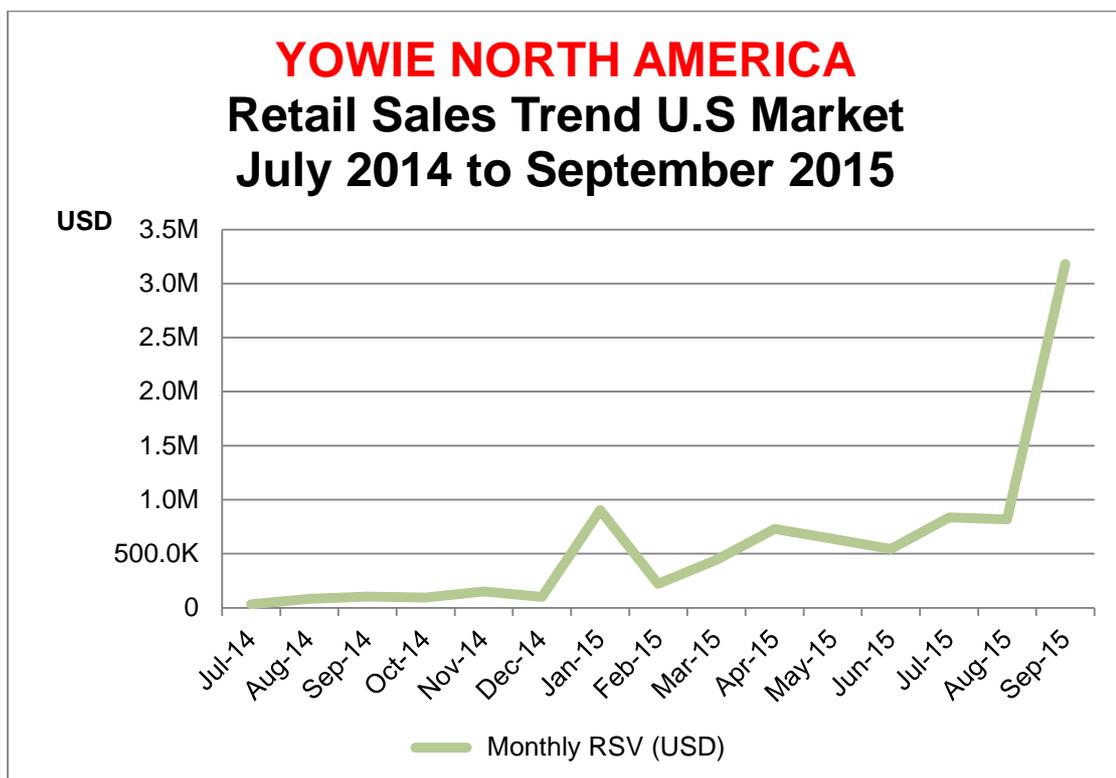


Quarterly Activities Report for the period to 30 September 2015

Highlights

- Orders received to progress the national rollout and delivery of Yowie confectionery product into approximately 4300 Walmart stores across the US.
- Strongest quarterly sales recorded since launch
- The Group has changed its presentation currency for financial reporting from Australian Dollars ("AUD" or "A\$") to USD from 1 July 2015 in order to better align the presentation of the Group's financial position and financial performance with its operations



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Overview

The September 2015 quarter was the strongest sales quarter since launch in July 2014. In this quarter an estimated USD \$4.8 million of retail sales value was achieved which is more than double the previous quarter. Retail sales since launch are now over USD\$8.8 million (AUD\$12.2mill).

Sales were recorded across a range of 45 current active accounts although the bulk of the sales lift resulted from the commencement of rollout to 4300 Walmart stores nationally. An external merchandising company provides in store merchandising assistance to the Walmart account to ensure stock levels are maintained and sales potential maximised. Sales within the 1500 previous Walmart accounts continue to grow and all new Walmart accounts where distribution has been achieved within the national rollout have recorded sales. At the end of the quarter product was selling in approximately 3700 Walmart stores.

Current active YNA retail accounts include mass merchandise, grocery, convenience, oil, drug, speciality candy stores, retail groups, brokers and distributors. The YNA Sales team was expanded during the quarter to include three new senior account people all bringing confectionery and retail industry experience.

Sales & Marketing

During the quarter:

Sales & Distribution

Orders were received and delivery commenced to progress the national rollout of Yowie confectionery product across approximately 4300 stores in the Walmart network across the US.

The national launch across the U.S wide network of Walmart stores is a direct result of a consistent Yowie sales performance that began with a 50 store trial in Texas during September 2014 extending in March 2015 to a rollout across 1500 Walmart stores. Progression from a 50 store trial to a national rollout in less than 12 months confirms Walmart's high expectation for the Yowie product.

Yowie ranging across all Walmart stores will be in prime in-store location for an impulse purchase on "assisted" and "self" check-out stands across all 4300 stores, but may vary by store. The expanded point of sale to the self check-out lanes will give the product additional front-end exposure for impulse purchases.

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Marketing

- Advertising - Creative concept development has commenced with an LA. based creative agency with a view to having material ready for launch in U.S. market during Qtr. 2, 2016
- In Store Display - Yowie in store display is moving to prototype stage of development
- Media - Yowie rollout into 4300 Walmart stores featured in Confectionery News.com the leading global confectionery industry newsletter
- Digital - The Yowie World site is currently being upgraded for mobile access
- Yowie World – Has consistently generated around 10% growth in visits each month since launch. Consumer experience remains positive with over 20% of web users return month-on-month, to play again. The average app review score on Google Play is 4.3/5, which is a better score than 8 of the top 10 most popular games at the moment. The two games that have a higher score both have 4.4/5. “Where to Buy” and Yog’s Racer game the most popular content areas month on month.
- You Tube - Yowie on You Tube has surpassed 2M video views. 65% of video views were generated by 10% of YouTubers – those engaged officially by the brand. YouTubers not only assist in terms of generating reach, but also assist in promoting the brand (they always share where product was bought as well as the URLs to the site and the Facebook page) and inspire other content creators. The highlight of the month is the video created by Keiki Toys and Joys in which they share a positive review of Yowie but also list our other channels and invite their followers to visit them. Yowie is working with more YouTubers and we can expect to see fresh content coming in over the next month.
- Facebook - Yowie Facebook has served over 9,000 impressions since launch in the second quarter of this year. The customers engaged the most with updates that feature Yowie collectibles, whether it is a visual of the Yowie Poster or an animal fact shared alongside a photograph of Yowie collectibles
- Twitter & Instagram - Twitter and Instagram engagement were boosted by the news of a few Australian stores obtaining Yowie. A number of Australian stores (e.g. Joy’s De’Lights Albury) purchased Yowie from the US, to a very positive reaction of the Australian online community. The product sold out within 24 hours, and the online sentiment was 100% positive. This piece of news was shared by a local radio station and it inspired a BuzzFeed article ending in a message of “Long live Yowie, the confectionary kings!”

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- Instagram Launch - Yowie is about to launch on Instagram the online mobile photo-sharing, video-sharing and social networking service that enables its users to take pictures and videos, and share them on a variety of social networking platforms, such as Facebook, Twitter, Tumblr and Flickr. We are already seeing a lot of conversations around Yowie happening on Instagram with Yowie related posts during September generating around 10K views.

Corporate

- 6,135,906 listed options and 500,000 unlisted options were exercised, raising an additional US\$1,203,000.
- As at 30 September 2015, the Company held cash reserves of US\$8.311 million.

Change in functional and presentation currency

The Group's main operations are based in the United States, with the functional currency of the subsidiaries being United States Dollars ("USD" or "US\$"). The Group will change its presentation currency for financial reporting from Australian Dollars ("AUD" or "A\$") to USD from 1 July 2015 in order to better align the presentation of the Group's financial position and financial performance with its operations. The change of presentation currency from A\$ to US\$ has no economic impact on the value of the net assets of the Group or reporting under Australian IFRS. In addition, the parent company will change its functional currency from A\$ to US\$ from 1 July 2015.

As a result, financial information in the Company's quarterly cash flow and activities report as well as its half-year and full year accounts will be presented in USD's. The Group's first reported results in USD is the attached quarterly cash flow report for the quarter ended 30 September 2015.

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Executive Chairman
Yowie Group Ltd

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About Yowie

Yowie Group Ltd is a global brand licensing company specialising 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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Appendix 4C

Quarterly report for entities admitted on the basis of commitments

Introduced 31/03/00 Amended 30/09/01, 24/10/05, 17/12/10

Name of entity

YOWIE GROUP LTD

ABN

98 084 370 669

Quarter ended ("current quarter")

30 September 2015

Consolidated statement of cash flows

Cash flows related to operating activities	Current quarter \$US'000	Year to date (3 months) \$US'000
1.1 Receipts from customers	1,811	1,811
1.2 Payments for (a) staff costs	(240)	(240)
(b) advertising and marketing	(101)	(101)
(c) research and development	-	-
(d) leased assets	-	-
(e) other working capital ¹	(2,217)	(2,217)
1.3 Dividends received	-	-
1.4 Interest and other items of a similar nature received	34	34
1.5 Interest and other costs of finance paid	-	-
1.6 Income taxes paid	-	-
1.7 Other (royalty income)	28	28
Net operating cash flows	(685)	(685)

¹ Includes \$658k purchases of raw materials and manufacturing costs.

Appendix 4C
Quarterly report for entities
admitted on the basis of commitments

	Current quarter \$US'000	Year to date (3 months) \$US'000
1.8 Net operating cash flows (carried forward)	(685)	(685)
Cash flows related to investing activities		
1.9 Payment for acquisition of:		
(a) businesses (item 5)	-	-
(b) equity investments	-	-
(c) intellectual property (product development)	-	-
(d) physical non-current assets	(165)	(165)
(e) other non-current assets	-	-
1.10 Proceeds from disposal of:		
(a) businesses (item 5)	-	-
(b) equity investments	-	-
(c) intellectual property	-	-
(d) physical non-current assets	-	-
(e) other non-current assets	-	-
1.11 Loans to other entities	-	-
1.12 Loans repaid by other entities	-	-
1.13 Other (provide details if material)	-	-
Net investing cash flows	(165)	(165)
1.14 Total operating and investing cash flows	(850)	(850)
Cash flows related to financing activities		
1.15 Proceeds from issues of shares, options, etc.	1,203	1,203
1.16 Proceeds from sale of forfeited shares	-	-
1.17 Proceeds from borrowings	-	-
1.18 Repayment of borrowings	-	-
1.19 Dividends paid	-	-
1.20 Other (capital raising costs)	-	-
Net financing cash flows	1,203	1,203
Net increase / (decrease) in cash held	353	353
1.21 Cash at beginning of quarter/year to date	8,465	8,465
1.22 Exchange rate adjustments to item 1.21	(507)	(507)
1.23 Cash at end of quarter	8,311	8,311

+ See chapter 19 for defined terms.

Payments to directors of the entity and associates of the directors

Payments to related entities of the entity and associates of the related entities

		Current quarter \$US'000
1.24	Aggregate amount of payments to the parties included in item 1.2	96
1.25	Aggregate amount of loans to the parties included in item 1.11	-

1.26 Explanation necessary for an understanding of the transactions

Payments include:

- Payments of directors' fees and consulting fees to directors

Non-cash financing and investing activities

2.1 Details of financing and investing transactions which have had a material effect on consolidated assets and liabilities but did not involve cash flows

None

2.2 Details of outlays made by other entities to establish or increase their share in businesses in which the reporting entity has an interest

Nil

Financing facilities available

Add notes as necessary for an understanding of the position.

		Amount available \$US'000	Amount used \$US'000
3.1	Loan facilities	-	-
3.2	Credit standby arrangements	-	-

+ See chapter 19 for defined terms.

Appendix 4C
Quarterly report for entities
admitted on the basis of commitments

Reconciliation of cash

Reconciliation of cash at the end of the quarter (as shown in the consolidated statement of cash flows) to the related items in the accounts is as follows.	Current quarter \$US'000	Previous quarter \$US'000
4.1 Cash on hand and at bank	6,450	2,626
4.2 Deposits at call	1,861	5,839
4.3 Bank overdraft	-	-
4.4 Other (provide details)	-	-
Total: cash at end of quarter (item 1.23)	8,311	8,465

Acquisitions and disposals of business entities

	Acquisitions (Item 1.9(a))	Disposals (Item 1.10(a))
5.1 Name of entity	-	-
5.2 Place of incorporation or registration	-	-
5.3 Consideration for acquisition or disposal	-	-
5.4 Total net assets	-	-
5.5 Nature of business	-	-

+ See chapter 19 for defined terms.

