



ABN 98 084 370 669

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ASX Compliance Pty Ltd
Level 8 Exchange Plaza
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Perth WA 6000

YOWIE PASSES INTERNATIONAL STANDARD QUALITY & SAFETY TESTING

Yowie Group Ltd (the "**Company**" or "**Yowie**") is pleased to announce the successful completion of all quality and safety testing for the launch series of Yowie inclusions.

Yowie inclusions and information leaflets have been subjected to full cycle verification of quality, integrity, safety and compliance to international standards by a globally recognised and respected testing laboratory based out of Hong Kong. All were subjected to a range of physical, mechanical and chemical testing required for '0' Age certification.

The Yowie inclusions will now proceed into full production with the first delivery due into the Yowie chocolate factory in Florida on schedule at the end of October.

Twenty four inclusions will feature in the first Yowie series including all six (6) Yowie characters (Rumble, Boof, Crag, Ditty, Squish and Nap), a Galapagos Tortoise (*Chelonoidis nigra*), an American Bison (*Bison bison*) and a superbly crafted and detailed Alpaca (*Vicugna pacos*). The Series 1 Yowie launch series will be a limited edition once only release, emulating the vulnerability of the creatures themselves many of whom exist today under threat or at risk of extinction. The information leaflet that accompanies the Yowie inclusion details the conservation status of each creature, its vulnerability as common, potentially threatened, threatened, endangered or at risk as rare and under extinction.

A positive testing outcome together with Yowie high standard specification ensures that the Yowie standard of uncompromised attention to detail, quality and safety remains firmly in place.

Yowie planned progress towards the launch of the Yowie brand in the US market remains on schedule together with Yowie Group Ltd's strategy and commitment to becoming a respected and successful global brand company.

Yours sincerely

A handwritten signature in blue ink that reads "Wayne Loxton".

Wayne Loxton
Executive Chairman
Yowie Group Ltd

About Yowie

Yowie Group Ltd is a global brand licensing company specialising 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 go to www.yowiegroup.com