



ABN 98 084 370 669

April 23, 2015

ASX Market Announcements
ASX Limited
20 Bridge Street
Sydney NSW 2000

SUCCESSFUL MIDDLE EAST YOWIE SUPERMARKET TRIAL

Yowie Group Ltd (the “Company” or “Yowie”) is pleased to announce the successful completion of a small, twelve store trial in a Tier 1 grocery retail account in Dubai, Middle East. The twelve trial stores are part of a major international supermarket chain.

In all stores benchmark targets were exceeded within the required time frame. Consumer response has been positive and consistent with other markets where the product is being sold, trialed or research has been undertaken. Pricing was in line with the US market taking into account currency exchange.

Next steps will involve expansion of the trial across more stores and trade channels, over a longer period. The details of the next stage trial are being determined. Regular updates will be provided on progress in this market.

The Middle East is emerging as one of the fastest growing chocolate markets across the globe. The market is said to be set for a compound annual growth rate of 6.09% from 2014 to 2019. The global chocolate market is expected to grow at just 2.3 % over the same period. (Confectionery News, September 9, 2014).

This early result in the Middle East is viewed by the Company as a promising outcome on which to build a consistently strong performance. The Middle East trial is part of planned progress aligned to the Company’s mission to build a successful global brand company.

A handwritten signature in black ink, appearing to read "Wayne Loxton".

Wayne Loxton
Executive Chairman
Yowie Group Ltd

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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.

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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