



April 4, 2018

ASXMarketAnnouncements  
ASX Limited  
20 Bridge Street  
Sydney NSW 2000

## Yowie Chocolates with Surprise Animal Figurines To Be Sold At 7-Eleven™ and CVS Health® Stores Across the U.S.

Yowie Group Ltd (ASX: YOW, OTC ADR: YWRPY) (the "Group" or "Yowie") today announces the expanded distribution of its popular Yowie chocolates that are paired with kid-friendly wild animal figurines in two national tier-A drug and convenience chains. Yowie chocolates will be available for purchase by the end of May at up to 8,500 of the 10,500 7-Eleven™ franchise stores and 6,000 CVS Health retail outlets in 49 states.



New smaller footprint, 8-unit counter display unit to be released in CVS stores nationwide.

The 7-Eleven and CVS stores join national retailers like Circle K, Walmart, Walgreens, Cost Plus World Market, and grocery chains such as Albertsons, Food for Less, Lucky Supermarkets, Raley's, Safeway, and Vons in carrying the delicious chocolates that have an important message for kids – please save the natural world.

Each one-ounce Yowie chocolate, created in the shape of various characters and wrapped in foil, contain limited-edition collectible animal figurines, called Yowie playmates, and a leaflet that profiles the animal, its

**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





habitat, food sources and threats to the animal and its environment. With a focus on conservation, each animal is color coded to explain whether it is critically endangered, endangered, vulnerable, near threatened or not threatened.

The combination of tasty chocolate and fun animal figurines encourages kids to learn about the natural world and understand its need for protection. The current Yowie series includes 26 playmates, 17 wildlife animals, 2 Yowie vehicles, a Yowie Yurt and six Grumkin (Yowie villain) characters.

For more exploration, [Yowie World](#) online provides the backstories on each character, fun, age-appropriate games and entertaining videos.

Details about where to purchase Yowie chocolates near you can be found at <http://www.yowiegroup.com/where-to-buy/>

Yours sincerely

A handwritten signature in black ink, appearing to read "Mark Schuessler".

Mark Schuessler  
**Global CEO & Managing Director - Yowie Group Ltd**

**About CVS Health**

CVS Health is a pharmacy innovation company helping people on their path to better health. Through its more than 9,800 retail locations, more than 1,100 walk-in medical clinics, a leading pharmacy benefits manager with more than 94 million plan members, a dedicated senior pharmacy care business serving more than one million patients per year, expanding specialty pharmacy services, and a leading stand-alone Medicare Part D prescription drug plan, the company enables people, businesses and communities to manage health in more affordable and effective ways. This unique integrated model increases access to quality care, delivers better health outcomes and lowers overall health care costs. Find more information about how CVS Health is shaping the future of health at [www.cvshealth.com](http://www.cvshealth.com).

**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





#### About 7-Eleven, Inc.

7-Eleven, Inc. is the premier name and largest chain in the convenience-retailing industry. Based in Irving, Texas, 7-Eleven® operates, franchises and/or licenses more than 65,000 stores in 18 countries, including 11,600 in North America. Known for its iconic brands such as Slurpee®, Big Bite® and Big Gulp®, 7-Eleven has expanded into high-quality salads, side dishes, cut fruit and protein boxes, as well as pizza, chicken wings, cheeseburgers and hot chicken sandwiches. 7-Eleven offers customers industry-leading private-brand products under the 7-Select® brand including healthy options, decadent treats and everyday favorites, at an outstanding value. Customers also count on 7-Eleven for bill payments, self-service lockers and other convenient services. Find out more online at [www.7-Eleven.com](http://www.7-Eleven.com), via the 7Rewards® customer-loyalty platform on the 7-Eleven mobile app, or on social media at [Facebook](#), [Twitter](#) and [Instagram](#).

#### 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](http://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](http://www.yowiegroup.com)  
The Yowie consumer website can be found at [www.yovieworld.com](http://www.yovieworld.com)

#### DISCLAIMER

This Announcement contains interpretations and forward-looking statements that are subject to risk factors associated with the confectionary 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.

The Company and its Directors, agents, officers or employees do not make any representation or warranty, express or implied, as to endorsement of, the fairness, accuracy or completeness of any information, statement, representation or forecast contained in this announcement and they do not accept any liability for any statement made in, or omitted from, this Announcement.

**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

