



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 INCLUSIONS ATTAIN GOLD SEAL APPROVAL

Yowie Group Ltd (the '**Company**' or '**Yowie**') is pleased to announce the successful completion of the Gold Seal production approval process for the launch series Yowie inclusions and capsules.

The Gold Seal is the final step in a 9 month process involving moulding, tooling, injecting, testing, proofing and decorating to meet the exacting requirements of Yowie Group detailed specifications.

Over 150 Yowie production samples were carefully reviewed and appraised against individual handmade prototypes, leaflet and scientific research reference materials. Each sample was assessed for accuracy of size, shape, weight, height, width, paintwork, scientific detail and quality finish.

The units are now being subjected to independent full cycle verification for quality, integrity, safety and compliance by a globally respected state of the art testing laboratory based out of Hong Kong. On completion of independent quality and safety testing the Yowie inclusions will then move into full commercial production.

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

Yours sincerely,

A handwritten signature in blue ink, appearing to read "W 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