



ABN 98 084 370 669

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ASX Market Announcements
ASX Limited
20 Bridge Street
Sydney NSW 2000

'YOWIE IS BACK!' IN AUSTRALIA

Yowie Group Ltd (ASX: YOW, OTC ADR: YWRPY) (the "**Group**" or "**Yowie**") is pleased to announce that 'Yowie is Back!' and now available on shelves in selected Australian retail outlets.



Universal Candy, Yowie's distribution partner in Australia and New Zealand, advises the response from retailers has been extremely positive and Yowie is now available across a range of retailers representing the grocery, convenience, oil and convenience, department and toy store channels across all Australian states.

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The Yowie Australian launch product delivers a range of new and improved consumer benefits including nut free, gluten free with no GMO, palm oil, trans fat or high fructose corn syrup. The new recipe Yowie chocolate is ethically sourced and trade with Rainforest Alliance Certification. Each Yowie wildlife playmate collectable is produced to international quality and safety standard, complete with a Yowie information leaflet, profiling the animal, its eco status, habitat, food sources, and threats to the animal and its environment. Carefully detailed to scientific specification, Yowie playmates have been designed to encourage learning through play. A Yowie App is available for free download from www.yowieworld.com.

Following a successful launch into the U.S market, the re-launch of the Yowie brand in Australia represents a significant milestone for the Group. "Australia was a logical choice to begin our expansion outside of the US because of strong residual brand awareness and consumers love and affinity for the Yowie brand" said Bert Alfonso, Global Chief Executive Officer. The Yowie confectionary was originally sold in Australia during the 1990's. At its peak 65m units of the product were sold in a single year representing over 3 units per capita. In addition to Australia, the Group also aims to enter an additional market before the end of FY17.

Yours sincerely

A handwritten signature in black ink that reads "Bert Alfonso". The signature is written in a cursive, flowing style.

Bert Alfonso
Global CEO/Managing Director
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 ten 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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