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ASX Compliance Pty Ltd  
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## **YOWIE GROUP APPOINTS DIGITAL STRATEGIC PARTNER**

Yowie Group Limited ("the Company" or "Yowie") is pleased to announce the appointment of The Little Big Partnership (TLBP) as its digital strategic partner for the Yowie brand. Digital channels are an important element within the Yowie confectionery launch strategy as the Company moves forward with finalisation of plans for the launch of Yowie in the US market later this year.

TLBP is a well-respected and highly regarded London U.K. based marketing and strategy consultancy that specialises in bringing brands to life in ways that excite and engage. The founding partners offer years of experience having worked with media, charity and entertainment brands in creating experiences that deliver results and awards. TLBP brands include Disney, BBC, Xbox, Tottenham Hotspur, LEGO, Oxfam and Unilever and programs across digital, print, CRM, events, social and outdoor.

TLBP have been appointed to work with Yowie to help shape, define and direct Yowie digital strategy and production. Their task is to ensure digital channels deliver awareness, interest, revenue and new business opportunities for the Yowie brand. TLBP's business philosophy 'We believe in the big potential of little people' resonated strongly with the ecological 'play and learn' philosophy that is at the heart of the Yowie brand.

The appointment of TLBG is further confirmation of Yowie Group Limited's commitment to becoming a respected and successful global brand company.

Yours sincerely,

A handwritten signature in blue ink, appearing to read "Jerry Monzu".

Jerry Monzu  
Company Secretary

## About Yowie

Yowie Group Ltd is a company that owns intellectual property rights and intends to use these rights to outsource the manufacturing and distribution of the Yowie chocolate confectionery product, digital platform and Yowie branded licensed consumer products. The Company's vision is to distribute the Yowie product initially in North America with further expansion planned into Australia, New Zealand and the Asia Pacific region 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.