



7 April 2025

ASX Market Announcements  
ASX Limited  
20 Bridge Street  
Sydney NSW 2000

## MARKET UPDATE

Yowie Group Ltd (ASX: YOW) (the "Company" or "Yowie") provides the following update in accordance with ASX Listing Rule 3.1:

### Forecast Revenue Reduction

Yowie has been advised by a major customer that, because of changes to store layout in Yowie's product category, Yowie will have materially fewer store facings effective immediately.

Based on historic sales for those store facings, the change in store presence is expected to result in up to US\$1.9 million p.a. of lower revenues.

### US Tariffs Impact

Over the weekend, new tariffs announced by President Trump have come into effect, with further tariffs to become effective over the coming days.

Yowie manufactures its USA distributed product in the USA, however, it sources inputs for that product from around the world. The two material inputs are chocolate and toys. The latter Yowie sources from China, spending an estimated US\$2.5m a year. The announced 54% aggregate tariff on Chinese goods entering the USA are likely to have a significant impact on Yowie's cost base.

Yowie is assessing alternative sourcing options, including any manufacturing options within the USA for its toys, however there can be no certainty that such arrangements can be implemented.

### 3. Leadership Transition – Yowie North America

Mr Leo Valle, Country Manager of Yowie North America, has announced his retirement effective 30 April 2025. The Board sincerely thanks Mr Valle for his leadership and contribution to the brand's growth in the U.S. market over his eight years at the Company and wishes him well in retirement.

**Head Office**  
Yowie Group Ltd  
113 Bakers Road  
Coburg Nth VIC 3058

ABN 98 084 370 669





#### 4. Keybridge Capital Ltd – Proposed DoCA

As previously announced, Yowie is a major creditor of Keybridge Capital Ltd (in Administration) (Keybridge), with a debt approximating A\$6.7 million. The Company has been informed that a Deed of Company Arrangement has been proposed by Mr Nicholas Bolton, under which Yowie would receive 100 cents in the dollar within 21 days of implementation, subject to creditor approval. Separately, WAM Active Limited are proposing to fund creditors of Keybridge by way of a loan, however details of which and the ability to fund are uncertain.

Yowie will continue to assess the proposals and will update shareholders as further information becomes available.

#### 5. Board Appointments

To enhance governance, in particular in relation to resolving its recovery of a very material debt from a related party, Keybridge, Yowie is pleased to announce the appointment of two independent Non-Executive Directors, effective 1 April 2025.

##### **Mr Diesel Schwarze**

An award-winning advertising director with over 25 years' experience working with prestigious global brands including Chanel, Louis Vuitton, Sony, Honda, Microsoft and Macy's. Mr Schwarze brings exceptional brand storytelling and creative input aligned with Yowie's consumer-focused growth strategy.

##### **Mr Daniel Agocs**

Mr Agocs offers significant operational experience in logistics, manufacturing, and wholesale sales. His input and experience come at an appropriate time as Yowie navigates increasingly complex global supply chain challenges and looks to diversify its wholesale reach.

This announcement has been authorised for release by the Board of Yowie Group Ltd.

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#### **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](http://www.yowieworld.com)

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