



ABN 98 084 370 669

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ASX Market Announcements
ASX Limited
20 Bridge Street
Sydney NSW 2000

YOWIE SECURES FIRST ORDER FOR RELAUNCH INTO AUSTRALIA

Yowie Group Ltd (the “**Company**” or “**Yowie**”) is pleased to announce a first container order of Yowie confectionery product has been placed for a major grocery retailer in Australia.

The container has been dispatched from Port Jacksonville, Florida and is due to arrive in Melbourne, Australia by the end of May.

Yowie Group looks forward to the Yowie confectionery product being available in store in Australia during the 2014 peak confectionery selling period.

Response from the Australian retail trade to the announcement that ‘Yowie is Back!’ has been pleasing.

Yowie Group is also pleased to be able to respond to consumer demand to bring back Yowie into the markets where its success originated and brand recall still remains strong.

Yours sincerely

Wayne Loxton
Executive Chairman
Yowie Group Ltd

Head Office
Yowie Group Ltd.
Level 45, 108 St Georges Terrace,
Perth WA 6000

PO Box 7315, Perth WA 6850
Phone +61 8 9486 7066
Fax +61 8 9486 8066
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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 in December 2012 under code name 'YOW'. The Company's registered head office is in Perth, Western Australia.

More information about Yowie Group Ltd can be found at www.yowiegroup.com .

To discover more about Yowie World visit the Yowie consumer website and download the App at www.yowieworld.com .

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