



ABN 98 084 370 669

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ASX Market Announcements
ASX Limited
20 Bridge Street
Sydney NSW 2000

YOWIE GOES ON SALE IN A SECOND TIER 1 U.S. RETAIL CHAIN

Yowie Group Ltd (the "Company" or "Yowie") is pleased to announce the launch of the Yowie product in a 60 store trial with a second Tier 1 U.S retail chain.

The trial will take place in the Philadelphia and New Jersey area of the **pharmaceutical and convenience retail chain** commencing **late November 2014**. The trial will take place over 90 days with the Yowie confectionery product located on front end gondolas at end of aisle.

Second Tier 1 U.S. retail chain Yowie trial commencing late November

- The 60 store launch is part of an in-store trial over a ninety day period with Yowie featured on front end gondolas
- An initial order has been received for delivery of 2 cases of Yowie per store (144 units)
- The retailer has indicated the product is to be located in a high traffic area
- Sales performance will be assessed on a store-by-store basis. If successful, the Company anticipates a staged national rollout
- Yowie displays will be serviced throughout the trial by an external merchandising company to ensure individual store stock weight, display and shelf fill standards are consistently met
- The Yowie North America sales team will also be actively supervising individual stores throughout the trial

The company is the largest pharmaceutical and convenience retail chain in the United States. As of May, 2014, the company operated 8,217 stores in all 50 states, the District of Columbia, Puerto Rico and the U.S. Virgin Islands (this compares to Coles and Woolworths combined 1613 number of stores in Australia). With US sales of approximately \$77 billion in fiscal year 2014, the retailer serves **over 6 million** customers per day chain wide.

Building a strong sales and distribution network in the market continues to be the No 1 priority for the Company in the U.S.

Yours sincerely

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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 on the company go to www.yowiegroup.com
The Yowie consumer website can be found at www.yowieworld.com

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