



ABN 98 084 370 669

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ASX Market Announcements  
ASX Limited  
20 Bridge Street  
Sydney NSW 2000

## **YOWIE CELEBRATES FULL U.S. ROLLOUT TO OVER 4300 WALMART STORES**

**Yowie Group Ltd** (the “**Company**” or “**Yowie**”) is pleased to announce that the Yowie confectionery product will rollout nationally across the U.S. into approximately 4300 Walmart stores from August 2015.

The national launch across the entire network of Walmart stores is a direct result of a consistent Yowie sales performance that began with a 50 store trial in Texas during September 2014 extending in March 2015 to a rollout across 1500 Walmart stores. The time from the 50 store trial to the complete national rollout of only 11 months confirms Walmart’s high expectation for the Yowie product.

Yowie ranging across all Walmart stores will be in prime in-store location for an impulse purchase on “assisted” and “self” check-out stands across all 4300 stores, but may vary by store. The expanded point of sale to the self check-out lanes will give the product additional front-end exposure for impulse purchases.

Walmart have advised the Company that purchase orders shall be issued by end June 2015 to allow completion of distribution to Walmart’s distribution centers by end July 2015.

As individual Walmart stores come on line, regular store location updates together with mapping guidance will be provided at [www.yowieworld.com](http://www.yowieworld.com) in the top navigation bar under ‘Where to Buy’.

Measured by revenue, Walmart is the largest company in the world and the largest grocery retailer in the United States. Each week, more than 140 million

### **Head Office**

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customers and members visit Walmart's more than 4,300 stores and 645 club stores across the U.S. (this compares to Coles and Woolworths combined 1613 number of stores in Australia). With U.S. sales of approximately \$288 billion in fiscal year 2015, Walmart U.S. employs 1.4 million associates. Wal-Mart Stores, Inc. also owns and operates the Sam's Club retail warehouses in North America.

A successful rollout into Walmart stores is an endorsement of the Company's strategic approach to the U.S. market and consumer acceptance of the Yowie chocolate product. A national rollout in a market the size of the U.S. is a lengthy process and a successful execution and continued quality servicing of the Walmart account remains a priority focus for the Yowie North America team.

The Company is excited about the permanent ranging in all of Walmart's U.S. stores and is working towards being in a position to make further announcements in the coming weeks regarding additional major accounts.

Yours sincerely



Wayne Loxton  
**Executive Chairman**  
**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](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)

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