



ABN 98 084 370 669

January 28, 2015

ASX Market Announcements
ASX Limited
20 Bridge Street
Sydney NSW 2000

Yowie Group Ltd (the “Company” or “Yowie”) is pleased to provide an update on sales in the U.S. market. Although product roll out of YOWIE in the US market is at its very early stage, early indications are demonstrating positive consumer response with consistency of repeat purchase and significantly the transition from trial to rollout across a tier 1 retailer.

SUCCESSFUL TRIAL WITH A TIER 1 RETAILER TRANSITIONS TO ROLLOUT ACROSS 1500 STORES

- Yowie is pleased to announce that as a result of a successful trial with a tier 1 retailer announced on 17 September 2014, purchase orders are now being received for the YOWIE product to rolled out across 1500 stores of the tier 1 retailer throughout the US.
- Distribution has already commenced with orders in the process of dispatch. Further details regarding timing of when the product will be in store, in store positioning and marketing are being finalized and will be the subject of future announcements.
- As individual stores come on line, regular store location updates together with mapping guidance will be provided at www.yowieworld.com in the top navigation under ‘Where to Buy’.

ENCOURAGING RESULTS FROM SECOND TIER 1 U.S. RETAIL CHAIN, WHICH COMMENCED A TRIAL LATE NOVEMBER

- Sales results from the 60-store launch, which commenced in November with a Tier 1 retailer, are tracking well above the minimum threshold levels.
- The specific results of the trial are subject to confidentiality agreements. The trial is expected to be concluded in coming weeks.

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- Sales performance will be assessed on a store-by-store basis post completion of the trial. If successful, the Company anticipates a staged national rollout.

SALES TEAMS FOCUS REMAINS ON TIER 1 ACCOUNTS

- The Yowie product continues to attract significant interest across numerous trade channels.
- Sales teams focus remains on signing major accounts to rollout the Yowie product.
- Numerous large US retailers are currently engaged and we expect to announce the signing of new major accounts in the coming weeks.

Building a strong sales and distribution network remains the No 1 priority and focus for Yowie in the U.S. market.

Yours sincerely



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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 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.yowieworld.com

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