



ABN 98 084 370 669

4 February 2015

ASX Market Announcements  
ASX Limited  
20 Bridge Street  
Sydney NSW 2000

**YOWIE SEEKS US LISTING WITH APPOINTMENT OF FOSTER  
STOCKBROKING AND NEW YORK BASED EAS ADVISORS LLC**

**Yowie Group Limited (“Yowie”)** (ASX:YOW) is pleased to advise that it has appointed Foster Stockbroking Pty Ltd and EAS Advisors LLC to provide corporate advisory and equity capital market services in Australia, Asia and North America respectively. Foster Stockbroking and EAS Advisors have successfully developed a strong partnership working with growth focused ASX-listed companies, providing equity capital market services and assisting with the transition of the company’s register in readiness for an ultimate listing on the main boards of the US equity market. Foster Stockbroking and EAS will work with Yowie to provide strategic support for Yowie’s continued growth in the US.

EAS founder Edward Sugar stated: “We are excited to be working with the Yowie Group and see great potential for growth, particularly in the US, in the months and years ahead. The combination of Yowie’s unique intellectual property rights added to their message promoting learning and understanding of endangered species and the natural world make Yowie a timely and compelling case for growth in the US and beyond. We are very pleased that Yowie Group has selected us to assist them in growing the company and ultimately listing in the US in late 2015 / early 2016.”

For more information visit: [www.yowiegroup.com/](http://www.yowiegroup.com/)

**Head Office**

Yowie Group Ltd.  
Level 45, 108 St Georges Terrace,  
Perth WA 6000

PO Box 7315, Perth WA 6850  
Phone +61 8 9486 7066  
Fax +61 8 9486 8066  
ABN 98 084 370 669

### **About Foster Stockbroking**

Foster Stockbroking was established by Stuart Foster more than 20 years ago as a growth focused investment bank based in Sydney, Australia. Their client base spans across Australia and Asia and comprises both institutional and strategic investors.

### **About EAS**

EAS Advisors, LLC is a private New York-based boutique investment advisory firm that provides a unique service to companies primarily operating in the natural resource, commodity and affiliated sectors. The foundation of EAS's business is built on knowledge, capital markets insight and access to a deep pool of both traditional and non-traditional sources of capital.

### **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](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)

#### **Head Office**

Yowie Group Ltd.  
Level 45, 108 St Georges Terrace,  
Perth WA 6000

PO Box 7315, Perth WA 6850  
Phone +61 8 9486 7066  
Fax +61 8 9486 8066  
ABN 98 084 370 669

