



ABN 98 084 370 669

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ASX Market Announcements
ASX Limited
20 Bridge Street
Sydney NSW 2000

SUCCESSFUL YOWIE WALMART TRIAL LEADS TO U.S. ROLLOUT

Yowie Group Ltd (the “Company” or “Yowie”) is pleased to announce the Yowie confectionery product will launch nationally across the U.S. into 1507 Walmart stores including Walmart Supercenters, Discount Stores and Neighborhood Markets from March, as a result of a successful trial in Texas in 2014.

Yowie product ranging will commence in Walmart from March 2015 at prime in store location for an impulse purchase on check-out stands across 1507 stores with 10 points of distribution per store.

Distribution has already commenced to Walmart stores with 4000 cases of product (72 units per case) in the process of dispatch to the first 20 Walmart stores.

As individual Walmart stores come on line, regular store location updates together with mapping guidance will be provided at www.yowieworld.com in the top navigation bar under ‘Where to Buy’.

Walmart is the largest company in the world and the largest grocery retailer in the United States. Each week, more than 140 million customers and members visit Walmart’s more than 4,300 stores and 645 club stores across the U.S. (this compares to Coles and Woolworths combined 1613 number of stores in Australia). With U.S. sales of approximately \$279 billion in fiscal year 2014, Walmart U.S. employs 1.3 million associates. Wal-Mart Stores, Inc. also owns and operates the Sam's Club retail warehouses in North America.

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A successful rollout into Walmart stores is endorsement of the Company's strategic approach to the U.S. market, however, national rollout in a market the size of the U.S. is a lengthy process and building a strong sales and distribution network in the US market remains the No 1 priority and focus.

Yours sincerely



Wayne Loxton
Executive Chairman
Yowie Group Ltd

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.yovieworld.com

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