



ABN 98 084 370 669

11 November 2013

ASX Market Announcements  
Australian Securities Exchange  
20 Bridge Street  
Sydney NSW 2000

## **YOWIE GEARS UP FOR U.S. PRODUCTION**

**Yowie Group Ltd** (the “**Company**” or “**Yowie**”) is pleased to announce all key components for the commencement of manufacturing production in Florida later this month are on schedule.

Yowie chocolate has been delivered to the Florida manufacturing facility following successful consumer testing and evaluation by over 1000 US adults and children. The natural, ethically and sustainably sourced and certified chocolate is a core ingredient of the Yowie confectionery product.

Also delivered into Port Jacksonville, Florida is the first shipment of Yowie capsules, containing Yowie limited edition collectables and information leaflets. Following customs clearance the shipment will be received into the manufacturing facility at St Augustine.

The Series 1 Yowie creature inclusions have been each individually designed and crafted under scientific supervision to create as near to an exact replica of the wildlife creature as found in its natural habitat. The information leaflet that accompanies the Yowie inclusion details the conservation status of each creature. High standard specification ensures the Yowie standard of uncompromised attention to detail, quality and safety remains firmly in place.

Over the next two weeks the Florida manufacturing facility will receive delivery of all first order Yowie packaging materials including foils, trays, cartons and cases necessary to commence production.

A confectionery experienced Yowie North America sales, marketing and logistics team have been recruited and negotiations with retail traders commenced in September at ECRM Marketgate in New Orleans. A leading South Carolina based advertising and marketing agency has been appointed to handle all Yowie advertising, promotional, digital and social media aspects of promoting the Yowie brand and confectionery product, including the launch of Yowie World into the US market.

The Company remains committed to plans for further expansion into South East Asia where brand awareness remains strong.

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



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](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 go to [www.yowiegroup.com](http://www.yowiegroup.com)