



ABN 98 084 370 669

October 17, 2014

ASX Market Announcements
ASX Limited
20 Bridge Street
Sydney NSW 2000

YOWIE U.S. MARKET UPDATE

Yowie Group Ltd (the “Company” or “Yowie”) is pleased to provide an update on sales in the U.S. market.

Walmart rollout commences.

- The Walmart 50 store trial has commenced with display installation taking place progressively across Texas (see photo attached).
- The 50 store launch is part of a Walmart in-store trial over a four week period with Yowie featured on the cash register aisle ends.
- Sales performance will be assessed on a store-by-store basis. If successful, Walmart has indicated that it would take the product to a national rollout.

Encouraging Valero trial results.

The Valero convenience store trial took place across 234 (of a total 1100) Valero stores across five U.S. states over a period of 4 weeks.

The Valero buyer was pleased with the sales thresholds achieved particularly for a new line, in a new category and at a price point of \$2.99 being well above the average confectionery/candy product sell price. Several stores sold out inside 4 weeks. A review for future ranging in all Valero stores will be held in January 2015.

Yowie has now achieved distribution with 23 customer groups, in over 1100 stores and across 35 U.S. States.

Building a strong sales and distribution network and management team continues to be the No 1 priority for YGL in the US market.

Yours sincerely

Wayne Loxton
Executive Chairman

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Yowie Group Ltd

Figure 1: Yowie display units



Figure 2: Yowie display unit



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.

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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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