



30 August 2023

ASX Market Announcements
ASX Limited
20 Bridge Street
Sydney NSW 2000

YOWIE GROUP TO ACQUIRE ERNEST HILLIER CHOCOLATE MANUFACTURING BUSINESS

Yowie Group Ltd (ASX: YOW) (the "Company" or "Yowie") announces that it has entered into a binding Asset Purchase Agreement with the administrators of Chocolate and Confectionary Company Pty Limited to acquire the assets of the Ernest Hillier chocolate business for \$375,000. This is Australia's first chocolate manufacturer and oldest privately owned chocolatier, established in 1914.

The business, located in Coburg North, Victoria, has the capability to produce a large range of products from its leasehold operations (of circa 4,000 sq metres), including:

- Premium Australian chocolates, including chocolate coated scorched almonds, macadamias, liquorice, fruit & nut, choc berries and mints;
- Premium Australian crème centred chocolates, including peppermint cream, orange cream, strawberry cream, Devonshire caramel, Turkish Delight and hazelnut praline; and
- Nutritional, energy and healthy snack bars.

Yowie is acquiring all the owned plant and equipment and all the IP of Ernest Hillier, including all business names and brands of the Ernest Hillier chocolate business, and is to enter into new leases for the premises and obtaining either new leases or assignments in respect of leased plant and equipment used by Ernest Hillier. Yowie is not assuming any of the existing liabilities of the sellers.

Yowie Group Chairman, Sean Taylor, said: *"The Ernest Hillier acquisition represents an important step in the evolution of our business. It enables us to preserve an iconic Australian chocolate manufacturing business with significant heritage value and capability, and in doing so take greater control over our future. When the current Board were appointed, Yowie was a one SKU business, concentrated on the US market. Since then, the Yowie product has returned to Australian stores, and we have expanded our product offerings through a range of seasonal Christmas and Easter products and more recently the collaborations with [AFL/NRL/Bluey etc]. Today, the addition of the Ernest Hillier business enables us to further expand our product range of premium Australian chocolates, providing greater control over the production of our products and we are excited about the future potential that this acquisition provides."*

Head Office
Yowie Group Ltd
Level 4, 216 St Georges Terrace
Perth WA 6000

PO Box 7315, Perth WA 6850
Phone +61 8 6268 2640
Fax +61 8 6268 2699

ABN 98 084 370 669





This announcement is authorised for release by the Board.

Sean Taylor
Chairman - Yowie Group Ltd

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For further information, please contact: Sandra Hogg, Mohr PR on +61 403 823 2318

Notes to editors:

About Yowie

Yowie Group Ltd is a global brand licensing and chocolate manufacturing business 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 is to distribute on a widening basis the Yowie product in North America and ANZ, with further international expansion.

For more information on the company go to www.yowieworld.com

DISCLAIMER

This Announcement contains interpretations and forward-looking statements that are subject to risk factors associated with the confectionery and retail industries. You are cautioned not to place reliance on these forward-looking statements, which are based on the current views of the Company on future events. The Company believes that the expectations reflected in the announcement are reasonable but may be affected by a variety of variables and changes in underlying assumptions which could cause actual results to differ substantially from the statements made.

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