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ASX Market Announcements  
ASX Limited  
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Sydney NSW 2000

### **YOWIE GROUP LTD. ANNOUNCES PRODUCT LAUNCH IN CANADA**

**Yowie Group Ltd (ASX: YOW, OTC ADR: YWRPY) (the “Group” or “Yowie”)** announced today that YOWIE product will now be available on shelves in select Canadian retail outlets, furthering the branding company’s expansion into markets outside of the U.S.

**Mondoux Confectionery Inc.**, the YOWIE distribution partner in Canada reports that retailer reactions to the news has been incredibly positive now that YOWIE product is available across a range of retailers representing the grocery, convenience, oil and convenience, department and toy store channels. The YOWIE Canadian launch delivers a range of consumer benefits with its nut free, gluten free product containing no GMOs, palm oil, trans fat or high fructose corn syrup. The recipe for YOWIE chocolate is ethically sourced and traded with Rainforest Alliance Certification.

Following a successful launch into the U.S. market and long-awaited relaunch into the Australian market, the arrival of the YOWIE brand in Canada signifies important opportunity for the Group.

“Our launch into the Canadian market is an exciting step in our expansion outside of the U.S. as the YOWIE brand begins to grow into a global presence,” said **Mark Schuessler, Chief Operating Officer of YOWIE Group Ltd.** “We are thrilled to have a strong distribution partner in **Mondoux Confectionery** and proud to share the product with new consumers while also spreading the YOWIE message to ‘Save the Natural World’ through education and play.”

“We are very pleased with our new partnership with the Yowie Group and believe that the brand will bring innovation to the category as well as spreading an important conservation message to consumers with its educational content about saving wild places and animals” said **Eric Longval, Mondoux Vice President Sales.**

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Yours sincerely



Bert Alfonso  
**Global CEO & Managing Director**  
**Yowie Group Ltd**

**ABOUT NONDOUX CONFECTIONERY INC.**

Founded in 1967 by Normand Mondoux, the company manufactures and distributes its own line of confectionery as well as distributing selected third party brands, In 2010, the company's product distribution team counted over fifty distributors and representatives throughout Québec, the Maritimes, Ontario, western Canada and Nunavut. Over the years, Bonbons Mondoux has established a name for itself with a wide range of confectionary, including imported products that are unique in our market. Thanks to the close relationships it has forged with many food sector companies, it is also behind a number of well-known private labels. Today, the little company founded in 1967 has grown into an SME with facilities of over 100,000 sq. ft. and over 150 employees that offers more than 3,000 products to a large customer base.

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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](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.yowieworld.com](http://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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