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ASX Market Announcements
ASX Limited
20 Bridge Street
Sydney NSW 2000

YOWIE PRE-HOLIDAY MARKETING CAMPAIGN RESULTS

Yowie Group Ltd (ASX: YOW, OTC ADR: YWRPY) (the “**Group**” or “**Yowie**”) is pleased to announce the results of the U.S Pre-Holiday 2016 marketing campaign.

During the months of October/November 2016, Yowie delivered a successful campaign through geographically targeted, regional broadcast television and national social media in the US market in conjunction with the launch of the new All-American Yowie collectables. This second series of Yowie wildlife collectables released in the US, features 25 limited edition Yowie collectibles including the Leatherback Turtle, American Crocodile and a bonus American Eagle.

Sales in the targeted geographies of Illinois and Texas outperformed other regions during the eight-week campaign. The regional uplift in Chicago, IL and San Antonio, TX were supported by local television broadcast of a new Yowie 30 second commercial spot; ‘*Surprise Inside*’, transit advertising on bus sides and onsite activations through partnership with local Zoos. Yowie aired 353 spots reining in 5.3 million broadcast impressions, 2.1 million over targeted delivery.

National sales uplift at key accounts benefited from targeted communications, videos and public announcements on Yowie World official social media channels including the Yowie World website, Facebook, YouTube, Instagram and Twitter.

Sell-through of the Yowie ‘All American’ series has increased more than 103% compared to the same period in 2015 at the same locations. Brand awareness saw an increase of more than 30% ‘Likes’ to the Facebook page within the campaign period confirming the importance of social media to Yowie targeted demographics. The Yowie World social feeds also achieved significant milestones with over **17 Million** combined ‘Views’ on the **Yowie World Official** YouTube channel and **18.6 Million** ‘Views’ on **Yowie World Official** Facebook.

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"We are pleased with the result of the Pre-Holiday campaign which has validated our strategy of prioritizing geographic regions with a mix of traditional media combined with a strong social media program. We continue to target millennial family groups looking for authenticity in their brand choices, together with a unique user experience and an educational message that empowers through learning knowledge of endangered species across the Americas" Cove Overley, Global CMO.

Yours sincerely

Wayne Loxton
Chairman
Yowie Group Ltd

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.yovieworld.com

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