6850  
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The YO-KAI WATCH™ franchise launch in North America is being supported by best in class partners that includes:

**Disney XD (US) and Teletoon (Canada) with 26 half hour episode TV series**

- Programmed across six days per week on DXD with ratings having tripled since launch
- Boys 6-11 highest ratings among animated series on DXD in Dec 2015 with 1.95 ratings
- Season Two = 50 new episodes will premiere Summer 2016

**Netflix premiered the entire 26 episode first season on April 1st**

- Featured on Kids section
- 2 weeks TVC on Cartoon Network and Nickelodeon

**VIZ Media with a manga comic series launched in November 2015**

**Nintendo video game launched in November 2015**

- Over 340,000 units sold excluding downloads

**Hasbro with a master toy line in market since in Jan 2015**

**Gaming App YO\_KAI WATCH™ Wibble Wobble launched March 2016**

- Featured on App Store 'Best New Games' & 'Best Games of March'
- 4.8/5 rating on Android and iOS
- #9 free game on iPad
- #2 Puzzle App on iOS

The launch of the television series, video game, comic book and toy line are the first stages of a content strategy that also will include using multiple digital platforms across various free, transactional and subscription video on demand services.

Other YO-KAI WATCH™ merchandising partners have been signed across a range of categories, including travel accessories, jewelry, hosiery, watches, eyewear, apparel, novelties, footwear, bedding, stationery, balloons, publishing, flags, craft kits badges, jigsaws, electronics, costumes, soft toys and novelty accessories. Several major retailers -- including Walmart, Target, Toys "R" Us and Kmart -- will carry YO-KAI WATCH™ products.

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Wayne Loxton, Yowie Group Executive Chairman, stated: "YO-KAI WATCH™ success in having sold \$2 billion in product in fifteen months in its native Japan provides a new market opportunity for North America, particularly given the quality of brands that have already endorsed through licensed partnership the roll out of this innovative kids brand. We are pleased LEVEL -5 abby Inc. and Evolution chose to partner with Yowie for the North American market. We look forward to a successful partnership outcome."

Yowie welcomes the addition of the YO-KAI WATCH™ license and the opportunity this brings to execute the company strategy to drive growth and increase revenue for the Yowie led, new and rapidly expanding embedded chocolate category and new opportunity in the single serve novelty bar line category in North America.

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

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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](http://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](http://www.yowiegroup.com)  
The Yowie consumer website can be found at [www.yowieworld.com](http://www.yowieworld.com)

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