



ABN 98 084 370 669

November 17, 2014

ASX Market Announcements
ASX Limited
20 Bridge Street
Sydney NSW 2000

APPOINTMENT CEO YOWIE NORTH AMERICA

Yowie Group Ltd (the “**Company**” or “**Yowie**”) is pleased to announce the appointment of **Salvador (Sal) Alvarez** as **Chief Executive Officer** of the company’s wholly owned subsidiary **Yowie North America Inc.**

Salvador Alvarez has entered into a consultancy agreement with Yowie North America Inc. initially in a part time capacity two days per week as he has current business commitments to fulfil over the next couple of months.

Sal is well positioned and qualified to become Chief Executive Officer of a new brand confectionery led company in the biggest consumer market in the world. He brings 32 years’ experience in consumer sales and marketing having worked in pharmaceutical, consumer products and spirits industries. He has a proven track record of leading high performance teams to achieve superior business results.

Sal has held senior executive positions with Fortune 500 companies including, Cadbury, Warner Lambert (Adams), Pfizer, Johnson & Johnson, Unilever, Playtex (A division of Sara Lee Corporation) , Brown Forman and is currently the CEO & Managing Director of InnoVAEdge LLC, his own start up boutique consulting firm offering strategic business solutions to deliver sustainable business growth. He is experienced in operational and strategic management of confectionery, shaving products, oral health care, women’s health, intimate apparel, household goods, personal care, banking, alcohol beverages, and food businesses.

Among his many accomplishments in the confectionery industry, Sal led strategic growth for Cadbury, masterminding the creation of the first Cadbury Innovation Center in Paris. He spearheaded the development of some of the biggest innovations in the confectionery industry resulting in a significant increase in Cadbury’s growth and value market share. He also led Cadbury European commercial organization, a \$1.7 billion gum, candy and chocolate confectionery business and the achievement of historical sales and profit growth rates for the Adams \$600M business in Mexico, Caribbean and Central America.

Head Office

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Sal earned a bachelor's degree from Loyola University and an MBA from Inter American University. He has also completed executive education programs at Harvard Business School, Wharton Business School, Babson College, and Thunderbird School of Global Management. He has worked in the US, Latin America, Europe, Asia, the Middle East, and Africa markets.

Sal was a Board Director of the Economic Development Bank for Puerto Rico from 2009 to 2010 assisting with driving the economic development of private industry in Puerto Rico.

Building a strong management structure together with a robust sales and distribution network in the market continues to be the No 1 priority for Yowie in the U.S market.

For the company to attract someone of Sal's experience and performance history is a strong endorsement of the future outlook for the Yowie brand not only in the US but globally.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Wayne Loxton', written in a cursive style.

Wayne Loxton
Executive Chairman
Yowie Group Ltd

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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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