



ABN 98 084 370 669

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ASX Market Announcements
ASX Limited
20 Bridge Street
Sydney NSW 2000

YOWIE LAUNCHES “DISCOVERY WORLD” NEW ADDITION TO GROUP BRAND PORTFOLIO

Yowie Group Ltd (ASX: YOW, OTC ADR: YWRPY) (the “**Group**” or “**Yowie**”) is pleased to announce the launch of a new brand, Discovery World, expanding the company’s brand portfolio through innovation that holds appeal for both consumers and retailers.

“We are excited to offer our new Discovery World brand to consumers, designed to complement our successful Yowie Brand by bringing a smaller portion of our high-quality chocolate, and a collectible supported by educational materials at a lower price point. The launch of Discovery World will provide the Group with brand representation in both the premium and lower price segments of the growing embedded chocolate novelty category. We want to be a strong player in this category and to do this we need to continue to bring innovation and relevance for today’s consumer across the category which plays to our strength as a brand company.” said Bert Alfonso Global CEO and Managing Director.

Building on the concept of play and learn by promoting fun and learning for young consumers, our first Discovery World launch series will feature 24 collectible Dinosaurs along with educational materials both in pack as well as on the Yow Brands website at www.yowbrands.com. The new product comes with a 9 gram single piece chocolate treat, which is responsibly sourced “Rainforest Alliance Accreditation” as well as GMO and gluten free.

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We have a strong stable of unique and exciting ideas for future Discovery World collections and have plans to let our consumers participate in helping us to make those choices. The new Discovery World collectibles are expected to hit U.S. retail shelves in early summer.

Yours sincerely

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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