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EXPANSION OF U.S. RETAIL DISTRIBUTION FOR AUSTRALIAN-OWNED YOWIE CONFECTIONARY

Yowie announces an expansion of several key retailers in the United States signing on to sell the Australian-owned iconic confectionary, Yowie.

The expansion is expected to generate higher sales in the opening half of calendar 2018 for ASX-listed confectionary and info-entertainment retailer, **Yowie Group Ltd** (ASX: YOW, OTC ADR: YWRPY) (the “**Group**” or “**Yowie**”).

Yowie said today the expansion, into current and new key retailers across the Grocery, Convenience, Mass and Specialty consumer channels in the U.S. market, followed a restructuring of the U.S. Sales organization in Q1 FY2018 by the Company.

The new retail sales network gains include:

- **In Grocery**, the addition of **Albertson’s**, **Wakefern**, and **Brookshire Bros**, adding key accounts on both the east and west coasts of the United States
- A significant expansion in **Target** to 1,250 stores. This follows positive sales results from a 300-Target store trial, adding critical volume in the important Mass channel and confirming Yowie’s success in consumer trial
- **In Convenience**, an important channel for the category, more than 8,000 new stores will come on stream in the March 2018 quarter, from sales expansion into **Circle K**, **Speedway**, **Travel Centers of America**, **Sunoco** and **AMPM**.
- **In Specialty**, distribution will also benefit from the addition of **Bed Bath and Beyond**, **Five Below** and **Michael’s** during the same period.

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"In the opening quarter of FY2017-18, Yowie restructured its U.S. Sales leadership and team to accelerate growth," Yowie's Global Chief Executive Officer, Mr. Bert Alfonso, said today.

"We prioritised our focus on specific geographies and key accounts in the United States," Mr. Alfonso said.

"This strategy is delivering an important increase in the addition of new accounts, as well as expansion in current accounts. Many of the confirmed additions will benefit sales in the coming March and June quarters versus our prior year results," he said.

Yowie's Chief Operating Officer, Mr. Mark Schuessler, said the Company remained of the belief that Yowie has significant scope for further market penetration and growth in the U.S.

"We see distribution growth potential extending beyond fiscal 2018," Mr. Schuessler said, "driven by our current product innovation and investments in brand awareness through our marketing programs."

Yowie expanded into Canada's confectionary consumer market in October this year, successfully launched its Yowie Series 1 range into the Australian market in May this year, and entered the New Zealand market in August through some K-Mart stores.

The Company plans to release its fiscal Q2 Quarterly Report during the third week of January 2018.

Yours sincerely



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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

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.

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